



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: December 1, 2021

Filing Date: November 4, 2021
Case No.: 2021-011276LBR
Business Name: Tia Margarita
Business Address: 300 19th Avenue
Zoning: NCD (OUTER CLEMENT STREET NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 1450/035A
Applicant: Tia Margarita
300 19th Avenue
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Alessandro Hall – (628) 652-7336
Alessandro.hall@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Tia Margarita is a third-generation, family-owned Mexican restaurant in the Richmond District. The business was founded by Virginia and Alex Hobbs with business partners Myrtle and John Holbrook at 300 19th Avenue in 1963, replacing a neighborhood bar known as the Bostonian. Since opening, Tia Margarita has been passed down from generation to generation; Virginia and Alex's children, Penny Moreci and Helen Hobbs, joined the business in 1979, and their grandchild, Jennifer Corwin, came on board in 1997. Jennifer currently owns and operates the restaurant.

From its earliest years, Tia Margarita has been a popular gathering spot in the neighborhood serving northern Mexican cuisine and cocktails. The menu was developed by chef Alejandro Espinosa in the 1960s and continues to feature the same classics that made Tia Margarita an instant success. Highlights include Chili con Queso, Gambas Al Ajillo, Chili Rellenos, and, of course, the fresh lime margaritas. Due to its welcoming atmosphere and neighborhood feel, the restaurant is frequently the site of social, political, and school meetings, and a popular

venue for birthdays, anniversaries, and other special occasions. In addition to being a favorite gathering spot for Richmond district residents, Tia Margarita draws patrons from every district, age group, and profession across San Francisco. Several celebrities, including Joe DiMaggio, Nate Thurmond, Don Sherwood, were repeat customers over the years. The business also prides itself on being a source of employment for the Richmond District and is committed to providing opportunities for its workers. Many staff members have been with Tia Margarita for more than 20 years.

In addition to its Mexican fare and welcoming atmosphere, the business is also defined by its physical features, including a horseshoe shaped bar, neon marquee, Mexican-style stained glass windows, and Aztec masks, which were first displayed at the Golden Gate International Exhibition on Treasure Island. Tia Margarita is committed to maintaining these historic features and remaining an anchor tenant of the Richmond District, where friends and family can gather for years to come.

The business is located at 300 19th Avenue in a Category B (Unknown / Age Eligible) structure on the southeast corner of Clement Street and 19th Avenue in the Richmond district. It is within a NCD (Outer Clement Street Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1963.

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

Yes. Tia Margarita qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Tia Margarita has operated continuously in San Francisco for 58 years.
- b. Tia Margarita has contributed to the history and identity of the Richmond district and San Francisco.
- c. Tia Margarita 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 northern Mexican cuisine.

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

No.

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

No.

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

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

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

Yes. Tia Margarita has been featured in numerous publications over the years including the Bay Guardian, the Irish Herald, and San Francisco Chronicle, which ranked it #4 on a list of the “funnest” restaurants in San Francisco. The restaurant has also been honored by politicians and organizations such as Senator Dianne Feinstein, former Mayor Willie Brown, the Greater Geary Boulevard Merchants Association, and the San Francisco Board of Supervisors.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 300 19th Avenue

Recommended by Applicant

- Exterior neon sign
- Horseshoe-shaped bar
- Stained glass windows
- Aztec masks

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: December 1, 2021

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40-X Height and Bulk District
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300 19th Avenue
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Alessandro Hall - (628) 652-7336
Alessandro.hall@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR TIA MARGARITA CURRENTLY LOCATED AT 300 19TH AVE, BLOCK/LOT 1450/035A

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 December 1, 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 Tia Margarita 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 Tia Margarita.

Location:

- 300 19th Avenue

Physical Features or Traditions that Define the Business:

- Exterior neon sign
- Horseshoe-shaped bar
- Stained glass windows
- Aztec masks

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 2021-011276LBR. to the Office of Small Business December 1, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: December 1, 2021



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-008
Business Name: Tia Margarita
Business Address: 300 19th Avenue
District: District 1
Applicant: Jennifer Corwin, Owner
Nomination Letter Date: November 2, 2021
Nominated By: Supervisor Connie Chan

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

300 19th Avenue from 1963 to Present (58 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: November 3, 2021

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 1



City and County of San Francisco

CONNIE CHAN

陳詩敏

第一區市參事

November 2, 2021

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Tia Margarita, located at 300- 19th Avenue, for inclusion to the Legacy Business Registry.

Tia Margarita is a family-owned business that has been passed down over generations since 1963. Nestled at the corner of Clement and 19th Avenue, Tia Margarita's has been a neighborhood staple that has continues to welcome generations of Richmond District families, and is part of the diverse fabric of the neighborhood. Jennifer Corwin, the granddaughter of founders Virginia and Alex Hobbs, learned the ropes of running the business from her grandmother and now proudly owns and runs the business. Once a neighborhood bar, Tia Margarita's was converted into the classic Mexican restaurant and bar that we now know and love --employing the local community since its founding.

Walking into the restaurant, customers are transported into an entirely different environment. The lively neon signs which deck the foyer of Tia Margarita has been around since its very first day. Its interior displays pieces of San Francisco history throughout the restaurant, with 1940s World Fair relics, and 1980s Mexican-style stained glass windows. Tia Margarita holds its historic neighborhood presence dear to its heart as it upholds its welcoming atmosphere and jubilant service for its customers.

Tia Margarita is a frequented neighborhood hub for neighbors to enjoy food, social outings, school meetings, birthday parties, and more community gatherings. This location is a central element of the city, acting as a space for the diverse populations of San Francisco to come together and enjoy the vibrant space. Tia Margarita is a cornerstone of the community, humbly serving generations of San Franciscans - old and new.

It is my great honor to nominate Tia Margarita for inclusion in the Legacy Business Registry.

Sincerely,

A handwritten signature in black ink, appearing to be "Connie Chan", with a stylized flourish at the end.

Connie Chan

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:	
Tia Margarita	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Jennifer Corwin	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
300 19th Avenue San Francisco, CA 94121	415-752-9274
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
tiamargarita-sf.com	
FACEBOOK PAGE:	
facebook.com/TiaMargaritaCA	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Jennifer Corwin	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0028448	
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
300 19th Avenue San Francisco, CA	94121	04-22-1963
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	04-22-1963 to Present	

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

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

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

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

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

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

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.

Jennifer Corwin

Name (Print):

3-8-21

Date:

J. Corwin

Signature:

TIA MARGARITA

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.

Tia Margarita is a third-generation, family-owned restaurant located at 300 19th Avenue at the corner of 19th Avenue and Clement Street in the Richmond District.

The business was established at its present location in April 1963 by spouses Virginia and Alex Hobbs and business partners, spouses Myrtle and John Holbrook. They converted a neighborhood bar known as the Bostonian Bar to Tia Margarita restaurant and hired chef Alejandro Espinosa. He developed a classic northern Mexican menu that made Tia Margarita an instant success.

Alex Hobbs passed away in 1968, Myrtle Holbrook passed away in 1976, and John Holbrook passed away in 1979. Virginia and Alex Hobbs' daughters, Penny (Hobbs) Moreci and Helen Hobbs joined the business in 1979. Penny stayed on board for only a couple years.

Jennifer Corwin, the granddaughter of the original founders Virginia and Alex Hobbs, joined the family business in 1997 as an employee learning the industry under Virginia's tutelage. For several years, three generations of the Hobbs family worked together in the restaurant. Sadly, Virginia passed away in 2006.

With great pride, Helen and Jennifer continued running the business together with Jennifer coming on board as an official co-owner in 2009.

Helen retired in 2019, and now Jennifer steadfastly continues the Tia Margarita legacy.

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

Since 1963, Tia Margarita has had many stories to tell and challenges to overcome. A union strike in 1984 made business incredibly challenging and difficult. The union and some union workers were determined to put Virginia out of business if she did not comply. It was a tremendously difficult time but Virginia's entrepreneurial spirit provided the steadfastness to weather the storm.

Despite surviving the strike, perhaps surviving a fire in 1988 was an even bigger challenge. A kitchen fire was devastating. Everything they worked so hard for was now charred black. But once again, the inevitability of 'The Tia' was to recover and rebuild.

Tia Margarita had a robbery in 1997. Most everyone has felt the violation of theft, be it a car stereo or grand larceny. The thieves removed the safe through the roof! Can you imagine? Once again, The Tia took a major moral setback, an invasion of personal property, yet overcame and excelled.

In addition, there was a lawsuit in 1980, an earthquake in 1989 and COVID-19 in 2020. Despite these challenges, Tia Margarita has managed to never cease operations.!

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

Tia Margarita is a third-generation, family-owned business. Spouses Virginia and Alex Hobbs opened Tia Margarita in 1963 with business partners Myrtle and John Holbrook. Virginia and Alex's daughter Helen Hobbs joined the business in 1979 as a co-owner. Jennifer Corwin, Virginia and Alex's granddaughter and Helen Hobbs' niece, joined the business in 1997 and became a co-owner in 2009 and continues running the business today.

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

The ownership history of Tia Margarita is as follows:

1963 to 1968:	Virginia Hobbs, Alex Hobbs, Myrtle Holbrook, and John Holbrook
1968 to 1976:	Virginia Hobbs, Myrtle Holbrook and John Holbrook
1976 to 1979:	Virginia Hobbs and John Holbrook
1979 to 2006:	Virginia Hobbs and Helen Hobbs
2006 to 2009:	Helen Hobbs
2009 to 2019:	Helen Hobbs and Jennifer Corwin
2019 to Present:	Jennifer Corwin

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 at 300 19th Avenue is classified by the Planning department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

Much like a skyscraper or a shopping mall, a neighborhood benefits from having an anchor tenant – a business that draws neighbors and visitors from all over the world. Tia Margarita has been an anchor tenant for the Richmond district since 1963. The Tia has attracted thousands of visitors to the neighborhood and is a reason why many people come to the Richmond. Tia Margarita is truly an anchor tenant of the Richmond district.

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

Tia Margarita took place in the Clement Street Fair in the 1970s. Helen Hobbs was President of the Golden Gate Restaurant Association for three years in the 1990s. Tia Margarita also participated in San Francisco's Restaurant Week circa 2001-2003.

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

Over the years, Tia Margarita has been featured in many magazines and newspapers:

- Famous humorist and journalist Herb Caen cited Tia Margarita in one of his articles.
- San Francisco magazine featured Tia Margarita in their "Annual Diners' Guide" in September 1973.
- San Francisco Focus magazine feature Tia Margarita in their July 1989 issue regarding the city's all-star bartenders.
- The Bay Guardian featured Tia Margarita in an article titled "Spring Feast" on April 2, 2013.
- The Irish Herald published an article in May 2013 titled, "Tia Margarita Celebrates 50 Years At The Heart Of The Richmond's Irish American Community."
- The San Francisco Chronicle published an article in May 2018 titled "Are we having fun yet?" Tia Margarita was honored to be ranked #4 of the 20 funnest restaurants in the city.

Tia Margarita and its owners have been recognized by political representatives numerous times over the years:

- Helen Hobbs received a Certificate of Recognition on March 30, 1992, from the Third Senate District and the State of California for her distinguished service as president of the Golden Gate Restaurant Association.
- The Board of Supervisors of the City and County of San Francisco presented Virginia Hobbs with a Certificate of Honor on July 22, 2002, for her valued service to the citizens of San Francisco.
- Virginia Hobbs received a Certificate of Appreciation on July 23, 2002, from the Greater Geary Boulevard Merchants Association for her support and generous contributions to the organization.
- Virginia Hobbs also received a Certificate of Appreciation on July 23, 2002, from the California State Assembly for maintaining a successful business while overcoming many of life's challenges.
- U.S. Senator Dianne Feinstein, who occasionally patronized Tia Margarita, also commended Virginia Hobbs on July 23, 2002.
- Mayor Willie Brown of the City and County of San Francisco presented Helen Hobbs with a Certificate of Honor on September 16, 2009, for her ownership and management of Tia Margarita and her advocacy of kitchen oil recycling.
- The Board of Supervisors issued a Proclamation declaring April 20, 2013, to be Tia Margarita Restaurant Day in the City and County of San Francisco.

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

In addition to the individuals who wrote articles about Tia Margarita and presented commendations to its owners, Tia Margarita has a history of visits from celebrities. Virginia Hobbs would sit and visit with Joe DiMaggio on many occasions. Nate Thurmond and radio host Don Sherwood were regular customers as well. Bill Murray, Barry Manilow, and Robert Culp were also customers.

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

The vast majority of Tia Margarita's staff belong to ethnic minorities. Since its inception, Tia Margarita has remained a continuous source of employment and opportunity for the Hispanic community. Some employees have been with the business since 1985 – two retired only a few years ago and two more are still employed today. Many others have been with Tia Margarita for over 20 years.

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

One of the most notable achievements of the founders was creating a business with no particular demographic. Truly, everyone feels welcome and fits in. Yuppies, bikers, families, singles – all are embraced by the warmth of the restaurant. Tia Margarita serves customers from every district and all age groups and generations.

Tia Margarita has become an iconic gathering spot of the Richmond District. Many events – including social, political, and school meetings – have been held at the restaurant. Tia Margarita is the perfect venue for birthdays, anniversaries, and celebrations of all kinds.

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

The most distinguished feature of Tia Margarita is the original marquee sign in neon lights that has been present since the day the business opened. The horseshoe bar still remains from The Bostonian. In 1981, stained-glass windows were installed representing iconic Mexican culture and are still there today. On display in the front room are Aztec masks that were originally from the World's Fair on Treasure Island in 1940. They lived for many years on the ballroom ceiling at the Fairmont Hotel.

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

Imagining Tia Margarita closing is nearly impossible. To this day, customers and friends that have patronized Tia Margarita since the 1960s still come in today. The number of generational families that have been a part of Tia Margarita for decades and continue to be today are overwhelming. It is not to be underestimated the number of couples and/or families coming in year after year to celebrate annually anniversaries and birthdays. Patrons sharing their memories with the current owner Jennifer Corwin is a testament to the reputation and history Tia Margarita holds dear.

CRITERION 3

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

A true family business, from 3 generations, Tia Margarita Mexican restaurant serves fresh lime margaritas and authentic Mexican fare. The original horseshoe bar provides a full range of cocktails and a great bar scene. The “Tia” has been a popular neighborhood haunt since 1963, keeping its regulars satisfied with generous portions of Mexican food made from quality ingredients and welcoming newcomers into the friendly and bustling atmosphere. Customers return again and again ordering favorites such as Chili con Queso, Gambas Al Ajillo, Carne Asada and the incredibly popular Chili Rellenos. One of the house specialties is a dish affectionately named after the owner, a serious crowd pleaser called the “Jennie Special.” The Tia continues

to not only nourish the community but remains an iconic gathering spot of the Richmond district.

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)

Tia Margarita's recipes, footprint, and style resemble that of when it was born in 1963. Very little has changed.

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.).

All the interior and exterior features that are a staple of Tia Margarita will remain indefinitely: the original neon sign, the horseshoe bar, the stained-glass windows, and the Aztec masks.

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 demonstrating Tia Margarita's physical features and traditions remain to this day are provided in the Legacy Business Registry application.

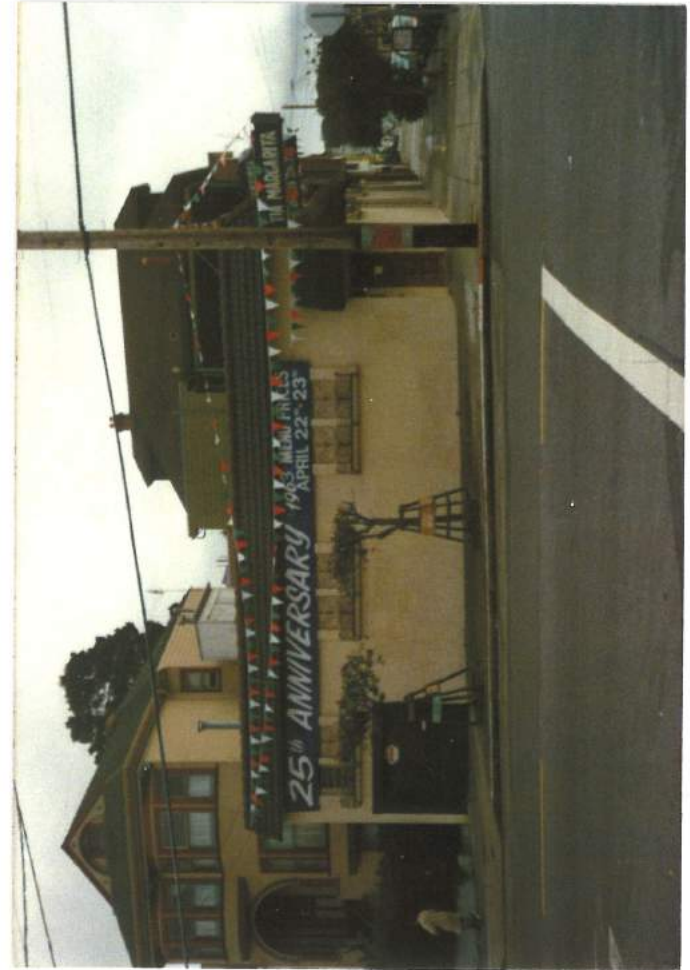
My grandmother,
Virginia, with
Don Sherwood



Tia Margarita
employees



Virginia Hobbs and Jennifer Corwin, 1988





COCKTAILS
TIA MARGARITA
MEXICAN CANTINA

Thank You!
BARSTOOL SPORTS

300

OR





COCKTAILS
TIA MARGARITA
MEXICAN DINNERS

16

side
access
today.













4-36-2005 40

PERMIT TO OPERATE

AND CERTIFICATE OF SANITARY INSPECTION

A 4149

Issued according to provisions of the San Francisco Health Code

AUTHORIZING conduct of the following class of

ISSUED

Business: PUBLIC EATING PLACE NO. 1
Name and Address below:

October 31, 1969

Tia Margarita, Inc.
dba TIA MARGARITA CAFE
300 - 19th Avenue
San Francisco, California 94121

THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

F03-108800

DUPLICATE

[Signature]
Bureau Chief

DEPARTMENT OF PUBLIC HEALTH
City and County of San Francisco.
[Signature]
Director of Public Health

DEPARTMENT OF PUBLIC HEALTH—101 GROVE STREET—SAN FRANCISCO, CALIFORNIA 94102

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL
ALCOHOLIC BEVERAGE LICENSE
THIS IS A PERMANENT LICENSE WHICH MUST BE RENEWED ANNUALLY.
THIS LICENSE IS EFFECTIVE UNTIL SURRENDERED, TRANSFERRED,
SUSPENDED OR REVOKED.

ON SALE GENERAL EATING PLACE

TYPE	NUMBER	DUP.
47	39931	

3800
AREA CODE

BUSINESS ADDRESS
(IF DIFFERENT) →



TIA MARGARITA INC
300-02 19TH AVE
SAN FRANCISCO CALIF
94121

LICENSE FEE
TFR \$50.00

DEC	17	1969
MONTH	DAY	YEAR



TFR 47-55750

8

STATE OF CALIFORNIA

Wine List

APERITIF WINES

	Glass
PALE DRY SHERRY—Paul Masson40
RICH RUBY PORT—Paul Masson40
GOLDEN CREAM SHERRY — Paul Masson40
DRY SAC SHERRY, Imported65
BRANDY—Paul Masson Deluxe60

WHITE TABLE WINES

	Small Bottle	Large Bottle
EMERALD DRY RIESLING — Paul Masson	1.50	2.75
CHABLIS—Paul Masson	1.25	2.50
DRY SAUTERNE—Paul Masson	1.25	2.50
CHABLIS — Beringer	1.25	2.50
DRY SAUTERNE—Beringer	1.25	2.50
RIESLING — Beringer	1.50	2.75

PINK WINES

VIN ROSÉ—Paul Masson	1.25	2.50
VIN ROSÉ—Beringer	1.25	2.50

RED TABLE WINES

BURGUNDY—Paul Masson	1.25	2.50
PINOT NOIR — Paul Masson	1.50	2.75
CABERNET SAUVIGNON—Paul Masson	1.50	2.75
BURGUNDY—Beringer	1.25	2.50
CABERNET—Beringer	1.50	2.75

CHAMPAGNES and SPARKLING WINES

EXTRA DRY CHAMPAGNE—Paul Masson	3.25	6.00
SPARKLING BURGUNDY—Paul Masson	3.25	6.00
CRACKLING ROSÉ—Paul Masson	2.00	4.00



TIA MARGARITA

300 19th AVENUE

SAN FRANCISCO



EVENING MENU

COMBINATION PLATE 3.00
Enchilada, chile relleno, crisp taco, beans and rice.

COMBINATION PLATE (small) 2.50
Choice of two: enchilada, taco, tamale, chile relleno, beans and rice.

STEAK PICADO (Time required: 25 Minutes) 3.00
Strips of sirloin steak in specially cooked sauce.

CARNE ASADA 3.00
Sirloin steak, green peppers, onions and our own special green sauce.

ARROZ CON POLLO 2.50
Half chicken cooked with rice, pimentos, zaffron.

ENCHILADAS (2) 1.75
Tortillas rolled and filled with beef, served with our specially made red chili sauce, cheese, onions and salad.

CHICKEN ENCHILADAS (2) 2.00

ENCHILADAS DE QUESO (2) (Cheese Enchiladas) 1.75
Enchiladas filled with melted cheese and covered with a mild red sauce.

ENCHILADAS SUIZAS (2) (Sour Cream) 2.10
Enchiladas filled with chicken, covered with a sour cream sauce, lettuce and onions.

ENCHILADAS RANCHERAS (2) 2.10
Ranch style enchilada with chicken, green peppers and melted cheese.

CHORIZO ENCHILADAS 2.00

BURRITOS (2) 1.75
Rolled tortillas filled with beef, served with sour cream and guacamole.

(Our food is subtly seasoned. If you prefer to have your food spicier just tell waitress.)

TACOS DORADOS (2) 1.75
Crisp tortillas filled with ground beef specialty, lettuce and guacamole sauce.

TACOS DE POLLO (2) 2.10
Crisp tacos filled with chicken, lettuce and cheese.

TAMALES (2) Made in our kitchen 2.00
Corn dough spread on corn husks filled with chicken or beef and red sauce and steamed with beans and rice.

CHILES RELLENOS (2) 2.00
Choice green chili peppers stuffed with cheese dipped in egg batter and deep fried.

TIA MARGARITA SPECIAL ENCHILADAS 1.95
Filled with olives, cheese, onions, egg.

CHILD'S PLATE (under 10) 1.10



TRY OUR
Specialty
**MARGARITA
COCKTAIL**
75



ALL MEXICAN
DINNERS SERVED
V RICE - NS
AND TORTILLAS

\$2.25
MEXICAN DINNER
Soup and Salad
Choice of One:
ENCHILADA - TACO - TAMALES
or CHILE RELLENO
with
Rice - Beans - Tortillas
Ice Cream
Coffee - Tea

\$2.25
**PLANKED
HAMBURGER STEAK**
With Beans

\$3.50
AMERICAN DINNER
NEW YORK STEAK
Salad - Soup - French Fries
Tortillas - Coffee

TOSTADA - DE CHICKEN 1.50
TOSTADA - DE CHORISO 1.50
TOSTADA - DE BEEF 1.50
CARNE ASADA 3.00
TACO (1) Rice and Beans 1.45
TAMALES (1) Rice and Beans 1.50
RELLENO (1) Rice and Beans 1.50
BURRITO (1) Rice and Beans 1.60
CHICKEN ENCHILADA (1) Rice and Beans 1.50
CHEESE ENCHILADA (1) Rice and Beans 1.40
BEEF ENCHILADA (1) Rice and Beans 1.45
HUEVOS RANCHEROS with Beans and Rice 1.50

SIDE ORDERS

Fried Beans	.60	Enchilada (beef)	.65
Spanish Rice	.60	Enchilada (chicken)	.70
Tacos (beef)	.70	Enchilada (cheese)	.65
Tacos (chicken)	.70	Rellenos	.75
Tamale (chicken or beef)	.75	Burritos	.75
Chile Beans	.65	Guacamole with Tostaditas	1.00

DRINKS

Coffee .15
Tea .15
Milk .15
Coca-Cola .15
7-Up .15

DESSERTS

Ice Cream .30

Tia Margarita Celebrates 50 Years At The Heart Of The Richmond's Irish American Community

EVEN IN SAN FRANCISCO, A CITY famed the world over for the sheer number and the quality and diversity of its restaurants, it is rare to see one lasting the course for a half a century. It takes something special to make a place work for so long—it takes quality of food and service and it also takes being truly part of the neighborhood. Tia Margarita, in the City's Richmond district at the corner of Clement and 19th Avenue, is just that. It's also a deeply family affair that goes back three generations, and the pride and care that Helen Hobbs, daughter of two of the original owning partners, and her niece, Jennifer Corwin, take in the place is obvious as soon as you set foot inside the impressive entrance. "The restaurant is like an extension of our own homes," Jennifer told *The Irish Herald*, "it's that special to us, that's how we treat it."

The Tia is, and was always meant to be, welcoming to all, from San Francisco's hipsters to families and everyone in between. Located where it is, it's also a firm favorite of the huge Irish and Irish American community in both the Richmond and the Sunset. Most customers become regulars. "It's just such a comfortable, consistent restaurant you can rely on. We make people feel at home when they're here," says Jennifer. She grew up around the place and talks enthusiastically about the many customers, now friends, she has known half her life.

It was on April 23, 1963, that Tia Margarita first opened its doors. Two couples, Alex and Virginia Hobbs and John and Myrtle Holbrook, took a chance on a neighborhood bar with unused space out back and put the wheels in motion to realize their dream. They hired chef Alejandro Espinosa and he developed a menu based



on northern Mexican cuisine that has lasted pretty much intact through to the present day. Alex and John were both experienced barkeeps. Their ability to make and serve quality cocktails, particularly the eponymous margaritas, and to connect with their customers, coupled with Alejandro's flair in the kitchen made Tia Margarita a runaway success from the very beginning.

Sadly, Alex, John and Myrtle all died young but Virginia kept the dream alive and continued running the Tia with great joy until her passing in 2006. In 1978 her daughter Helen, now the restaurant's owner, joined the business. In 2003 Jennifer became part of the team.

"We've kept true to the same values that made this place such a success from the moment it opened," said Jennifer. This is no public relations spin. There is a genuinely excited tone to her voice as she describes some of the restaurant's mainstay dishes. "The people who come here truly love our food." It's classic and it's authentic; the portions are very generous and reasonably priced. The focus is on simple favorite dishes made with high quality, locally sourced ingredients. Many of the menu items have been constants since 1963, for example the Carne Asada—a huge portion of juicy top sirloin flavored with a perfect balance of Asada spices—or the Chili con Queso.

Tia Margarita is known throughout the City for its signature Cocktail, the Margarita. "Our Margaritas are really popular and people come here sometimes just for them," said Jennifer. The secret is what they don't contain. Unlike most, they don't contain sweet & sour, agave nectar, sugar or pre-prepared margarita mix. They do contain Tequila, Triple Sec and fresh lime, just the way it should be. But don't think you can just knock up a Tia Margarita special at home. "The secret is in the formula, that's the fascinating part. They are the best in town. No-one else makes them like we do." You can also get a blended Margarita, they are unbelievably good.

Helen and Jennifer threw a costume party on Saturday, April 20, to mark the 50 year anniversary. It was sold out almost immediately and if you were lucky enough to be there you know what a great time was had by all. But you don't have to wait for a special occasion to try Tia Margarita. It's simple, warm and honest, the food and drinks are to die for, and the service is great. What more could you want? It's open Tuesdays through Sundays for Dinner.

For more check out www.tiamargaritasf.com or call (415) 752-9274 for a reservation.

Pictured from the top: The Tia Margarita sign, a landmark in the Richmond; the best Margaritas in town; Steak Picado; Gambas al Ajillo. Photos courtesy of Alex Greenburg.



**Delicious Fresh
Lime Margaritas**

Established 1963

**Tia
Margarita**
Mexican Restaurant

Trivia Contest 1st Thursday Every Month!

19th Ave. at Clement St.

415.752.9274

www.tiamargaritasf.com

Dinner served Tuesday thru' Sunday



San Francisco Chronicle

ULTIMATE GUIDE

The 20 funniest restaurants in SF

What constitutes a fun restaurant? The Chronicle Food team scientifically ranks 20 of the city's best restaurants where you are sure to have a good time.

What constitutes a fun restaurant? How about the funniest restaurant of them all?

For some reason, these are different questions than those we, as food media, usually ask — or get asked. Those are more along the lines of “What is a great restaurant?” or “What is your favorite restaurant?” A fun restaurant exists in a special purview, one that's hard to define but easy to denote, a genre removed from the fussy restaurants that increasingly dominate the city.

So how to determine such restaurants? For this highly scientific, and absolutely unassailable, exercise, we took a deep look at ourselves, and the San Francisco restaurant scene, to determine five key categories that are essential to a fun restaurant. Then, we came up with a scoring system to properly rank the restaurants that were nominated by our Chronicle Food team. A perfect score in each category is worth 10 points, resulting in a possible **Total Fun Score (TFS)** of 50. In cases of tie scores, the tiebreaker was a jury vote. (And to the grammarians in the audience, our copy desk approved the word “funniest.”)

- Accessibility:** A Fun Restaurant should be easy. There should not be a plethora of rules, or reservation requirements, or hour-long lines, because the process of getting into a restaurant is still part of the experience.

•**Value:** A Fun Restaurant need not be cheap or discounted, but value is important, indeed even more important at times than pure quality. This is particularly of note in group settings, or during affairs that last multiple hours.

•**Setting:** A Fun Restaurant does not exist only on the table, or even in your (probably very lovely) dining companions. The room itself should be a part of the experience, and something that directly contributes to the overall jocular nature of the Fun Restaurant. Decor, atmosphere, service style.

•**Energy:** A Fun Restaurant should have an energy about it. In some places, this can take the feeling of a boisterous, booze-filled place. In others, the buzz may come from the style of restaurant, or the service model, or the interaction among groups. Regardless, it should carry a feeling of destination, that you're doing something special.

•**Quality of fare:** A Fun Restaurant doesn't need to have great food, but the food and drink quality remains a factor for improving a good time.

An additional word about our methodology: To create an even playing field, we tried to limit the contenders to true restaurants, so we did not include bars with food, such as Zeitgeist or 15 Romolo, or venues where it's possible to do the entertainment thing without a full meal, such as Mission Bowling, Alamo Drafthouse or Urban Putt.

Honorable mentions to Cha Cha Cha, Wesburger, Original Joe's, Park Chalet, Suppenkuche, Dumpling Time, Foxsister, Matterhorn, Liholiho, Brenda's and Cockscomb.

And we know this list is subjective! So, please send us your own votes for the funnest restaurant in San Francisco via email (food@sfchronicle.com) or Twitter. Make your case, and make it a good one, and we'll include a list of reader-nominated restaurants in the coming weeks.

— Paolo Lucchesi, plucchesi@sfchronicle.com. Twitter: [@lucchesi](https://twitter.com/lucchesi)

4. Tia Margarita

300 19th Ave.

40 TFS

9/10: Accessibility

7/10: Value

9/10: Setting

9/10: Energy

6/10: Quality of fare

Tommy's — just a half-mile away — may get all the press for its Tequila collection, but here's something you should know about the margaritas at Tia Margarita: They're as strong as they are large. (Seriously, no one tells you until you're on your second that you could have ordered a half-size.) But it's not just the alcohol and warm chips that fuel the bonhomie here, which extends from the blenders at the heart of the U-shaped bar to the dining room ... though who eats in the dining room? As the cheese-capped platters attest, you're not in a destination restaurant, you're in a neighborhood commons — and one where San Francisco, for a hot second, remembers that strangers might make for entertaining company. — *J.K.*



Margaritas at Tia Margarita in San Francisco, Calif. are seen on May 12th, 2018.

John Storey / The Chronicle

STATE

certificate
of
RECOGNITION



Presented to
HELEN HOBBS
MARCH 30, 1932
IN HONOR OF

HER DISTINGUISHED SERVICE AS PRESIDENT OF THE GOLDEN GATE RESTAURANT ASSOCIATION.

ON BEHALF OF THE THIRD SENATE DISTRICT AND THE STATE OF CALIFORNIA, IT GIVES ME GREAT PLEASURE TO COMMEND HELEN HOBBS. HER COMMITMENT AND DEDICATION TO THE GOLDEN GATE RESTAURANT ASSOCIATION AND ALL OF SAN FRANCISCO ARE TRULY INSPIRATIONAL. HER LEADERSHIP, ABILITIES AND CARING ARE A SHINING EXAMPLE OF OUR CITY'S FINEST TRADITIONS.

MY BEST WISHES FOR CONTINUING SUCCESS, GOOD HEALTH AND HAPPINESS IN THE YEARS TO COME.

Walter Wark

SENATOR



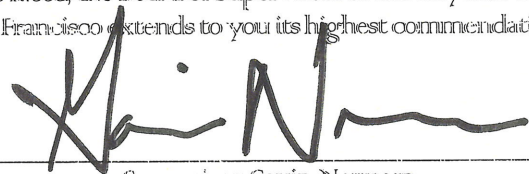
Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

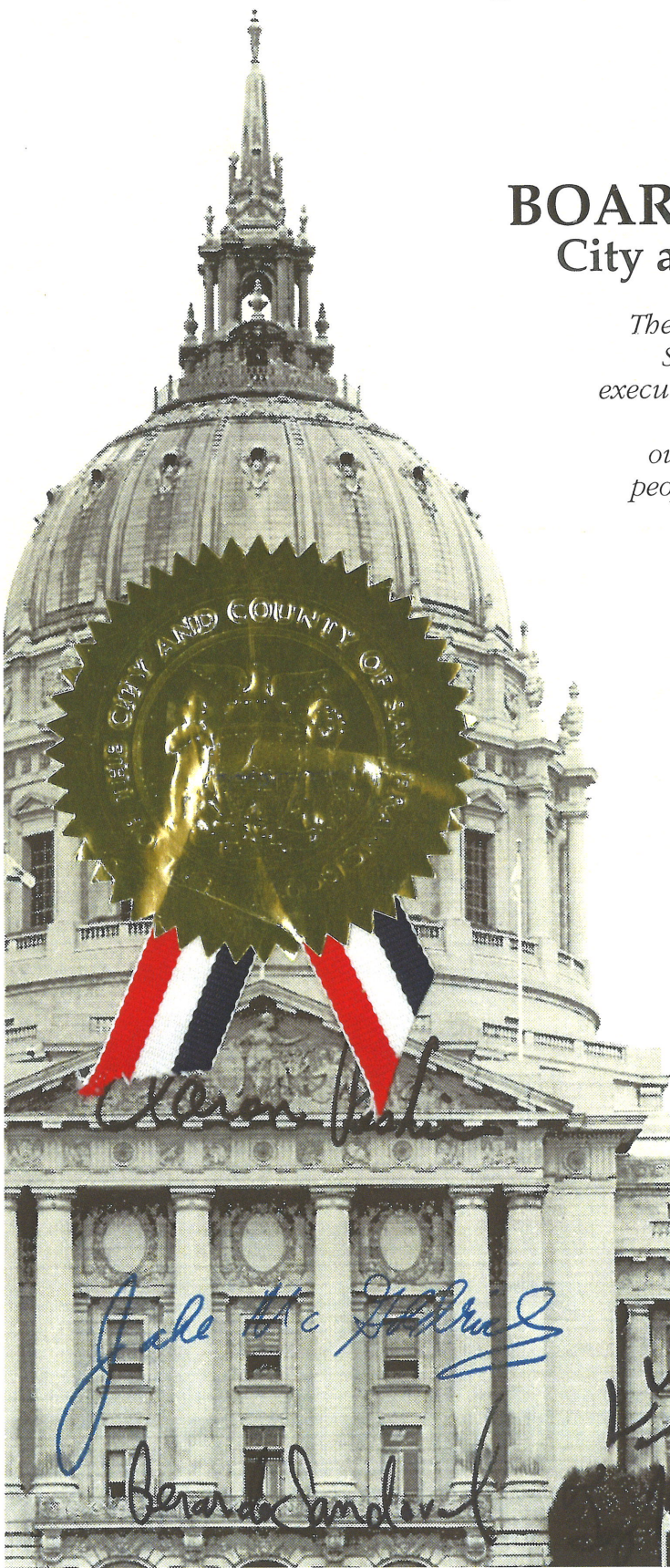
The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

Virginia Hobbs
Tia Margarita

Commending you for your valued service to the citizens of the City and County of San Francisco, particularly your efforts in keeping the Tia Margarita restaurant after all the obstacles you've faced, the Board of Supervisors of the City and County of San Francisco extends to you its highest commendation.



Supervisor Gavin Newsom
Member, San Francisco Board of Supervisors
July 22, 2002



Clara Fisher
Jake Mc Allister
Bernard Sanders
Kyle
John Maul
James
Paul
Paul

Certificate of Appreciation

Awarded to

Virginia Hobbs

Tia Margarita

In deepest gratitude for your support and generous contributions to the Geary Boulevard Merchants Association. We wish to extend our sincere thanks for your continuous and outstanding community service since 1963.

July 23rd, 2002


David Heller, President



The Greater Geary Boulevard
Merchants Association



California State Assembly

Certificate Of
Appreciation



PRESENTED TO:

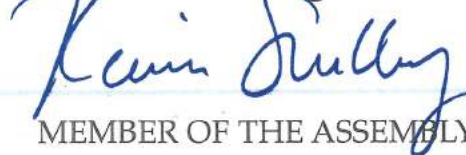
Virginia Hobbs
Tia Margarita, Since 1963

IN HONOR OF:

Your Strong Will and Determination to Maintain a Successful Business
While Overcoming Many of Life's Challenges. *Congratulations on Your
Award From the Greater Geary Boulevard Merchants Association!*

July 23, 2002

Kevin Shelley



MEMBER OF THE ASSEMBLY

12th ASSEMBLY DISTRICT
CALIFORNIA STATE LEGISLATURE





United States Senate
WASHINGTON, DC 20510-0504
<http://feinstein.senate.gov>

July 23, 2002

Ms. Virginia Hobbs
Greater Geary Blvd. Merchants Assoc.
5748 Geary Blvd.
San Francisco, California 94121

Dear Ms. Hobbs:

I would like to join your colleagues, family and friends in congratulating you on being recognized by the Greater Geary Boulevard Merchants and Property Owners Association. It is an honor for me to be able to add my commendation to theirs.

You were carefully chosen for exemplifying excellence at your restaurant, Tia Margarita, and for your spirit and dedication to the community. Your dedication and devotion to your work is truly inspiring and has enriched us all.

I salute your many accomplishments, thank you for your service, and congratulate you on your well-deserved award from the Greater Geary Boulevard Merchants and property Owners Association. I wish you continued success in the years to come.

With warmest personal regards.

Sincerely yours,

A handwritten signature in blue ink that reads "Dianne Feinstein". The signature is fluid and cursive, with a large initial "D" and "F".

Dianne Feinstein
United States Senator

Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

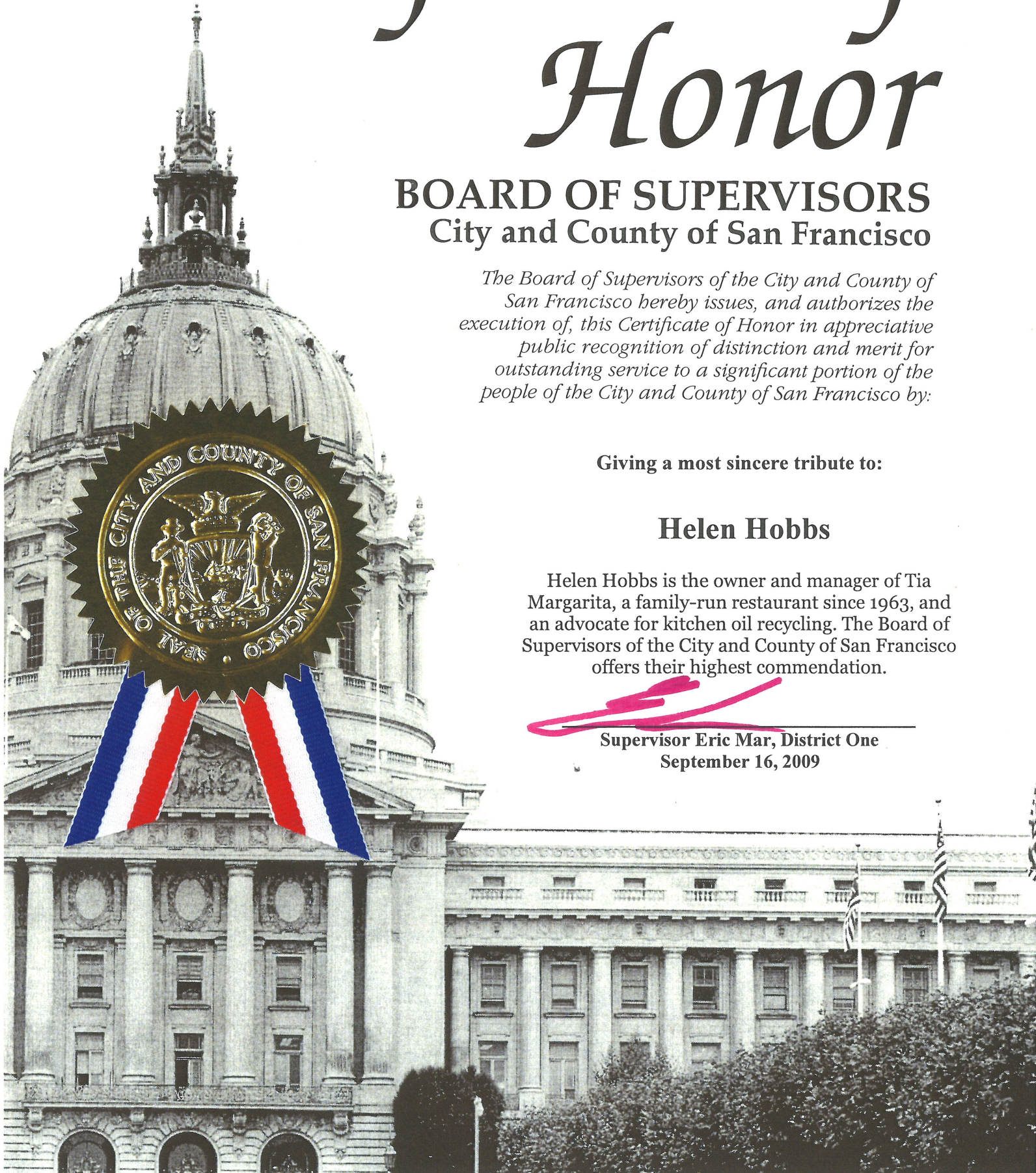
The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

Giving a most sincere tribute to:

Helen Hobbs

Helen Hobbs is the owner and manager of Tia Margarita, a family-run restaurant since 1963, and an advocate for kitchen oil recycling. The Board of Supervisors of the City and County of San Francisco offers their highest commendation.


Supervisor Eric Mar, District One
September 16, 2009



Proclamation

CITY AND COUNTY OF SAN FRANCISCO

Whereas, the Tia Margarita Restaurant was founded in 1963, and serves the citizens of the Richmond District and San Francisco, conducting continuously as a family owned business at its original location at the corner of 19th Avenue and Clement Street for 50 years; and

Whereas, the patrons of the restaurant have established life-long friendships, marriages and prosperous families in a welcoming environment that upholds community values and civic engagement; and

Whereas, during the span of five decades, the venue has demonstrated responsible local business practices, bestowing upon multiple generations the opportunity to experience the vibrant culture of our local neighborhoods; and

Whereas, on Saturday, April 20, 2013, the Tia Margarita Restaurant will be hosting a private 50th Year Anniversary Celebration; and

Whereas, at the Celebration, staff and patrons will posthumously recognize original Founders, Virginia and Alex Hobbs, and current owner and daughter, Helen Hobbs; now, therefore, be it

Resolved, That the Board of Supervisors of the City and County of San Francisco commends and congratulates the founders, staff and patrons of the Tia Margarita Restaurant on their 50th Year Anniversary, and be it

Further Resolved, That the Board of Supervisors declares April 20, 2013, Tia Margarita Restaurant Day in the City and County of San Francisco.

David Chen

Melina Chen

Katy Tang

Norman J.

Scott Wiener

David Campos


Eric Mar, District One
San Francisco Board of Supervisors
April 20, 2013

London Breed
Mark S. Fain