



# 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  
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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  
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## **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  
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*Reviewed By:* Tim Frye - (415) 575-6822  
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## 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  
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*Reviewed By:* Tim Frye – (415) 575-6822  
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## 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