LEGACY BUSINESS REGISTRY
EXECUTIVE SUMMARY
HEARING DATE: OCTOBER 21, 2020

Filing Date: September 24, 2020
Case No.: 2020-008544LBR
Business Name: Don Ramon's Mexican Restaurant, Inc.
Business Address: 221-225 11th Street (Primary Address)
Zoning: RED-MX (Residential Enclave-Mixed) Zoning District
45-X Height and Bulk District
Block/Lot: 3517/030
Applicant: Anne Cervantes
225 11th Street
San Francisco, CA 94103
Nominated By: Mayor London N. Breed
Located In: District 9
Staff Contact: Gretel Gunther – 628.652.7607
gretel.gunther@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Don Ramon’s Mexican Restaurant, Inc. is a Mexican sit-down restaurant and bar, opened by Ramon and Guadalupe Ramirez in September 1982 at 221-225 11th Street. Don Ramon’s has served authentic cuisine from Ayutla, Jalisco, Mexico for dine-in and takeout since its opening 38 years ago. Dishes such as Jalisciense tamales, chile rellenos, enchiladas in mole, chile Colorado, and carne de Puerco en salsa, have remained staples on Don Ramon’s menu for the past 38 years. Don Ramon’s has been continuously family-owned and operated during its existence and is currently owned by Ramon and Guadalupe Ramirez’s eldest daughter Leonila Ramirez.

The Ramirez family first purchased what was then La Perla Grocery Store at present day 90 Kissling Street (formerly 229 11th Street) in 1966, originally leasing the building. In 1970, Javier Ramirez, son of founders Ramon and Guadalupe Ramirez, purchased both 229 11th Street and the adjacent building at 80-90 Kissling Street and the store was renamed to Jay La Perla’s Mexican Restaurant. In 1977, the Ramirez family purchased present day 221-225 11th Street in order to accommodate expansion of the business into a full restaurant. 221-225 11th Street...
was renovated and combined with 229 11th Street (now part of 80-90 Kissling Street) in 1982. Don Ramon’s current spacious two-story main dining area was designed in 1983 by Javier. Javier’s vision for the dining area was for it to be reminiscent of a historic Mexican interior, with arches and iron balconies defining the main dining area. The main dining area is decorated with traditional Mexican-style wood dining tables and chairs and wall art of 1940s vintage Mexican travel posters. Further, the main dining area features Mexican Saltillo terracotta tile flooring and solid and patterned ceramic glazed tile imported from Guadalajara, Jalisco, Mexico for the exterior restaurant façade and interior walls. The main dining area also features an interior arched portico, underneath which the bar is located.

Located in the South of Market neighborhood, Don Ramon’s has served as both an eating and gathering location to the surrounding community, particularly SoMa’s LGBTQ+ and Latinx populations, since its opening. Don Ramon’s has consistently hosted and donated food to various LGBTQ+ and Latinx organizations and events through the neighborhood and San Francisco, including the Folsom Street Fair, Carmelite Monastery, ICA Basilica, Riordon High School, St. Stephens, St. Kevin’s, Bill Graham Foundation, Bayview YMCA Prime & Prep, Dining Out For Life (AIDS fundraiser), SF Fire Fighter’s Toys for Tots drive, The Entertainment Commission’s Holiday Party, SF Foster Youth Fund, Dore Alley Fair (mid-1980s), Mr. S fundraising for AIDS, and the Uniform Club AIDS fundraising.

Don Ramon’s has also been an employer in the SoMa neighborhood since its creation, actively employing SoMa’s LGBTQ+ and Latinx population despite marginalization of these communities by other employers. Don Ramon’s has also continuously employed and supported both SoMa and San Francisco’s undocumented community for the duration of its operation. Don Ramon’s was an early participant in the “Sanctuary Restaurants” movement, providing both a sanctuary workplace for undocumented employees and hosting workshops for restaurant owners and employees to learn about their legal rights.

Don Ramon’s has also been a longstanding host of political functions for local politicians since its creation in 1982. One of the first political events at the restaurant was a brunch to raise funds to fight Mayor Feinstein’s recall in 1983. Since then, the restaurant has hosted political functions for numerous San Francisco and California politicians including Senator Feinstein, Mayor Gavin Newsom, Mayor Willie Brown, City Attorney Dennis Herrera, District Attorney Kamala Harris, Attorney General Xavier Becerra, Supervisor Jose Medina, Supervisor Jim Gonzalez, Supervisor Susan Leal, City Treasurer Susan Leal, Supervisor Bevan Dufty, City Treasurer Jose Cisneros, Supervisor Susan Leal, Supervisor Angela Alioto, Assemblywoman Fiona Ma, and Supervisor Shamann Walton.

The business’s primary location at 221-225 11th Street is a Category A (Historic Resource Present) commercial structure on the east side of 11th Street between Kissling and Howard Streets in the South of Market neighborhood. It is within the RED-MX (Residential Enclave-Mixed) Zoning District and a 45-X Height and Bulk District. It is also located within the Western SoMa and Fringe Financial Special Use Districts, the Fringe Financial Restricted Use District, the SOMA West Community Benefit District, the Western SoMa Eastern Neighborhoods Planning Area, the SoMa Pilipinas – Filipino Cultural Heritage and Leather & LGBTQ Cultural Districts, and the Western SOMA Light Industrial and Residential California Register Historic District.

The business’s primary location, the commercial structure located at 221-225 11th Street, is in a Category A (Historic Resource Present) building built in 1928 and designed in the Exotic Revival style. 221-225 11th Street was included in the South of Market Area Historic Resource Survey (adopted 2011), where it received a California Historical Resource status code of “3D” (appears eligible for NR as a contributor to a NR eligible district through
survey evaluation), identified as a contributor to the California Register Western SOMA Light Industrial & Residential Historic District. 221-225 11th Street has also been identified through the Planning Department environmental review process as a potential contributor to the CEQA-Eligible LGBTQ Historic District.

Don Ramon’s Mexican Restaurant, Inc. also occupies the building adjacent to 221-225 11th Street, at 80-90 Kissling Street (Category A, RED-MX (Residential Enclave-Mixed)/45-X Zoning District). 80-90 Kissling Street was built in 1906 in a style consistent with the Edwardian era. 80-90 Kissling Street is an “A” resource because it was included in the South of Market Area Historic Resource Survey (adopted 2011), where it received a California Historical Resource status code of “3D” (appears eligible for NR as a contributor to a NR eligible district through survey evaluation), also a contributor to the California Register Western SOMA Light Industrial & Residential Historic District.

Staff Analysis

Review Criteria

1. When was business founded?
   The business was founded in 1982.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?
   Yes. Don Ramon’s Mexican Restaurant, Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:
   a. Don Ramon’s Mexican Restaurant, Inc. has operated continuously in San Francisco for 38 years.
   b. Don Ramon’s Mexican Restaurant, Inc. has contributed to the history and identity of the South of Market neighborhood and San Francisco.
   c. Don Ramon’s Mexican Restaurant, Inc. is committed to maintaining the physical features and traditions that define the organization.

3. Is the business associated with a culturally significant art, craft, cuisine, or tradition?
   Yes. The business is associated with traditional cuisine from Jalisco, Mexico.

4. Is the business or its building associated with significant events, persons, and/or architecture?
   Yes. The 11th Street property is a contributor to the California Register Western SOMA Light Industrial & Residential Historic District. The Western SOMA Light Industrial and Residential Historic District developed from ca. 1906 -1936 and consists primarily of light industrial, residential, and some commercial properties that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. The 11th Street property has also been identified as a potential contributor to the CEQA-Eligible LGBTQ Historic District for its association with LGBTQ bars, restaurants, and entertainment venues in the South of Market neighborhood.
The Kissling Street property is also a contributor to the California Register Western SOMA Light Industrial & Residential Historic District.

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

Yes. Both the 11th and Kissling Street properties are part of the California Register Western SOMA Light Industrial & Residential Historic District. Both properties have Planning Department Historic Resource status codes of “A” (Historic Resource Present) because of their locations within the Western SOMA Light Industrial & Residential Historic District.

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

No, not as of the date of this Executive Summary.

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

Yes. There have been a number of local features and articles on Don Ramon’s. Don Ramon’s was featured in the San Francisco Chronicle’s business section in May 2004 regarding their sustained success as a local, family-owned and operated small business. Don Ramon’s was also featured in the San Francisco Examiner in March 2017 for its participation in the “Sanctuary Restaurant” movement, both as a member of the Golden Gate Restaurant Association and as host of the first workshop for business employees and owners to learn about their legal rights. Most recently Don Ramon’s was featured in Hoodline regarding the negative economic impacts COVID-19 has had on small businesses in San Francisco.

Physical Features or Traditions that Define the Business

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

Current Locations:
- 221-225 11th Street (1982 – Present)
- 80-90 Kissling Street (1982 – Present)

**Recommended by Applicant**

- Mexican sit-down restaurant and bar
- Family-owned and operated
- Authentic cuisine from Ayutla, Jalisco, Mexico
- Historic building exteriors at 221-225 11th Street and 80-90 Kissling Street
- Traditional Mexican interior design of main dining area including use of arches, balconies, Saltillo terracotta tile flooring, and ceramic glazed tile from Guadalajara, Mexico for restaurant exterior and interior walls.
- Don Ramon exterior restaurant sign at 221-225 11th Street
• Don Ramon exterior restaurant sign at 80-90 Kissling Street

**Additional Recommended by Staff**

• None

**Basis for Recommendation**

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

**ATTACHMENTS**

Draft Resolution
Legacy Business Registry Application:
• Application Review Sheet
• Section 1 – Business / Applicant Information
• Section 2 – Business Location(s)
• Section 3 – Disclosure Statement
• Section 4 – Written Historical Narrative
  o Criterion 1 – History and Description of Business
  o Criterion 2 – Contribution to Local History
  o Criterion 3 – Business Characteristics
• Contextual Photographs and Background Documentation
HISTORIC PRESERVATION COMMISSION
DRAFT RESOLUTION NO. ###

HEARING DATE: OCTOBER 21, 2020

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Nominated By: Mayor London N. Breed
Located In: District 9
Staff Contact: Gretel Gunther – 628.652.7607
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR DON RAMON’S MEXICAN RESTAURANT, INC. CURRENTLY LOCATED AT 221-225 11TH STREET, 3517/030.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on October 21, 2020, 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 Don Ramon's Mexican Restaurant, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Don Ramon's Mexican Restaurant, Inc.

Locations:

Current Locations:
- 221-225 11th Street (1982 – Present)
- 80-90 Kissling Street (1982 – Present)

Previous (No Longer Extant) Locations:
- Not applicable

Physical Features or Traditions that Define the Business:
- Mexican sit-down restaurant and bar
- Family-owned and operated
- Authentic cuisine from Ayutla, Jalisco, Mexico
- Historic building exteriors at 221-225 11th Street and 80-90 Kissling Street
- Traditional Mexican interior design of main dining area including use of arches, balconies, Saltillo terracotta tile flooring, and ceramic glazed tile from Guadalajara, Mexico for restaurant exterior and interior walls.
- Don Ramon exterior restaurant sign at 221-225 11th Street
- Don Ramon exterior restaurant sign at 80-90 Kissling 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 2020-008544LBR to the Office of Small Business October 21, 2020.
Jonas P. Ionin  
*Commission Secretary*

AYES:

NOES:

ABSENT:

ADOPTED:
### Legacy Business Registry Application Review Sheet

<table>
<thead>
<tr>
<th>Application No.:</th>
<th>LBR-2020-21-011</th>
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<tbody>
<tr>
<td>Business Name:</td>
<td>Don Ramon’s Mexican Restaurant, Inc.</td>
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<tr>
<td>Business Address:</td>
<td>225 11th Street</td>
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<tr>
<td>District:</td>
<td>District 6</td>
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<tr>
<td>Applicant:</td>
<td>Anne Cervantes, Owner Representative</td>
</tr>
<tr>
<td>Nomination Date:</td>
<td>September 22, 2020</td>
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<tr>
<td>Nominated By:</td>
<td>Mayor London Breed</td>
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#### 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?

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<th>Yes</th>
<th>No</th>
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225 11th Street from 1982 to Present (38 years)

#### CRITERION 2: Has the applicant contributed to the neighborhood’s history and/or the identity of a particular neighborhood or community?

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<th>Yes</th>
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#### CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

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<tr>
<th></th>
<th>X</th>
<th>Yes</th>
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**NOTES:** N/A

**DELIVERY DATE TO HPC:** September 23, 2020

Richard Kurylo
Program Manager, Legacy Business Program
September 22, 2020

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 Don Ramon’s Mexican Restaurant 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 business must be nominated by the Mayor or a member of the Board of Supervisors to be reviewed, processed, and approved by the Small Business Commission as a Legacy Business at a public hearing if it meets the criteria set forth.

Since its grand opening in 1983, Don Ramon’s has been providing a warm, authentic Mexican dining experience in SoMa for over 35 years. Founded by Ramon and Guadalupe Ramirez, who immigrated to San Francisco from Jalisco, Mexico in the 1950s, Don Ramon’s has grown to become one of the largest Mexican restaurants in the City, and has solidified its place as a gathering space for locals and visitors alike. In its decades of operations, the restaurant has welcomed a diverse array of patrons including SoMa residents, politicos, blue-collar workers, and members of the Latino and LGBTQ+ communities. Don Ramon’s and the Ramirez family have contributed to the history and identity of our City and fostered civic engagement and pride.

It is an honor to recognize the legacy and contributions of Don Ramon’s to our great City of San Francisco.

Sincerely,

London N. Breed
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.

<table>
<thead>
<tr>
<th>NAME OF BUSINESS:</th>
<th>Don Ramon's Mexican Restaurant, Inc.</th>
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<tbody>
<tr>
<td>BUSINESS OWNER(S)</td>
<td>Leonila Ramirez</td>
</tr>
<tr>
<td>CURRENT BUSINESS ADDRESS</td>
<td>225 11th Street, San Francisco, Ca 94103</td>
</tr>
<tr>
<td>TELEPHONE:</td>
<td>(415)864-2700</td>
</tr>
<tr>
<td>EMAIL:</td>
<td><a href="mailto:donramons@yahoo.com">donramons@yahoo.com</a></td>
</tr>
<tr>
<td>WEBSITE:</td>
<td><a href="http://www.donramonsrestaurante.com">www.donramonsrestaurante.com</a></td>
</tr>
<tr>
<td>FACEBOOK PAGE:</td>
<td><a href="https://www.facebook.com/DonRamosSF/">https://www.facebook.com/DonRamosSF/</a></td>
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<tr>
<td>APPLICANT’S NAME</td>
<td>Anne Cervantes, RA</td>
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<tr>
<td>APPLICANT’S TITLE</td>
<td>Same as Business</td>
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<td>Owner Representative</td>
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<td>APPLICANT’S ADDRESS:</td>
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<td>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</td>
<td>0102461</td>
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<td>SECRETARY OF STATE ENTITY NUMBER (if applicable):</td>
<td>C3729427</td>
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**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.

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<thead>
<tr>
<th>ORIGINAL SAN FRANCISCO ADDRESS</th>
<th>ZIP CODE</th>
<th>START DATE OF BUSINESS</th>
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<tr>
<td>225 11th Street</td>
<td>94103</td>
<td>September 21, 1982</td>
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**IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?**  
☐ Yes  ☐ No  Dates of Operation at this Location: 1982 to Present

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Section Three:
Disclosure Statement.

This section verifies 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.

Leonila Ramirez  May 23, 2018

Name (Print): Date: Signature:

Leonila Ramirez 5/23/18  Leonila Ramirez

V.5- 6/17/2016
DON RAMON’S MEXICAN RESTAURANT, INC.
Section 4: Written Historical Narrative

CRITERION 1

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

Don Ramon’s Mexican Restaurant, Inc. at 225-229 11th Street was established on September 21, 1982.

BRIEF SUMMARY FROM THE SAN FRANCISCO CHRONICLE

“Ramon Ramirez and his wife, Guadalupe, immigrated to San Francisco from Jalisco, Mexico, in 1955 after Ramon had snuck into the United States illegally, fell in love with California, then fetched his family from Mexico and brought them back legally. Guadalupe worked at a Laundromat; Ramon as a meat packer for Swift; their son, Javier, at a deli.

“They later acquired jobs at the Valencia Cafe, owned by Guadalupe's (cousin), who eventually sold the business to the Ramirezes. In (1966), the family purchased a deli on 11th Street and named it Jay's La Perla, in honor of Javier.

“The deli sold Mexican food cooked and brought over from the Valencia Cafe. But the deli filled up fast, so the Ramirezes decided to expand it into a restaurant and close the Valencia Café. Don Ramon's opened its doors on Sept. 21, 1982, and the old deli became its kitchen.”

DETAILED HISTORY

The Ramirez family has been doing business in San Francisco for over 60 years, including Valencia Café at 211 Valencia Street (1960-1974), La Perla Restaurant at 229 11th Street (1966-1982), and Don Ramon’s Mexican Restaurant (1982-Present).

Ramon Ramirez came north from Mexico to work the fields in Santa Maria through the Bracero Program in the early 1950s. He returned to Ayutla, Jalisco, Mexico, to his wife, Guadalupe. Guadalupe’s brother-in-law, Francisco Quiroga, filed proper papers to immigrate to San Francisco. Ramon and Guadalupe immigrated with their three children – Javier, Leonilla, and Lucy – from Mexico to San Francisco in the mid-1950s. Ramon joined his wife’s cousin Ignacio

Luna and worked as a meat packer at the Swift Company, located at 666 6th Street.\(^2\) Nati Ramirez was born a few years later completing the Ramon and Guadalupe Ramirez family.

**VALENCIA CAFÉ**

Ignacio and Victoria Luna purchased Valencia Café at 211 Valencia Street and Le Fe Grocery Store at 1052 Folsom circa 1955 from Guadalupe Palacio who owned both businesses. In 1960, Ramon and Guadalupe purchased the Valencia Café from Ignacio and Victoria.\(^3\)

**LA PERLA**

In 1962, Ignacio purchased the business La Perla Grocery Store at 229 11th Street from Arthur L. Flores (eldest son of Arthur V. and Georgia Flores) and May Flores. Arthur V. owned the building that housed La Perla Grocery Store and established La Perla Market (Grocery Store) in 1951 with the original name A B Flores Market.

After a few years of ownership, Ignacio and Victoria decided to sell La Perla Grocery Store to the Ramirez family in 1966. The Ramirez family entered into a 3-year lease agreement with building owners Arthur V. and Georgia.

In 1970, Arthur V., then 75, sold the 229 11th Street building and the adjacent Kissling Building to Javier Ramirez, Ramon’s eldest son. On March 20, 1970, Javier, on behalf of his mother and father, provided a check for $4,000 made payable to Transamerica Title Insurance Company towards the purchase price of $42,500 for the 229 11th Street building and 80, 82, 90 Kissling Street. The balance of $38,500 was to be paid in installments by Javier and his parents.\(^4\)

Valencia Café was closed in 1974 so the Ramirez family could focus on plans to expand La Perla into a restaurant. In 1975, the business was renamed Jay’s La Perla Mexican Restaurant after Javier, Ramon’s eldest son.

**EXPANSION**

In 1976, they added a takeout food window to the restaurant and starting planning to expand the restaurant into the adjacent building at 225 11th Street.

In 1977, the Ramirez family purchased 225 11th Street from a toy manufacturer. The business registration with the San Francisco Treasurer and Tax Collector for the “221-225 11th St Bldg” is dated January 11, 1977, and listed under the ownership of “Guadalupe M Ramirez.”

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\(^2\) San Francisco City Directories 1945-1983
\(^3\) Ibid
\(^4\) Agreement of Sale and Deposit Receipt, March 20, 1970.
The major building renovation of 225-229 11th Street was completed in 1982. The renovation consolidated the 225 11th Street building and adjacent 229 11th Street building into one restaurant, and the name of the business was changed to Don Ramon’s Mexican Restaurant. There was a preview opening on September 21, 1982, and a copy of the invitation is included in the Legacy Business Registry application. The “Don Ramon’s” business name was listed under the ownership of “Guadalupe M Ramirez” along with the building, so “Don Ramon's” adopted its start date of January 11, 1977, according to Treasurer and Tax Collector records.

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

Don Ramon’s has not ceased operations or had any major lapses in business since it opened. During the coronavirus pandemic in 2020, the restaurant pivoted from indoor dining to take-out and delivery.

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

The business is a family-owned business presently owned by the eldest daughter of the founders.

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

The ownership history of Don Ramon’s is as follows:

1982 to 1992: Javier Ramirez and Guadalupe Ramirez (Javier is the oldest son)
1992 to 2004: Ramon Ramirez and Guadalupe Ramirez
2004 to 2010: Ramon Ramirez and Leonilla Ramirez (Leonilla is the eldest daughter)
2010 to 2014: Leonilla Ramirez
2014 to Present: Leonilla Ramirez as CEO of the corporation

In 2014, Don Ramon’s business structure was changed to separate the business from Leonilla Ramirez’s assets.

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 current ownership can be found on San Francisco Open Data where the ownership is under the name “Guadalupe Ramirez” which is the name of the Ramirez family trust.

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

The 225 11th Street and 80-90 Kissling Street buildings are both contributors to the Western SOMA Light Industrial and Residential Historic District with a Category A, California Historical Resource Code Category 3-D and is eligible for the National Register Criteria C. The historic period is from 1906-1936.

225 11th Street was built in 1928 in Exotic Revival Style and the retention of historic architecture is high.\(^5\) The building records indicate that permits were issued on July 14, 1928, by the contractor Victor F. Horlscher and Daniel Enblum to construct a three-story reinforced concrete industrial building with an estimated cost of $21,000.

80-90 Kissling Street was built in 1906, per the State of California - The Resource Agency’s primary record for the building (DPR Surveys), and the building is categorized as Edwardian. The retention of historic architecture is medium per the DPR surveys.\(^6\) \(^7\) The original building located on this site was destroyed in the fires of the 1906 earthquake. Per the SF Spring Valley Water Tap records (original address 219 11th Street) was tapped on January 12, 1876, by T Petram. The 1889 Historic Sanborn map notes that the existing structure with “Sal.” Saloon and “S” Store use on the ground floor with residential above. The original structure was a 2-story wood framed building with commercial on the ground floor and residential above. The property was listed as one of the properties being publicly auctioned appearing in the San Francisco Call Bulletin May 22, 1890, and describes the building as a “substantial investment, 2-story bay-window house lover part contains store and 4 rooms, upper part 7 rooms, bath, etc.; a stable in the rear on Bowie (Kissling) for 4 horses, buggy and wagon. Anyone desiring to good rentable property should not fail to see this.” \(^8\)

The Western SOMA Light Industrial and Residential Historic District does not document the presence of Latinos in this district for the Latino Historic Period for the Reconstruction 1907-1915, World Wars 1916-1945, and Post World War II 1946-1960. The property research for the Ramirez and other Latino Legacy Families and shows a pattern of displacement of Latino business owners and families (Latino enclaves) moving to the South of Market displaced from the Latin Quarters and the building of the Broadway Tunnel and the Bay Bridge. No Latino Historic Resources have been documented as part of this Historic District. Cervantes Design Associates and the SF Latino Historical Society are recommending that this Latino business be documented for public recognition.

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5 State of California, The Resources Agency, DPR 523 A- Primary Record, 3517030
6 State of California, The Resources Agency, DPR 523 A- Primary Record, 3517029
7 State of California, The Resources Agency, DPR- District Record, 523D
added as a Historic Resource to the Latino City-wide context statement, the LGBTQ Context statement, and the SOMA Light Industrial and Residential Historic District.

CRITERION 2

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

The Ramirez family has a business legacy in the food industry that spans more than six decades in San Francisco. The property they bought was previously owned by Latino families such as the Luna and Flores families. Don Ramon’s has established a historical presence with the Latino and LGBTQ communities and with politicians, which makes the business’ legacy so important to the history of San Francisco.

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

Don Ramon’s and the Ramirez family have demonstrated active support of the LGBTQ community in San Francisco since their opening. The family made a commitment to hiring a large LGBTQ+ workforce at a time when acceptance for that marginalized community was virtually nonexistent. The Don Ramon’s first restaurant manager was gay and active in the SOMA LGBTQ leather community and supported events connected with Dore Alley and the Folsom Street Fair. For the first Gay Pride parade, Don Ramon’s funded a float to participate.

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

Don Ramon’s is in the process of being recommended by the San Francisco Latino Historical Society to be referenced in the citywide Latino Context Statement as one of the Latino Community’s Historic Resources. Don Ramon’s has been profiled in the San Francisco Chronicle with a narrative exemplifying the ambition, traditions, sacrifices, culture, and effort of the Ramirez family in establishing and maintaining this business. That article, and other notable media mentions, are as follows:


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

Don Ramon’s has been associated with several historical persons starting with Mayor Diane Feinstein; longtime friends Senator John Burton, Angela Alioto and the Alioto family; State Senator Art Torres; District Attorney Terrance Hallinan; Congresswoman Nancy Pelosi and her husband; and former Mayor Willie Brown.

Soon after the restaurant opening, in 1983, Jim Gonzalez, Jose Medina, Dr. Barrio, David Sanchez, and Pio Barrera hosted a brunch to raise funds to fight Mayor Feinstein’s recall.

Don Ramon’s hosted political functions for Senator Feinstein, Mayor Gavin Newson, Mayor Willie Brown, City Attorney Dennis Herrera, Kimiko Burton’s run for Public Defender, District Attorney Kamala Harris, Attorney General Xavier Becerra, Supervisor Jose Medina, Supervisor Jim Gonzalez, Supervisor Susan Leal, City Treasurer Susan Leal, Supervisor Bevan Dufty, City Treasurer Jose Cisneros, City College Board Member Alex Randolph, Supervisor Susan Leal, Supervisor Angela Alioto, Assemblywoman Fiona Ma, Supervisor Shamann Walton, and political consultants such as Robert Barnes.

The offices of Bill Graham, the rock concert promoter, and Carlos Santana were located at 11th and Harrison streets next door to Don Ramon’s in the mid-1970s. Bill Graham frequented the La Perla Mexican Restaurant with his sons, with Ann Getty, and with members of The Grateful Dead. Carlos and his wife also dined here.

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

Don Ramon’s has donated food and or hosted fundraisers for the Latino, LGBTQ, and business communities. The business was honored on October 11, 2011, during a Latino Heritage Celebration.

Don Ramon’s hosted fundraisers or provide gift certificates and/or donated food to the following organizations: Carmelite Monastery, ICA Basilica, Riordon High School, St. Ignacia’s High School, St. Stephens, St. Kevin’s, Bill Graham Foundation, Bayview YMCA Prime & Prep, Dining Out For Life (AIDS fundraiser), SF Fire Fighter’s Toys for Tots drive, Folsom Street Fair, The Entertainment Commission’s Holiday Party, SF Foster Youth Fund, Dore Alley Fair (mid 1980s), Mr. S fundraising for AIDS, the Uniform Club AIDS fundraising.
Don Ramon’s has been the meeting place for such organization such as the San Francisco Latino Democratic Club, Harvey Milk Democratic Club, Latino Unidos Democratic Club, Margaret Cruz Democratic Club, and Golden Gate Business Association.

In 2017, Don Ramon’s hosted panel discussions, organized by Anne Cervantes, to assist Latino Restaurant owners on how to handle immigration officers entering their restaurants and became part of the Sanctuary Restaurant movement to protect their workers.

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

Don Ramon’s Restaurant (formerly La Perla Restaurant), is located on 225 11th Street has been serving authentic Mexican cuisine from Ayutla, Jalisco, since 1966 serving a diverse community. This business is one of the largest Mexican restaurants in San Francisco, seating up to 300 customers. Its location in SoMa near Civic Center allowed the business to become an eating place and a gathering spot for a diverse population of people working in government, blue-collar workers in the South of Market neighborhood, and workers in the LGBTQ nightlife. Significant events involving the Latino, gay and City leadership communities have been hosted in this restaurant.

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

Javier Ramirez, the eldest son of Ramon and Guadalupe Ramirez, designed the inside of the restaurant in the 1983 renovation of the building. His vision was to be reminiscent of a historic Mexican interior with arches and balconies defining the main dining area. Mexican Saltillo terracotta tile was used for the flooring. Solid and pattern ceramic glazed tile were imported from Guadalajara, Jalisco, Mexico for the exterior façade and the interior walls.

The reception area walls feature Latina local artist Carmen Loma Garza’s “Tamalada,” and RC Gorman. The interior walls of the main dining area are lined in 1940s vintage Mexican travel posters given to the Ramirez family by friend Hank Ochoa. The collection of posters was Hank’s father’s collection.

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

San Francisco would be at a great lost if Don Ramon’s were to be sold, relocated, or shut down because the establishment has been a place of gathering, safety, and comfort for people in the overall San Francisco community. Don Ramon’s is part of the city’s Latino community’s identity, and losing the restaurant would be a loss to San Francisco and the contributions that Latinos have made in the development of San Francisco’s identity and its history.
CRITERION 3

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

The Ramirez family has made it a priority to carry their traditions from the town of Ayutla, Jalisco, Mexico. The authenticity of their traditional Mexican cuisine has proven to be one of the essential features that defines their character.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the business's historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Don Ramon’s serves dishes that continue to be extremely traditional because they are specific to the region of Jalisco, from where the Ramirez family originates. The family has been committed to maintaining integrity in their traditional cuisine; the old style of cooking continues to be passed down through the generations of the Ramirez family working in the restaurant. Menu items include Jalisciense Tamales, Chile Rellenos, Enchiladas in Mole, Chile Colorado, and Carne de Puerco en Salsa. The traditional menu has not changed since the establishment of their first business Valencia Café. The family found that there was a high demand for authentic sit-and-dine Mexican cuisine in the area because there was a large population of Latinos living and working near the establishments.

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

The exterior of the building has kept its historic Exotic Revival Style since it was built in 1928, and the adjacent building is Edwardian Style and built in 1880s. Their iconic Don Ramon’s sign was added in 1982. Both buildings are important contributors to the Western SOMA Light Industrial and Residential Historic District. Although the historic style of the building stayed the same, the commercial ground floor façade with the red tiling represents the community it derives from and serves.

Don Ramon’s embodies structure, culture, community, and history all meeting together. The Ramirez family has created place “Sitio y Lengua” with their language and cultural traditions.

of Ayutla, Jalisco, Mexico that creates memory and sustains the contributions of Latinos to the development of the City and County of San Francisco

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

This is not applicable.
LEGACY BUSINESS REGISTRY
Don Ramon’ Mexican Restaurant
Section Five: Supplemental Historical Documents- September 9, 2020

Historic Legal Documents

Business License

Location: 0102461-02-01
Business Account No.: 102461
Ownership Name: Guadalupe M Ramirez
DBA Name: Don Ramon’s Mexican Restaurant
Street Address: 221 11th Street, San Francisco, Ca
Business Start Date: 1/11/1977
Business End Date: 
Location Start Date: 1/11/1977
Location End Date: 
NAISC Code: 7220-7229
NAISC Code Description: Food Service
Neighborhood: South of Market

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1 DataSF, Registered Business Locations, San Francisco, Economy & Community, ttps://data.sfgov.org/Economy-and-Community/Registered-Business-Locations-San-Francisco/g8m3-pdis#
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LEGACY BUSINESS REGISTRY
Don Ramon’ Mexican Restaurant
Section Five: Supplemental Historical Documents- September 9, 2020

INTERIOR 1966-1978 La Perla Grocery / Deli 229 11th Street

Figure 3: Guadalupe Ramirez at the counter of La Perla Restaurant

Figure 4: Ramon Ramirez (L) with his son Javier Ramirez (R) at the end of the counter at La Perla
La Perla Restaurant Expansion to 90 Kissling Street

Figure 5: La Perla Building purchase in 1970 and Jay’s name added to La Perla Delicatessen, 1975

Figure 6: Jay’s La Perla Delicatessen, side entrance to the dining area.
LEGACY BUSINESS REGISTRY
Don Ramon' Mexican Restaurant
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LA PERLA
MENU 1970

Figure 7: J's La Perla Delicatessen/Restaurant Menu

EXTERIOR 1981

Figure 8: 225 11th Street purchase to expand restaurant.
LEGACY BUSINESS REGISTRY
Don Ramon’ Mexican Restaurant
Section Five: Supplemental Historical Documents- September 9, 2020
LEGACY BUSINESS REGISTRY
Don Ramon’ Mexican Restaurant
Section Five: Supplemental Historical Documents- September 9, 2020

GRAND OPENING 1983
DON RAMON'S RESTAURANT

Figure 9: Grand opening of Don Ramon’s
LEGACY BUSINESS REGISTRY
Don Ramon’ Mexican Restaurant
Section Five: Supplemental Historical Documents- September 9, 2020

Figure 10: Don Ramon’s business card

Figure 11: Don Ramon’s 1982 Preliminary Opening Invite.

Figure 12: Javier Ramirez (R) at the front bar
Don Ramon's

MEXICAN
RESTAURANT
&
CANTINA
It is with great pride and pleasure that DON RAMON’S opens its doors to guests on this special occasion. We hope that all will enjoy DON RAMON’S contribution to the event — the best of our family’s cuisine, and a warm and welcome atmosphere — along with our wish for continuing success.

The Ramirez Family
Prospectus lays out what could go wrong

Kathleen Pender
Net Worth

with so many retiree risks even a well-hedged company could have a material litiga-
tion in our business, so I like to focus on the real ones.

Potentially investors in Google

should look back at some of the failed dot-coms of yesteryear and the

The Petition prospectus

predicts potential. "We may not be-

able to attract a large number of poten-
tial investors who shop in tra-
tional retail stores to shop in our

What should investors want to know about being

invested in Google and what's important in

this market environment?

The number one thing that investors want to

know is that we have a clear path to

growth," David Lazarus, Google's general coun-

cel, said.

Growth in the East gives much-needed boost to Boeing

Japanese airline sees midsize 7E7 plane

as good fit for far-flung cities in China

By David Armstrong.

The Boeing Co, battered by a strong dollar, high fuel costs and tough

competition, is looking to expand its sales to China.

In its 15 billion-deal with All Nip-

po Airlines for five of the new 7E7

Dreamliners announced Mon-

tday, it will bring back in the mid-

esize plane, an all-tissue American

company's commercial product
designed for the high-flying econo-

mies of East Asia.

Japan's national carrier ANA will be the first

to fly the 7E7, Japan manufactures will make a third

of the aircraft. And the growing

airline market in China will be

among the fastest growth areas served by

7E7, which Boeing needs to

1/2
San Francisco restaurants are joining a national movement to establish sanctuary workplaces for undocumented employees and ensuring business owners know their rights if federal immigration officials raid their establishments.

In less than three months in the White House, President Donald Trump has increased fears of mass sweeps by federal immigration officials and penned an executive order to slash federal funding for cities like San Francisco that provide sanctuary laws to not cooperate with U.S. Immigration and Customs Enforcement.

City Hall has vowed to counter Trump’s policies at every turn. This week, City Attorney Dennis Herrera took further legal action, filing in federal court a request to freeze Trump’s executive order, and Public Defender Jeff Adachi began hiring attorneys to staff a new unit to defend people who have been detained in immigration court.

Now, the hospitality industry is stepping up, too.

The Golden Gate Restaurant Association, which represents about 1,000 of approximately 4,500 restaurants in San Francisco, became last month among the first trade associations to join the “Sanctuary Restaurants” movement. Since it was announced in January by Restaurant Opportunities Center, some 21 local restaurants — including Lebeau Deli on Nob Hill and Delfina in the Mission — have followed suit, according to ROC’s website.

For a restaurant community with a strong reliance upon undocumented workers — more than 30 percent of San Francisco’s restaurant workers are believed to be undocumented — the disruption caused by immigration enforcement raids could be disastrous, not to mention the potential impact on local tax revenue.

Today, a formal announcement of local participation in the movement is expected at Don Ramon’s Mexican restaurant in the South of Market. The GGRA will also begin sponsoring a series of legal workshops for restaurant owners and employees to learn more about their legal rights from local immigration attorneys. The first workshop is scheduled on March 20 at Don Ramon’s.
Don Ramon’s was more than happy to become a sanctuary restaurant and host the first of the legal workshops.

“Being born from immigrant parents, you kind of become a fighter,” said Nati Ramirez, who is one of three sisters who run the family-owned business, which opened in 1982.

“A lot of the employees are scared,” she added.

Ramirez’s parents crossed the border illegally in 1955 from Jalisco, Mexico. “I was the only one who was born here,” she said.

After operating other restaurants in San Francisco, they opened in 1982 Don Ramon’s which has something of a political center with notable local politicians as their patrons over the years as well as a choice spot for many campaign kick-offs.

By joining the sanctuary movement, restaurants commit to “not allow any harassment of any individual based on immigrant/refugee status, race, religion, gender, or sexual orientation to occur in their restaurant” and “place a prominent ‘SANCTUARY RESTAURANTS: A Place At the Table for Everyone’ sign in the establishment, according to the ROC website. There is also commitment to “participate in a peer network to exchange ideas and strategies for protecting targeted workers.”
Gwyneth Borden, executive director of the GGRA, said restaurant owners are looking for ways to help their employees during what’s “been a very scary time.”

“We already have a very tight labor market. We can’t afford to lose our workers,” Borden told the San Francisco Examiner on Thursday. “We also can’t afford to have people showing up for work fearful of being able to stay in this country. We, in general, support a path to citizenship and wish that this administration would focus on [the] path to citizenship.”

By signing onto the Sanctuary Restaurant movement, Borden hopes to encourage more restaurants to join the effort and put up the signs.

“More and more restaurants locally are starting to sign on to it. What I found is that there is concern about being a target. This president, he targets people,” Borden said. “What we are hoping for is, through our counsel and support of the initiative, that we provide the political cover for people to feel comfortable to sign on to it.”

Assemblymember David Chiu said he will attend the press event today to show his support.

“We commend the Golden Gate Restaurant Association as a private sector partner for stepping up and leading the resistance against anti-immigration policies that Trump has been spewing,” said Jen Kwart, Chiu’s spokesperson. Kwart noted that the trade association deserves praise for protecting the immigrant community who has made “the culinary industry what it is today.”

Chiu is also exploring a possible state law to address workplace protections for undocumented employees. He has already introduced the Immigrant Tenant Protection Act, a measure that would bar landlords from disclosing or threatening to disclose a tenant’s immigration status.

“We’re actively researching policies around workplace and immigration issues,” Kwart said.

Ramirez said she believes it’s important for business owners to know their rights.

“Anybody can come into the front door, but you have to educate yourself as an owner and say is there a warrant, who are you looking for?” Ramirez said. “They can’t just decide to barge into your open area in your kitchen because then someone is trespassing. They need to know when to say stop, wait a minute.”