



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JANUARY 6, 2021

Filing Date: December 9, 2020
Case No.: 2020-011534LBR
Business Name: 24th Street Dental
Business Address: 2720 24th St
Zoning: NCT - 24th-Mission Neighborhood Commercial Transit
Calle 24 SUD
65-X
Block/Lot: 4211/016
Applicant: Dr. Bernardo D. Gonzalez III
2720 24th Street, San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Kalyani Agnihotri – (628)652-7454
kalyani.agnihotri@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

24th Street Dental is a dental practice owned by Dr. Bernardo D. Gonzalez III, located at 2720 24th Street in the Mission District. The address' history dates back to before the dental practice was established in 1985 when it was the location of the shoe store owned by Dr. Gonzalez's father.

Dr. Gonzalez, a fixture of the city's local music scene, came to be known as "Dr. Rock," when he served as manager of the pioneering Latin rock group Malo and organized the annual benefit "Voices of Latin Rock" for 10 years. While concurrently running his dental practice, Dr. Rock has continually been involved in significant Mission cultural activities. In 1981, Dr. Rock helped produce the 24th Street Fair for the 24th Street Merchants Association, and subsequently became their president.

After his successes with the 24th St. Merchants Association, Dr. Rock created the Mission Economic Cultural Association, or MECA along with Roberto Hernandez, which produced the 24th Street Fair, Cinco de Mayo, and

Carnaval. Dr. Rock produced a fundraiser event for autism awareness for Jim McCarthy's now influential "Voices of Latin Rock" book, which was very successful. This led to, Dr. Rock starting "Latin Rock, Inc.," which is committed to promoting and preserving the music and culture associated with Latin Rock on an ongoing basis and in all of its different forms, from the past to the present.

Dr. Rock's dental practice continues serving the Mission community from the same location, and Latin rock memorabilia line the walls of his office. He is currently working on a new project that will combine Latin Rock and 24th Street produced by Latin Rock Inc., his production company.

The business's primary location at 2720 24th Street is a Category C (No resource Present / Not Age Eligible) structure on the north side of 24th Street between Hampshire Street and Potrero Avenue in the Mission District neighborhood. It is within the 24th-Mission Neighborhood Commercial Transit (NCT) Zoning District, Calle 24 SUD, and a 65-X Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1985.

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

Yes. 24th Street Dental qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. 24th Street Dental has operated continuously in San Francisco for 35 years.
- b. 24th Street Dental has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. 24th Street Dental 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/tradition?*

Yes. The business is associated with a dental practice.

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

Yes. The 24th Street property is located within the Calle 24 Latino Cultural District.

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

The property was determined not eligible for listing in the South Mission Historic Resource Survey.

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

The property is within an area that is currently being surveyed for cultural and/or architectural importance for the San Francisco Latino Historic Context Statement. At the time of this report, the context statement is ongoing.

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

Yes. There have been a number of features and articles on the practice and Dr. Gonzalez. In 2013, 24th Street Dental was featured in a bilingual walking tour of the Calle 24 district, "Calle 24: Cuentos del Barrio," and the information gathered for this publication helped to galvanize efforts that created the Calle 24 Latino Cultural District in 2014. Additionally, in the upcoming San Francisco Latino Historic Context Statement (June 2018 draft, subject to approval by the Historic Preservation Commission), Dr. Bernardo Gonzalez III is listed for his role in organizing the 24th Street Fair while he was President of the 24th Street Merchants Association.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2720 24th Street

Previous (No Longer Extant) Locations:

- None

Recommended by Applicant

- The wide array of Latin Rock memorabilia that line the walls of the practice.
- Award plaques hanging in the dental office's reception area from MECA and the 24th Street Merchants Association, Assemblywoman Fiona Ma, Mission Neighborhood Centers, Inc., Stars for the Future Giving Back, and the John O'Connell Soccer Team, which recognized Dr. Rock's community service and his contributions to Latin Rock history.
- The hanging wooden signage on the building's exterior, reading Dr. B. D. Gonzalez III DDS General Dentistry".

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
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: JANUARY 6, 2021

Case No.: 2020-011534LBR
Business Name: 24th Street Dental
Business Address: 2720 24th St
Zoning: NCT - 24th-Mission Neighborhood Commercial Transit
Calle 24 SUD
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Block/Lot: 4211/016
Applicant: Dr. Bernardo D. Gonzalez III
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Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Kalyani Agnihotri – (628)652-7454
kalyani.agnihotri@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR 24TH STREET DENTAL CURRENTLY LOCATED AT 2720 24TH ST (PRIMARY ADDRESS), 4211/016;

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 January 6, 2021, 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 24th Street Dental 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 24th Street Dental.

Location(s):

Current Locations:

- 2720 24th Street

Previous (No Longer Extant) Locations:

- None

Physical Features or Traditions that Define the Business:

- The wide array of Latin Rock memorabilia that line the walls of the practice.
- Award plaques hanging in the dental office's reception area from MECA and the 24th Street Merchants Association, Assemblywoman Fiona Ma, Mission Neighborhood Centers, Inc., Stars for the Future Giving Back, and the John O'Connell Soccer Team, which recognized Dr. Rock's community service and his contributions to Latin Rock history.
- The hanging wooden signage on the building's exterior, reading Dr. B. D. Gonzalez III DDS General Dentistry".

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 2020-011534 LBR to the Office of Small Business January 6, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

Resolution No. ###
January 6, 2021

CASE NO. 2020-011534 LBR
24th Street Dental

RECUSE:

ADOPTED: January 8, 2021



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-021
Business Name: 24th Street Dental
Business Address: 2720 24th St.
District: District 9
Applicant: Dr. Bernardo D. Gonzalez III, Property/Business Owner
Nomination Letter Date: February 18, 2020
Nominated By: Supervisor Hillary Ronen

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

2720 24th Street from 1985 to Present (35 years)

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

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: December 9, 2020

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

February 18, 2020

Richard Kurylo, Legacy Business Program Manager
Legacy Business Program
San Francisco Office of Small Business
LegacyBusiness@sfgov.org

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of Dr. Bernardo D. Gonzalez III Dentistry joining the City's Legacy Business Program. In addition to meeting the requirements necessary to become a Legacy Business, Dr. Bernardo D. Gonzalez III Dentistry has a unique and vibrant history with deep roots in the Mission district of San Francisco.

The dentistry, which has been in business for 35 years, is located within the limits of the Latino Cultural District. It stands at the same site where Dr. Gonzalez's father operated a shoe store, decades earlier. In addition to running a dentistry, Dr. Gonzalez has strong ties to the world of Latin rock. Dr. Gonzalez founded Latin Rock Inc., an organization dedicated to promoting and preserving Latin rock music. He has many other musical accomplishments including managing the pioneering Latin rock group, Malo, and organizing the annual benefit "Voices of Latin Rock" for ten years. The dentistry's walls are also covered in memorabilia of the Latin rock musical genre, providing a landmark in San Francisco's Latin rock history.

Further, Dr. Gonzalez is an active community partner. In addition to providing dental services to Mission residents, Dr. Gonzalez has been involved in Mission community activities for years. Dr. Gonzalez has been president of the 24th Street Merchants Association, formed a community Little League, established a scholarship program, helped fund a local mural project, served on the Board of Directors for the Mission Economic & Development Association, and was president of the Mission Cultural Association.

Dr. Gonzalez's Dentistry has served the residents of San Francisco for decades in both health and cultural capacities, and I am thrilled to have the service in my district. I strongly support his application to be declared a Legacy Business and it is my honor to submit this nomination on his behalf.

Best regards,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen
San Francisco Board of Supervisors

Section One:

Business / Applicant Information.

Please 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:	
24 th STREET DENTAL	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
DR. BERNARDO D. GONZALEZ III	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
2720 24 th STREET SAN FRANCISCO, CA 94110	415-282-4566
	EMAIL ADDRESS:
	drbernardogonzalez@gmail.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
24thstreetdental.sf.com	
FACEBOOK PAGE:	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
DR. BERNARDO D. GONZALEZ III	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
PROPERTY/BUSINESS OWNER	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0314035	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

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
2720 24 th STREET SAN FRANCISCO, CA 94110	94110	1985
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1	

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:

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. A business deemed not current 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 grants through the Legacy Business Program.

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.

Bernardo D. Gonzalez

Name (Print):

12-29-19

Date:

[Signature]
Signature:

24TH STREET DENTAL

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.

24th Street Dental, established in 1985, is the dental practice of Dr. Bernardo D. Gonzalez III. The practice is located at 2720 24th Street in the Mission District of San Francisco within the limits of the Latino Cultural District established in 2014.

Opened at the same location where Dr. Gonzalez's father sold shoes a quarter century earlier, the successful dental practice is also a landmark in San Francisco's Latin rock history. A fixture of the city's local music scene, Dr. Gonzalez, aka "Dr. Rock," served as manager of the pioneering Latin rock group Malo and organized the annual benefit "Voices of Latin Rock" for 10 years.

While concurrently running his dental practice, Dr. Rock has continually been involved in significant Mission cultural activities. In 1981, Dr. Rock helped produce the 24th Street Fair for the 24th Street Merchants Association, and subsequently became their president. It was during this time that Dr. Rock met Malo, Carlos Santana, and many other local musicians. Under his leadership, the 24th Street Merchants produced a revamped version of the annual Cinco de Mayo celebration, moving it to La Raza Park and inviting local musicians to perform in a mini Woodstock-style event.

After his successes with the 24th St. Merchants Association, Dr. Rock was approached by Roberto Hernandez, Mission-born activist and RAP (Real Alternative Program) Director. Together they created the Mission Economic Cultural Association, or MECA, which produced the 24th Street Fair, Cinco de Mayo, and Carnaval. Dr. Rock served as MECA's second president from 1990 to 1992.

After years of producing events locally, Dr. Rock left the music business in 1998 to raise his son Alex, while continuing his dental practice at 2720 24th Street. Then in 2004, Jim McCarthy, author of now influential "Voices of Latin Rock," asked Dr. Rock to produce a launch event for the book at Bimbo's 365 Club in North Beach. The event, which Dr. Rock transformed into an autism awareness benefit in light of his son's recent diagnosis of the condition, was a wild success, and he went on to produce it 10 times. The benefit evolved to showcase an award named after Armando Peraza, the storied Latin Jazz percussionist and member of the group Santana, and Carlos Santana himself requested that he present Armando with the award in its first year.

After the successes of the “Voices of Latin Rock” fundraisers, Dr. Rock started “Latin Rock, Inc.,” which is committed to promoting and preserving the music and culture associated with Latin Rock on an ongoing basis and in all of its different forms, from the past to the present.

Today, Dr. Rock’s dental practice continues serving the Mission community from the same location, and Latin rock memorabilia line the walls of his office. He is currently working on a new project that will combine Latin Rock and 24th Street produced by Latin Rock Inc., his production company.

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

24th Street Dental has been in continuous operation since its inception in 1985, at the same location at 2720 24th Street.

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

The practice has been owned by Dr. Rock since it opened in 1985, but its address at 2720 24th St. has a longer generational history that dates back to the 1960s. After Dr. Rock’s family immigrated to San Francisco’s Mission District from Tijuana, Mexico, in 1954, his uncle opened a shoe repair shop at 2704 24th Street in 1960. In 1965, his uncle relinquished the business to Dr. Rock’s father, who then retired from his job at Swift Meat Co. in order to run it full time. In 1966, Dr. Rock’s father purchased 2720 24th Street (as the sole bidder) in an auction for \$20,000. After renting out the space to commercial businesses for over 10 years, Dr. Rock and his father decided to open an athletic shoe store at 2720 24th Street, named Potrero Athletic Shoes, in 1979. By this time, Dr. Rock was 24 and had already entered dental school at UCSF, working at the store while concurrently focusing on his studies from 1974-1983. During this time, he lived above the store with his father.

His father found it increasingly difficult to run the shoe business without his "number one" employee there full time, and subsequently allowed the newly certified DDS to open a dental practice at 2720 24th Street in 1985, where it remains open to this day. Dr. Rock was added to the property's deed approximately in 1995 when he and his father combined their assets.

His father was 69 when he passed away in 1999.

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

Dr. Bernardo D. Gonzalez III has been the sole proprietor of 24th Street Dental since it was founded in 1985.

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 verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building that houses 24th Street Dental is classified by the Planning Department as Category C, No Historic Resource Present, with regard to the California Environmental Quality Act. The building is within the boundaries of the Calle 24 Latino Cultural District established in 2014 and is a contributing building to the South Mission Historic Resource Survey.

CRITERION 2

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

Dr. Gonzalez and his dental practice have been a significant contributor to the identity of the 24th Street and San Francisco communities. 24th Street Dental provides dental services in the language and culture of the community that it serves since it opened in 1985. The business is currently serving third generation customers. Dr. Gonzalez vows to continue providing bilingual services as long as it remains in operation.

While president of the 24th Street Merchants Association, Dr. Gonzalez started a community Little League and a scholarship program, as well as helped fund a mural project that became "the Mount Rushmore of 24th Street." In this mural are the likenesses of Mr. Roberto Sanchez of Casa Sanchez, the first president of the 24th Street Merchant Association; Mr. Galan, its second president and owner of Galan's Bar; and Dr. Bernardo Gonzalez, the third president. In addition to his roles as president of the 24th Street Merchants Association and MECA, Dr. Gonzalez was also able to serve on the Board of Directors for The Mission Economic & Development Association, as well as the Mission Cultural Association as president.

All of the significant work that Dr. Gonzalez performed as a member of the music industry – such as his time as Malo's manager, organizing the "Voices of Latin Rock" fundraisers, and his production company "Latin Rock Inc." – have all been run out of his dental practice address. His many years in the music business began with working as a volunteer for his mentor, the late great rock empresario Bill Graham. From these early beginnings, he was hired to be on staff with the Bill Graham Presents security staff known as "The Blue Coats" and worked in historic San Francisco venues such as the Warfield and Cow Palace up until opening his dental practice in 1985. These years served, unbeknownst to him, as training for Dr. Gonzalez in the music and concert promotion business where he went on to manage bands like Malo and produce neighborhoods events like Cinco de Mayo concerts and the "Voices of Latin Rock" Autism Awareness Benefit concerts, which he produced for 10 years in honor of his son Alex. He also

started the Alex Speaks Foundation to distribute funds generated from these events to Bay Area schools working with autism.

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

The growth of the Latino community in the Mission District gave rise to new public celebrations in the past six decades, and Dr. Gonzalez has been heavily involved in organizing several of these celebrations in the 1980s and 2000s. In leadership positions at the 24th Street Merchants and MECA, Dr. Rock has helped organize many significant 24th Street events and festivities such as Carnaval, Dia de Muertos, and Cinco de Mayo, and the 24th Street Festival.

The rising tide of ethnic consciousness ushered in by the Chicano Movement led to the founding of the 24th Street Festival in 1979. It began as a Mexican-centric celebration promoted by the 24th Street Merchants Association and held in September in conjunction with Mexican Independence Day. After helping the 24th Street Merchants produce the second 24th Street Festival in 1980, Dr. Gonzales became the president of the Merchants Association. In 1987, he said that originally the festival was strictly a Mexican celebration, but that they were by that time “trying to showcase the new Mission, which has become so diverse. Anyone who thinks of the Mission District as only Mexican is in for a big surprise.” By this time, the festival had been recast as the “24th Street Festival de las Americas” as several Latin American Countries celebrate their independence in the month of September. The festival now was drawing nearly 100,000 spectators.

Another beloved cultural tradition in the Mission District is Carnaval, and Dr. Rock has been involved in the organization of its spectacular parades, festivals, and concerts following the first Carnaval in the Mission in 1979. Around 2004, Dr. Rock was asked by Roberto Y. Hernandez to run Carnaval and, although out of the music industry for a while by that point, he made it a big success. The festival celebrated its 41st Anniversary in 2019.

While Dr. Rock was with MECA, the organization helped organize a free concert headlined by Carlos Santana in 1987. Thousands of people came to see the show. That notable year also saw Pete Escovedo opening for Malo, with Santana topping the bill.

In 2019, Dr. Rock exhibited his collection of Latin Rock memorabilia, many from his time as a music manager and organizer, at the Brava Theater on 24th Street.

Organizing so many local and city events, while oftentimes difficult, did not bother Dr. Rock: “If you can think it, dream it, then you can make it happen,” he said.

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

In 2013, 24th Street Dental was featured in a bilingual walking tour of the Calle 24 district, “Calle 24: Cuentos del Barrio,” created by local high school and college students with support from San Francisco Heritage and the San Francisco Latino Historical Society. The information

gathered for this publication helped to galvanize efforts that created the Calle 24 Latino Cultural District in 2014. Additionally, in the upcoming San Francisco Latino Historic Context Statement (June 2018 draft, subject to approval by the Historic Preservation Commission), Dr. Bernardo Gonzalez III is listed for his role in organizing the 24th Street Fair while he was President of the 24th Street Merchants Association. (As an aside, Malo is also listed in this Context Statement as an influential band in the emergence of Latin Rock). The context statement is in the process of being peer-reviewed with a target date for review and adoption by the city's Planning Department and Historic Preservation Commission in 2021.

Dr. Rock has been referenced in numerous local publications such as the Sacramento Bee and SFGate for his major contributions to Latin Rock in San Francisco. Also, he was referenced in Jim McCarthy and Ron Sansoe's pioneering book "Voices of Latin Rock," from which Dr. Rock's annual fundraisers of the same name originated.

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

Dr. Bernardo Gonzalez III's contributions to enhance the Latino/Chicano Culture propelled him to associate and collaborate with the Great Producer Bill Graham; musician Carlos Santana; musician Armando Peraza (Guitarist and percussionist from the Band SANTANA); and musicians Richard Bean, Arcelio Garcia, and Jorge Santana (leaders of the band Malo).

Amid the Chicano Movement, San Francisco's Latin Rock scene exploded in the 1960's and produced legendary bands Santana, Malo, Sapo, and Azteca. The city's diverse Latino population with Caribbean, Central American, South American, Chicano, and Mexican roots spawned a unique sound that combined musical styles and instruments from all over the Americas. San Francisco rockeros fused Latin beats with blues, funk, jazz, psychedelic, and rock in a new way.

Dr. Rock served as manager of the pioneering Latin rock group, Malo, and organized the annual "Voices of Latin Rock" fundraiser. The latter, which Dr. Rock organized under Latin Rock, Inc., were successful autism-awareness fundraisers at iconic San Francisco venues like Bimbo's 365 Club in North Beach, and featured performances from those such as Malo, Sapo, El Chicano, Tierra, Blanca, and many more.

Dr. Rock's dental practice served as a gathering place for much of his music industry work, with members of Malo for example returning to the office for parties after their performances.

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

24th Street Dental demonstrates a commitment to the community by continuing to provide dental services since it opened in 1985. The practice has become a touchstone for the community, currently serving third generation customers. Some of Dr. Rock's longtime patients now bring in their children as new patients. Once operating a second office in Redwood City, Dr. Rock decided in 1995 to concentrate his efforts in his Mission District office to better serve his community.

24th Street Dental also demonstrates commitment to the community by providing services in the language and culture of the community that it serves, and Dr. Rock vows to continue providing bilingual services as long as it remains in operation. According to him, the Latino community "has really appreciated coming to me over the years" and appreciates the practice's community-focused care.

Dr. Rock continues to be involved with community, and as an elder he is a paramount source of local history and knowledge to the future generations. Community agencies value his advice, and at 65 years of age he is not showing signs of slowing down. At the present moment, he is working on a new project that will combine Latin Rock and 24th Street.

24th Street Dental has also volunteered its services at a local organization CARECEN (Central American Resource Center), an agency that empowers and responds to the needs of under-sourced Central American families in the San Francisco Bay Area with their basic medical, dental, and legal issues.

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

Located in the heart of the Mission along the lower 24th street corridor, 24th Street Dental primarily serves the Latino community in the Mission District, the majority being monolingual (Spanish) speakers. Changing demographics in the neighborhood has resulted in a greater influx of non-Latino patients at the practice, and 24th Street Dental continues to welcome patrons from all backgrounds.

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

The building that houses Dr. Bernardo D. Gonzalez III Dentistry is a two-story, wood frame commercial building built in 1890, and designed in the Italianate "Renaissance Villa" style constructed from 1840 to 1890.

A flat roof caps the rectangular-plan building, clad in shiplap wood siding. The foundation is not visible. The primary façade faces south and includes one structural bay. The building includes one commercial unit with one entrance at the street level. The storefront features wood kickplates and a hand carved blade sign bearing the text: "Dr. B. D. Gonzales III DDS, General Dentistry" handcrafted by a local artisan. Architectural details include wall panels, a paneled frieze, and a denticulate cornice at the roofline.

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

Losing 24th Street Dental would end over three decades of dental care services to what has been for six decades a thriving working-class Latino community. The practice serves a vital need as a dental office for the Latino community of the Mission in particular, and the office has never had to advertise to the mostly-Latino patients, who help advertise by word of mouth.

It has become harder for Dr. Rock to find workers due to San Francisco's high-cost of living (having his wife Rosy lend a hand as an employee for example helps to mitigate this), but despite this his business continues to flourish. If the business were to close, it will also give way to trendier, more expensive destination venues, not community-oriented-businesses like this dental practice.

CRITERION 3

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

24th Street Dental has developed to concentrate on general family dentistry, which includes pedodontics, periodontics, endodontics, restorative dentistry, and minor oral surgery with an emphasis on preventative from the early years from 3 years and older. The office also works with a network of very qualified specialists in all dental fields in which referrals can be made if the treatment is beyond the scope of this office to take care of the patients' needs. Dr. Rock continues to take continuing education in the dental field as required to keep his license in good standing.

Dr. Rock is proud to run a bilingual business that has served 35 years in the community. Though its exterior is unassuming, inside it has a family atmosphere, with Dr. Rock's wife Rosy working at the receptionist desk and longtime friends and patients regularly passing through its doors. Harkening back to his long history in the music industry, Dr. Rock proudly displays Latin Rock memorabilia on the walls that he has collected over the years, many of which feature events that he himself helped organize such as the "Voices of Latin Rock" benefits.

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)

24th Street Dental is committed to maintaining its historical tradition as a dental practice. Dr. Rock maintains that the business must remain bilingual in order to adequately serve the Latino community in the Mission and San Francisco. He continues this tradition to this day, remaining a community-based practice in the same location on 24th Street and giving back to the community each day.

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 most unique feature of 24th Street Dental are the wide array of Latin Rock memorabilia that line the walls of the practice. The posters and records currently on display, such as the poster for the first "Voices of Latin Rock" benefit, are only a small portion of the large collection that Dr. Rock has amassed over the years. There are also many award plaques hanging in the dental office's reception area from MECA and the 24th Street Merchants Association,

Assemblywoman Fiona Ma, Mission Neighborhood Centers, Inc., Stars for the Future Giving Back, and the John O'Connell Soccer Team, which recognized Dr. Rock's community service and his contributions to Latin Rock history.

The hanging wooden signage on the building's exterior, reading Dr. B. D. Gonzalez III DDS General Dentistry," is original to when the business opened in 1985, hand made by a local artisan.

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.

Documentation that demonstrates the business has been a dental practice for 30+ years is included in this Legacy Business Registry application.

24TH STREET DENTAL
Section 5: Supplemental Historical Documents

Business certificates in Dr. Rock's office

2005 Embarcadero Street, Suite 1500
Sacramento, CA 95815-3831
(916) 263-2300
Toll Free (877) 729-7789

DENTIST

License No.
DDS32838

Expiration
12/31/2020

Original
Issue Date
07/30/1984

BERNARDO DAVID GONZALEZ
2720 24TH ST
SAN FRANCISCO, CA 94110

City & County of San Francisco
Office of the Treasurer & Tax Collector

License Certificate

1 Dr. Carlton B. Goodlett Place
City Hall, Room 140
San Francisco, CA 94102

Business Account Number 0314035	Period Covered 04/01/2019 - 03/31/2020	Fee Paid 359.00
Class / Permit Number D02 / 2114	Description D02 - STORAGE & USE OF LIQUEFI	Units 1
Business Trade Name BERNARDO GONZALEZ D III	Business Location 2720 24TH ST	LN/Location Identification Number 0314035-04-001

DR BERNARDO D GONZALEZ III
2720 24TH ST
SAN FRANCISCO CA 94110

José Cisneros
David Augustine

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2020

EXPIRATION DATE
06-30-2020

BUSINESS ACCOUNT NUMBER 0314035	LOCATION ID 1197060-08-181
TRADE NAME (DBA) 24TH STREET DENTAL	BUSINESS LOCATION 2720 24TH ST
BUSINESS DR BERNARDO D GONZALEZ III	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

FY 2019-20

DR BERNARDO D GONZALEZ III
2720 24TH ST
SAN FRANCISCO CA 94110

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR

José Cisneros
Treasurer

David Augustine
Tax Collector

9. Today
D. Gonzalez III

entry the per

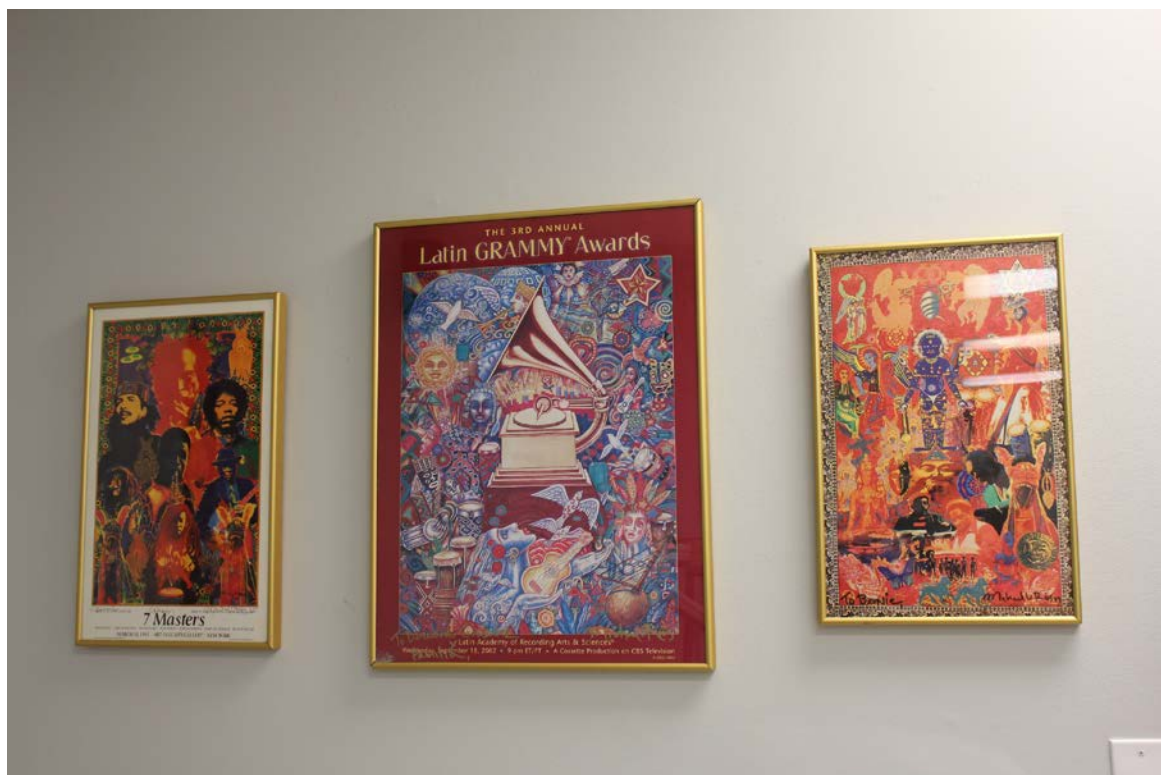
Exterior of Dr. Bernardo Gonzalez III Dentistry at 2720 24th Street, 2019







Memorabilia exhibit and Latin Rock posters hanging on the walls



Guitar presented to Dr. Rock by Carlos Santana



Dr. Rock with a framed article from the Sacramento Bee from May 10, 2010, entitled, "Latin Gold," which profiled an exhibition of his Latin Rock memorabilia at La Galeria Posada that same year.



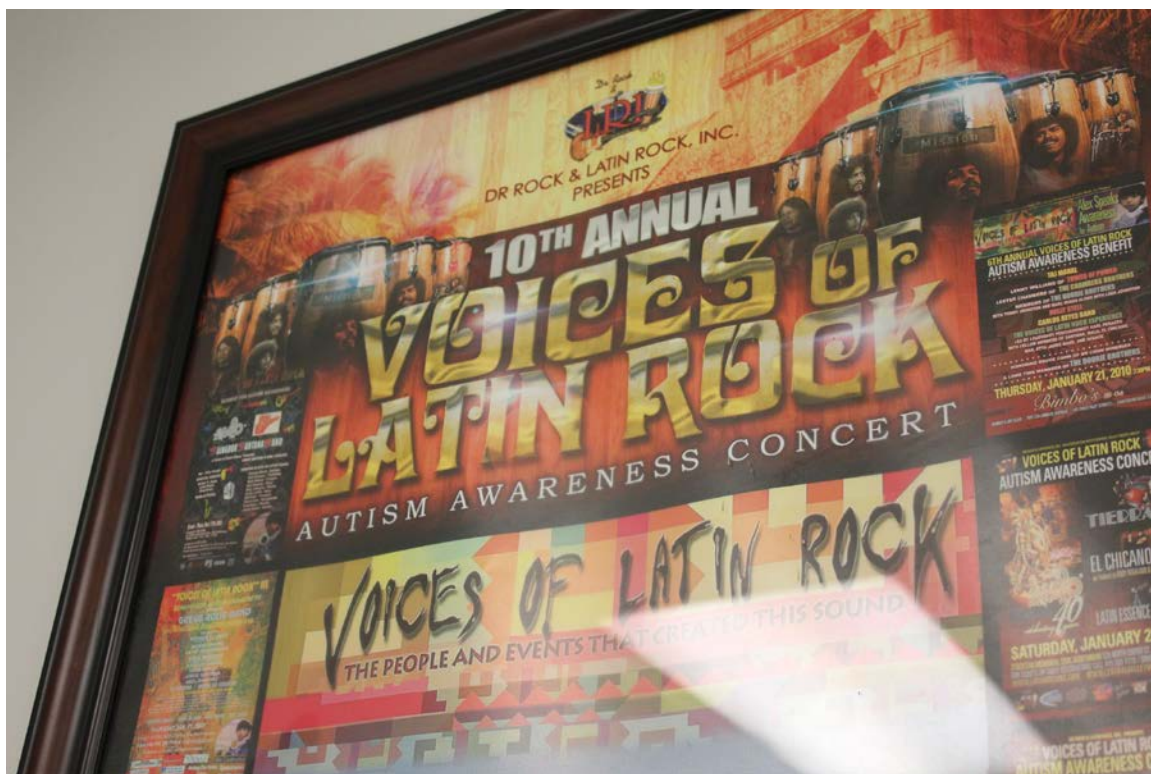
Dr. Rock pointing to some of the community awards he has received over the years, which now hang in the reception area of his dental practice



**Community service award presented to Dr. Rock from MECA and the
24th Merchants Association, two organizations with which he held
leadership positions**



Dr. Rock in front of the poster for the 10th Annual “Voices of Latin Rock” fundraiser, hanging in his dental office.



Ticket for Latin Rock, Inc. event at the Brava Theater, 2019



Dr. Rock & Latin Rock, Inc.
50th Anniversary of Woodstock - Brava
ADMIT ONE
Brava Theatre
Jul 13, 6:00 PM
6147

LOWER LEVEL - VIP
\$30 ADV / \$35 DOOR



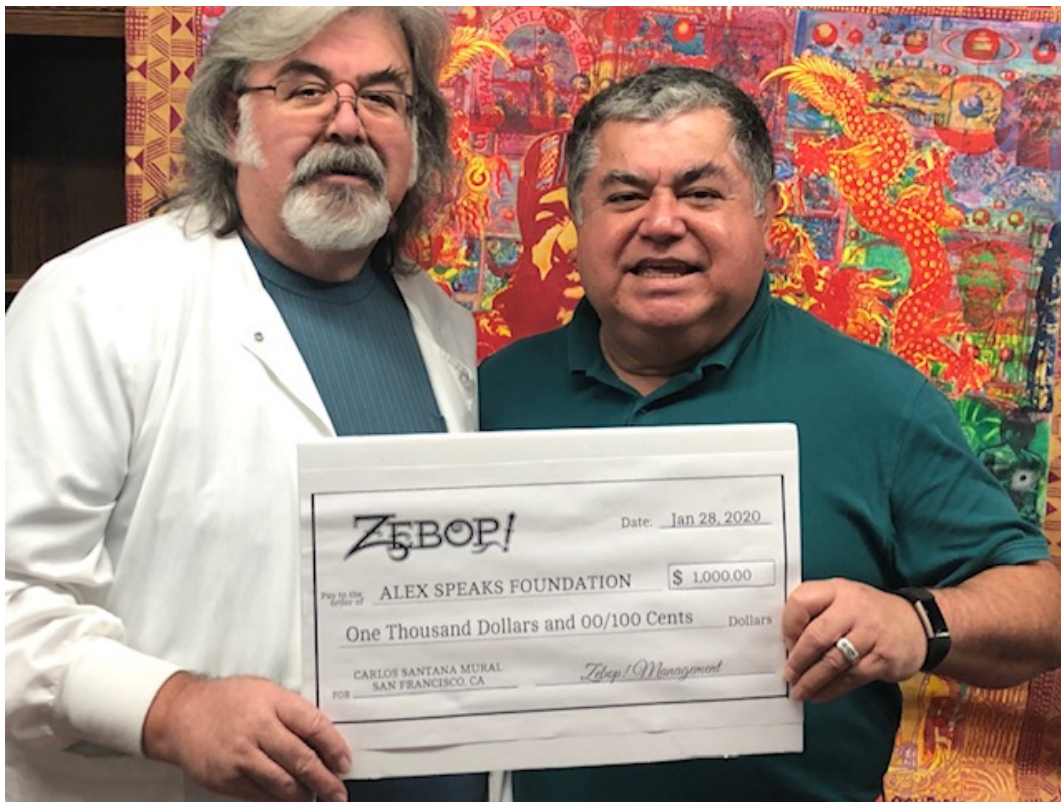
Dr. Rock
&



Woodstock - Brava Theatre / LOWER - VIP

July 13, 6:00 PM
JULY 13, 2019
6:00 PM

**Dr. Rock receiving a donation for the Alex Speaks Foundation, and the
“Mount Rushmore of the Mission” mural featuring Dr. Rock**



An excerpt about Dr. Rock in Jim McCarthy's (with Ron Sanso) *Voices of Latin Rock*, 2004



COAST TO COAST

Photo: Courtesy Dr. Gonzalez



Dr. Bernie Gonzalez
(The Rock and Roll Dentist)

Bernie Gonzalez grew up in the Mission district—his father owned a neighborhood shoe store—and knew Garcia from the old 24th Street days. Gonzalez was attending dental school in 1984, but he'd never abandoned his interest in music. For the previous ten years, he'd been active in the community-produced 24th Street Fair in the Mission (a massive event with about 250,000 in attendance each year), and had become friendly with local musicians. "I was working with a local band featuring John Watson, who did some work on *Malo Dos*. He kept mentioning he knew Arcelio. I hadn't heard of him in a long time. I was walking up 24th Street and I bumped into Arcelio; he was hangin' out. He had a cassette with some tunes. He told me he was putting the band together back here. He asked me to manage them; I was like, 'Oh God!' I started to ask him, 'Is Jorge Santana in the band; Is Leo Rosales in the band?' Arcelio says, 'No, they are not in the band; I've got a new Malo band in New York!'"

Photo: Courtesy Arcelio Garcia



Arcelio Garcia, Jr. plays guiro.



Photo: Courtesy Mao Archives

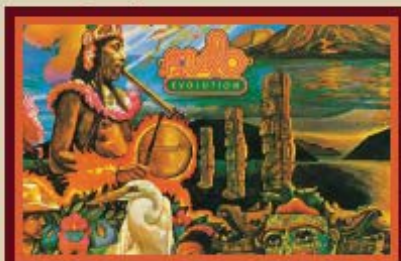
Arcelio Garcia, Jr., Randy Bachman (photographer), and Dr. Bernie Gonzalez.

Dr. Rock featured in Calle 24 booklet, a project of SF Heritage and the Latino Historical Society, 2013



Dr. Bernardo D. Gonzalez Dentistry

There is more than meets the eye at Dr. Bernardo D. Gonzalez Dentistry, located at 2720 24th Street. Opened in 1985 at the same location where Dr. Gonzalez's (1954—) father sold shoes a quarter century earlier, the successful dental practice is also a landmark in San Francisco's Latin rock history. A fixture of the city's local music scene, Dr. Gonzalez, aka "Dr. Rock," served as manager of the pioneering Latin rock group, Malo, and continues to organize the annual "Voices of Latin Rock" fundraiser. Amid the Chicano Movement, San Francisco's Latin rock scene exploded in the 1960s and produced legendary bands Santana, Malo, Sapo, and Azteca. The city's diverse Latino population with Caribbean, Central American, South American, Chicano, and Mexican roots spawned a unique sound that combined musical styles and instruments from all over the Americas. San Francisco rockeros fused Latin beats with blues, funk, jazz, psychedelic, and rock in a new way. Dr. Rock is an avid collector of Latin rock memorabilia such as signed posters, records, and photos.



The cover art from Malo's third album, "Evolution," released in 1973



"Dr. Rock" poses with memorabilia
Credit: LatinoLA

La oficina del dentista Dr. Bernardo D. González fue establecida en 1985 en el mismo lugar donde su padre había vendido zapatos por un cuarto de siglo, y la exitosa oficina dental también es un punto de reseña en la historia del Rock Latino en San Francisco. El Dr. Bernie (1954—) es una importante figura en el mundo del Rock Latino, ya que el Dr. Bernie ha sido el manager de Malo, el reconocido grupo de Rock Latino, y continua organizando el evento anual caritativo conocido como "Las Voces del Rock Latino." Durante los 1960s, el movimiento de Rock Latino tuvo una gran explosión en San Francisco en medio del Movimiento Chicano y un nacieron número de leyendas locales del Rock Latino como Santana, Malo, Sapo, y Azteca. La diversa población Latina en San Francisco estaba compuesta por Latinos con raíces en el Caribe, Centroamérica, Sudamérica, y de Chicanos y mexicanos por lo cual los resultados fueron un singular sonido que combinaba los estilos musicales e instrumentos de todos los rincones de las Américas. Y así los roqueros Latinos de San Francisco crearon una nueva fusión de ritmos compuestos con blues, funk, jazz, música psicodélica, y rock. Dr. Bernie es también un gran coleccionista del Rock y de carteles autografiados, discos conmemorativos, y fotografías.



VIDEO



24TH STREET DENTAL

<https://fb.watch/28-AktGQU8/>

Published on July 3, 2019

Posted by [Calle 24 Latino Cultural District](#)

Live interview with [Bernardo Gonzalez](#) aka Dr. Rock!



December 2, 2020

Richard Kurylo
Legacy Business Program
Office of Small Business
City and County of San Francisco
(415) 554-6680
LegacyBusiness@sfgov.org
www.sfosb.org/legacy-business

Re: Bernardo Gonzalez III D.D.S., 24th St. Dental

Dear Mr.Kurylo,

I am writing to you in regards to the Legacy Business application pertaining to Bernardo Gonzalez III D.D.S. AKA DR. Rock and 24th Street Dental, his practice.

In the 60s his father purchased the property on 2720 24th Street in an auction. The building would serve as the family's shoe store business, and years later as Dr. Gonzalez's dental practice. For the last three decades, Dr. Gonzalez's work has extended beyond his dental office, contributing to the historical and cultural memory of the community.

In 1981, under the oversight of the 24th Street Merchants and Neighbors Association, Gonzalez helped organize the 24th Street Fair later known as Fiestas de las América's. Following the success of the fair, he joined Roberto Hernandez, then director of RAP (Real Alternatives Program) and other community organizations to create the Mission Economic Cultural Association or MECA.

In 1985 Gonzalez became the manager of Malo, the Latin Rock band that produced the hit "Suavecito." In this position he worked with rock legends like Bill Graham, Jerry Garcia and Carlos Santana.

During this time Gonzalez's office served as a place for music gatherings, and today the space encapsulates this history as a makeshift museum of Latin Rock, displaying awards, posters, guitars, photos and other gems from Gonzalez's time in the music industry that capture his unique and lasting contributions to the Latin Rock scene of the Mission District.

Gonzalez's dental practice has served three generations of families in the district and has always offered bilingual services to provide access for monolingual Spanish-speaking families. Some of the services provided include emergency dental services, routine exams, and family and child dentistry.

His work has helped forge the cultural vibrancy of the neighborhood as we know it today. His services to the community as a 24th Street Dental is known throughout the district and San Francisco. He has opened his practice to many young dental hygienists providing training and work to the local community.

For these many reasons we nominate the 24th Street Dental to be inducted into the San Francisco Legacy Business Registry.

Sincerely,

A handwritten signature in black ink, appearing to read "Erick Arguello", written over a horizontal line.

Erick Arguello

Founder and President

Calle 24 Latino Cultural District