



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: MAY 17, 2017

Filing Date: April 19, 2017
Case No.: 2017-004872LBR
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue
Zoning: NCT(Ocean Avenue Neighborhood Commercial Transit)/
45-X Height and Bulk District
Block/Lot: 6945/043
Applicant: Samantha Yen Wong, Owner
1051 Ocean Avenue
San Francisco, CA 94112
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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BUSINESS DESCRIPTION

Beep's Burgers is a neighborhood drive-in restaurant founded in 1962 by brothers Stephen and George Essaf. The restaurant's design is based on a minimalist style surrounded by ample space for parking that was the norm for mid-century drive-in burger restaurants at that time. This classic drive-in restaurant model was seen more frequently during earlier eras of auto-centric businesses and is based on the idea of providing a casual classic American fast-food experience. The close proximity to San Francisco City College's Ocean Campus and a number of local high schools provided a built-in customer base and, along with its affordable prices and high-quality food, allowed the business to become an instant success. The Essaf brothers retired from the business in the 1970s, after which ownership changed a number of times before landing in the hands of the current owner, Samantha Wong in 2014. Wong, a graduate of San Francisco State University (SFSU), frequented Beep's Burgers during her time at SFSU and purchased the business with a strong commitment to maintaining its character and traditions that reminded her of the fond memories she has of the business.

Beep's Burgers has become a quintessential neighborhood establishment and an enduring small business along Ocean Avenue. It represents a now rare example of a San Francisco business that truly caters to drivers but has also adapted over the years to accommodate and attract a more multi-modal transit environment. One of the most prominent features of Beep's Burgers is the neon sign that features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket along with the name "Beep's Burgers," a name that is derived from the characteristic "beep" sound of satellite rockets. For many years, the neon of the spacecraft on the sign was inoperable but has since been restored under the current ownership.

Beep's Burgers attracts current and former residents of the surrounding neighborhoods, students, out-of-area drivers searching for an authentic American fast-food experience. The business has maintained a strong following despite the presence of McDonald's and other fast-food chains that have come and gone along Ocean Avenue.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1962

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

Yes, Beep's Burgers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Beep's Burgers has operated for 55 years.
- ii. Beep's Burgers has contributed to the Ingleside/Ocean View community's history and identity by continuing its tradition of being a classic drive-in restaurant serving auto-oriented customers, visitors, local college and high school students, and those seeking an authentic experience of a classically American fast-food experience.
- iii. Beep's Burgers is committed to maintaining the physical features and traditions that define its history and continuance as a quintessential neighborhood establishment and classic drive-in serving high quality burgers, fries and shakes.

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

The business is associated with the traditionally American drive-in restaurant experience.

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

No. The 1962 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes. The Ingleside Light, 11/2014, "The Start of a Comeback for Beep's Burgers," by Jonathan Farrell.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1051 Ocean Avenue

Recommended by Applicant

- Drive-in layout with ample space for parking and limited seating areas
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers"
- Simple menu featuring a burgers, fries ad alternative sides, sandwiches, and milkshakes

Additional Recommended by Staff

- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum-frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating
- Exterior materials also include painted stacked brick
- Location at the corner of Lee Avenue and Ocean Avenue

Filing Date: April 19, 2017
Case No.: 2017-004873LBR
Business Name: Canessa Gallery
Business Address: 708 Montgomery Street
Zoning: C-2 (Community Business)/
65-A Height and Bulk District
Block/Lot: 0196/010
Applicant: Zach Stewart
708 Montgomery Street
San Francisco, CA 94111
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Canessa Gallery is a 501(c)(3) non-profit art gallery that was founded by Zach Stewart, an architect, landscape designer, environmentalist and political activist in 1966. The gallery officially received non-profit status in 1976. Stewart's architecture firm had moved into the former Canessa Printing Co. building (1890s-1965) and Stewart pursued an idea of utilizing the large open space below their offices as an art gallery. One of Canessa Gallery's first exhibitions was based on the firm's interest in designing parks and showcased photographs of the well-known nature photographer Philip Hyde. Stewart continued to host shows and exhibitions, many of which had a strong emphasis on the natural world. Through establishing Canessa Gallery, Stewart acknowledged and restored Montgomery Street's artistic heritage that was once composed of studios for artists such as Maynard Dixon, Ralph Stackpole, Frida Kahlo and Diego Rivera. Similarly, the ground floor of the Canessa Printing Co. building was once home to the Black Cat Café (1930s-1963), a notorious space for bohemian and Beat artists, writers, and poets with a mixed straight and gay crowd.

Canessa Gallery lives up to its mission "to support and showcase the work of artists who are dedicated to be artists for their lifetime" by not only reintroducing the building and Montgomery Street's artistic roots, but also by providing invaluable exhibition, performance, and meeting spaces to the artistic, literary, and progressive community of San Francisco in a time when gallery and performance spaces are dwindling. It is not a traditional gallery that signs artists onto its list of talent and promotes their work to collectors but rather it allows "artists-for-life" to hang their work on the walls and invite friends and neighbors and the public to see their work in conversation with itself or with that of other artists.

Canessa gallery has become fundamental to the continuity of North Beach/Jackson Square as a center of San Francisco's rich artistic, literary, and cultural history. The gallery regularly hosts poetry readings, lectures, and various cultural and community meetings and events and currently hosts an ongoing monthly poetry critique group and monthly Meridian Music Series featuring experimental musicians.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1966 and became a 501(c)(3) non-profit in 1976.

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

Yes, Canessa Gallery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Canessa Gallery has operated for 51 years and 41 years as a non-profit.
 - ii. Canessa Gallery has contributed to the community's history and identity by providing a space for emerging and established artists to showcase and promote their work thereby contributing to and continuing the artistic history of the neighborhood.
 - iii. Canessa Gallery is committed to maintaining the physical features and traditions that define its presence as an exhibition space for artists in a city that is experiencing a shortage of gallery spaces, as a space for poetry readings, lectures and various cultural and community events, and as a continuing supporter of the artistic history of the neighborhood.
3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*
The business is associated with the tradition of exhibiting the work of emerging and established artists, a historic tradition of the neighborhood.
 4. *Is the business or its building associated with significant events, persons, and/or architecture?*
Yes. The 1906 property has been identified as a "Category A Property" located within the Article 10 Jackson Square Landmark Historic District. The building is also associated with the former Black Cat Café as identified and described in the *Citywide Historic Context Statement for LGBTQ History in San Francisco*.
 5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*
The property is part of the Jackson Square Designated Historic District, which is listed locally under Article 10 of the San Francisco Planning Code, on the California Register of Historic Resources, and on the National Register of Historic Places.
 6. *Is the business mentioned in a local historic context statement?*
The business is not mentioned in a local historic context statement. However, the building that houses the business is mentioned in the *Citywide Historic Context Statement for LGBTQ in San Francisco* as being the location of the former Black Cat Café.
 7. *Has the business been cited in published literature, newspapers, journals, etc.?*

The business has been cited in a number of publications including but not limited to: Hoodline, 8/18/2015, "Canessa Gallery is a North beach Vessel of Art and History," by Geri Koeppel; and

Semaphore, Summer 2016, "The Art of Survival: Canessa Gallery Turns 50," by Carolyn Miller.

The business has also received two proclamations from the City and County of San Francisco.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 708 Montgomery Street

Recommended by Applicant

- Tradition of regularly hosting various cultural and community meetings and events
- Gallery and performance spaces
- Business model that supports new, emerging and established artists with a focus on allowing artists to showcase and promote their work and engage in conversation with friends, the public and other artists

Additional Recommended by Staff

- Location of the business in the Canessa Printing Co. building on Montgomery Street within the North Beach neighborhood
- Design by Italian-American architect Luigi Mastropasqua that includes Asian-inspired round windows incorporated into a Palladian façade, recessed fenestration throughout the primary façade and applied lettering "Canessa Printing Co." below a bracketed cornice
- Mezzanine above and open to the gallery space thought to have been constructed by shipbuilders and is supported only by slender metal poles
- Gallery space at the second floor that includes original pine flooring and remnants of the Canessa Printing Co. such as small brass fittings that swing out from the walls that are still-working gaslights
- Staff recommends that exterior features outlined in the Article 10 Jackson Square Landmark District landmark designation that are relevant to the Canessa Printing Co. building continue to be maintained

PROJECT DESCRIPTION

The Applicants have been nominated as "Legacy Businesses" by a member of the Board of Supervisors or the Mayor.

OTHER ACTIONS REQUIRED

Per Administrative Code Section 2A.242, the subject nominations require review and approval by the Small Business Commission at a public hearing in order to be added to the Legacy Business Registry.

PUBLIC/NEIGHBORHOOD INPUT

The Department has received no public input on the project at the date of this report.

ENVIRONMENTAL REVIEW STATUS

Nomination to the Legacy Business Registry does not constitute a "project" requiring environmental review per the California Environmental Quality Act (CEQA). The nomination act would not result in any physical alteration to the subject property and could not have an effect on the environment.

PLANNING DEPARTMENT RECOMMENDATION

Staff recommends that the Historic Preservation Commission find that Beep's Burgers and Canessa Gallery qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

ATTACHMENTS

Draft Resolution(s)
Legacy Business Application(s)

SC: XXXX



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE MAY 17, 2017

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Business Address: 1051 Ocean Avenue
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Applicant: Samantha Yen Wong, Owner
1051 Ocean Avenue
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Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
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 BEEP'S BURGERS,
CURRENTLY LOCATED AT 1051 OCEAN AVENUE (BLOCK/LOT 6945/043).**

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 Ocean View/Ingleside neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on May 17, 2017, 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 Beep's Burgers 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 Beep's Burgers

Location (if applicable)

- 1051 Ocean Avenue

Physical Features or Traditions that Define the Business

- Drive-in layout with ample space for parking and limited seating areas
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers"
- Simple menu featuring a burgers, fries ad alternative sides, sandwiches, and milkshakes
- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum-frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating
- Exterior materials also include painted stacked brick
- Location at the corner of Lee Avenue and Ocean Avenue

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 2017-004872LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on May 17, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE MAY 17, 2017

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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 CANESSA GALLERY, CURRENTLY LOCATED AT 708 MONTGOMERY STREET (BLOCK/LOT 0196/010).

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 North Beach/Jackson Square neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on May 17, 2017, 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 Canessa Gallery 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 Canessa Gallery

Location (if applicable)

- 708 Montgomery Street

Physical Features or Traditions that Define the Business

- Tradition of regularly hosting various cultural and community meetings and events
- Gallery and performance spaces
- Business model that supports new, emerging and established artists with a focus on allowing artists to showcase and promote their work and engage in conversation with friends, the public and other artists
- Location of the business in the Canessa Printing Co. building on Montgomery Street within the North Beach neighborhood
- Design by Italian-American architect Luigi Mastropasqua that includes Asian-inspired round windows incorporated into a Palladian façade, recessed fenestration throughout the primary façade and applied lettering “Canessa Printing Co.” below a bracketed cornice
- Mezzanine above and open to the gallery space thought to have been constructed by shipbuilders and is supported only by slender metal poles
- Gallery space at the second floor that includes original pine flooring and remnants of the Canessa Printing Co. such as small brass fittings that swing out from the walls that are still-working gaslights
- Staff recommends that exterior features outlined in the Article 10 Jackson Square Landmark District landmark designation that are relevant to the Canessa Printing Co. building continue to be maintained

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 2017-004873LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on May 17, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-035
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue
District: District 7
Applicant: Samantha Yen Wong, Owner
Nomination Date: October 21, 2016
Nominated By: Supervisor Norman Yee

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

1051 Ocean Avenue from 1962 to Present (55 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: April 19, 2017

Richard Kurylo
Manager, Legacy Business Program





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

October 21, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Beep's Burgers (1051 Ocean Ave) to the Legacy Business Registry. The owner's contact info is below:

Samantha Yen Wong
Samantha@beepsburgers.com
415-584-2650

Beep's Burgers was started by the Essaf brothers in 1962 and when they retired in the 70's, the business was owned by several families. Due to its close proximity to City College of San Francisco's Ocean campus and other high schools, many students frequented the business. In 2014, Samantha Wong, a graduate of San Francisco State University who was also a regular patron of Beep's—became the current owner of the business. She has kept many of the original menu items, as well as improved the quality of the burgers, all while maintaining committed to affordability and the original heritage of the business. Samantha has also restored the original neon sign. Samantha continues to manage Beep's Burgers with a deep commitment to keeping its original character and serving the local community, many of whom appreciate how she's kept the business true to original design and menu.

I am proud to nominate Beep's Burgers to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

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:		
Beep's Burgers		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Samantha Yen Wong		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1051 Ocean Avenue San Francisco, Ca 94112	(415) 584 - 2650	
	EMAIL:	
	samantha@beepsburgers.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
		https://www.yelp.com/biz/beepsburgers

APPLICANT'S NAME		
Samantha Yen Wong	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
Owner		
APPLICANT'S ADDRESS:	TELEPHONE:	
1051 Ocean Avenue San Francisco, Ca 94112	(415) 272 - 4555	
	EMAIL:	
	samantha@beepsburgers.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0489837	

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
1051 Ocean Avenue, San Francisco, Ca	94112	1/1/1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	1/1/1962 - current	

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

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

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

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

Section Three:

Disclosure Statement.

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

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

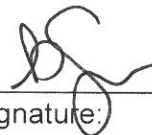
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

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

Samantha Yen Wong

10/4/2016



Name (Print):

Date:

Signature:

BEEP'S BURGERS

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.

Beep's Burgers, a drive-in burger-and-fries business, was started by brothers Stephen and George Essaf in 1962.

The proximity to of San Francisco City College's Ocean Avenue Campus and neighboring high schools provided a built-in customer base for the business. Stephen left his career as a photojournalist to open the restaurant, and the brothers worked hard, using fresh potatoes for their fries, only closing on Christmas and New Year's Day.

The Essafs retired in the 1970s, and a succession of families took ownership of Beep's. The current owner, Samantha Wong, took over in 2014. Wong, a graduate of San Francisco State University, used to frequent Beep's during her time as a student, and took the opportunity to become a small business owner when she saw the ad in a local newspaper that Beep's was for sale.

The Beep's Burgers property is owned by the Essaf family.

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

Beep's Burgers has been in operation continuously since it opened in 1962.

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

Beep's started as a family-owned business by the Essaf Brothers, and the property is still owned by the Essaf family, but the business was subsequently sold to a series of independent operators.

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

The ownership history of the business is as follows:

Stephen & George Essaf, 1962-1975

Leila Zumot, 1975-1994

Sing Vang Khan, 1994-2005

Tuong Lam, 2005-2014

Samantha Wong, 2014-present

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.

See supplemental documents, which include a photograph of the Essaf brothers in front of business in 1962.

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.

Beep's is not yet on any historic resources registry, though one is being created for Ocean Avenue and Beep's is being studied for that survey.

The structure of Beep's Burgers is that of a small kitchen building with windows for orders and pickups on an active parking lot. This minimalist setup was the norm for mid-century drive-in burger restaurants, and given its placement at the corner of Lee and Ocean, Beep's captures foot, transit and bicycle traffic while still serving auto customers.

The building's configuration maximizes customer parking space and seating space, and highlights the unique business sign, which is discussed in the next section.

CRITERION 2

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

Beep's Burgers is one of the quintessential neighborhood establishments of the Ingleside. Having a drive-in burger restaurant in an auto-reliant residential neighborhood has long been a natural fit.

Beep's has weathered through decades of stagnation on Ocean Avenue, likely thanks to the patronage of customers from the number of auto-serving businesses operating on Ocean.

The grand neon sign of Beep's Burgers is one of the neighborhood's best visual assets. A little known fact about Beep's is that its name derives from the characteristic "beep" of satellite rockets, dating from the Space Age aesthetics of the early 1960s. The neon "Beep's Burgers" sign features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket. (It is no small irony that an icon of Soviet interstellar dominion could be emblazoned in neon to sell burgers and shakes to red-blooded American motorists.)

For years, the rocket was unrecognizable without the neon, but now the current sign is restored and the restaurant's legacy is that much clearer.

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

The design of Beep's as a classic drive-in burger-and-fries restaurant is a holdover from an earlier era of auto-centric business. The ample, casual parking atmosphere of Beep's is a rare example of a San Francisco business that truly caters to drivers and hence fosters a far-flung customer base in addition to the local customers who travel by walking, biking or transit.

Beep's participated in the "OMI Antique Car Show" on May 21, 2016 (see attached picture). This event was organized by Maria Picar of the OMI Cultural Participation Project, and showcased historic cars on the Beep's parking lot.

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

Beep's Burgers was featured in the article "The Start of A Comeback for Beep's Burgers," Ingleside-Excelsior Light, November 2014. See supplemental documents:

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

Aside from the regular patronage of SFSU professor and novelist Peter Orner, there are no connections to significant or historic persons to the applicant's knowledge.

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

Beep's maintains affordable prices while using high-quality ingredients. Samantha Wong, the current owner of Beep's, has accomplished this by streamlining the menu, removing many specialty items to improve the quality of the basic items offered.

Beep's Burgers is also an active participant in the Ocean Avenue Association's "Second Sundays on Ocean Avenue" program, featuring free live music on the street during the Second Sunday of the month.

Beep's Burgers is also proud to offer a 50% discount to San Francisco first responders for their service.

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

Many current and former residents of the Ingleside and surrounding neighborhoods are customers of Beep's. In addition, students, contractors, out-of-area drivers (and lately construction workers building the new mixed-use developments of Ocean Avenue) have all relied on Beep's for classic hamburgers, fries and shakes over the years, even with the presence of McDonald's a block away and the temporary tenures of other fast-food chain stores on Ocean.

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

As previously noted, Beep's is a classic drive-in style burger restaurant, designed for automobiles but well-suited to adapt to today's more multi-modal transit environment.

Many drivers still make use of Beep's parking lot, especially contractors or those who use vehicles for work. That Beep's opens onto a parking lot and is located on a streetcar line ensures a great deal of pedestrian and transit business traffic in addition to the auto customers.

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

While Ocean Ale House is now open and serving hamburgers, and while McDonalds has been in operation a block away from Beep's for most of Beep's history, the experience of eating a "Beep's burger" is unique. Beep's has always been one of Ocean's most enduring small businesses, serving generations of students, professionals and hamburger enthusiasts looking for an authentic American fast-food experience.

CRITERION 3

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

Beep's Burgers is a drive-in restaurant serving burgers, fries, milkshakes and other fast-food staples such as chicken strips and salads. There are no delineated parking spaces on its asphalt lot, and

customers instead park at their convenience and eat in their cars or at the benches and stools provided by the restaurant.

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)

Samantha Wong has streamlined and updated the menu of Beep's since taking ownership. The quality of the burgers has improved, with Neiman Ranch beef and fresh produce, and certain menu items have been removed out of deference to the basic staples—burgers, fries and milkshakes—which Beep's always has always delivered but now excels at.

Maintaining the casual parking spaces for automobile customers is another way that Beep's is committed to keeping the historical traditions of its business model. Seniors, low-mobility individuals and out-of-towners make use of the parking space, which is often lacking in many other San Francisco restaurants.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?

When Samantha Wong took ownership of Beep's, the neon had long been absent from the iconic business sign. Now, Wong has restored the Beep's sign to its original glory, making Beep's quite a striking visual presence on Ocean, a street with a still-nascent nightlife on which more after-dark vibrancy is of great benefit.

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.

See supplemental documents.

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OCEAN AV—Contd
1033 Vacant
1037 Vacant
1037½ Howard Wm P JU7-5588
1039 Vacant
1051 Beeps Burgers drive-in JU4-6580
Lee av intersects
1101 Prosek's Bar Tavern JU4-9904
1107 Wallace John H JU5-2773
1111 Basile Jos J @ JU6-6029
1117 Simon E G Music Co instruments JU7-0561
1117a Tuck Tony JU4-4679
1125 Antonchuk Alex Hardwood Fls contr JU7-0640
1127 Pac Gas & Elec Co (sub sta)
1131 Vacant
1133 Vacant
1133½ Vacant
1135 Fallout The cocktails DE4-4060
1150 Safeway Stores Inc (br) gro DE3-9954
Safeway Stores Inc (dist ofc) DE3-9954
1155 Vacant
1215 Wayne Pontiac Inc autos DE4-2800
Brighton av intersects
1298 Antonino Bert S gas sta JU5-9955
1299 Herb's Shell Serv Sta JU7-9958
Plymouth av intersects
1300 Savon Clns JU4-3475
1301 Frank & Gary's Wilshire Service gas sta JU5-9973
1306 Turquoise Rm The self serv Indry
1310 Jones Craft Shop (stge)
1314 Jones Craft Shop furn mfrs JU7-1545
1315 Vacant
1320 Am Htg & Sht Mtl Co JU7-3636
1325 Urrutia Maps publs JU7-3474
Urrutia John F JU7-3474
1326 State Farm Mut Auto Ins Co JU5-6960
State Farm Ins Cos JU5-6960
1330 Valzane Roberta DE3-4733
1334 DeLuxe Barber Shoppe JU7-9856
1338 Ocean Av Launderette DE3-0171
Apartments
1 Charles Stanley P JU5-8621
2 Wright Joseph
3 Delfs Annemarie Mrs
4 deRaad Albert J jr JU6-5088
5 Comperer Frances L Mrs DE3-1241
6 Stanick Vincent W
7 Douglas Marguerite M JU6-7275
8 Ottaviano Erma R JU6-6063
9 Sanchez Henry JU5-1721
10 Vacant
Street continued
1345 Ingleside United Presby Ch JU7-4472
Granada av intersects
1400 Medico-Electronic Co phys sups DE3-6200
Apartments
1 Henkel Sherree
2 Levine Robt A JU5-2776
3 Vacant
4 Jurick Chas E JU3-0296
5 Milani D W
6 Lawlee Bill JU6-8839
7 Vacant
8 Mantz Theodora DE4-2893
Street continued
1410 Frigid Refrigerator Serv JU4-3728
1417-19 Schwartz Milton B plmb DE3-1215
1418 Jerri's Barber Shop JU6-0323
George Jerri M
1422 Tracy's Kenpo Karate Studios gymnasium JU7-9960
1425 Vacant
1427 Douthitt Saml DE3-3387
1431 J&J Mkt gro DE3-8212
1433 Schwartz Edw B JU4-3732
1433a Vacant
1437 Euna's Cut N Curl beauty shop DE3-6761
1439 McTeeley John H jr JU7-5326
1441 Ocean-Mar Clns clo JU5-0822
1443 Beauty Cottage JU7-5733
1490 McKales Corp Serv Sta Sys Sta 16 DE3-7651
1495 Schussheim Jos phys JU7-0880
Miramar av intersects
1500 Barney's Broiled Burgers & Donut Shop JU6-6061
1501 College Pharm JU7-9916
1507 Vacant
1508 Hogg Richd H real est JU4-2424

1509 Osterberg Roland H diamond str JU4-8950
1516 Ocean Clns DE3-3616
1521 Gray's Liquor JU6-2000
1524 Westwood Pharm JU7-8300
1525 Fahy Kenneth Heating JU5-3083
1532 Neilson's Apparel women's clo DE3-2513
1533 Top Hat Clns clo JU7-8806
1535 Tashin The Tailor JU7-8806
Tashinain Harry M JU7-8806
1537 Fior D'Italia Delicatessen JU5-4753
1539 Bartoli Enzo JU5-4753
1540 Ocean Av Food Center gro JU7-1630
Ocean Av Meats JU7-1630
1545 Westwood Cocktail Lounge The JU5-9940
Owens Bernice Mrs JU6-9539
1548 Pastry Kitchen The bakery DE3-4926
1549 Kervin Edw H jwlr JU5-2610
1551 Swanson's Liquors JU5-9482
1552 King's Campus Shop women's clo JU4-0831
1556 Jules Hdwy Co JU5-3456
Capital av intersects
1600 Monterey Florists JU5-7914
1601 Bay View Federal Savings & Loan Assn (br) M18-8800
1604 Distinctive Hail Design beauty shop JU7-0606
1607 Jim's Av Club tavern JU7-2761
1608 ElRey Music Shop records JU7-0911
1611 Weber's Shoe Renewal repr
1612 Avenue Coffee Shop restr
1614 Modista dressmkr alteration JU4-9812
1615 Zip Way Clns JU7-8004
1616 Ocean Av Five & Ten dept store DE3-0474
1619 Newman Max int dec @ JU4-3310
1623 Vogue Uphol Co JU7-7744
1625 DeRose French Clns JU7-5457
rear DeRosiers Arth
1630 Littleman Stores (br) gro JU4-3073
Paoli's Meats JU6-1719
1631 Vacant
1637 Anita's Beauty Salon JU7-3135
1641 Vacant
1649 Bk of Am Natl Trust & Sav Assn (Ocean-Faxon Br) MA2-3456
Faxon av intersects
1700 King's Tots N Teens clo JU4-0831
1701 Rudy's Texaco Serv JU5-3535
1712 Westwood Clns JU7-7584
1716 Paul's Barber Shop
1719 Ocean Av Garage JU4-8181
1720 Dwight's Pnt Wallpaper & Nursery Sups JU5-4278
1725 ElRey Shoe Repr JU7-0195
Metheny Gladys I
1727 Christopherson & Sons real est DE3-4258
1731-35 Under Constn
1799 Meyers Jerry Chevron Serv gas sta JU4-3019
Jules av intersects
1801-03 Vacant
1829 Eugene's Hair Stylists JU7-8772
1831 Ingleside Hdwy & Appl JU4-1387
1831a Weil Adolph
1833 Mangold Martha
1835 Gatlin Robt
1845 Golden Star Meat Mkt JU4-3631
1859 ElRey Nursery JU7-5782
Ashton av intersects
1900 Sampan Restr JU7-9941
1901 Ocean Av Pnt & Wallpaper JU5-0037
1902 Lew Bill F @
1903 Wilkinson Const Co DE4-6161
Apartments
1 Mitchell Roy E
2 Vacant
3 Erickson Alma
4 Hutton Wynn
5 No Return
6 Vacant
7 Nadel Ivan
8 Bracy Michl
9 Graham Ruth E Mrs
10 Ward Wm
11 Rose Sheila I
12 Pacini Oliver
Street continued
1907 Carella Liquor Store DE3-3131
1910 Scissor Fritz Beauty Salon JU6-2225
1901a Fong Shou G @ JU4-0734

1915-17 Wilco Stores variety JU4-2590
1919 Lee's Lounge JU4-9837
1921 Lombardi Jos @ DE3-8452
1923 ElRey Coffee Shop JU7-4829
1924 Vacant
Keystone av intersects
1925 Hontalas Geo J @ JU6-6098
1926 Zanzibar The JU6-4721
1927 Du-Rite Clns clo JU7-7433
1929 Bennett Assocs photog DE4-3130
1930 Deranleau C Cliff & Son ins JU7-9211
1931 Saxe Rlty Co Inc (br) JU4-1970
1932 Goulet Rlty DE3-4792
1933 Kleer-Tronics Inc telev serv JU5-1873
1935 Franciscan Hobbies JU4-3919
1936 Miller's Radio & TV JU6-6106
1938 No Return
1939 New Moon Beauty Shop JU7-1923
1941 Laundromat self serve
1942 Vacant
Keystone av intersects
1943 Wing's Lndry JU5-3449
1944 Ondine Photography JU6-1600
1945 The Dog House pets
1947 ElRey Barber Shop DE3-8356
1948 Lakeside Automotive Serv accessories & parts JU4-9245
1949 Kimura Picture Framing DE5-0052
Fairfield way intersects
1950-52 Gutenberg Press prnter JU5-0350
1951 Legg Sch of Skating JU6-1300
1961 Ocean Av Delicatessen JU7-0358
1962 Lisle Ramsey Studio DE3-0969
1963 Biagio's Pizza restr JU4-9964
1966 Cover Girl women's clo DE3-7690
1967 Vargas Rlty JU7-5566
1970 ElRey Theatre JU7-1000
1973 Richards Russell Drugs JU7-6211
1975 Maraviglia Louis dentist JU7-3554
1976 Vera's Hair Stylist JU5-1095
1990 ElRey Super Mkt gro JU7-1160
1995 Vacant
1997 Weaver Raymond B @ JU6-3656
Lakewood av intersects
Victoria av intersects
Manor dr intersects
2000 ElRey Mobil Serv Sta gas sta JU7-9940
2001 Castle Martha R @ phys JU4-7663
2037 Max Roosevelt @ JU5-4214
2049 Arvonen Geo F dentist JU6-6142
2061 Vacant
Pinehurst way intersects
2072 Schmidt Bertha Mrs @ DE4-1222
2073 Yons Miriam R Mrs @ DE3-1469
2085 Cole Benj @
2101 Drakulich Angela Mrs @
2111 Thomas R R
2116 No Return
2119 Anderson L R
2122 Notaro Frank G @ DE4-0748
2127 Philow Jennie Mrs @ DE4-0364
2128 Metcalf Marlina JU6-6636
Westgate dr intersects
2134 Campi Serafina M Mrs DE4-6322
2135 Barker Olga H Mrs @
2155 Kervin Edw H @ DE3-1272
Cerritos av intersects
2199 Partridge Danl B @ JU7-3652
San Aliso av intersects
Cedro av intersects
2201 Golden Gate Christian Ch
2225 Hewelcke Margt M Mrs @ DE4-0747
2230 Ewell Reine M
2235 Milani Raymond G @ DE4-0084
2245 Mallick Bedhia Mrs @ DE4-0482
Aptos av intersects
2255 Strudlowski Adela @ mus tchr JU6-0872
2265 Toby Max E @ DE4-0197
2299 Driscoll John A @ DE4-0418
San Benito av intersects
Paloma av intersects
2301 Prudential Ins Co of Am (br) DE3-7237
2325 Linnenbach Wolfgang D phys JU4-4302
Mulcahy Neil D phys JU6-5231
Tessler Kenneth dentist JU5-7708
Barrios Xavier phys JU6-5231
Keefe Robt J phys JU6-2800

2335 Goupil Paul A JU5-6282
2337 Aptos Mkt DE4-0330
2345 Johnson Carl J dentist JU4-6001
Campbell Colin phys JU6-6512
Michna Wm S phys JU5-3870
Santa Ana av intersects
2355 Strudlowski Marion @ JU6-0557
2365 No Return
2367 Bagatelos Anthony P phys JU7-1400
2369 Associated Cal State Ins Agencies Inc JU6-5450
Bloyer James R dentist
DeLue Robt S ins agt JU6-5450
Kim Lawrence phys DE4-0850
Mikulak Vladimenco E dentist JU7-7100
Mittelberg Co securities JU6-5450
Murphy Kathleen M phys DE3-400
Price Leo W dentist DE4-4686
VanDerReis Leo phys DE4-0585
VanDerReis Maurice L phys DE4-0850
2375 Abraham Jas P JU5-4862
San Leandro way intersects
2377 Terrace Beauty Salon DE4-1358
Eismann Edith E Mrs
2379 Captains Chair restr JU4-9821
2381 Safier Labys clinic JU6-0444
2383 Casa de Rio Beauty Shop DE4-1950
2385 Wilson Edw E
2387 Salvadelena Edw R physiotherapist JU4-1208
2395 Caceres Alfredo L dentist DE4-0385
Leishman John W phys JU7-4852
O'Gara Louis A phys DE4-1565
San Fernando way intersects
2401 Danielski Queren C dentist DE4-0421
2403 Kohlbecher Jos C real est DE4-0770
2405 Vacant
2407 Grosso Geo J acct JU5-6105
2411 Beirne Gilbert A phys DE4-0846
Beirne Clinton G phys DE4-0846
Constantini Antonio V phys DE3-4964
Marquez Alf A phys JU4-8755
Cappeller Wm S phys JU5-9505
Gordon Marvin L phys DE7-4455
Reider Raphael B phys DE3-4966
Reading Guidance Center school JU6-5050
Zumwalt Frank W dentist JU7-0994
2419 Bartolucci Louis phys Med Arts Clinical Laby DE4-0760
deCarle Donald W phys DE4-0900
Leach Chas W phys DE4-1121
Miller John S phys DE4-0210
Moss Allan T phys DE4-0210
Winch Geo A phys DE4-0210
2425 Koch Richd A phys DE4-0105
Spencer John A phys DE4-0105
2429 Burstein Leland S phys JU6-0640
2433 Tippet Edwin J dentist JU6-3479
2435 Daly Jas J phys DE4-0404
Dwyer Wm F phys DE4-0600
Fisher Alf J phys
Mohum Chas C phys DE4-1488
O'Hara Gerald P phys DE4-1488
Perlite Thos J phys DE4-1488
Soldati Henry J phys DE4-1488
2437 McGettigan Danl L phys DE4-1094
2439 Arnot Philip H phys DE4-1270
Nelson Donald R phys DE4-1270
Hardgrave Lloyd E phys DE4-1270
Searls Henry H phys DE4-1270
2445 Anderson Edmund F phys DE4-1145
Bost Crawford E phys DE4-0950
Plate Agnes G phys DE4-0950
Graves Wm K DE4-1144
Webb Gilbert A phys DE4-1144
2475 Pac Gas & Elec (sub sta)
2499 Diez Serv Sta DE4-1162
Junipero Serra blvd intersects
2501 Bowerman's Pharm Inc DE4-1500
Woodacre dr intersects
2515 Lakeside Medico-Dental Bldg
Austin Wm E phys DE3-7440
Cronin Danl J phys DE4-1480
Greenberg B J phys DE3-0100
Magrini Donald A dentist JU4-1274
Rector John M phys DE4-1480

OCEAN AV—
Lakeside M
Reese
Schol
Sever
2519 Vacan
2528 Lakes
Cogh
Bolam
Hagge
2528a Villa
2528b Par
2529 Manot
2531 Manot
2532 Villag
2533 Manot
Beght
Doug
Lamb
Lyon
Manot
Orr D
Reim
2536 Villag
2537 Gurba
2541 Kase
2549 Villag
2550 Manot
Mason
Manot
Manot
2555 Medit
Lakes
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102 Shive
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2566 Cam
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1051

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BEEP'S





-BURGERS-

Our 100% Niman Ranch angus beef contains no hormones or antibiotics. Our beef is freshly ground and all burgers are cooked medium unless otherwise requested. Burgers are served with lettuce, tomatoes (pickles and onions are available upon request)

1/4 lb Burger 5.75

lettuce, tomato and mayo

1/2 lb Burger 8.00

lettuce, tomato and mayo

1/4 lb Beep's Burger 5.75

lettuce, tomato and Beep's sauce

1/2 lb Beep's Burger 8.00

lettuce, tomato and Beep's sauce

Veggie Burger 5.50

lettuce, tomato and Beep's sauce

Turkey Burger 5.75

lettuce, tomato and Beep's sauce

Salmon Teriyaki Burger 5.75

lettuce, tomato, grilled onions,
teriyaki sauce and mayo

Whole Dill Pickle 1.25

Add American or Swiss Cheese (.50) Add Cheddar Cheese (.75) Add Bacon (1.50)

Add Jalapenos (.60) Add Grilled Mushrooms (1.00) Add Egg (1.25)

Add Grilled Onions (.50) Add Avocado (1.25)

-FRIES-

French Fries 2.75

Steak Cut Fries 3.00

Curly Fries 3.25

Garlic Fries 3.75

Crisscut Fries 3.50

Sweet Potato Fries 3.50

Onion Rings 3.25

Potato Wedges 3.50

-BASKETS-

all baskets come with french fries

Fish & Chips 7.00

Shrimp & Chips 7.00

Chicken Strips 6.50

Chicken Wings 6.50

6 pc Chicken Nuggets 4.75

9 pc Chicken Nuggets 5.50

20 pc Chicken Nuggets 9.25

*Exchange french fries for potato wedges, curly fries, onion rings,
crisscut fries or sweet potato fries (.75)*

1051



-BURGERS-		
<small>Our 100% Human Ranch's burgers, beef, chicken, and turkey are all made in-house. All burgers are made with real beef, chicken, or turkey. All burgers are made with real beef, chicken, or turkey. All burgers are made with real beef, chicken, or turkey.</small>		
1/4 lb Burger	5.75	Veggie Burger
1/2 lb Burger	8.00	Turkey Burger
1/4 lb Beef's Burger	5.75	Salmon Teriyaki Burger
1/2 lb Beef's Burger	8.00	Whole Egg Fritter
<small>Add American or Swiss Cheese (50¢) Add Cheddar Cheese (75¢) Add Bacon (50¢) Add Jalapenos (60¢) Add Grilled Mushrooms (100¢) Add Egg (1.25) Add Grilled Onions (1.25) Add Avocado (1.25)</small>		
-FRIES-		
Curry Fries	2.75	Crispy Fries
Curry Fries	3.00	Sweet Potato Fries
Curry Fries	3.25	Onion Rings
Curry Fries	3.45	Potato Wedges
-BASKETS-		
<small>All baskets come with French fries</small>		
Fish & Chips	7.00	
Shrimp & Chips	7.00	
Chicken Wings	6.50	
6 pc Chicken Nuggets	4.75	
9 pc Chicken Nuggets	5.50	
20 pc Chicken Nuggets	9.25	
<small>Exchange French fries for potato wedges (1.25)</small>		
-EXTRAS-		
Hot Dog	3.75	Mini Corn Dogs
Beef Taco	2.75	6 pc 3.50
Corn Dog	2.75	9 pc 4.50
		20 pc 8.50
		Chicken Nuggets 6 pc 3.50
		9 pc 4.50
		20 pc 8.50







END

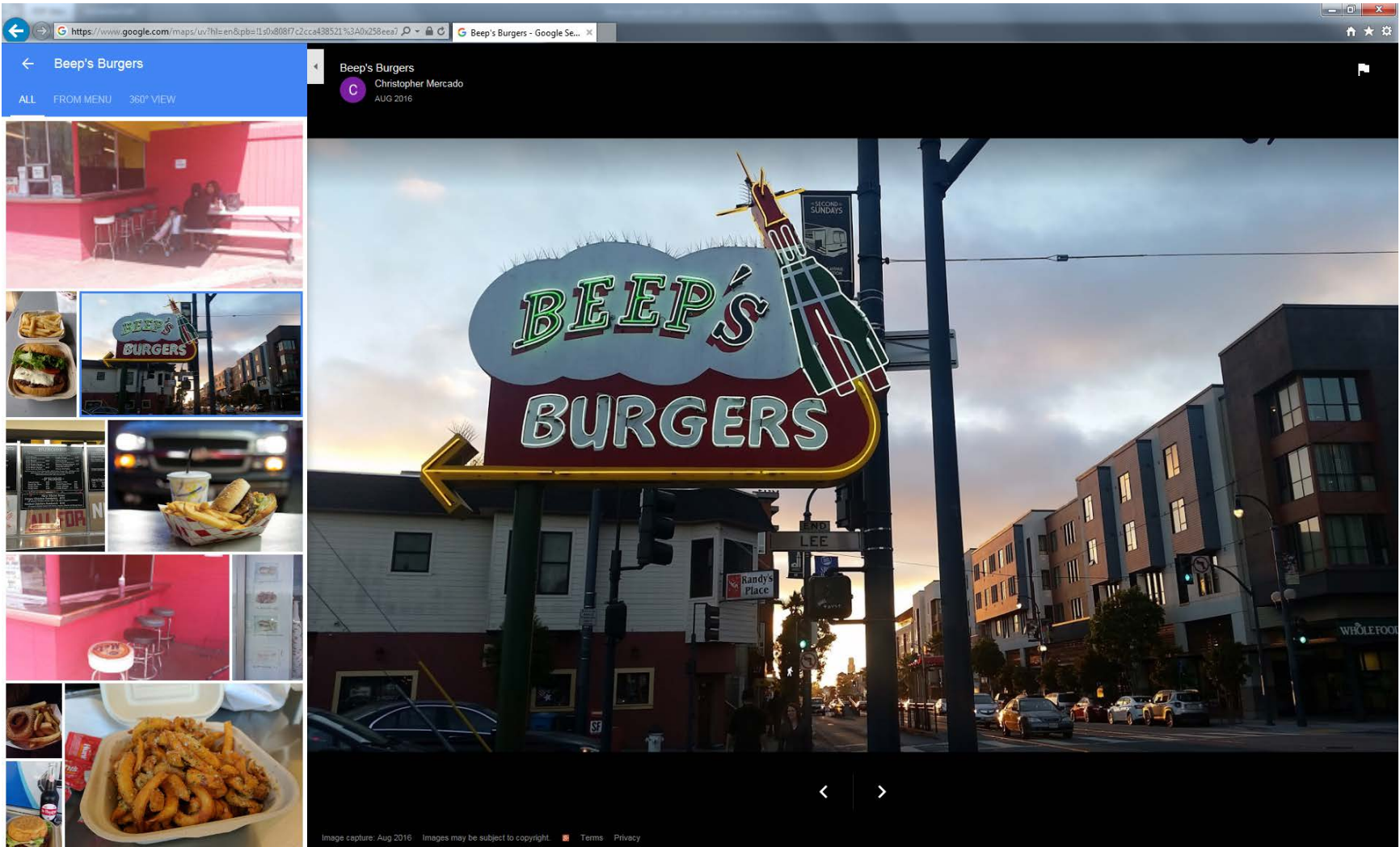


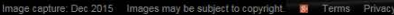
Randy's
Place

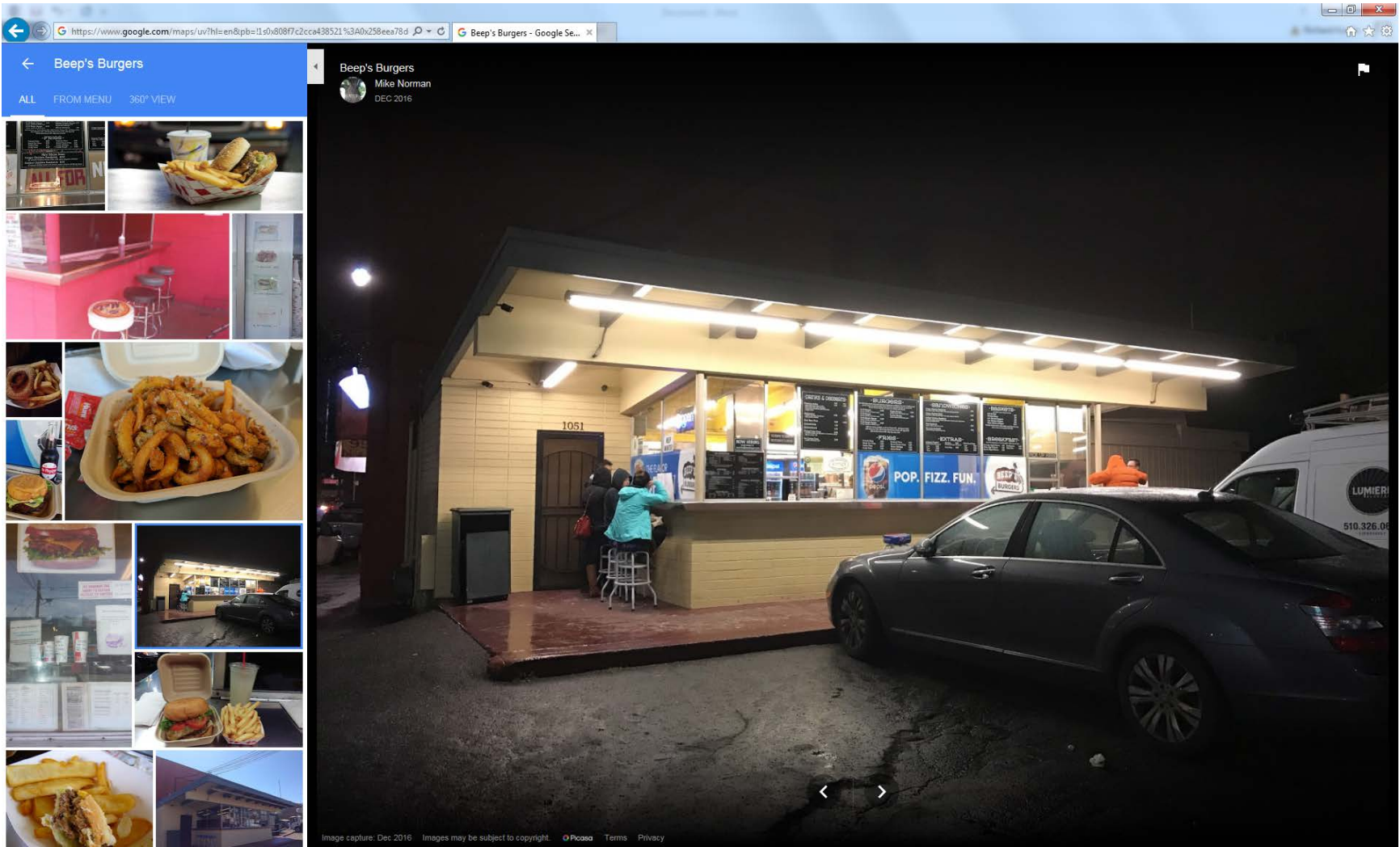
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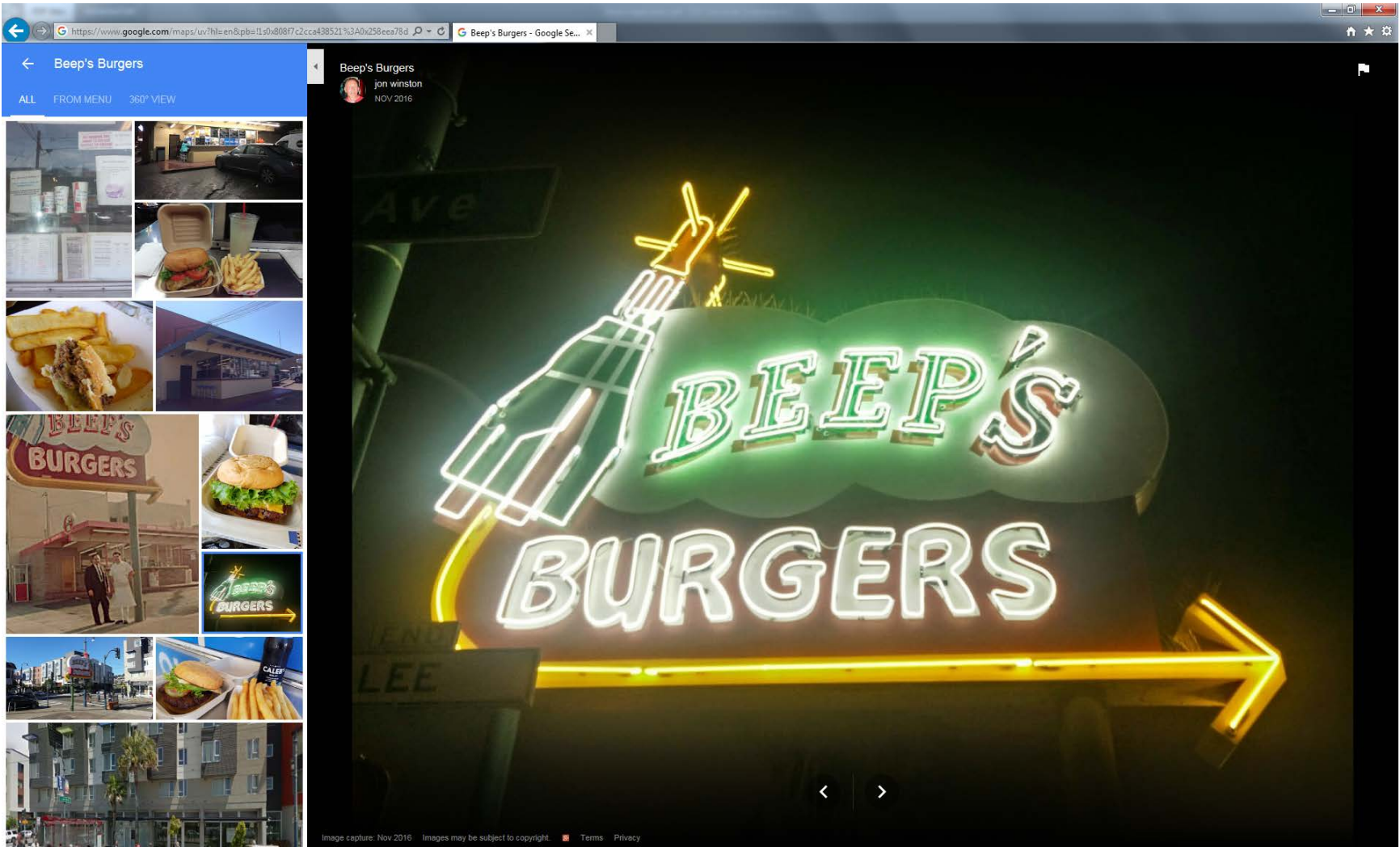
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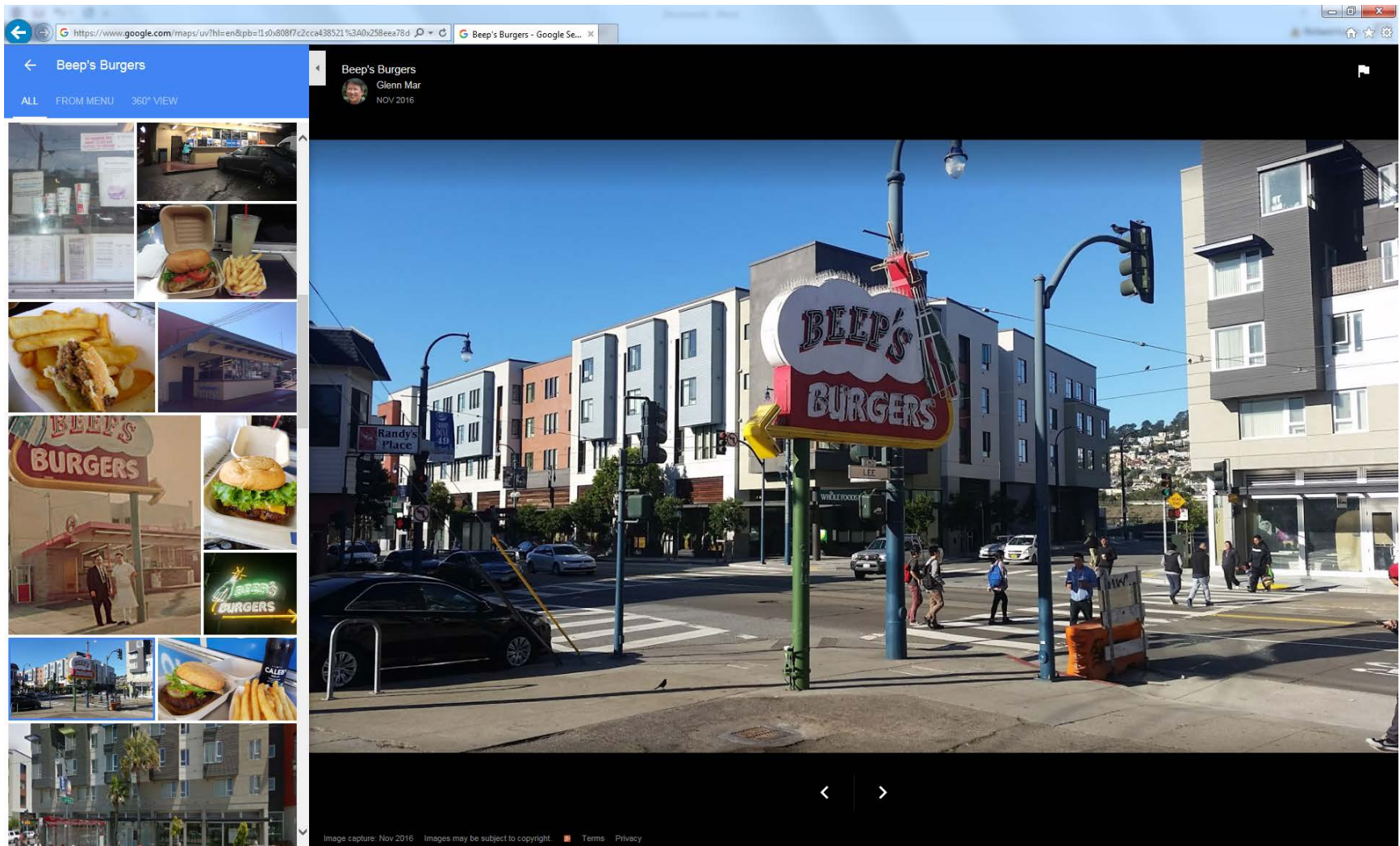


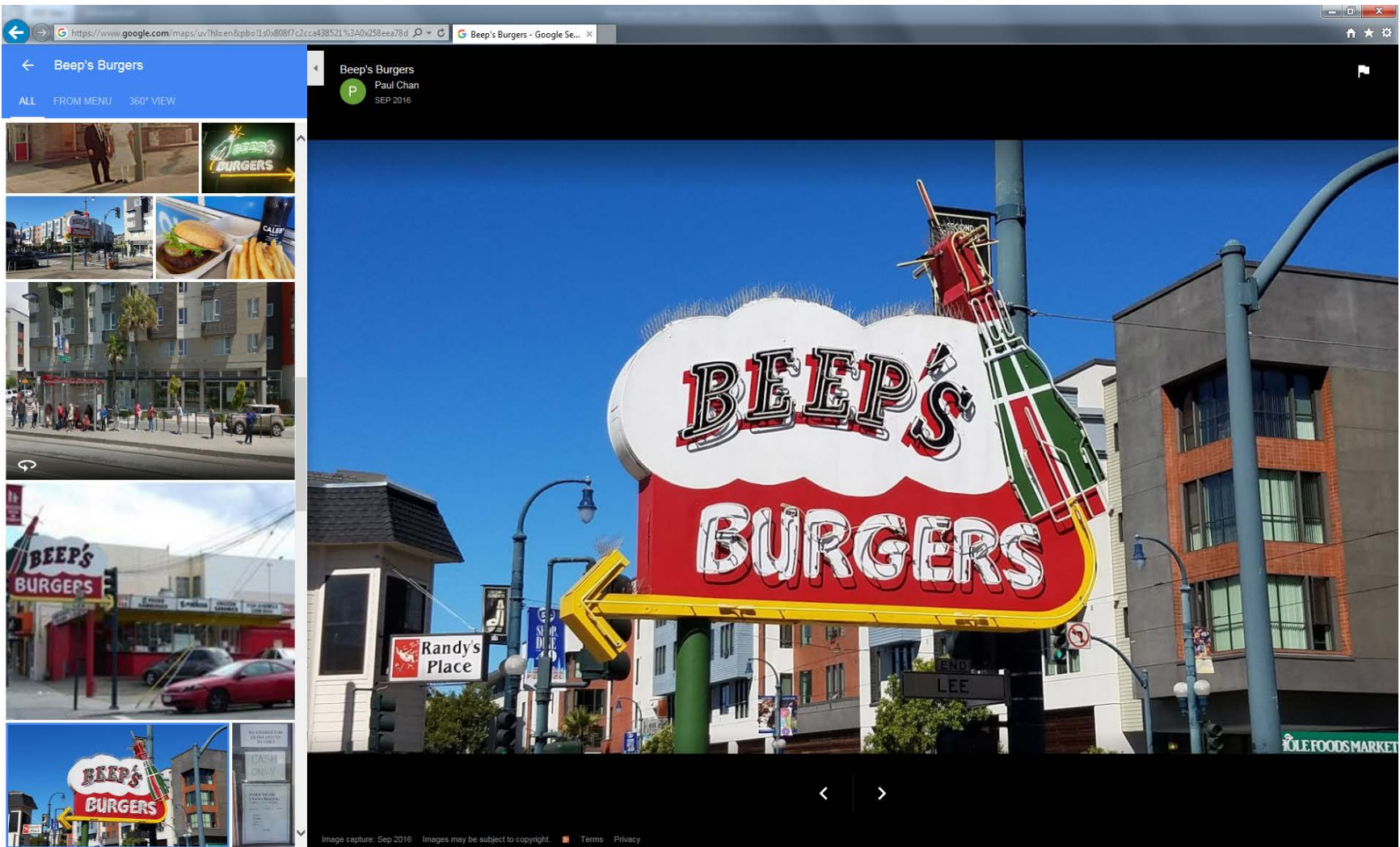


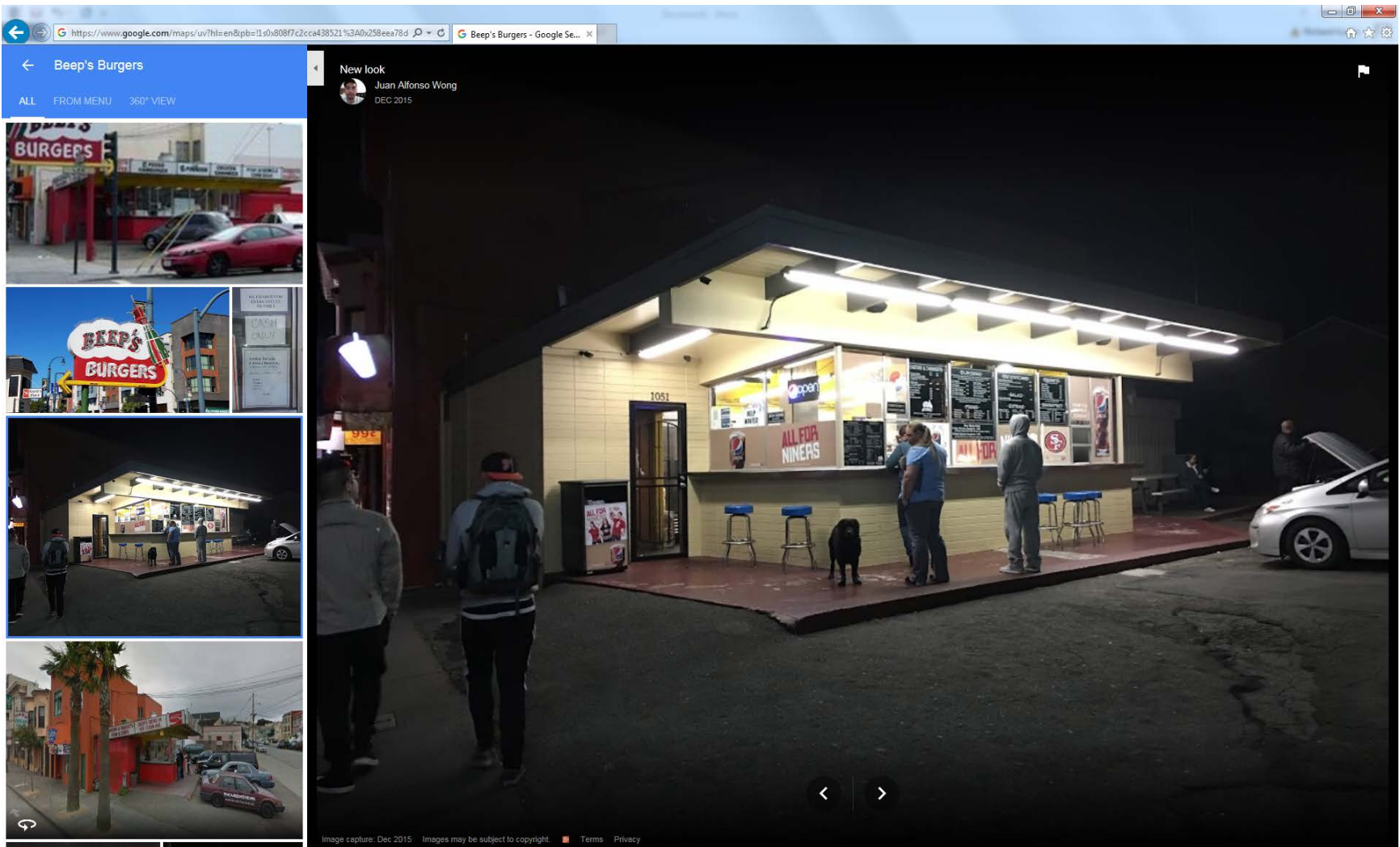












PUBLIC SAFETY

Joseph McFadden New Captain of Ingleside Station

25-year SFPD
Veteran to Focus on
Investigations

By ANTHONY MYERS
ASSOCIATE EDITOR

Twenty-five-year San Francisco Police Department veteran and native San Franciscan Joseph McFadden has taken over Ingleside Station effective in early August.

McFadden comes to the Ingleside from the Major Crimes Unit, and over the course of his career he has worked for the department's Domestic Violence, Officer Involved Shootings and Internal Affairs sections among others.

McFadden spent time on the SWAT team, working undercover and tracking narcotics in the Tenderloin and Mission neighborhoods.

Ingleside Station's previous captain, Timothy Falvey, applauded the move as he was placed to the downtown unit, and Falvey offered his sincere thanks to residents for their involvement during his tenure.

"I truly enjoyed my time at Ingleside Station," Falvey said in an e-mail. "The one thing that surprised me the most about the Ingleside District is the engagement of the community. I often joked that there are more community groups in the Ingleside than the rest of the City put together. I went to a couple hundred community meetings during my time here and really enjoyed getting to know the different neighbors in the Ingleside District."

Luckily for those involved neighbors, McFadden has echoed Falvey's sentiment during an interview with *The Ingleside Light*.

"I love Ingleside because it's the second largest geographic district," McFadden said. "There are lots of solid citizens that have been here a long time plus lots of kids. I enjoy that."

He even began his career at Ingleside station.

Continued on Page 2

SMALL BUSINESS

THE START OF A COMEBACK FOR BEEP'S BURGERS



RAYMOND RUDOLPH/THE INGLESIDE LIGHT

Samantha Wong bought Beep's Burgers in June and plans to update the menu and restore the iconic neon sign and exterior of the building.

Historical Ocean Avenue Business Under New Management

By JONATHAN FARRELL
CONTRIBUTOR

Earlier this year, Samantha Wong happened upon an advertisement in a local newspaper that brought back fond memories of her time as a student at San Francisco State University and the opportunity to breathe new life in an iconic Ocean Avenue business. Beep's Burgers, the drive-in at Lee Street, was up for sale and she was determined to buy it.

"What appealed to me most about taking over Beep's was the happy memories I had of it when my friends and we used to eat

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CRIME

Excelsior Leads in Dumped Stolen Vehicles Citywide

More Vehicles Dumped in Neighborhood Despite Decrease in Vehicle Thefts

By EMMA CHIANG
CONTRIBUTOR

One of San Francisco's last working class neighborhoods is becoming a primary dumping ground for stolen vehicles in the city, while the number of actual car thefts has decreased significantly across San Francisco, according to a recent police report.

From June through September 2014, the Excelsior District averaged 100 found stolen vehicles per month accounting for 45 percent of the total reported to Ingleside Police Station, the city's largest police district. The area includes the Excelsior, Bernal Heights, Sun-

nyside, Diamond Heights, Glen Park, Noe Valley, Mount Davidson, Sunnysdale, Ingleside, Outer Mission, Crocker-Amazon and Visitacion Valley.

A large majority of the recovered cars were stolen in other police districts throughout the city and recovered in the Excelsior District.

San Francisco Police Officer Thompson Deck, who works for the plainclothes unit at the police station, said the Excelsior District is a target-dumping site "because of the population density of the area and neighbors typically do not know each other to provide checks and balances."

Some residents of the Excelsior District say they are frustrated with the excessive number of abandoned vehicles parked in their neighborhood. Penny Mitchell, block captain for San Francisco Safe Excelsior Neighborhood Watch, discussed those concerns at their last meeting on Sept. 16.

"Neighbors are saying they do not know what to do and what kinds of recourses are available," Mitchell said. "Once the city changed the street cleaning from every week to every two weeks there was less turn over of abandoned vehicles."

Continued on Page 5

Beep’s Burgers: Iconic Ocean Avenue Drive-In Under New Management

Continued from the Front Page

here while at San Francisco State University,” Wong said.

With the help and encouragement of her family and knowing it would be tough work, Wong took over the business in the spring. She is only at the beginning of sprucing up the 52-year mainstay on Ocean Avenue.

“Nothing in business is easy,” Wong said. “The hardest part about taking over a business like this is the long hours.”

Wong emphasized that the menu will be the same for now, but that she plans to introduce new items later.

“We want to ensure quality and affordability as much as we can,” she said.

Wong and her family are pleased when people who know Beeps stop by and say how much they appreciate the fact that a local landmark is staying amid so much change.

“We want to keep it as close to original as much as possible when it first opened over 50 years ago,” Wong said.

Wong and her family are doing what they can to restore the sign and keep the original ambiance. Daniel Weaver, executive director of the Ocean Avenue Association, said “Samantha and her family are working really hard to bring Beep’s back to its original stature, not just in the way it looks but also in the food.”

52 Years on Ocean Avenue

Stephen and George Essaff opened Beep’s Burgers in 1962 to primarily sell to students of City College of San Francisco and the local high schools. It’s called “Beep’s” because at the time, the space race between the former Soviet Union and the United States was in full swing. The sign and the name refer to early satellite design and function. (The first satellites could do little more than beep.)

Stephen abandoned his career as a photographer for the Associated Press and The San Francisco Examiner, according to his family. The idea of owning a business was something that he and George shared. When the opportunity presented itself the Essaff brothers were eager and willing.

“I know how much it takes to manage a burger place,” Anne Severs said. “I was about seven or eight, when my father and uncle went into business building Beep’s. And, even my grandfather would help out, making sure the potatoes for the French fries were fresh, peeled and cut.”

Severs now oversees the Essaff Estate Trust for her mother Una Essaff who owns the property.

“My dad Stephen Essaff and my Uncle George worked very hard to make Beep’s a success,” she said. “So I know how much time and effort it takes.”

Una and Stephen raised four children in the Sunset District on Judah near 26th Avenue, Severs said. They have many happy



RAYMOND RUDOLPH/THE INGLESIDE LIGHT

memories of Beep’s. It was open for business seven days a week.

“And it was only closed for Christmas and New Year’s Day,” she said.

Over the years since the Essaffs retired in the 1970s, Beep’s has been managed by several families. Una, now in her eighties, wants the Trust to keep Beep’s going for years to come.

Restored Sign, Adjusted Menu

Last year, Beep’s Burgers was added to San Francisco Heritage’s Legacy Bars & Restaurants Guide in its second round of nominations. To be eligible, businesses must have “achieved sustained operation of forty years or more, feature distinctive architecture or interior design and contribute to the cultural heritage of the surrounding neighborhood or the city,” according to the architectural history preservation organization’s press release.

The familiar Beep’s sign is without question a landmark and is one of the things that stands out on Ocean Avenue.

The graphic red, white and blue neon sign is first on her list of things she wants to maintain and restore, Wong said.

“There is no other place like Beep’s,” Weaver said. “It is not a franchise—it is truly unique and one-of-a-kind.”

For Wong, her plan to reviving Beep’s Burgers is clear.

“I want people to know Beep’s is still here,” Wong said. “We have good food and we will do our best to ensure that our food is fresh, quality and affordable.”



COURTESY OF ANNE SEVERS

Top: Beep’s Burgers bustling during lunch on an October day. Above: A photo from the 1960s of the Essaff brothers.

ANALYSIS

Latest Medical Cannabis Dispensary Dust Up Shows City Policy Needs Scrutiny

Legal Business, Awful Nuisance or Example of City Policy Failure?

By ANTHONY MYERS
ASSOCIATE EDITOR

With two existing medical cannabis dispensaries on Mission Street near Mt. Vernon Avenue on the border of the Excelsior and Outer Mission neighborhoods, residents and merchants poured out their reasons for opposition to a third MCD at an October meeting of the Planning Commission.

Their voices were heard, and the commission did not immediately approve the new

MCD—called SPARC—but instead continued the hearing until December.

SPARC is a high-end MCD that operates on Mission Street south of Market Street and is attempting to expand to 5420 Mission St. The owners of the MCD will have until then to once more plead their case to neighboring residents about why they should be allowed to move into the area.

District 11 Supervisor John Avalos, whose district includes the Outer Mission and Excelsior, did not weigh in on the pro or con side of the debate, but instead he asked once again for the Planning Department and the commission to change the rules for where MCDs can be located. However only

the Board of Supervisors can change the green zone rules, and it hasn’t taken up the issue since its adoption despite a report documenting problems with the status quo.

“I will say that SPARC has a documented record of being a good neighbor in the South of Market Area, and I appreciate the work they have done to engage with the Excelsior and Outer Mission neighborhoods,” Avalos said in a statement presented to the Planning Commission. “I would not welcome any other potential dispensaries in District 11 that do not offer an extraordinary level of community benefits. And I ask that in the future you reject any conditional use applications for MCDs within 500 feet of another

MCD in the Excelsior Outer Mission district.”

Among several passionate comments to planners and commissioners during the hearing was Marleen Norman, a board member of the Outer Mission Merchants and Residents Association.

“Outer Mission and the Excelsior is becoming the pot district, the pot center of San Francisco,” Norman told the commission. “This isn’t the reputation we want for our neighborhood.”

Norman and other residents relayed their concerns over traffic, drug dealing and safety issues during the hearing, but it was

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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-046
Business Name: Canessa Gallery
Business Address: 708 Montgomery Street
District: District 3
Applicant: Zach Stewart
Nomination Date: December 12, 2016
Nominated By: Supervisor Aaron Peskin

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

708 Montgomery Street from 1966 to Present (51 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: April 19, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

December 12, 2016

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

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Canessa Gallery for inclusion on the Legacy Business Registry.

Canessa Gallery, a nonprofit neighborhood art gallery located at 708 Montgomery Street, held its first art exhibition in 1966. For over the fifty years, Canessa Gallery has showcased and supported more than 600 new, emerging and established sculptors, painters, photographers, and performance and literary artists. Canessa Gallery is an institution that is fundamental to the continuity of North Beach as a center of San Francisco's rich artistic, literary, and cultural history.

Canessa Gallery is an essential piece of the fabric of North Beach's rich artistic heritage, and I hope for its continued success and growth as part of the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
CANESSA GALLERY		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
NON-PROFIT ALL VOLUNTEER ZACH STEWART - CONTACT		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
708 MONTGOMERY ST. SAN FRANCISCO CA 94111 2104		(415) 392 1768
		EMAIL:
		708 zach@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
CANESSA.ORG	NONE	NONE

APPLICANT'S NAME	
ZACH STEWART	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
NON PROFIT CONTACT	
APPLICANT'S ADDRESS:	TELEPHONE:
see above	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
*94-3181858	185635429204

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
SUPERVISOR PESKIN	12/12/16

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
708 MONTGOMERY ST.	94111	1/10/66
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1/10/16 TO PRESENT	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		Start: End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		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.

* LESS THAN \$1000 / YEAR INCOME / NO PROPERTY
ALL VOLUNTEER AND DONATIONS NO
EMPLOYEES OR INCOME

ZACH STEWART 2/15/17

Name (Print):

Date:

Signature: 

CANESSA GALLERY

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.

Canessa Gallery is a nonprofit art gallery founded in 1966 that is committed to supporting and showcasing artists who want to be artists for their lifetime.

Zach Stewart, architect, landscape designer, environmentalist, and political activist, began running Canessa Gallery after the Canessa Printing Company closed and his architectural firm moved into the space. Because their offices were upstairs, this left the large, open space downstairs free. The firm was interested in designing parks, so it seemed natural to show the photographs of the well-known nature photographer Philip Hyde on the big, empty walls. After this first show, Stewart continued to host shows there, many, but not all of them, with an emphasis on the natural world. In doing so, he restored the street's artistic heritage, for the ground floor was once the site of the Black Cat Café, a notorious haunt of bohemian and Beat artists, writers, and poets, with a mixed straight and gay crowd. Next door was a warren of studios for such famous artists as Maynard Dixon, Ralph Stackpole, Frida Kahlo, and Diego Rivera. Today, the Transamerica Pyramid intermittently shadows the Canessa building like the gnomon on a sundial, but before that it was the site of the famous Montgomery Block, a haven for writers including Mark Twain, Bret Harte, Ambrose Bierce, and Robert Louis Stevenson and, during the thirties, as many as seventy-five New Deal artists. The same 700-block of Montgomery Street includes some of the oldest buildings in San Francisco, part of the Jackson Square Historic District, including the Belli Building, which, like the Canessa Building, rests on a foundation that includes remnants of sailing ships abandoned by their crews in 1949, at the beginning of the Gold Rush, when Montgomery Street marked the shore of Yerba Buena Cove and the beginnings of the settlement that became San Francisco.

Today, Canessa Gallery keeps the rich artistic tradition of upper Montgomery Street alive by providing space for artists to show their work. In a time when many traditional galleries have closed or are closing because their buildings have been sold or rented to high-tech companies, Canessa Gallery operates on a shoestring budget as a nonprofit. Exhibiting artists are asked to contribute to the running of the place, but the gallery takes no percentage of any sales. A small band of unpaid volunteers helps to keep the place afloat, as does the rental income from three large-windowed offices and several open-desk spaces and cubby holes. At night, Canessa regularly hosts poetry readings, lectures, and various kinds of cultural and community meetings.

Over its 51 years of existence, Canessa has shown work by more than 600 artists. Some went on to achieve wide recognition, such as Trudy Myrrh Reagan, Mokhtar Pak, John Mattos, and Chico MacMurtrie. To both well-known and not-so-well-known artists, Canessa has been a godsend. It's not a traditional gallery that signs artists onto its list of talent and promotes their work to collectors who follow the gallery circuit. Instead, it's the kind of gallery that allows "artists-for-life," the focus of Canessa's mission, to hang their work on the old brick walls, and to invite their friends and neighbors and First Friday art walkers and people on the Canessa mailing list to see their work in conversation with itself or with that of other artists.

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

Canessa Gallery has operated continuously since its inception in 1966.

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

Canessa Gallery is not a family-owned business.

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

Canessa Gallery opened in 1966 on the second floor of the Canessa Printing Company Building under the ownership of Zach Stewart, whose architectural firm had its offices upstairs from the gallery. In 1976, the gallery became a nonprofit corporation, of which Zach Stewart is the president.

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.

The original owner of the business, Zach Stewart, became the president of the Canessa Gallery nonprofit corporation in 1976; the business has operated continuously for 51 years in April 2017.

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 Canessa Printing Company Building, which houses the Canessa Gallery, was built in the late 1800s in the historic heart of San Francisco. After being partially destroyed in the 1906 earthquake, it was rebuilt by the Italian-American architect Luigi Mastropasqua, incorporating Asian-inspired round windows in a Palladian façade. It is a landmarked building in the Jackson

Square Historic District of San Francisco and is listed on the U.S. National Register of Historic Places.

CRITERION 2

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

For more than 50 years, Canessa Gallery has been at the center of San Francisco's rich artistic, literary, and cultural history. The mission of the gallery is to support and showcase the work of artists who are dedicated to be artists for their lifetime. To date, more than 600 new, emerging, and established sculptors, painters, photographers, and performance and literary artists have presented their work at Canessa Gallery. Well-known artists who have shown at Canessa Gallery include [Trudy Myrrh Reagan](#), [Mokhtar Paki](#), [John Mattos](#), and [Chico MacMurtrie](#).

Located in the landmark Canessa Printing Company Building, the gallery also provides valuable space for lectures, book launches, poetry readings, community gatherings, and social events, as well as office spaces on both the first and second floors of the gallery. It currently hosts an on-going monthly poetry critique group and the monthly Meridian Music Series, featuring experimental musicians. Canessa Gallery is also a participant in the North Beach First Friday Art Walk.

The gallery also features a history room, where visitors can view photos and articles about the building's past as well as the history of the gallery.

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

Canessa Gallery has hosted innumerable art openings, month-long art exhibitions, cultural events, lectures, poetry readings, books launches, art performances, community gatherings, and other events of cultural, artistic, and political importance over its 51-year existence. In September 2016, it held the Canessa Gallery 50th Anniversary Show, featuring over 60 artworks donated to the gallery by artists who had previously shown there. In a city where exhibition and performance space is expensive and increasingly limited, it provides an invaluable opportunity for artists to showcase their work. During the 1970s, Canessa Gallery was instrumental in helping to found the Ecology Center that operated across the street on Columbus Avenue, doing valuable work protesting the nuclear arms race.

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

The gallery has long been referenced in a historical context as being housed in a building that is part of the Jackson Square Historic district and is listed on National Registry. Recent publications featuring the gallery and its history include an article in Hoodline and another in

Semaphore, the newsletter of the Telegraph Hill Dwellers association. The gallery has twice been the recipient of a proclamation from the City and County of San Francisco, most recently on September 9, 2016, in recognition of its 50th anniversary.

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

Canessa Gallery's location in the Canessa Printing Company Building at 708 Montgomery Street places it at the locus of the oldest part of San Francisco, on what was once the shore of Yerba Buena Cove. It is believed that the foundations of this building include part of one of the sailing ships that were abandoned and then sunk when the Gold Rush erupted in the Sierras in 1849. It is on the same block as other famous pre-earthquake structures, including the recently restored Belli Building, and is part of the Jackson Square Historic District. During the 1930s, this area was the artistic center of San Francisco, with Frida Kahlo, Diego Rivera, Ralph Stackpole, Maynard Dixon, and other internationally famous artists maintaining studios in the building next door to the Canessa Printing Company. Many other artists, including a number of the WPA-funded muralists of Coit Tower, lived and worked in the adjacent block in the Montgomery Block, on the site now occupied by the Transamerica Building; in earlier days, such writers as Mark Twain, Bret Harte, Ambrose Bierce, and Robert Louis Stevenson were associated with that building.

The ground floor of the Canessa Printing Company was once home to the Black Cat Café, a notorious haunt of bohemian and Beat artists, writers, and poets, with a mixed straight and gay crowd, making it an important site in the gay history of San Francisco. Luigi Mastropasqua, the Italian-American architect who designed and rebuilt the building after the 1906 earthquake, also designed several other buildings in San Francisco, including Julius' Castle.

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

The business provides invaluable exhibition, performance, and meeting space to the artistic, literary, and progressive community of San Francisco in a time when gallery and performance spaces are dwindling in this city. It is often the first space that a beginning artist is able to utilize to show work, and provides a lifeline to developing artists as well.

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

The gallery showcases new and established artists from North Beach and helps to maintain this neighborhood's reputation as an artistic center of San Francisco. Its service is not limited to North Beach artists, however, as it hosts many artists from other parts of San Francisco as well as from elsewhere in the greater Bay Area.

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

The Canessa Printing Company Building, which houses the Canessa Gallery, was built in the late 1800s in one of the oldest commercial districts of San Francisco. It was rebuilt after it was

partially destroyed in the 1906 earthquake. It is a landmarked building in the Jackson Square Historic District of San Francisco and is listed on the U.S. National Register of Historic Places. Its façade and signage was refurbished in 2016. When you walk up the rickety stairs to the gallery, you enter a room that was once inhabited by huge printing presses along one wall. The pine floor is original, but the brick walls were rebuilt with new and quake-damaged bricks after the second floor fell down in the 1906 earthquake. Other than periodic repainting and rewiring, the interior has been little changed over the years. The building has been retrofitted against future tremors, but the small brass fittings that swing out from the walls in the gallery are still-working gaslights. Natural light pours down from the skylight high in the rafters. On warm days, the wooden floor beads with oil from the long-gone printing presses. The high, open room smells like old wood and old brick and the passage of time, and it's quiet, with the serenity of a long-time survivor of history, with a legacy of supporting art and artists over the decades.

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

The loss of Canessa Gallery would deprive artists in San Francisco and the greater Bay Area of valuable exhibition space in a city where such space is becoming increasingly scarce. It would also deprive the North Beach community of invaluable performance space and a venue for the Meridian Music Series, poetry readings, community meetings, and other events essential to a vibrant artistic community.

CRITERION 3

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

Canessa Gallery is a nonprofit art gallery serving dedicated artists of all kinds by making exhibition space available to them for month-long shows. It also provides space for a wide variety of other artistic and literary events, as well as work space for businesses and a gathering space for community organizations. It is an all-volunteer organization.

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 all-volunteer, nonprofit business model of the Canessa Gallery allows it to operate on a shoestring budget and make its exhibition space available to artists who are not part of a traditional gallery that is operated for a profit.

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 exterior of the building has been maintained as it was originally designed when it was rebuilt after the 1906 earthquake and has been recently refurbished, including the original signage for the Canessa Printing Company. The brick walls have not been painted and still show the division between pre- and post-earthquake construction. The original first floor of the gallery has not been altered in any way and is still marked with the oil that leaked from the big presses during the days when the printing company operated there. Very few changes have been made to the interior since the building was rebuilt after the earthquake. The original gas lights that swing out from the wall, minus their chimneys, are still operable today. Natural light pours down from the skylight high in the rafters. The mezzanine, which is thought to have been built by shipbuilders, is still supported only by slender metal poles and is open to the gallery below.

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.

Zach Stewart, the president of the Canessa Gallery nonprofit corporation, is the original owner of the gallery, which has functioned continuously for over 50 years.







wine + tapas

CANESSA PRINTING CO
708

BOCADILLOS

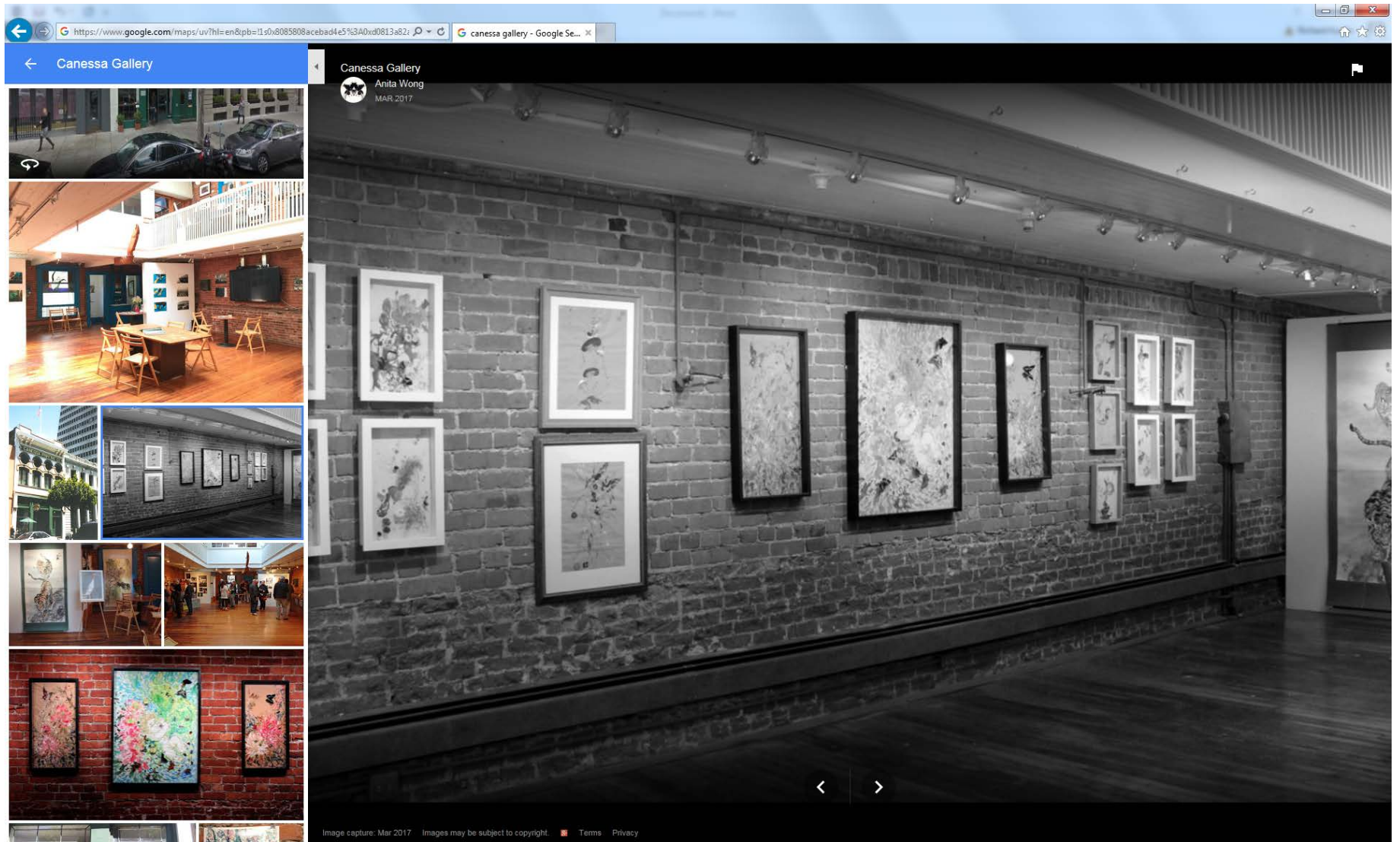


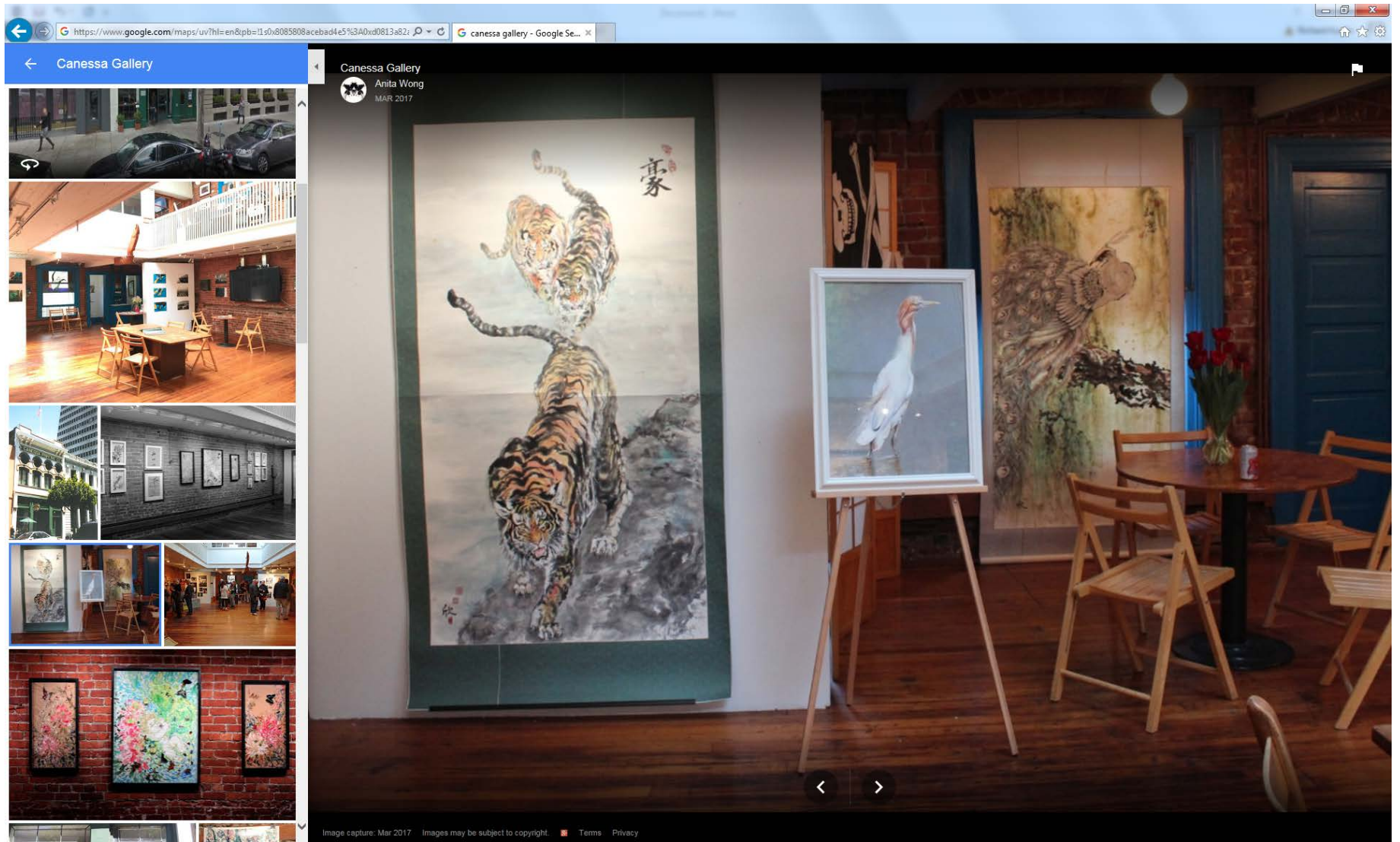
CHILDS

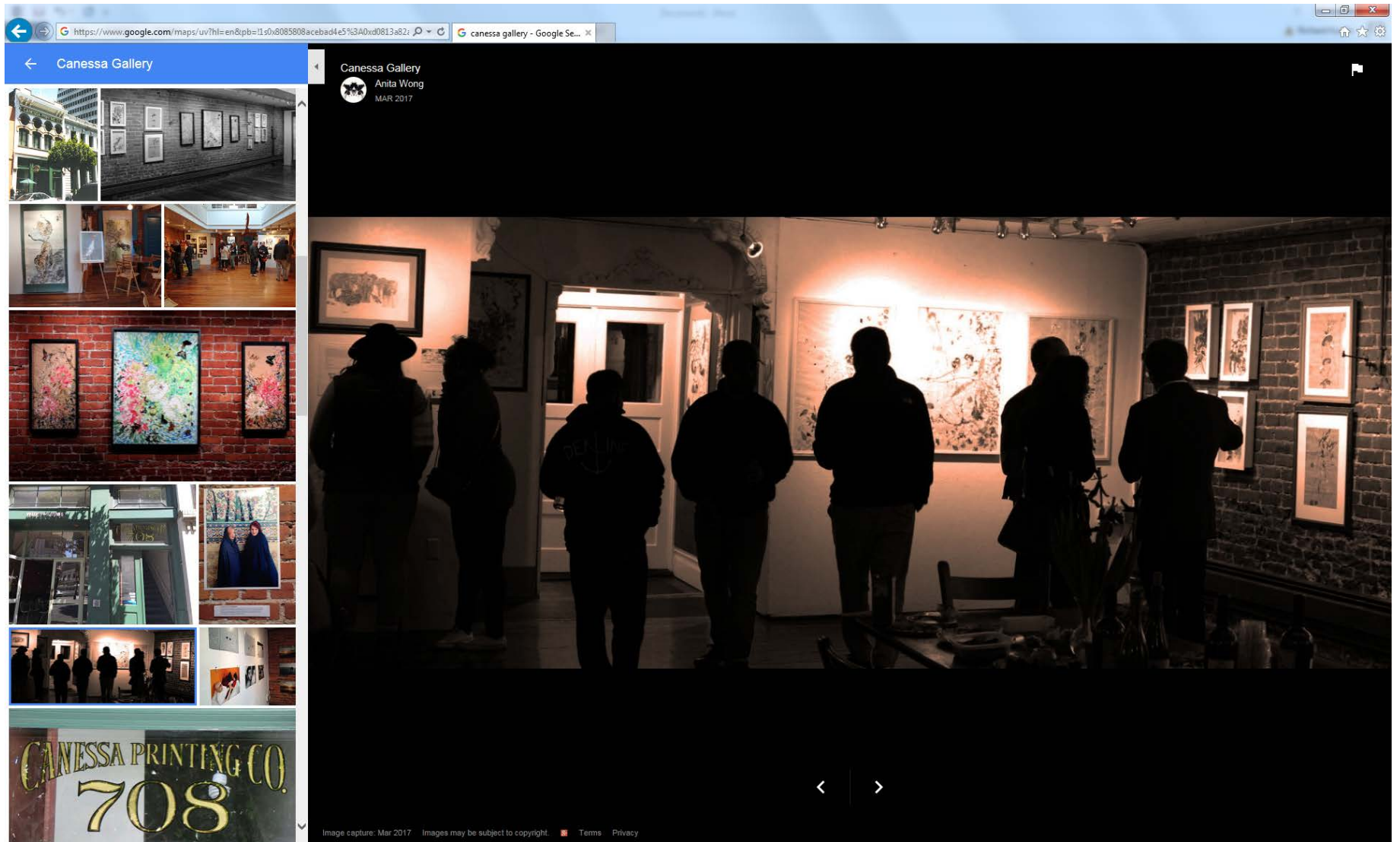


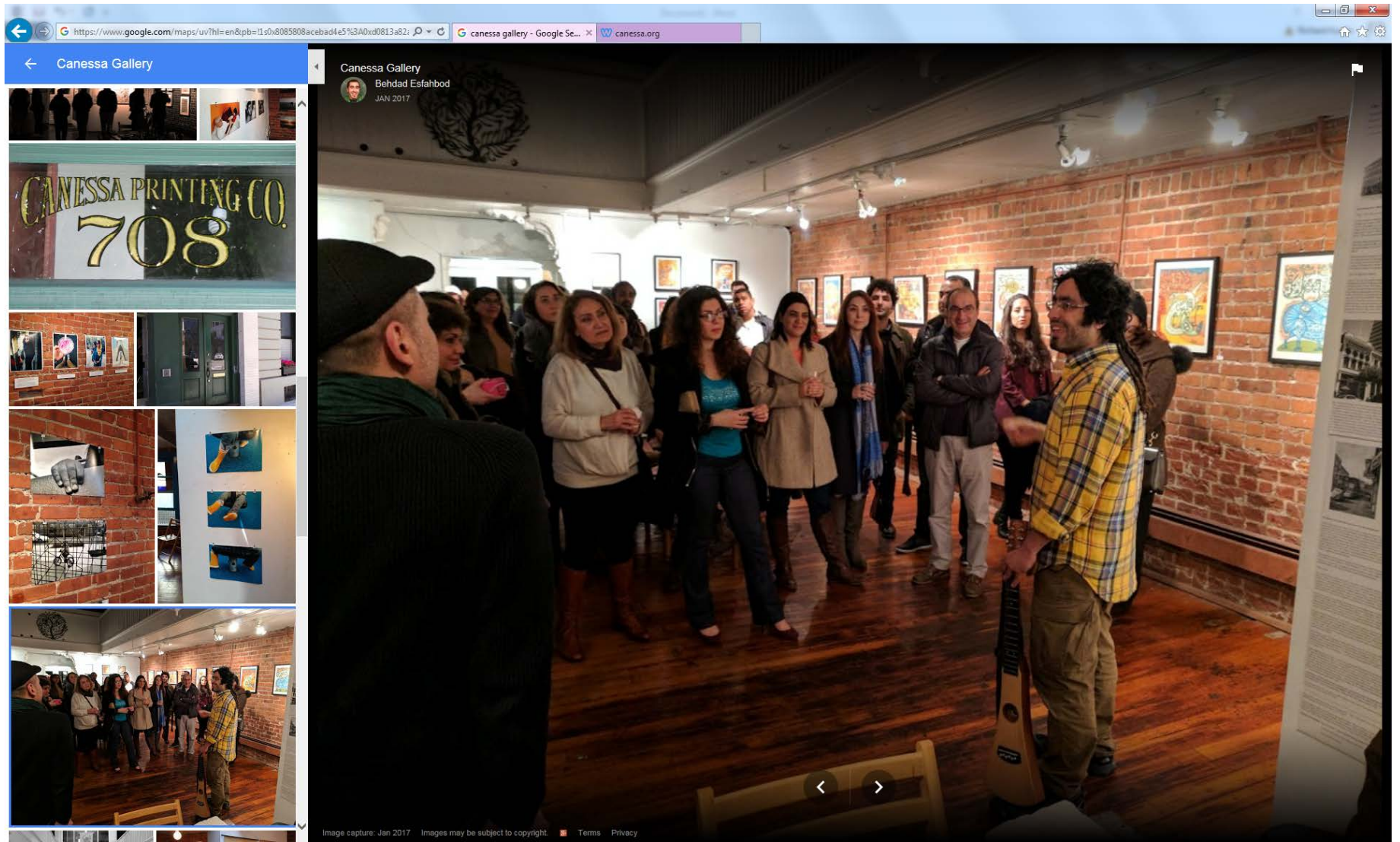


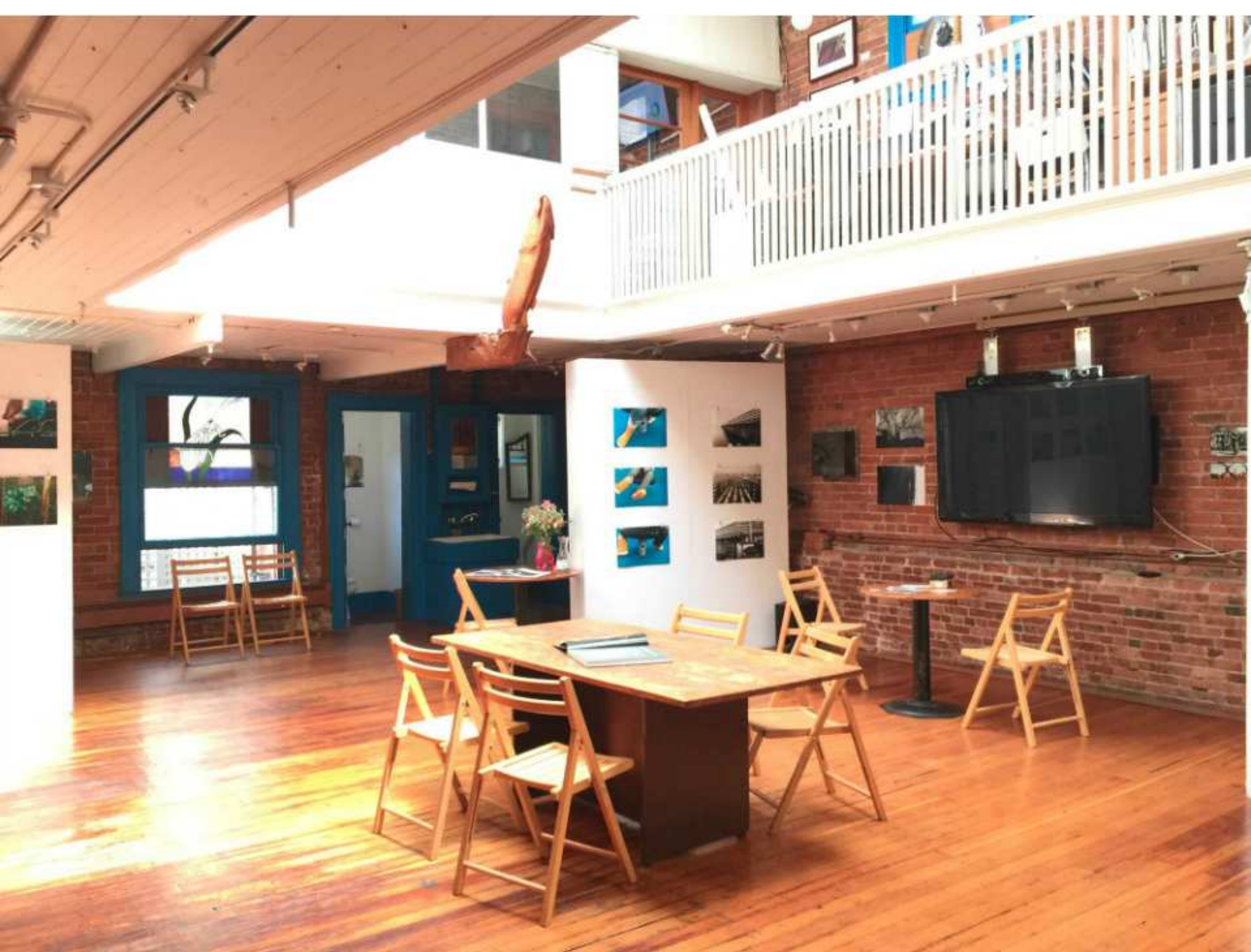














Woman & child - a woman and her child are seen in a photograph taken by a woman who is a member of the community. The woman is wearing a blue headscarf and sunglasses. The child is wearing a yellow headscarf and a blue jacket. They are standing in front of a colorful mural.



The artist - a woman who is a member of the community. She is holding a clear plastic cup filled with pink and white shredded paper. She is wearing a blue headscarf and sunglasses. The background shows a person's legs and feet.



Two women - a woman and her child are seen in a photograph taken by a woman who is a member of the community. The woman is wearing a blue headscarf and sunglasses. The child is wearing a yellow headscarf and a blue jacket. They are standing in front of a colorful mural.



The artist - a woman who is a member of the community. She is holding a clear plastic cup filled with pink and white shredded paper. She is wearing a blue headscarf and sunglasses. The background shows a person's legs and feet.





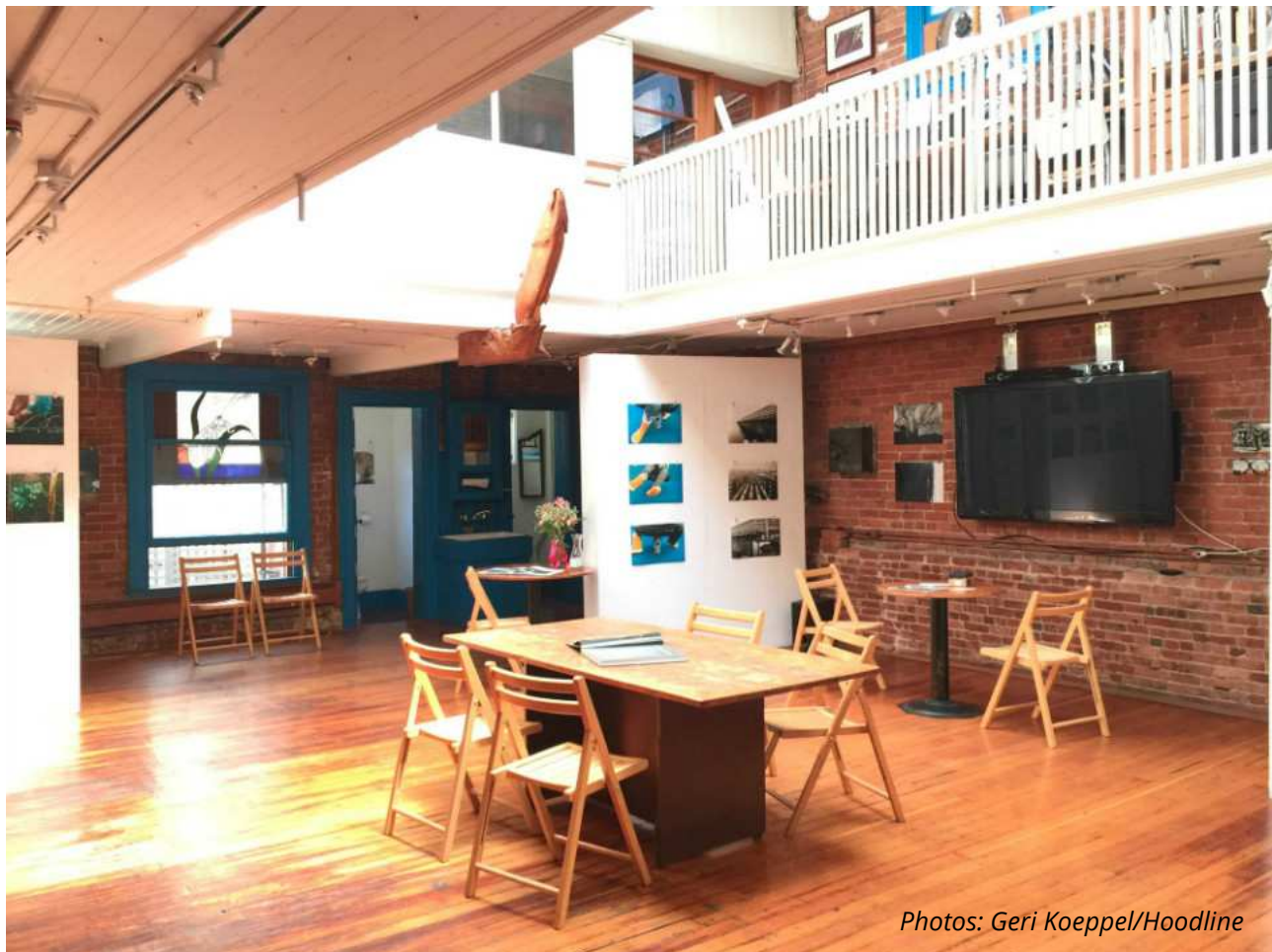








Canessa Gallery Is A North Beach Vessel Of Art And History



Photos: Geri Koeppl/Hoodline

Tue. August 18, 2015, 10:14am



Canessa Gallery (<http://www.canessa.org/>), located at 708 Montgomery St. in Jackson Square, isn't only a place to admire art: it's arguably a work of art in and of itself.

Though it's a stop (<http://northbeachfirstfridays.com/canessa-gallery/>) on the North Beach First Fridays (<http://northbeachfirstfridays.com/>) art walk and well-known to the Telegraph Hill Dwellers (<http://www.thd.org/>), which hosts art and cultural events in the space, the gallery isn't widely advertised and is easy to miss. It's tucked away on a block of Montgomery, with just a doorway and a steep, rickety staircase to beckon to visitors. But art and architecture lovers should drop in during First Fridays or regular business hours and take a gander, because it's a sight to behold.



"Canessa is located in what was the original heart of San Francisco, and it's on a block that was the center of a lot of activity San Francisco became known for," said Jon Golinger, a North Beach environmental attorney, author and preservationist who rents office space in the building.

Golinger describes the building as "pre-1906 earthquake historic building that's been saved and preserved as an art gallery with creative offices wrapped around it." It has its original brick walls and wood floors; the mezzanine and skylight were added shortly after the earthquake damaged it.



"My favorite detail about it is that the balcony was made by shipbuilders, which is why there are no columns blocking your view," said North Beach artist Julie Jaycox (<http://juliejaycox.com/>), a botanical photographer who has helped organize many exhibits at the Canessa. "The balcony is hung, just like on a ship. It's suspended; it's not supported."

The building features a history room, where visitors can view photos and articles about its past. The first building to reside on the site was actually a wooden ship, whose hull was eventually incorporated into the building. By 1856, a brick structure was on the lot, and by 1893, the Canessa Printing Company had been established at the address.

After the 1906 quake, Italian-American architect Luigi Mastropasqua rehabilitated the building, incorporating Asian-inspired designs such as round windows. Mastropasqua was also behind a few other local landmarks and buildings (<http://canessa.blogspot.com/2006/10/luigi-mastropasqua-architect-of.html>), including the ornate Julius' Castle (<http://www.juliuscastlesf.com/>) on Telegraph Hill.

The Jackson Square neighborhood continued its pre-quake status as a hub for artists, with a new generation moving in. Diego Rivera, Frida Kahlo, William Gerstle, Ralph Stackpole, Caroline Martin and Ruth Cravath were just a few of the sculptors and painters who had studios in the area. Nearby was the Montgomery Block building, affectionately called the "Monkey Block" (http://foundsf.org/index.php?title=The_Monkey_Block)," which had a long, rich history as an artists' enclave. It was torn down in 1959, and the Transamerica Building was erected on the site.

Downstairs, where Bocadillos now serves up Basque cuisine, was the Black Cat Cafe, an artists' retreat and the city's first openly gay bar after World War II. (Interestingly, its owner, Sol Stouman, was not gay.) It occupied the ground floor from the 1930s to 1963.



Photo: SF Public Library Photo Archives
(<http://webbie1.sfpl.org/multimedia/sfphotos/AAB-2597.jpg>)

As the decades passed, Canessa Printing Company continued to operate. Jaycox said on warm days when the sun comes through the skylight, oil from the presses still seeps up from the floor. The printer finally closed up shop in 1965, and Canessa Gallery, a nonprofit, was founded in 1966. Its proprietor wishes to remain anonymous.

For nearly 50 years, the gallery has provided space (<http://www.canessa.org/past-exhibitions.html>) for more than 600 artists and creatives to showcase their work. Jaycox said many exhibits focus on nature-related art, and that the scope of the gallery has always been closely tied to with environmentalism and ecology. But the gallery's scope isn't

limited to environmental art; the walls currently display a show called "Time" by photographer Ali Assareh, which includes quirky and personal shots of "moments."



Canessa is also something of a precursor to the current era of coworking spaces. Various creative types rent desk space or nooks and crannies. "In the center of it has always been a rotating art gallery, which to me, makes it more fun to show up every day that I'm there," Golinger said. "There's something different to look at on the walls, rather than some cookie-cutter art from a poster shop."



Jaycox also said people say there's a calm energy to the space—a sense of time and place. "What I like about Canessa is there's so much history in it," she said, "Even if you think you're creating something new, you're not."

Canessa Gallery is open on Wednesdays from 12-3 pm, and at other times by appointment (<http://www.canessa.org/contact.html>). The gallery also opens to the public on the first Friday of each month for North Beach First Fridays, from 6-9pm.



CANESSA GALLERY 50TH ANNIVERSARY SHOW

OPENING RECEPTION &
SILENT AUCTION
SEPTEMBER 9

CLOSING PARTY &
SILENT AUCTION
SEPTEMBER 30



Proclamation

CITY AND COUNTY OF SAN FRANCISCO

WHEREAS, Canessa Gallery, a nonprofit neighborhood art gallery located at 708 Montgomery Street, held its first art exhibition in 1966; and,

WHEREAS, Over the last fifty years Canessa Gallery has showcased and supported more than 600 new, emerging, and established sculptors, painters, photographers, and performance and literary artists; and,

WHEREAS, Canessa Gallery is an institution that is fundamental to the continuity of North Beach as a center of San Francisco's rich artistic, literary, and cultural history; and,

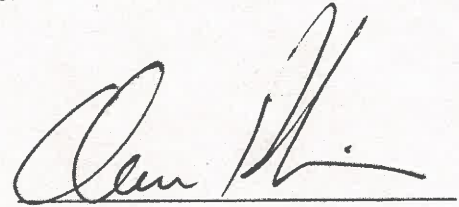
WHEREAS, Canessa Gallery provides valuable meeting space for book launches, poetry readings, and a wide range of community gatherings;

WHEREAS, The gallery is housed in a pre-1906 earthquake architectural gem on one of the oldest and most storied streets in San Francisco, and is thus an important part of this city's heritage; and,

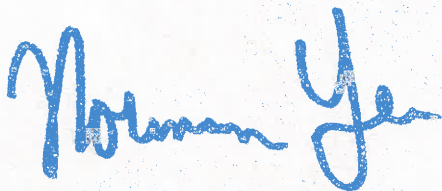
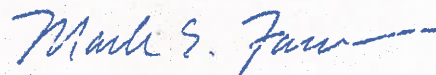
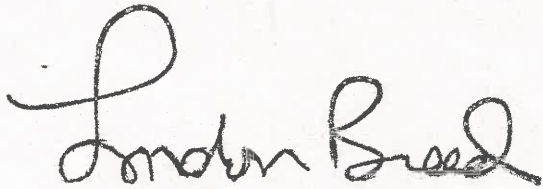
WHEREAS, Canessa Gallery has been kept alive for fifty years by architect and environmentalist Zach Stewart, a "New Deal kid" who has made it a hub of North Beach activism; now, therefore be it

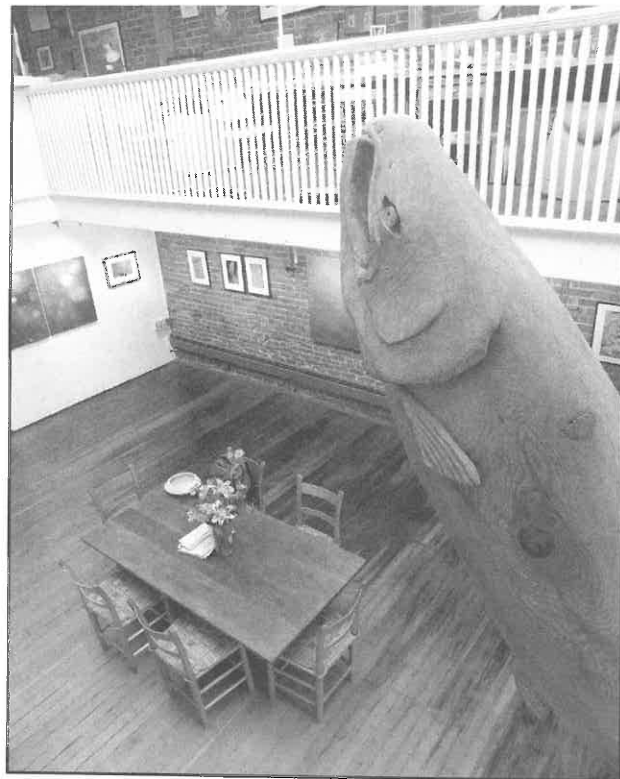
RESOLVED, That the City and County of San Francisco honors Canessa Gallery on its 50th anniversary; and, be it

FURTHER RESOLVED, That the Board of Supervisors hereby proclaims September 9, 2016 to be Canessa Gallery Day in the City and County of San Francisco.



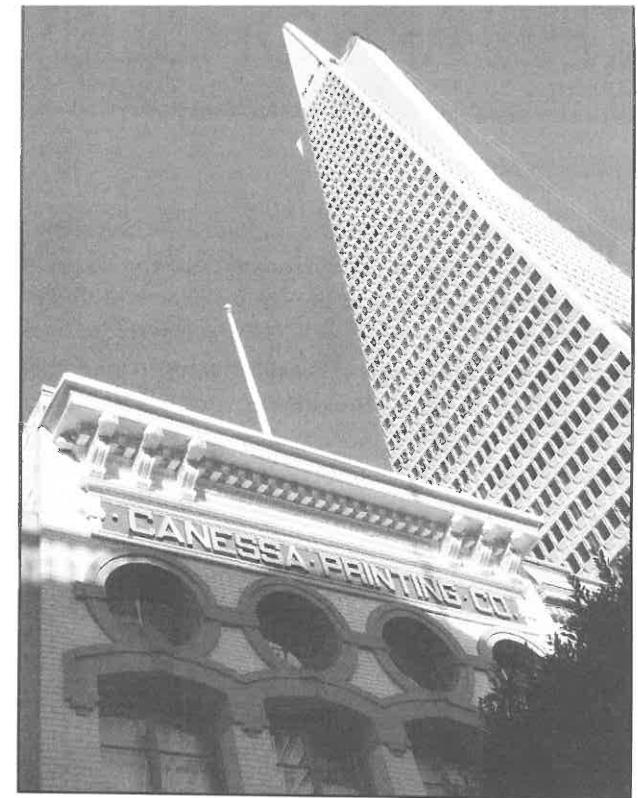
Aaron Peskin
San Francisco Board of Supervisors
September 9, 2016





CANESSA FIFTIETH ANNIVERSARY PARTY, FRIDAY, SEPTEMBER 9, 6 TO 9 PM

In September, Canessa Gallery celebrates its fiftieth anniversary with a fundraiser featuring work donated by artists who have shown here in the past. Tickets for the opening reception on Friday, September 9, from 6 to 9 PM, will be available at the door for a donation of \$20. A silent auction of the exhibited artworks will be held during the reception, with a minimum bid of \$100 and an outright purchase price of \$200 per artwork. Wine and appetizers will be served. Come and help us celebrate and support this jewel of a nonprofit neighborhood gallery.



PRESIDENT'S CORNER

THD President Stan Hayes's summary of the Hill Dwellers' accomplishments in the past fiscal year appears on pp. 10-11 of the Summer Semaphore. Here's his brief additional report on one key issue the THD Board is following.

The developer of a multi-unit residential project at 115 Telegraph Hill Boulevard has elected to move ahead despite an ongoing appeal of a lower court decision in April that failed to block the project. On June 6, representatives of the developers held a meeting at the Italian Athletic Club to discuss their construction plans. Developer representatives stated that construction, including excavation of the

UPDATE ON 115 TELEGRAPH HILL BOULEVARD

hillside adjoining the Filbert Steps for a thirty-foot deep garage, will begin within two to three months.

A large and contentious crowd confronted the developer representatives with numerous questions regarding their plans for managing truck traffic and other construction impacts, and demanding more detailed information about those impacts. Given that one of the conditions for approval of the project imposed by the Board of Supervisors and City agencies is neighborhood consultation, local residents questioned whether sufficient information was being provided for that to occur.

In a follow-up comment letter to the developer, THD President Stan Hayes challenged the developer's permitting strategy with the City, stating THD's concern that it "would allow construction [excavation and shoring] to commence prior to the City's approval of the site

permit." Further, "key information required for informed and meaningful neighborhood consultation was not provided." Under the project's conditions of approval, "neighbors need and are entitled to sufficient information to evaluate the adequacy of the project sponsor's construction management plan," along with other details the developer representatives were not ready to provide. Hayes reminded them that "such consultation must be completed *before construction is initiated*."

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No date has been scheduled for the next neighborhood meeting.

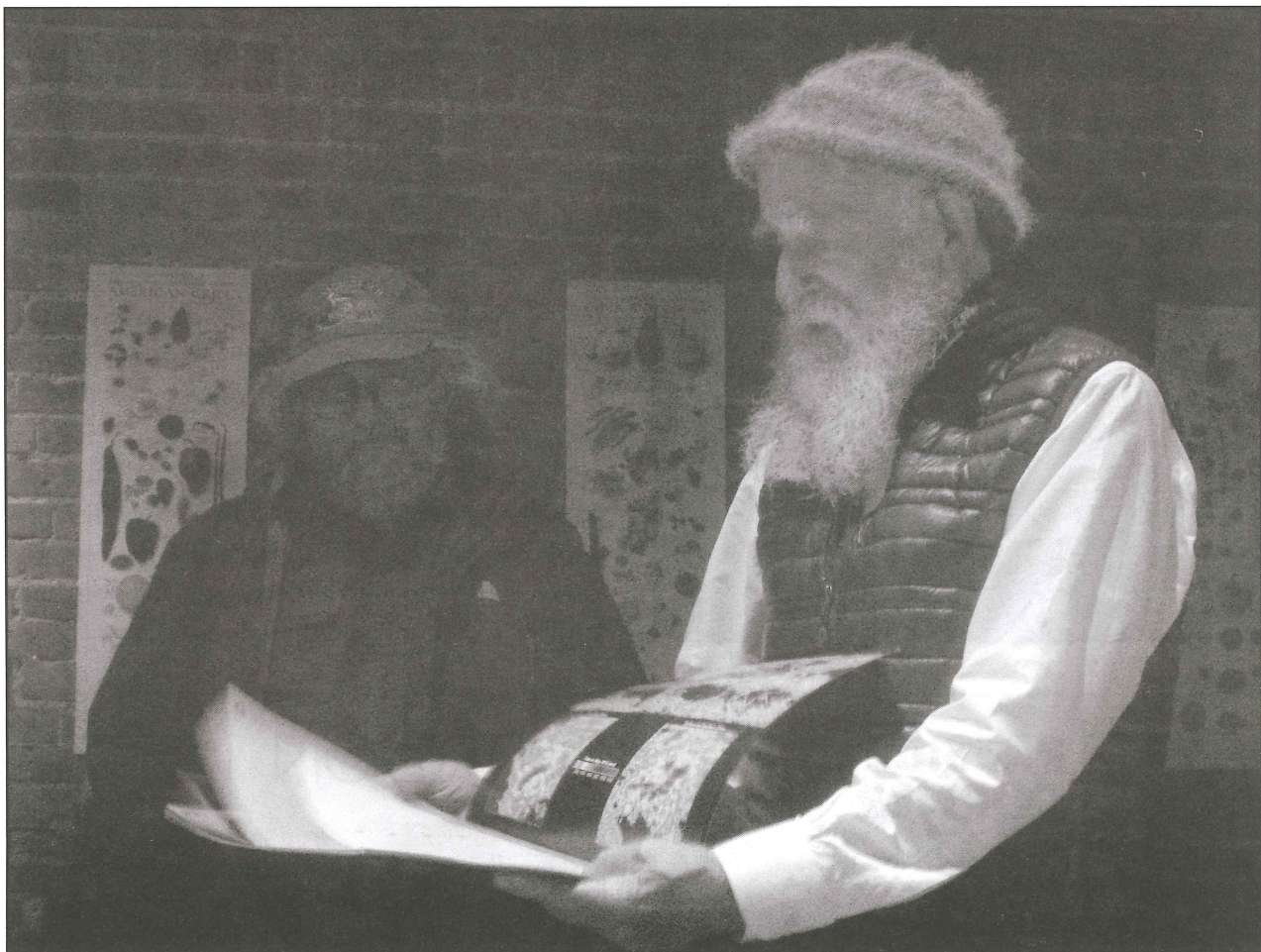
THE ART OF SURVIVAL: CANESSA GALLERY TURNS FIFTY

by Carolyn Miller

It sits on one of the oldest and most storied streets in San Francisco, on what was once the shore of San Francisco Bay: a quirky survivor of a building jammed in next to other survivors. It rests on mud and fill and the remnants of sailing ships. Along with its neighbor, the Belli Building, it survived the Great Earthquake of 1906 and the mania for urban high-rises. On its ornate white-brick façade and beneath its bracketed cornice is a sign in large gold letters: Canessa Printing Company.

The ground floor is home to Bocado, an elegant little Spanish restaurant. But if you enter the narrow green door to the right of the restaurant entrance and climb the worn wooden stairs, you will discover a neighborhood gem, Canessa Gallery.

Zach Stewart, architect, landscape designer, environmentalist, and political activist, began running the gallery in 1966, after the Canessa Printing Company closed and his architectural firm moved into the space. Because their offices were upstairs, this left the large, open space downstairs free. The firm was interested in designing parks, so it seemed natural to show the photographs of the well-known nature photographer Philip Hyde on the big, empty walls. After this first show, Stewart continued to host shows there. In doing so, he restored the street's artistic heritage, for the ground floor was once the site of the Black Cat Café, a notorious haunt of bohemian and Beat artists, writers, and poets, with a mixed straight and gay crowd. Next



Zach Stewart, who has kept the gallery going since 1966, with writer Mark Bittner.

ALL PHOTOS (C) JULIE JAYCOX

door was a warren of studios for such famous artists as Maynard Dixon, Ralph Stackpole, Frida Kahlo, and Diego Rivera. Today, the Transamerica Pyramid intermittently shadows the Canessa building like the gnomon on a sundial, but before that it was the site of the famous Montgomery Block, a haven for writers including Mark Twain, Bret Harte, Ambrose Bierce, and Robert Louis Stevenson and, during the thirties, as many as seventy-five New Deal artists.

Today, Canessa Gallery keeps the rich artistic tradition of upper Montgomery Street alive by providing space for artists to show their work. In a time when many traditional galleries have closed or are closing because their buildings have been sold or rented to high-tech companies, Canessa Gallery operates on a shoestring as a nonprofit. Exhibiting artists are asked to contribute to the running of the place, but the gallery takes no percentage of any sales. A small band of volunteers helps keep the place afloat, as does the rental income from three large-windowed offices and several open-desk spaces and cubbyholes. At night, Canessa regularly hosts poetry readings, lectures, and various kinds of cultural and community meetings.

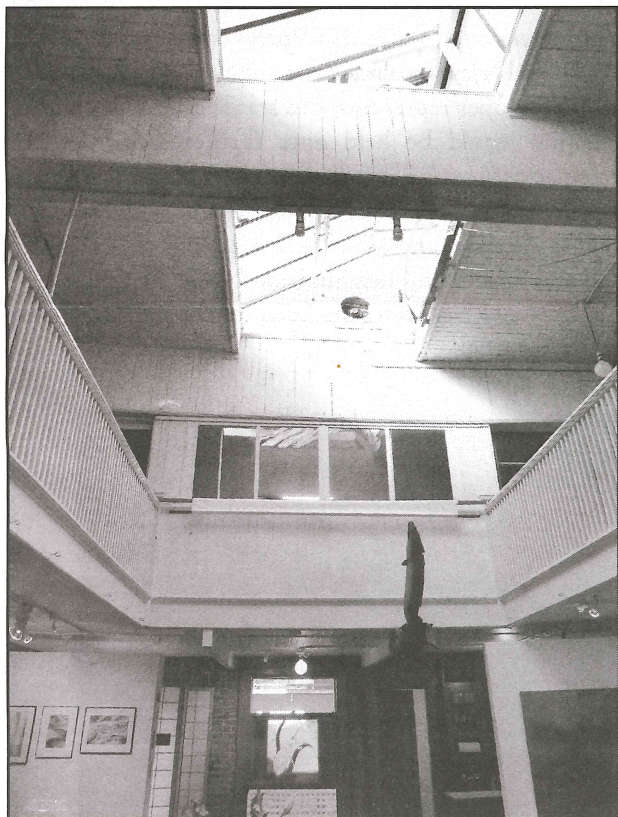
Over its fifty years of existence, Canessa has shown work by a whopping six hundred artists. Some

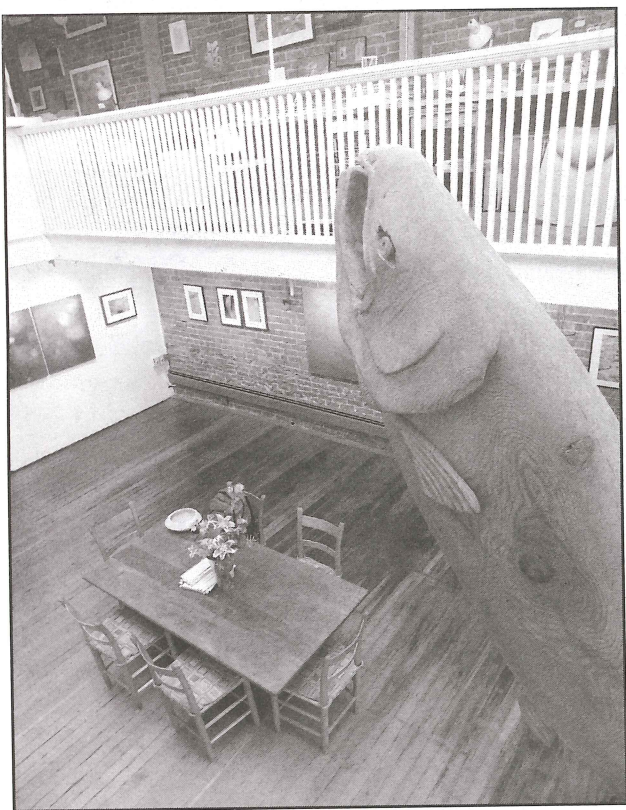
went on to achieve wide recognition, such as Trudy Myrrh Reagan, Mokhtar Pak, John Mattos, and Chico MacMurtrie. To both well-known and not-so-well-known artists, Canessa has been a godsend. It's not a traditional gallery that signs artists onto its list of talent and promotes their work to collectors who follow the gallery circuit—thus Zach's warning to every new exhibitor that "no one will come to your show, and no one will buy your work" (though people *do* come to the shows, and artists *do* sell work). Instead, it's the kind of gallery that allows "artists-for-life," the focus of Canessa's mission, to hang their work on the old brick walls, and to invite their friends and neighbors and First Friday art walkers and people on the Canessa mailing list to see their work in conversation with itself or with that of other artists.

When you walk up the rickety stairs to the second floor of the Canessa Building, you enter a room that was once inhabited by huge printing presses along one wall. The fir floor is original, but the brick walls were rebuilt with new and quake-damaged bricks after the second floor fell down in the Great Quake. The building has been retrofitted against future tremors, but the small brass fittings that swing out from the walls are still-working gaslights. Natural light pours down from the skylight high in the rafters. On warm days, the wooden floor beads with oil from the long-gone printing presses. The high, open room smells like old wood and old brick and the passage of time, and it's quiet, with the serenity of a long-time survivor of history, and the room is host to sculpture or the walls are hung with paintings or prints or drawings or photographs, the fruition of one or more artists' creativity and belief in the power and meaning of art.



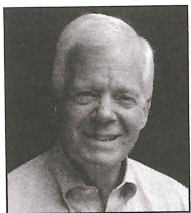
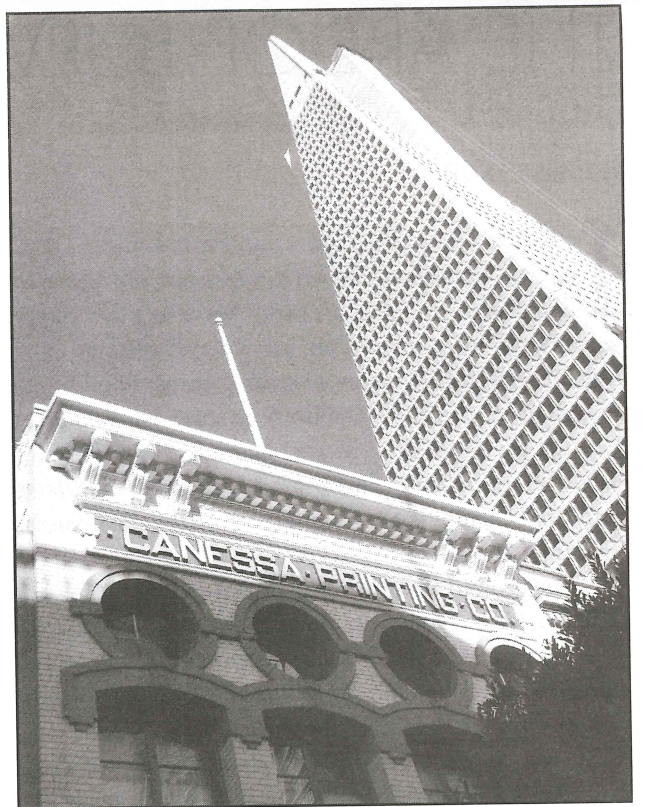
Carolyn Miller is a poet and painter who has lived in San Francisco since 1970. She most recently showed her work at Canessa Gallery in June, with photographers Richard Zimmerman and Julie Jaycox.





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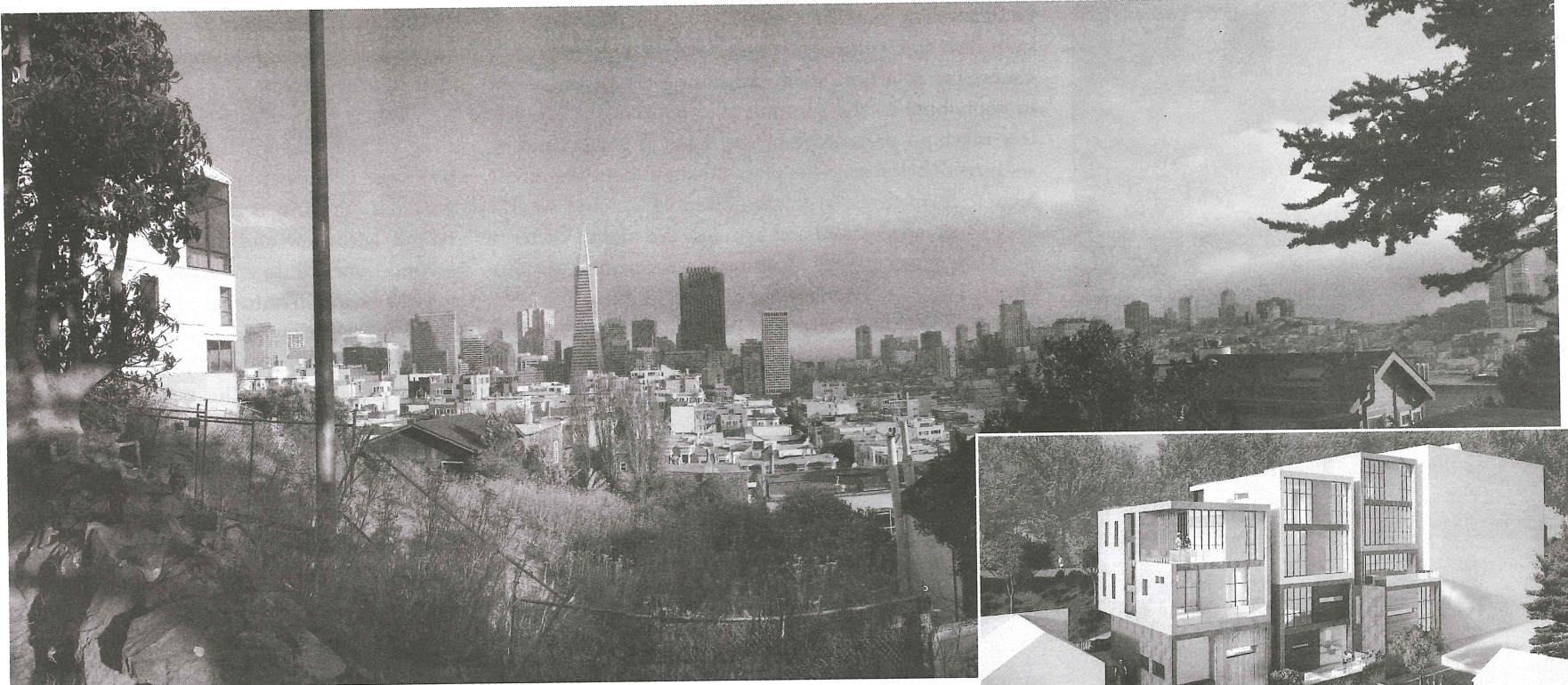
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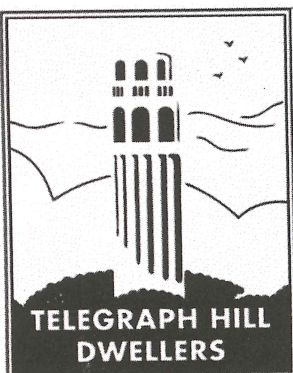
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No date has been scheduled for the next neighborhood meeting.



The view that would be blocked by the proposed condo project. PHOTO © STAN HAYES.
[Inset] Architects' rendering of the proposed 3-unit condo project from the rear.



HELP BEAUTIFY AND PROTECT THE CHARACTER OF TELEGRAPH HILL

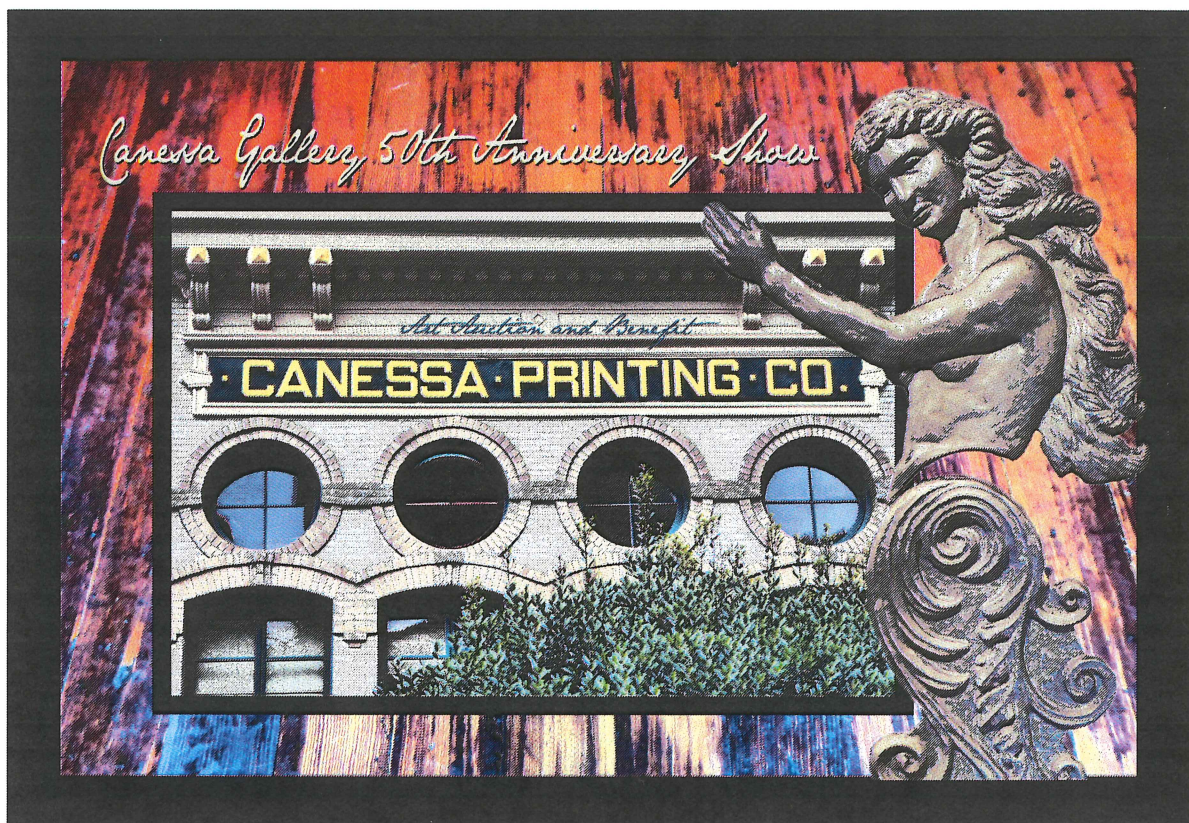
Please consider making a lasting commitment to the neighborhood you love. Include Telegraph Hill Dwellers Gift Planning Project in your estate planning.

Contact Jon Golinger for information: (415) 531-8585 or jon.golinger@thd.org

ERRATA: Our apologies to the late Mohandas K. Gandhi, whose name was misspelled in our Spring issue. Also to Larry Habegger, author of "Saving Grace's Garden," whose credit line should have read:

Adapted by Telegraph Hill writer and publisher Larry Habegger from a work in progress, "Grace Marchant and Her Famous Garden: A Life on Telegraph Hill." For more of Larry's books, see TravelersTales.com.

Larry also noted that the tall shingled building pictured on the right at the bottom of p. 7 is 261-265 Filbert, not Grace Marchant's home at 222 Filbert.



Canessa Gallery Artists Resource
50th Anniversary
Art Auction
1966-2016

North Beach FIRST FRIDAYS



- A) Sweetie's Art Bar: 475 Francisco St
- B) Real Old Paper: 801 Columbus St
- C) La Trappe: 800 Greenwich St
- D) Modern Eden Gallery: 801 Greenwich St
- E) Tom's Beautiful Sexy Hair: 701 Greenwich St
- F) The North Beach Bauhaus: 703 Columbus Ave
- G) Telegraph Hill Gallery: 491 Greenwich St
- H) Macchiarini Creative Design: 1544 Grant Ave
- I) Naivasha Studio & Gallery: 1499 Grant Ave
- J) Church Key: 1402 Grant Ave
- K) Live Worms Gallery: 1345 Grant Ave
- L) 1317 Gallery & Design Studio: 1317 Grant Ave
- M) Mule Gallery: 80 Fresno St
- N) Urban Sidewalk: 241 Columbus Ave
- O) Grey City Gallery: 250 Columbus Ave
- P) Canessa Gallery: 708 Montgomery St
- Q) Orangeland: 1250 Mason St
- R) Clay by the Bay: 1242 Mason St



2017
Celebrating
Six Years

The **first friday** of each month, the North Beach business district opens its doors from **6 pm to 9 pm**, encouraging residents and visitors alike, to explore the visual arts and entertainment that color the neighborhood with special events occurring monthly at participating venues. Follow us on facebook or twitter for event updates, or visit our website to get involved!

Supporters



Canessa



/northbeachfirstfridays

www.northbeachfirstfridays.com

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"Wavelength to Nature" Ethan Cranke, Oil on Gesso on PVA Size on Mounted Birch Panel, 24 x 30" 2014
(Photo by Rena Nicole Morabe)

New
Landscape
Paintings

Ethan Cranke

Ethan Cranke: New Landscape Paintings

During his 17 years as a full-time painter, Ethan Cranke has dedicated much of his canvas to alla prima landscapes— and this is evident in his dramatic displays of strong colors and confident mark-making found in this body of work which will be on display at San Francisco's historic Canessa Gallery. These rich, moody landscapes evoke both the 19th-century expressionists and the magnificent light of West Sonoma County—where Ethan lives, paints, and chops wood.

"I am deeply honored to be showing here. To have my paintings hanging on the same walls that have been privy to the goings-on of artists such as Diego Rivera, Benny Bufano, Frida Kahlo, and many others whom I would consider legendary, is beyond compare." ~Ethan Cranke

"People buy artwork because it speaks to their emotions, unless they are buying for the surface value, and then because it's pretty, cool, or the colors coordinate with their interiors (ick). What looking at Ethan's art tells me about him is the depth of spirit... and (his) confidence in his execution. The bold strokes...I think one has to love the subject to do that." ~Linda McKay (Collector, Co-owner of Juxtapoz Magazine and Ermico Enterprises.)

Opening night, April 1, Doug Carroll and David Samas will play sets of improvised music inspired by the painted landscapes, incorporating Carroll on cello with original field recordings and Samas (joined by Bryan Day) re-creating live, natural soundscapes on invented instruments. By donation.

Doors for the First Friday Opening Reception and concert at Canessa Gallery in North Beach open at 5:00pm; concert at 7:30.

A Closing reception will be held on April 30. All events are free and open to the public.

Opening Reception:
Friday April 1, 5-8pm
Concert at 7:30pm with
Doug Carroll &
David Samas

Show open through May 1

Closing Reception:
Sat April 30, 5-8pm

Canessa Gallery

708 Montgomery st,
SF, CA, 94111
Open Wed. 12-3pm
& by appointment:
(415) 218-9341

for immediate release
publicity contact:
David Samas
petthetiger@gmail.com
(415) 218-9341

<http://EthanCranke.com>

<http://EthanCranke.BlogSpot.com>

<http://Canessa.org>

SOLENCE

AN EVENING OF LIVE EXCURSIONS INTO SIGHT & SOUND

SATURDAY 4-23 8PM

JACK HERTZ

QUADRAPHONIC SOUND

BILL THIBAUT

VIDEO SURROUNDINGS

CANESSA GALLERY
708 MONTGOMERY ST
SAN FRANCISCO

