



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

HEARING DATE: DECEMBER 6, 2017

*Filing Date:* November 8, 2017  
*Case No.:* 2017-014616LBR  
*Business Name:* Beck's Motor Lodge  
*Business Address:* 2222 Market Street  
*Zoning:* NCT (Upper Market Neighborhood Commercial Transit)/  
50-X/40-X Height and Bulk District  
*Block/Lot:* 3560/031  
*Applicant:* Brittney Beck, Owner  
2222 Market Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy, District 8  
*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

Beck's Motor Lodge is a local continuously family-owned motel located in the Castro neighborhood. Constructed from the ground up by original owner and founder Will ("Bill") Beck, Beck's Motor Lodge was a small motel offering stays for 5 dollars per night in the quiet, working-class Irish neighborhood at the time. Beck saw an opportunity to create a car-centered motel along the Market Street. As the neighborhood progressed and underwent changes, the motel grew with it and eventually became embedded in the heart of the LGBTQ community in the Castro as a safe place for LGBTQ individuals who wanted to escape the confines of homes that were holding them back and did not understand them. Apart from hosting tourists and out-of-towners, the motel also opened its doors to patients at nearby hospitals visiting for special procedures and people visiting loved ones who are patients at nearby hospitals.

Since its opening, the motel has grown to accommodate 58 guest rooms, free parking, and a still-affordable, friendly, welcoming place for out-of-towners to stay and experience the Castro neighborhood. The motel has become a treasured place for guests to gather to talk about and share experiences and remains a community-centered business through its dedication to its employees and guests, providing a stable and loving motel community. As the only major hotel in the Castro, Beck's Motor Lodge provides a space in the City that is unique to the Castro in its décor, in its friendly and welcoming environment, and in the place it holds in the history and development of the Castro neighborhood.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1958

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

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

- i. Beck's Motor Lodge has operated for 59 years.
- ii. Beck's Motor Lodge has contributed to the Castro community's history and identity by continuously offering a welcoming and comforting place for people to stay. The motel has opened its doors to all, including those who need it the most such as those visiting the City to undergo medical treatments for ailments and those who are visiting beloved friends and family undergoing treatments. Beck's Motor Lodge continues to be a place for guests to gather to talk about and share experiences.
- iii. Beck's Motor Lodge is committed to maintaining the physical features and traditions that define its hospitality presence in the Castro and in the greater San Francisco area.

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

The business is associated with providing comforting hospitality to locals, tourists, and those visiting from out of town to receive medical treatments and to visit those who are receiving treatments for various ailments.

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

Yes. The 1958 property has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" as it is located within the identified-eligible Upper Market Street Commercial Historic District and was previously surveyed as part of the Market Octavia survey and rated as a property eligible for listing in the California Register individually and as a contributor to the identified-eligible historic district.

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

The property is located in the identified Upper Market Street Commercial Historic District, eligible for listing in the California Register.

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 business has been cited in a number of publications including but not limited to: The Bay Area Reporter, 5/24/2012, "Beck heir upgrades family's motor lodge," by Matthew S. Bajko;

**Beck's Motor Lodge; Eddie's Café; Little Joe's Pizzeria;  
One Twenty For Hair**

The Bay Area Reporter, 2/11/2016, "Business Briefs: No love lost between Castro merchants and Super Bowl," by Matthew S. Bajko; Castro Courier, July-August 2010, "Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood," by J. Dean Woodbury; San Francisco Chronicle, 10/12/2017, "List of hotels with discounted rooms for fire evacuees," by Maxine Marshall; Hoodline, 3/20/2015, "After 57 Years In The Castro, Beck's Motor Lodge Still Going Strong," by Sari Staver.

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

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

- 2222 Market Street

**Recommended by Applicant**

- Googie-style that pays tribute to mid-century design
- U-shaped plan with a central courtyard area for parking
- Room arrangement along exterior circulation paths
- Prominent office near roadway with a large porte-cochere
- Towering sign along Market Street that says "Beck's Motor Lodge" with a base consisting of a cement sun deck with various seating configurations
- Bold bright orange and dark blue color scheme
- Tradition of offering a welcoming and affordable atmosphere of hospitality to all who need a temporary place to stay
- Tradition of offering free parking

**Additional Recommended by Staff**

- Location in the Castro neighborhood along Market Street

*Filing Date:* November 8, 2017  
*Case No.:* 2017-014618LBR  
*Business Name:* Eddie's Cafe  
*Business Address:* 800 Divisadero Street  
*Zoning:* NCT (Divisadero Street Neighborhood Commercial Transit District)/  
65-A Height and Bulk District  
*Block/Lot:* 1180/013  
*Applicant:* Helen Hwang, Owner  
800 Divisadero Street  
San Francisco, CA 94117  
*Nominated By:* Mayor Edwin Lee  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Eddie's Café is a local diner serving the Western Addition neighborhood. Opened in 1974 originally as a soul food restaurant in a predominantly African American neighborhood, the restaurant served dishes such as fried chicken, oxtail stew, short-ribs, chitins, and Louisiana gumbo, all of which were recipes developed by the original owner, Eddie Barrie. In 1988, the business was sold to Helen and Min Hwang, who immigrated to San Francisco from South Korea in 1983 and wanted to start their own small business. Purchasing Eddie's Café gave them the opportunity to do so and become a part of this new city of theirs. Although ownership changed from Eddie Barrie to the Hwangs, Barrie continued to work in the restaurant for six months after the sale in order to teach Helen and Min how to run the business and cook the recipes.

Although the neighborhood has undergone drastic changes since 1974 and the business no longer offers a strictly soul food based menu, Eddie's Café still maintains a welcoming environment with comforting food to all customers, whether they be locals who frequent the establishment, new transplants to the area or tourists visiting from near and far. The Hwangs have upheld the business' connection to Western Addition history by continuing to offer certain dishes such as grits and sausages and portraying photos and memorabilia such as articles on the interior commemorating Eddie Barrie and his restaurants' rich history in the neighborhood.

Eddie's Café is a long-standing, neighborhood-serving business whose business model is based on a "diner-model" that serves food that caters to the tastes of the residents of the neighborhood, changing with the trends as the neighborhood trends. The restaurant has maintained its status as a neighborhood institution, even among the older residents who have been regulars since 1974 and who continue to show appreciation for the welcoming and neighborly environment and good food.



## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1974

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

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

- i. Eddie's Café has operated for 43 years.
- ii. Eddie's Café has contributed to the Western Addition community's history and identity by maintaining its welcoming environment and accommodating its menu to fit the ever-changing neighborhood. The business started out as a soul-food restaurant in a predominantly African American neighborhood but has since changed its menu to fit the needs of the changing neighborhood. Although this change has taken place, the restaurant still maintains connection to its African American roots by keeping certain items on the menu and maintaining its appearance from its opening, offering the neighborhood a place to experience a piece of Western Addition history.
- iii. Eddie's Café is committed to maintaining the physical features and traditions that define its home-style diner culinary presence.

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

The business is associated with a traditional diner-style approach to food, that includes all-day breakfast and an always changing and evolving attitude to accommodate the needs and wants of the neighborhood.

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

No. The ca. 1900 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 business has been cited in a number of publications including but not limited to: Eater San Francisco, 2/17/2016, "Behold Sunday Morning at Eddie's Café, A Dying Breed in San Francisco Breakfast;" San Francisco Chronicle, 10/16/2017, "Eddie's Café and a bowl of grits,"

by Tannis Reinhertz.

*Physical Features or Traditions that Define the Business*

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

- 800 Divisadero Street

**Recommended by Applicant**

- Business model that includes attracting and serving a diverse array of people, maintaining reasonable prices of food, and maintaining a diner model, serving food that caters to the tastes of the residents of the neighborhood, changing with the trends as the neighborhood changes
- Interior features that include red vinyl booths, white tables, and countertops
- Décor that includes letters from international patrons from as far away as Germany and Japan, framed San Francisco Chronicle articles, historic neighborhood photos, awards and stickers, and a host of San Francisco paraphernalia
- "Eddie's Café" sign and awnings
- Large sign that says "Breakfast All Day," which is a hallmark of the diner model

**Additional Recommended by Staff**

- Storefront system that includes an angled corner entry and tiled bulkhead
- Location along the Divisadero Street commercial corridor

*Filing Date:* November 8, 2017  
*Case No.:* 2017-014645LBR  
*Business Name:* Little Joe's Pizzeria  
*Business Address:* 5006 Mission Street  
*Zoning:* NCD (Excelsior Outer Mission Street Neighborhood Commercial District)/  
40-X Height and Bulk District  
*Block/Lot:* 6968/009  
*Applicant:* Alfredo Rodriguez, Vice President  
5006 Mission Street  
San Francisco, CA 94112  
*Nominated By:* Supervisor Ahsha Safai, District 11  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Little Joe's Pizzeria is a local family-owned and -operated restaurant serving Italian and Mexican dishes in the Excelsior/Outer Mission neighborhood. The restaurant was started in 1942 by Joseph "Little Joe" Russo, who began working for his father, Giuseppe, at his restaurant in North Beach (Napoli Ristorante) after completing military service. At his father's restaurant, Joe learned the pizza business and in 1958, he opened Little Joe's Pizzeria at the corner of Mission and Persia streets in the Excelsior District and began serving Italian classics such as pizza, chicken parmesan, and pasta dishes. By 1972, the restaurant had grown so much that it moved from its original location to its present location at 5006 Mission Street and in 1973, Alfredo Rodriguez purchased the business from Little Joe with the intention of running it as a family business and as a place for his family could work and be together in one place.

Under the new ownership, the menu accommodated for a diverse neighborhood population. Alfredo Rodriguez added a Mexican aspect to the menu as not only did the Excelsior/Outer Mission had a sizeable Mexican population but also locals who frequented the establishment asked the new owner why the Mexican-owned business featured no Mexican dishes. Rodriguez's solution was to create a "Mexican pizza," which became so popular that he decided to add more Northern Mexican dishes based on recipes from his wife, Gloria.

Little Joe's Pizzeria has become a beloved neighborhood establishment, offering a unique menu to a diverse community. It has become a place for families to bring their children to witness the cooks toss, catch and spin pizza dough and has remained committed and tied to the community by making it a point of hiring local residents. Additionally, the restaurant is supportive of local schools by donating its space, time and food for various schools, educational organizations and extracurricular groups to meet and host events.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1958

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

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

- i. Little Joe's Pizzeria has operated for 59 years.
- ii. Little Joe's Pizzeria has contributed to the Excelsior/Outer Mission community's history and identity by carrying out a business model and a mission that provides a welcoming space for the neighborhood to gather and indulge in Italian and Mexican cuisine, that shows commitment to the community in the hiring of local residents, and that illustrates and enhances the diversity of the neighborhood in the form of its food.
- iii. Little Joe's Pizzeria is committed to maintaining the physical features and traditions that define them as a unique restaurant with both Italian and Mexican dishes that cater to and represent the diverse population of the neighborhood.

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

The business is associated with traditional Italian and Mexican, Northern Mexican specifically, dishes.

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

No. The 1950 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.?*

The business has not been cited in publications to date.

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

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

- 5006 Mission Street

**Recommended by Applicant**

- Mission to make the restaurant a welcoming, family-friendly, humble neighborhood spot
- Unique menu consisting of Italian and Mexican/Northern Mexican recipes and dishes
- Business model that includes donating time, space and food to local schools and hiring employees (both part- and full-time) from the neighborhood
- Italian-feeling interior design that is dimly-lit with leather booths in the tuck-and-roll style with wooden tables and chairs, red and black wallpaper with a velveteen texture, and a takeout pizza counter at the front
- Large neon sign brought from the original location on Mission and Persia streets that says the words "Little Joe's Restaurant" and "Pizza" and "Dining Room"

**Additional Recommended by Staff**

- Location in the Excelsior/Outer Mission neighborhood, specifically along Mission Street
- Storefront system including angled vestibule and tiled bulkhead and aluminum storefront system
- Painted "Little Joe's Pizza" along the front façade

*Filing Date:* November 8, 2017  
*Case No.:* 2017-014705LBR  
*Business Name:* One Twenty for Hair  
*Business Address:* 155 Main Street  
*Zoning:* C-3-O (SD) (Downtown – Office (Special Development))/  
200-S Height and Bulk District  
*Block/Lot:* 3717/011  
*Applicant:* Marco Paz, Owner  
155 Main Street  
San Francisco, CA 94105  
*Nominated By:* Supervisor Jane Kim, District 6  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

One Twenty for Hair is a local haircutting and hairstyling salon serving the Downtown/Financial District neighborhood. The business was opened in 1985 by Marco and Edith Paz, who relocated to San Francisco from Washington D.C. to establish themselves as leaders in the industry on the West Coast after having run a successful and prestigious salon in D.C. The business was originally located at 120 Howard Street in the Financial District and operated under the mission of providing a relaxing environment for clients to receive salon services. The business established its presence in the Downtown/Financial District neighborhood as an affordable place to receive high quality salon services and to be greeted and taken in as if you were a part of the Paz family.

In 2012, the business was forced to relocate due to their lease at 120 Howard Street not being renewed. Rather than approach this situation in a negative way, Marco and Edith Paz saw this as an opportunity to continue their services and provide a fresh new look to the salon at their new location at 155 Main Street. One Twenty for Hair has been and remains an essential part of the Downtown/Financial District community by continuing to provide exceptional salon services and high quality hair products at affordable prices in a warm, welcoming and familial environment. The clientele makeup of the business includes neighborhood residents, workers and former residents who make the journey back to the City just to have their hair cut at this unique salon. Additionally, the salon offers internship to students in cosmetology school so that they can work alongside hairstylists to strengthen their skills and also learn the business side of the industry.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1985

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

Yes, One Twenty for Hair qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. One Twenty for Hair has operated for 32 years.
- ii. One Twenty for Hair has contributed to the Downtown/Financial District community's history and identity by continuing to offer high quality, affordable haircutting and hair styling services to changing clientele in the neighborhood and to those who have frequented the business since its opening but have since moved away and travel back specifically to be tended to by the Paz's.
- iii. One Twenty for Hair is committed to maintaining the physical features and traditions that define it as a small, local, family-owned hair salon that provides high quality haircuts and a familial atmosphere and attitude to all clients.

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

The business is associated with the tradition of haircutting and hair styling services.

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

The 1989 property is considered a "Category C Property" that does not further review per the Planning Department's CEQA review procedures for historical resources because it is less than 45 years of age.

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.?*

The business has not been cited in publications to date.

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

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

- 155 Main Street

**Recommended by Applicant**

- Business model and mission to keep customers happy and relaxed by providing a family atmosphere and by focusing on making clients feel like part of a family
- Providing high quality, affordable haircutting and hair styling services

**Additional Recommended by Staff**

- Location in the Downtown/Financial District neighborhood

## **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 nomination requires 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 letters of support for One Twenty for Hair, which are included in the application packet.

## **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 the above businesses 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  
Legacy Business Application

SC: XXXX





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE DECEMBER 6, 2017

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*Zoning:* NCT (Upper Market Neighborhood Commercial Transit)/  
50-X/40-X Height and Bulk District  
*Block/Lot:* 3560/031  
*Applicant:* Brittney Beck, Owner  
2222 Market Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy, District 8  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BECK'S MOTOR LODGE, CURRENTLY LOCATED AT 2222 MARKET STREET (BLOCK/LOT 3560/031).**

**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 Castro 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 December 6, 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 Beck's Motor Lodge 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 Beck's Motor Lodge

*Location (if applicable)*

- 2222 Market Street

*Physical Features or Traditions that Define the Business*

- Googie-style that pays tribute to mid-century design
- U-shaped plan with a central courtyard area for parking
- Room arrangement along exterior circulation paths
- Prominent office near roadway with a large porte-cochere
- Towering sign along Market Street that says "Beck's Motor Lodge" with a base consisting of a cement sun deck with various seating configurations
- Bold bright orange and dark blue color scheme
- Tradition of offering a welcoming and affordable atmosphere of hospitality to all who need a temporary place to stay
- Tradition of offering free parking
- Location in the Castro neighborhood along Market Street

**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 2017-014616LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

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*Case No.:* 2017-014618LBR  
*Business Name:* Eddie's Cafe  
*Business Address:* 800 Divisadero Street  
*Zoning:* NCT (Divisadero Street Neighborhood Commercial Transit District)/  
65-A Height and Bulk District  
*Block/Lot:* 1180/013  
*Applicant:* Helen Hwang, Owner  
800 Divisadero Street  
San Francisco, CA 94117  
*Nominated By:* Mayor Edwin Lee  
*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 EDDIE'S CAFE,  
CURRENTLY LOCATED AT 800 DIVISADERO STREET (BLOCK/LOT 1180/013).**

**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 Western Addition 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 December 6, 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 Eddie's Café 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 Eddie's Café

*Location (if applicable)*

- 800 Divisadero Street

*Physical Features or Traditions that Define the Business*

- Business model that includes attracting and serving a diverse array of people, maintaining reasonable prices of food, and maintaining a diner model, serving food that caters to the tastes of the residents of the neighborhood, changing with the trends as the neighborhood changes
- Interior features that include red vinyl booths, white tables, and countertops
- Décor that includes letters from international patrons from as far away as Germany and Japan, framed San Francisco Chronicle articles, historic neighborhood photos, awards and stickers, and a host of San Francisco paraphernalia
- "Eddie's Café" sign and awnings
- Large sign that says "Breakfast All Day," which is a hallmark of the diner model
- Storefront system that includes an angled corner entry and tiled bulkhead
- Location along the Divisadero Street commercial corridor

**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 2017-014618LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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*Case No.:* 2017-014645LBR  
*Business Name:* Little Joe's Pizzeria  
*Business Address:* 5006 Mission Street  
*Zoning:* NCD (Excelsior Outer Mission Street Neighborhood Commercial District)/  
40-X Height and Bulk District  
*Block/Lot:* 6968/009  
*Applicant:* Alfredo Rodriguez, Vice President  
5006 Mission Street  
San Francisco, CA 94112  
*Nominated By:* Supervisor Ahsha Safai, District 11  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION LITTLE JOE'S PIZZERIA, CURRENTLY LOCATED AT 5006 MISSION STREET (BLOCK/LOT 6968/009).**

**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 Excelsior/Outer Mission 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 December 6, 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 Little Joe's Pizzeria 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 Little Joe's Pizzeria

*Location (if applicable)*

- 5006 Mission Street

*Physical Features or Traditions that Define the Business*

- Mission to make the restaurant a welcoming, family-friendly, humble neighborhood spot
- Unique menu consisting of Italian and Mexican/Northern Mexican recipes and dishes
- Business model that includes donating time, space and food to local schools and hiring employees (both part- and full-time) from the neighborhood
- Italian-feeling interior design that is dimly-lit with leather booths in the tuck-and-roll style with wooden tables and chairs, red and black wallpaper with a velveteen texture, and a takeout pizza counter at the front
- Large neon sign brought from the original location on Mission and Persia streets that says the words "Little Joe's Restaurant" and "Pizza" and "Dining Room"
- Location in the Excelsior/Outer Mission neighborhood, specifically along Mission Street
- Storefront system including angled vestibule and tiled bulkhead and aluminum storefront system
- Painted "Little Joe's Pizza" along the front façade

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 2017-014645LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE DECEMBER 6, 2017

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2017-014705LBR  
*Business Name:* One Twenty for Hair  
*Business Address:* 155 Main Street  
*Zoning:* C-3-O (SD) (Downtown – Office (Special Development))/  
200-S Height and Bulk District  
*Block/Lot:* 3717/011  
*Applicant:* Marco Paz, Owner  
155 Main Street  
San Francisco, CA 94105  
*Nominated By:* Supervisor Jane Kim, District 6  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ONE TWENTY FOR HAIR, CURRENTLY LOCATED AT 155 MAIN STREET (BLOCK/LOT 3717/011).**

**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 Downtown/Financial District 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 December 6, 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 One Twenty for Hair 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 One Twenty for Hair

***Location (if applicable)***

- 155 Main Street

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

- *Business model and mission to keep customers happy and relaxed by providing a family atmosphere and by focusing on making clients feel like part of a family*
- *Providing high quality, affordable haircutting and hair styling services*
- *Location in the Downtown/Financial District neighborhood*

**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 2017-014705LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



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-2017-18-017  
*Business Name:* Beck's Motor Lodge  
*Business Address:* 2222 Market Street  
*District:* District 8  
*Applicant:* Brittney Beck, Owner  
*Nomination Date:* October 2, 2017  
*Nominated By:* Supervisor Jeff Sheehy

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

2222 Market Street from 1958 to Present.

**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:** November 8, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 8



City and County of San Francisco

**JEFF SHEEHY**

October 2, 2017

Dear Director Regina Dick Endrizzi:

I'm writing to nominate Beck's Motor Lodge for the Legacy Business Registry. A San Francisco landmark in the Castro District, Beck's Motor Lodge has been a mainstay of the neighborhood since opening in the late 1950's.

Beck's Motor Lodge has been a place for the neighborhood to come together, and has provided a sense of community for nearly 60 years. I strongly believe the business would benefit greatly from being a part of San Francisco's Legacy Business Registry, and thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy  
Member, San Francisco Board of Supervisors

## Section One:

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

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

<b>NAME OF BUSINESS:</b>		
Beck's Motor Lodge		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Brittney Beck		
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>	
2222 Market St., SF CA 94114	((415))621-8212	
	<b>EMAIL:</b>	
	bbeck@becksmotorlodge.com	
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.becksmotorlodge.com	https://www.facebook.com/becksmotorlodge/	https://www.yelp.com/biz/becksmotorlodge-san-francisco

<b>APPLICANT'S NAME</b>	
Brittney Beck	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Owner	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
2222 Market St., SF CA 94114	(415) 621-8212
	<b>EMAIL:</b>
	bbeck@becksmotorlodge.com

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0447760-02-001	27-2183269

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

## Section Two:

### Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2222 Market St., SF CA	94114	July 1958
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	July 1958-present	

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

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

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

**Brittney Beck**

**10/30/17**



Name (Print):

Date:

Signature:

## **BECK'S MOTOR LODGE**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

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

After months of construction from the ground up, Will ("Bill") Beck, opened the doors of Beck's Motor Lodge for visitors starting in July of 1958. At the time, the Castro was known as Eureka Valley, an Irish, working-class neighborhood. Bill and his wife Frances rented rooms at Beck's Motor Lodge to visitors for \$5 a night.

Beck's Motor Lodge currently has 58 rooms. The property is located on the north side of Market Street, between Noe and Sanchez streets, and is also a through lot with frontage along 15th Street. The polygonal lot measures 18,457-square feet, and the three-story hotel is 20,456-square feet. The property has 125 feet of primary frontage along Market Street and 95 feet of secondary frontage along 15th Street, with two driveways on each frontage.

The motel was run with a live-in manager for many years. Bill's son, Edward ("Eddie") Beck was often seen sweeping the parking lot and helping maintain the family motel. Eddie recalled that when the onsite manager would go on vacation, he and his parent would move into the motel to cover the manager's absence. He loved staying in his own room, with his own TV!

From 1980-2010, the property was leased out to a small management company with the Beck family having almost nothing to do with the day-to-day operations; however, ownership stayed within the Beck family, with Eddie and his wife, Rebecca Beck, as owners. In 2009, thinking it would be better to place the property under family management to have more control, Eddie decided the Becks should get back into the hospitality business. So he approached his daughter Brittney Beck with the idea of purchasing and managing the motel. In May 2010, Brittney officially took over operations and management, and in 2011, Brittney bought the property from her parents.

Since Brittney purchase the property, Beck's Motor Lodge has undergone a tremendous amount of renovations and improvements. Over the stretch of four years from November to May (summers excluded), each room was gutted down to the studs (and sometime beyond) and completed upgraded. The rooms now have a midcentury modern design, leaning towards modern. The original elevator from 1958 was replaced and moved. The exterior of the building was updated with new railings and fresh, vibrant paint. The final touch involved redesigning the logo, which is displayed on the building's giant sign. The present day guests are loving all the

changes. In fact, since the renovation, Beck's Motor Lodge's rank of San Francisco hotels has moved from beyond 200 to number 18 on TripAdvisor.

Although rooms today cost more than \$5 a night, Brittney still offers affordable accommodations and friendly service like her grandparents used to. Her wonderful team creates an inviting atmosphere for long-standing and first-time guests.

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

Beck's Motor Lodge has not ceased operations in San Francisco since it opened in 1958. After the Loma Prieta Earthquake in 1989, it was once of the few buildings in the area to continue to have water, so the owners let neighbors use it to shower.

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

Beck's Motor Lodge has been family owned since it was built in 1958. The property ownership history is as follows:

Will and Frances Beck – 1958 to 1980

Edward and Rebecca Beck – 1980 to 2011

Brittney Beck – 2011 to Present

To quote Brittney Back, "It's a family business... but I'm the only one in the family who does it."

Note that there is not 100% certainty as to exactly when the sale of the property occurred between Bill/Frances and Eddie/Rebecca or the exact ownership status of the wives, Frances and Rebecca.

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

See question 1c above.

**e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Documentation of the existence of the business prior to current ownership is included in this application.



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

Beck's Motor Lodge is classified by the Planning Department as a Category A property for the purposes of the California Environmental Quality Act. Beck's Motor Lodge was one of several automobile-oriented businesses constructed on Upper Market Street in the 1950s, including the former Burke's Drive-In at 2100 Market Street (ca. 1955), and the former Arnest's Drive-In at 2200 Market Street (ca. 1950). It is eligible for listing on the California Register as a well-preserved example of a Googie-style courtyard motel. The property is also associated with the historic commercial development along Upper Market Street and has been identified as a contributing property to the Upper Market Street Commercial Historic District.

## **CRITERION 2**

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

Beck's Motor Lodge has seen the Castro transform several times. In 1958, it was a quiet, working-class Irish neighborhood called Eureka Valley. Bill Beck saw the opportunity to create a car focused accommodations on San Francisco's world-famous Market Street.

As the city's manufacturing and retail economies declined between the end of World War II and the late 1970s, loss of blue collar jobs and urban decentralization changed the demographics and character of many of San Francisco's older neighborhoods, including Eureka Valley. Out-migration was fueled by attraction to the suburbs and western neighborhoods, as well as fear of hippies and the problems associated with them spreading over the hill from the Haight-Ashbury district. The first gay bar to open in the neighborhood in 1963 - the Missouri Mule at 2348 Market Street - was one more factor. Fear of dropping housing values prompted quick sales and relatively inexpensive sale prices. The result was that by the early 1960s, Eureka Valley property values did in fact drop and many local businesses closed as long-time patrons relocated.<sup>1</sup>

Eureka Valley underwent a cycle of disinvestment, change and reinvestment, resulting in the transformation of the neighborhood into one of the most significant and widely-recognized concentrations of LGBTQ persons in the nation. What began with small numbers of people, businesses, and social congregation sites grew over the 1960s and into the early 1970s into the largest concentration of LGBTQ persons in the city. The "gay bohemian influx" into Eureka Valley in the late 1960s and early 1970s began to draw new energy away from Polk Street and Haight-Ashbury. Even more bars, restaurants, and shops tailored to and run by gay men had

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<sup>1</sup> Elaine B. Stiles, Eureka Valley Neighborhood Association, "Eureka Valley Historic Context Statement," May 2017, 111-112, 124.

opened on and around Castro Street. By the mid-1970s, the Castro was the cultural, economic, and political center for gay San Francisco.<sup>2</sup>

Eddie Beck use to say to his daughter Brittney that having the gay population choose the Castro as its hub was the best thing that ever happened to the neighborhood. Once more people wanted to start coming to the neighborhood, things became better for the hotel. Beck's Motor Lodge was able to provide accommodations for those who had never experienced a "gay lifestyle" before. Men (mostly) could come to the Castro, stay at Beck's and let their true selves shine though. Judgement at Beck's Motor Lodge was non-existent. The hotel hosted those who wanted to be freed from homes that were holding them back.

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

Beck's Motor Lodge has hosted visitors for many LGBT Pride Parades, Folsom Street Fairs, Dore Alley Street Fair weekends, Halloween celebrations, Dyke marches, Bear weekends, gay bowling tournaments and more. The hotel also hosted some of the writers and producers of the 2008 film Milk while they developed the movie.

Beck's Motor Lodge was one of the few buildings in the area to have water after the Loma Prieta Earthquake in 1989, so neighbors were invited to shower there.

The hotel saw the candlelight vigil and march for Harvey Milk pass by, and was witness to the AIDS epidemic of the 1980s and 1990s. Beck's Motor Lodge was, and continues to be, involved in everything neighborhood-related. Guests stood on the sundeck and watched the Harvey Milk vigil go by as they mourned. They stayed at the property during this time to be with other like-minded individuals. This is what makes Beck's Motor Lodge so special – the hotel is a place where guests can gather to talk about and share experiences. The front desk staff was a shoulder to cry on when guests learned their friends in the neighborhood had contracted AIDS or came to the local hospitals to be treated. Many long time guests over the years have lost so many people they loved. There have also been many guests lost to AIDS. Being a small hotel, the relationship with guests is profoundly personal.

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

The opening of Beck's Motor Lodge was referenced in the Bay Region Business (Chamber of Commerce publication) on July 4<sup>th</sup>, 1958

(<https://archive.org/stream/bayregionbusines15sanf#page/n91/mode/2up>):

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<sup>2</sup> Stiles, 112, 124.

SAN FRANCISCO'S NEWEST DOWNTOWN MOTEL Is Beck's Motor Lodge at 15th & Market Streets, second and largest of the firm, with 46 rooms of modern styling for the tourist and businessman. Bill Beck, a native San Franciscan, foresees many more motels to keep pace with the mounting national interest in the city as a tourist and business center ...

Beck's Motor Lodge has also been featured in Hoodline, Castro Courier, Bay Area Reporter and Lonely Planet.

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

Beck's Motor Lodge hosted some of the writers and producers of the 2008 film Milk while they developed the movie. Activist, lecturer and author Cleve Jones also stayed at Beck's while he helped create the Milk movie.

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

Beck's Motor Lodge is an active participant in the neighborhood. Brittney loves the Castro and wants every guest who stays at Beck's to feel the same way.

Beck's Motor Lodge is a member of, and donor to, Castro Merchants. Brittney volunteered on the Castro Merchants board of directors for several years from about 2011-2013.

Beck's Motor Lodge also a member and participant of the Castro/Upper Market Community Benefit District (CDB), which keeps the sidewalks and neighborhood as clean as possible. Beck's also supports Castro Cares, administered by the CBD, bringing additional, dedicated homeless outreach workers and additional dedicated police patrols to the Castro neighborhood.

Brittney serves on the board of directors of the Hotel Council of San Francisco, which serves as the voice of the hospitality industry in the city and the Bay Area. The Hotel Council has strong partnerships with local government, elected officials and community groups that help protect the interests of the hotel and hospitality industry. This is an important group of hoteliers that constantly thinks of ways to make San Francisco a better place so visitors will continue to come and visit us. Hotels make a significant impact on the city's economy – enabling tourism, creating jobs, paying wages and bringing in tax revenue.

Beck's Motor Lodge also demonstrates its commitment to the community through its employees, some who have been with the hotel for 20 years or more. They stay because of the loving community that's developed – the love for the guests and the love for fellow employees. Workers at Beck's receive generous wages and the full coverage of health benefits for full-time employees. Operating a 24-hour business 365 days a year is a concept that is not like many businesses. The employees at Beck's take pride in what they do. They are often the first point of contact for someone who is arriving in San Francisco. Be it for fun or a hospital stay, the staff makes the experience wonderful. Having a meaningful work life makes life worthwhile.

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

Beck's Motor Lodge serves a large community. Typical hotel patrons include: visitors who want to go out in the Castro; parents who are visiting their children who live in the area; oversees visitors (particular in summer) who are familiar with and love the motor lodge feel of Beck's; patients at nearby hospitals who are visiting for special procedures; and people visiting their loved ones who are patients in nearby hospitals.

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

Beck's Motor Lodge is a Googie-style courtyard motel constructed in 1958. It features a U-shaped plan with a central courtyard area for parking, rooms arranged along exterior circulation paths and a prominent office near the roadway with a large porte-cochere. The central courtyard originally provided 38 parking spaces. A rear addition to Beck's Motor Lodge was constructed in 1972 and provided an additional 19 parking spaces.

"Beck's looks like the 1958 motel that it is. It was updated in 2016 in a style that pays tribute to mid-century design. The towering Beck's Motor Lodge sign remains, and the bold bright orange and dark blue color scheme feels modern and retro at the same time. Tucked under the stairs, the tiny lobby is bright and welcoming, with playful paper fans and a string of decorative flags hanging in the window and framed cartoons of the Becks -- who still own the place -- on the wall. There's just enough room to check in standing at the wood-finish counter, topped with a bowl of bubble gum and a cup of souvenir motel pens. Just under the giant Beck's sign, a large cement deck holds various seating configurations, including some hot pink and lime green Solair Chairs, for watching the street life below. The Castro is a lively, grown-up scene with few families, and the same is true of Beck's. The motel's two levels of rooms form a C around an area that anywhere else would hold a pool, but in San Francisco holds something even more precious: parking."<sup>3</sup>

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

Beck's Motor Lodge is the only major hotel in the Castro. In 2016, we hosted more than 30,000 guests. The hotel provides a space in San Francisco that is unique to only the Castro. There is nowhere else like it.

Beck's Motor Lodge is a Castro landmark – so much so that The Gay Men's Chorus wants to add an image of it in their holiday show. Also, there is a drag queen named Becky Motor Lodge who has appeared in many San Francisco performances.

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<sup>3</sup> Oyster.com, <https://www.oyster.com/san-francisco/hotels/becks-motor-lodge/>.

Beck's Motor Lodge is a meeting spot and hub for many events in the neighborhood. Our guests come together for Pride and Folsom Street Fair. T-shirts are handed out every year to unify the guests. They chat on the sundeck; they share drinks. The positive energy that is created at Beck's Motor Lodge before an event transcends throughout the weekend. It's a vibe unlike any other. Without Beck's Motor Lodge in the Castro, the neighborhood would lose the way that visitors experience our neighborhood and the positive energy.

### **CRITERION 3**

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

Beck's Motor Lodge is a U-shaped, Googie-style courtyard motel that offers simple accommodations in a style that is mid-century modern, leaning towards modern, which lets the neighborhood features shine through. The large Beck's Motor Lodge sign is a neighborhood landmark. The sundeck overlooks Market Street allowing guests to see the historic streetcars pass by as they relax and watch the fog roll in. Bill Beck use to call the sundeck a fogdeck. It's good for soaking up both.

#### **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)**

Beck's Motor Lodge is committed to maintaining the historical traditions that define the business. Guests loving staying in a building with 1950s charm and modern amenities. Beck's provides clean and comfortable accommodations and top-notch customer service. The value and location cannot be beat. And Beck's provides free parking, which is practically unheard of in San Francisco.

#### **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.).**

Beck's Motor Lodge is committed to keeping the giant sign that hangs over Market Street, which was there since the building was built. The shape is uniquely mid-century modern, and it is loved by the owners, hotel patrons and Castro neighbors.

## Hitting the High Spots

With JIM WARNOCK

**FAMILY DAYS**, sponsored by a Citizens Committee appointed by Mayor George Christopher in conjunction with the San Francisco Chapter, National Safety Council, and designed to urge people to remain in the City and off the highways, is being held this weekend. Many events are scheduled, including First Fleet Open House, the Giants-Cards baseball series at Seals Stadium, many band concerts, tours of Crissy Army Field and the Nike site at Battery Caulfield, Coast Guard Open House, Family Fishing Parties at Lake Merced, Folk Dancing, Quarter Midget Auto Racing at the Kexar Stadium Parking Lot, and Little League Horse Show at Bercut Field, Golden Gate Park. Polo in the Old Stadium and Open House at the Josephine D. Randall Junior Museum, 16th Street and Roosevelt Way. . . .

**PRESS AND UNION LEAGUE CLUB**, 555 Post, after a remodeling program has six rooms with capacities of from 17 to 90 available for meetings with or without meals or cocktails. The main dining room is also available on Saturdays and Sundays for dinners, dances, receptions and large meetings, with a maximum capacity of 500. Minimum meal charges in all rooms are breakfast, \$1.50; lunch, \$2.75; and dinner, \$3.00, all plus tax. For reservations call Walter Ramage, Manager, PR 5-7800. . . .

**WM. A. BURNS COMPANY**, pioneer northern California physical inventory service, has moved into new and larger quarters at 1141 Market Street. . . .

**SAN FRANCISCO BUSINESSMEN** are reminded that "Youth Wants to Work" and can arrange for student summer help by calling the State Department of Employment, Student Division, PR 6-3850. The **SAN FRANCISCO EXAMINER** will also run four-line ad free for four days for any firm or individual wishing to employ student help, office or domestic. Contact Miss Eddy, SU 1-2424, Ext. 791. . . .

**GREAT GOLDEN FLEET OF THE CHAMBER** spearheaded the welcome of the U. S. First Fleet by yachts and small craft when it sailed into San Francisco Bay yesterday for a civic welcome and three-day liberty. . . .

### "COASTAL DAYS" SET

(Continued from page 1)  
velopment conference at the St. Francis or a "New Construction" tour of San Francisco including Jackson Square and the San Francisco Flower Terminal. These events will be followed by a luncheon courtesy of American President Lines, Ltd., Matson Navigation Company, Pacific Far East Line, Inc., and States Steamship Company, followed by cruise of San Francisco Bay as guests of the captains of the Chamber's Great Golden Fleet.

Committee chairmen are: Invitations, Horace Welcome, Vice President, Crocker-Anglo National Bank; Finance, John P. Walsh, Director of Sales, Glass and Building Products, W. P. Fuller & Co.; Transportation, J. B. Haggerty, District Passenger and Public Relations Representative, Southern Pacific Company, and Host, Ivan Branson, Chamber Director and President, Moening Glory Catering Company. Program Chairman is Enmett Fitzpatrick, Assistant General Public Relations Manager of Southern Pacific Company and Chairman of the Inter-City Section which coordinates this annual event.

San Francisco firms are asked to call Finance Chairman Walsh or Sidney Keil, Manager, Domestic Trade Department of the Chamber, to arrange sponsorship of one or more guests at \$25 each.

## NEW MEMBERS OF THE CHAMBER



R. A. Montgomery

Ted G. Hays

Fred H. Stelling

Leonard Formosa

C. P. Herr

New members added to the Chamber include the above (left to right): Robert A. Montgomery, General Manager, *Montybox Engineering Co.*; Ted G. Hays, Partner, *Sonic Distributors*; Fred H. Stelling, Managing Owner, *Head Gasket Company*; Leonard Formosa, Industrial Manager and District Manager, *Stockton Port District*; and C. P. Herr, President, *Oroweat Baking Company of San Francisco*.

**ALVIN C. EICHHOLZ**, U. S. Commercial Attache at Ottawa, Canada, and former Manager of the World Trade Department of the Chamber, will examine current and long-range trends in U.S.-Canadian trade relations in a talk to members of the San Francisco Area World Trade Association at a luncheon meeting in the San Francisco Room of the Fairmont Hotel, Wednesday, July 9.



A. C. Eichholz

According to the U. S. Ambassador to Canada, Livingston T. Merchant, the unfavorable balance of trade for Canada is a source of resentment against the U. S., particularly when the U. S. proposes restrictions on imports of goods and commodities which Canada produces, such as oil, lead, zinc, and copper. On June 17 Canada stated it would do everything in its power to reduce purchases in the U.S., as a result of our recent restrictions on oil imports.

Americans have some \$8 billion directly invested in Canada. Canadians are generally not allowed to participate in U. S. wholly-owned subsidiaries in their country.

**UNITED AIR LINES**, first U. S. domestic carrier to order commercial jet aircraft, is committed to the purchase of 51 jet airliners—40 DC-8's and eleven Boeing 720's—at a total expenditure of \$275 million, all to receive their major overhauls at UAL's San Francisco Maintenance Base. These facts were inadvertently omitted from an item in the last issue of **BAY REGION BUSINESS**. . . .

**SAN FRANCISCO'S NEWEST DOWNTOWN MOTEL** is Beck's Motor Lodge at 15th & Market Streets, second and largest of the firm, with 46 rooms of modern styling for the tourist and businessman. Bill Beck, a native San Franciscan, foresees many more motels to keep pace with the mounting national interest in the city as a tourist and business center. . . .

"**DESPITE RESTRICTIONS** on oil imports, recent tourist problems, and an unsettled political situation, Venezuela will continue to be the United States' best market in Latin America as well as our best friend in that area," Richard G. Lurie, Editor of *American Exporter*, told the San Francisco Area World Trade Association of the Chamber recently during a luncheon in the Cirque Room of the Fairmont Hotel. . . .

**NINE HOLIDAY MAGAZINE RESTAURANT AWARDS** have gone to Amelio's, The Blue Fox, Ernie's, The Garden Court of the Sheraton-Palace, India House, Jack's, Kan's, Trader Vic's, Yamato Sukiyaki House, largest number to any city other than New York, which received 15. New Orleans received 5. . . .



**GIFT FROM THE GOLDEN GATE**—"San Francisco—My Enchanted City," recently released by Seal Records, and endorsed by the Chamber, is now presented to all distinguished visitors along with keys to the city. Mayor George Christopher, center, accepts the first group of gift records from Ted G. Hays, Vice President, Seal Records (left), and Alan K. Browne, President of the Chamber.

**BETTER BUSINESS RELATIONS THROUGH PLANT TOURS**, just off the press, is now available from the Business Relations Department, Chamber of Commerce of the U. S., 1615 H Street N.W., Washington 6, D. C., at \$4.00. Descriptive folders and order forms may be obtained from the San Francisco Chamber's Research Dept. . . .

**SAN FRANCISCO'S PRESS**, radio and television corps, along with other special guests, has been invited to sail to Osl and aboard the Chamber's Great Golden Fleet on July 11 to join in ceremonies opening the new Jack London Square headquarters of KTVU, San Francisco-Oakland Television. The fleet arrival will be given live coverage by the new station. . . .

**CALIFORNIA FRYER FESTIVAL** in Modesto recently served broiled chicken to 12,000 to salute California's first rank in dollar income from production of eggs and poultry. Stanislaus County contributes nearly \$16 million of the State's \$195 million poultry and egg industry. . . .

**E. W. LITTLEFIELD**, 1956 President of the Chamber and Executive Vice President, Utah Construction, has been elected a Director of California Parking Corporation. . . .

### San Francisco Quotes—

"There are just three cities in the United States that are 'story cities.' New York, of course, New Orleans and, best of the lot, San Francisco."

—Frank Norris, quoted in **MOTORLAND**



On World Famous Market St. in San Francisco





On SAN FRANCISCO'S  
WORLD FAMOUS MARKET STREET

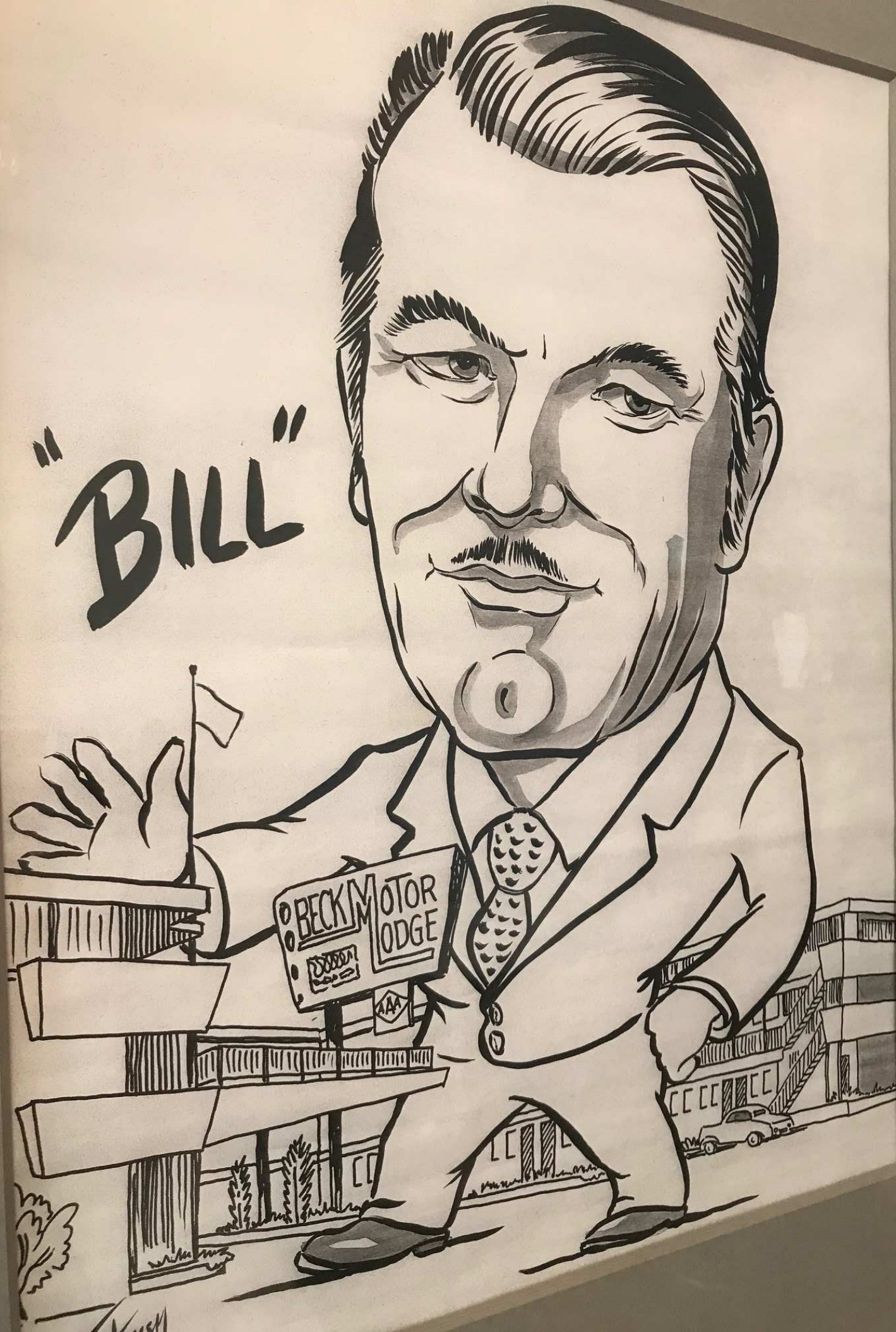




BECK'S MOTOR LODGE  
2222 Market at 15th St.  
San Francisco, California  
Phone Ma. 1-8212



"BILL"













# Beck's motor lodge



[www.becksmotorlodge.com](http://www.becksmotorlodge.com)

2222 Market Street  
San Francisco, CA  
T: (415) 621-8212  
[Info@BecksMotorLodge.com](mailto:Info@BecksMotorLodge.com)



Located in the heart of the Castro, Beck's Motor Lodge is surrounded by charming streets, unique restaurants and lively nightlife.

## General Amenities:

- Free Parking
- Free Wireless Internet Access
- Reasonable rates
- Public transportation picks up right in front of the hotel to bring guests to Fisherman's Wharf, Union Square and other areas of interest.
- Many restaurants, bars and shops within steps from the door.
- We have a private sundeck where you will enjoy lovely views of the city.



## Guest Rooms:

- All rooms include private bathroom, coffee maker, refrigerator, phone with voicemail, free wireless internet and free parking.
- All rooms with King Beds have 32" Flat Screen LCD TVs.
- Our King Deluxe and King Fireplace rooms are equipped with air conditioning. All other rooms are equipped with tower fans.
- 100% Non-Smoking Rooms





# HOTEL

— *Beck's* —  
motor lodge

## About Us

Located in the heart of the Castro, Beck's Motor Lodge is surrounded by charming streets, unique restaurants and lively nightlife. We have a private sundeck where you will enjoy lovely views of the city.

Public transportation is conveniently located just steps away from our front door.

## Contact Us



2222 Market Street,  
San Francisco, CA



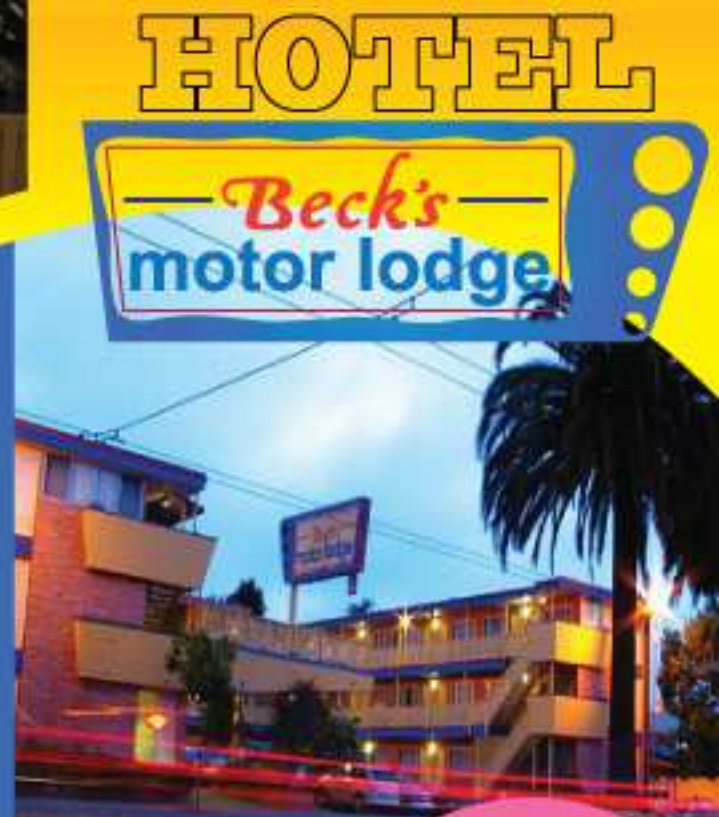
(415) 621-8212



[www.becksmotorlodge.com](http://www.becksmotorlodge.com)



[info@BecksMotorLodge.com](mailto:info@BecksMotorLodge.com)



GREAT  
LOCATION



Free  
**WiFi**  
spot

FREE  
WIRELESS

FREE  
PARKING



[www.becksmotorlodge.com](http://www.becksmotorlodge.com)

















BECK'S  
MOTOR LODGE

KIN  
DUGGAN'S





BECK'S  
MOTOR LODGE









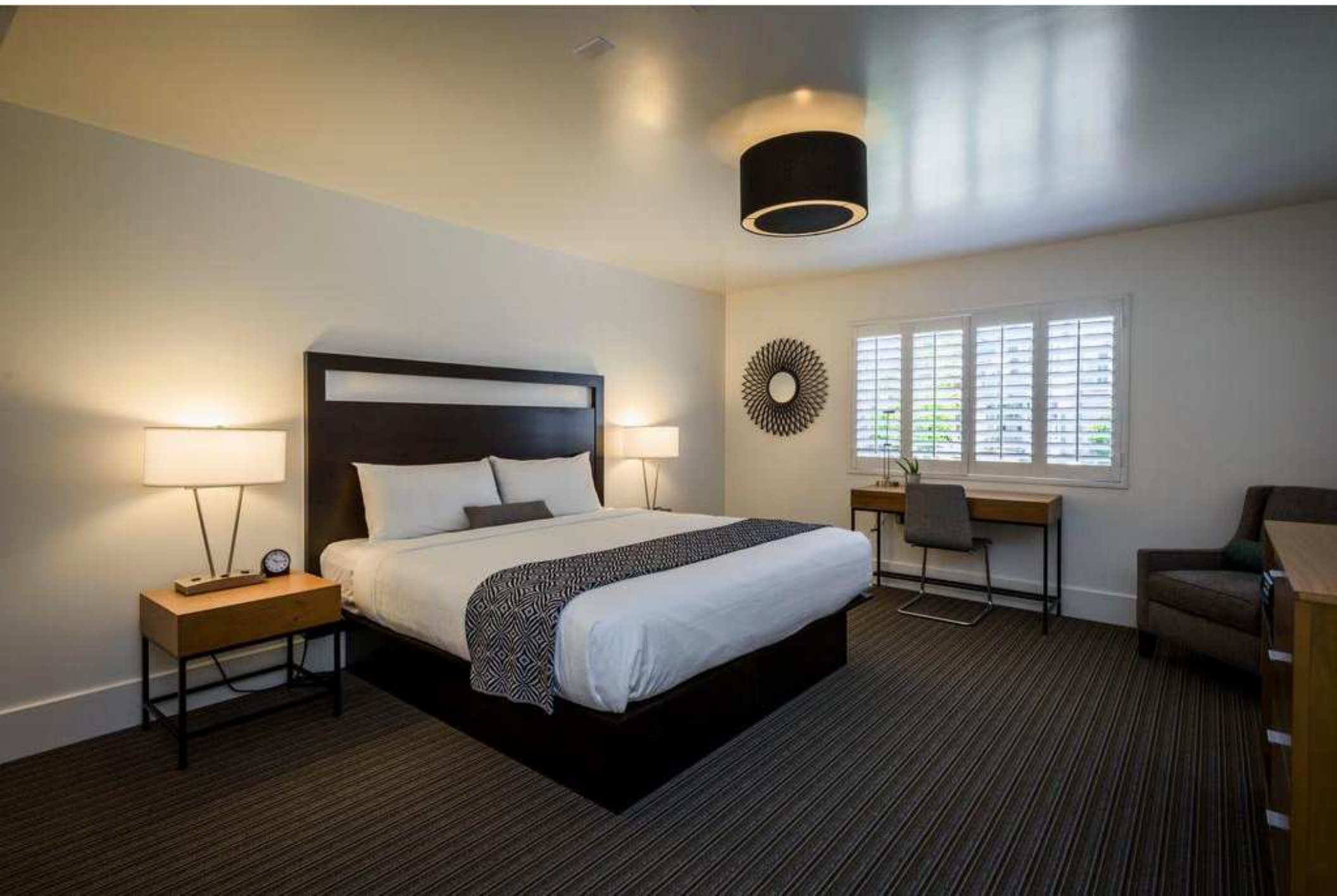








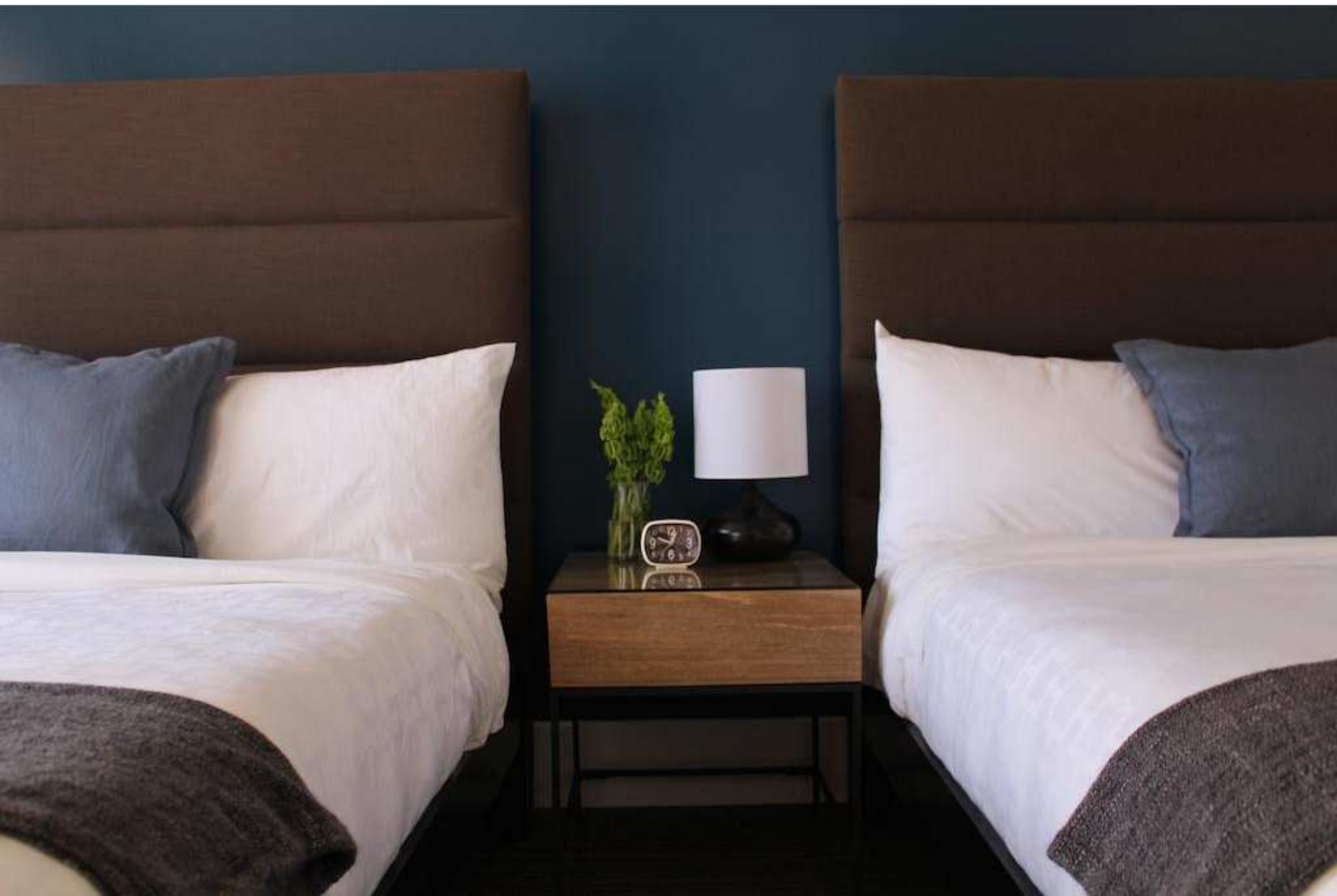












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Beck heir upgrades family's motor lodge, 5/24/12

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MA students take part in queer SF travel class, 3/23/17

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Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood,  
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Queen of the Week: Becky Motorlodge, 3/27/14

<http://www.dragofficial.com/archives/queen-of-the-week-becky-motorlodge>

### Poem Hunter

Early Morning On Market Street - Poem by Randall Mann

<https://www.poemhunter.com/poem/early-morning-on-market-street/>

### San Francisco Chronicle

List of hotels with discounted rooms for fire evacuees, 10/12/17

<http://www.sfgate.com/business/article/List-of-hotels-with-discounted-rooms-for-fire-12274047.php>

## **Trip Advisor**

Beck's Motor Lodge

[https://www.tripadvisor.com/Hotel\\_Review-g60713-d112289-Reviews-Beck s Motor Lodge-San Francisco California.html](https://www.tripadvisor.com/Hotel_Review-g60713-d112289-Reviews-Beck_s_Motor_Lodge-San_Francisco_California.html)

# *The* BAY AREA REPORTER

*Serving the gay, lesbian, bisexual and transgender communities since 1971*

## Beck heir upgrades family's motor lodge

Published 05/24/2012

by Matthew S. Bajko



Brittney Beck, manager and granddaughter of the original owner, talks about her renovation plans on the sun deck at the Beck's Motor Lodge. (Photo: Rick Gerharter)

The granddaughter of the man responsible for the Castro's iconic Beck's Motor Lodge is preparing to give the motel a major overhaul next year.

Will Beck built the upper Market Street lodging in 1958. The original U-shaped structure features 48 rooms overlooking free off-street parking and a sundeck.

In 1973 an addition fronting 15th Street brought 10 larger rooms in a structure built at the rear of the property. Other than a gaudy salmon-colored repainting in 2001, the biggest change the motel has seen since opening to guests 54 years ago was an upgrade of the bathrooms in the 1980s.

"It is in need of a bigger facelift, which is why I am doing what I am doing," Brittney Beck told the *Bay Area Reporter* during a recent interview. "We are in the process of working all the details out now."

Beck, 30, bought the property two years ago for an undisclosed amount. The motel and 18,457 square foot lot at 2222 Market Street is valued by the city at nearly \$2.7 million.

The remodel could cost as much as \$5 million. If the necessary permits are secured this fall, construction would be done in phases starting in 2013. The bargain-priced motel, which caters to the gayborhood's visitors and patients of nearby hospitals, is not taking reservations past December 31.

Local interior designer Shelly Amoroso is helping Beck with the project. Plans call for all new linens, furniture, and a color scheme of grays, whites, and blues.

As for the room interiors, Beck envisions reconfiguring some of the older units to enlarge the bathrooms, which will once again be given complete makeovers with more modern, eco-friendly amenities. Air conditioners will be added to all 58 rooms.

"It will be more neutral, very clean. But we also have to be true to the fashion of our building," said Beck.

Since taking back control of her family's motel from the management company that had run it for 30 years, Beck has slowly been imprinting her sensibilities on the property.

"I stayed here to see what it was like," said Beck, who lives in Noe Valley with her husband. "A sense of pride I don't think was there."

The motel's large lighted sign, which should remain after the remodel, Beck had repaired so it works again. She added free Wi-Fi, a computerized reservation system and instituted a policy of requiring a credit card at check-in.

"That did make some people shy away from here," said Beck. "It did change the clientele, which I think was for the best. We have some of the best guests who have been staying here for 30 years."

Another significant change she made was installing locked gates on stairways leading to the second and third floors. The change has cut down on the late night cruising the hotel was known for among gay tourists and locals alike.

"Gated stairs has cut cruising traffic but Market Street is right out the front entrance," noted one online review of the hotel from January.

But the motor lodge has yet to completely shed its reputation as being a place to find casual gay sex hookups. In February the local blog SFist referred to it as "a skeezy cruising spot where men go to anonymously bone."



Cognizant of the issue, Beck said she believes the planned remodel will address it. The plan calls for nearly tripling the lobby space by extending it into the parking area along Market Street. A new seating area and fireplace would greet guests.

The current sundeck would be demolished and a new outdoor patio with fireplace would be built above the ground-level lobby extension. A gate would be installed adjacent to the new structure so that the motor lodge is fully enclosed from the street.

"That way anyone coming and going in to the parking lot are guests and guests have to walk in and out of the lobby where they can be greeted with a hello from the staff," said Beck.

# *The* BAY AREA REPORTER

*Serving the gay, lesbian, bisexual and transgender communities since 1971*

## Business Briefs: No love lost between Castro merchants and Super Bowl

Published 02/11/2016

by Matthew S. Bajko



Beyoncé, Chris Martin of Coldplay, and Bruno Mars rocked the Super Bowl halftime show at Levi's Stadium. Photo: Khaled Sayed

The Super Bowl 50 halftime show ended with the crowd at Levi's Stadium in Santa Clara turning over placards that spelled out "Believe in Love" in rainbow-colored hues. The surprise message, to many, signaled support by headlining band Coldplay for marriage equality.

Yet there was little for many merchants in San Francisco's gay Castro district to love about the city playing host to the annual football championship game. Because transit officials stopped running the historic trolley cars on the F-Line route's upper Market Street section due to Super Bowl City taking over the tracks near the Embarcadero, few tourists bothered to jump on the replacement buses headed to the gayborhood.

"I have spoken to more than a dozen businesses. They all said there was no spike in business from the Super Bowl," said **Daniel Bergerac**, president of the Castro Merchants. "Most said their business was down. It really took a bite out of this community."

The business association had hoped a special advertising campaign and a series of bar events and other promotions would offset the loss of the F-Line and score them some Super Bowl business. Banners at three downtown BART stations encouraged visitors to ditch the seals at Fisherman's Wharf and instead check out the Castro's "bears," i.e. hirsute men.

Placards in buses promoted the Castro as having "One-of-a-kind stores: We've got it in the bag" and "Where the Bay Area goes to get its party on."

Yet those efforts appear to have had little impact, with many merchants saying that daytime business was particularly dead due to the mothballing of the iconic trolley cars, which began on January 23.

"There was no love gained. *If we had the F-Line and tourists coming up here, we might have had love for the Super Bowl,*" said Bergerac, a co-owner of **Mudpuppy's Tub and Scrub** on Castro Street.

The pain continued through this week, as the San Francisco Municipal Transportation Agency did not expect to have the F-Line trolleys rolling again to the Castro until this Sunday, February 14, as the Super Bowl City structures were not expected to be cleared out until Friday.

"It has had serious negative impact on business. Our sales have been down since the F-Line went down," said **Terry Asten Bennett**, whose family owns **Cliff's Variety** on Castro Street, during the merchant group's meeting last week.

Monday Bennett told the *Bay Area Reporter* that shoppers remained sparse in the store.

"Business continued to be down the rest of the weekend," she said.

Even the owners of **Hi Tops**, the gay sports bar on upper Market Street that brought in gay football player **Michael Sam** for its Friday happy hour last week, doubted they saw any difference in sales due to the Super Bowl being in town.

"It felt like a usual Super Bowl, though we probably had a few more out-of-towners than usual," said co-owner **Jesse Woodward**. "Sunday we were packed all day and everybody loved the halftime show most of all. But it didn't bring any extra business."

One of the few businesses to say it did benefit from the Super Bowl was **Beck's Motor Lodge**. The Market Street motel, which was 98 percent booked last weekend, was able to raise its rates due to the increased demand as people unable to secure a room downtown looked to outlying neighborhoods.

"Friday and Sunday were extremely strong. Sunday in winter is pretty dead typically for us, so that was very nice to see. I have to attribute that to the Super Bowl festivities," said **Brittney Beck**, whose grandfather built the lodging in 1958. "Typically, November through mid-May is the slow period for us. It is why we do construction this time of year. It is a softer time of the year and there just aren't that many people because people travel in the summertime."

And in fact, the weekend prior to the Super Bowl, business was softer than normal, said Beck.

"I am not going to blame that on the F-Line being down because we have a parking lot," she said.

At the nearby **Willows Inn** on 14th Street near Church, innkeeper **JoJo DeRodrigo** said business over the Super Bowl weekend "was kind of a toss up," as they did see a few sports fans in town for the game but also people from around northern California, likely due to the unseasonably warm weather.

"Compared to last year it was one of our busiest weekends in February," said DeRodrigo.

The one lesson the Castro merchants learned is just how important the F-Line is for many of the neighborhood businesses. And should the Super Bowl return to the region, as organizers are already predicting, Bergerac promised there would be a full-court press to ensure the historic trolleys remain running next time.

*"I think we have a new appreciation for the F-Line," he said. "We knew it had an effect on business. I don't think we realized how much we really appreciated it. There are certain things that make San Francisco very unique, and I think the F-Line is a huge one."*

Those Castro merchants who lost money due to the Super Bowl may be able to recoup some of their losses should a proposal from District 3 Supervisor **Aaron Peskin** be adopted. On Tuesday he, and District 6 Supervisor **Jane Kim**, introduced a supplemental appropriation that would set aside an initial \$100,000 from the city's budget reserves to defray the financial losses incurred by small businesses as a result of Super Bowl 50.

Asked by the *B.A.R.* if Castro merchants could apply, Peskin's office said the criteria for applying for the fiscal relief would be fleshed out in the legislative process. Peskin's intent with the fund is to help small businesses, noted his office, "that can demonstratively prove their revenues were less during the three weeks in question than in previous years."

## **A hail mary pass for the homeless**

Throughout the city there were various complaints about the Super Bowl, with businesses near the fan village also complaining about it negatively impacting their bottom line. And homeless advocates railed against city leaders for spending \$5 million to host the weeklong party.

The gay-owned **Virgil's Sea Room** in the Mission decided to turn the dispute into an advantage. It announced it would donate a portion of bar sales Sunday to the **Coalition on Homelessness** and was able to raise \$250.

"The Super Bowl left a sour taste in a lot of San Franciscans' mouths," said bar co-owner **Tom Temprano**, a gay man and local party promoter. "As a business, we felt if we were doing anything around the Super Bowl we should use it to help homeless people get access to services and help get a roof over their heads."

On Tuesday gay District 8 Supervisor **Scott Wiener** called for any revenues generated by Super Bowl 50, such as an increase in hotel taxes, to fund solutions to house those people living in tents on city streets as well as to clean the areas impacted by tent encampments.

"A city that truly cares about its residents won't allow them to live in tents on our streets," stated Wiener, who was heavily criticized by homeless advocates for a letter he sent to various city agencies asking what they were doing to house the people in the tents and not allow them to remain on the streets. "We can take a great step forward in transitioning people off of our streets by directing the revenues from the Super Bowl to help address this problem."

### **Beck's to change colors**

Beck's recently completed a yearslong remodeling project of its 58 rooms to be more modern. In the meantime, Beck scrapped her plan to triple the motel's lobby space by demolishing the existing sundeck after city planners advised her the approval process would likely be lengthy.

Instead she decided to maintain the historic facade of the motel, spruce up the exterior walkways, and repaint the building in a new color scheme by early May.

"When we are done there will be the same sundeck for hotel guests," said Beck. "The tarping there now is because of the rain and some exposed roof. It is why we look like a sailboat sometimes."

While the final palette is not yet set, it will likely see the yellow paint swapped out for grey with new accent colors.

"We opted to stay true to the roots of the building," Beck said, adding that the color change will result in "something clean and modern but still have a little fun to it."

### **Honor Roll**

Every Monday through the end of February, Hayes Valley restaurant **Straw** will donate 10 percent of all food sales to local nonprofit **Gay Asian Pacific Alliance Foundation**.

Over the past four years, the carnival-themed eatery has donated more than \$30,000 to community organizations. Each month it selects a different nonprofit as the Monday beneficiary.

Straw is located at 203 Octavia Boulevard, a few blocks from the **San Francisco LGBT Community Center**. It is open Mondays from 5 to 10 p.m.

To see its menu, and the list of agencies it has selected for the 2016 Nonprofit Monday Program, visit <http://www.strawsf.com>.

# CASTRO COURIER

NEIGHBORHOOD NEWSPAPER

Serving the residents of the Castro, Upper Market, Eureka Valley, Duboce Triangle, Dolores and Corona Heights

## Beck's Motor Lodge Chooses Family Touches in Heart of Neighborhood

San Francisco, California July-August 2010

By J. Dean Woodbury

Beck's Motor Lodge, long a Castro fixture, has come back into the family fold.

Designed and built by Will Beck in 1958, it was originally used mostly by folks visiting the predominantly working-class Irish neighborhood of the day. One of the only motels in the area, it has always been a convenient amenity in Upper Market for tourists and locals alike.

Beck and his family used several rooms at the lodge for personal use, and managers lived on site. When it came time for the business torch to be passed from one generation to the next, however, Beck's son already had his hands full with his own business. In his stead, a management team was hired, and for the next 20-odd years independent staff ran the place.

Now, at long last, the Lodge is back in family hands. Beck's granddaughter, Brittney Beck, is now at the helm, and under her stewardship the motel is undergoing myriad changes. An effervescent, creative entrepreneur, she has plans big and small for the establishment.

For one thing, all transactions have traditionally been done on paper, including reservations and checkouts, which can be time consuming. The Motor Lodge is getting a new computer system to make everything run more smoothly, enabling staff to provide higher quality service to guests. Also on deck is the eponymous sign, which used to be lit up but now stands dark; it will be getting its own makeover, including flashy bulbs to make it stand out like a welcoming beacon.

Other changes, including style updates to the rooms are in the making. Although the motel already offers a host of amenities, such as WiFi, fireplaces and a sundeck, Beck has a few ambitious ideas in the works. One such plan is the eventual installation of an outdoor pool, ensconced behind a hallway of glass that may one day house the expanded lobby, creating a semi-private space for guests and their friends to lounge around a possible bar feature.

*Beck's Motor Lodge is located at 2222 Market St.*

<http://www.dragofficial.com/archives/queen-of-the-week-becky-motorlodge>



## **QUEEN OF THE WEEK: BECKY MOTORLODGE**

3/27/2014

**BECKY MOTORLODGE**

**AGE: 39**

**HOMETOWN: VALLEJO, CA**

**CURRENT CITY: SAN FRANCISCO, CA**





Rounding out Cycle 4 of our *Queen of the Week* series is the ultra-talented San Francisco beauty, Becky Motorlodge. She has made quite a name for herself in the beauty industry and in the West Coast drag scene, a powerful and dangerous combination. Becky was one of the most highly predicted queens for RuPaul's Drag Race season 6, landing a spot on nearly everyone's cast list, but shocked fans everywhere when she wasn't chosen.

Becky was born the youngest of 4 children, and despite her humble beginnings as part of a colorful, multiracial family, she always dreamed of making her own path to stardom! This California girl got her first taste of the spotlight at the legendary Trannyshack in San Francisco. She fully embraced her ability to serve up eye candy for the audience, and became a truly stunning visual diva.

As a visual chameleon, Becky has created a truly dynamic nightlife personality. While some might expect her to play up the campy aspect of her name, Becky actually serves a huge helping of glamour with a generous side of seduction in her performances. While on stage, her fierce, bone-chilling gazes breathe new life into the phrase 'resting bitch face', off-stage she's a Miss Congeniality that everyone needs to know!



Becky's talents in the beauty industry have spanned over two decades now, and she has used every moment of that time to mold her image into a flawless, larger than life personality.

Her abilities have earned her a reputation in styling that precedes her, as well as the honorary title of 'Wig Whisperer.' Not only has she created many fierce styled wigs for herself, but also for the models of the ever fabulous Jose A. Guzman and too many mega divas to count. With her crafty hand touching so many wigs over the past years, you might just find that your favorite flawless diva is rocking gorgeous hair with Ms. Motorlodge to thank for it!

Becky draws inspiration from beauty icons of both the past and present, and puts her own unique touch to each look she creates. But, fear not: she's not stingy with her knowledge. If you want to learn some of the tricks of Becky's trade, you can check out her instructional wig styling tips [here](#)!



Check out a couple of her marvelous looks in her phenomenal Halloween performance of Gaga's Monster below:

[https://youtu.be/8f\\_NR0yikGQ](https://youtu.be/8f_NR0yikGQ)

<https://youtu.be/pmexHoDG1ac>



You say polished? We say Becky Motorlodge.

Despite having a long, successful career, Becky continues to grow and learn. She's driven by a thirst for knowledge, and she's lapped up enough beauty tips and tricks to write an encyclopedia on the subject! She hopes to inspire young, budding queens to reach for greatness and blossom into the beautiful stars they have the potential to be. Never settling for anything less than her best, Becky is a shining example in the drag world. This captivating, thought provoking performer continues to let her star burn brightly as she takes the stage each night, creating and sharing beauty the best way she knows how!

**CONNECT WITH BECKY**

**FACEBOOK**

**TWITTER**

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PoemHunter.com

## Early Morning On Market Street - Poem by Randall Mann

The moon, once full, is snow.  
The line of transplanted trees,  
thin and bloodless. The pink neon  
bakery sign, Sweet Inspiration,

a mockery of loneliness—  
but no one cares to eat, we souls  
of this hour jacked up on what-  
ever. And though desire

is a dirty word these days, what  
else to call the idling car, its passenger door  
pushed open; or the shirtless man—  
he must be mad, tweaked out on speed—

outside his door  
at Beck's Motor Lodge, staring  
for hunger or mercy. Or me,  
rubbing dirt from my eyes, wanting,

again, a man I do not want.

Randall Mann

<http://www.sfgate.com/business/article/List-of-hotels-with-discounted-rooms-for-fire-12274047.php>

# San Francisco Chronicle

## List of hotels with discounted rooms for fire evacuees

By Maxine Marshall

Updated 6:32 pm, Thursday, October 12, 2017



Photo: Mason Trinca, Special To The Chronicle

From the left, Luciano Tristan and Julia Harkins watch the Facebook Live morning updates from the Sonoma County Sheriff office on their phones in a meeting room where the family stayed at the Clift Hotel in San Francisco, Calif. Thursday, October 12, 2017. The family left their home in Sonoma on Tuesday when smoke from the fire became a concern for their one-year-old son, Luca Tristan. They found refuge at Clift Hotel, which managed to convert the meeting room into a bedroom for the family to stay.

Here is a partial list of Bay Area hotels that are offering discounted rates to evacuees. While many were booked up Thursday night, some still had availability for Friday night, as of Thursday afternoon. All hotels are in San Francisco except as noted.

**Becks Motor Lodge**

\$50; rate includes parking; no pets allowed. Tel (415) 621-8212

**Berkeley City Club, Berkeley**

30% off; no pets; parking fee not included; complimentary breakfast. Tel (510) 848-7800

**Clift Hotel**

\$99; complimentary parking and breakfast. Tel (415) 775-4700

**Galleria Park Hotel**

30% off; promo code firerelief; residential ID is required. Tel (415) 781-3060

**HI USA Marin Headlands Hostel, Sausalito**

50% off dorm beds; no private rooms available — dorm beds only. Tel (415) 331-2777

**Hotel Fusion**

\$99; must call hotel directly to book. Tel (415) 568-2524

**Hotel Whitcomb**

\$99; parking fee is not included; no pets; residential ID is required. Tel (415) 487-4460

**King George Hotel**

\$99; refer to rate code Sonoma Valley Fire Victims; pets up to 50 lbs. at no charge; residential ID required. Tel (415) 781-5050

**San Francisco Marriott Marquis**

\$89; rooms available for Saturday (10/14) and Sunday (10/15); no pets; valet parking only. Tel (415) 896-1600

**San Francisco Proper Hotel**

\$149-\$199; rate code NORCAL. Tel (415) 735.7777

**Westin St. Francis**

50% off best available rate; parking fee is separate; dogs under 40 lbs. allowed. Tel (415) 397-7000

**Monterey Tides Hotel, Monterey**

Rooms only for Sun-Thursday, \$119. Tel (831) 394-3321

**Hotel Nikko**

15 percent off; pets allowed at no extra fee; complimentary parking. Tel (415) 394-1111

**Tilden Hotel**

\$99; rate code SRF.2017 (bookable online). Tel (415) 673-2332

<http://hoodline.com/2015/03/after-57-years-beck-s-motor-lodge-still-going-strong>



## After 57 Years In The Castro, Beck's Motor Lodge Still Going Strong



Photo: Beck's Motor Lodge/[Facebook](#)

Fri. March 20, 2015, 1:15pm  
by Sari Staver

Location  
2222 Market St, San Francisco, CA



With an increasing number of properties on Castro's Market Street being converted to multi-story residential buildings, local residents have been left to wonder what familiar businesses might be next to sell.

"Not us," says Brittney Beck, owner and operator of the long-running [Beck's Motor Lodge](#) just west of Sanchez Street on Market. "Not a chance."

"Why would I?" she asks. "I'm having too much fun." Brittney is the granddaughter of Bill and Francis Beck, who opened the motel in 1958. Back then, rooms were \$5 and the neighborhood was mostly Irish working class.



*The original Beck's Motor Lodge, possibly from 1958 (via [Beck's Motor Lodge/Facebook](#))*

While the exterior of the iconic mid-century motel hasn't changed much over the years, the interior rooms have all been totally refurbished with new furniture and bathrooms, 32" flat screen televisions, refrigerators and coffee makers. Parking is still free, as is access to wi-fi.

The renovation, still underway on public spaces, elevators, and landscaping, has created some extra noise and dust, she says. To make up for that, Beck's has been offering a construction discount, making the winter and spring rates \$90-\$130, with prices going up about 50 percent for summer holidays.

Beck's grandparents ran the business until 1973, when her father Eddie took the reins. But Eddie Beck enjoyed running his painting contractor business, Beck Brothers, so he located the office at the motel, and hired a management company to run the business.



*Beck's in the 1970s (Photo: Eric Fischer/[Flickr](#))*

Some 30 years later, in 2009, Eddie Beck suggested that his youngest daughter take over management of the motel. With a background in marketing and advertising and work experience at the Park Stanyan Hotel, Brittney Beck decided she was ready to take over the family business.

Things have gone smoothly for the past five years, she said. With the economic boom in the neighborhood, she says, ‘We’ve been very lucky to have shared” in the success.

Finding and keeping good employees is typically a challenge for service businesses, but Brittney says that hasn't been a problem. Many have been there for decades, including Lulu Franco, who has been the manager for 35 years.

“It sounds like a cliché to say this is a 'people business', but it’s really true,” says Beck. “I really enjoy working with our employees and our customers ... they are fantastic.” Repeat business is common, she said, with many visitors coming back each year and requesting the same room.

The customers are a mix of straight and gay, business travelers and vacationers, as well as people getting medical care at the nearby CPMC campus or at UCSF.

If you’re thinking of booking a room for special events, such as Gay Pride or Folsom Street Fair, you’ll need to make plans at least six months in advance. Gay Pride, for example, has been “booked solid” for months, says Beck.





*Brittney Beck (Photo: Sari Staver/Hoodline)*

Recently, Beck and her husband stayed at a downtown hotel for the weekend, “just to check out what the competition was doing,” she said. Not only was the room much more expensive, but parking was an additional \$55.

“We’re still a solid value,” she concluded.

<https://www.lonelyplanet.com/usa/san-francisco/hotels/becks-motor-lodge/a/lod/84923287-4395-4ce3-934a-b640601ed3bd/361858>



SAN FRANCISCO HOTELS

## Beck's Motor Lodge

*Motel in The Castro & Noe Valley*

### RATING

Very good 8.6 out of 10

### CONVENIENCE

1.03 miles to city center

### CONTACT

<http://www.becksmotorlodge.com>  
415-621-8212

### LOCATION

2222 Market Street  
[San Francisco, USA](#)

This three-story motor-lodge motel got a makeover in 2016 and its rooms look colorful, sharp and clean. Though technically not gay oriented, its placement at the center of the Castro makes it a de facto gay favorite. Bringing kids isn't recommended, especially during big gay events, when rooms book out months ahead.

Book a rear-facing unit for quiet, a room in front to cruise with your blinds open.

### PROPERTY DESCRIPTION

The colorful Castro District in San Francisco is home to this charming motel, nestled on a tree-lined street near local attractions. Free WiFi and free parking are included.

A small refrigerator and cable TV are provided in each guest room at Beck's Motor Lodge. An en suite bathroom is included.

While staying at the lodge, guests can enjoy a spacious sundeck. The motel also provides on-site laundry facilities.

Beck's Motor Lodge is ideally located only moments from the city's historic cable car lines, offering direct access to Fisherman's Wharf and Union Square. Dolores Park and San Francisco's Mission District are just 15 minutes' walk away from this motel. A number of antique shops, cafes and unique stores are located in the neighbourhood.

## **IMPORTANT INFORMATION**

Please note:

- A security deposit of USD 100 is required upon arrival for incidental charges. This deposit is fully refundable upon check-out and subject to a damage inspection of the accommodation. Guests are required to show a photo identification and credit card upon check-in. Please note that all Special Requests are subject to availability and additional charges may apply.



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-2017-18-026  
*Business Name:* Eddie's Café  
*Business Address:* 800 Divisadero Street  
*District:* District 5  
*Applicant:* Helen Hwang, Owner  
*Nomination Date:* November 7, 2017  
*Nominated By:* Mayor Edwin Lee

**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

800 Divisadero Street from 1974 to Present (43 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:** November 8, 2017

Richard Kurylo  
Manager, Legacy Business Program







November 7, 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 Regina Dick-Endrizzi,

I am writing to nominate Eddie's Cafe for inclusion on the Legacy Business Registry.

The purpose of the City's legacy business registry is to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City. Per ordinance, a legacy business may be nominated by a member of the Board of Supervisors or the Mayor to be reviewed, processed and approved by the Small Business Commission at a public hearing if it meets the criteria set forth.

Originally opened in 1974, and later purchased by Helen and Min Hwang in 1988, Eddie's Café is a joyous neighborhood gathering place—the neighborhood's beloved "greasy spoon" going on several decades. Neighbors, longstanding and new alike, and visitors frequent Eddie's daily, but especially on weekends and the Western Addition's diversity and vibrancy is nowhere better on display than a Sunday morning at Eddie's. Operating as Eddie's Café for over 40 years, and in the caring hands of Helen and Min for the past 30 years next year, like so many other legacy businesses, Eddie's Cafe has fostered the activities that strengthen the community and cultural fabric and vitality of the Western Addition and Divisadero corridor. Helen knows most visitors by name, and even those she doesn't, she welcomes like family. It's hard to imagine Divisadero without Eddie's Café, and frankly speaking, most neighbors and lovers of the neighborhood abhor the thought.

It is an honor to recognize the legacy and contributions of Eddie's Café to our great city of San Francisco.

Sincerely,

A handwritten signature in dark ink, appearing to read "Edwin M. Lee", written over a horizontal line.

Edwin M. Lee  
Mayor

## 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:		
Eddie's Cafe		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Helen Hwang Min Hwang		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
800 Divisadero St. San Francisco, CA 94117	((415))563-9780	
	EMAIL:	
	minhwn@hotmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
		<a href="https://www.yelp.com/biz/eddies-cafe-san-francisco">https://www.yelp.com/biz/eddies-cafe-san-francisco</a>

APPLICANT'S NAME		
Helen Hwang	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
APPLICANT'S ADDRESS:	TELEPHONE:	
215 San Leandro Way San Francisco, CA 94127	(415) 317-6421	
	EMAIL:	
	minhwn@hotmail.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0183113	

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
800 Divisadero Street	94117	1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1974-Present	

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Helen Minh  
Name (Print):

7/25/17  
Date:

Hue K  
Signature:



## Legacy Business Registry Application - Eddie's Cafe

### 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.**

Eddie's Café opened at 800 Divisadero Street in 1974. In the [San Francisco City Directory \(Polk\)](#) in 1974, the contact person listed was Rosa Robison. From 1975 to 1980, the San Francisco City Directory listed Edward Barrie as the contact person for Eddie's Café.

Edward Barrie was an entrepreneur, possibly owning three different restaurants and a hotel. In 1981, Eddie's Café was listed with Eddie B. Kim as the owner, which was presumably Edward Barrie. There was also a separate restaurant at 651 Divisadero St. called Eddie's Soul Food, which was owned by Edward Barrie. Both restaurants also appear in the 1982 directory, however Edward Barrie is no longer listed under the Soul Food restaurant, but instead it's P. Chin. Another restaurant was listed in 1982 at 598 Haight Street called Eddie's Seasoul Café, which was listed under Edw Darrie – assumedly a misprint for Edw (Edward) Barrie. Mr. Barrie also owned a hotel called Eddie's Hotel located at 1420 Turk Street.

In 1988, Eddie's Café was purchased by Helen and Min Hwang. They were looking to start their own small business and came across Eddie's Café, which was listed for a reasonable \$70,000 through a real estate agent. This gave them the opportunity to start their own business and become a part of the city they had moved to after emigrating from South Korea in 1983. Mr. Barrie continued to work in the restaurant for about six months after the business was sold, teaching Helen and Min how to run the business and cook the recipes.

In the early days of Eddie's Café, the surrounding neighborhood was much different than it is today. The Western Addition was primarily an African-American working class neighborhood. The original restaurant was primarily a soul food restaurant, serving fried chicken, oxtail stew, short-ribs, chitins, and Louisiana gumbo, all recipes that were established by the original owner Eddie.

After the 1988 change of ownership, Eddie's Café continued to thrive as a soul food restaurant for the next 10 years. As the demographics in the Western Addition changed, Eddie's Café sought to cater to the tastes of the old and new residents, as any smart business would do. The café now resembles more of a diner, with traditional diner offerings such as breakfast all day, burgers, fries and some select Southern-style foods such as grits and sausages. Eddie's Café currently sells more hash browns than grits, testimony to the changing tastes of the

neighborhood. Eddie's Café stands as a legacy café with a look back in time in a vibrant, changing neighborhood.

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

The business is a family-owned business currently, owned by Helen and Min Hwang. The previous ownership was not related, as the business was purchased from him in 1988. Currently, Helen and Min own and operate the restaurant.

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

N/A

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

The building at 800 Divisadero Street is not listed on a historic resources registry, however with the building being built in 1900, the building is eligible for historic preservation status.

## **CRITERION 2**

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

Eddie's Café has been located at 800 Divisadero Street since its founding in 1974. The restaurant serves a very diverse crowd as residents. People from the neighborhood, from throughout the city and from countries around the world have visited the café. Letters from international patrons as far away as Germany and Japan decorate the walls of the diner.

As one of the few remaining diners in San Francisco that caters to a varied mixed-income crowd of patrons, Eddie's Cafe serves as an inclusive reminder of the Western Addition's historical identity. The Divisadero Street corridor has largely become a corridor without many long-term businesses; however, Eddie's Café is a small snapshot of how the neighborhood used to look.

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

As a diner, Eddie's Café is a long-standing business that has been neighborhood-serving since its inception. Major events that pass through the neighborhood tend to bring in a large number of customers looking for something to eat at a fair price. Events such as Bay to Breakers and the Alamo Square Flea Market tend to bring in locals and tourists looking to take in a piece of everyday San Francisco.

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

As a long-standing neighborhood-serving business, Eddie's Café has been mentioned several times over the years in local publications. Specifically, the restaurant has been featured in the San Francisco Chronicle, The Bold Italic, Hoodline, The Culture Trip, Eater.com, KTVU TV, as well as SF Magazine, receiving the "2015 Best Diner Award."

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

Eddie's Café has been a long term fixture in the Western Addition and has been visited by several local politicians throughout its history. Some of these figures including Willie Brown, Gavin Newsom, Ross Mirkarimi, and District 5 Supervisor London Breed.

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

Eddie's Café shows its commitment to the Western Addition in several different ways. The most prominent of which is the reasonable prices of the food, which is becoming more difficult to come by every day in San Francisco. By keeping the prices lower, Eddie's is able to serve a very diverse crowd and attract people from all over the city, country and world to the Western Addition. As a business that has served the community for 30 years, Eddie's has maintained the diner model, serving food that caters to the tastes of the residents of the neighborhood, changing with the trends as the neighborhood changes. The business model of the diner is to be truly neighborhood-serving, which is how Eddie's contributes to its community. The landlord of the building at 800 Divisadero, Frank Paratore, also demonstrates his commitment to the community at 92 years old by keeping the rent reasonable so that Eddie's does not have to face the risk of displacement like so many long-standing San Francisco business are currently facing today.

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

The community of the Western Addition is diverse, including various levels of income. Eddie's is able to serve a wide range of these customers as it is a neighborhood mainstay. Although the neighborhood has drifted from its African-American roots, the remaining African-American residents are common patrons of Eddie's and are appreciative that the restaurant has remained in the neighborhood and has kept true to its original model over the past 30 years.

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

Although the building at 800 Divisadero Street is not listed on any historic registry, it is certainly a significant structure as it was built in 1900, prior to the 1906 earthquake. The building is also of a typical architectural style of San Francisco, a mixed-use Victorian building. The interior booths and counter have largely remained the same since the business was purchased in 1988,

and the Eddie's Café sign and awnings, though not historic, have been outside the business for the past 25-30 years and are a symbol of the Divisadero Street corridor.

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

The Divisadero Street corridor has seen many changes over the past 30 years, with new influxes of residents and wealth shifting the demographics and bringing in numerous businesses to the corridor that might not truly represent the history of the Western Addition. Eddie's Café is from a different era of San Francisco, and the unchanged nature of the business pays homage to its roots in the neighborhood and the city. If Eddie's were to relocate or shut down, the Western Addition would be losing a piece of its history, as well as a business that has remained dedicated to its community by keeping prices low and serving food that caters to people of all backgrounds, from local residents to tourists from around the world.

### **CRITERION 3**

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

Eddie's Café is an establishment steeped in character from the moment you enter the doorway. Aside from the old-fashioned sign affixed to the building's façade, the interior of the diner has remained largely unchanged since 1988 when it was purchased by Helen and Min. The diner has a typical diner look with red vinyl booths and white tables and countertops. However, the real character is brought out in the décor of the restaurant, which includes many pictures on the walls, framed San Francisco Chronicle articles, historic neighborhood photos, awards and stickers which are located throughout the restaurant. Also, behind the counter is a host of San Francisco Giants paraphernalia. These features combined make eating at Eddie's a unique experience, all the while remaining a traditional diner experience as well.

**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)**

Eddie's Café is a diner in the traditional sense, as well as a steadfast neighborhood-serving business. The business has remained dedicated to serving all residents of the Western Addition by keeping its prices low and reasonable, and welcoming anyone who decides to walk through its doors. One of the most notable features of Eddie's is the large sign that says "Breakfast Served All Day," which is a hallmark of the diner model, and one of the few restaurants in San Francisco that operates under this model.

**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.).**

Eddie's Café has clearly demonstrated its commitment to maintaining the physical space in which the business is located by essentially not changing it. Since the business was purchased by Helen and Min in 1988, very little has actually been changed, from the vinyl boots, tabletops, to the counter and kitchen fixtures. Most of the business remains intact from the former business that had previously occupied the space. The "newer" additions of the awnings and the sign in front are still largely from the late-1980s and early 1990s, and have been a defining characteristic of the business and of the Divisadero Street corridor for over 30 years.

# San Francisco City Directory (Polk), 1974

San Francisco (San Francisco County, Calif.) city directory

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**ECKLES**

- " Ralph B v-pres Marier Engraving rRedwood City
- Eckleson Leah E Mrs h500 Leavenworth St Apt 505
- Eckley John G (Gladys M) retd h125 Curtis St
- " Thorman W (La Verne A) retd h155 Morse St
- Eckloff D Stephen h1359 Silver Av
- " Marge r1359 Silver Av
- Ecklund See Also Ecklund
- " Hope A nurse City Dist Hlth Dept 5 h526 41st Av
- " Judith studt r224 Font Blvd
- " Laverne Mrs h224 Font Blvd
- " Ray Volunteers Of America Thrift Store
- " Wm A drftsmn 111 Sutter St Rm 2217 rMoraga
- Eckman See Also Eckmann And Ekman
- " A h2390 Powell St Apt 201
- " Carl G (Eleanor) retd h219 Vienna St
- " Esther r219 Vienna St
- " Ingrid tchr P S h1565 Jackson St Apt 14
- " Peter h58a Caselli Av
- " Sylvia h1120 Taylor St Apt 5
- " Walter A r1348 Baker St
- " Wm (J C Funky) r3985 17th St
- Eckmann Charles H Jr (Betty J) sht mtl wkr h7 Canyon Dr
- " Sophie D (Wid Charles) retd h263 Somerset St
- Eckrich Michl h775 Burnett Av Apt 12
- Eckstein Carl (Gloria) producer h1686 25th Av
- " Hannah h1055 Mason St Apt 1
- " Maryt E (Wid Melvin) retd h1775 29th Av
- Eckstrom P L h400 Hyde St Apt 306
- " Tom h858a Lombard St
- Eckton Barney eng h850 Wisconsin St
- Eckwall S h1485 Vallejo St Apt 9
- Eclat (James Grant & Frank Vigneri) sculptors 10-1 Folsom St
- Eco Ruine retd h709 Geary St Apt 304
- Ecoff Robt W (Elaie) public affairs ofcr Int Rev h1722 36th Av
- " Robt W Jr USAF r1722 36th Av

**EDDA'S**

- Edda's Beauty Salon (Edda Quintero) 133 Geary St Rm 619
- Eddelman Wm S tchr Stanford Univ h2286 Jackson St Apt 4
- Eddey Beth M h1580 Filbert St Apt 5
- Eddie & Nettie Residence Club (Eddie And Mrs Nettie Ramos) lodging house 1780 Fell St
- " Peter h132 Clinton Pk Apt 3
- " Wm M (Marion L) h30 Rivas Av
- Eddie's Barber Shop (Eddie Marquez) 1st Fl Alcoa Building
- " Cafe (Rosa Robison) 800 Divisadero St
- " Cocktail Lounge (Edw J Flores) 309 Ellis St
- " Cut & Curl (Eddie Marquez) beauty salon 125 Jackson St
- " Mobil Service Center (Cornelius E Brown) 400 3d St
- " Phillips Sixty-Six Service (Eddie P Campos) 700 Valencia St
- Edding Albert (Retha) r1300 Golden Gate Av Apt 100
- Eddinger David C cln Castro Quik Clns r4122 26th St
- Eddingfield Robt slsmn r845 Pine St Apt 303
- Eddings Oscar L (Louise) constn wkr h1743a Hayes St
- " Shirley Mrs h119 Broad St Apt 4
- Eddington Armagay (Mary) retd h54 Delmar St
- " Christina C (Wid Thos J) retd h2501 47th Av
- " E L Mrs h925 Pierce St Apt 3
- " Loren h4740 Balboa St Apt 101
- " Russell emp Churchill Builders
- Eddins Taylor h345 Haight St Apt 3
- Eddison Kenney stnfltr Cornely Co
- Eddlemon Jay h875 Bush St Apt 46
- Eddy Arms Apartments Bob Morosky Mgr 347 Eddy St
- " Bernice L h1001 Franklin St Apt 9f
- " Elden C (Zora) h1311 12th Av Apt 3
- " Geraldine clk Safeway h3172a 21st St
- " Grace M h515 O'Farrell St Apt 121
- " Hart (Mary J) emp Ohio Casualty h201

**EDELSON**

- " Jack R (Joyce E) (Bellwether) h2300 Divisadero St
- " Joel r1479 5th Av
- " Joyce (Airglow) r2300 Divisadero St
- Edelstein Burton (Betty F) (Outside In Sportswear) h200 32d Av
- " Campbell & Co inv securities 3585 Wells Fargo Bk Bldg
- " Geo E (Pauline B) (Outside In Sportswear) h32 Collins St
- " Guss (Edith L) (Sutter Transfer) h901 Elizabeth St
- " Harold acct 448 Bryant rSan Mateo
- " Jerry (Yetta) pres Service Printing Co rSan Mateo
- " Joseph F (Edelstein Campbell & Co) rMarin
- " Leo (Lillian) h141 Everglade Dr
- " Linda h9 Lexington St Apt 1
- " Maurice genl ins 582 Market Rm 1300 h135 Darien Way
- " Pauline B Mrs (Outside In Sportswear) r32 Collins
- " Saml (Sadie) retd h167 Corona St
- " Zelda r302 Silver Av
- Eden See Also Edens
- " Albert (Alice) h675 Dolores St Apt 3
- " Belle Mrs h520 Geary St Apt 511
- " Charles (Olivia) cement wkr Jack E Taylor Concrete h2204 23d St
- " Cleveland (Beatrice) retd h2741 Bush St
- " & Eden A I A Architects (Theo A & Thos F Eden) 203 California St
- " Eug E (Eather E) retd h50 Hazelwood Av
- " George (Lueita) h1922 46th Av
- " Joseph B retd r1586 25th Av
- " Peter C asst mgr Sherwin-Williams Paints h3623 Vicente St
- " Robt mgr Weisfield's h1200 Gough St Apt 20d
- " Theo A (Eden & Eden A I A Archts) r226 Edgewood Av
- " Thos F (Eden & Eden A I A Archts) h226 Edgewood Av
- " Vals Apartments Edw Roschille Mgr 3955 17th

on St.

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- More Obituaries for Elizabeth Barrie
- Looking for an obituary for a different person with this name?
- Barrie Records (11)

**ELIZABETH BARRIE**

▼ Obituary &gt; Condolences



Elizabeth Barrie July 4, 1910 - May 23, 2006 Loving mother to Mrs. Mary Dillard of San Francisco. Beloved grandmother, great-grandmother and great-great-grandmother. Elizabeth Barrie was owner of Eddie's Soul Food restaurant on Fillmore St. in San Francisco during the 50's and 60's. Eddie Barrie, Elizabeth's husband, preceded her in death. Per her request there will be no services.

Published in San Francisco Chronicle on June 11, 2006

**REMEMBER**

Share memories or express condolences below.

THE GUEST BOOK IS EXPIRED

Please restore the Guest Book to share in the life story for ELIZABETH BARRIE

[RESTORE THE GUEST BOOK](#)

## More Results for Elizabeth Barrie



Records Found

[View Records](#) (https)

Type	Records
Birth	453
Marriage	130
Death	123
Census	225
Family Trees	1140



Records Found

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Birth Notice	3
Marriage Notice	53
Historical Obituaries	167
Immigration Records	171
News Article	166044

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**RESOURCES**

- [Send Funeral Flowers](#)
- [Donate to Charity](#)

**FIND ADVICE & SUPPORT**

- [Funeral Etiquette](#)
- [How to Write a Sympathy Note](#)

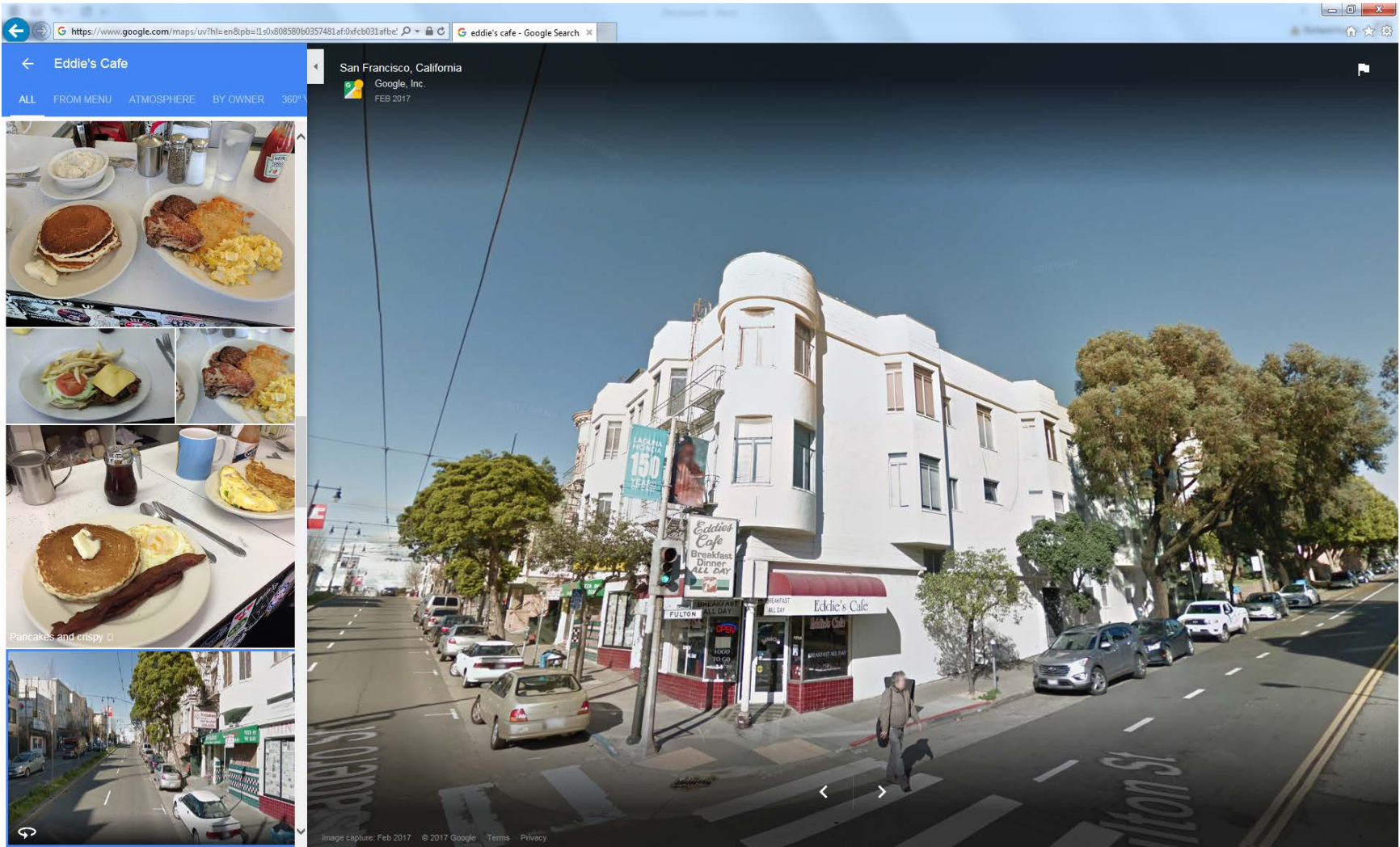


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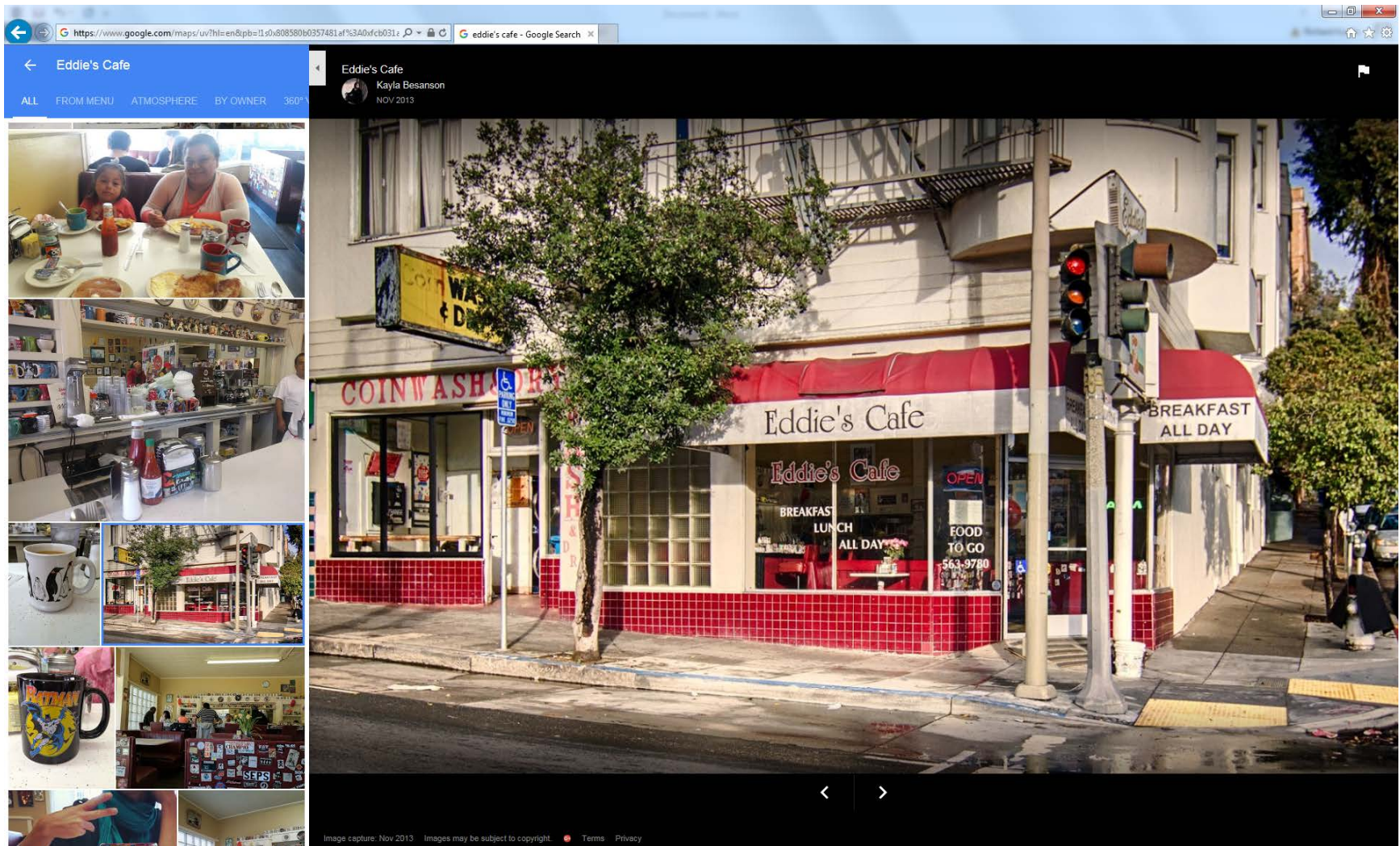




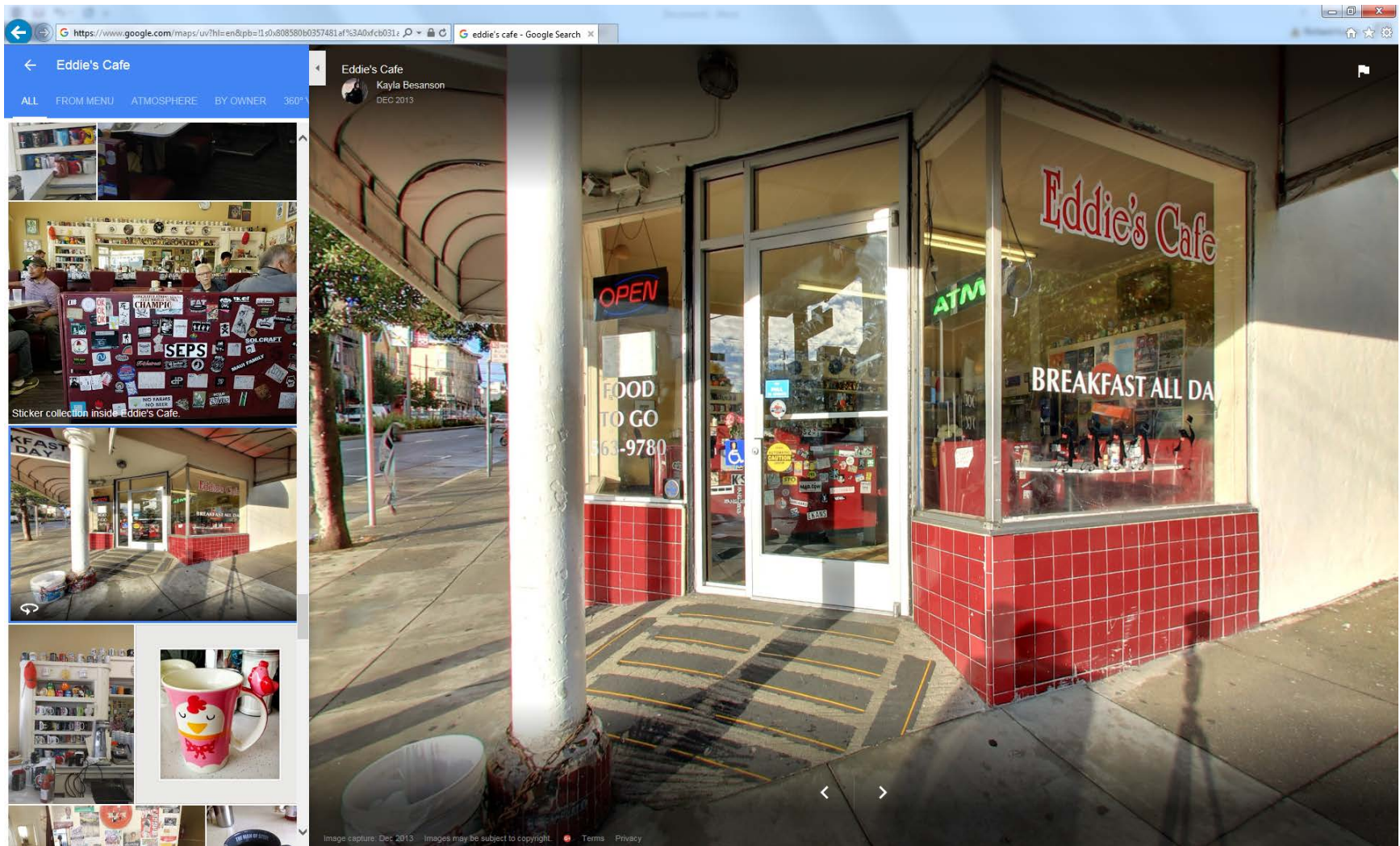














# Eddie's Cafe

Eddie's Cafe

BREAKFAST  
LUNCH  
ALL DAY

OPEN

FOOD  
TO GO  
563-9780





# Eddie's Cafe

*Eddie's  
Cafe*  
Breakfast  
Dinner  
ALL DAY



*Eddie's Cafe*

BREAKFAST ALL DAY

1300

FULTON

BREAKFAST  
ALL DAY

AUTOMATIC  
CAUTION  
DOOR



Eddies  
Cafe  
Breakfast  
Dinner  
ALL DAY



←1300

FULTON

BREAKFAST  
ALL DAY

BREAKFAST  
ALL DAY

OPEN

FOOD

Eddies Cafe

BREAKFAST  
LUNCH





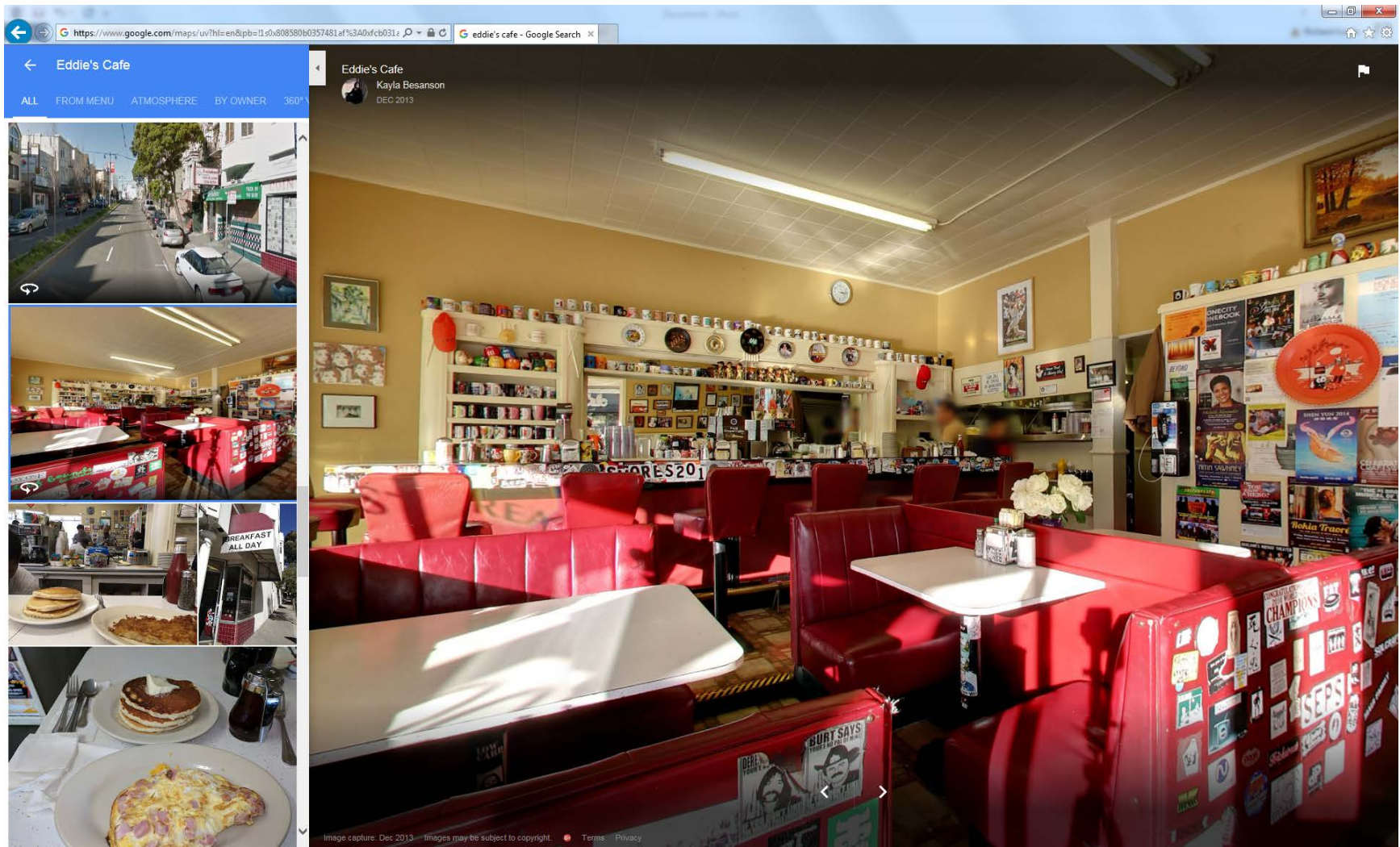




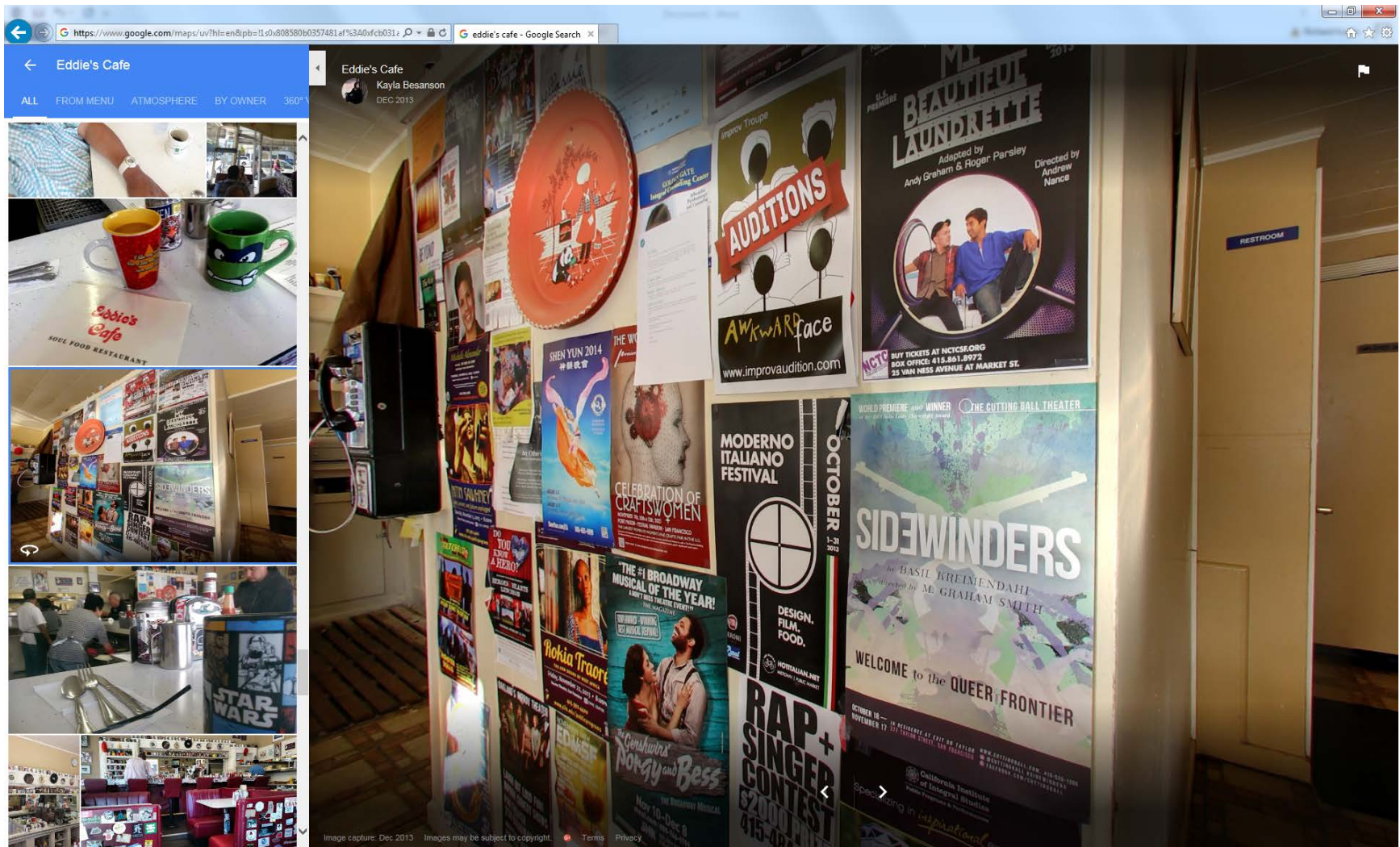




















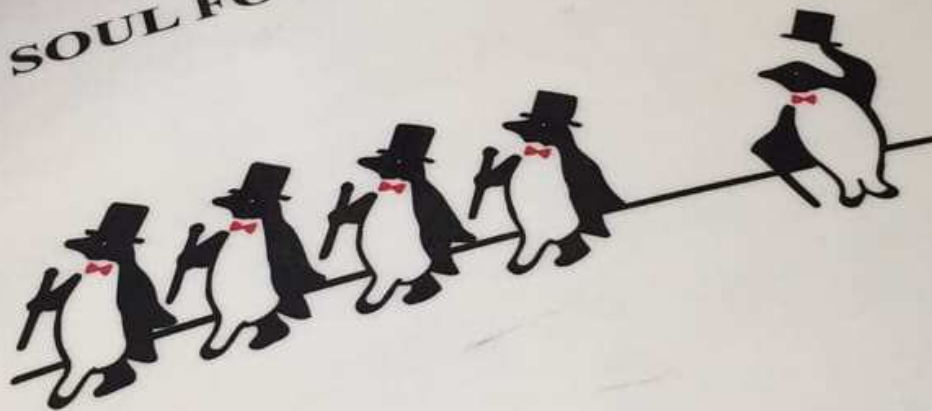






# Eddie's Cafe

SOUL FOOD RESTAURANT



800 DIVISADERO ST., SAN FRANCISCO, CA 94117  
(415) 563-9780



# Breakfast Menu **Breakfast Served All Day**

## From the Grill

One Smoke Sausage & Two Eggs .....	7.95	Salmon Patty & Two Eggs .....	8.15
Two Smoke Sausage & Two Eggs .....	10.95	Beef Patty & Two Eggs .....	7.95
Pan Sausage & Two Eggs .....	7.95	Two Pork Chops & Two Eggs .....	11.35
Link Sausage & Two Eggs .....	7.95	Ham & Two Eggs .....	7.95
Chicken Apple Sausage & Two Eggs .....	8.35	Bacon & Two Eggs .....	7.95
		Two Eggs .....	7.35

*All Orders Above Served with Grits or Hash Browns  
and Toast or Homemade Biscuits and Jelly*

## Omeletts

*Three Eggs with Hash Browns or Grits / Toast or Homemade Biscuits & Jelly*

Cheese .....	8.35	Vegetable .....	9.25
Onion .....	8.35	Denver .....	9.25
Tomato .....	8.35	Ham or Bacon or Sausage .....	9.25

*(with cheese add. .40, with Avocado .75)*

## Specials

One Egg  
Two Strips Bacon  
Two Pancakes  
7.35

3 Pieces of  
French Toast  
Two Strips of Bacon  
7.35

## Pancakes & Waffles

Three Pancakes .....	5.35	Three Pancakes	
French Toast .....	6.15	<i>with Ham or Beef Patty</i> .....	7.85
Waffle .....	5.45	Three Pancakes	
Two Pancakes .....	4.85	<i>with One Smoked Sausage</i> .....	7.85
Three Pancakes			
<i>with Pan Sausage or Bacon</i> .....	7.85		

## Combinations

Three Pancakes, Two Eggs		Three Pancakes, Two Eggs	
<i>with Pan Sausage, Bacon or Link Sausage</i> ....	8.65	<i>with Two Smoke Sausage</i> .....	11.95
Three Pancakes, Two Eggs		Three Pancakes, Two Eggs	
<i>with Beef Patty or Ham</i> .....	8.65	<i>with One Pork Chop</i> .....	10.95
Three Pancakes, Two Eggs		Three Pancakes	
<i>with One Smoke Sausage</i> .....	8.65	<i>with Two Pork Chops, Two Eggs</i> .....	11.55
Three Pancakes, Two Eggs			
<i>with Chicken Apple Sausage</i> .....	8.95		

## Side Orders

One Egg .....	2.00	Pan Sausage or Bacon .....	3.75
Biscuits or Toast .....	1.60	Ham or Beef Patty .....	3.75
Grits or Hash Browns .....	2.75	One Smoke Sausage .....	3.75
English Muffin .....	1.90	One Pork Chop .....	4.05
Hot Cereals .....	3.75	Salmon Patty (2 pieces) .....	3.65
Potatoes .....	3.75	Chicken Apple Sausage .....	3.95



## Sandwiches

Hamburger .....	5.15	Egg Sandwich .....	4.10
Cheese Burger .....	5.45	Pan Sausage .....	5.55
Bacon Burger with Cheese .....	6.05	B.L.T. ....	5.55
Divisadero Burger .....	6.85	Bacon & Egg & Cheese .....	5.55
Grilled Cheese Sandwich .....	4.15	Smoked Sausage .....	5.55
Grilled Ham & Cheese .....	5.55	Ham & Cheese .....	5.55
Bacon Turkey Club with Fries .....	8.95		

FRENCH FRIES  
2.55

## Dinner Menu

Hamburger Steak with Onions .....	10.25	Grilled Beef Liver & Onions .....	10.25
Pork Chops .....	11.25	Salmon Croquettes .....	10.25
		Salsbury Steak .....	10.95

*Choice of Two  
Collard Greens, Pinto Beans, Corn or Rice  
with Corn Bread*

## Side Orders

Corn .....	1.95	Rice .....	1.60
Greens .....	1.95		
Corn Bread .....	1.95		

## Beverages

Coffee or Tea .....	1.75	Soda (cans only) .....	1.55
Hot Chocolate .....	2.45	Milk .....	2.50
Ice Tea .....	1.95	Root Beer Float .....	3.25
Milk Shake .....	4.25	Apple Juice .....	2.50
		Fresh Squeezed Orange Juice .....	2.75

*Not Responsible For Lost or Stolen Articles / Sales Tax Will Be Added on All Food*



## WEEKEND PREVIEW

# and the City's Soul Eddie's Cafe

the intersection of Fulton and Divisadero, bits of old San Francisco survive. Not all the Victorians are restored, and you still have a mix of coin-op laundries, salons and car repair

the corner, facing two way-looking restaurants, you can find a real live hole-in-the-wall diner. It looks like a multicultural hangout the set of Happy Days.

Eddie's Cafe is, in fact, a microcosm of the changing face of San Francisco, a soul food greasy spoon without the grease.

Beans, grits and eggs are served by a Korean-American staff playing to country music. The clientele is cosmopolitan, ranging from older African American men

## A MOVABLE FEAST

Torri Minton

in fedoras to younger white guys wearing multiple earrings.

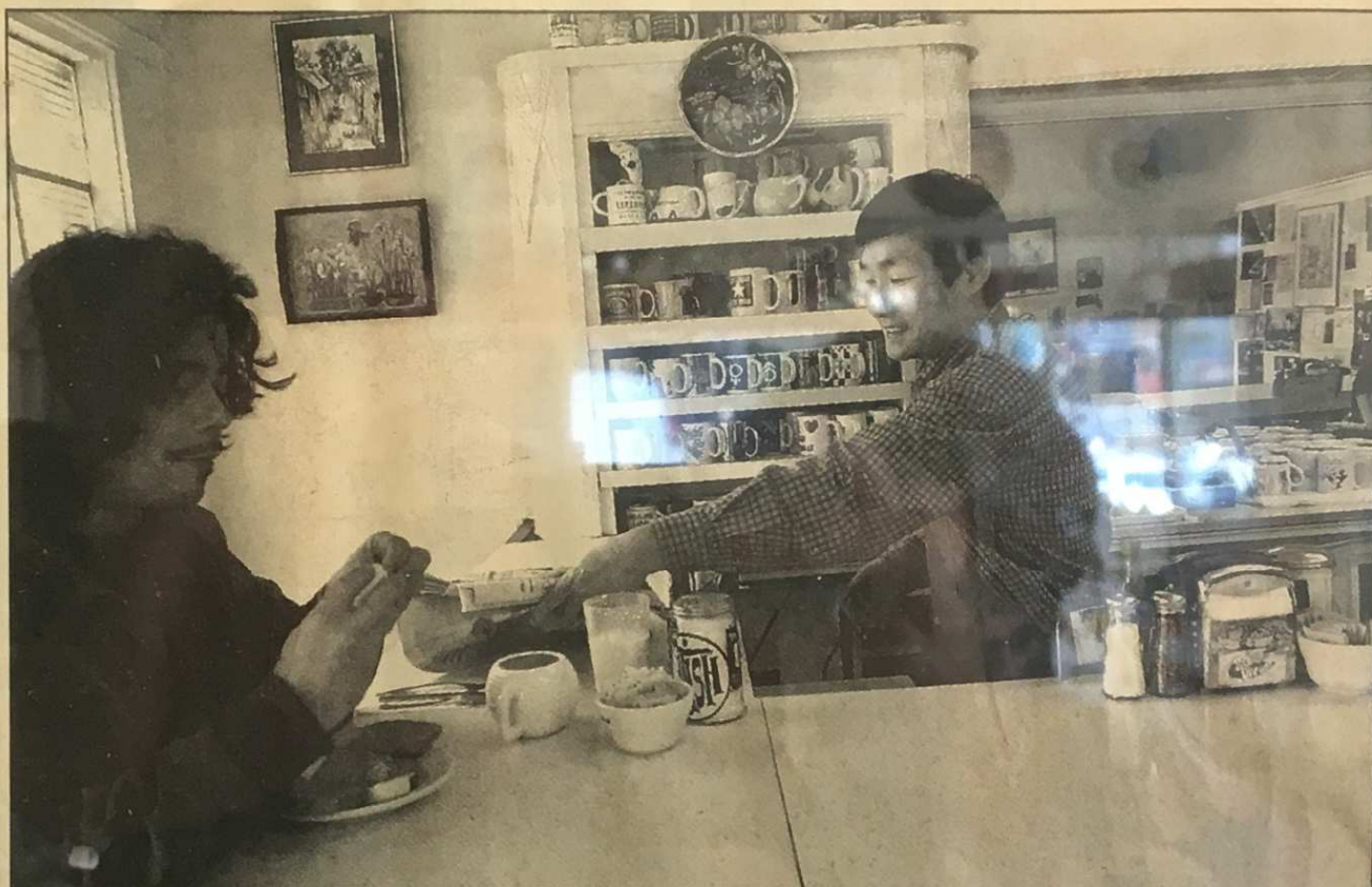
The decor is unadorned '50s burger joint: six small red leatherette booths with gold sparkly Formica tables and red bar stools at the counter. Every seat has a fabulous view of an extensive collection of mismatched coffee cups.

The food is no-frills. You'll find no cilantro sprigs or kiwi slices, no decaf cappuccinos or chateaufort omelets. And the only garnishes are the bunches of fresh blue irises, orchids and tulips in vases on the tables.

Prices are pre-dot-com, with a plate of good, non-greasy turkey sausage, biscuits, two eggs and creamy grits going for \$5.55.

For the budget-conscious: homemade hash browns are just \$1.50 and a small bowl of collard greens is \$1.25. A cup of decent truck-stop coffee goes for 95 cents. Dinner-ish foods include short ribs (\$8.75) and salmon croquettes (\$7.25).

Terrance Alan, owner of the New Meat Campus Theatre gay men's strip club, comes in just about every day, often for business meetings. He always has the steak and eggs (at \$10.95, the most expensive plate on the menu). He also recommends the oxtails



CHRISTINA KOCI HERNANDEZ / The Chronicle

**SLICE OF THE CITY:** Min Huang (right), owner of Eddie's Cafe, hands the newspaper to regular customer Vern McAllister.

## Eddie's Cafe

100 Divisadero (at Fulton)  
(415) 563-9780

Open 8 a.m.-4 p.m. Mon-Saturday, 9 a.m. to 4 p.m. Sunday.

**What you'll eat:** greens, beans and eggs

**What you'll see:** no-frills breakfasts and mismatched coffee cups

**What you'll hear:** country music and more

**What you'll think:** "Now this is San Francisco."

(\$8.75).

The other afternoon, Alan arrived at about 3:30 for breakfast, with a couple of guys including an account representative for *Fetish* magazine.

Alan, a 48-year-old many-earring-and-nose-ringed man with white spiky hair, said the neighborhood has undergone a visible change in the six years he's

lived here, from being economically depressed to "very eclectic."

Smiling, Alan noted he especially appreciates the influx of "lots of cute boys."

In the 1960s, Eddie's was a bar. Then, African American owners turned it into a soul food cafe. The present owners bought Eddie's in 1987, when soul food was quite

popular in the Western Addition.

But times have changed. So much so that the owners of Eddie's Cafe took the words "Soul Food Restaurant" out of the business name on the window (although it is still named Eddie's Cafe Soul Food Restaurant on the menu).

About 90 percent of the food Eddie's serves these days is break-

fast.

"We used to make more soul food because a lot of black, older people lived around here," said an owner, who called himself Eddie. "But the younger people don't like soul food."

E-mail Torri Minton at [tminton@sfchronicle.com](mailto:tminton@sfchronicle.com).



FROM THE COVER

# Rents rise, tastes change — S.F.'s diners dwindling

**"We'll try to duplicate it, just in another location."**

*Stanley Yang, speaking of his recently shuttered Lafayette Coffee Shop*

## Loyal customers

Helen Hwang, who has owned Eddie's Cafe for 28 years, said that even as Divisadero has transformed from the Western Addition's main commercial drag to NoPa, a stretch of high-end restaurants and design shops North of the Panhandle, she has been able to draw new customers without alienating the long-standing ones who occupy the red pleather booths on weekday mornings. She owed it to good food.

"This place is the best," agreed a man at the counter, a stiff-walled baseball cap worn high on his head. When asked what his regular order was, Hwang interrupted him: "Two strips of bacon, extra crispy, scrambled eggs."

Adoration aside, the changing city has left diners and coffee shops more exposed to evictions and economic distress.

Lucky Penny, a tiny stand-alone building on a larger lot, closed to make way for tall condos. Last fall, the same fate appeared to loom over the Grubstake in Polk Gulch, when new owners filed a preliminary project assessment to raze the building — though



Lea Suzuki / The Chronicle

Helen Hwang jokes with William Woods as he picks up his order from her Eddie's Cafe. Hwang, who has owned Eddie's for 28 years, competes with new high-end restaurants in her Western Addition neighborhood by offering good food.



# A taste of S.F. nightlife and beyond

By Aidin Vaziri

CHRONICLE STAFF WRITER

Bradley is the nightlife editor magazine and author of several at San Francisco's p.m. scene. ting a book on the subject of ban etiquette. Here are her fa- es to do research.

**50 Folsom St.** "Everyone's say- e South of Market dining scene and they're right — with the nings of TresAgaves, Coco500 a, Fourth Street and there- adeed a culinary hot zone. But e-so-modern yet miraculously intimate Oola can you get sev- s of Chateau de Sancerre and ortellini at the bar by yourself el like a gluttonous loner. This e, a hypothetical example."

**in Exposure, 401 Alabama St.** t-run nonprofit gallery is in a et appropriately raw space in mission, featuring Bay Area art- prominent and emerging, along rringe-worthy performance art, nings and the good-karma outh arts education programs. ws an Annual Art Auction and ndraiser each April. Last year ut with a leather, wood and tex- y Megan Wilson, a killer print organ and a sample purse by s, it's faintly embarrassing to ach purse at an art auction, but y cute."

**Head, 3166 Buchanan St.** "I be married to a restaurant snob very little about food. The at- he insists, is everything. azen Head. The menu is com- faithful standards — pepper ach onion soup, shrimp scampi decor, akin to a private men's dark woods, dim little table long-forgotten newspaper clip- mber frames, more than com- Despite the Marina location, the ds to be diverse and consider- nder than in your average off- et establishment — I've yet to

see anybody on their Treo."

**Eddie's Cafe, 800 Divisadero St.** "Ed- die's on Divisadero is a legit greasy spoon without the 1950s shtick; the only thing it lacks is all-night hours. And while I hate being one of those people who say 'My din- er is the best,' the way locals get with 'their' burrito place, Eddie's has the smoothest milk shakes in town; fast, familial service; and hearty, can't-miss diner standards. One time I ordered hash browns and they put cheddar cheese on them for no apparent reason. How amazing is that?"

**Fabuloid, 336 Hayes St.** "I was initial- ly wary of any clothing store with 'fab' in its name, but Chrissy Kaufman and Schuyler Brown's vintage-modern fash- ion mash-ups obliterated my cynicism. Brilliantly tailored jackets in rich golds, reds and cobalt blues; fabrics seemingly snatched from the slopes of Zermatt in the '60s; fetching removable collars — I could go on, but I have to go shopping."

**C. Bobby's Owl Tree, 601 Post St.** "Owls are currently in a hipster renaiss- ance; you see them in German design catalogs, on Ikea pillows and whimsical modern greeting cards. C. Bobby was de- cades ahead of all of them. Walk into his Tenderloin dive (hours can be erratic) and experience a veritable shrine to this feath- ered sage of the night. Owls pack the walls, hang from the ceiling and stare per- haps too intensely from various pothol- ders and figurines. Note that the Owl Tree has a hilariously slow 'live' Web cam, so you can have your friends at home log on and see you among the owls in (sort of) real time."

**International Orange, 2044 Fillmore St.** "A bit tough on the wallet but great for the discriminating spagoer, International Orange makes getting naked in front of complete strangers a thoroughly calm and, yes, rejuvenating experience. The Red Flower Japan massage, with ginger grass, wild lime and silk cream, is nothing short of a revelation."

**Chez Spencer, 82 14th St.** "This moody French bistro sits incognito on a gritty block of 14th Street. In front you'll find a stylish, romantic front patio with

flowering gardens and powerful heat lamps, while the loftlike interior is equal- ly swank. The menu is both seasonal and intensely creative, settling the whole 'Is organic boring?' question with its innova- tive takes on California-French cuisine."

**Riley James, 3027 Fillmore St.** "Of all the shops in boutique-inflated Marina/ Pac Heights, Riley James succeeds with- out a reliance on Juicy Couture. I've browsed (if not actually bought) Holly- would pumps, Chip and Peppers, Imita- tion of Christ, Sonia Rykiel, as well as great jewelry, accessories and menswear. Pleasantly vacant salespeople make the whole experience akin to wandering around an exceedingly well-dressed per- son's closet during a house party."

**John Colins, 90 Natoma St.** "The most challenging thing about this place is get-

ting the name right, I'm sure many a Goo- gle search has come up short looking for 'Tom Collins.' But actually, John Colins is an amalgam of the first names of the af- fable owners, John Guiffre and Colin O'Malley. What distinguishes it from its 'speakeasy' club brethren is the physical space — an airy, brick-walled room that resembles a firehouse — and the music — energetic funk DJ sets that are a perfect antidote for the down-tempo groove mal- aise. Check out the artwork, too, there's a brilliant neo-cubist rendition of San Fran- cisco's skyline that renders conversation temporarily unnecessary."

**Chaya, 132 the Embarcadero.** Chaya has been around for a while, but apparently impeccably prepared sushi and good strong martinis never go out of style. Catering to a fashionable happy-hour crowd, the dramat-

ic Bay Bridge-as-backdrop dining fuses even the terminally corporat- glow of intrigue."

**Be+Cause Clothing, 555 Flor- Suite 219.** "Activists have a tell- make me nervous, but the people Be+Cause believe that making the better place and having fun are not ally exclusive. Co-founders Erin Po Deyden Tethong's HERO 1 T-shi- hot shorts and guest designer Tomol- ara's handmade purses are both socia- fashion conscious. All creations ar- duced responsibly, and most benefi- from Katrina relief to Free Tibet. The- have kids' clothes — how many babies- a Muhammad Ali onesie?"

Aidin Vaziri at [avaziri@sfchronicle.com](mailto:avaziri@sfchronicle.com).



"How amazing is that?" Heather Bradley asks about the fare at her favorite greasy spoon, Eddie's Cafe, on Divisadero

KATY RADDATZ / The Ch



<https://sf.eater.com/2016/2/17/11014314/eddies-cafe-divisadero-photos-san-francisco#0>



## Behold Sunday Morning at Eddie's Cafe, A Dying Breed in San Francisco Breakfast

Get in, eat and get out for under \$10.



With no-frills breakfast spots like L&M Cafe, Lucky Penny and Joe's Cable Car shuttering regularly, it can be easy to think San Francisco is a town in which that type of untrendy restaurant can't survive. Look no further than **Eddie's Cafe** on Divis, though, for proof that diners are still very much needed in this city. With a line out the door on Sunday morning at 11 a.m., Eddie's was rocking with people eager to get their A.M. egg and coffee fix from a neighborhood institution known for its signature quirky mugs and complete meal options with a Southern bent for under \$10. Look through the slideshow above for a closer look at what makes this restaurant tick.



















<http://www.sfchronicle.com/restaurants/article/Eddie-s-Cafe-and-a-bowl-of-grits-12281980.php>

# San Francisco Chronicle

## Eddie's Cafe and a bowl of grits

By Tannis Reinhertz

October 16, 2017 Updated: October 16, 2017 2:11pm



Diners have breakfast at Eddie's Cafe on Divisadero Street in S.F.  
Photo: Paul Chinn, The Chronicle

Grits. For me, pure comfort food. I don't remember the first time I had them, but if asked what my final meal would be, grits with butter, salt and pepper would on the menu.

I was born and raised in San Francisco, my dad a Jewish, second-generation San Franciscan and public-school teacher; my mother a black Southerner who came to the Bay Area with her family in search of a better life.

My love of grits came from my mother, and when she and my father divorced in the early '60s, my father became a single parent to a mixed-race daughter who loved grits. As a single parent, my father both relished and relied on community. Not long out of college, my dad's circle was an eclectic mix of races and backgrounds, including Moody, the black cook at my dad's fraternity who introduced my parents. He taught my dad a few things about good cooking. And a bit about hard drinking — but that's another story ...

Our house was lively and often reminiscent of a busy restaurant: lots of laughter, good food and folks staying way past closing time. My dad was (and still is) a great cook, and one of the ways he made sure his mixed-race daughter would know her heritage was through food.

Much like the first time I had grits, I don't have a specific memory of the first time my dad and I ate at Eddie's Cafe.

Eddie's Cafe is a greasy spoon on the corner of Divis and Fulton owned by an Asian family in what was at the time a primarily black neighborhood. It was something that wasn't hard to find in San Francisco when I was growing up — a working-class restaurant filled with more brown folks than white. Eddie's felt like home. Did I mention Eddie's served grits?

As I grew up and began to think about race, class, economics and the intersections of these, I marveled at the continued existence of a place like Eddie's Cafe. The cooks were Asian and black (maybe that explains the grits), the waiters were Filipino, the diners were working class and mostly brown. Eddie's also had an easy, unforced feel to it. An *organic* community, not overthought or intentional.



By the time I moved to Oakland in the mid-'90s, the city was changing already: tech money, fewer and fewer black people, an overall whitening of San Francisco. Around Eddie's Cafe, the neighborhood reflected what was happening citywide — a redefinition of working class, and mass economic deportation of black people.

Eddie's Cafe still exists. It's still owned by an Asian family. They still serve grits, and you can still find some working-class folks sprinkled in between the well-paid "working class." But there aren't many brown folks in the restaurant or the neighborhood anymore. And I don't feel quite as at home at Eddie's Cafe — or San Francisco — as I used to.

And sometimes, when I think about how much the city has changed and how few black, brown and working-class folks are left, I find comfort in a big bowl of grits with butter, salt and pepper.



Image 1 of 8

Breakfast plates are served at Eddie's Cafe on Divisadero Street in S.F., which also serves grits.  
Photo: Paul Chinn, The Chronicle



Image 2 of 8  
Tannis Reinhertz's parents.  
Photo: Courtesy Tannis Reinhertz



Image 3 of 8  
Tannis Reinhertz as a child.  
Photo: Courtesy Tannis Reinhertz

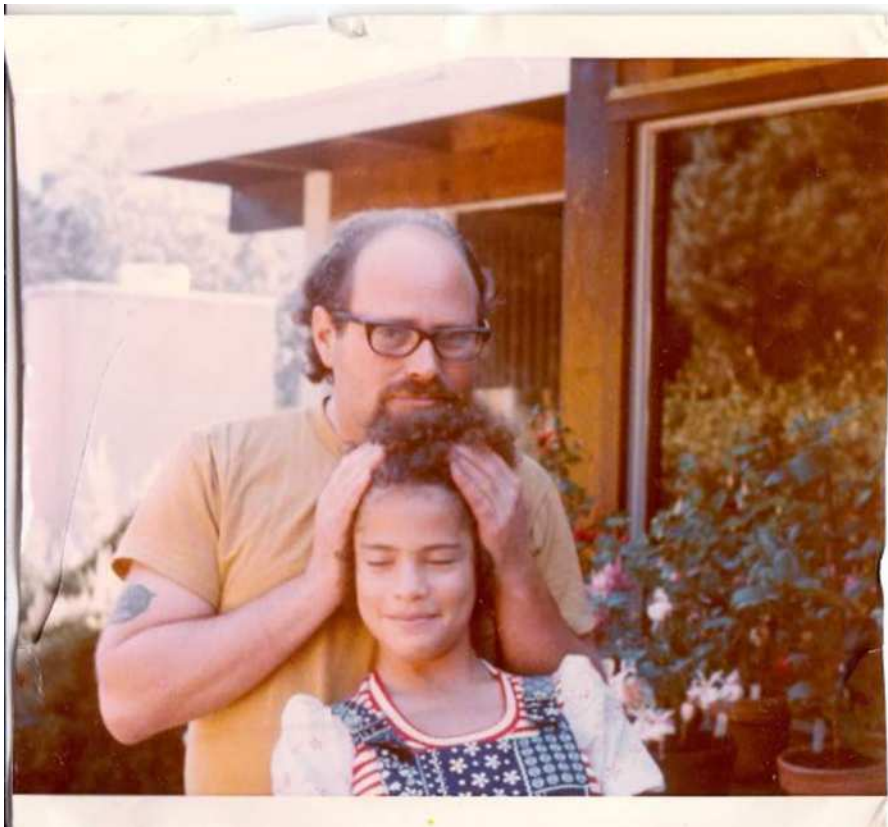


Image 4 of 9  
Tannis Reinhertz as a child with her father.  
Photo: Courtesy Tannis Reinhertz





Image 5 of 8

Helen Hwang, the owner of Eddie's Cafe, greets one of the many regulars of the S.F. diner.  
Photo: Paul Chinn, The Chronicle



Image 6 of 8

David and Julianne Mehegan (left) have breakfast with longtime Eddie's Cafe customers Rodolfo and Karen Cancino. The cafe, still open and still serving grits, is where Tannis Reinhertz indulged her love of the Southern staple as a child.  
Photo: Paul Chinn, The Chronicle



Image 7 of 8  
A bowl of grits at Eddie's Cafe on Divisadero at Fulton.  
Photo: Paul Chinn, The Chronicle



Image 8 of 8

At Eddie's Cafe in S.F.: An order of grits is served with a Louisiana hot link and eggs sunny-side.  
Photo: Paul Chinn, The Chronicle

*Tannis Reinhertz is a department chair at City College of San Francisco, where she has worked since 1993. Email: [food@sfchronicle.com](mailto:food@sfchronicle.com)*



Dear friends,

meanwhile a couple of weeks are gone and we are back home in Berlin.

Holidays are over and everyday life has returned.

Nevertheless nearly every day we think back when we spent this wonderful time with you in San Francisco.

It was a highlight every morning to have breakfast at Eddie's Cafe.

Your warmth and cordiality made us feel so welcome and it was so good for us.

We miss you all so very much!

And of course we miss the unique and outstanding breakfast.

Thanks to your kindness we luckily are able to make Eddies American Pancakes ourselves.



Every Saturday and Sunday we look forward to a small feeling of San Francisco.

We were speechless when we received the huge bag from you.

We had to plan very well to stow everything in the suitcase.

Our friends in Berlin they laughed out loudly when they heard the story.

Again thank you very very much for all.

We hope to come back as soon as possible!

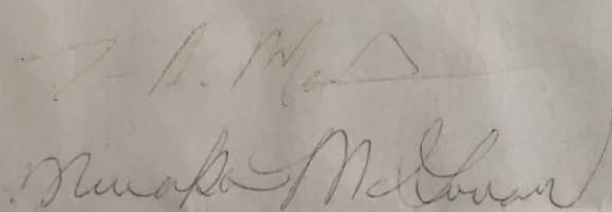
All the very best to you and god bless you all.

*Jasanne*  
and *Klaus*



# DOMMO ARIGATO

Hi Helen and the rest of the gang at Eddie's. You made our vacation in San Francisco very enjoyable. Having breakfast at Eddie's was definitely the good way to start our day. That was really the **BEST** breakfast we had our entire vacation. We will definitely be coming back to Eddie's when we return for another vacation. We wish you the best of luck and keep those grits, Denver omelet and milk on the menu. Thank you for you good service, good food and good hospitality.

  
Tommie & Miwa McGowan

(mcgowan@japan.com)



2016

**BEST**  
OF  
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magazine

★ WINNER ★

BEST DINER

*Eddie's Diner*

AWARDED BY SAN FRANCISCO MAGAZINE





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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-2017-18-024  
*Business Name:* Little Joe's Pizzeria  
*Business Address:* 5006 Mission St.  
*District:* District 11  
*Applicant:* Alfredo Rodriguez, Vice President  
*Nomination Date:* November 6, 2017  
*Nominated By:* Supervisor Ahsha Safai

**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

4689 Mission Street from 1958 to 1972 (14 years).  
5006 Mission Street from 1972 to Present (45 years).

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?       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:** November 8, 2017

Richard Kurylo  
Manager, Legacy Business Program





**AHSHA SAFAÍ**  
安世輝

November 6, 2017

Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

**RE: LEGACY BUSINESS STATUS FOR LITTLE JOE'S PIZZA**

Attention Legacy Business Program:

I am sending this letter supporting Little Joe's Pizza's application to the San Francisco Legacy Business Directory. Little Joe's Pizza has been enjoyed by generations of Excelsior, Outer Mission, Mission and Cayuga Terrace families. Joseph "Little Joe" Russo originally opened the restaurant in 1958 at Mission and Persia making it the oldest restaurant serving the same type of cuisine, under the same name in District 11. Watching the cooks toss, catch and spin pizza dough is a rite of passage for kids living in the Excelsior. The current owners, the Rodriguez family, have made hand crafted pizza at their 5006 Mission Street location since 1978. Antoinette, Patricia, Marcela, and Fred Rodriguez Jr. currently run the restaurant, with photos honoring their parents Gloria and Fred Sr. displayed at the entryway.

The Rodriguez family supports the neighborhood with their commitment to hire local residents and regularly contribute gift certificates to local schools. Little Joe's Pizza is registered with the Excelsior Action Group, committed to attracting more businesses to the Mission Street corridor. Just last month Little Joe's Pizza hosted the first "Pizza with a Police Officer" community dinner with the Ingleside Police Station, which was sold out. Their longevity, dedication to the neighborhood, and delicious pie make Little Joe's Pizza an ideal District 11 representative in the San Francisco Legacy Business Directory.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ahsha Safai".

Ahsha Safai  
District 11 Supervisor

## 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:		
Little Joe's Pizza		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Gloria Rodriguez		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
5006 mission St SF, CA 94112		(415) 333-3684
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Alfredo Rodriguez	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Vice-President	
APPLICANT'S ADDRESS:	TELEPHONE:
5006 mission St. SF CA 94112	(415) 333-3684
	EMAIL:
	fredrod415@gmail

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

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
4689 Mission Street	94112	1958
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1958-1972	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5006 Mission Street	94112	Start: 1972
		End: Present

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

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Fred Rodriguez 10/10/17 Alfredo Rodriguez  
Name (Print): Date: Signature:

## **LITTLE JOE'S PIZZERIA**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

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

In 1942, Joseph "Little Joe" Russo, upon completing his military service, began working for his father Giuseppe at his North Beach pizzeria, Napoli Ristorante. Little Joe learned the pizza business from his father while working with him for 16 years before deciding to start his own venture.

In 1958, he opened what is now known as Little Joe's Pizzeria. The first location was located on Mission and Persia Streets in the Excelsior District. By 1972, his business had grown and he moved the restaurant to its current location at 5006 Mission Street. In 1973, Alfredo Rodriguez Sr. bought the business over an afternoon conversation and a handshake. Together with wife Gloria, he strove to make the restaurant "their place" where his family could all work and be together in one place.

In 1995, Fred passed away, but not before seeing his dream come true. All of his children, Antoinette, Patricia (Patty), Marcela, and Alfredo Jr. (also Fred) have worked and participated in the business at different stages in their lives. They have worked alongside each other, their cousins and employees who have become lifelong friends.

Little Joe's Pizzeria is now being run by Patty and Fred. The mission however remains the same, to make the restaurant a welcoming, family-friendly, humble neighborhood spot. The menu consists of many Italian classics, including pizza, chicken parmesan and pasta dishes, as well as Mexican favorites, as the Rodriguez family is of Mexican descent. The Excelsior District also has a very deeply rooted Latino community, making these menu items very popular alongside the pizza. This gives Little Joe's Pizzeria a uniqueness that makes it an extremely neighborhood-friendly business in the Excelsior.

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

The business is currently owned and operated by the Rodriguez family. It was purchased from the original owner Joseph Russo in 1973. The ownership history is as follows:

- 1958 – 1972: Joseph Russo
- 1972 – 1995: Fred Rodriguez Sr.



- 1995 – 2017: Gloria Rodriguez
- Current: Antoinette, Patricia, Marcela, and Fred Jr. (Gloria has very recently passed away and the business is being distributed amongst her children)

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

N/A

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

The building at 5006 Mission Street is not listed on a historic resources registry; however, it maintains a style common amongst Mission Street eateries in the Excelsior District, with an ornate storefront and prominent neon sign featuring the business name. The building was constructed in 1912.

## **CRITERION 2**

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

The first aspect of Little Joe's Pizzeria one notices is the menu that is uniquely tailored to cater to the Excelsior community. The original business was owned by an Italian pizza-maker from North Beach, Joseph Russo, who relocated to the Excelsior District, which had a sizeable Italian population at the time.

Once Alfredo Rodriguez Sr. (Fred Sr.) purchased the business, he added a Mexican aspect to the menu as the neighborhood also had (and still has) a sizeable Mexican population. This was in large part due to being asked by many members of the community why a Mexican-owned business had no Mexican food on the menu. The solution was to create the Mexican pizza, consisting of a pizza crust topped with refried beans, cheese, homemade chorizo sausage, tomatoes, onions and jalapenos. The Mexican pizza was such a hit that it spawned the creation of an additional Mexican menu, all featuring home-style Northern Mexican favorites, with the recipes directly provided by Fred Sr.'s wife Gloria.

Little Joe's Pizzeria has long been a neighborhood staple in the Excelsior District. After many decades of being in the neighborhood, they have had the pleasure of having former employees come back to visit with their children and even grandchildren, to tell of their lives and successes. Many of these customers and employees have stories about Little Joe's Pizzeria as being a crucial part of their childhoods. Many married couples visit to tell that their first date was at Little Joe's, and return years later with their children. Little Joe's Pizzeria also hosts many occasions such as baptisms, wedding rehearsals, anniversaries and birthdays.

Fred Sr. was also the kind of man who could talk to anyone. He welcomed people from all walks of life into his restaurants, and had a dream to make this business a place where his family could all work and be together in one place. He was an incredibly hard worker and made his work look effortless.

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

Little Joe's Pizzeria has always been supportive of local schools and donated both food and time whenever possible. Little Joe's has partnered with Coach Dan Salvemini from Burton High School to help raise funds to keep the athletic program open. The restaurant has also opened their doors and allowed the use of the dining room for a local political group, the Young Democrats, to hold their meetings for the past 30 years. Captain Joe McFadden from the Ingleside Police Station has also hosted a "Pizza with a Police Officer" event for the first time in 2017, which was an amazing community outreach event with quite a bit of success.

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

The business has not been mentioned in an historical context to the knowledge of the business owners.

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

As a neighborhood-serving business, Little Joe's Pizzeria has served residents of the neighborhood, some of which have grown to a greater renown. The most famous perhaps is Excelsior native Carlos Santana who was a frequent takeout and delivery customer to his practice garage in Lakeview. Another famous visitor was former San Francisco 49ers Jamie Williams, who once hosted a large party at Little Joe's Pizzeria. San Francisco Giants pitcher Juan Marichal also grew up in the neighborhood and was a famous guest of Little Joe's Pizzeria. Some of the more common visitors are local district supervisors such as Asha Safai and John Avalos.

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

The Excelsior District has always been home to the Rodriguez family, and they have always felt it was their responsibility to help the community when they can. Little Joe's Pizzeria has always tried to hire from within the neighborhood. For many employees, employment at Little Joe's Pizzeria was their first job and the job they worked at through high school and college. Although many have gone on to work in various career fields ranging from teachers to police officers, they learned their basic job skills at Little Joe's Pizzeria that helped them along the way.

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

Little Joe's Pizzeria is a true neighborhood-serving business, primarily serving families in the Excelsior District. Former residents in the area also tend to visit the restaurant quite frequently as well. The customer base is also representative of the Excelsior District, with a healthy mix of young and old, Latino, Italian, Filipino and Chinese, many of which are just local residents visiting their neighborhood pizza spot.

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

The restaurant is largely the same as it was when it originally opened in 1958. The interior design is dimly-lit with red walls, detailed designs, leather-upholstered booths with wooden tables in the rear and a takeout pizza counter in the front. The exterior is also largely similar to its original design. It is painted red and white and has a large neon sign that was brought from the original located on Mission and Persia streets to the current location at 5006 Mission Street.

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

If the business were to close, the neighborhood would be losing a restaurant with a quality product, a place to gather and a business that truly cares about its customers and community. Current owner Patty stated, "Who would feed all these people?" When the business posted a change of ownership in the front of the business, many of the restaurant's patrons called and visited asking if the business was closing down for good. This response goes to show the connection to the neighborhood, and how a long-time community cornerstone is essential to the community.

### **CRITERION 3**

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

The business is mostly defined by its traditional "pizzeria" feel. It is a very Italian-feeling business that reminds one of a pizzeria back in the 1950s. The leather booths are original in the tuck-and-roll style, with wooden tables and chairs. The wallpaper is red and black, and has a velveteen texture to it, which is also the original wallpaper. The front of the business also features a large neon sign, characteristic of not only Excelsior businesses but San Francisco businesses from a past era.

The business's dedication to serving the surrounding community is another one of its distinguishing features. The unique menu serving both Italian and Mexican cuisine, with classic pasta dishes alongside Mexican favorites like Steak Ranchero and Enchiladas make the business a great combination of two cultures that have and continue to shape San Francisco. This is



especially indicative of the community in which Little Joe's Pizzeria is located, one of the most diverse neighborhoods in the city.

**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)**

Little Joe's Pizzeria has always maintained a pizzeria-style menu, however the product has changed, but only for the better. The product and food sources have moved from traditional wholesale to more free range and locally-sourced products to reflect changing demands in the food service industry. Little Joe's owners have recognized that not only is there a higher demand for locally-sourced products, but they also give their food a better taste. Owner Fred Rodriguez commented that he had always bought free range and locally-sourced chicken to cook at home and came to the realization that the product is superior in taste and quality. Therefore, these types of ingredients have been brought into the kitchen at Little Joe's.

The Rodriguez family also has added a bit of their heritage to the menu by including a Mexican section as well. This helps to attract a wider range of customers that reside in the neighborhood. These dishes are mainly Mexican classics that can be found in many Mexican restaurants, however the recipes are home-style Northern Mexican cooking, passed down to Gloria, and now her children who now own and operate the restaurant. Today, Mexican food accounts for nearly 40% of all sales at Little Joe's Pizzeria. All of these classics of course are at affordable prices keeping the tradition of the neighborhood-serving restaurant.

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

The interior and exterior of Little Joe's Pizzeria are largely unchanged from the original fixtures put in place by owner Joe Russo. The tuck-and-roll leather booths, velveteen wallpaper and exterior signage are all original fixtures that have been cleaned and maintained or refinished in order to reflect their original features. These fixtures are also of extraordinary quality, which was the standard when Little Joe's Pizzeria first opened. These features distinguish Little Joe's Pizzeria from other businesses and make it exemplary of a San Francisco Legacy Business.

# 1971 Telephone Directory Listing

Polk's San Francisco (San Francisco County, Calif.) city directory

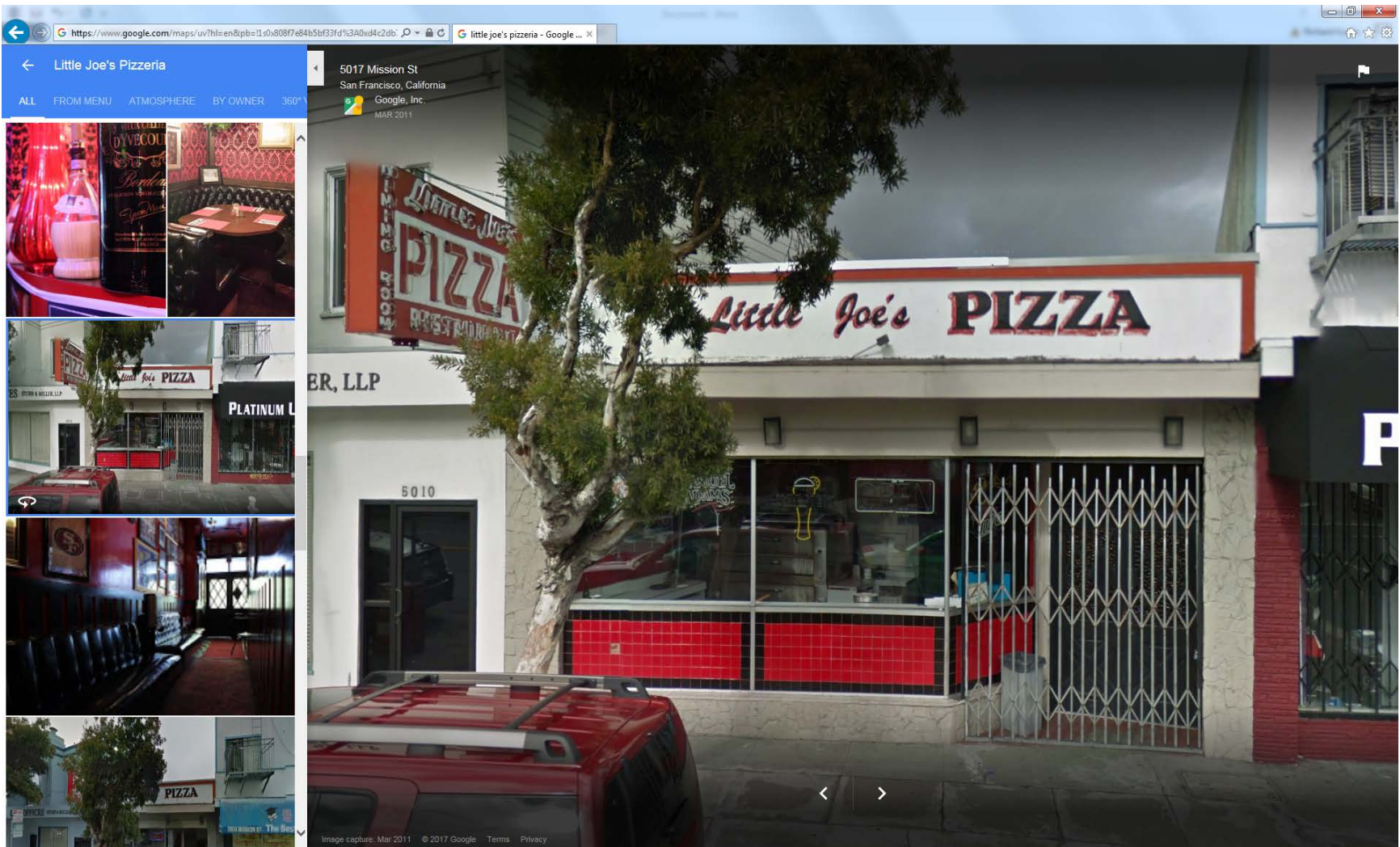
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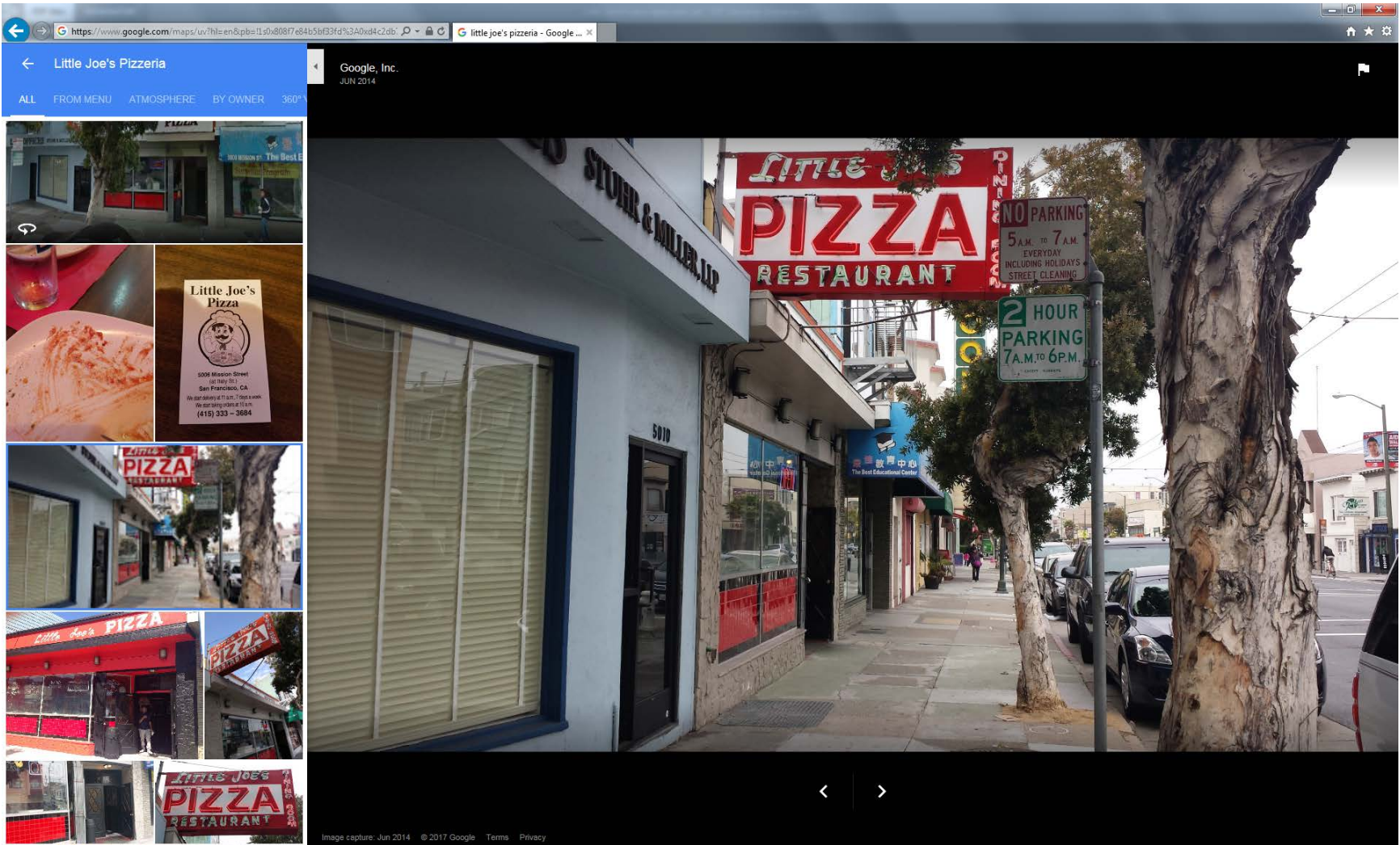
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2161 / 2484









2-2-20 1005  
**LITTLE JOE'S**  
**PIZZA**  
RESTAURANT

*Little Joe's*  
333-3684

**PIZZA**

500

LAW OFFICES  
STOR & LUKER, LLP

5010

OPEN

WORLD SERIES  
CHAMPIONS

5006



LITTLE JOE'S  
**PIZZA**  
RESTAURANT

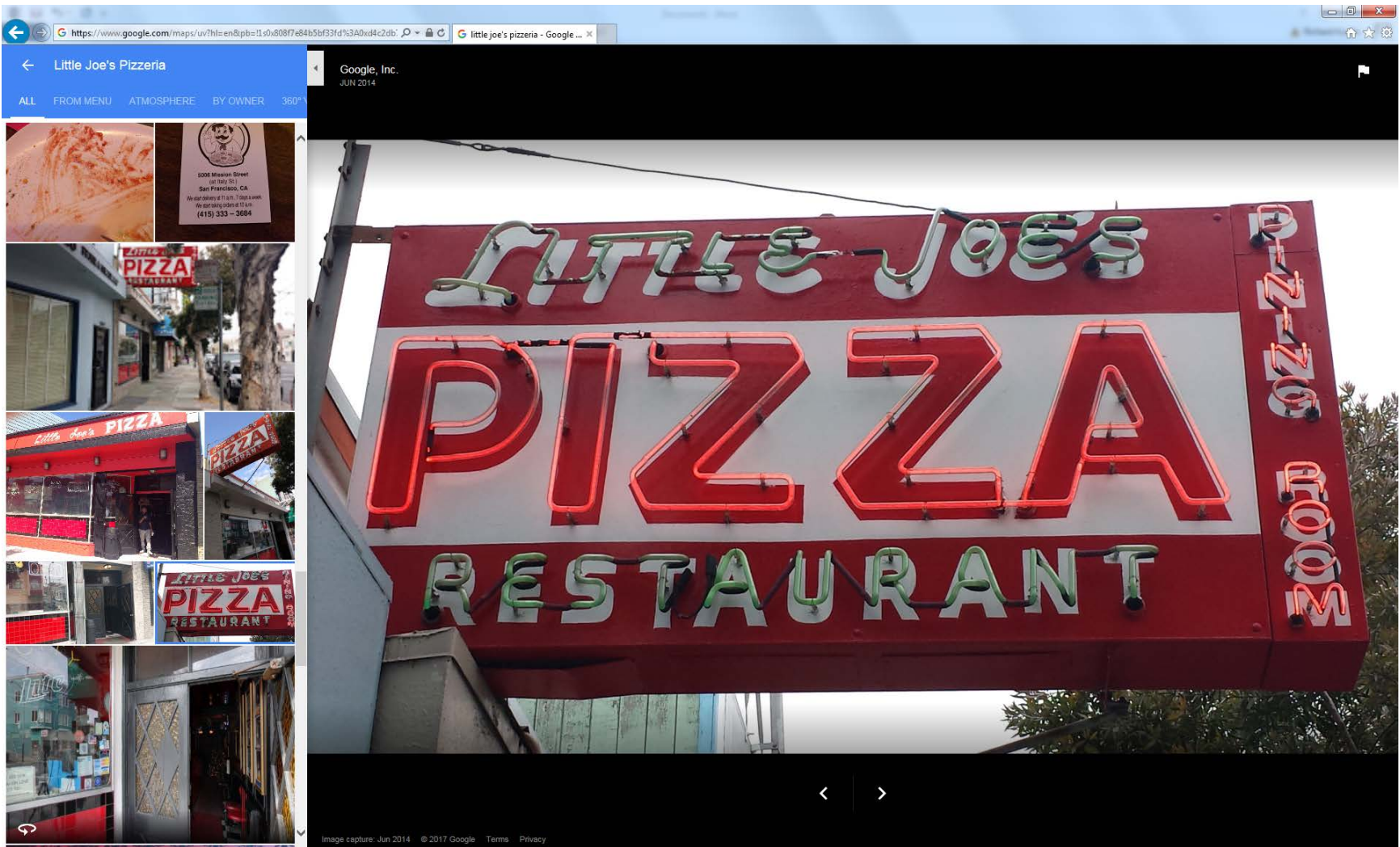
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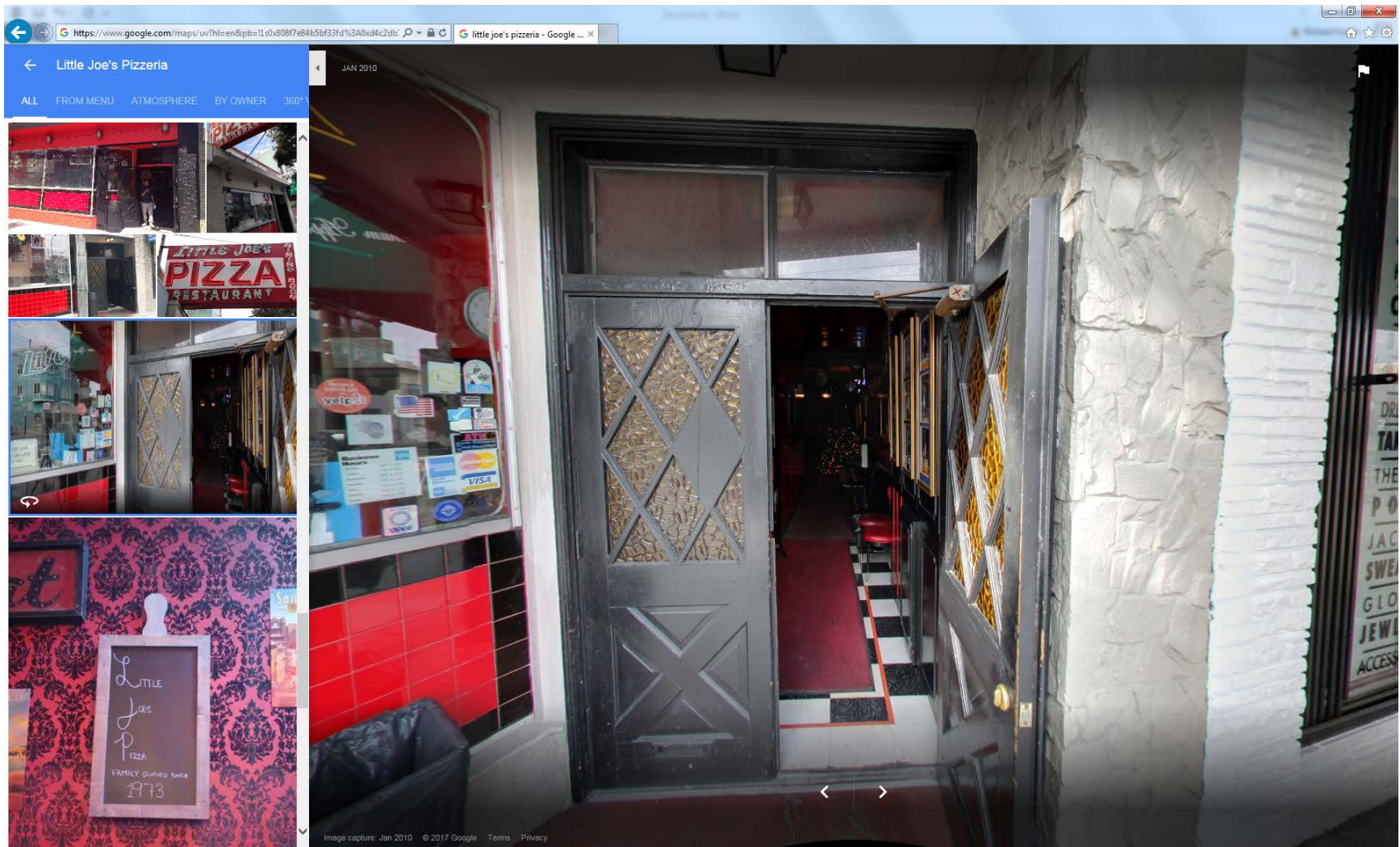
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最佳教育中心  
The Best Educational Center





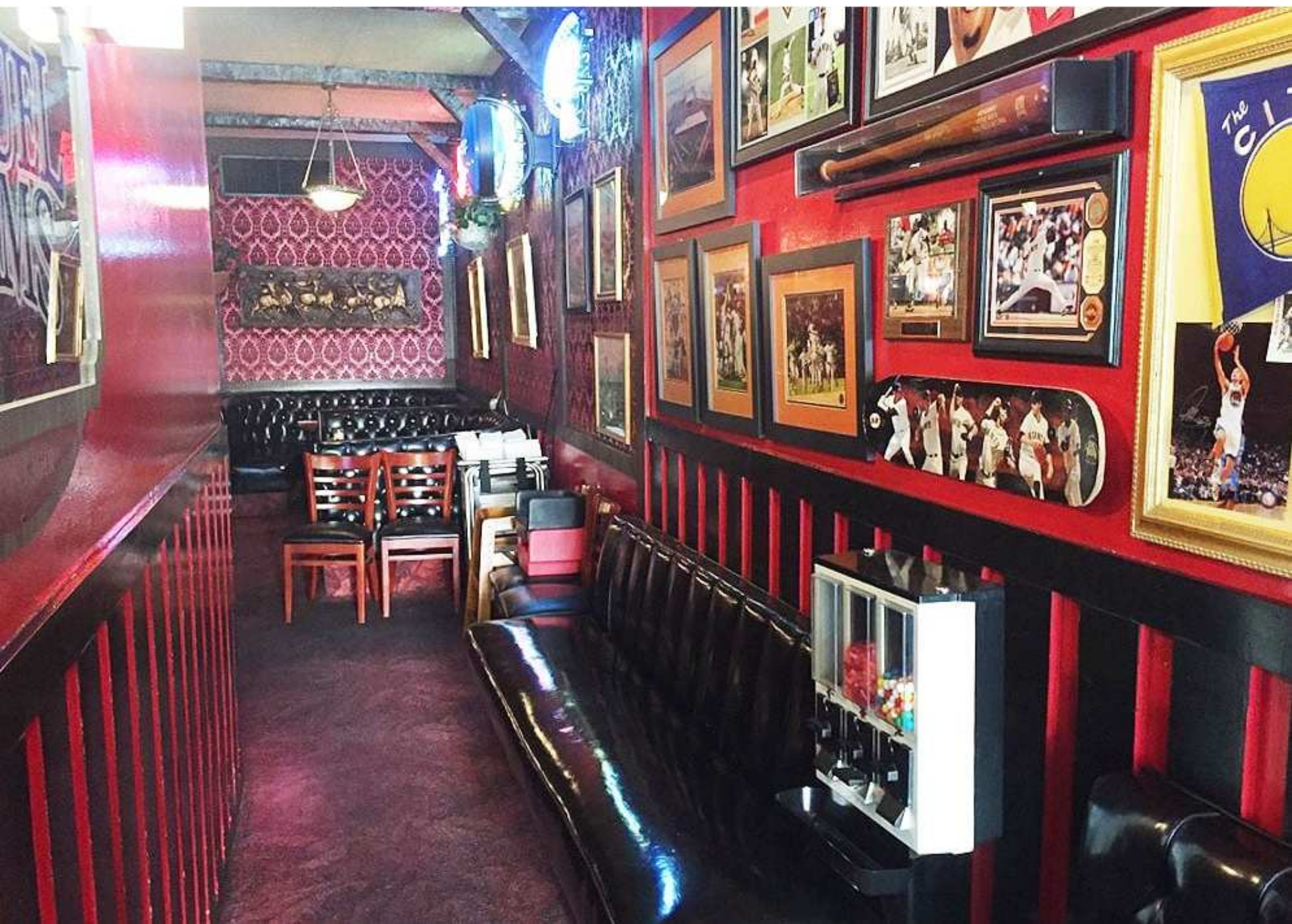




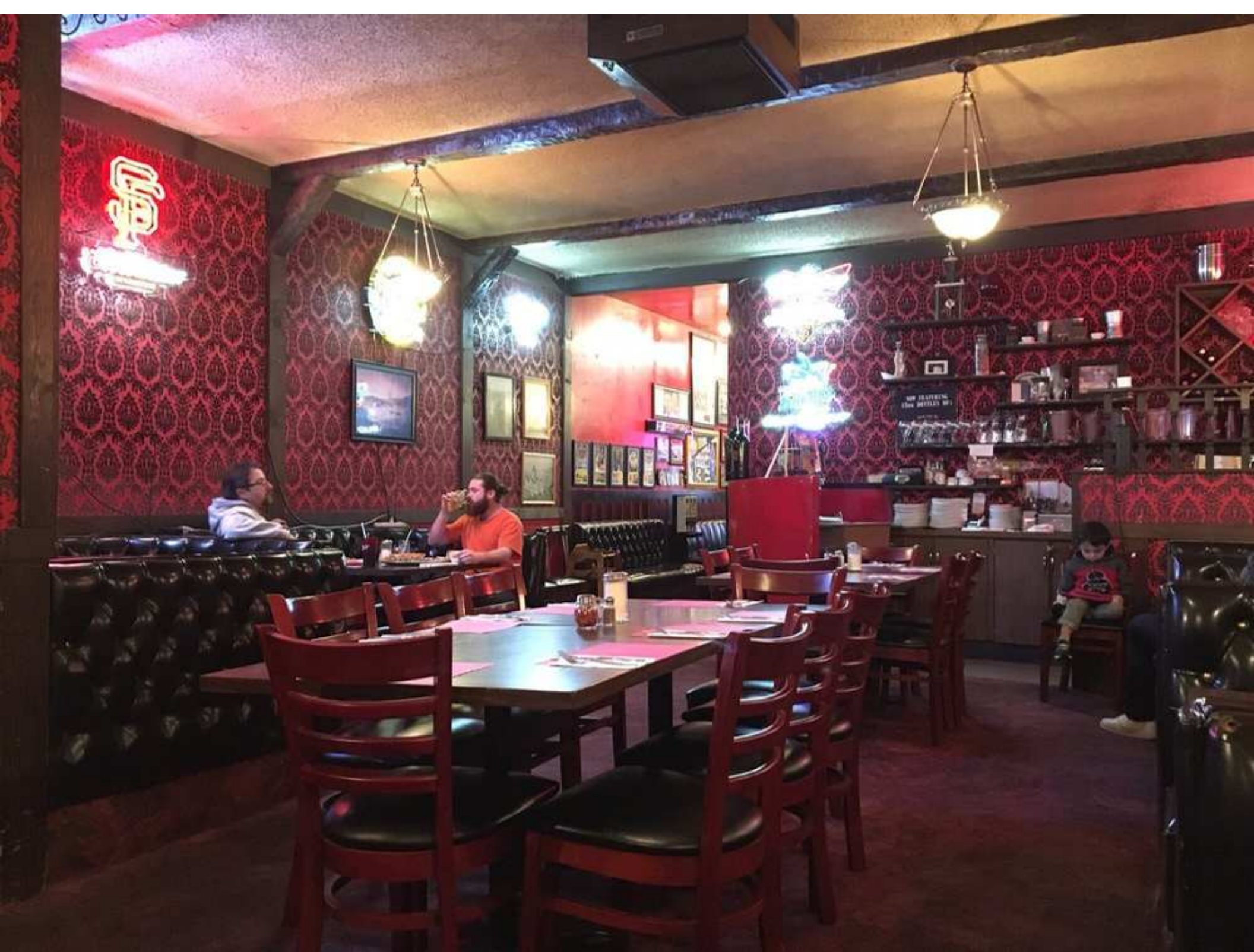








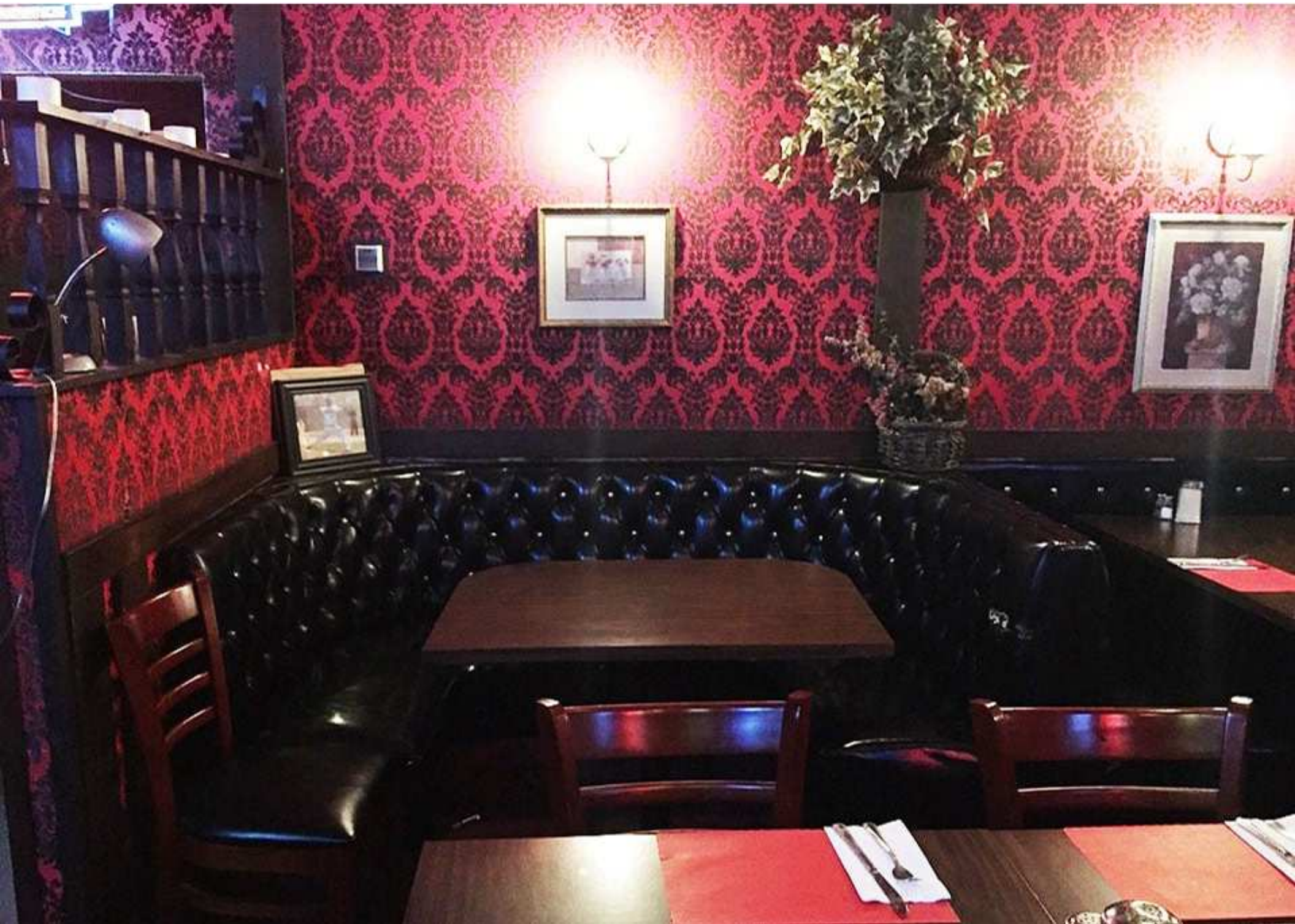
















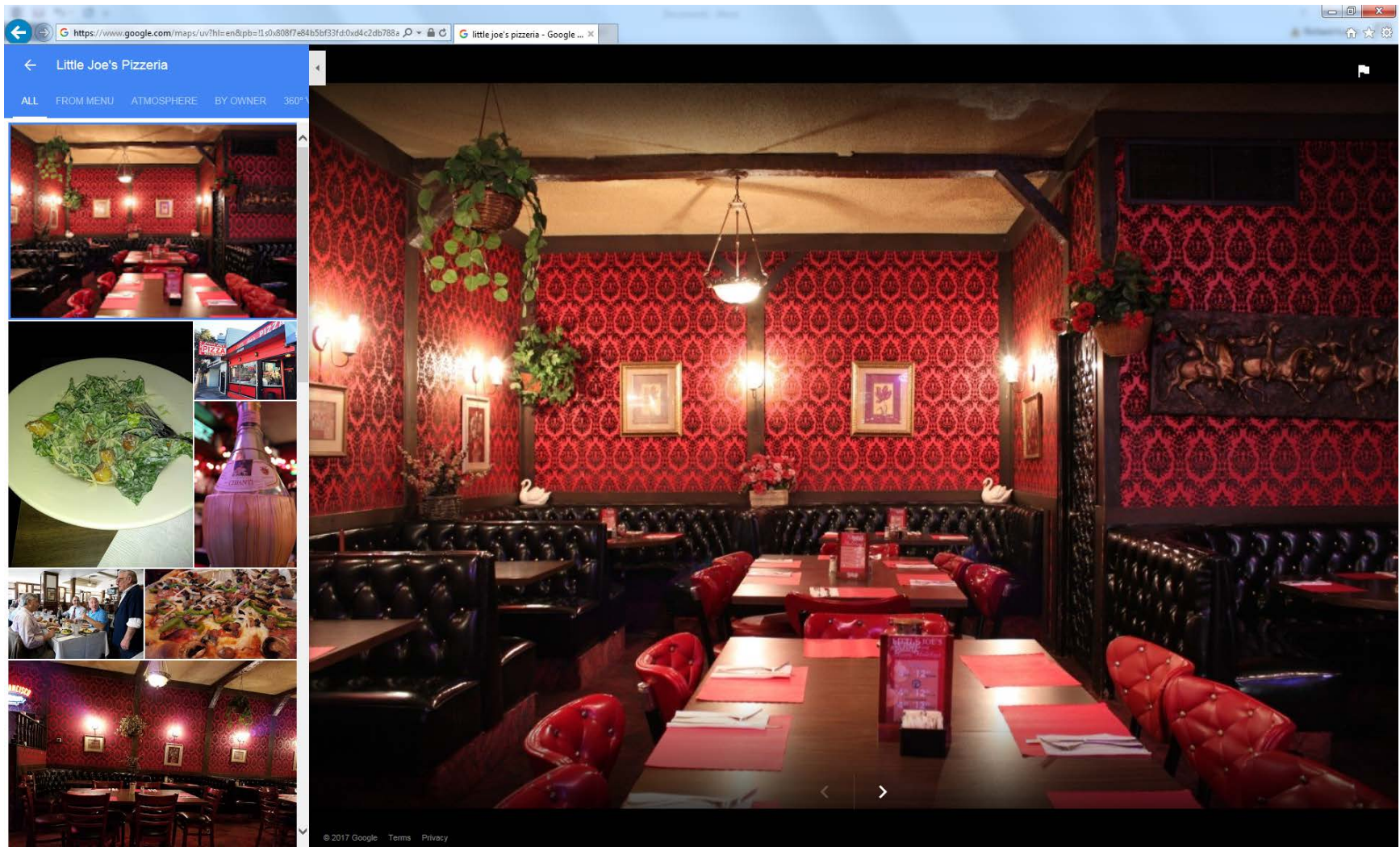




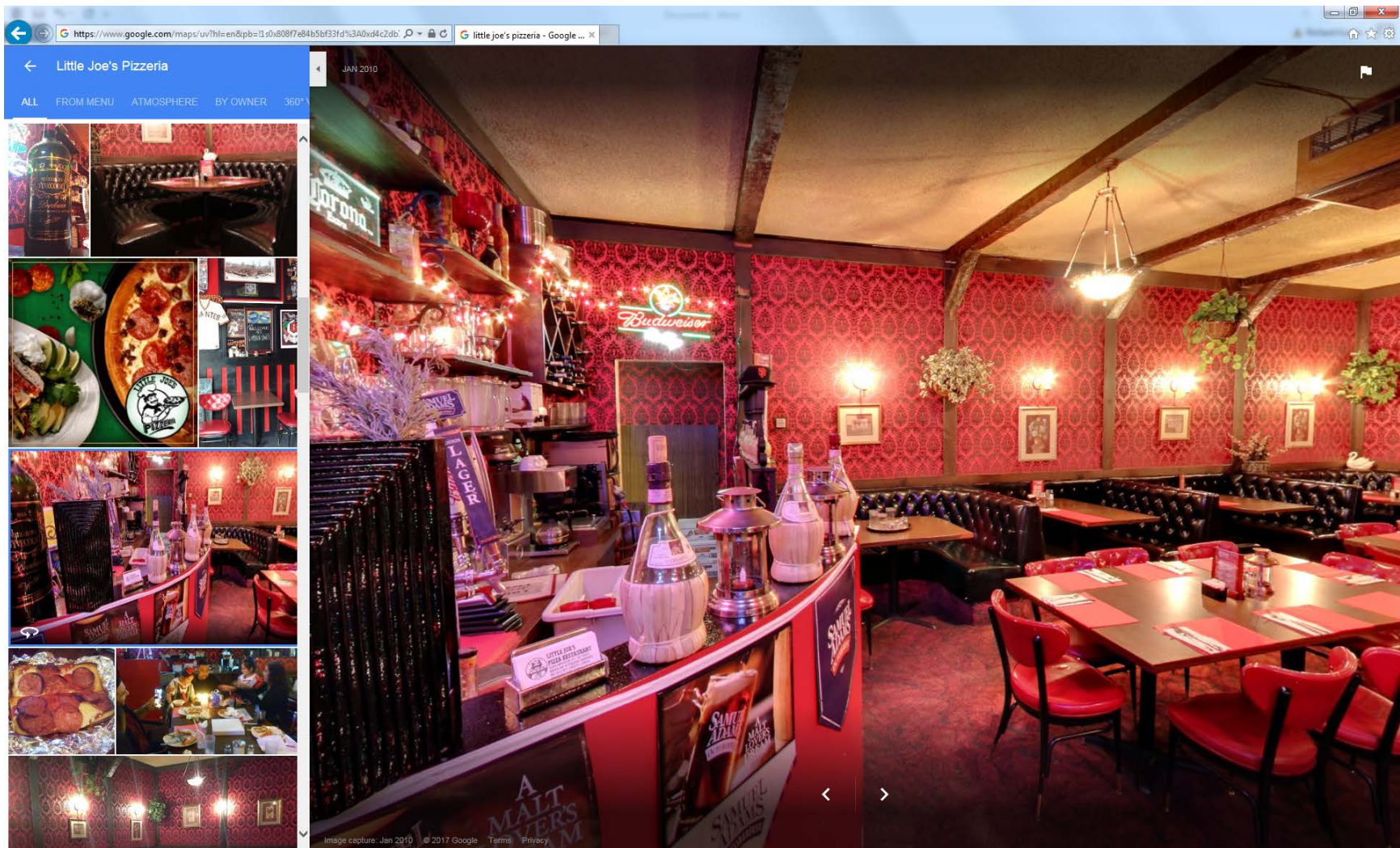
RESTROOM

EXIT

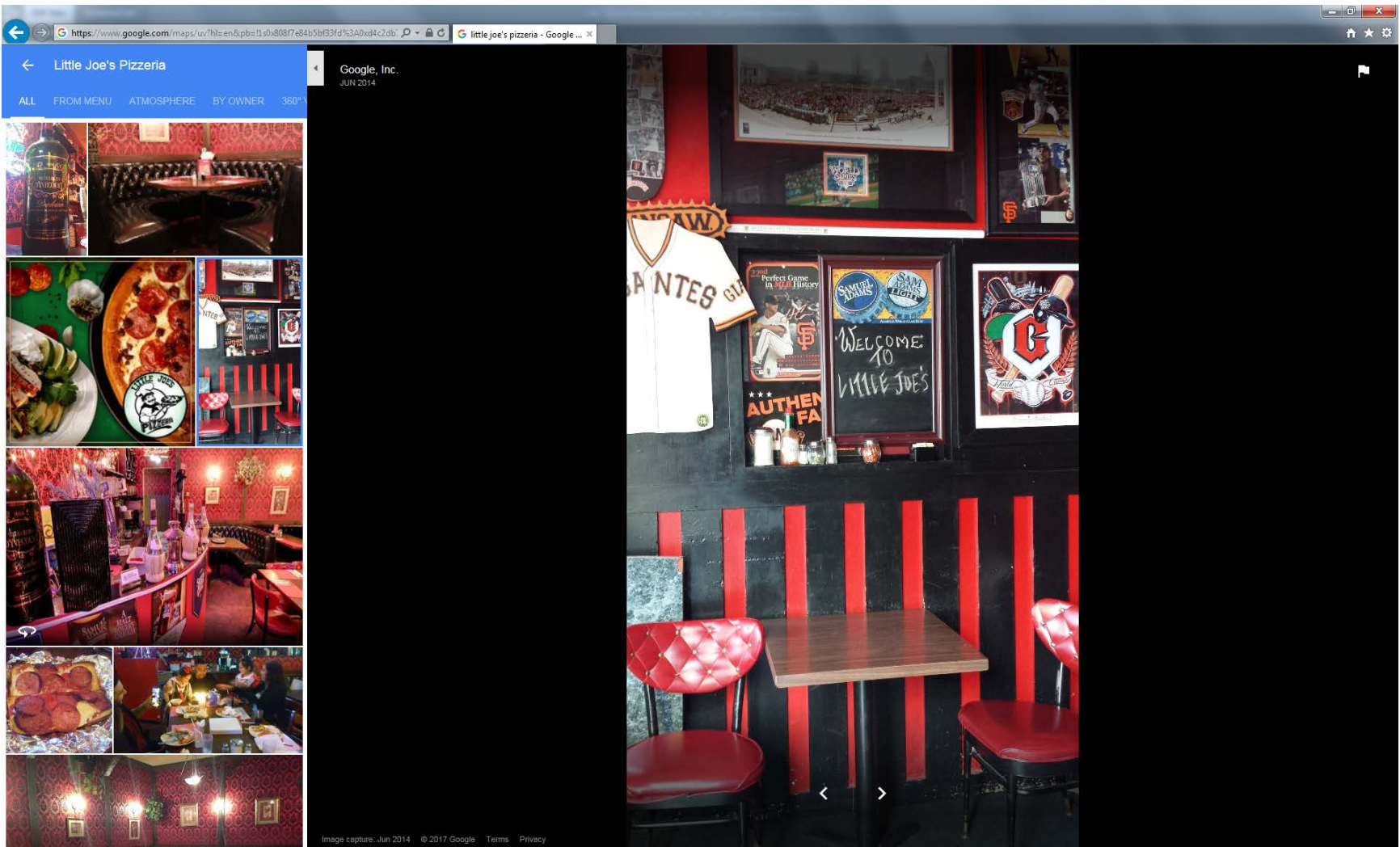


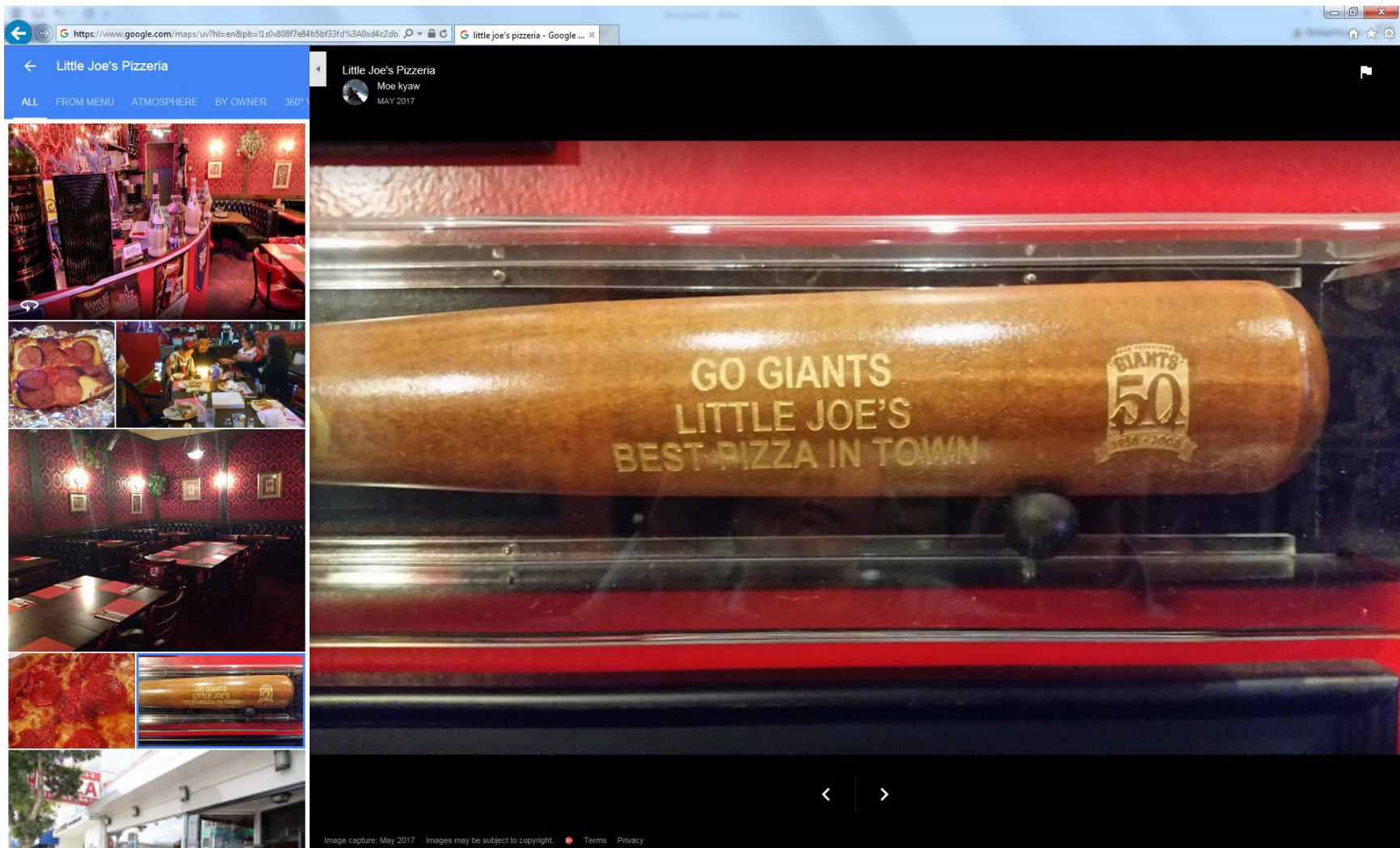




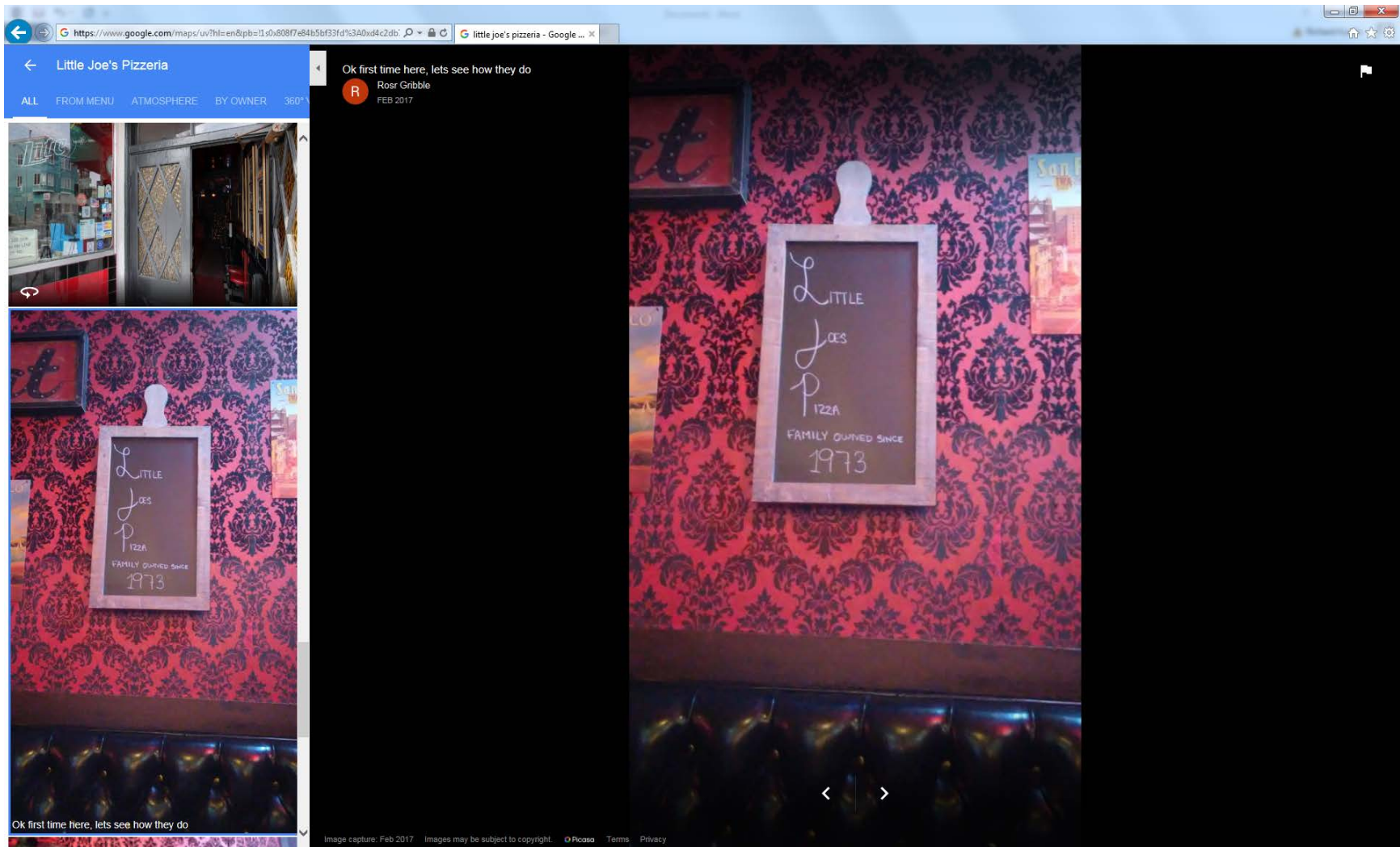














# Little Joe's Pizza



**5006 Mission St. (at Italy St.) • San Francisco**

We start delivery at 11 a.m., 7 days a week • We start taking orders at 10 a.m.

**(415) 333 – 3684**

## PIZZA

"Our famous hand spun crust & old family secret goes into our delicious pizza"

	<u>12" Sm.</u>	<u>14" Med.</u>	<u>16" Lg.</u>	<u>18" XL.</u>
CHEESE .....	14.50	16.50	19.25	22.00
CHEESE & MUSHROOMS .....	16.00	19.90	21.95	23.95
CHEESE & ONIONS .....	16.00	19.90	21.95	23.95
CHEESE & GARLIC .....	16.00	19.90	21.95	23.95
CHEESE & OLIVES .....	16.00	19.90	21.95	23.95
CHEESE & GREEN PEPPERS.....	16.00	19.90	21.95	23.95
CHEESE & SALAMI .....	16.00	19.90	21.95	23.95
CHEESE & PEPPERONI .....	16.00	19.90	21.95	23.95
CHEESE & ITALIAN SAUSAGE.....	16.00	19.90	21.95	23.95
CHEESE & HAMBURGER.....	16.00	19.90	21.95	23.95
CHEESE & CANADIAN BACON.....	17.00	20.90	22.95	24.95
CHEESE & TOMATOES.....	17.00	20.90	22.95	24.95
CHEESE & GREEN ONIONS .....	17.00	20.90	22.95	24.95
CHEESE & ANCHOVIES .....	17.50	19.50	22.95	25.00

## PIZZA

(tax already included)

	<u>12" Sm.</u>	<u>14" Med.</u>	<u>16" Lg.</u>	<u>18" XL</u>
ITALIAN SAUSAGE & MUSHROOM.....	17.50	20.65	23.65	25.95
PEPPERONI & MUSHROOM .....	17.50	20.65	23.65	25.95
HAMBURGER & ONION .....	17.50	20.65	23.65	25.95
SAUSAGE & PEPPERONI.....	17.50	20.65	23.65	25.95
"LITTLE JOE'S SPECIAL" .....	18.55	21.65	23.65	26.25
(salami, sausage, mushrooms)				
"VEGIE" .....	18.65	21.40	24.40	25.05
(mushrooms, onions, olives, green peppers, garlic)				
"EVERYTHING" .....	19.45	23.65	25.95	28.25
"CLAM & GARLIC" .....	19.45	23.65	25.95	28.25
"HAWAIIAN".....	19.45	23.65	25.95	28.25
(ham, pineapple)				
"MEXICAN" .....	19.45	25.65	25.95	28.25

Pizza crust topped lightly with beans, cheese, chorizo, then sprinkled with tomatoes, onions & jalapenos

**WHEN ORDERING EXTRA OF AN ORIGINAL TOPPING:  
\$2.00**

**CALZONE (feeds 2 – 3 people) \$20.95**

Regular Calzone:	Stuffed with ricotta cheese, mozzarella cheese, sauce, salami, pepperoni
Vegetarian Calzone:	Stuffed with ricotta and mozzarella cheese, sauce, mushroom, onion, olive, green pepper & garlic
Hawaiian Calzone:	Stuffed with ricotta cheese, mozzarella cheese, sauce, ham & pineapple

### **SPECIALTY ITEMS**

\$1.00 –	pineapple -ham – Canadian bacon – jalapenos
\$2.00 –	pesto – zucchini – eggplant – ricotta – green. onions
\$2.00 –	linguina – chorizo – tomatoes
\$3.00 –	artichokes – clams – shrimp – crab – feta – sun-dried tomatoes – chicken - American bacon



## ITALIAN FOOD

Served with French Bread  
(tax included)

SPAGHETTI .....	12.95
SPAGHETTI & CLAMS (red or white sauce).....	15.95
SPAGHETTI & SAUSAGE.....	15.95
SPAGHETTI & MUSHROOM (red or white sauce) .....	15.95
RAVIOLI.....	13.95
SPAGHETTI & RAVIOLI .....	13.95
LASAGNE (allow 25 minutes) .....	15.95
RIGATONI (allow 25 minutes) .....	12.95
SPAGHETTI WITH MEATBALLS (2).....	15.50
FETTUCINI ALFREDO.....	14.95
SPAGHETTI WITH PESTO SAUCE.....	15.95
FETTUCCINI WITH SHRIMP .....	17.95
FETTUCCINI WITH CHICKEN.....	17.50

"All our sauces are HOMEMADE"

## MEAT & SEAFOOD

Served with pasta, vegetables, and French bread  
(tax included)

CHICKEN SCALLOPINI (mushrooms & wine) .....	17.35
VEAL SCALLOPINI (mushrooms & wine) .....	18.25
VEAL PARMIGIANA (sauce & Monterey cheese) .....	18.25
FRIED CHICKEN (4 pieces).....	15.50
CHICKEN CACCIATORE (red sauce w/green pepper., mushroom, onion).....	17.35
CHICKEN SAUTEED WITH MUSHROOMS.....	13.95
CHICKEN PARMIGIANA (marinara sauce w/ Monterey) .....	14.95
EGGPLANT PARMIGIANA (marinara sauce w/ Monterrey .....	16.95
NEW YORK STEAK .....	19.45
GROUND CHUCK STEAK.....	17.75
PRAWNS.....	18.95
FILET OF SOLE .....	17.95
SEAFOOD PLATTER.....	17.95
SCALLOPS.....	17.95
BAKED CHICKEN .....	15.50



## SANDWICHES

(tax included)

NEW YORK STEAK SANDWICH.....	13.95
GROUND CHUCK SANDWICH .....	11.95
MEATBALL SANDWICH.....	9.95
CHICKEN SANDWICH (2 patties).....	9.95
SAUSAGE SANDWICH.....	10.95
LITTLE JOE'S PIZZA SANDWICH.....	9.95

## SIDE ORDERS

(tax included)

LARGE DINNER SALAD (Feeds 2 – 3) .....	11.50
DINNER SALAD .....	5.25
ANTIPASTO SALAD.....	12.95
CAESAR SALAD .....	11.50
CLAM CHOWDER (Weekends Only).....	6.50
MINESTRONE (16 oz.) .....	5.50
GARLIC BREAD (3/4 Loaf) .....	5.00
FRENCH FRIES .....	4.95
MEATBALLS (2) WITH MEAT SAUCE & BREAD .....	6.50
HOT WINGS.....	11.95
GUACAMOLE W/ CHIPS .....	8.95
NACHOS (Cheese) .....	8.95
RICE or BEANS (16 oz.) .....	5.50
DESSERTS .....	5.00

When ordering bread with soup and salad add \$ 0.50

## DINNERS

(tax included)

Served with rice, beans, and tortillas

TACOS (2) .....	12.95
CHILE RELLENOS (2) .....	13.95
ENCHILADAS (2) .....	12.95
TAMALES (2).....	12.95
STEAK RANCHERO .....	18.45
CAMARONES RANCHEROS .....	18.95
SINGLE TACOS (3).....	10.95

## COMBINATIONS

(tax included)

Served with rice, beans, and tortillas

#1. TACO AND ENCHILADA (Beef or Chicken) .....	13.75
#2. TACO, ENCHILADA, CHILE RELLENO (Beef or Chicken).....	14.95
#3 TACO, ENCHILADA, TAMALES (Beef or Chicken) .....	14.95
#4. CHILE RELLENO & CHEESE ENCHILADA.....	13.25



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-2017-18-021  
*Business Name:* One Twenty For Hair  
*Business Address:* 155 Main Street  
*District:* District 6  
*Applicant:* Marco Paz, Owner  
*Nomination Date:* October 26, 2017  
*Nominated By:* Supervisor Jane Kim

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

120 Howard Street from 1985 to 2012 (27 years).  
155 Main Street from 2012 to Present (5 years).

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** November 8, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 6



City and County of San Francisco

**JANE KIM**

金貞妍

October 26, 2017

Regina Dick-Endrizzi, Director  
San Francisco Small Business Commission  
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Regina:

I would like to formally nominate One Twenty For Hair as a candidate for the Legacy Business Registry. Owners Marco and Edith Paz have been in the hairstyling industry for 32 years, and together they opened One Twenty For Hair in 1985 at in the South of Market neighborhood, at 120 Howard.

One Twenty For Hair has been at its current 120 Main Street location since 2012 and has served some of San Francisco's greatest professional athletes including Miguel Tejada, Matt Duffy, and Joe Montana. Other notable clients include photographers Phil McGrew and Ron Fell, as well the late Judge Joseph Sneed of the U.S. Court of Appeals for the Ninth Circuit.

Operating in San Francisco for 32 years, owners Marco and Edith are committed to providing exceptional haircuts and quality hair products at affordable prices, serving neighborhood residents, workers, and former residents that make the journey to the City to get their hair cut at the unique hair salon.

One Twenty For Hair is committed to its community and clients and hopes to continue contributing to the community as the neighborhood grows. The economic realities of maintaining a local business in a quickly developing neighborhood is daunting and uncertain. The loss of community serving businesses such as One Twenty For Hair would impact the character of the neighborhood and would be a loss for the community.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jane Kim", with a stylized flourish at the end.

Jane Kim



## 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:		
One Twenty For Hair		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
MARCO PAZ & Edith PAZ		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
155 Main Street SF, CA 94105	(415) 543-2807	
	EMAIL: one20forhair@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
one20forhair.com		

APPLICANT'S NAME	
Marco Paz	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
855 LARCH AVE So. SF, CA 94080	(415) 543-2807
	EMAIL: one20forhair@gmail.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0955601	

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
155 STEUART ST.	94105	1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1978 - 1985	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
120 Howard St.	94105	Start: MARCH 1985 End: June 2012

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
155 Main St.	94105	Start: JULY 2012 End: Present

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Marco A. Paz  
Name (Print):

Oct. 4, 2017  
Date:

Signature: 



## **ONE TWENTY FOR HAIR**

### **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.**

One Twenty for Hair is a family owned hair salon that has been serving the Bay Area for the past 32 years. The successful owners of the salon are Marco and Edith Paz.

Prior to relocating to San Francisco, Marco and Edith were the proud owners of La Coupe, a prestigious hair salon in the center of Georgetown, Washington D.C, which opened in 1978. They brought their talents to San Francisco in 1985, where they have since established themselves as leaders in the hairstyling industry.

One Twenty for Hair initially operated from 1985 to 2012 at 120 Howard Street in San Francisco's booming financial district. At the end of 2012, Marco and Edith had to unfortunately relocate. They used this as an opportunity to remodel the salon. As a result, they established their newly redesigned hair salon at 155 Main Street just around the corner from their old location. After 5 years in the same location, Marco and Edith continue to service the people of San Francisco.

Marco and Edith take great pride in servicing their clients, many of which they have known for decades. They contribute to the community by striving to provide a relaxing environment in a convenient location. Closely situated near popular public transportation options, Marco and Edith make it easy for clients to enjoy themselves while being pampered and feeling relaxed.

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

The business is a family-owned business. Currently, it is owned and operated by Marco and Edith Paz.

Prior to Edith joining the business, Marco started working at what was then called Roy Joseph Hair Salon along with the owners Marc Roy Barash and Tomas Joseph Hadat. Marc and Tomas decided to retire from the hair industry. Marco absorbed the hair salon as his own. As a new owner, he changed the name of the hair salon to One Twenty for Hair, the name it is known as to this day. Marco ran One Twenty for Hair on his own until 1990, when Edith Paz joined the business. Since then, Marco and Edith have successfully maintained the integrity and consistency of their business together.

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

Marco and Edith started their career in the beauty industry in 1978 in Washington D.C., where they graduated from cosmetic school and opened La Coupe, a prestigious hair salon. After several years of success on the East Coast, Marco and Edith and their daughter moved across the country to San Francisco to bring their talents and experiences to the West Coast. While Edith committed to staying at home and raising their daughter, Marco joined the Roy Joseph Hair Salon on Steuart Street. Marc Roy Barash and Tomas Joseph Hadat, who inaugurated the hair salon in 1978, were the owners. Marc was a well renowned hairstylist from New York and Tomas was an experienced hairstylist and native Californian.

Since the original owners had decided to retire from the beauty industry, Marco was interested in maintaining the hair salon and ultimately inherited it. In 1985, Marco relocated the salon to 120 Howard Street and renamed the hair salon One Twenty for Hair. It remained at that location for 27 years.

In 1990, Edith joined Marco at One Twenty for Hair. In 2012, Marco and Edith were forced to relocate to 155 Main Street because the landlord refused to extend the lease, as he had plans of converting the business space (including the neighbor 'Copymat') into a bank. Despite these circumstances, Marco and Edith knew their business was an essential part of the downtown community and maintained a positive attitude. They used this as an opportunity to continue their services around the corner at 155 Main Street.

**d. 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.**

One Twenty for Hair is in the bustling area of San Francisco's financial district. It is situated near the Folgers Coffee Company and the original Rincon Annex, which holds one of the oldest United States Post Offices. About a couple blocks from One Twenty for Hair are other important buildings such as San Francisco Ferry building and the Embarcadero YMCA.

## **CRITERION 2**

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

One Twenty for Hair has maintained a reputable name for itself and managed to stay in the forefront of the ever-changing fashion industry. It has even persevered through catastrophic events such as the 1989 Loma Prieta earthquake.

Many well-known residents from San Francisco have been everyday clients such as Judge Sneed, a member of the U.S. Court of Appeals for the Ninth Circuit, and renowned attorneys from the Morrison Foster law firm. Several athletes who have played for the San Francisco Giants and the San Francisco 49ers including Miguel Tejada, Matt Duffy and Joe Montana have also been clients of One Twenty for Hair.

In addition, the salon provides the community with a unique character and charm. San Francisco has changed dramatically since One Twenty for hair was established. The area is now the home of some of the biggest tech companies in the United States, such as Google and Amazon, which is good for San Francisco. Having a neighborhood-serving business like One Twenty for Hair among these booming companies is essential and a great advantage to downtown San Francisco.

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

Throughout the years, the salon has been a protagonist and spectator to a great list of events. Among them are the San Francisco LGBT Pride Parade, which starts at 120 Howard Street, just in front of the former location of the salon, before proceeding to Market Street and then Civic Center.

Another important event which occurs right in front of the salon is the SF Critical Mass, carried out during the last Friday of each month. The event begins at the Ferry Building and proceeds in front of 120 Howard Street.

Finally, the Bay to Breakers run starts at the doorsteps of the 120 Howard Street location and also the new Main Street location. Marco and Edith have participated in the race since 2005, but have taken a break the past couple of years.

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

One Twenty for Hair was featured in the San Francisco Bay Area local news when the 1989 Loma Prieta earthquake occurred. Hundreds of residents from the East Bay were unable to cross the Bay Bridge and left stranded in San Francisco since part of the bridge collapsed. Univision San Francisco interviewed owners from One Twenty for Hair since it was one of the few businesses still open despite the tragic earthquake.

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

Many well-known residents from San Francisco have been loyal clients such as Judge Sneed, a member of the U.S. Court of Appeals for the Ninth Circuit, and renowned attorneys from the Morrison Foster law firm. Several athletes who have played for the San Francisco Giants and the San Francisco 49ers including Miguel Tejada, Matt Duffy and Joe Montana have also been patrons of the salon. Additionally, the owners have on displayed the artwork of remarkable San Francisco photographers, such as Phil McGrew and Ron Fell.

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

One Twenty for Hair demonstrates commitment to the community by providing a consistent service 5 (sometimes 6) days a week. The owners also pride themselves in helping younger hairstylists with the mentoring needed to succeed in the industry. For example, the owners have provided internships to students in cosmetology school so they can work alongside hairstylists and strengthen their skills. More importantly, the owners focus on teaching the interns the business side of the industry.

In addition, One Twenty for Hair provides discounts to the women and men who are first responders because the owners appreciate the difficult work they do to keep our community safe.

Finally, a few years ago when the Bay Area and the rest of the country experienced the recession, there were a couple of long-term clients that could no longer afford to continue getting services from One Twenty for Hair. The individuals either lost their jobs or had some other financial hardship. Although the salon was also feeling the impact of the economy, the owners extended a discount to these individuals until they were able to get back on their feet. These clients are still customers of One Twenty for Hair and have bounced back economical.

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

One Twenty for Hair provides services predominantly to clients that work and/or reside in the downtown area. They also, however, have established great relationships with clients who have relocated to other parts of the Bay Area and in some cases other parts of the world, but continue making the trip to the salon because they appreciate the level of service and family-oriented ambience provided.

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

One Twenty for Hair believes that the inclusion of diversity is an essential and important way of living. The business has a series of diverse artifacts such as gold leaf paintings from the Seventeenth-Century Cusco School of Peru, Moche ceramics from the Pre-Columbian era, Inca metallurgy and replicas of famous works by artists such as Jackson Pollock. The works of famous photographs of the San Francisco Bay Area, Phil McGrew and Ron Fell, are also featured at the salon. In addition, handcrafted textiles of Panama and original remains of the Folgers Coffee



Building Co after the 1989 earthquake are displayed at One Twenty for Hair. The salon is a unique place where people can relax and enjoy the ambience.

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

The San Francisco downtown area has become a very expensive location to have a small business. Unfortunately, this has caused other small businesses to leave the area or in some cases close their businesses. This is a disadvantage to San Francisco. Small businesses are essential to maintaining the unique character and charm of San Francisco. What makes San Francisco one of the best cities in the United States is the unique charm that comes from small business like One Twenty for Hair.

The salon has had loyal customers for decades. Some clients who have retired and no longer work downtown travel significant distances One Twenty for Hair for their regular haircuts, not because they cannot find another location to get haircuts, but because of the unique and consistent character we bring to the San Francisco downtown area.

If One Twenty for Hair were to be shut down, the city would lose the unique character and charm that the salon contributes to San Francisco. It would be a disadvantage to the downtown area and to the loyal clientele.

**CRITERION 3**

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

One Twenty for Hair is a small family owned business. The owners focus on keeping their customers happy and relaxed. An essential feature that defines the character of the business is the family atmosphere. As a small family-owned business, One Twenty for Hair understands the importance of relationships and focuses on making its clients feel like part of a family. Over the years, the owners have established great friendships with their clients and often invite them to family gatherings and holiday celebrations, especially if they are far from home or new to the area with little or no family around. The goal is to make the clients feel like they are 'catching up' with a close friend when they visit the salon, rather than just getting a haircut.

**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)**

Good service is a fundamental of One Twenty for Hair that will remain an integral part of the business. The owners will always commit to consistency and cleanliness for the happiness and safety of their clients. However, the fashion industry is always changing along with new customer needs. Therefore, the owners are always learning the new trends and keeping up with fashion.

**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 original location on Howard Street had beautiful murals that the owners were very proud of. The current location on Main Street has a more modern look to keep up with changes in the downtown area.

Section Five: Please enjoy some pictures of our company throughout the years.



This first picture is Marco and Edith at the original 120 Howard Street location. This picture shows us at the front desk, which was located at the store front.



Marco, Edith and their two daughters at the original 120 Howard Street location.



Edith, providing her excellent service to a client.



In this picture Edith is modeling. A couple years after they became the proud owners they gave the salon a makeover with copper looking paint and beautiful murals (not shown in pictures)





This picture shows Marco working with the paint imitating marble. In addition, gold leaf paintings from the Seventeenth-Century Cusco School of Peru (which is also hung at the new location).



One Twenty for Hair at  
the new location, 155  
Main Street



In this picture you can see  
Edith working, while the  
salon mascot Luna and  
Tika help relax the clients.  
Please note: Tika no  
longer comes to the salon  
however Luna comes to  
work daily.



One Twenty for Hair sandwich board sign at the new location, 155 Main Street



One Twenty for Hair's diverse artifacts; at the new current location. In addition at the new location we started selling Aveda (which is made of natural products).





Marco and Edith have proudly served the San Francisco area since 1985 and hope to continue for years to come.

Thank you for your time and we hope you enjoyed learning about our company as much as we've enjoyed all the years being here!









One-Twenty  
for  
Hair

SINCE 1985























October 24, 2017

Re: San Francisco Legacy Business Registry

To Whom It May Concern:

I am writing this letter in support of Marco Paz, owner of the "One Twenty for Hair" salon in downtown San Francisco. Marco and his wife Edith have owned the business for over 30 years. I am just one of their many loyal clients. I have been getting my hair done at One Twenty for Hair since I started working in San Francisco, over 28 years now (long before I started to dye it!). The salon is within a couple of blocks from my office, so is very convenient, and I'm always able to get an appointment that works with my schedule. I loved that they kept the original salon name when they had to move from their original spot (120 Howard Street) around the corner to Main Street.

Marco and Edith go out of their way to cater to their clients. They even came to my wedding in the east bay in 1992 to make sure that I and my bridesmaids looked our best for the big event. Marco and Edith are not just business owners and hairdressers, they are friends. I have seen their children grow up and hear stories about what they are doing now. And, likewise, I have shared my stories about kids, dogs, vacations, etc. with them. I am thankful that One Twenty for Hair continues to be here after all these years and that Edith is ready to take care of me every 5-6 weeks!

Please consider adding One Twenty for Hair to the San Francisco Legacy Business Registry.

Sincerely,



Stephanie Maggard  
P.O. Box 1944  
El Granada, CA 94018



**From:** [Todd](#)  
**To:** [LegacyBusiness \(ECN\)](#)  
**Subject:** Support for Nomination of Business: One Twenty for Hair (155 Main St.)  
**Date:** Thursday, October 26, 2017 6:27:33 PM  
**Attachments:** [datauri-file.png](#)

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Hello,

I am writing to you to offer my suggestion and support that One Twenty for Hair (155 Main Street) be nominated as a San Francisco Legacy Business. I moved to Rincon Center in 1994, and One Twenty for Hair was located across the street on Howard Street. I have been going to them since that time, and they have been a part of the SOMA neighborhood since 1985. As you know, the character of this neighborhood has changed recently due to the arrival of the tech companies and new condo towers. Since One Twenty for Hair has been here for 27 years, they are a vital part of this neighborhood's history, and Marco and Edith Paz have long-established relationships with people who live near here, including me.

I hope you will consider them for the Legacy Business program. Please let me know if you need any more information, or if there's anything else I can do in support of their nomination.

Thank you,

Todd Montague



@sbcglobal.net



October 26, 2017

Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

Dear Mr. Kurylo,

I am writing you today in support of the nomination of Marco Paz's **One Twenty For Hair** as a Legacy Business in San Francisco.

For the past thirty years, I have enjoyed being a client of One Twenty. During that time, the South of Market financial district where they are located has undergone major transformation. One thing that has not changed is the consistently good and friendly service provided at One Twenty. Five years ago, (like most of their customers) I followed them around the corner when they relocated from the original location at 120 Howard to their current salon at 160 Spear Street. Over the years, Marco has become a trusted and admired friend of mine and all his loyal customers.

My interest is not only about keeping a much needed basic service that is disappearing from this area of the City, but about supporting "the American Dream." Marco and his wife Edith immigrated from South America to the United States. They came to San Francisco as a young couple, and worked together--including their two young daughters--often six days a week to build the small business that is One Twenty. This allowed them to buy a modest home as well as put their two girls through college.

Unfortunately, the new owner of 160 Spear Street has proposed new rent for One Twenty that is double their current rent which had last increased only two years ago. As I expect you appreciate, small local businesses such as One Twenty are seriously challenged to pay the increasingly high rents that other (especially national chain) retail establishments can afford.

As important as the financial benefit that they would receive, recognition of One Twenty as a Legacy Business would help keep the promise of the American Dream alive.

Sincerely,

Thomas Gille

██████ 2<sup>nd</sup> Ave.

San Francisco, CA 94118

11/3/2017

**Re: One Twenty For Hair**

Dear Sir/Madam:

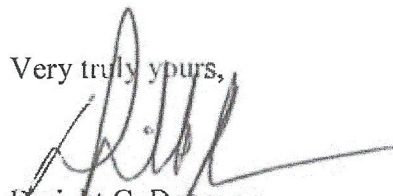
I am writing to recommend that One Twenty For Hair be considered a legacy business in its neighborhood. I understand that the current owner is making plans to increase the rent at this business, the effect of which would make it more difficult for the owners to remain at their location.

I have been having my hair cut at One Twenty For Hair for years now, beginning at its prior location around the corner from the current one. The owners, Marco and Edith Paz, are hard-working, friendly professionals who give the neighborhood a special feel. They cut hair for professionals who work or live in the area, including members of professional sporting teams.

The neighborhood is changing with all of the new high rise construction. Marco and Edith give the area continuity and a friendly feel. It would be a huge disappointment to me if they were required to relocate based on someone's decision to raise rents.

Should you have any questions, please contact me.

Very truly yours,



Dwight C. Donovan

415 [REDACTED]

## Michele Grgich

Home: [REDACTED] Rockaway Beach Ave • Pacifica, CA 94044  
Work: 301 Howard Street, Suite 1100 • San Francisco, CA 94105  
Phone: 415-[REDACTED] • E-Mail: [REDACTED]@me.com

Date: November 2, 2017

Edith and Marco Paz  
One Twenty for Hair  
155 Main Street  
San Francisco, CA  
94105

Dear Edith and Marco:

Having been a loyal customer of yours for almost 20 years, I would like to nominate you for the Legacy Business Registry and Preservation Fund. I began getting my hair styled at One Twenty based on referrals from several colleagues soon after I began working in the neighborhood in 1995. Ever since, your business has been a bright light for me in a hustle and bustle SF area. It's been a place to relax during or after a busy work day with a shampoo and hair cut, where I can enjoy light chit-chat, listen to classy salsa and Latin music, and pet your wonderful dogs (who over time have greyed, passed, but thankfully reincarnated into younger 4-legged friends). Your professionalism and skill in the beauty biz are top-notch, but it is your warmth and friendliness that brings me back again and again. I – and I'm sure countless others – would be heartbroken if you had to close up shop due to astronomical rent increases.

I hope the Legacy Business Registry and Preservation Fund will see that what you bring to this SF neighborhood is irreplaceable and looks favorably upon this nomination

Sincerely,

Michele Grgich  
Assistant Director  
U.S. Government Accountability Office  
301 Howard Street, Suite 1100  
work 415-904-2183  
cell 415-[REDACTED]



# JAN HIER-KING

████ Spear Street, Unit █████ SF, CA 94105 | 415-██████ | j██████@gmail.com

**November 3, 2017**

Jane Kim  
Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

**Dear Jane Kim:**

I would like to nominate One Twenty for Hair as a candidate for the registry of Legacy Businesses in San Francisco.

The owners, Marco and Edith Paz came from their South American roots to the United States and settled initially in Washington DC. They moved to San Francisco and set up their own hair salon in 1985. For 32 years, they have remained in the South of Market (SOMA) area first at 120 Howard Street, and then around the corner at 155 Main Street in 2012.

I became a devoted customer in 1997 as I worked at Schwab right across the street. My administrative assistant sourced them through their positive reviews. Marco and Edith have created not only a hair salon, but a Latin sanctuary for a brief respite during the working day. Marco and Edith are authentically warm with a happy, optimistic attitude. The salon has softly piped Latin music, adorable dogs who sit at your feet, and an overall family atmosphere. I believe they represent a slice of Latin diversity in our typically homogeneous SOMA neighborhood.

One Twenty for Hair serves customers with integrity and gives superior customer service. They are affordable for families with budgets and it's a pleasurable experience. They are a slice of Latin heritage and culturally significant in SOMA. They are not the cut, color, and blow dry hair salon that we typically associate with getting your hair cut.

This business would be greatly missed by many if they were to go away. I am proud to nominate them as a candidate for Legacy Business Registry.

Sincerely,

A handwritten signature in green ink that reads "Jan Hier-King". The signature is written in a cursive, flowing style.

**Jan Hier-King**

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GEORGE R. NEMIROFF

November 6, 2017

Marco and Edith Paz  
120 For Hair  
155 Main Street  
San Francisco, CA 94105

Dear Marco and Edith:

I write this letter to enthusiastically support your application to have 120 For Hair entered in the San Francisco Legacy Business Registry.

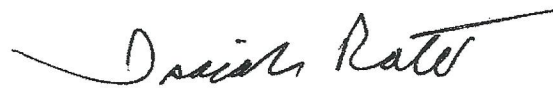
I am an attorney specializing in the representation of unionized employee benefit plans and apprenticeship programs. Marco Paz has been cutting my hair continuously for the past 29 years, i.e. since my office moved to its 120 Howard Street South of Market location in 1988. At that time I could see the Embarcadero Freeway from my window and the Giants' ballpark had not yet been built. The South of Market/Embarcadero area has seen many changes since 1988. There were virtually no hair salons in the area and 120 For Hair became a much needed pioneer.

Marco and Edith maintain the highest level of dedication to their craft while at the same time creating a welcoming and friendly environment. I watched their two young daughters, Michelle and Rosie, grow up in the salon. They are now successful and independent professionals in their own right. 120 For Hair epitomizes the dreams and aspirations of all immigrants to establish a place for themselves in their adopted country giving back to their community and helping their neighborhood flourish. The South of Market/Embarcadero area owes a debt of gratitude to Marco and Edith for establishing 120 For Hair and helping the area evolve over the past 30 years.

You never know who you'll meet at 120 For Hair. Marco and Edith cut the hair of judges and lawyers, businesspeople and professionals. Once I was introduced to Miguel Tejada when he was playing for the Giants. It's amazing how youthful a veteran baseball player (or anyone else) can look after a visit to 120 For Hair. Even after my office moved to its present location at 44 Montgomery I continue to take the walk down Mission Street to get my hair cut at 120 For Hair.

The South of Market/Embarcadero area needs 120 For Hair. The area wouldn't be the same without Edith and Marco Paz. For all of these reasons 120 For Hair should be placed on the Legacy Business Registry.

Thank you,

  
Isaiah B. Roter, Esq.