



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: OCTOBER 17, 2018

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

Reception:
415.558.6378

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415.558.6409

Planning
Information:
415.558.6377

****The following report provides recommendations for three (3) Legacy Business applications.****

Filing Date: September 19, 2018
Case No.: 2018-013136LBR
Business Name: Balboa Theatre
Business Address: 3630 Balboa Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)
40-X Height and Bulk District
Block/Lot: 1580/003A
Applicant: Adam Bergeron and Jaimi Holker
3630 Balboa Street
San Francisco, CA 94121
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The Balboa Theatre ("the Balboa") opened on February 27, 1926. The original owner, Samuel H. Levin, hired renowned architects James and Merritt Reid to design and build a neighborhood theater to service the Outer Richmond district. It was originally called the "New Balboa" in order to distinguish it from a theater with the same name in the Sunset district. The theater was more modest than some of the theaters designed by the Reid Brothers and made to blend in with the more suburban surroundings of the neighborhood. It had one large auditorium which sat approximately 800 people.

The Balboa was owned by the Levin family until the 1970s. In 1978, it was converted into a two-screen theater. Gary Meyer bought the business in 2004 and sold it to current owners Adam Bergeron and Jaimi Holker on January 1, 2012. Under the guidance of Gary Meyer, and then Adam Bergeron and Jaimi Holker, the theater has become a focal point for the neighborhood, both physically and culturally. The creative and inclusive programming provides entertainment for diverse audiences and promotes a lively atmosphere for neighborhood patrons and visiting guests. Today, the Balboa Theatre shows a combination of first-run feature films and themed screenings, along with family-friendly movies every Saturday morning and classic films on Thursday evenings.

The business is located on the north side of Balboa Street between 37th and 38th avenues in the Outer Richmond neighborhood. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1926.

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

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

- i. Balboa Theatre has operated continuously in San Francisco for 92 years.
 - ii. Balboa Theatre has contributed to the history and identity of San Francisco by serving as a neighborhood theater.
 - iii. Balboa Theatre is committed to maintaining the physical features and traditions that define the business.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
Yes. The business is associated with the neighborhood theater tradition. It was originally designed as a combination theater that could exhibit both motion pictures and vaudeville shows.
 4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Persons

Yes. Balboa Theatre is associated with prominent San Francisco movie theater developer Samuel Levin.

Architecture

Yes. Balboa Theatre is a work of master architects the Reid Brothers and it represents the early 20th century neighborhood combination movie theater building type. The Balboa Theatre's design was modest compared to most of the other local theaters the Reid Brothers had built. The exterior of the building is reminiscent of a Spanish mission. The lobby is inspired by Art Deco. Many of the interior features are reminiscent of the "Alhambra" style of architecture, including some nice ornate cut outs in the walls where posters can hang. Subsequent decorations inside the theater lobby have honored the Alhambra style by using the mosque-style corners on the cut outs in other areas of the theater.

Events

Yes. Balboa Theatre is associated with neighborhood theater development in San Francisco. Located in commercial corridors, the city's theaters are associated with the expansion of the film industry after the turn of the 20th century and reflect the cultural and economic development of San Francisco. The Balboa Theater is one of twenty-three contributing theaters to a potentially eligible non-contiguous multiple property historic district. The period of significance for the district spans 1906-1945.

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 of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1925 and has not been formally evaluated.

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

Yes. The Balboa Theatre is listed in the Draft San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District Context Statement, prepared in 2006 by Andrew Murray and Katie Tom for the Board of Supervisors. The report provides background information about the neighborhood theater typology in San Francisco but provides little specific information about Balboa Theatre.

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

Yes. The Balboa Theater has been featured a number of times in the San Francisco Chronicle, as well as the Richmond District Blog, Hoodline Magazine, Via Magazine, Sunset Magazine and Cinema Treasures.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3630 Balboa Street

Recommended by Applicant

- Marquee

Additional Recommended by Staff

- Primary façade with shaped parapet, window openings, central and recessed entrance, and flanking storefront openings
- Blade sign
- Interior spaces, including the ticketing area, lobby, and original auditorium volume
- Original interior ornamental features
- Film programming

Filing Date: September 19, 2018
Case No.: 2018-013141LBR
Business Name: Fireside Camera
Business Address: 2117 Chestnut Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)
40-X Height and Bulk District
Block/Lot: 0490/047
Applicant: Spencer Pon, CFO
3630 Balboa Street
San Francisco, CA 94121
Nominated By: Supervisor Catherine Stefani, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Fireside Camera was founded in 1954 by William and Egon Fireside as an independent photo store in the Marina District. For 40+ years, Egon Fireside photographed many of San Francisco's elite, specializing in weddings, portraits, and event photography and becoming one of San Francisco's most renowned wedding photographers.

In the 1970s, photography became more commonplace and people took more of their own family pictures, so Fireside Studios evolved and added retail to its services. This change was reflected in the name which changed to Fireside Camera. Fireside Camera was one of the first importers of Olympus cameras. As retail became a larger and larger part of the business, sales people were hired, including Jack Shim in 1976, Edmond Lee in 1983, and Spencer Pon in 1984. At the turn of the century, Egon and his wife Lucy decided to retire and offered the store to Shim, Lee and Pon, who purchased the business and are the current owners. Under their ownership, the business has kept alive the "service first" attitude that made Fireside Camera the destination for all of San Francisco's photographic needs.

The business is located on the southwest corner of Chestnut and Steiner streets in the Marina District. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

8. *When was business founded?*

The business was founded in 1954.

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

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

- iv. Fireside Camera has operated continuously in San Francisco for 64 years.
- v. Fireside Camera has contributed to the history and identity of San Francisco by serving as a photograph and camera store.
- vi. Fireside Camera is committed to maintaining the physical features and traditions that define the business.

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

Yes. The business is associated with the art of photography.

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

No.

12. *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 of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1928 and has not been formally evaluated.

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

No. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.

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

Yes. Fireside Camera has consistently been one of the highest rated camera stores in San Francisco on YELP.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2117 Chestnut Street

Recommended by Applicant

- Selection of new and used camera equipment
- Film processing and digital printing services
- Signage
- Cabinets originally bought by the Firesides

Additional Recommended by Staff

- None

Filing Date: September 19, 2018
Case No.: 2018-013142LBR
Business Name: House of Bagels
Business Address: 5030 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)
40-X Height and Bulk District
Block/Lot: 1446/026
Applicant: Michael Puente, Owner
5030 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

House of Bagels opened in 1962 in its original location on 2nd Avenue and Geary Boulevard in the Richmond District. Their famous bagel recipe and manufacturing process were brought here from Brooklyn, New York, by a native New Yorker. According to the owner's research, there were no authentic bagels in Northern California. House of Bagels serves the Jewish and East Coast expatriate community with an authentic East Coast bakery experience.

Sidney Chassey opened the business and ran it with his wife, Mary Chassey. In 1964, Miguel Puente, started working at the House of Bagels and eventually become the second owner. In addition to bagels, the bakery makes every day artisan breads (fresh challahs and rye), traditional cookies (hamentashen, black and white cookies, rugelach and Russian tea cakes), and cookies and pastries. According to the owner, House of Bagels is the only place in San Francisco where one can get a real black and white cookie (lemon cake topped with chocolate and vanilla frosting), a cheese pocket, a kuchel or a mandlebrot.

The business is located on the north side of Geary Boulevard between 14th and 15th avenues in the Inner Richmond neighborhood. It is within a NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

15. *When was business founded?*

The business was founded in 1962.

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

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

vii. House of Bagels has operated continuously in San Francisco for 56 years.

- viii. House of Bagels has contributed to the history and identity of San Francisco by serving as a bagel shop and bakery.
- ix. House of Bagels is committed to maintaining the physical features and traditions that define the business.

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

Yes. The business is associated with the art of bagel making and baking.

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

No.

19. *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 of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1948 and has not been formally evaluated.

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

No. However, the property was included in the Neighborhood Commercial Buildings Historic Resource Survey conducted by the Planning Department in the summers of 2014 and 2015, and it was found not to be architecturally significant for its storefront.

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

Yes. House of Bagels won "Best of for Deli and Take-Out" in the 2006 SF Weekly's "Best of" Reader's Poll and has continued get accolades from customers and the press alike. Annually, House of Bagels wins the "Best Bagel" recognition from the "J Weekly Reader" as well as best of awards from a variety of local magazines:

- Jewish Reader's Choice Award "Best Bagel": 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
- SF Weekly "Best of" Reader's Poll "Best Deli": 2006
- SF Weekly "Best of" Reader's Poll "Best Sandwich": 2007
- SF Weekly "Best of" Editor's Choice "Best Bagel": 2008
- San Francisco Bay Guardian Best of the Bay BEST BAGEL BONA FIDES: 2008
- SF Chronicle's BayList Best Bagel SF: 2008
- Give Something Back Award: 2009
- Geary Merchant's Award: 2009

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5030 Geary Boulevard

Recommended by Applicant

- "Bay-Gull" sign from 1968
- Mural
- Original New York-style bagel recipe and methods

- Artisan baked goods

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: OCTOBER 17, 2018

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Nominated By: Supervisor Sandra Lee Fewer, District 1
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Reviewed By: Tim Frye - (415) 575-6822
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BALBOA THEATRE
CURRENTLY LOCATED AT 3630 BALBOA STREET, (BLOCK/LOT 1580/003A).**

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 October 17, 2018, 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 Balboa Theatre 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 Balboa Theatre.

Location(s):

- 3630 Balboa Street

Physical Features or Traditions that Define the Business:

- Marquee
- Primary façade with shaped parapet, window openings, central and recessed entrance, and flanking storefront openings
- Blade sign
- Interior spaces, including the ticketing area, lobby, and original auditorium volume
- Original interior ornamental features
- Film programming

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 2018-013136LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 17, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

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Case No.: 2018-013141LBR
Business Name: Fireside Camera
Business Address: 2117 Chestnut Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)
40-X Height and Bulk District
Block/Lot: 0490/047
Applicant: Spencer Pon, CFO
3630 Balboa Street
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Nominated By: Supervisor Catherine Stefani, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FIRESIDE CAMERA CURRENTLY LOCATED AT 2117 CHESTNUT STREET, (BLOCK/LOT 0490/047).

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 October 17, 2018, 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 Fireside Camera 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 Fireside Camera.

Location(s):

- 2117 Chestnut Street

Physical Features or Traditions that Define the Business:

- Selection of new and used camera equipment
- Film processing and digital printing services
- Signage
- Cabinets originally bought by the Firesides

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 2018-013141LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 17, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



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Case No.: 2018-013142LBR
Business Name: House of Bagels
Business Address: 5030 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)
40-X Height and Bulk District
Block/Lot: 1446/026
Applicant: Michael Puente, Owner
5030 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HOUSE OF BAGELS
CURRENTLY LOCATED AT 5030 GEARY BOULEVARD, (BLOCK/LOT 1446/026).**

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 October 17, 2018, 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 House of Bagels 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 House of Bagels.

Location(s):

- 5030 Geary Boulevard

Physical Features or Traditions that Define the Business:

- "Bay-Gull" sign from 1968
- Mural
- Original New York-style bagel recipe and methods
- Artisan baked goods

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 2018-013142LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on October 17, 2018.

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-2018-19-007
Business Name: Balboa Theatre
Business Address: 3630 Balboa Street
District: District 1
Applicant: Adam Bergeron and Jaimi Holker, Owner/Operator
Nomination Date: July 17, 2018
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

3630 Balboa Street from 1926 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: September 19, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San Francisco

SANDRA LEE FEWER

李麗嫦 市參事

July 17, 2018

Director Regina Dick-Endrizzi
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: Nomination of Balboa Theater to the Legacy Business Registry

Dear Director Dick-Endrizzi,

I write with the distinct pleasure of nominating the Balboa Theatre to the Legacy Business Registry. The Balboa Theater is among San Francisco's oldest operating movie theaters; it has screened everything from silent films to modern classics for over 90 years, after being constructed in 1926. Impressively, the Balboa Theatre has maintained art-deco elements in the lobby and has lovingly restored the marquee that lights up the Outer Balboa corridor. The Balboa is a true gem and is a local neighborhood theatre that is maintaining its identity and local color in times where corporate cinemas and movie-streaming are changing the industry. It is home to two cozy showing rooms, and a myriad of special screenings and double features. Balboa Theater has regularly hosted community events that are a draw for residents and visitors alike, such as the Bengali Film Fest and Bay Area Godzilla Night.

The Balboa Theatre also has the distinction of being part of the SF Neighborhood Theater Foundation, a 501(c)(3) non-profit which helps preserve and maintain other neighborhood movie theaters in the city. The Balboa Theater has grown into a Richmond District centerpiece, where generations of families and friends have gathered for the latest blockbusters and classics alike. Today, the weekly 'Popcorn Palace' Saturday morning features are a popular outing for many Richmond District families.

I believe that the Balboa Theatre would benefit greatly from being a part of San Francisco's Legacy Business Registry.

Thank you for your consideration. If you have any questions, please do not hesitate to contact my office.

Sincerely,

A handwritten signature in blue ink that reads "Sandra Lee Fewer".

Sandra Lee Fewer

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-7410
Fax(415)554-7415 • TDD/TTY(415)554-5227 • E-mail:Sandra.Fewer@sfgov.org

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
BALBOA THEATER		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
ADAM BERBERON JAIMI HOLKER		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
3630 BALBOA ST. SAN FRANCISCO, CA. 94121	(415) 221-3117	
	EMAIL:	
	ADAM@CINEMASF.COM	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
BALBOAMOVIES.COM	FACEBOOK.COM/BALBOATHEATRESF	

APPLICANT'S NAME	
ADAM BERBERON & JAIMI HOLKER	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER/OPERATOR	
APPLICANT'S ADDRESS:	TELEPHONE:
	EMAIL:
	ADAM@CINEMASF.COM

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0465300	C3931772

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3630 BALBOA ST	94121	FEB 27, 1926
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	2/27/1926 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.

AIDAN BERGERON

Name (Print):

7/22/18

Date:

Signature: 

BALBOA THEATRE

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 Balboa Theatre ("the Balboa") opened its doors at 3630 Balboa Street in San Francisco on February 27, 1926. The original owner, Samuel H. Levin, hired renowned architects James and Merritt Reid to design and build a neighborhood theater to service the Outer Richmond district. It was originally called the "New Balboa" in order to distinguish it from a theater with the same name in the Sunset district. The theater was more modest than some of the theaters designed by the Reid Brothers and made to blend in with the more suburban surroundings of the neighborhood. It had one large auditorium which sat almost 800 people.

In the 1920s, 1930s and 1940s the "New Balboa" got feature films a week or so after they opened on Market Street, and generally played films for a few days, often having multiple movies each day. On Wednesday and Thursday nights, patrons got one piece of china with their admission, and could have a complete 52 piece set of dinnerware over the course of a year. A poster advertising this is still framed and on display at the theater. In time, the name was changed to the Balboa Theatre.

The Balboa was owned by the Levin family until the 1970s, at which point it changed hands a few times but remained continually open. In 1978, it was converted into a two screen theater. Gary Meyer bought the business in 2004 and sold it to current owners Adam Bergeron and Jaimi Holker on January 1, 2012.

Under the guidance of Gary Meyer, and then Adam Bergeron and Jaimi Holker, the theater has become a focal point for the neighborhood, both physically and culturally. The prominent neon marquee, which has been meticulously maintained to look just as it did in the 1930s, defines the business district in the outer Balboa Street corridor and creates a hub around which there is a vibrant restaurant, café and bar social scene which is aided by the popularity of the movies shown at the theater. The creative and inclusive programming provides entertainment for people from all walks of life and promotes a lively atmosphere for neighborhood patrons and visiting guests alike. Every effort is made to provide a wide range of movie offerings so that all people in the Outer Richmond and the entire city feel included and can find something they like.

We at the Balboa Theatre are committed to keeping the theater alive and vibrant. We hope to continue to provide movies and fun to the neighborhood for many years to come.

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

The business has been open continuously since 1926.

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

The Balboa Theatre was owned by the Levin family until the 1970s and is now owned by husband and wife Adam Bergeron and Jaimi Holker.

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

A history of the business ownership is as follows:

1926 to 2001:	Samuel H. Levin and the Levin Family Trust
2001 to 2011:	Gary Meyer
2012 to Present:	Adam Bergeron and Jaimi Holker

The Balboa Theatre's original owner was theater operator Samuel H. Levin. It was an era when new movie houses seemed to be popping up every month. "Most of these theaters were operated by the same few families, like the Levins," explains Alfonso Felder, president of the San Francisco Neighborhood Theater Foundation (SFNTF)."¹

"Over the next few decades, the Balboa would survive the boom of multiplex theaters that threatened and ultimately claimed many of its contemporaries, including the neighboring Alexandria and Coliseum. It stayed in business thanks to a succession of devoted owners, starting with local film enthusiast Gary Meyer. Under Meyer's watch, the theater underwent a series of much-needed renovations. It also began hosting events and themed programming, which brought in a new wave of interest. In 2012, Meyer passed the reins to Adam Bergeron and his wife, Jaimi Holker, who continue to own and operate the Balboa as part of CinemaSF."²

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 prior to current ownership to verify it has been in operation for 30+ years is included in the Legacy Business Registry application.

¹ Nikki Collister, Hoodline, *The Story Of The Outer Richmond's Historic Balboa Theatre*, June 1, 2016.

² Ibid.

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 Balboa Theatre's design was modest compared to most of the other local theaters the Reid Brothers had built. The exterior of the building is reminiscent of a Spanish mission. The lobby is inspired by Art Deco. Many of the interior features are reminiscent of the "Alhambra" style of architecture, including some nice ornate cut outs in the walls where posters can hang. Subsequent decorations inside the theater lobby have honored the Alhambra style by using the mosque-style corners on the cut outs in other areas of the theater.

The historic resource status of the building at 3630 Balboa 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.

"As one of the city's oldest operating movie theaters, the Balboa has provided entertainment to generations of San Franciscans over the years, screening everything from silent films to summer blockbusters to cult classics. Its location at 38th Avenue means it's not always the most convenient place to catch a flick, unless you live in the area. But for many city dwellers, the 90-year-old theater is a local favorite, and a lasting remnant of the days when neighborhood theaters were king."³

"In its early days, the Balboa was a destination for eager moviegoers to see the latest silent films, with a single auditorium that sat up to 800 people. Along with nearby Richmond venues the Alexandria and the Coliseum, the New Balboa found success by providing the city's westside residents with an ever-changing rotation of popular films. Over the years, the theater saw the transition of film from silent to sound, from black and white to vibrant Technicolor. It also adopted its present name after the original Balboa became the Westwood. As the movie industry evolved, the small Richmond establishment adjusted its offerings, but kept its core business model the same"⁴

Today, the Balboa Theatre shows a combination of first-run feature films and themed screenings, along with family-friendly movies every Saturday morning and classic films on Thursday evenings.⁵

³ Nikki Collister, Hoodline, *The Story Of The Outer Richmond's Historic Balboa Theatre*, June 1, 2016.

⁴ Ibid.

⁵ Ibid.

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

The Balboa Theater hosts many specialty events geared towards keeping the theater programming original and interesting for the neighborhood constituents. There are “Balboa Classics” on Thursday nights, showing a wide range of classic films. Ani-Mondays present a different animated feature each third Monday of the month. Rewind Wednesday presents movies of the 80s and 90s on VHS. There is a monthly music documentary series on the last Wednesday of the month. On Saturday and Sunday mornings there is often children's movies presented at a discount rate (\$10 admission, which includes popcorn and a drink). These include either new releases which are family-friendly, or classic kids movies from throughout movie history. The Balboa also takes great pride in premiering local filmmakers. Strephon Taylor of November Fire Films has premiered six films at the Balboa, including Playland-At-The-Beach, Sutra's: The Palace At Land's End, San Francisco Cable Cars, The Cliff House and the upcoming I Believe In Halloween.

The Balboa Theatre participates in the annual Playland-on-Balboa music festival. The free event brings local makers, food vendors, musicians and family-friendly fun to Balboa Street between 35th and 38th avenues, which is closed to street traffic from 10 a.m. to 5 p.m. In the second year of the event in 2018, the Balboa had a free 10 a.m. screening of cartoons for children followed by two films by Strephon Taylor, "Sutra's: The Palace at Land's End," and "Playland at the Beach," a look at the former amusement park that was once the area's main attraction.⁶

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

The Balboa Theater has been featured a number of times in the San Francisco Chronicle, as well as the Richmond District Blog, Hoodline Magazine, Via Magazine, Sunset Magazine and Cinema Treasures.

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

Previous owner Gary Meyer was one of the founders of Landmark Theaters, a nationwide chain of arthouse theaters.

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

The Balboa Theatre is home to discounted movies for kids on Saturday mornings, discounted or free school screenings throughout the school year, birthday parties, educational screenings, classic film screenings, film festivals, double features, seasonally-themed screenings, jazz music screening events and much more.

⁶ Nicole Newman, Hoodline, *Outer Richmond music festival returns for 2nd year*, July 25, 2018.

The theater works with the Balboa Village Merchants Association, the San Francisco Neighborhood Theater Foundation, the Richmond District Neighborhood Center and many other local organizations.

The Balboa Theater donates packs of tickets to all San Francisco Public Schools to be used for auction purposes, and regularly hosts fundraising screenings for Lafayette Elementary, and Argonne School. The Balboa hosts an annual fundraising event for Sunset Co-operative Nursery School. The Balboa also hosts events for elderly people with Alzheimer's Disease three times a year.

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

The Balboa Theater serves the Richmond District, which is a rich and diverse neighborhood. The constituency includes young children and their families, the elderly and all points in between. The theater is equipped with the latest in Assisted Listening Devices, so the theater is accessible for the blind or the deaf or people with any disabilities.

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

The Balboa Theater marquee has come to signify the Outer Richmond District and serves as a symbol of the area. It is a large point of pride for many Richmond residents.

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

The Balboa Theatre is one of the very last neighborhood theaters still operating in San Francisco.

If the Balboa Theatre were to close, San Francisco would lose a very important link to its past, and a vibrant community center. It is a place where people of all races, genders and ages meet and enjoy an innocent entertainment event. It is a place where neighborhood schools and camps can count on for fundraising and a place to take students as a prize for their job well done.

CRITERION 3

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

The Balboa Theatre was built by Samuel H. Levin as part of his chain of neighborhood theatres known as San Francisco Theatres Inc. It opened as the New Balboa Theatre on February 27, 1926, with a seating capacity for 800. It was designed by brothers James & Merritt Reid, renowned architects who also designed the Cliff House, Fairmont Hotel, Spreckels Temple of Music in Golden Gate Park and many other theatres in the Bay Area. The Balboa Theatre was

remodeled after a 1940s fire. By the 1960s, the Balboa Theatre had very long runs of blockbuster films, at popular prices, including 92 weeks in 1966 and 1967 for "The Sound of Music," which followed the roadshow engagement at the United Artists Theatre on Market Street. After another fire in 1978, the theater was twinned.

The theater was run by the Levin family for almost 60 years until February 2001. At that time the Balboa Theatre, which was showing second-run films, underwent a renaissance thanks to the efforts by the co-owner of Landmark Theatres chain, Gary Meyer, who leased it from the Levin family. Meyer showed quality second-run films at very reasonable prices and his efforts built a buzz around town. He renovated the theatre and included revival and film festival screenings. He later switched to first-run films.

Meyer ran the theater as a labor of love, but after a decade felt it was time for a change. The master lease was turned over to the San Francisco Neighborhood Theatre Foundation in late 2011 under a lease lasting through 2024. In February 2012, Meyer stepped down from being in charge. The Balboa Theatre is now part of the new CinemaSF organization.

The Balboa Theatre has 307 seats in auditorium 1 and 226 seats in auditorium 2. Both auditoriums have been equipped with Dolby 5.1 sound systems since 2013.⁷

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 present owners are committed to maintaining the business as a theater. "With a small theater like this, it's really a labor of love, something you do because you enjoy it," said owner Adam Bergeron, noting that neighborhood theaters are not the most lucrative businesses to operate.⁸

In 2013, the Balboa was given a deadline by distribution companies to convert its projectors from film to digital. After January 1, 2014, they would stop making 35mm films, and everything would need to be converted to digital. Without meeting the distribution companies' requirements, the Balboa Theatre couldn't show new movies. The costly upgrade compounded the existing financial strains of small theaters across the city, leaving many of them with no choice but to close their doors after decades of operation. If it couldn't make the leap, the Balboa faced a similar fate. So the Balboa Theatre launched a Kickstarter campaign to raise money for the digital conversion. The result far exceeded expectations: a total of 1,063 supporters raised over \$100,000, with backers coming from as far as Germany. The Balboa is now fully equipped with digital projection and surround sound. It shows a combination of first

⁷ Cinema Treasures, <http://cinematreasures.org/theaters/725>.

⁸ Nikki Collister, Hoodline, *The Story Of The Outer Richmond's Historic Balboa Theatre*, June 1, 2016.

run feature films and themed screenings, along with family-friendly movies every Saturday morning and classic films on Thursday evenings.⁹

The main goal of the San Francisco Neighborhood Theater Foundation is to continue to have the Balboa Theatre as a great resource for the people in the Richmond. SFNTF wants to ensure the theater can serve the neighborhood for many years to come.¹⁰

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 beautiful Balboa Theater marquee requires constant maintenance. Due to its proximity to the ocean, the neon needs repairing approximately three times a year. The underside of the marquee has 24 fluorescent bulbs which all had to have their ballasts replaced in July of 2018. The marquee still operates in the original analog system that it had in 1926, in which a click system creates the B-A-L-B-O-A sequence which is such a delight for the neighborhood. That system requires regular maintenance and is a great example of an old technology that can continue to exist if properly maintained.

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.

The Balboa Theatre has been maintained as a theater since it opened in 1926.

⁹ Nikki Collister, Hoodline, *The Story Of The Outer Richmond's Historic Balboa Theatre*, June 1, 2016.

¹⁰ Ibid.







ASTOR

MIDNIGHT IN PARIS
BEGINNERS
BRITISH FILM FEST JULY 29

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WASH
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CONCESSIONS

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small \$6.00
medium \$6.50
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* BEAR BEAR BEER
* VILLAGER
* RAINBOW
* BIG DADDY
* DOUBLE DADDY
* PLOWING GROUND

KOLICH
KSA1

ALES

* RESERVANCE
* WESTFALIA
* LIBERTY

* DECONSTRUCTION
* SODA WATER

WHEAT

* ANCHOR MANGO
* FT. POINT PARK

* HELL
* HIGHWATER
* MELONY

LAGER

* MIGHTY TALL
* CAT BEER
* MIGHTY DIPS

* ANCHOR CALI

FRUIT SANDY

* SHAKENITE
* RADLE

* MOON BEAR STUNT

Soft Pretzel \$5
Chicken Sausage \$6
Veg Sausage \$6
Jumbo hot dog \$6
Nachos \$6
Xtra cheese \$1.50

Jalapenos

ICE CREAM \$5

CANDY \$4 - \$5

LARGE
\$7.75
1 FREE REFILL

MEDIUM
\$6.50

SMALL
\$6.00

CHILD
\$5.00

WARNING
IT'S-IT
\$5.00

6
STUFF





\$20



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PROGRAM FOR AUGUST, 1935

Subject to Change Without Notice

76

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY 28 GARY COOPER - ANNA STEN in THE WEDDING NIGHT CHAS. BUTTERWORTH - UNA MERKEL in BABY FACE HARRINGTON	29	30	31 GEORGE ARLISS in CARDINAL RICHELIEU MONA BARRIE - GILBERT ROLAND in LADIES LOVE DANGER SPECIAL MATINEE WEDNESDAY AT 1:15	AUG. 1 2	3	JOHN BEAL GLORIA STUART in LADDIE CONRAD NAGEL in DEATH FLIES EAST BANK NITE
4 WILLIAM POWELL - GINGER ROGERS in STAR OF MIDNIGHT KAREN MORLEY - TOM KEENE in OUR DAILY BREAD	5	6	7 CHARLES LAUGHTON MARY BOLAND in RUGGLES OF RED GAP With Charles Ruggles - Zasu Pitts SPECIAL MATINEE WEDNESDAY AT 1:15	8	9	10 WARNER OLAND in CHARLIE CHAN IN EGYPT ROBERT YOUNG EVELYN VENABLE in VAGABOND LADY BANK NITE
11 JEANETTE MacDONALD NELSON EDDY in VICTOR HERBERT'S THRILLING STAGE SUCCESS NAUGHTY MARIETTA OUR GANG COMEDY	12	13 WILLIAM POWELL - JEAN HARLOW FRANCHOT TONE - MAY ROBSON in RECKLESS WITH Ted Healy - Nat Pendleton SPECIAL MATINEE WEDNESDAY AT 1:15	14	15	16 MAY ROBSON PRESTON FOSTER in Strangers All ANN SOTHERN - RALPH BELLAMY in Eight Bells BANK NITE SATURDAY	17
18 RICHARD ARLEN - VIRGINIA BRUCE ALICE BRADY in LET 'EM HAVE IT JAN KIEPURA in MY HEART IS CALLING	19	20	21 VICTOR McLAGLEN in THE INFORMER JEAN ARTHUR in PARTY WIRE SPECIAL MATINEE WEDNESDAY AT 1:15	22	23 CHARLES BOYER MERLE OBERON in THUNDER IN THE EAST BEN BERNIE AND ALL HIS LADS in STOLEN HARMONY BANK NITE SATURDAY	24
25 CHARLES RUGGLES - MARY BOLAND in PEOPLE WILL TALK MARLENE DIETRICH - LIONEL ATWILL in The Devil Is A Woman	26	27	28 FAY WRAY - RALPH BELLAMY in Woman In the Dark (BY THE AUTHOR OF "THE THIN MAN") FRANZ SCHUBERT'S Unfinished Symphony (THE ROMANCE OF FRANZ SCHUBERT)	29	30	31 PRESTON FOSTER LILA LEE in THE PEOPLE'S ENEMY ANNE SHIRLEY in CHASING YESTERDAY BANK NITE

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A BRIEF HISTORY OF NEIGHBORHOOD THEATERS IN SAN FRANCISCO

Most of San Francisco's neighborhood movie theaters opened between 1910 and 1930 as new neighborhoods blossomed along streetcar lines that radiated out from the center of the city. Many of the oldest theaters were built in the inner neighborhoods and were small, gem-sized theatres like the like the Clay on Fillmore Street. Larger neighborhood theaters were developed in the late teens and twenties including theaters like the New Mission, Alexandria and Metro.

Most of San Francisco's neighborhood theaters were built by a small group of enterprising local theatre operators who each developed their own small circuits of neighborhood theaters. The most

DOWNTOWN / TENDERLOIN

Market Street

Theaters [Photos](#) | [History](#)

NORTH BEACH / CHINATOWN / RUSSIAN HILL

Alhambra Theatre [Photos](#) | [History](#)

Royal Theatre [Photos](#) | [History](#)

Pagoda Palace

Theatre [Photos](#) | [History](#)

WESTERN ADDITION

Uptown Theatre [Photos](#) | [History](#)

prominent San Francisco theater operators were Samuel H. Levin whose theaters included the Metro, Balboa and Harding Theatres, Abraham Nasser whose holdings included the Alhambra, Castro and Royal Theatres and Louis Greenfield who owned both the New Fillmore and New Mission Theatres. Other operators owned theatres throughout the City, but most of the City's neighborhood theaters were owned by one of a half dozen operators.

For most of the first half of the 20th century, San Francisco's neighborhood theaters were primarily second and third-run houses that featured films only after they had completed their runs at one of the large, studio-operated Market Street theaters. Large neighborhood theaters like the New Mission occasionally featured first-run films, but most neighborhood theaters screened second-run films exclusively until after anti-trust action wrestled the downtown theatres free from the control of the Hollywood studios and shook up the film-exhibition industry.

In the 1950s movie theaters accross the country struggled to compete with television and central city theatres struggled as populations shifted to outlying suburban areas. In San Francisco, the glory of many of the Market Street theaters began to fade and it would not be long before these theaters ceased to operate as film venues. Many neighborhood theaters held on, sometimes shifting to first-run programming or to screening foreign films. As the multi-plex craze began to hit the country, a number of neighborhood theaters were twinned or tri-plexed in an effort to keep them competitive with more modern, multi-screen suburban complexes with plenty of parking.

Fortunately, the population density of San Francisco provided many neighborhood theaters with large audiences long after similar theaters in other cities had closed their doors. The lack of available land in

New Fillmore
Theatre [Photos](#) | [History](#)

Harding Theatre [Photos](#) | [History](#)

MARINA / PACIFIC HEIGHTS

Metro Theatre [Photos](#) | [History](#)

Clay Theatre [Photos](#) | [History](#)

Vogue Theatre [Photos](#) | [History](#)

RICHMOND DISTRICT

Coliseum Theatre [Photos](#) | [History](#)

Alexandria Theatre [Photos](#) | [History](#)

Coronet Theatre [Photos](#) | [History](#)

Balboa Theatre [Photos](#) | [History](#)

HAIGHT / INNER SUNSET

Haight Theatre [Photos](#) | [History](#)

Midtown Theatre [Photos](#) | [History](#)

Irving Theatre [Photos](#) | [History](#)

SUNSET / WEST PORTAL

Surf Theatre [Photos](#) | [History](#)

Parkside Theatre [Photos](#) | [History](#)

Empire Theatre [Photos](#) | [History](#)

MISSION / BERNAL HEIGHTS

the City also contributed to the ability of many neighborhood theaters to survive. There was simply no place to develop competing multi-screen theater complexes within the City. As a result, while the city has lost dozens of neighborhood theatres over the last 30 years, it has also managed to hold on to a small, but vital network of neighborhood theaters.

With approximately a dozen theaters still operating, San Francisco is one of only a couple of American cities that retains a critical mass of neighborhood movie theaters. In other cities isolated landmark theaters remain, but the networks of neighborhood theaters have been abandoned - lost treasures of more neighborhood-focussed eras. Most of the theaters that remain continue to thrive as focal points of neighborhood commercial streets and offer a wonderful amenity to San Franciscans who can still walk to the movies.

The following links provide a look at many of San Francisco's neighborhood movie theaters. Theaters are grouped by neighborhood and individual histories of some theatres are also available.

[Roxie Theatre Photos | History](#)

[Victoria Theatre Photos | History](#)

[El Capitan Theatre Photos | History](#)

[Tower Theatre Photos | History](#)

[New Mission](#)

[Theatre Photos | History](#)

[Grand Theatre Photos | History](#)

[Wigwam / Crown / Cine Latino Theatre Photos | History](#)

[Roosevelt / York](#)

[Theatre Photos | History](#)

[Lyceum Theatre Photos | History](#)

NOE VALLEY / CASTRO

[Noe Theatre Photos | History](#)

[Castro Theatre Photos | History](#)

OUTER MISSION / EXCELSIOR / INGLESIDE

[Excelsior Theatre Photos | History](#)

[Amazon / Apollo](#)

[Theatre Photos | History](#)

[El Rey Theatre Photos | History](#)

NOE VALLEY / CASTRO

[Avenue Theatre Photos | History](#)

[Bayview Theatre Photos | History](#)


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Balboa Theatre

3630 Balboa Street, San Francisco, CA 94121

Open (Showing movies) 2 screens 533 seats

31 people favorited this theater

Viewing: **Photo** | [Street View](#)

The Balboa Theatre is one of the very last neighborhood theatres still operating in the city. It was built by Samuel H. Levin as part of his chain of neighborhood theatres known as San Francisco Theatres Inc. Opened as the New Balboa Theatre on February 27, 1926 with a seating capacity for 800. It was designed by brothers James & Merritt Reid, renowned architects who also designed the Cliff House, Fairmont Hotel, Spreckels Temple of Music in Golden Gate Park and many other theatres in the Bay area. The Balboa Theatre was remodeled after a 1940's fire.

By the 1960's, the Balboa Theatre had very long runs of blockbuster films, at popular prices, including 92 weeks in 1966 and 1967 for "The Sound of Music", which followed the roadshow engagement at the United Artists Theatre on Market Street. After a another fire in 1978, the theatre was twinned.

The theatre was run by the Levin family for almost 60 years until February 2001. At that time the Balboa Theatre, which was showing second-run films, underwent a renaissance thanks to the efforts by the co-owner of Landmark Theatres chain, Gary Meyer, who


[View larger map](#) →

Related Websites

[Cinema SF \(Official\)](#)

Additional Info

Architects:

James Reid, Merritt Reid

Firms:

Reid Brothers

Functions:

 Movies (Classic), Movies (Independent),
 Movies (Revival), Movies (Second Run)

Styles:

Art Deco, Spanish Colonial

Previous Names:

New Balboa Theatre

Phone Numbers:

Box Office: 415.221.8184

Nearby Theaters



4-Star Theatre



Surf Theatre



Alexandria Theatre

leased it from the Levin family. Meyer showed quality second-run films at very reasonable prices and his efforts built a buzz around town. He renovated the theatre and included revival and film festival screenings. He later switched to first-run films.

Meyer ran the theatre as a labor of love, but after a decade felt it was time for a change. The master lease was turned over to the San Francisco Neighborhood Theatre Foundation in late-2011 under a lease lasting through 2024. In February 2012 Meyer stepped down from being in charge. Both the Balboa Theatre and the Vogue Theatre are now part of the new CinemaSF organization, as the Vogue Theatre had already been rescued by the San Francisco Neighborhood Theatre Foundation.

The Balboa Theatre has 307 seats in auditorium 1 and 226 seats in auditorium 2. Both auditoriums have been equipped with Dolby 5.1 sound systems since 2012.

Contributed by Ross Melnick, Howard B. Haas

[Get Movie Tickets & Showtimes](#)



Irving Theatre



Coliseum Theater

News About This Theater

Mar 2, 2012 — Balboa Theater birthday party not to be missed

Mar 19, 2004 — Balboa's Birthday Bash Was a Blast!

Recent comments (view all 34 comments)



Mikeyisirish on June 26, 2012 at 2:54 pm

A 2011 photo can be seen [here](#).



cmbussmann on February 3, 2016 at 9:46 pm

Saw Star Wars: The Force Awakens during my X-Mas sojourn in SF. It's a fantastic neighborhood theatre with a great, congenial staff. Loved the experience!



cmbussmann on February 4, 2016 at 8:11 am

Added two lobby photos from Dec. 2015.



Koistinen on March 8, 2016 at 5:16 am

[Exterior and lobby photos from July 2015.](#)



tommysfo on November 15, 2016 at 5:39 pm

I heard there were a couple fires at the theatre. Was anyone ever hurt in those fires??? Does anyone know?



stevenj on November 16, 2016 at 11:54 am

A fire that destroyed most of the interior of the Balboa occurred in 1978. It resulted in the theater being twinned during the renovation. Another online article also mentions a fire in the 1940's but no mention of any injuries in either fire. One would probably need to research the archives of the local newspapers for more details. This June 2016 Hoodline article honoring the Balboa mentions the 1978 fire:

<http://hoodline.com/2016/06/the-story-of-the-outer-richmond-s-historic-balboa-theatre>



moviebuff82 on April 17, 2017 at 2:22 pm

What is the highest grossing movie at this theater?



moviebuff82 on November 14, 2017 at 1:22 pm

If a chain like AMC takes over this theater all hope will be lost.



davidcoppock on March 10, 2018 at 6:25 am

Did it screen the movie "Balboa"?

CinemaSF is born; Gary Meyer officially steps down from the Balboa Theater

Posted on [February 10, 2012](#) by [Sarah B.](#)
Richmond District Blog

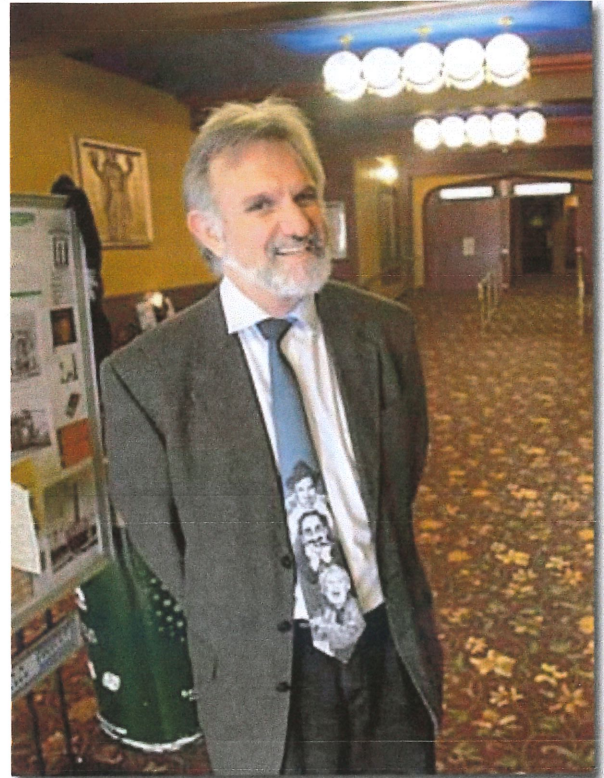
Last night, [CinemaSF](#) – the new name for the two theater chain of the Balboa and Vogue Theaters – sent out a newsletter that included a long [sign-off letter](#) from the Director of the Balboa, Gary Meyer.

Meyer has been running the Balboa Theater since 2001, when he took over management from the Levin family owners. At the time, the Balboa was showing second run movies and barely making ends meet. Meyer knew he needed to take on a different strategy to revive the old movie house, which had been in business since 1926.

“With an enthusiastic staff led by General Manager Roger Paul we made a commitment to showing quality movies, offering excellent customer service, creating an informative website and a weekly newsletter. We set out to build an audience and sense of community. Prices would be among the lowest in town both at the box office and concession stand while upgrading the experience for audiences. We would have filmmaker and author visits, special events, contests and fun.”

Since taking it over, Meyer has built a loyal audience for the theater and made it a thriving part of the Richmond District community. He’s also brought some exciting, innovative programming to the theater ranging from the premieres of historic documentaries, screenings of operas and ballets, special award show screenings for the Golden Globes and Oscars, along with community building events like free HD viewing of the Superbowl just last week.

It was [last July](#) when Meyer first announced that he would be stepping down from his leadership post at the Balboa. At the time, the longevity of the theater was in question. But before he departed, Meyer worked with the [The San Francisco Neighborhood Theater Foundation to arrange for them to take over the Balboa’s lease through 2024](#). The SFNTF will also help fund improvements to the Balboa like a refurbished marquee, a new heating system, and seats. Some of the changes have [already taken place](#).



Gary Meyer in 2005 | Chris Hardy, SFGate.com

In his closing letter, Meyers says his other cinematic commitments have made it tough to manage the Balboa full-time. “The work involved in operating independent cinemas takes a commitment of time, energy and fresh ideas. It has become increasingly difficult for me to do my best contributing these things while doing my full time job as Co-Director of the Telluride Film Festival.”

Filling his ample shoes will be Adam Bergeron and Jaimi Holker, a husband and wife team who describe themselves as “dyed-in-the-wool movie buffs”. They approached Meyer last year about getting involved with the theater.

“After spending time with them it was clear that they had the passion required,” Meyer write. “Adam has business experience running and marketing a restaurant and producing many music events each year. Jaimi has an accounting background and currently is a production designer for movies and television. And they both have high energy and creative ideas.”

Adam and Jaimi will also manage the Vogue Theater with help from Roger Paul who will stay on as General Manager. The Vogue was taken over by the SFNTF four years ago to save it from closing.

In their first letter to theater supporters, Adam and Jaimi wrote “We will strive to provide you with movies and events you will love in an authentic and charming setting, and we may even have a few tricks up our sleeve as time goes on.” They closed with a quote from the 1971 film Harold and Maude: “*Reach* out. Take a *chance*. Get *hurt* even. But play as well as you can. Go team, go! Give me an L. Give me an I. Give me a V. Give me an E. L-I-V-E. LIVE!”

The two theaters will also employ Jan Klingelhofer to book films. Meyer will also stay on as a consultant to SFCinema, helping them plan the future for both the Balboa and the Vogue Theaters.

Check out the [new CinemaSF website here](#) and when you stop by the Balboa, be sure to welcome Adam and Jaimi to the neighborhood!

Gary Meyer will still be around at times (like at the Balboa’s 86th birthday bash on March 4), saying in his letter, “I look forward to seeing many of you but this time I will be with you in the audience.”

Sarah B.

Balboa Theatre revives nostalgic Saturday matinees

By G. Allen Johnson

Updated 1:46 pm PST, Wednesday, February 8, 2017

It's not 10 cents anymore, but the Balboa Theatre has been determined to revive the old Saturday matinee feeling with its Popcorn Palace series. On a weekly basis, the 90-year-old Richmond District treasure offers up a classic safe for the whole family — and 10 bucks gets you a ticket, popcorn and a drink.

Steven Spielberg, in Phoenix, and George Lucas, in Modesto, likely saw their Saturday matinees in the 1950s at theaters very much like the Balboa. Their Indiana Jones series grew out of the love of those serials and B movies that were low in budget, but rich in imagination. So it seems natural that the Balboa is bringing back the series for the next three Saturdays, beginning with “Raiders of the Lost Ark” at 10 a.m. Saturday, Feb. 11.

The 1981 original is a nearly perfect movie that changed action films forever, with a rock-solid story and screenplay (by Bay Area filmmaker Philip Kaufman and Lawrence Kasdan, both terrific directors in their own right) and fresh characters — Indiana Jones (Harrison Ford), Marion Ravenwood (Karen Allen) and a host of great character actors from John Rhys-Davies to Denholm Elliott. (Most of you already know this, but you'd be surprised how many Millennials I've encountered who have yet to see an Indiana Jones movie.)

For the underrated “Indiana Jones and the Temple of Doom” (Feb. 18), Lucas wanted to go much darker than the original, much as he had with “The Empire Strikes Back,” the second film in his “Star Wars” trilogy. He wanted Indy to suffer through a crisis of conscience, much as Luke Skywalker had in “Empire.” (The dream sequence in “Empire,” where Luke encounters Darth Vader, and finds his own face behind Vader's mask, is paralleled by Indy's drugged-out trance administered by the Kali cult.)

Maligned by many, but there's so much to like: A fantastic Busby Berkeley musical number to Cole Porter's “Anything Goes” to open the film; a wonderful new character in Short Round (Jonathan Ke Quan), Indy's 10-year-old helper who is a tribute to Sam Fuller's Short Round character in the 1951 Korean War film “The Steel Helmet”; and a fantastic mine car chase done with mostly miniatures capped by a thrilling climax on a rope suspension bridge. It contains some of Spielberg's best action work.

The conventional wisdom holds that “Indiana Jones and the Last Crusade” (Feb. 25), which imagined Sean Connery as Indy's father, as the far better film than “Temple of Doom.” Not true. “Last Crusade” — also a wonderful film — is a little too light; it's almost a comedy first, action film second. But Connery's magnetism gives it much-needed heft.

To think that Lucas, Spielberg and Ford are supposedly getting together to make another Indiana Jones movie scheduled for a 2019 release, when Ford would be 77, just goes to show, you never get too old for Saturday matinees.

At the Balboa Theatre, 3630 Balboa St., S.F. (415) 221-8184. www.cinemasf.com/balboa



The Story Of The Outer Richmond's Historic Balboa Theatre



Photos: Nikki Collister/Hoodline

Wed. June 1, 2016
by Nikki Collister

There was a time, not too long ago, when the neon glow of a marquee designated the beating heart of a neighborhood: a place for locals to gather, mingle, and enjoy the latest Hollywood production. And in the Outer Richmond, at least, that still holds true.

The Art Deco-inspired lobby of the [Balboa Theatre](#) (3630 Balboa St.) is a glimpse back in time, filled with historic movie posters and eye-catching curiosities from yesteryear. The week's movies are inscribed in chalk behind a long counter that serves as both the box office and concession stand. Concessions include the usual popcorn, hot dogs, and soda, as well as some unique treats—where else can you get It's-Its and Capri Sun at a movie theater?

As one of the city's oldest operating movie theaters, the Balboa has provided entertainment to generations of San Franciscans over the years, screening everything from silent films to summer blockbusters to cult classics. Its location at 38th Avenue means it's not always the most convenient place to catch a flick, unless you live in the area. But for many city dwellers, the 90-year-old theater is a local favorite, and a lasting remnant of the days when neighborhood theaters were king.



The Balboa's history begins in 1926, when theater operator Samuel H. Levin hired renowned architects James and Merritt Reid to design what was originally called the "New Balboa," in order to distinguish it from a theater with the same name in the Sunset.

It was an era when new movie houses seemed to be popping up every month. "Most of these theaters were operated by the same few families, like the Levins," explains Alfonso Felder, president of the [San Francisco Neighborhood Theater Foundation](#) (SFNTF). "Not everyone knows that, but the ties between some of our theaters go back almost a century."

The New Balboa's design was modest compared to most of the other local theaters the Reid Brothers had built: its exterior, reminiscent of a Spanish mission, was simple and unadorned, blending into its suburban surroundings.



The Balboa in 1972. (Photo: Courtesy of the San Francisco History Center, SF Public Library)

In its early days, the Balboa was a destination for eager moviegoers to see the latest silent films, with a single auditorium that sat up to 800 people. Along with nearby Richmond venues the Alexandria and the Coliseum, the New Balboa found success by providing the city's westside residents with an ever-changing rotation of popular films.

Over the years, the theater saw the transition of film from silent to sound, from black and white to vibrant Technicolor. It also adopted its present name, after the original Balboa became the Westwood. As the movie industry evolved, the small Richmond establishment adjusted its offerings, but kept its core business model the same.

"The Balboa has always been a neighborhood theater in the truest form," says Felder. "These types of theaters would show popular films after they debuted on Market Street, bringing those movies to the people in the neighborhoods."

After a fire damaged much of its original interior in 1978, the Balboa turned its one large auditorium into two smaller screening rooms, and has kept the same layout since then.



Over the next few decades, the Balboa would survive the boom of multiplex theaters that threatened and ultimately claimed many of its contemporaries, including the neighboring Alexandria and Coliseum. It stayed in business thanks to a succession of devoted owners, starting with local film enthusiast Gary Meyer.

Under Meyer's watch, the theater underwent a series of much-needed renovations. It also began hosting events and themed programming, which brought in a new wave of interest.

In 2011, Meyer passed the reins to Adam Bergeron and his wife, Jaimi Holker, who continue to own and operate the Balboa as part of CinemaSF.

"With a small theater like this, it's really a labor of love, something you do because you enjoy it," Bergeron explains, noting that neighborhood theaters are not the most lucrative businesses to operate.



Prior to taking over the Balboa, Bergeron had run businesses in the music and restaurant industries. But the management of a movie theater came with a whole new set of challenges, from getting clearance to screen the latest films to figuring out how to fix the theater's historic neon marquee. "When things like that break, they break in a very expensive way," he told us.

In 2013, the Balboa faced its biggest hurdle yet, when it was given a deadline by distribution companies to convert its projectors from film to digital. "After January 1, 2014, they would stop making 35mm films, and everything would need to be converted to digital," Bergeron says. "Without meeting the distribution companies' requirements, you couldn't show new movies."

The costly upgrade compounded the existing financial strains of small theaters across the city, leaving many of them with no choice but to close their doors after decades of operation. If it couldn't make the leap, the Balboa faced a similar fate.

So, together with Felder and the SFNTF, Bergeron launched a Kickstarter campaign to raise money for the digital conversion. He'd hoped to gather enough to replace at least one projector, but the result far exceeded his expectations: a total of 1,063 supporters raised over \$100,000, with backers coming from as far as Germany.

"People came out in droves," he says. "The neighborhood, community, friends ... It was mind-blowing, how many people cared enough to contribute."



The Balboa is now fully equipped with digital projection and surround sound. It shows a combination of first-run feature films and themed screenings, along with family-friendly movies every Saturday morning and classic films on Thursday evenings.

Bergeron and Felder have an ongoing list of plans for the Balboa, including special events and continued renovations. Over the course of the summer, they're partnering with San Franpsycho and Anchor Brewing to show several 1970s-set movies, paired with themed beers. (The first film in the series, *Almost Famous*, [screens tonight](#).) In the fall, Bergeron plans to curate a series of unique films, accompanied by live music from local bands.

"Our main goal is to continue to have this great resource for the people in the Richmond," says Felder. "We were able to make those necessary improvements with the help of the community, so now, we want to ensure the theater can serve the neighborhood for many years to come."

<https://hoodline.com/2018/07/outer-richmond-merchants-present-2nd-annual-music-festival>



Outer Richmond music festival returns for 2nd year [Updated]



Members of The Axidents, Positive Citizen and Marigold 916 in front of Noise. | Photo: Noise/[Instagram](#)

Wed. July 25, 2018, 4:39pm
by Nicole Newman

On Saturday, August 4, the [Playland-on-Balboa music festival](#) returns to the Outer Richmond for its second year.

The free event brings local makers, food vendors, musicians and family-friendly fun to Balboa Street between 35th and 38th avenues, which will be closed to street traffic from 10 a.m. to 5 p.m.

Nonprofit organization Richmond District Neighborhood Center is the event's organizing body. According to a statement, this iteration of the music festival was funded by the city's Office of Economic and Workforce Development, Outside Lands Works and the Balboa Village Merchants Association.

In addition to a main outdoor stage, several Outer Richmond businesses are participating, including La Promenade Cafe, Simple Pleasures cafe, the Balboa Theater, and [Noise](#), a record shop and art gallery founded by area resident and professional musician Daniel Brown at 3427 Balboa St.



Sara Johnson. | **Photo: Nicole Newman/Hoodline**

“My son opened his record store in 2015 where he also had live music open to the public, every hour from 10 a.m. to 8 p.m.,” said Brown's mother, Sara Johnson. “He wanted to do and create something that he thought the neighborhood would like.”

According to [The Chronicle](#), Brown, a saxophonist, began selling records on Balboa Street at The Mysterious Rack, a since-shuttered consignment store. When an art studio a few doors down went under, Brown leased the location and opened in September 2015.

Acts performing at the festival's outdoor main stage include DJ Jackie Sugarlumps, The Total Betty's, BURNT, Lilan Kane, and Bandy's Brass Band.



Photo: Lisa W./[Yelp](#)

During the festival, La Promenade Café will host music by Denise & Larry and McLean, and Creative IQ will present an art opening titled, "Those Who Can, Teach," along with a performance by Bandy's Brass Band.

After a free 10 a.m. screening of cartoons for children, the Balboa Theater will exhibit two films by Strephon Taylor, "Sutro's: The Palace at Land's End," and "Playland at the Beach," a look at the former amusement park that was once the area's main attraction.

Johnson, a San Francisco native (and pianist) who frequented Playland as a child, noted that the theater is home to a restored bumper car that was once in service at the amusement park.

After the festival ends, Simple Pleasures (3434 Balboa St.) will host live music from 4–9 p.m., including performances by The Wyatt Act, Vollmer, The Salt People, and Chris Mendoza and Friends, while VERST and Rocky Ramirez will perform sets at Noise.

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:

Balboa Theatre
90th Anniversary

For your commitment to entertaining generations of San Franciscans since 1926, and serving as an iconic and long-time community institution in the Outer Richmond, and as one of the last thriving independent movie theatres in San Francisco, the Board of Supervisors extends its highest commendation and appreciation.

ERIC MAR

Supervisor Eric Mar, District 1
March 6th, 2016

Mark S. Jan
Scott Wiener
John Lee
David Chiu
John Lee

David Chiu
Clara Reyes
Michelle Chan



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-2017-18-038
Business Name: Fireside Camera
Business Address: 217 Chestnut Street
District: District 2
Applicant: Spencer Pon, CFO
Nomination Date: March 7, 2018
Nominated By: Supervisor Catherine Stefani

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

2117 Chestnut Street from 1954 to Present (64 years)
2185 Chestnut Street in 2009 (3 months)

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: September 19, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 2



City and County of San Francisco

CATHERINE STEFANI

March 7, 2018

San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi:

I hereby nominate Fireside Camera Inc. to the Legacy Business Registry of San Francisco. Fireside Camera Inc. was originally founded by Egon and Lucy Fireside in 1954, celebrating 64 years in business this year. The business has been a staple in the Marina District and continues to add to the vibrancy of the neighborhood's culture and community.

Jack Shim, a Principal Partner of Fireside Camera Inc. and San Francisco native, was hired at the business in 1977. He and his partners, Spencer Pon and Edmond Lee (also natives of our City), have grown with the business in many different positions and capacities over the last 40 years. All three own the business together today. The business has thrived through immense technological changes in the photography field and camera industry. Jack, Spencer and Edmond are beloved by residents and visitors to the Marina and continue to contribute to the area's rich history and vibrant future.

Fireside Camera, Inc. is committed to continue to offer full services at this traditional camera store on Chestnut Street at the same location it has operated since its opening.

I look forward to Fireside Camera Inc.'s ongoing success as a Legacy Business.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani", written in a cursive style.

Catherine Stefani
San Francisco Supervisor, District 2

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
FIRESIDE CAMERA INC.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
JACK SHIM SPENCER PON EDMOND LEE		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
Fireside Camera 2117 Chestnut Street San Francisco, CA 94123-2708		(415) 567-8131
		EMAIL:
		FIRESIDECAMERA@YAHOO.COM
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
FIRESIDECAMERA.COM		FIRESIDE CAMERA
APPLICANT'S NAME		
SPENCER PON		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
CFO		
APPLICANT'S ADDRESS:		TELEPHONE:
C/O Fireside Camera 2117 Chestnut Street San Francisco, CA 94123-2708		[REDACTED]
		EMAIL:
		[REDACTED]
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0047180		C1008706
OFFICIAL USE: Completed by OSB Staff		
NAME OF NOMINATOR:		DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2117 CHESTNUT ST.	94123	MAY 1954
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	MAY 1954 TO PRESENT	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2185 CHESTNUT STREET	94123	Start: APRIL 2009 End: JUNE 2009
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.

Name (Print):

SPENCER POIN

Date:

SEPT 14, 2018

Signature:





FIRESIDE CAMERA

Kodak
PROCESSING

ROYAL
DEALER







Fire
side

Camera Camera



2117

FIRE
SIDE

Huge Audio
SALE!

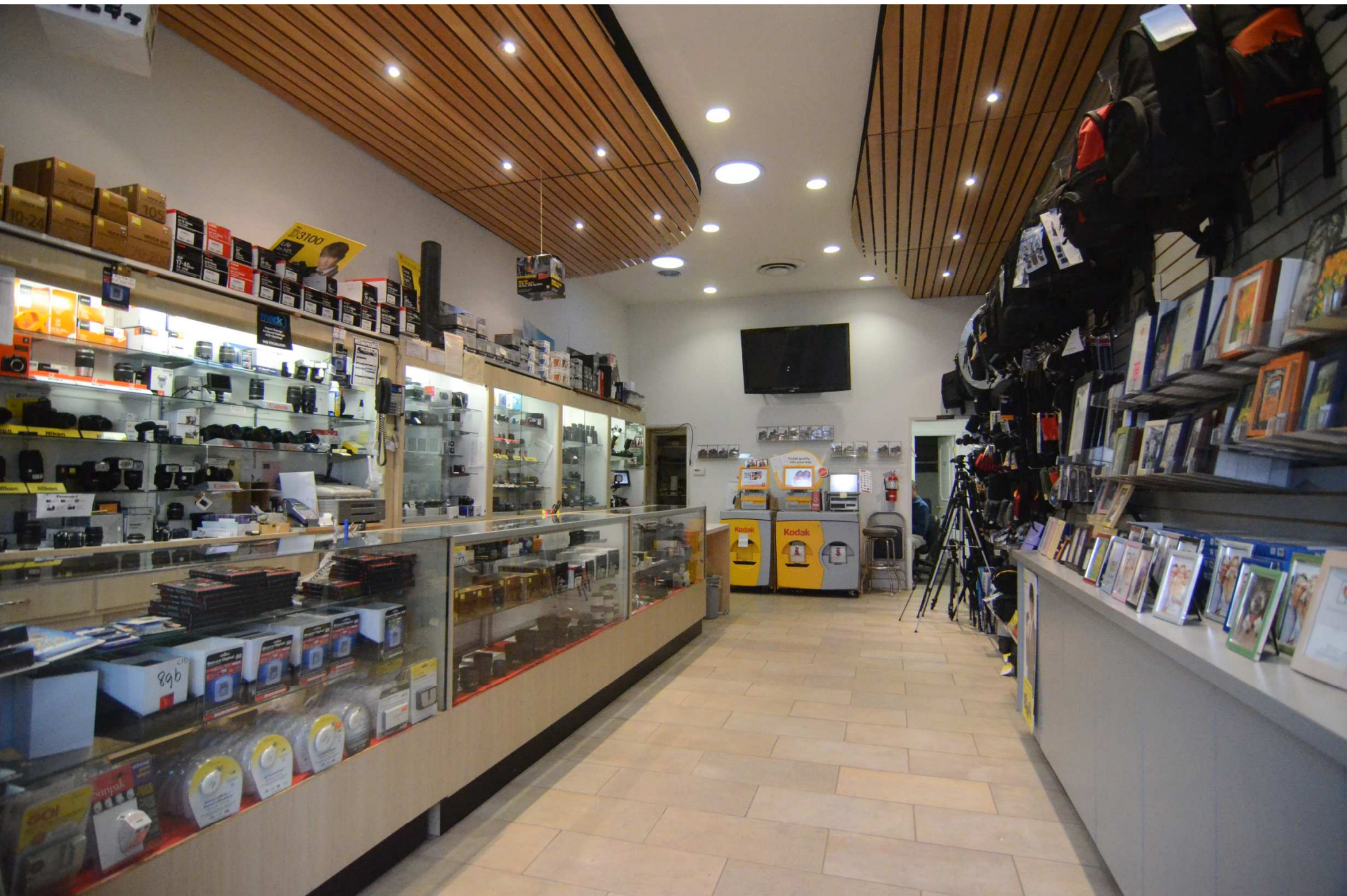


Camera

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YCAM







FIRESIDE CAMERA

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.

Fireside Camera, founded in 1954 by William and Egon Fireside, is an independent photo store located at 2117 Chestnut Street in the heart of San Francisco's Marina District.

Egon Fireside was born in Austria in 1923 to William and Dori Fireside. Fireside is the anglicized version of their name. They fled Austria during the Nazi rise. During World War II they settled in Shanghai, China, where Egon obtained an apprenticeship to a photographer. On his first day as the photographer's apprentice, Egon was all set to go in and learn the art of portraiture. His boss had a different idea, gave him a broom, and told him to sweep. Eventually, the photographer did teach the art of photographic portraiture to Egon. Going from apprentice to master photographer, Egon photographed many prominent officials in Shanghai. Egon met Lucy in Shanghai, and they married in 1950.

After the war ended, William, Dori, Egon and Lucy immigrated to Bolivia. Egon and Lucy had two boys – Joe and Harry. (Harry, in his own right, would become one of San Francisco's best known jewelry designers, even having a display in the coveted Sak's Fifth Avenue store window.) Later they decided to move to Vancouver, Canada. On the way, they passed through San Francisco. They knew this city was where they wanted to call home. So in 1953, they moved here permanently, eventually becoming U.S. citizens.

In 1954, William and Egon opened "Fireside Studios" on Chestnut Street where for the next 40+ years Egon photographed many of San Francisco's elite. He specialized in weddings, portraits, and event photography, becoming one of San Francisco's most renowned wedding photographers. After displaying portraits in the storefront, Egon became much sought after for family portraiture as well. To this day, we still have customers who come in and say, "I had my wedding (or communion or family pictures) taken by Egon 30 years ago."

In the 1970s, photography became more commonplace and people took more of their own family pictures. Fireside Studios had to evolve and retail was added into the mix. Fireside Camera was born. In fact, Fireside Camera was one of the first importers of Olympus cameras. As retail became a larger and larger part of the business, sales people were hired. Egon still did portraiture, weddings and event photography. Lucy had always been an integral part of the store. From making the children smile during portrait shoots to handling the receivables and payments and investments, she was the heart of the store. Everyone in the neighborhood knew and liked Lucy Fireside. Not only did she have good relationships with the Marina merchants, but with many other San Francisco merchants in various industries as well.

Around 1976 a tall lanky Asian kid started coming to the store looking for deals for his high school yearbook. Joe Fireside took a liking to the high schooler and offered him some deals. After he

graduated from high school, Egon and Joe offered him a job. That kid, Jack Shim, would eventually become the majority owner of Fireside Camera, holding the positions of assistant manager and store manager along the way.

Business was doing well. More sales people were needed. In 1983, Edmond Lee was working across the street at “Fotos and Film.” His friend wanted to buy a flash for his Nikon camera, so Ed brought him into the store. Egon himself pulled out the flash to show the customer. Egon was a portrait photographer and could use a flash, but he didn’t know the specifics of each flash. It was busy in the store so no sales person was available to answer questions. Ed, being a photographer himself who kept up with the latest equipment, proceeded to “sell” his friend the flash, demonstrating its features. Ed and Fireside Camera were the perfect fit. Ed was hired soon after.

A year later, 1984, Fireside Camera needed another sales person. Ed suggested his high school friend who had worked for two years in another camera store in Daly City. Henry, the manager at the time, told him to ask his friend if he was interested. Ed asked. The friend said he wouldn’t mind a part-time job while he finished up his studies at San Francisco State University. He came in and Henry took him to Hunt’s Donuts (another Marina Business that has vanished) for an interview. Spencer Pon started the next week.

The three current owners are Jack, Ed and Spencer. At the turn of the century, Egon and Lucy decided they wanted to retire. Since the operation had always been a family run shop, they knew the only people they trusted to keep their legacy alive was “the boys,” how they referred to Jack, Ed, and Spencer, the ones who felt like family. Until their passing, Egon and Lucy would continue to come in and help out. It was still a family shop, in feel not blood.

The year 2001 was especially tough for Egon and Lucy, losing both their sons within two weeks. Egon lost his love, Lucy, in 2003 after 53 years of marriage. In 2012, the last original founder, Egon Fireside, passed away at 89 years of age.

The spirit of the Firesides lives on in their namesake store. Together, Jack Shim, Ed Lee, and Spencer Pon have kept alive the “service first” attitude that made Fireside Camera the destination point for all of San Francisco’s photographic needs. Having run the store for over 30 years uniquely qualifies Jack, Ed, and Spencer as elite San Francisco business owners; and being in the same location for over 60 years definitely qualifies Fireside Camera as a true San Francisco legacy.

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

Fireside Studios and now Fireside Camera have been located at 2117 Chestnut Street since its inception in May of 1954. There were 3 remodels done over the years. The first was done in the 1970s before any of the current team was of working age. The second was a “mini” remodel and a minor facelift in 1997 that took all of one weekend to do. In 2009, after 55 years, it was decided that a major renovation was due and an architect and construction crew were hired. The entire staff knew that the neighborhood didn’t want to lose their camera store, even if for just a summer. Fortunately the chain store film processor down the block (a Ritz Camera location) had recently declared bankruptcy and closed their outlet at 2185 Chestnut Street. Fireside rented it for the summer, spent a few days preparing the building for customers and moved everything over. From April to June of 2009, our customers found us where “Toss Designs” is now located.

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

Fireside Camera is not presently a family-owned business, but it was a family business under the ownership of the Firesides from 1954 to 2000.

All three of the current owners have the entrepreneurial spirit in their genes. Jack's family owned a corner grocery (May's Market). Ed's sister owned a Fisherman's Wharf souvenir shop (Lotus Tree). Spencer's family owned a butcher shop (Folsom and 22nd Street Meat Market). All of the stores were located in San Francisco, and all three of the Fireside owners worked in their respective family-owned businesses.

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

Following is the ownership history of Fireside Camera:

1954 to 1970:	William and Egon & Lucy Fireside
1970 to 2000:	Egon & Lucy Fireside
2000 to Present:	Jack Shim, Edmond Lee, and Spencer Pon

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 Fireside Camera for 30+ years is included 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 "Cinema 21" building that houses Fireside Camera is categorized 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.

Fireside Camera (originally Fireside Studios) has been a staple of the Marina community since 1954, 64 years. The business is located in the heart of San Francisco's Marina District at 2117 Chestnut Street. The 2+ blocks of Chestnut Street from 2000-2299 have been well known as a premier retail area in San Francisco for many decades. When Apple Computer, one of the biggest retailers in the world, had an opportunity to open a retail store here (a mere 2.9 miles away from their 300 Post Street location) they jumped at the chance.

Fireside Camera has been providing all retail aspects of photography and most videography for over 30 years. Printing and video copying and transferring services are also available. Whether using film or

digital media, Fireside Camera strives to provide the most comprehensive equipment and information to its customers.

We have seen babies in strollers grow up and bring in their own children in strollers. We consider the vast majority of our customers to be our friends and we are always here to help, even if it's just making change for the meters or helping little old ladies with their clock radios. Egon Fireside knew that it was customer service that leads to goodwill and repeat business. It is that idea that has always run Fireside Camera. It is why our motto has always been "Discount Prices With Full Service."

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

Fireside Camera was open during the 1989 earthquake. During the quake, we saw the huge flexing of the windows at Lucca Delicatessen across the street and the bricks fall from atop Big 5 Sporting Goods. We didn't raise any prices for batteries after the tragedy, although some stores did. As soon as power was restored to the Marina district, Fireside Camera reopened to serve the community. One of the saddest stories relates to the '89 earthquake. A man came in to have pictures printed of his small son that he lost in the earthquake. Spencer just couldn't charge him for them. After the customer left, Spencer had to go in back and shed some tears of his own. He still wells up just thinking about it, and that was 29 years ago.

For many years there was the bi-annual Lion's Club Pancake Breakfast in the neighborhood. We'd all come out early on that Saturday and make the donation and talk and eat with our neighbors. We'd shop at the Steiner Street Farmer's Market for the 2-3 summers that it existed. Due to the limited size of the Marina district merchants (2 to 3 blocks), there's no street fair like Union Street and Fillmore Street have annually.

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

Fireside Camera has consistently been one of the highest rated camera stores in San Francisco on YELP. In one listing on a competitor's review it said to stay away from Discount Camera and go see Spencer at Fireside Camera as he was very helpful.

We are a member of the Photographic Research Organization, a member group devoted to providing the better quality photographic items.

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

Our customer base includes many prominent San Franciscans. Families including Haas and Eisenhardt, Swig, Fisher, Thieriot, Gund, Doerr, Getty, and Traina shopped at Fireside Camera. Celebrities including Robin Williams, Barry Zito, Carlos Santana, David Caruso, Kristie Yamaguchi, Linda Ronstadt, Conan O'Brien, Trevor Noah, Russ "the Moose" Syracuse, Gary Radnich and many have been customers. Many San Francisco politicians, including mayors and supervisors, have also shopped here.

Spencer's favorite memory involved Robin Williams. On one of the many times he came into our store, he purchased six batteries for his cyclometer. Two days later he came back and said he wanted to buy six more of the same batteries he had just bought. Spencer jokingly commented that he must've biked a hell of a lot these past two days. He said, "I wish; I lost the package."

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

We are part of the Marina District. People know and, more importantly, trust us. I can't recall how many times people from other stores have come to us to borrow a tool, or ask us if we can help them safely remove an errant bird that flew into their store. One time, another merchant came in to borrow a camera to photograph a falcon that flew into their store. When The Good Guys opened, they came to Fireside to borrow some tripods to use as displays for their video equipment. We are always here to help our neighborhood and community.

Jack Shim has been a volunteer volleyball coach in San Francisco. The owner's have made donations to various causes, such as Breast Cancer Research, The American Diabetes Association, etc. As for local charities and foundations, we have donated equipment to the SF Nature Education and cash to The Heavenly Hope House.

Fireside Camera is a vendor to many SFUSD schools as well as local private schools (such as Town School).

Although our staff is too small to offer formal classes, we are always willing to help with photo related questions. Sporadically, we have offered local photo walks around Golden Gate Park, the Palace of Fine Arts, and Pier 39.

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

Although the vast majority of our customers are located within San Francisco (the Marina district in particular) and Marin, we have customers that come from various countries. Amazingly some foreign nationals actually come in annually to buy the latest models of cameras from us.

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

We have been in the same physical structure since 1954. The building has been owned by the same family the entire time. It is the same building that houses the Marina Theatre.

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

If Fireside Camera were to close, San Francisco would lose its oldest independent camera store.

In 2009, when Fireside Camera was undergoing a major remodel and moved to 2185 Chestnut Street for three months, customers through the store was going out of business. Constantly during the move, customers would come up to us almost crying, asking why we were closing. After explaining we were only remodeling and temporarily moving half a block down the street, they were relieved and thankful not to lose, as they said, "the best camera shop in San Francisco."

The neighborhood has lost so many businesses over the years, including Kimmel's Stationary, O Sole Mio, Cybelles Pizzeria, Village Pizzeria, Mrs. Fields Cookies, two different doughnut shops, Ovation, Capri, Victoria's Secret, See's Candies, Baskin Robbins Ice Cream, Big 5 Sporting Goods, Jack's Smoke Shop, House of Magic, Marina Skate, Bare Essentials, Johnny Rockets, The Good Guys, Radio Shack, Marina Cyclery, Scotts Seafood and Chestnut Street Bar and Grill. More recently, it's lost Janie and Jack, Giggles, Laline, Askew Grill and Barneys. There were many more in addition to the ones mentioned.

There used to be several local independent camera stores in San Francisco, Adolph Gassers, Brooks, Osaka Ya, Photo Factory, “GET,” Mission Photo, Retlaw, Camerabug, Jebe’s and SF Discount Camera. All have closed. Adolph Gassers even owns their property and decided it was too difficult to stay in business. Samy’s from Los Angeles, however, has opened an outlet near the 9th Street freeway exit. With so many internet retailers and cell phones having cameras, the retail photo business is very difficult, yet a single local dealer (Fireside Camera) has survived.

We hope to stay HERE many more years and think our listing on the San Francisco Legacy Business Registry will aid in keeping our 64-year-old San Francisco business thriving. We strive to remain the preeminent photo retailer in San Francisco. Any help from our great city is immensely appreciated.

CRITERION 3

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

Fireside Camera is San Francisco's oldest independent camera store. Though small, we offer an excellent selection of new and used equipment including Nikon, Canon, Sony, Fuji, Olympus, Panasonic, and Leica Cameras, lenses, camcorders, and accessories. We sell bags from LowePro, Tamrac, Wandred, and San Francisco’s own Peak Design. We also, can make prints from film, memory cards, and even cell phones. We can scan old photographs to make copies or discs. We can transfer old movies and tapes onto DVDs. We can have your equipment serviced, and we also have a limited amount of equipment available for rent. We still sell film. And, we still take passport and immigration photos. In fact, we one of the very few who take photos for Canadian Passports.

Many people are surprised that we still sell and process film. We still help people with questions about film cameras as well as digital cameras.

Fireside Cameras provides passport photographs. Egon once told the present owners of taking passport pictures in the “olden days.” He would take the photograph, go upstairs to develop the “glass negatives,” print them in the darkroom, cut them to size and finally give the customer the two pictures. All this took an hour or two. In 1984, we were using a Polaroid camera that used the “peel apart” film for taking passport. A pair of pictures took all of 10 minutes, half that time was waiting for the pictures to dry. Now with digital photography, not only is it faster but, you can preview the shot so you only print the good photo.

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)

Fireside Camera is committed to maintaining a retail camera store. We want people to keep hard copy prints of their memories. In this day and age too many only store photos on their phone. When it breaks many memories are lost. When the cloud gets hacked, your pictures are no longer private. With an album, you keep control over who can see your pictures and have access to them. We are here to give everyone that option.

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.).

Throughout all the changes that time has brought, we still are only a brick and mortar retailer. Our signage has become more modern (you can now see our name as you walk down the block, not just from across the street, but our design of a front door in the middle of the building with display windows flanking it is still present. Our cash register has been in the same location for decades, and most of our cabinets have been with us through the remodels – all bought by Egon and Lucy. So although we've updated to keep a fresh look, the past is always a part of us.

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.

Fireside Camera has provided photographic services, equipment and supplies to customers since it was founded in 1954.



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Gift Guide: Chestnut Street

Lauren Murrow | Photo: Courtesy of the stores listed | November 29, 2013

Between Steiner St. and Pierce St.



Sony Action Cam, \$270
at Fireside Camera
(2117 Chestnut St., 415-
567-8131)

Scene In...



<http://san-francisco.scene/sf-operas-gotterdammerung-cast-party/1m>

SF Opera's Gotterdammerung & Cast Party

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[See All Photos >>](#) <http://san-francisco.scene/sf-operas-gotterdammerung-cast-party/1m>

Though Union Street may be overrun with spandex and fresh-from-campus fashion, this Marina strip is a layup for kids—four tot stores on a single block—tech gadgets, and party fare at [Lucca Deli](http://luccadeli.com/) (<http://luccadeli.com/>) and [SusieCakes](http://www.susiecakes.com/) ([https://www.susiecakes.com/](http://www.susiecakes.com/)).

[#1—Temescal Alley](http://modernluxury.com/san-francisco/story/gift-guide-temescal-alley) (<http://modernluxury.com/san-francisco/story/gift-guide-temescal-alley>)

[#2—Valencia Street](http://modernluxury.com/san-francisco/story/gift-guide-valencia-street) (<http://modernluxury.com/san-francisco/story/gift-guide-valencia-street>)

[#3—Hayes Street](http://modernluxury.com/san-francisco/story/gift-guide-hayes-street) (<http://modernluxury.com/san-francisco/story/gift-guide-hayes-street>)

[#4—Fourth Street](http://modernluxury.com/san-francisco/story/gift-guide-fourth-street) (<http://modernluxury.com/san-francisco/story/gift-guide-fourth-street>)

[#5—Fillmore Street](http://modernluxury.com/san-francisco/story/gift-guide-fillmore-street) (<http://modernluxury.com/san-francisco/story/gift-guide-fillmore-street>)

[#6—Maiden Lane](http://modernluxury.com/san-francisco/story/gift-guide-maiden-lane) (<http://modernluxury.com/san-francisco/story/gift-guide-maiden-lane>)

[#7—Chestnut Street](http://modernluxury.com/san-francisco/story/gift-guide-chestnut-street) (<http://modernluxury.com/san-francisco/story/gift-guide-chestnut-street>)

[#8—Grant Avenue](http://modernluxury.com/san-francisco/story/gift-guide-grant-avenue) (<http://modernluxury.com/san-francisco/story/gift-guide-grant-avenue>)

[#9—Haight Street](http://modernluxury.com/san-francisco/story/gift-guide-haight-street) (<http://modernluxury.com/san-francisco/story/gift-guide-haight-street>)

[#10—24th Street](http://modernluxury.com/san-francisco/story/gift-guide-24th-street) (<http://modernluxury.com/san-francisco/story/gift-guide-24th-street>)

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SAN FRANCISCO

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Opening Hours

Shopping hours differ from one neighborhood to another. In Union Square and Fisherman's Wharf, business hours are 9am–6pm, seven days a week, with extended hours at night for the larger chains. Smaller boutique shops in surrounding areas may open as late as noon and close as late as 9pm. Banking hours vary; some branches offer a Saturday service.

P

Photography

Many museums and galleries do not allow pictures, and flash photography is seen as rude and disruptive during public performances. The use of tripods is also restricted in many public places.

For photographic equipment or services in the downtown area, avoid the shops along Grant and Kearny. **Fireside** Camera in the Marina (2117 Chestnut Street; tel: 415-567-8131) sells all the major camera brands, as well as offering digital print services and camera supplies.

Postal Services

The **United States Post Office General Mail Facility** is located far away at 1300 Evans Avenue, tel: 415-550-5001. Many of the city's 50 postal stations are open for extended hours on weekdays and limited hours on Saturday. For current postal rates and other information, visit www.usps.com.

You can have mail addressed to you care of "General Delivery" at the post office of your choice. You will need the zip code of the station and you must pick your mail up in person.

Stamps may be purchased from the post office or from vending machines in hotels, stores, supermarkets, transportation terminals, and the post office.

The Art Deco **Rincon Center Post Office**, 180 Steuart Street, is the jewel of the city's postal history, with beautiful murals and a philatelic center. The building makes "doing the mail" a pleasant experience. Stop in to take a picture and send a postcard.

Public Holidays

Most banks, post offices, government buildings, and some large businesses are closed on the following major holidays:

New Year's Day: January 1.

Martin Luther King's Birthday: January 15.

Presidents' Day: third Monday in February.

Memorial Day: last Monday in May.

Independence Day: July 4.

Labor Day: first Monday in September.



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-2018-19-003
Business Name: House of Bagels
Business Address: 5030 Geary Blvd.
District: District 1
Applicant: Michael Puente, Owner
Nomination Date: July 31, 2018
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? ☒ Yes ☐ No

3801 Geary Blvd. from 1962 to 1968 (6 years)
5030 Geary Blvd. from 1968 to Present (50 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: September 19, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San Francisco

SANDRA LEE FEWER

李麗嫦 市參事

July 31st, 2018

Dear Director Regina Dick-Endrizzi,

It is my pleasure to nominate House of Bagels at 5030 Geary Boulevard to the Legacy Business Registry. The House of Bagels was founded in 1962 in the Central Richmond District as a bakery for traditional New York style bagels. Ever since its opening, the House of Bagels has become an institution of not only the local Richmond District neighborhood, but also the entire Bay Area. Having moved to the Richmond District myself in 1959, I was raised on House of Bagels as was my family and countless other residents of District 1.

With the reduction of locally-owned and operated bakeries all across San Francisco, it is more important than ever to preserve neighborhood institutions like House of Bagels in San Francisco. House of Bagels is a family-owned business dedicated to providing employment opportunities to local residents and especially students. House of Bagels' dedication to the local community, diversity, and delicious food is a perfect representation of the values of District 1 and a great addition to the San Francisco Legacy Business Registry. I thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Sandra Lee Fewer".

Sandra Lee Fewer

San Francisco Board of Supervisors, 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.

NAME OF BUSINESS:		
House of Bagels		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Michael Puente Jenny Puente		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
5030 Geary Blvd San Francisco, CA 94118	(415) 752-6000	
	EMAIL:	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
houseofbagels.com	Facebook.com/sfhob	

APPLICANT'S NAME	
Michael Puente	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
5030 Geary Blvd San Francisco, CA 94118	()
	EMAIL:
	mike@houseofbagels.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0368627	C2532010

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3801 Geary Boulevard	94118	1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1962 to 1968	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5030 Geary Boulevard	94118	Start: 1968
		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.

Michael Puente
Name (Print):

7/30/18
Date:


Signature:

HOUSE OF BAGELS

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 headquarterd location) and the opening dates and locations of all other locations.

House of Bagels was opened in 1962 in its original location on 2nd Avenue and Geary Boulevard in the Richmond District of San Francisco (3801 Geary Boulevard, San Francisco, CA). Our famous bagel recipe and manufacturing process was brought here from Brooklyn, New York, by a native New Yorker. At the time, there were no bagels in Northern California. In fact, unless one were Jewish or grew up in New York, one likely didn't even know what a bagel was. But bagels are only the food part of our story.

Four things distinguish House of Bagels and make it unique in San Francisco. The first is that we wholeheartedly serve the Jewish and East Coast expatriate community with an authentic East Coast bakery experience. Second, while originally a place for people longing for East Coast specialties, House of Bagels is also a place that is making, and made of, San Francisco memories. Third is our service to our community. The fourth, and maybe most important element that makes House of Bagels unique (since it's our claim to fame), is our steadfast commitment to make bagels using the original recipe and methods brought over from Brooklyn.

So, what makes for a “real” bagel? Sidney Chassey, the native New Yorker that brought the traditional recipe here, helped define the answer to this question for West Coasters when he established the first “real” bagel shop, our beloved House of Bagels. The recipe has four very important steps. Step one is wholesome ingredients. Step two demands that bagels are rested overnight. Step three is the boiling process. Step four requires the bagels to be baked on stone. New York style bagels are a labor-intensive process – the high quality ingredients are mixed together, cut into strips and rolled into the familiar bagel shape. They are left to rise overnight. Then, when it's time to bake them, they are first bathed in the boiling water of the kettle, arranged on boards and baked directly on stone (like good pizza). Without a kettle and the stone oven, the texture would be different.

Sid ran the business with his wife. At this same time, in 1964, a hard working immigrant from Spain began to work at the House of Bagels. His name was Miguel Puente, aka “Mike” and many years later he would become the second owner of the business.

In only six short years since it opened, the House of Bagels outgrew its original space and moved to 5030 Geary Boulevard into what had been a title office. The year was 1968. At this

location, the traditional New York-style bagels have been made from scratch from the finest ingredients, boiled in water and then baked on stone for 50 years.

Mike Puente worked as a bagel baker for over 30 years when Sid offered Mike and his wife, Mary, the opportunity to buy the business on June 18, 1997. After several years of running the House of Bagels, Mike and Mary decided to retire and the business was purchased by their sons Michael and David, and Michael's wife Jennifer, on April 1st in 2005. The store received updates and went under renovation in January 2006 to include a New York-style deli and art gallery. David left the business in 2011 to go back to school.

While the name of the bakery makes it obvious that we do bagels, we also bake from scratch every day artisan breads (like fresh challahs and rye), traditional cookies (like hamentashen, black and white cookies, rugelach and Russian tea cakes), as well as everyone's favorite cookies and pastries (the best chocolate chip and oatmeal cookies around, bear claws, cheese pockets, etc.). House of Bagels is the only place in San Francisco where one can get a real black and white cookie (lemon cake topped with chocolate and vanilla frosting), a cheese pocket, a kuchen or a mandlebrot. Kuchen and mandlebrot are two types of Jewish cookies. House of Bagels is one of very few places that make rugelach and hamentashen. These are East Coast and bakery staples of the Jewish community. Although House of Bagels has never been certified Kosher, we are committed to a pork and shellfish free kitchen to respect Jewish traditions and serve the Jewish community.

House of Bagels is a notable small business and serves as a historic asset to the city of San Francisco. A popular place in the community's collective mind and a long standing, community-serving business, House of Bagels is a valuable cultural asset that should be preserved as a Legacy Business.

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

As far as we know, the House of Bagels has never been closed for more than 1 day in its entire 56-year history.

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

House of Bagels has been a family-owned business since the Puente family purchased it in 1997. A family-owned business may be defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Miguel and Mary Puente purchased the business from the original owner, Sidney Chassey, then sold it to their sons Michael and David, and Michael's wife Jennifer. David left the business in 2011.

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

The ownership history of House of Bagels is as follows:

1962 to 1997	Sidney Chassey
1997 to 2005	Miguel Puente and Mary Puente
2005 to 2011	Michael Puente, Jennifer Puente and David Puente
2011 to Present	Michael Puente and Jennifer Puente

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 the business for 30+ years is included in the 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 Planning Department categorizes the historic resource status of the building at 5030 Geary Blvd. 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.

We wholeheartedly serve the Jewish and East Coast expatriate communities with an authentic East Coast bakery experience.

The House of Bagels' bagels were distinct from other bagels that might be found on the West Coast in places like Los Angeles at that time. The other bagels were known to be bready "rolls with holes" by people who were familiar with what a bagel was supposed to taste and look like. Jewish people in Southern California that had migrated west from New York or other East Coast spots became familiar with this "new" style of bagel in the 1960s. They hypothesized that the difference between the bagels out west and those they knew from their childhood may be due to differences in the water that is used from coast to coast. Bagel aficionados, then and now, still decry "it's the water" when they make comparisons between bagels that aren't made in the style traditional to New York and those that are. Even today, it is only the foodie that truly understands the manufacturing process involved in making a "real" bagel.

While originally a place for people longing for East Coast specialties, House of Bagels is also a place that is making, and made of, San Francisco memories. There are three to four generations

now of San Franciscans that have made House of Bagels a part of their family life. Many locals remember stopping by for a treat or bagel on their way home from school, or coming in to pick up bagels and fixings (cream cheese, etc.) with their grandparents and parents for weekend breakfast with the family. These San Franciscans continue these traditions with their children and grandchildren, and the youngest generation are still making memories here that will last their lifetime.

The House of Bagels is of historical and cultural relevance to the city of San Francisco. Besides being a favorite local institution for over 56 years, the House of Bagels sets the standard for bagel baking on the West Coast as well as serving as an integral supporter of the local community and global community at large.

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

After New York and Los Angeles, San Francisco has the largest Jewish population in the United States, followed by Chicago. Jews did not live in many communities outside of these four cities prior to the 1970s in any significant numbers.

Los Angeles had bagels prior to 1962, however the common complaint as to why they were better in New York was, "it's the water." In reality, bagels in Los Angeles were not boiled and baked on stone. The genius of Sid Chassey was that he was the first to bring the equipment needed to make a proper bagel to the West Coast.

In doing the research for this narrative, we learned that Kaufman's was opened in 1960 in Skokie, IL, east of the Mississippi River. Kaufman's is normally regarded as the first real bagel shop in the Chicagoland area. Considering real bagels didn't arrive in Chicago until 1960, it is a safe bet they only made it to the West Coast two years later.

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

House of Bagels won "Best of for Deli and Take-Out" in the 2006 SF Weekly's "Best of" Reader's Poll and has continued get accolades from customers and the press alike. Annually, House of Bagels wins the "Best Bagel" recognition from the "J Weekly Reader" as well as best of awards from a variety of local magazines

- Jewish Reader's Choice Award "Best Bagel": 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017
- *SF Weekly* "Best of" Reader's Poll "Best Deli": 2006
- *SF Weekly* "Best of" Reader's Poll "Best Sandwich": 2007
- *SF Weekly* "Best of" Editor's Choice "Best Bagel": 2008
- *San Francisco Bay Guardian* Best of the Bay BEST BAGEL BONA FIDES: 2008
- *SF Chronicle's* BayList Best Bagel SF: 2008

- Give Something Back Award: 2009
- Geary Merchant's Award: 2009

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

No.

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

House of Bagels has always made it a point to support our public schools, teachers, firefighters and police. We regularly donate to charitable causes like these, plus those for diabetes and cancer research, literacy programs and nature conservancy. In 2009, we were awarded the prestigious Give it Back award, usually reserved for companies 4-10 times our size.

For over 45 years, House of Bagels has been a continuous member of the Greater Geary Boulevard Merchants Association and a visible supporter of the local community. House of Bagels has donated thousands of bagels to events around the city, including public radio stations, KQED and KALW, The Asian Film Festival, The Jewish Film Festival, The American Lung Association, Larkin Street Youth Services, One Seed, Presidio Parks Conservancy, the Aneurysm and AVM Foundation, Greater Geary Merchant's Association, One Richmond, Food Runners, and countless local school fundraisers.

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

For decades, House of Bagels has been a destination for Jewish and East Coast families to get and enjoy products they grew up with. Over the past 15 years, with the increased visibility of the mural, the customer base has expanded to include many other people from all cultures and backgrounds. Today you will find business people getting a quick bagel sandwich on the way to work, parents buying an afterschool snack for their kid before dance class next door, hipsters getting a breakfast and coffee after a long night of partying, and moms or dads getting a dozen bagels, lox, cream cheese to bring home for a lovely Sunday brunch with the family.

House of Bagels has always done some wholesale business, but in the past 15 years this expanded tremendously. Today, House of Bagels provides many customers fresh daily deliveries of bagels, including Whole Foods, Philz Coffee the W Hotel and many others.

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

House of Bagels has always been identified by its original sign on the southwest corner of the building. This sign from 1968 features the "Bay-Gull." The tie in with the sign is a riddle that used to be printed on every plastic bag: "When is a Seagull not a Seagull? When it is a Bay-Gull!"

In October 2005, in order to make the business more visible to locals and newbies, Michael commissioned a local artist to paint a mural on the front of the bakery. The mural featured the current owners and employees, Mike and Mary, as well as historical features of the Richmond District, like Playland. The mural is still up and serves as a minor local attraction, including being a Pokemon-Go “gym.”

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

If something were to significantly change at House of Bagels, it would definitely be a blow to the city and the community. House of Bagels is one of those places where generations of San Franciscans have memories tied into. Sure, there are other bagels shops now in the Bay Area, but none have people bringing their children because their grandparents used to take them there also. House of Bagels is a business that ties and binds new San Francisco to the old city we remember fondly. San Francisco has changed so much in the past 20 years it is nice for us locals to have a place we love and remember going to all our lives.

Further, in a city filled with nouveau cuisine, macro gastronomy, and food fusion it is nice to have a place where a person can get a simple bagel, top it with some wholesome cream cheese and a piece of smoked salmon. Something doesn't need to be expensive or fancy to be delicious.

CRITERION 3

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

Maybe most important element that makes House of Bagels unique (since it's our claim to fame), is our steadfast commitment to make bagels using the original recipe and methods brought over from Brooklyn. We make “real” New York bagels! Up until that special time in 1962, there were no other “real” bagels in California (or even west of the Mississippi, for that matter). One of the things that makes them a “real” bagel is to add a step where the raw bagel dough is boiled during the manufacturing process. The bagels that existed prior to House of Bagels were manufactured by shaping them into round shapes with a hole in them and then baking them in a regular oven. This method of making the bagel makes it impossible to get the distinctive chew and crust of a real New York-style bagel. Instead, it tastes like any other bread, just shaped to look like a bagel.

The bagel recipe has four very important steps. A commitment to these time-honored steps is critical to defining what House of Bagels is.

Step one is wholesome ingredients. We use only the best, nourishing ingredients in our bagels such as high protein flour, malt, brown sugar, yeast, salt and pure Hetch Hetchy water. These simple, wholesome ingredients make a big difference in the finished product. We do not add soybean oil, fat and/or stabilizers to our dough like some “bagel” shops in order to make a

softer, more bread-like product (i.e., roll-with-a-hole). These additions also extend the shelf life of other "bagels." Like other artisan breads, it is best to buy fewer House of Bagels' bagels more often (or freeze them) than to buy a lot and let them sit for a long time.

Step two demands that bagels are rested overnight. We allow our bagels to rest overnight because resting, or "proofing," on wooden boards is a necessary step for our bagel perfection. Raw bagels are placed on wooden proofing boards to rise after they are formed. The proofing boards are covered liberally with cornmeal so that the raw bagels don't stick to the board. Cornmeal not only keeps the bagel from sticking to the board, but helps the bagels slide off the proofing board into the kettle of boiling water. If you look at a "bagel" from the big chain bagel stores or from most supermarket in-store bakeries, you'll notice no corn meal on the bottoms. These "bagels" are just placed on parchment paper in pans and baked. This also accounts for the flat and sometimes wrinkled bottoms of these products. Besides flavor and crust, a cornmeal bottom can also help tell you if you are eating a real bagel or an imposter.

Step three is the boiling process. Boiled bagels make real bagels. If it's not boiled, it's not a real bagel! Boiling bagels before baking them creates a crispy crust on the outside while at the same time keeping the insides chewy and dense. When Sid Chassey came out west with his bagel recipe, he also brought over the necessary equipment including the large kettle necessary for boiling the bagels and the rotating stone hearth oven, necessary for correctly baking the bagels.

Step four requires the bagels to be baked on stone. Just like the best pizza is baked on a stone-lined oven, bagels that are baked on a stone oven have a crispy bottom crust. Our bagels have been baked on stone for over 50 years! Real New York bagels are always baked on stone!

House of Bagels also bakes artisan breads (challahs and rye), traditional cookies (like hamentashen, black and white cookies, rugelach and Russian tea cakes), chocolate chip cookies, oatmeal cookies, bear claws and cheese pockets. These are East Coast and bakery staples of the Jewish 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)

House of Bagels is committed to continuing to make New York-style bagels, which is the tradition that should not be changed in order to retain the business's historical character.

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.).

House of Bagels will never get away from making bagels the old-fashioned way. We plan on boiling our bagels and baking on stone. We also will concentrate on Jewish and Easy Coast food – you won't see us selling baguettes or donuts at House of Bagels. The mural is now a landmark to the area – we plan on keeping and maintaining it!

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.

House of Bagels has made New York-style bagels since it opened in 1962.



Family Photo. Do not copy!

CIRCA 1962



Family Photo. Do Not Copy! Sid Chasey, Founder, House of Bagels, Circa 1962



Family Photo. Do Not Copy! House of Bagels, Circa 1962



Family Photo. Do Not Copy! House of Bagels, Circa 1962



Bay-Gull sign since 1968



Mural since October 2005

House of Bagels

House of Bagels





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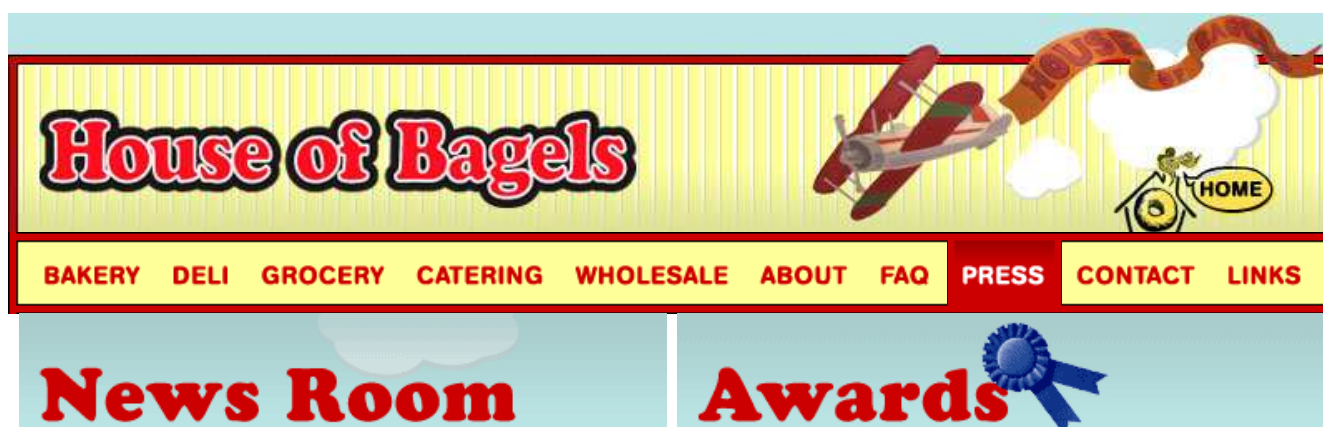
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Jewish News Weekly-Best Bagels & Bakery August 2010

"...its famous bagel recipe originated in Brooklyn. While the name gives away House of Bagels' specialty, it also bakes — from scratch — artisan breads, pastries and Russian tea cookies, among other delicacies"

KTVU Features House of Bagels December 2009

The House of Bagels in San Francisco isn't just for bagels. They also carry a full line of kosher items including Golden blintzes & potato pancakes, Tabatchnick soups...[Watch Video >>](#)

Richmond Roundup Honored Merchants October 2009

Merchants Award: David and Jennifer Puente at the House of Bagels...[>>](#)

Best Bagels: House of Bagels SF Weekly "Best Of" Awards 2008

...the real chewy N.Y.-style boiled-water bagels are still in fashion at House of Bagels... [>>](#)

Bagel Safari

SF Sidewalk Safari Blog December 2008

Fortunately for us, the House of Bagels delivers the real deal. [>>](#)

House of Bagels

Zagat online March 1, 2008

..."Best Bagels" this side of the Mississippi! Truly a great find... [>>](#)

Bringing New York bagels to the Bay Area SF Examiner September 7, 2007

If you've lived on the West Coast your whole life, you might think you've eaten a bagel or two. [>>](#)

Finally a decent bagel

Slashfood.com January 2006

What a perfect way to start a sunny Sunday. [>>](#)



2009

Give Something Back Award
\$500 honorarium given to
Golden Gate Park Conservancy

Geary Merchant's Award

Jewish News Weekly
Reader's Choice "Best Bagel"



2008

Jewish News Weekly
Reader's Choice "Best Bagel"

SF Weekly "Best of"
Editor's Choice "Best Bagel"

San Francisco Bay Guardian
Best of the Bay
BEST BAGEL BONA FIDES

Chronicle's BayList
Best Bagel SF



2007

Jewish News Weekly
Reader's Choice "Best Bagel"

SF Weekly "Best of"
Reader's Poll "Best Sandwich"

The Americanization of the Bagel
SF Chronicle October 1996

Thirty-four years ago, when the House of Bagels introduced the bagel to San Francisco... >>

See what people are saying on YELP!

The best bagels in SF and the only place I know of that you can get a White Fish Sandwich... >>

**2006**

Jewish News Weekly
Reader's Choice "Best Bagel"

SF Weekly "Best of"
Reader's Poll "Best Deli"

SF Weekly "Best of"
Reader's Poll "Best Deli"

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Advertisement in *Jewish Community Bulletin*, April 28, 1967.

COMING WEEKS OF GREAT EVENTS

BY MAX LOEW

Music and Arts Editor, Jewish Community Bulletin

The coming weeks are full of attractions in the musical world of San Francisco and a number of international and local events will take place here.

PIANIST Rudolf Serkin, one of today's greatest artists, last week gave three all-Beethoven concerts in which he played Piano Concerts No. 3, No. 4 and No. 5 (Emperor). The Opera House audience cheered Serkin enthusiastically and gave Maestro Josef Krips a standing ovation. Serkin also will be guest soloist with Maestro Krips and the S.F. Symphony in regular series all-Beethoven concerts May 3, 4 and 5 at the Opera House. He will perform on May 3 the Piano Concerto No. 1, on May 4 Piano Concerto No. 2 and on May 5 Piano Concerto No. 5. All three concerts will open with the Overture to "Coriolanus" and close with the Symphony No. 7.

MARKING its 50th anniversary, the S.F. Conservatory of Music presents on Monday and Tuesday May 1 and 2 at the Palace of Legion of Honor Milhaud's Opera "The Sorrows of Orpheus" at 8:30, with Gwen Curatilo, soprano and Milton Williams, baritone. On Monday, May 8 the Baller-Reijo recital will be given at the S.F. Conservatory with Adolph Baller, piano and Gabor Reijo, cello in music of Bach, Martino, Kodaly and Beethoven.

CASTING for the S.F. Spring Opera has been completed with William Olvis, who will sing Canio in "I Pagliacci"; Sylvia Davis to be Antonia,

and Rico Serbo as Niklaus in "Hoffman." Further operas will be Verdi's "Traviata", Bizet's "The Pear Fishers" and "Cavalleria Rusticana".

Concert to Aid Brandeis School

The Trio Concertante will make its initial San Francisco appearance Saturday evening, May 6 at Nourse Auditorium in a benefit concert presented by Brandeis Day School. The group includes Laszlo Varga, cellist; Istvan Nadas, pianist; and Charmian Gadd, violinist.

Tickets may be purchased at Cellini's, 530 McAllister St. UN 3-8620, or at the door. Prices are \$4, \$3, and \$2 with a special price of \$1 for students.

Israel Film at Richelieu

"Clouds Over Israel", a gripping drama set in the skies over the Sinai Desert, is being shown this week at the Richelieu Theater.



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10th Anniversary Art Exhibit at Emanu-El

By SALLY BLAKE

Following is the second and final installment of a review of Temple Emanu-El's current Tenth Anniversary Art Exhibit recently printed in the Bulletin. The show is scheduled to run through the month of May.

Particularly noteworthy in the main exhibit are the Pollak color etchings, the bronze sculpture of Jacques Schnier, the glass sculpture of Roxanne Marden and the "Scroll of Esther" and amulets borrowed from the Suto Library Hebraica Collection.

Artists represented include: Helen Burke, a comparatively young graduate of the San Francisco Art Institute recently removed to New York who works largely in brass and copper sculpture of exceedingly modernistic design and is represented by the metal sculpture, "The Mother."

Peter Krasnow, a painter and wood sculptor from the Ukraine now resident in Los Angeles whose biblical wood sculpture in the Emanu-El Library is part of the permanent collection and who is represented here by "The Aleph", carved wood panels on a color panel, and "The Book Shelf", an oil.

Nik Krevitsky, Art Director of the Tucson, Arizona Public School System who works in "stitchery" and has exhibited at the Museum of Contemporary Crafts and the Museum of Modern Art in New York and the Chicago Art Institute. His "Synagogue Ark Door" is one of a pair designed in yarns and metallic threads with fabric covered buttons on a wool mohair fabric.

Roxanne Marden, who had a one-man show at Emanu-El last year and is represented

by the glass sculptures "Rising Sphere" and "Revelation".

Max Pollak, one of the country's foremost etchers represented in the permanent collections of the Metropolitan Museum and Public Library of New York, the British Museum in London, the Albertina Museum in Vienna, the Library of Congress in Washington, etc., and here displaying the aquatints "Sausalito Waterfront" and "Muir Wood".

Victor Ries, native of Berlin and later of Israel, now an instructor at the California College of Arts and Crafts, a metal craftsman who has shown at the De Young Museum and the Jewish Museum in New York and is represented by two brass candlesticks and a wall sculpture in brass.

Jacques Schnier, recently retired after 30 years as Professor of Art at the University of California, a sculptor whose commissions include the Ann Bremer Library Memorial, the San Francisco Art Institute and Berkeley High School, and whose bronze sculptures "Pas-de-Deux" and "Space Dance" are exhibited.

June Schwartz, an enamel-ist from Marin County whose work is included in the

Museum of Contemporary Crafts in New York, the La Jolla Art Museum and the Oakland Art Museum, here represented by "White Line", enamel on copper mounted on marble.

Stefanie Steinberg, a painter and native of Germany who studied in Switzerland and the Bay Area and exhibits the oil, "The Rich and the Poor" and "Present from Takahara", a collage on a wood panel.

The Suto Library Hebraica Collection, purchased by Adolph Suto in 1884 from a Jerusalem antiquarian and represented here by the "Scroll of Esther" on red leather and two amulets on vellum and parchment, one against the evil eye, the other to induce conception and easy childbirth.

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Sid Chassy, founder of House of Bagels, quoted in *New York Times* in article (1989) about East Coast Foods on the West Coast

ARCHIVES | 1989

DE GUSTIBUS; Where Mallomars Don't Exist

By DENA KLEIMAN

EXPATRIATE New Yorkers out here engage in a ritual whenever they meet: they immediately pat each other on the back, extol the glories of warm weather and otherwise congratulate themselves on the joys of Pacific Coast living.

Yet even as they celebrate what they now have, they commiserate about what they do not. And a lot of what they miss about the East, they say, is the food - specific brand-name items they may have once taken for granted. Take Mallomars. "I've looked high and low for Mallomars, and they just don't exist out here," Alan L. Zimmerman, a transplanted New York lawyer, said to friends the other day. He's right. Mallomars - cookies made of graham crackers, marshmallow, and chocolate - simply are not sold in California, or for that matter, anyplace else that boasts a warm climate, said Mark Gutsche, a spokesman for Nabisco Brands Biscuit Company, based in East Hanover, N.J.

"And the reason is chocolate," Mr. Gutsche explained. "The chocolate we put on there melts."

Mallomars are distributed on a regional basis and only in chilly weather, and that is just the start of how the California and New York markets are treated differently.

There is not a place in California, for example, that sells Wise potato chips.

"New Yorkers prefer dark chips," said Chris Abernathy, vice president of marketing for the Borden Snacks Group, which owns Wise chips. Californians prefer light-colored potato chips. In fact, Borden is so assured of its assessment that it markets a light-colored potato chip in California called Laura Scudder's, which is not available in the East.

Forget about finding Arnold's Brick Oven Bread or Mueller's pasta in California. Bread and pasta are largely regional items, says a spokesman for CPC International, which owns Mueller's and Arnold's.

You have to look long and hard in this part of the country - past a sea of sourdough products - for a freshly baked kaiser roll or a loaf of real Jewish-style rye. In fact, to this day, transplanted New Yorkers celebrate the arrival 12 years ago of Thomas's English muffins and the recent appearance of Entenmann's chocolate-covered doughnuts.

"They finally got here last year," said Sid Chassy, who besides being a chocolate-doughnut lover, owns the House of Bagels in San Francisco, one of the first New York-style bagel bakeries out here.

Regional tastes and preferences undoubtedly account for some differences between California and New York. But in investigating the situation, a truth emerged that brings back Shakespearean wisdom about names and the scent of a rose: there are plenty of products in California that seemingly do not exist in New York and vice versa. But on real examination, they actually look, smell, and taste the same. They are just called different things. Take Hellmann's mayonnaise. There is not a store in California that sells Hellmann's. But walk through any supermarket and there are the identical bottles with the identical blue-and-white labels and the identical mayonnaise. Take a taste and you will see. But here in California, this mayonnaise is called Best Foods.

The difference stems from the fact that the two mayonnaise companies did not combine until 1932 and retained their own names, said Joan Dargery, a vice president of the grocery products unit of Best Foods.

"People feel a tremendous affinity with their mayonnaise brands," she said. "We've thought about making them one brand. But both brands enjoy such tremendous brand loyalty. We have decided to leave it be and let the people be happy."

McCormick dried spices seemingly cannot be found in California, either. But look again, and there they are. They are known here under the name of Schilling, which was acquired by McCormick & Company Inc. in 1947.

"It is the same organization and the same product," said Mack Barrett, a spokesman for McCormick, which is in Hunt Valley, Md. "But it boils down to brand recognition. And our company saw no need to change."

California, it should be said, does have some things New York does not have, particularly when it comes to produce. At the Monterrey market in Berkeley, for example, there are chocolate persimmons, delicate gold-colored currant tomatoes, fresh bamboo shoots and more edible flowers than anyone can count.

The kinds of potato chips that are available in just the run of the mill supermarket defies the imagination: yogurt-green onion; salsa with mesquite, assorted-flavored chips from Hawaii.

But there are some things that are deceptively exotic in California, perhaps by design. A dish on the menu recently at the Chez Panisse Cafe in Berkeley, for example, was a squid preparation served with a particularly intriguing ingredient - "rocket." "What is rocket?" a visiting New Yorker asked a waitress. "A kind of green," the waitress replied dismissively as if being asked the obvious. The curious New Yorker ordered the dish just to sample the delicacy. Rocket, it turns out, is arugula.

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A version of this article appears in print on September 20, 1989, on Page C00004 of the National edition with the headline: DE GUSTIBUS; Where Mallomars Don't Exist.

Article in San Francisco Chronicle. December 4, 1996 mentions House of Bagels NOT raising the price of a bagel to 55 or 60 cents as their competitors had done

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WHAT'S NEW

KAROLA SAEKEL

PUBLICATION: THE SAN FRANCISCO CHRONICLE

SECTION: FOOD

DATE: December 4, 1996

EDITION: FINAL

Page: 2/ZZ1

TABLE IS SET IN MAIDEN LANE

Adults need toys, too, and for many serious cooks there's no better toyland than a store brimming with pots and pans, knives and kettles, ricers and ramekins.

So the opening tomorrow of Sur La Table on Maiden Lane couldn't be better timed than this week, the first of the holiday entertaining season.

This high-end cookware store, which originated in Seattle's Pike's Market, first expanded south with the opening a little over a year ago of Sur La Table in Berkeley's Fourth Street shopping hub. The downtown San Francisco branch is the fourth (a Kirkland, Wash. store was launched this summer) in a planned expansion of two or three new stores a year.

Displaying a staggering 12,000 items (they say so -- we didn't count them), the two-level store also boasts a 800-square-foot cooking-school area with green-washed cabinets and exposed brick, equipped for television filming.

On the main floor, a shimmering display of the store's signature copperware is centered by a stunning thousand-dollar duck press.

Sur La Table owner Renee Behnke suspects that people buy these presses as decoration rather than for actual use. But the store also stocks fine table linens, pans and molds for baking, and just about every utensil for the hands-on cook, from stocking-stuffer sugar dredgers and crab crackers to decorative cornichon slicers. There are exquisitely crafted Swiss Springerle plaques, an aluminum couscoussiere, electric raclette irons and a state-of-the-art, \$495 Magic Mill mixer by Electrolux (as in vacuum cleaners).

This Swedish import, which can handle up to 10 pounds of flour in a dough, will be featured in upcoming demonstrations.

Sur La Table, 77 Maiden Lane (second block off Union Square); (415) 632-7900. Open 10 a.m. to 7 p.m. weekdays, starting tomorrow, noon to 6 p.m. Sunday.

-- KAROLA SAEKEL

-- FAST FACTS

HOLD THAT LINE

The hole in the **bagels** hasn't gotten any bigger, but the hole it makes in your pocket has. Led by industry giant Noah's **Bagels**, the price of the round little rolls produced by the Bay Area's major bagelries -- Sonoma Valley Bagel Co., The Bagel King, Holey Bagel -- went up to 60 cents this fall, both at the bakeries and in supermarkets that carry their goods.

There are a few exceptions: **House of Bagels** and **Star Bagel** charge 55 cents, and at The Bagelry on Polk Street in San Francisco and the two Brothers **Bagels** in Berkeley, the price has stayed at the pre-inflationary 50 cents.

-- K.S.

-- BEVERAGES

A DARK SECRET

America's coffee taste has changed over the last couple of decades, with darker, more assertive roasts edging the mild traditional ``cup of Java."

Nestle, which bills itself as the world's largest food company, has responded to the trend with the introduction of ``daringly rich" espresso roast (3- ounce jars making 35 cups, \$4.49 regular, \$4.99 decaf, also available in smaller packages). For coffee savvy northern Californians, these coffees that are made mostly of Arabica beans with an addition of Robusta for body, may not seem all that daring, but they do have deep flavor and rich aroma.

Adjusting flavors to customers' preferences is nothing new for Nestle, which markets 190 blends geared to the coffee tastes of 100 countries. The company's statisticians say that 250 million cups of Nescafe are slurped around the world every day.

-- K.S.

-- AT THE MARKET

TWO FOR TEA -- A BI-COASTAL CULINARY ALLIANCE EMBARKS ON SOME DELICIOUS CO-BRANDING

A cup of tea and a piece of toast with jam -- how very British and how very nice on a blustery afternoon.

The ever-inventive folks at Novato-based Republic of Tea, teaming up with small Maine jam maker Stonewall Kitchen, have put tea and jam together in one product. Two tea jams are now showing up on the shelves of many upscale grocers who sell the Republic's teas.

Blackberry Sage Tea Jam (our favorite) smells like a blackberry patch in summer and has the flavor to match. The sage is there as a background note. The other, also featuring ripe fruit simmered in tea with a few spices and lemon juice, is Ginger Peach Tea Jam with candied ginger cutting the sweetness of peaches.

Both jams (\$6.50 suggested retail price) would be lovely on toast, scones, muffins or pancakes. Or spoon one over ice cream or heat a few spoonful and use as a glaze for ham or poultry.

-- K.S.

Caption: COOKING WITH COPPER: Renee Behnke will open the San Francisco Sur la Table tomorrow / BY LIZ HAFALIA/THE CHRONICLE

Article in San Francisco Chronicle. December 10, 2010 mentions House of Bagels as supplying Latkes for hanukkah

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Different recipes, but one tradition - latkes

Kevin Fagan Chronicle Staff Writer

PUBLICATION: San Francisco Chronicle (CA)

DATE: December 2, 2010

EDITION: 5star

SECTION: Metro

Page: C1

Latkes being latkes, and delis being delis, there is no agreement about the best way to fry up Hanukkah's centerpiece tasty.

But there is this:

Just about everyone who's been within a yard **of** a yarmulke wants the storied potato pancakes on their big Jewish holiday, which began at sundown Wednesday and goes on for eight candlelit nights.

And because that means eight nights **of** forking in latke after latke, there is a recessionary-proof rush on for them right now all over the Bay Area.

Take Miller's East Coast Deli, for example.

The Polk Street citadel for Easterners - as in, "Now THAT'S real whitefish!" - cranked out 40 dozen latkes Wednesday, and the fryer won't cool down until the middle **of** next week. A steady line **of** customers streamed in all day to snatch them up as soon as they hit a platter.

What makes a latke? "Let me tell you about what makes a great latke," said head waiter Judd Sanders, holding a perfectly round, golden-brown specimen before him on a small plate. "It's got to be firm, not quite crunchy, and salty, but not too salty."

He chopped a chunk off with a fork, dipped it in a dark brown applesauce, popped it in his mouth and savored it for a long moment like a chef sampling a fine truffle.

"Yesss, just like that," he said, closing his eyes. "It needs that perfect consistency **of** matzo meal, egg and potato so the oil doesn't soak all the way through."

A brimming pastrami sandwich plate clanked onto the serving counter. Sanders, 30, hurriedly set down the latke and strode off to serve.

"**Of** course, we sell double the usual number **of** briskets at holidays like this, and lots **of** the fish platters," he said over his shoulder. "But on Hanukkah? Latkes are king."

Shapes and sauce Some places, like Moishe's Pippic on Hayes Street, prefer a rectangular shape with a lot **of** thickness to it. Others, like **House of Bagels** on Geary Boulevard, go for ultra-flat, fine-grate discs.

And then there is the ever-urgent debate **of** whether to eat latkes with applesauce, sour cream - or naked.

They're all right, and they're all wrong, depending on who's talking and buying.

"It's like anything we Jews do," Sanders said. "Everyone knows exactly the right way, their way, to do things. If you bring 10 Jews together, you'll get 10 different latke recipes that are all absolutely the only way to do it because that's the way grandma, or mother, or whoever, did it."

The entire line **of** customers smiled.

The same sort **of** scene went on everywhere there was a hint **of** Hebrew in the air Wednesday, from Mollie Stone's in Palo Alto and Saul's Restaurant and Delicatessen in Berkeley to the Tel Aviv Kosher Market on Irving Street.

Holiday traditions Hanukkah commemorates how one day's worth **of** oil miraculously burned for eight days at the rededication **of** the Jewish Temple in Jerusalem in 164 B.C., and the eight-day observation includes lighting candles each night and reciting prayers.

It's considered one **of** the most light-hearted **of** the Jewish holidays, when people spin dreidels in competition for gelt - fake coins made **of** chocolate - and give gifts every night.

But for many, perhaps the most fun **of** all is those greasy potato pancakes.

"We're making as many latkes as my kids will eat, and that's going to be quite a few," Tina Eshaghpour, 40, said as she waited in line at **House of Bagels**.

Young ones happyShe said that as an observant Jew, she regards the holiday as more an opportunity to honor family and history than to pound back fried tubers. But considering her daughter, Layla, is 4 and her son, Noah, is 6, having a little greasy help to hold their attention comes in handy.

"At a time when they're getting all these messages to buy things, we want our kids to know that what's most important is to celebrate eating together and reading the stories **of** Hanukkah," Eshaghpour said while Layla delightedly patted at a pile **of** dreidels. "And, **of** course, that having good latkes is a good thing."

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Enter: the Cragel, House of Bagels' Croissant-Bagel Hybrid

Posted By Pete Kane on Thu, Mar 13, 2014 at 2:05 PM



Pete Kane

A fresh tray of cragels emerges from the oven.

Doubtless some people, when informed that there is now such a thing as a "cragel," will think, "OMG, no. Just no," while others will jump with joy at the prospect of maybe, possibly getting to **wait in the rain for three hours** for something. And they're both wrong. The cragel is imminent, it is delicious and it's not a day-old gimmick flown across the country. It's in the Richmond, at **House of Bagels**.

*See Also: **CDXX, a Burger Joint in the Bayview, With a Croughnut!***

They've been working on a gluten-free objet d'manger for eight years, and an organic bagel for five, but they're all set to release unto the world a combination croissant and bagel as soon as this Monday, for \$2.95. And because this 51-year-old, family-owned institution is committed to zero waste, they're also making cragel bread pudding (also \$2.95 for a slice, \$15 for the whole shebang). A buttery, yet firm mixture of two doughs, the cragel is also a marriage of methods: the layers of a croissant are laid down, then boiled and baked on a stone.



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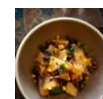
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The cragel and cragel bread pudding.



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Baker Miguel Hernandez and Co-owner Jenny Puente hard at work.



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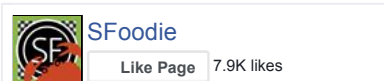
A native of Rockland County, N.Y., co-owner Jenny Puente holds Bagel Boys of Suffern, N.Y. as her all-time favorite bagel shop. (After her own, that is). To glib New Yorkers who parrot the myth that California bagels can't measure up because there's "something in the water," Puente notes that because bagels are boiled, any difference in pH or microbes would be neutralized by the heat. So there!

All the same, House of Bagels' dough recipe *was* initially carried over from Brooklyn, and there were approximately zero bagel shops in San Francisco before they opened in 1962. In other words, even for skeptics unwilling to monkey around with the DNA of a perfectly fine breakfast treat, the cragel has a pedigree and you should give in and try one.

A good way to start would be to post a pic of your favorite item from House of Bagels to Facebook. Whoever gets the most likes wins a free cragel. For everyone else, they'll be available in small batches next week.

House of Bagels, 5030 Geary Blvd., 752-6000.

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About The Author



Pete Kane

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Pete Kane is a total gaylord who is trying to get to every national park before age 40

COMMENTS

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The New York Times

A Real Treat or Half-Baked?

By **Julia Moskin**

March 25, 2014

Remember the cake pop?

In 2006, you probably thought it was a passing fancy, a faddish combination of cake and lollipop that had quickly disappeared into the netherworld of baby-shower catering. In fact, it was a canary in a coal mine for the far more powerful Cronut, a croissant-doughnut hybrid that, a year after its birth in a SoHo bakery, still draws a line of more than a hundred people every day and sells out by 10 a.m.

The Internet-driven fame of the Cronut has galvanized bakers and pastry chefs in other cities to replicate it; versions have been spotted in Scandinavia, Australia and Taiwan. Cynics (and the busy lawyers for Dominique Ansel, the pastry chef who trademarked the name internationally) see in this a flood of copycat get-rich-quick schemes.

But like major shifts in art, technology or fashion, it also represents an outpouring of creative energy that could change the genre forever. Smart bakers are abandoning the croissant-doughnut formula and examining their own pastry cases with a speculative eye. The race to invent the next big thing in hybrid desserts is on, and it is fierce.

“It’s like the quest to create a new smartphone, but in food,” said Mr. Ansel, who stands in for Steve Jobs in this simile. And the dozens of bakers who are busy inventing doissants, mallomacs, crookies and the like are app developers, locked in a fight to create the best new product for the platform.

“We started working on the cragel as soon as we heard about the Cronut,” said Jenny Puente, a co-owner of House of Bagels in San Francisco. In order to create a true hybrid, Ms. Puente spent a year working out the logistics of entwining the flaky pastry of a croissant with the chewy dough of a bagel, then boiling the result, as a true bagel must be boiled before being baked.

Many of the new hybrids seem slapped together and less than appetizing, like the scronut, an icing-slathered scone doughnut spotted at the Cheese Emporium in Greenport, N.Y. Like the man-beasts created in “The Island of Dr. Moreau,” they are not likely to survive for long in the real world. Others are more intriguing and within reach of the home cook; many were even invented in the years B.C. — Before Cronut.

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Here are some of the most promising:

Scone/muffin

The scuffin, sold at the Ferry Plaza Farmers Market in San Francisco and online by the owners of Frog Hollow farm, has a stout, sconelike dough formed in a muffin shape and a shot of fruit preserves in the center.

A mallomac, top, consists of a brown sugar meringue cookie pressed against a marshmallow, sealed in a chocolate shell; and a cragel entwines the flaky pastry of a croissant with the chewy dough of a bagel. Thomas Liggett, top, and Peter DaSilva for The New York Times

**Mallomar/macaron**

The mallomac, a French-style macaron from Dana's Bakery in New York, presses a brown sugar meringue cookie against a marshmallow, sealed together in a chocolate shell.

Rice Krispie Treat/ice cream pop

Spotted at the all-Rice-Krispie-Treat boutique Treat House on the Upper West Side. Vanilla ice cream is sandwiched between thin slabs of Rice Krispie Treats, the whole dipped in chocolate to form a frozen shell.

Birthday cake/truffle

A signature of the Momofuku Milk Bar chef Christina Tosi: yellow cake ground with cream cheese and rainbow sprinkles, rolled into balls and coated in cake crumbs.

Macaron/ice cream sandwich

The New York chef François Payard makes colorful rectangles of meringue and combines them with his innovative ice creams. For example, pale green pistachio meringues around pistachio ice cream swirled with bright raspberry sorbet.

Pie/milkshake

This is what happens at Hill Country Chicken in the Flatiron district when a miniature pie (like blueberry or banana) is dropped into a milkshake machine with vanilla ice cream and enough milk to blend it into a drinkable mass.

Brownie/chocolate chip cookie

The popular Brookster at Baked in Brooklyn is a like a cup of brownie batter that holds a puck of chocolate chip cookie dough, baked together so they meet but do not mix.

Pain au chocolat/almond croissant

Hervé Poussot, like other French pastry chefs, presents this combination at Almondine, his bakery in Dumbo, Brooklyn. As if dark chocolate folded in buttery pastry isn't indulgent enough, spread it with almond paste and sprinkle on sliced almonds before baking.

Chocolate éclair/cake

This combination exists in Southern cookbooks and online recipes as a no-bake dessert made by layering graham crackers, instant vanilla pudding and canned chocolate frosting. But it begs to be rebuilt with classic éclair ingredients: layers of crisp pâte-à-choux, vanilla pastry cream and chocolate fondant or ganache.

David Sax, the author of "The Tastemakers," a forthcoming book on food fads, said that for longevity, he would bet on the éclair cake. "Mass appeal with just the right degree of sexy," he said. "It's a classy thing and an everyday thing, French meets American, all rolled into one."

Correction: April 1, 2014

An article last Wednesday about the baked goods inspired by the Cronut misidentified the owner of Almondine, a bakery in Dumbo, Brooklyn. He is Hervé Poussot, not Jacques Torres.

A version of this article appears in print on March 25, 2014, on Page D3 of the New York edition with the headline: A Real Treat or Half-Baked?

READ 51 COMMENTS

Best Bakeries In San Francisco For Passover Desserts

April 10, 2017 6:00 AM



(credit: Spencer Platt/Getty Images)

The eight-day festival of [Passover](#) begins in the evening of April 10 and ends in the evening of April 18. Derived from the Hebrew word Pesach, this significant Jewish holiday commemorates Exodus, the freedom of the Israelites from slavery in ancient Egypt more than 3,300 years ago. An important part of the customs observed during Pesach is to avoid leavened foods known as chametz – any product made from the five major grains that are combined with water and left to stand for more than 18 minutes. Instead, members of the Jewish community can eat matzah, vegetables dipped in water, bitter herbs, gefilte fish and other delicious dishes, particularly kosher desserts. If you are getting ready to prepare a sumptuous Passover Seder but need some festive treats, here is a look at five of the best San Francisco bakeries for Passover desserts.

Choux Bakery

248 Fillmore St.
San Francisco, CA 94117
(415) 757-0722
www.chouxsf.com

Having been named by Zagat as one of the hottest new bakeries in the Bay Area, Choux Bakery has received [widespread praise](#) since opening last August. While no traditional treats served over Passover are offered here, this authentic French pastry shop creates extraordinary French cream puffs using kosher ingredients. Choux Bakery offers [12 unique flavors](#) from both a permanent collection of nine artisanal cream puffs named after friends and supporters and three more in the equally remarkable holiday collection. Led by the talented owner and "Cream Puff Specialist" [Laura Athuil](#) and her team of outstanding bakers, Choux Bakery creates these marvelous treats daily and also sells chouquettes (hollow cream puffs), espresso, coffee, French hot chocolate and tea.

Related: [Best Kosher Food In San Francisco](#)

Have Your Cake

San Francisco, CA 94121
(650) 873-8488
www.haveyourcake.org

If you plan to serve a nice kosher cake over the Passover holidays, Have Your Cake is the place to order from in San Francisco. One of the few [certified kosher bakeries in the Bay Area](#), the business is owned by [Maralyn Tabatsky](#), whose array of intricately designed cakes are created with family recipes using dairy or

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non-dairy products. Cake orders are by appointment only, with prices based upon size and design and advance notice for orders are required. Have Your Cake also offers hand-decorated cookies or wonderfully crafted [petits fours](#).

House of Bagels

5030 Geary Blvd.
San Francisco, CA 94118
(415) 752-6000
www.houseofbagels.com

Best known for serving delicious New York-style bagels, the House of Bagels also offers a number of [delicious treats](#) commonly enjoyed at a Passover Seder. Traditional favorites like macaroons, mandelbrot cookies and rugalah can all be purchased at this award-winning bakery, as well as artisan breads like challah and marble rye. In business in San Francisco for more than 50 years, the House of Bagels has used its famous recipe ever since its opening – made from scratch, boiled in water then baked on stone – and now offers nearly 30 varieties. Located in the Inner Richmond district, the House of Bagels also has an award-winning deli and a [grocery section](#), selling some of the most favorite kosher brands and foods, including Tabatchnick soups, King David matzos and Streit's matzo ball mix.

Noe Valley Bakery

4073 24th St.
San Francisco, CA 94114
(415) 550-1405
www.noevalleybakery.com

Noe Valley Bakery creates a variety of handcrafted breads, pastries and other tasty treats, including desserts, for Passover. With a special section on the award-winning bakery's website reserved for [holidays](#), the Passover link lists five delectable treats – a flourless fruit tart, flourless chocolate cake, coconut macaroons, chocolate dipped coconut macaroons and almond macaroons. The popular bakery frequently mentioned among the city's best bakeries also offers holiday treats for Rosh Hashanah and Hanukkah. Led by the acclaimed husband-and-wife bakery team of [Michael and Mary Gassen](#), Noe Valley Bakery is celebrating its 20th anniversary this year.

Wise Sons Jewish Delicatessen

3150 24th St.
San Francisco, CA 94110
(415) 787-3354
www.wisesonsdeli.com

This popular Jewish deli in the Mission District suffered a major setback in late January, after a devastating fire destroyed its commissary kitchen and production bakery. In business since 2010, co-founders [Evan Bloom](#) and [Leo Beckerman](#) were just about to launch a new extension of their business – Wise Sons Bagels – when the four-alarm Mission fire destroyed several residential units and impacted more than 30 local businesses. Although the bread and pastry production was halted temporarily, the neighborhood deli down the street did not suffer any damage and remains in business, selling distinctive foods from its [extensive menu](#). Hopefully by March, supportive customers will be able to purchase challah, Jewish corn rye, chocolate babka and other specialties in time for Passover.

Related: [Ask A North Bay Expert: Best Latke Recipes For Hannukah](#)

Randy Yagi is a freelance writer covering all things San Francisco. In 2012, he was awarded a Media Fellowship from Stanford University. His work can be found on Examiner.com [Examiner.com](#).

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The Outer Richmond wakes up with buzzy new restaurants + indie shops

By
Lauren Conklin
Apr 02, 2018

The Outer Richmond has a rep for dense fog and great dim sum.

But while both can be found in abundance, there is much, much more to be had in this northwest corner of the city.

You'll find diverse local hangouts, cool indie boutiques, and family-owned restaurants tucked between pastel-colored homes. The vibe is what you might call sleepy; we call it a chill way to spend a day.

Eat & Drink

What the Richmond lacks in fancy restaurants and buzzing nightlife, it makes up for in mainstay eateries and funky dive bars. But a slew of new and innovative dining options is keeping things interesting.

Classic Restaurants + Bars

Perhaps the most famous dish in the Outer Richmond is **Shanghai Dumpling King's** (3319 *Balboa St.*) xiao long bao. These steamy dumplings are filled with hot soup, so waiting for them to cool is a must. // Date night at **Gaspares** (5546 *Geary Blvd.*) has all the romance and charm of the classic Italian joint—you know, the faux grapevines and Chianti bottles as decor. Enjoy comforting dishes like chicken cacciatore. // Upon seeing the sign to remove your shoes at **Khan Toke Thai House** (5937 *Geary Blvd.*), you'll know you're in for an authentic Thai dining experience. Try the signature salad, named to this year's **7x7 Big Eat**. // Once in a while, you'll see a Korean tourist bus stopped outside of **Han Il Kwan** (1802 *Balboa Ave*)—they flock for the authentic cuisine and family-style seating that can accommodate groups large and small. Go for Korean barbecue with all the sides, or lighter dishes like kimchi pancakes and shrimp bibimbap. // Opened in 1937, **Trad'r Sam's** (6150 *Geary Blvd.*) is allegedly the oldest, longest operating tiki bar in the world. Their rum drinks and easily gulpable scorpion bowls have been giving people the Sunday Scaries for 80 years.

Now Trending

The newest kid on the block is **Lokma** (1801 *Clement St.*), serving Cal-meets-Turkish fare for brunch and dinner. In the a.m., dip into blackberry ginger bulgur and Greek yogurt pancakes; at dinner, look for a lamb-and-beef burger, tender stuffed manti, and whole grilled branzino. // New sushi spot **Nobuyuki** (2221 *Clement St.*) is a hidden gem that's already garnered a loyal following among those love to settle in for a fresh omakase and let the chef call all the shots. // Tucked away on a residential side street, **Pizzetta 211** (211 *23rd St.*) is a true neighborhood joint and pizza and craft brew heaven. The wait is worth it for a taste of the rosemary, fiore sardo and pine nut pie, on **this year's Big Eat**. // You may recognize their oft-instagrammed wallpaper, but the pizza and wine list at **Fiorella** (2339 *Clement St.*) is also worthy of admiration. On warm days, hang on the patio. Tuesdays are burger nights. // If piña coladas at Trad'r Sam's aren't your thing, hit **Cassava** (3519 *Balboa St.*) for grown-up drinks such as the housemade blood orange and rosemary Pimm's Cup, which will pair just perfectly with that Liège waffle topped with maple lemon ricotta and powdered sugar at brunch.

Bakeries + Coffee

Marla Bakery (3619 Balboa St.) began as a stand at the farmer's market; now this spot, owned by two former Nopa chefs, is one of the best brunch spots in the city. // Down the street you'll see locals sunbathing and enjoying excellent coffee from **Simple Pleasures Cafe** (3434 Balboa St.) // **House of Bagels** (5030 Geary Blvd.) has been serving up Brooklyn-style bagels and classic Jewish delicatessen eats since 1962. // In "Little Russia," one of SF's more esoteric 'hoods, you'll find **Moscow & Tbilisi Bakery** (5540 Geary Blvd.) Order potato piroshki's and blintzes to go, they'll fill you up for less than \$5.

Things to Do in Outer Richmond

Specialty Shops

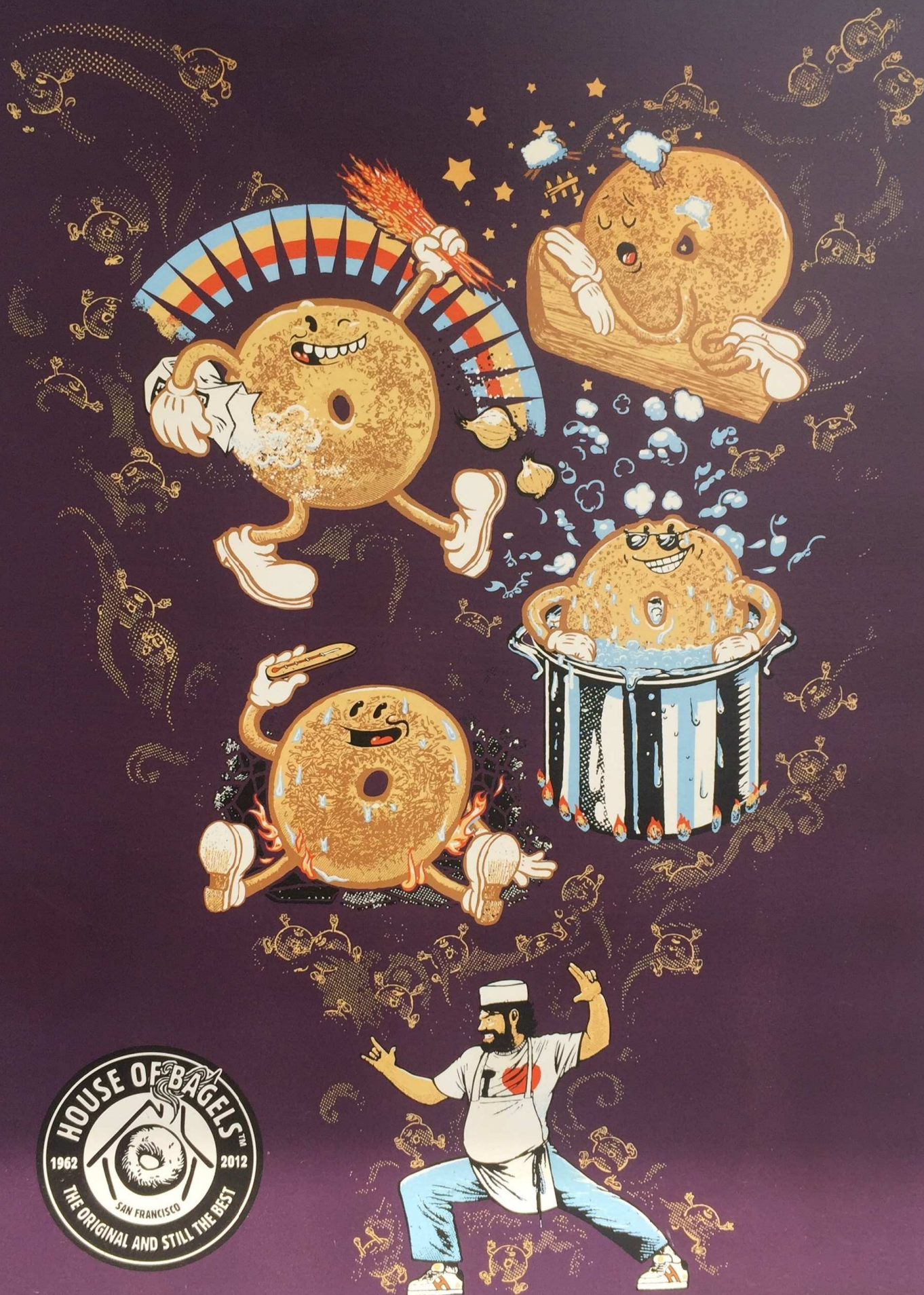
Balboa Village is the Richmond's answer to the Sunset's Judah Street—full of unique, independent shops. At **Local Strange** (3243 Balboa St.), you might imagine that someone had expertly scoured about 40 garage sales and threw in a little mid-century Danish design in the mix. You'll find legit Eames chairs and Marimekko textiles in this boutique setting. // On the same street, **Better; for Living** (3425 Balboa St.) is "part showroom, part retail experience, part menagerie"—in other words, look for daring emerging labels and vintage items for your home and closet. // Next door, **Noise** (3427 Balboa St.) has a great assortment of vinyl records. Check their calendar for live jazz shows. // In the greenhouse at **Clement Nursery** (1921 Clement St.) you'll find otherworldly terrariums and vines wandering amongst antique chandeliers.

Culture

Catch a flick at the historic **Balboa Theatre** (3630 Balboa St.), designed by the architect brothers James and Merritt Reid also behind structures including the Fairmont Hotel and Spreckels Temple. Go for box office hits as well as independent films. // You don't need to travel all the way to Moscow to see those iconic onion domes. **Holy Virgin Cathedral** (6210 Geary Blvd.) is the largest Russian Orthodox cathedral outside of Russia and has five onion domes covered in 24-karat gold leaf. The interior can only be seen by those who attend services.

The Outdoors

You already know that Land's End is one of the great urban hikes in SF. So instead of turning left after the Cliff House and Sutro Baths, hang a right into **Sutro Heights Park**, where you'll find more ruins of the Sutro estate and one of the best views of the sunset over the Pacific. The view of Ocean Beach and the western neighborhoods ain't too shabby either.



Boiled and baked on stone. Real NY bagels for 50 years.