



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: FEBRUARY 20, 2019

*** This report provides recommendations for five (5) Legacy Business applications. ***

Filing Date: January 23, 2019
Case No.: 2019-001299LBR
Business Name: Bi-Rite Market
Business Address: 3639 18th Street (additional location at 550 Divisadero Street)
Zoning: NC-1 (Neighborhood Commercial, Cluster)
40-X Height and Bulk District
Block/Lot: 3587/073
Applicant: Sam Mogannam, Founder
3639 18th Street
San Francisco, CA 94110
Nominated By: Supervisor Rafael Mandelman, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Bi-Rite is a full-service grocery store founded in 1940 at 3639 18th Street in the Mission District. The market was originally built and operated by brothers Bill and Joe Cordano, and it has been in the Mogannam family since 1964 when immigrant brothers Jack and Ned Mogannam bought the business and the building. Bi-Rite Market is now owned by Sam Mogannam, the second generation of Mogannams to operate the market. The store was a pioneer in the farm-to-grocery store movement.

Sam re-envisioned the market's experience. He installed a kitchen in the center of the store, creating a new type of grocery store that had never been seen in San Francisco before. It offered fresh, farm-direct foods, freshly-cooked, and served with the hospitality of a restaurateur. The market was an instant success, eventually growing from its original staff of six to 90 people today. Under Sam's direction for the past 20 years, Bi-Rite has become a family of businesses, creating hundreds of jobs, providing small food producers an opportunity to grow their businesses, and being committed to a mission of Creating Community through Food, by teaching, feeding, and giving back to the community.

In 2013, Sam, along with business partner, Calvin Tsay, opened a second Bi-Rite Market at 550 Divisadero Street in the historic Alamo Square district of the Western Addition. At 3,000 square feet, this market was slightly bigger than the original, but still contained within an art deco building that was an original Safeway in the 1930s. Later in 2013, the company expanded into the Bayview District, adjacent to the SF Wholesale Produce Market, by opening a commissary and catering kitchen. The most recent addition to the Bi-Rite Family of Businesses is the Bi-Rite Cafe at Civic Center Plaza which opened in October 2018. Today, the

company employs 350 staff members. Because each of the Bi-Rite businesses have different Employer Identification Numbers (EINs) as they all have different ownership structures, it is only the markets at 3639 18th Street and 550 Divisadero Street that would be listed on the Legacy Business Registry.

The primary business is located on the south side of 18th Street Dolores and Guerrero Streets in the Mission neighborhood. It is within a NC-1 (Neighborhood Commercial, Cluster) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1940.

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

Yes. Bi-Rite Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Bi-Rite Market has operated continuously in San Francisco for 79 years.
- ii. Bi-Rite Market has contributed to the history and identity of San Francisco.
- iii. Bi-Rite Market 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 the farm-to-grocery tradition.

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

Architecture

Yes. The commercial building at 18th Street was found to be individually significant under California Register of Historical Resources Criterion 3 (Architecture/Design) during the Inner Mission North Historic Resource Survey. It exhibits physical designs, features, materials, and/or craftsmanship that embody the distinctive characteristics and high artistic expression of "Moderne" commercial architecture from the mid-20th century period. Notably, the storefront was included in Michael Crowe's book *Deco by the Bay*, published in 1995 (Viking Studio).

The Divisadero Street building was surveyed in the Departments Neighborhood Commercial Buildings Survey and found not to be architecturally significant.

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

No. The 18th Street property has a Planning Department Historic Resource status of "A" (Known Historic Resource) due to the Inner Mission North Survey conclusion that the building is individually architecturally significant. The Divisadero Street property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) as the building was constructed in 1931 and has not been formally evaluated.

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

No.

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

Yes. Bi-Rite has been featured extensively in news articles, in videos, and on the radio. A complete list titled "Bi-Rite in the News" is included in this application. The Bi-Rite Family of Businesses has been a Certified B Corp since 2015 and was recognized as a B Corp Best of the World 2018 Honorees for Community, which means the company scored in the top 10 percent of all B Corps on the Community portion of the B Impact Assessment. The assessment includes criteria in supplier relations, diversity, and involvement in the local community. In addition, Bi-Rite has been a SF Certified Green Business since 2012.

Recent awards for Bi-Rite Market include the following:

- Food Business of the Year, Community Alliance with Family Farmers, 2018
- Hall of Fame Inductee, San Mogannam, Specialty Food Association, 2018
- Best Flower Shop, SF Weekly, 2018
- Leadership Award for Community Citizenship, Specialty Food Association, 2018
- Healthy Mothers Workplace Award for Excellence, San Francisco, 2014, 2017, 2018 (and possibly 2015 and 2016)
- Forbes Small Giants, 25 Best Small Companies, 2016
- Livability Innovator in Sustainable Business, Livable City, 2015
- Community Champion, SF Chamber of Commerce, 2014
- Citizenship Award, Specialty Food Association, 2014

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3639 18th Street
- 550 Divisadero Street

Recommended by Applicant

- 18th Street and Divisadero Street storefronts, including tile bulkheads
- 18th Street interior light features
- 18th Street neon sign
- Farm-to-table produce and direct sourcing
- Celebration of craft and heritage
- Passionate and well-trained staff
- Mission to "create community through food"

Additional Recommended by Staff

- None

Filing Date: January 23, 2019
Case No.: 2019-001334LBR
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street (additional locations at 288 Noe Street and 1624 Powell Street)
Zoning: NCD (Upper Fillmore Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0629/020
Applicant: Vanick Der Bedrossian, Part Owner
2210 Fillmore Street
San Francisco, CA 94115
Nominated By: Supervisor Rafael Mandelman, District 8 (Business located District 2)
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Levon Der Bedrossian opened La Mediteranee (“La Med”) in 1979 at 2210 Fillmore Street. His Middle-Eastern and Mediterranean cuisine was inspired by his Armenian and Lebanese family recipes. The family-run business remains is still headquartered at its founding location while it has expanded to three other sites, including one in Berkeley. When it was founded, Mediterranean cuisine was relatively unknown in the United States. San Franciscans were nonetheless curious to discover exotic Middle Eastern dishes such as lamb lule, hummus, pomegranate chicken and falafels, and the restaurant was a success from day one.

Levon opened the Castro location at 288 Noe Street in 1981, followed by the Berkeley location at 2936 College Avenue in 1982. He is still actively working at all locations, aided by his son Vanick (since 2007) and long-time partner Alicia Vanden Heuvel (since 1997). They opened their catering kitchen in North Beach in 2011 (1624 Powell Street) to help manage the growth of their catering business.

La Mediteranee is known for original recipes and healthy cooking techniques. Their food is made from scratch daily using the freshest and finest ingredients. They work with local purveyors, and fresh produce is of utmost importance. They believe that good service is an essential ingredient in the dining experience and they strive to provide service that is attentive while remaining informal.

The original business is located on the east side of Fillmore between Clay and Sacramento streets in the Pacific Heights neighborhood. It is within an NCD (Upper Fillmore Neighborhood Commercial) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1979.

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

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

- i. La Mediteranee has operated continuously in San Francisco for 40 years.
- ii. La Mediteranee has contributed to the history and identity of San Francisco and its neighborhoods.
- iii. La Mediteranee is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with Mid-east and Mediterranean cuisine.

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

Yes. The Department identified 2210 Fillmore Street as a contributor to an Upper Fillmore cluster of historically significant storefronts. The c. 1890 building is noted as an altered example of a Mediterranean Revival style. 1624 Powell Street was also identified in a North Beach survey conducted in 1984 as eligible for the California Register.

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

No. The Fillmore and Noe street properties have a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the ages of the buildings, which were constructed in 1890 and 1937, respectively. The Powell Street property has a Planning Department Historic Resource status of "A" (Known Historic Resource) due to its listing in the North Beach survey.

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

No.

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

Yes. The business is consistently voted "Best Middle Eastern" and "Best Mediterranean" in the Guardian and SF Weekly. A partial list awards includes:

- **Best of the Bay Winner**, *San Francisco Bay Guardian*
Best Middle Eastern Restaurant 2014, 2013, 2011, 2010, 1997, 1996
- **The Best Restaurants in America**, *Where the Locals Eat*
Best Middle Eastern Restaurant 2009
- **Best Mediterranean Winner**, *The Examiner*
Best Mediterranean Restaurant 2018
- **Best Middle Eastern Restaurant**, *Zagat, San Francisco Bay Area Restaurants Guide*
Best Middle Eastern Restaurant 2009, 2003
- **First Place**, *The Jewish News Weekly of Northern California*
Best Middle Eastern Restaurant 2006
- **Best of San Francisco**, *SF Weekly*

Best Middle Eastern Restaurant 2005

- **Certificate of Honor**, *Board of Supervisors, City and County of San Francisco*
Recognition of Distinction and Merit, Levon Der Bedrossian 2004

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2210 Fillmore Street
- 288 Noe Street
- 1624 Powell Street

Recommended by Applicant

- Art-deco front door and stained glass "Le Billet Doux" window at 2210 Fillmore Street
- Middle-Eastern and Mediterranean cuisine and scratch cooking
- Employee benefits including bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules
- Affordable prices
- Copper panels made by the artist Carlos Basanta
- Two bamboo mermaids made by a local San Franciscan artist
- The sand-blasted wood sign made by a local artist named Trong Vu

Additional Recommended by Staff

- None

Filing Date: January 23, 2019
Case No.: 2019-001335LBR
Business Name: Let's Do Wash Coin Launderette
Business Address: 3725 Balboa Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 1606/045
Applicant: Kelin Huang, Owner
3725 Balboa Street
San Francisco, CA 94121
Nominated By: Supervisor Sandra Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Let's Do Wash Coin Launderette ("Let's Do Wash") was founded by a German immigrant couple, Ivar L. Hoftvedt and Dolores Shiu-Hoftvedt, in 1996. They opened a relatively large laundromat – nearly 3,000 square feet – at 3725 Balboa Street featuring about 30 washers and 30 dryers. The laundromat opens at 5:30 a.m. and closes past 11:00 p.m. to accommodate a wide variety of customers' schedules. The couple were renowned for installing boom boxes throughout the laundromat that played classic Elvis tracks, and the laundromat became a gathering place for classic music enthusiasts.

In 2007, current owners Wei and Kelin Huang took over the business, and they continue the creative trend by accentuating the space with fine art. They transformed the laundromat into an art gallery featuring 40 paintings they have collected over the years. Recognizing the dearth of art space in the neighborhood, they then opened a studio space and residency program for professional artists. The space is around 500 square feet. It and the main laundromat have served as a co-exhibit space for exhibits the owners have organized.

Let's Do Wash also features a garden and a large screen movie wall. The garden is a transformation of a backyard previously used for junk storage. Gradually over the years, the junk has been cleaned up and replaced with small plants. In the most recent renovation, an artificial lawn was installed over the concrete floor, and a cubical meditation structure installed. The owners also installed a 10-foot-by-10-foot movie screen and purchased a high-powered projector. Classic movies such as *Gone with the Wind* and *The Good Life* are shown during holiday seasons.

The original business is located on the south side of Balboa Street between 38th and 39th avenues in the Outer Richmond neighborhood. It is within an NC-2 (Neighborhood Commercial, Small-Scale) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1996.

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

Yes. Let's Do Wash Coin Launderette qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Let's Do Wash Coin Launderette has operated continuously in San Francisco for 23 years and faces significant threat of displacement. The landlord recently indicated his intention to raise the rent by 50% when the lease term ends on February 29, 2020. The rent increase will force the business to close.
- ii. Let's Do Wash Coin Launderette has contributed to the history and identity of San Francisco and the Richmond neighborhood.
- iii. Let's Do Wash Coin Launderette is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

No.

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

Architecture

Yes. The Department identified the building as an individual historic resource for its storefront in the Neighborhood Commercial Buildings Survey.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in 1940.

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

No.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3725 Balboa Street

Recommended by Applicant

- Art studio and exhibit space
- Movie screen and projector
- Vintage laundry machines
- Community garden space
- "Team room" communal space
- Storefront with art display cases
- Sign

Additional Recommended by Staff

- None

Filing Date: January 23, 2019
Case No.: 2019-001336LBR
Business Name: Make Out Room
Business Address: 3225 22nd Street
Zoning: NCT (Mission Street Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 3636/048
Applicant: Martin Rapalski, Owner
3225 22nd Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The Make Out Room was founded in 1996 at 3225 22nd Street by principal owner Martin Rapalski and business partner Michael Chestney. The establishment is a "21 and over" club featuring live music, DJs and special events. The business was originally named the Transfer Club due to a trolley that ran down the steep 22nd Street hill from Noe Valley to Mission Street where passengers would transfer to another trolley. The previous owner of the bar, when it was still known as the Transfer Club, was Walter Castillo from 1983-1995. It was renamed "The Make Out Room" by the current owner in 1996 due to another Transfer Club on Church Street that was in operation at the time. In May 2001, Mr. Chestney ceded his percentage of the business to Mr Rapalski. Since that time, Mr. Rapalski has been sole proprietor.

The Make Out Room is a classic dance hall with high ceilings, dark moody walls in red and green and sparkly chandelier/disco ball amidst red leather banquettes. A mainstay in Mission entertainment, nightlife and community, the Make Out Room has served, and continues to serve, the community by hosting live music (local, national and international acts), comedy, theatre, literary events, benefits, dance performances, art installations, political fundraisers, DJs and dancing, weddings and even wakes.

The Make Out Room has continued the tradition of Latin music started by the former owner Walter Castillo, who hailed from El Salvador, by hosting weekly and monthly events featuring a diverse array of Latin American music (Chilean, Peruvian, Mexican, Colombian, Argentine, etc.) to serve the Latin community and its devotees.

For three years from 2011-2013, the bar hosted the Monthly Rumpus, an offshoot of the San Francisco literary culture website TheRumpus.net, which features essays, reviews, interviews, music, film, fiction, poetry, and comics. The Monthly Rumpus at the Make Out Room featured published authors reading from their works and occasionally a bit of comedy and some live music to boot. It was like being thrown back to the early 60s in Greenwich Village.

The original business is located on the southeast corner of 22nd Street and Bartlett Street in the Mission neighborhood. It is within an NCT (Mission Street Neighborhood Commercial Transit) Zoning District and within a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1996.

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

Yes. Make Out Room qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Make Out Room has operated continuously in San Francisco for 23 years and faces significant threat of displacement. The Make Out Room is currently without a lease. In 2015, the club took a hard hit with two rent increases only months apart. They've attempted negotiations with the management company, but have been unable to secure a lease for more than a one year term. They fear they will be displaced if the building is sold.
- ii. Make Out Room has contributed to the history and identity of San Francisco and the Mission neighborhood.
- iii. Make Out Room is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

No.

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

Architecture

Yes. The Department identified the building as an individual historic resource for its storefront in the South Mission Historic Resource Survey. Built in 1913, 3225 22nd Street is a 1-story, brick masonry commercial building designed in a 20th-Century Commercial style.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in 1940.

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

No.

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

Yes. The Make Out Room has been the recipient of numerous "Best-ofs" and been featured in various trade publications and international guide books, such as Time-Out San Francisco, Lonely Planet, San Francisco Magazine, 7x7 magazine, SPIN magazine and many more of which are included in the Legacy Business Registry application. The Make Out Room's former incarnation,

The Transfer Club, was mentioned in an article titled "Mission News" in the publication "San Francisco News" on Thursday, Feb. 5, 1959 by Tom Cargo.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3225 22nd Street

Recommended by Applicant

- Role as a neighborhood live music and special event venue
- Commitment to environmentally conscious business practices
- Latin music tradition
- Interior decoration, including restored wainscoting, pillars, dentil woodwork and ceiling beams
- Marquee with kinetic wind powered palettes
- Two-tiered stage
- Neo-classical back-bar manufactured c. 1910

Additional Recommended by Staff

- None

Filing Date: January 23, 2019
Case No.: 2019-001337LBR
Business Name: Mon Sing Noodle Co.
Business Address: 1950 Innes Avenue, #3
Zoning: PDR (Production, Distribution, and Repair) Zoning District
80-E Height and Bulk District
Block/Lot: 5250/005
Applicant: Ginger Kong, Owner's Daughter
1950 Innes Ave. #3
San Francisco, CA 94080
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Mon Sing Noodle Co. in San Francisco, established in 1932, is an artisanal family-owned noodle shop makes fresh noodles using traditional noodle-making methods. It specializes in egg noodles and includes a product line of Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The business caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area.

Mon Sing Noodle Co. was originally located at 56 Beckett Alley. It's believed that the noodle shop relocated to 1392 Pacific Ave. near Chinatown in 1951. While the shop remained at the Pacific Ave. location until 1994, Mon Sing Noodle Co. may have operated under another business name, Noodle Manufacturing Co., from 1954 to 1977 as listed in Polk's Crocker- Langley San Francisco City Directory. In 1978, the noodle shop went back to its original business name, Mon Sing Noodle Co.

The current owners, the Kong Family, have a long history with the business and the craft of noodle-making. Husband and wife team, Aaron and Connie Kong, purchased the noodle shop from Man Wing Lau and Ronald Cheung in 1989. Aaron and Connie wanted to continue the family's noodle business that was started by Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, in Hong Kong.

At the time when the Kongs purchased Mon Sing Noodle Co., the noodle shop only specialized in egg noodles and its famous old-style noodles. The father and son team, Man Kaw and Aaron, introduced new noodles and products made famous in Hong Kong and distinctive to mainland China. Mon Sing Noodle Co. was the one of the first noodle factories in Northern California to make fresh wonton noodles, a Hong Kong favorite. By word of mouth, new chefs began calling Aaron for custom orders. A few years later, Aaron and Connie expanded their business and bought another well-established noodle factory, Tin Wah Noodle Co. in 1994. Mon Sing Noodle Co. has since relocated to 1950 Innes Ave. #3, next to its sister company in the Bayview neighborhood.

The original business is located on the north side of Innes Avenue between Selby Street and the Caltrain right-of-way in the Bayview neighborhood. It is within an PDR (Production, Distribution, and Repair) Zoning District and within an 80-E Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1932.

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

Yes. Mon Sing Noodle Co. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Mon Sing Noodle Co. has operated continuously in San Francisco for 87 years.
- ii. Mon Sing Noodle Co. has contributed to the history and identity of San Francisco.
- iii. Mon Sing Noodle Co. is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the craft of noodle making.

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. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in 1964.

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

No. However, the property is located within the boundaries of the African American Arts and Cultural District.

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

Yes. Mon Sing's "homemade" noodles, including their famous shui mein, are mentioned in a number of restaurant reviews and books.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1950 Innes Avenue

Recommended by Applicant

- Selection of Asian, Middle Eastern and Italian noodles, wraps and pastas
- Vintage noodle making machinery, including mixers, rollers, and cutters
- Master noodle makers

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 20, 2019

Case No.: 2019-001299LBR
Business Name: Bi-Rite Market
Business Address: 3639 18th Street (additional location at 550 Divisadero Street)
Zoning: NC-1 (Neighborhood Commercial, Cluster)
40-X Height and Bulk District
Block/Lot: 3587/073
Applicant: Sam Mogannam, Founder
3639 18th Street
San Francisco, CA 94110
Nominated By: Supervisor Rafael Mandelman, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BI-RITE MARKET CURRENTLY LOCATED AT 3639 18TH STREET, (BLOCK/LOT 3587/073), AND 550 DIVISADERO STREET, (BLOCK/LOT 1203/037).

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 February 20, 2019, 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 Bi-Rite Market 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 Bi-Rite Market.

Location(s):

- 3639 18th Street
- 550 Divisadero Street

Physical Features or Traditions that Define the Business:

- 18th Street and Divisadero Street storefronts, including tile bulkheads
- 18th Street interior light features
- 18th Street neon sign
- Farm-to-table produce and direct sourcing
- Celebration of craft and heritage
- Passionate and well-trained staff
- Mission to “create community through food”

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 2019-001299LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

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Case No.: 2019-001334LBR
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street (additional locations at 288 Noe Street and 1624 Powell Street)
Zoning: NCD (Upper Fillmore Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0629/020
Applicant: Vanick Der Bedrossian, Part Owner
2210 Fillmore Street
San Francisco, CA 94115
Nominated By: Supervisor Rafael Mandelman, District 8 (Business located District 2)
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LA MEDITERRANEE CURRENTLY LOCATED AT 2210 FILLMORE STREET, (BLOCK/LOT 0629/020); 288 NOE STREET, (BLOCK/LOT 3561/014); AND, 1624 POWELL STREET (BLOCK/LOT 0117/014).

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 February 20, 2019, 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 La Mediterranee 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 La Mediterranee.

Location(s):

- 2210 Fillmore Street
- 288 Noe Street
- 1624 Powell Street

Physical Features or Traditions that Define the Business:

- Art-deco front door and stained glass "Le Billet Doux" window at 2210 Fillmore Street
- Middle-Eastern and Mediterranean cuisine and scratch cooking
- Employee benefits including bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules
- Affordable prices
- Copper panels made by the artist Carlos Basanta
- Two bamboo mermaids made by a local San Franciscan artist
- The sand-blasted wood sign made by a local artist named Trong Vu

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 2019-001334LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 20, 2019

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2019-001335LBR
Business Name: Let's Do Wash Coin Launderette
Business Address: 3725 Balboa Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 1606/045
Applicant: Kelin Huang, Owner
3725 Balboa Street
San Francisco, CA 94121
Nominated By: Supervisor Sandra Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LET'S DO WASH COIN LAUNDERETTE CURRENTLY LOCATED AT 3725 BALBOA STREET, (BLOCK/LOT 1606/045).

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 20 or more years, with no break in San Francisco operations exceeding two years, and faces significant threat of displacement due to upcoming lease negotiations; 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 February 20, 2019, 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 Let's Do Wash Coin Launderette qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, faces significant risk of displacement, 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 Let's Do Wash Coin Launderette.

Location(s):

- 3725 Balboa Street

Physical Features or Traditions that Define the Business:

- Art studio and exhibit space
- Movie screen and projector
- Vintage laundry machines
- Community garden space
- "Team room" communal space
- Storefront with art display cases
- Sign

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 2019-001335LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 20, 2019

Case No.: 2019-001336LBR
Business Name: Make Out Room
Business Address: 3225 22nd Street
Zoning: NCT (Mission Street Neighborhood Commercial Transit) Zoning District
55-X Height and Bulk District
Block/Lot: 3636/048
Applicant: Martin Rapalski, Owner
3225 22nd Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR Make Out Room CURRENTLY LOCATED AT 3225 22ND STREET, (BLOCK/LOT 3636/048).

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 20 or more years, with no break in San Francisco operations exceeding two years, and faces significant threat of displacement due to upcoming lease negotiations; 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 February 20, 2019, 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 Make Out Room qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, faces significant risk of displacement, 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 Make Out Room.

Location(s):

- 3225 22nd Street

Physical Features or Traditions that Define the Business:

- *Role as a neighborhood live music and special event venue*
- *Commitment to environmentally conscious business practices*
- *Latin music tradition*
- *Interior decoration, including restored wainscoting, pillars, dentil woodwork and ceiling beams*
- *Marquee with kinetic wind powered palettes*
- *Two-tiered stage*
- *Neo-classical back-bar manufactured c. 1910*

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 2019-001336LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 20, 2019

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2019-001337LBR
Business Name: Mon Sing Noodle Co.
Business Address: 1950 Innes Avenue, #3
Zoning: PDR (Production, Distribution, and Repair) Zoning District
80-E Height and Bulk District
Block/Lot: 5250/005
Applicant: Ginger Kong, Owner's Daughter
1950 Innes Ave. #3
San Francisco, CA 94080
Nominated By: Supervisor Malia Cohen, District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MON SING NOODLE
CO. CURRENTLY LOCATED AT 1950 INNES AVENUE, #3, (BLOCK/LOT 5250/005).**

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 February 20, 2019, 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 Mon Sing Noodle Co. 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 Mon Sing Noodle Co.

Location(s):

- 1950 Innes Avenue

Physical Features or Traditions that Define the Business:

- Selection of Asian, Middle Eastern and Italian noodles, wraps and pastas
- Vintage noodle making machinery, including mixers, rollers, and cutters
- Master noodle makers

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 2019-001337LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2018-19-009
Business Name: Bi-Rite Market
Business Address: 3639 18th Street (and 550 Divisadero Street)
District: District 8 (and District 5)
Applicant: Sam Mogannam, Founder
Nomination Date: September 7, 2018
Nominated By: Supervisor Rafael Mandelman

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

3639 18th Street from 1940 to Present (79 years)
550 Divisadero Street from 2013 to Present (6 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: January 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

September 7, 2018

Re: Nomination of Bi-Rite Market to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I'm writing to nominate Bi-Rite for the Legacy Business Registry. Located on 18th Street, just a block from Dolores Park, the market has been in continuous operation since 1940 and has been run by the Mogannam family since 1964.

When Sam Mogannam took over in 1997, he created a new type of grocery store that had not been seen before in San Francisco, installing a kitchen in the center of the store and offering fresh, farm-direct foods. Residents were delighted to have a nearby market stocked with healthy, convenient foods and a friendly, neighborhood atmosphere. Every weekend, neighbors and visitors flock to Bi-Rite to purchase delicious foods for a Dolores Park picnic.

The Bi-Rite company significantly contributes to San Francisco's economy with its multiple grocery locations, Creamery and successful catering business. The company now employs a total of 340 staff members, creating good jobs and providing a suite of benefits including medical, retirement and profit sharing.

In the last two decades, Bi-Rite has supported hundreds of local, San Francisco organizations including the Women's Building, Mission High School and the Harvey Milk Civil Rights Academy. Sam and the Bi-Rite team also co-founded 18 Reasons, a nonprofit community cooking school also located on 18th Street which teaches more than 6,000 Bay Area residents every year how to shop, cook and enjoy good food.

Given its enduring presence in the Mission District, its commitment to providing healthy food to the community and its record of giving back to neighborhood non-profits, I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

A handwritten signature in black ink, appearing to read "Rafael Mandelman".

Rafael Mandelman
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Bi-Rite Market		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Sam Mogannam		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3639 18th St San Francisco, CA 94110		((415))241-9760
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.biritemarket.com	facebook.com/biritemarket	https://www.yelp.com/biz/bi-rite-market-san-francisco

APPLICANT'S NAME	
Sam Mogannam	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Founder	
APPLICANT'S ADDRESS:	TELEPHONE:
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0401119	C2725944

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3639 18th Street	94110	1940
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1940 to current	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
550 Divisadero ST	94117	Start: March 2013 End: current

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Sam Mogannam 1/21/19

Name (Print):

Date:

Signature:



BI-RITE MARKET

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.

Built in 1940, Bi-Rite has been a fixture at 3639 18th Street in the Mission District for nearly 80 years. Originally built and operated by brothers Bill and Joe Cordano, the market has been in the Mogannam family since 1964 when immigrant brothers Jack and Ned Mogannam bought the business and the building. Bi-Rite Market has been in continuous operation since it opened, serving the neighboring community with fresh food, staples, and warm, knowledgeable service.

The building's classic art deco façade features the original glazed tiles and the original back-lit recessed neon light that has become the signature logo for the entire Bi-Rite Family of Businesses. The façade has been photographed numerous times and featured in many national and international publications. Most notably, the storefront was included in Michael Crowe's book *Deco by the Bay*, published in 1995 (Viking Studio).

Bi-Rite Market is now owned by Sam Mogannam, the second generation of Mogannams to operate the market. Sam started working in the market as a child. Like many children of immigrants, he grew up learning how to be a successful entrepreneur. After graduating from high school, Sam attended Hotel and Restaurant Management School at SF City College, eventually becoming a chef and owning his own restaurant in San Francisco's financial district from 1991-1998. Meanwhile, during that time, the Bi-Rite Market business was sold out of the Mogannam family's hands as the elder brothers wanted to retire and had no apparent successor. Sam eventually came back to the family business in the fall of 1997 when the interim owner fell ill and needed to sell the business. Fortunately, the Mogannam family had retained the real estate, which made it easier for the family to acquire the business.

Once Sam took over, he re-envisioned the market's experience. He installed a kitchen in the center of the store, creating a new type of grocery store that had never been seen in San Francisco before. It offered fresh, farm-direct foods, freshly-cooked, and served with the hospitality of a restaurateur. The market was an instant success, eventually growing from its original staff of six to 90 people today. Under Sam's direction for the past 20 years, Bi-Rite has become a family of businesses, creating hundreds of jobs, providing small food producers an opportunity to grow their businesses, and being committed to a mission of *Creating Community through Food*, by teaching, feeding, and giving back to the community.

It was the original market on 18th Street that created the platform for Sam to spawn off several new businesses and ventures. Bi-Rite Creamery, located across the street, opened in 2006 and was San Francisco's first ice cream shop to use local, organic dairy from the Straus Family, which is just 45 miles away. The Creamery inspired a new generation of ice cream makers around the city with its commitment to organic ingredients and creative, signature flavors like salted caramel and balsamic strawberry. With lines wrapped around the block, the Creamery is a model business creating a space for all generations and cultural backgrounds, and for people from all over the world, to come together and share delicious ice cream.

In 2008, Sam Mogannam co-founded 18 Reasons, a nonprofit community cooking school that teaches over 3,000 students per year in its classroom on 18th Street, just next door to Bi-Rite Creamery. The mission of 18 Reasons is to empower the community with confidence and creativity needed to buy, cook, and eat good food every day. In addition, 18 Reasons partners with organizations in underserved communities throughout the Bay Area to teach another 3,000 students annually about nutrition and basic cooking through a free program called Cooking Matters. The classes are taught to children, adults and seniors, both in English and in Spanish.

Bi-Rite Farms was also started in 2008 on a small parcel in Sonoma. The farm now encompasses three acres of row crops and has been an important education tool for the staff at Bi-Rite, as they learn firsthand the challenges and rewards of growing food beyond organic standards. This firsthand education has enabled the Bi-Rite team to cultivate even deeper relationships with its farmers.

Then in 2011, Sam published *Bi-Rite Market's Eat Good Food, A Grocer's Guide to Shopping, Cooking and Creating Community through Food* (Ten Speed Press). Now on its fourth printing, *Eat Good Food* was written to provide a tool for the consumer to be better shoppers, to eat healthier, and to understand the impact that their decisions have on their health and the health of their community.

In 2013, Sam, along with business partner, Calvin Tsay, opened a second Bi-Rite Market at 550 Divisadero Street in the historic Alamo Square district of the Western Addition. At 3,000 square feet, this market was slightly bigger than the original, but still contained within an art deco building that was an original Safeway in the 1930s.

Later in 2013, the company expanded into the Bayview District, adjacent to the SF Wholesale Produce Market, by opening a commissary and catering kitchen.

The most recent addition to the Bi-Rite Family of Businesses is the Bi-Rite Cafe at Civic Center Plaza which opened in October 2018. The café is a fun, lively outdoor gathering space where anyone can relax, with historic and picturesque City Hall as a backdrop, and enjoy a quick meal, coffee, or ice cream.

Today, the company employs 350 staff members. Because all of the Bi-Rite businesses have different Employer Identification Numbers (EINs) as they all have different ownership structures, it is only the markets at 3639 18th Street and 550 Divisadero Street that would be listed on the Legacy Business Registry. Note that Bi-Rite does have a management company EIN that houses all of the staff, so all the employees in the company are housed in one entity.

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

The business has always been branded Bi-Rite Market and open 7 days a week since it first opened in 1940. There was a short closure from September 1997 to June 8, 1998 while the 18th Street market was undergoing its transformation into an innovative, kitchen-led market.

The Bi-Rite Market at 550 Divisadero Street has not ceased operations since it opened in 2013.

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

Bi-Rite Market is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. However, the business was family-owned for much of its history. It was originally owned by brothers Bill and Joe Cordano, then sold to brothers Jack and Ned Mogannam. The current owner, Sam Mogannam, is the son of Ned. Along with his brother, Raphael (Raph), Sam took over ownership of Bi-Rite Market in 1997. The second-generation Mogannam brothers owned the market together until 2004, when Raph divested his shares in the market and took a leave. Raph returned to Bi-Rite a few years later as a staff member, and has been the organization's head grocery buyer ever since.

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

The ownership history of Bi-Rite Market is as follows:

1940 to 1959:	Bill and Joe Cordano
1959 to 1964:	Unknown
1964 to 1989:	Jack and Ned Mogannam
1989 to 1997:	Shahin Sarsur and Osama Khayal
1997 to 2004:	Sam and Raphael Mogannam
2004 to Present:	Sam Mogannam

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 is provided in this Legacy Business Registry application that demonstrates that Bi-Rite Market has existed as a grocery store for 30+ years.

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 3639 18th Street is classified by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act. The architectural style is Art Moderne, and the building retains all or most aspects of historic design, materials, and workmanship. It appears eligible for listing in the California Register of Historical Resources because it exhibits physical designs, features, materials, and/or craftsmanship that embody the distinctive characteristics and high artistic expression of "Moderne" commercial architecture from the mid-20th century period.

The historic resource status of the building at 550 Divisadero Street is classified by the Planning Department as Category B, "Unknown / Age Eligible," with regard to the California Environmental Quality Act. Despite the Planning Department's classification, the building, constructed in 1931, is an architecturally significant structure in the Art Deco style. In 2013, Sam Mogannam restored the façade, opening the transom windows and restoring the gorgeous glazed tile.

CRITERION 2

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

Bi-Rite Market is a full-service grocery store featuring groceries, farm-direct produce, small-batch ice cream, hand-baked pastries and confections, cheeses produced in small batches, sustainable meats and seafood, prepared foods made in the kitchen right in the middle of the store, fresh deli sandwiches, beer, spirits, sustainable wines, and responsibly-grown seasonal flowers and foliage. The store contributes significantly to the history and identity of the Mission, the Divisadero corridor, and San Francisco as an early practitioner and exceptional example of the farm-to-grocery store movement.

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

When Sam Mogannam took over ownership of Bi-Rite Market in 1997, he began to sell prepared foods using locally grown produce, for which he advocates. The store was a pioneer in the farm-to-grocery store movement and has published a book, *Eat Good Food* (Ten Speed Press). Sam spoke at TEDx Presidio 2012 on reinventing capitalism. Fast Company profiled him as one of the 100 most creative people in business for 2012. The Bi-Rite family also includes a nonprofit community food education project, 18 Reasons. Whole Foods Market has sent staff

to Bi-Rite Market to adopt practices from there.¹ Additionally, Sam is a founding member of the Good Food Collaborative, a tight-knit group of the country's leading independently-owned markets, committed to supporting American craft food producers, and the creators of the coveted Good Food Awards.

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

Bi-Rite has been featured extensively in news articles, in videos, and on the radio. A complete list titled "Bi-Rite in the News" is included in this Legacy Business Registry application and an abbreviated list is available on the company's website at https://biritemarket.com/about-us/press_and_recognition/.

The Bi-Rite Family of Businesses has been a Certified B Corp since 2015, and was recognized as a B Corp Best of the World 2018 Honorees for Community, which means the company scored in the top 10 percent of all B Corps on the Community portion of the B Impact Assessment. The assessment includes criteria in supplier relations, diversity, and involvement in the local community. In addition, Bi-Rite has been a SF Certified Green Business since 2012.

Recent awards for Bi-Rite Market include the following:

- Food Business of the Year, Community Alliance with Family Farmers, 2018
- Hall of Fame Inductee, San Mogannam, Specialty Food Association, 2018
- Best Flower Shop, SF Weekly, 2018
- Leadership Award for Community Citizenship, Specialty Food Association, 2018
- Healthy Mothers Workplace Award for Excellence, San Francisco, 2014, 2017, 2018 (and possibly 2015 and 2016)
- Forbes Small Giants, 25 Best Small Companies, 2016
- Livability Innovator in Sustainable Business, Livable City, 2015
- Community Champion, SF Chamber of Commerce, 2014
- Citizenship Award, Specialty Food Association, 2014

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

As a builder of local community, Bi-Rite likes to believe that everyone who owned or worked at Bi-Rite since 1940 has had historical significance on the business and in San Francisco. But sadly, to our knowledge none of them have been written about in history books.

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

As stewards of an iconic retail location that was originally opened in 1940, the Bi-Rite team understands that a thriving business and a thriving neighborhood go hand in hand, which is why the Bi-Rite Family of Businesses is committed to making a positive impact on its community.

¹ https://en.wikipedia.org/wiki/Bi-Rite_Market

Since Sam Mogannam took over Bi-Rite in 1997, they have supported hundreds of local, San Francisco organizations annually, committing their time, food, and financial resources to ultimately uplift the work of their community partners. Examples of organizations they support include the Women's Building, Mission High School, Harvey Milk Civil Rights Academy, Episcopal Community Services, Livable City, and SPUR. Sam and the Bi-Rite team also co-founded 18 Reasons in 2008. 18 Reasons, located on 18th Street next to the Bi-Rite Creamery and across from the 18th Street market, is a nonprofit community cooking school which teaches more than 6,000 Bay Area residents every year how to shop, cook, and enjoy good food.

In addition to its philanthropic giving, Bi-Rite has a record of building community and creating jobs in the neighborhoods in which it operates. Back in 1997, when Sam first took over Bi-Rite Market, there were fewer than 40 jobs on the street. Then as Bi-Rite grew and other organizations such as Tartine and Delfina Restaurant Group moved in, the neighborhood became a social destination. Today there are more than 300 jobs along the corridor.

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

Bi-Rite has become a San Francisco destination for locals and tourists alike. The majority of the businesses's guests are San Francisco residents who walk or bike to the markets, or are in the neighborhood while visiting other businesses or attractions nearby. When visiting a Bi-Rite Market at any given time, you'll see a very diverse representation of people who appreciate good food. From the guests who have been visiting the market since it was first in the Mogannam family, to the young families grabbing groceries for the evening's dinner, to the city's young residents who are grabbing some good food while on their way to the park, to the tourists who love to taste the unique, local California produce.

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

Both Bi-Rite Market buildings are architecturally significant. The original Bi-Rite Market at 3639 18th Street is an Art Moderne gem that retains most aspects of historic design, materials, and workmanship. The 18th Street building still has the original tile storefront and the original neon sign which was restored when Sam took over the business in 1997. On the interior, the 18th Street market also retains the original Deco light fixtures, which were also restored and now run more energy efficient LED lights.

The second Bi-Rite Market at 550 Divisadero Street is a classic Art Deco-style structure that retains all the original tile detail which was uncovered and restored when Sam took over the building in 2013.

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

If Bi-Rite Market were to close, it would be a tremendous loss for San Francisco. Independently owned, neighborhood markets are critical for community building. They are a hub for connecting neighbors to each other, connecting them to staff, and to a large community of farmers, ranchers and other food producers who contribute so much to our livability. Sadly, if these businesses were lost, they would be replaced with businesses that would employ a fraction of the people. Bi-Rite employs 350 people, creating good jobs, providing a suite of benefits that include paying 100% of its staff's group health insurance premiums (for employees working 20 hours or more), offering a 401(k) retirement plan with company match, profit sharing, paid time off, a generous staff discount, and free meals throughout the day. The company prioritizes these benefits because they want their staff to be able to afford life in San Francisco and to build a career as a part of the Bi-Rite family.

CRITERION 3

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

Bi-Rite Market cultivates genuine, dynamic relationships with the numerous and varied individuals responsible for our food. In the ever-evolving food landscape, they make educated decisions and push the boundaries of responsible sourcing. They inform guests about the true cost of food and advocate a positive impact on our food system. By celebrating craft and heritage, they preserve diversity, traditions, and taste. As a result, their food is honest, memorable, and full of flavor.

Bi-Rite is open to purchasing from a countless number of producers, artisans, and farmers. While it can be logistically easier to work with distributors, they embrace the relationships with direct suppliers; because they feel that the closer they are to the person who made or harvested the product (through face-to-face meetings and conversations), the more accurately they can tell that product's story to their guests.

Bi-Rite believes tasting is the best way to learn about food, which is why they taste every single product on their shelves. Their selection reflects a mix of old favorites and exciting newcomers to the world of Good Food. Across the board, their grocery products are the best tasting in their class, whether they are a basic pantry staple or a high-end luxury item.

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)

Bi-Rite Market is committed to remaining a full-service grocery store. They honor the traditions of butchery, cheesemongering, scratch cooking, and local food sourcing. The company strongly believes in hiring passionate staff and educating them in the art of giving great service. Bi-Rite is on a lifelong pursuit of *Creating Community Through Food*. This mission is their north star and propels them every day. It guides their decisions, and the relationships they develop with our

diverse and dynamic community of staff, guests, producers, neighbors, and the environment. To truly create our community, they believe they have a responsibility to do right by everyone. And they will continue to put community above profit.

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.).

Bi-Rite Market is committed to maintaining the historic storefront and details that amplify the historic character of the building. The neon sign receives routine maintenance annually to preserve its iconic illumination.

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.

Bi-Rite Market has been a neighborhood grocery store since it first opened in 1940.

3639 18th Street



BI-RITE

BI-RITE
WITH THE

THREE

VETERANS

QUALITY
FOODS

SOCCER
CANADIAN ALL-STARS
VS. AMERICAN ALL-STARS
PEARL STADIUM
MAY 17/12

BASEBALL TICKETS
FOR SEALS GAMES!
MAY 13
CHRISTOPHER MILK
SENIOR BASEBALL CLUB
THE GUYS TO WINNERS!
BASEBALL TICKETS
FOR SEALS GAMES!

3587-3639





miches

BI·RITE

OUR SELECTION OF QUALITY DELI MEATS

Molinari Salami (hot or mild) . . . 4.95 /lb.	Coppa Veneziana 7.95 /lb.
Molinari Mortadella 4.95 /lb.	Hot Coppa 7.95 /lb.
Black Forest Ham 5.95 /lb.	Prosciutto di Parma 18.95 /lb.
Pastrami 5.95 /lb.	
Roast Beef 6.95 /lb.	SANDWICH CHEESES
Smoked Turkey Breast . . . 6.95 /lb.	Hot Pepper Jack, Cheddar,
Molinari Pancetta 7.95 /lb.	Swiss, Provolone 5.95 /lb.



**San Francisco Planning Department Historic Resource Survey (Mission District)
Property Summary Report**

Street Address: 3639 18TH ST

Assessor Block/Lot: 3587/073

Resource Attribute (Primary): HP6. 1-3 story commercial building

Resource Attribute (Secondary):

Year Built: 1940

Source(s) for Year Built: San Francisco Assessor

Architectural Style/Type: Art Moderne

Photographic Image:



California Historical Resource Status Code: 3CS

Resource Type: Individual historic resource

Resource Eligibility: Appears eligible for listing in the California Register of Historical Resources

Historic District: Not located within an identified historic district

Integrity Analysis:

Retains all or most aspects of historic design, materials, and workmanship.

Statement of Significance:

This commercial building is individually significant under California Register of Historical Resources Criterion 3 (Architecture/Design), because it exhibits physical designs, features, materials, and/or craftsmanship that embody the distinctive characteristics and high artistic expression of "Moderne" commercial architecture from the mid-20th century period.

Notes:

BI-RITE

3639

MEAT RESPONSIBLY



BUY BETTER BEEF



BI-RITE

FLOWER



NO PARKING
8 AM - 6 PM
MON & TUE
WE CATER

BI·RITE









CHEESE PLEASE!

JOIN THE B
CHE
AS
#



The background image is a photograph of an Art Deco style lounge. The room features extensive dark wood paneling on the walls and ceiling. A large, ornate, multi-tiered Art Deco chandelier hangs from the ceiling, casting a warm glow. In the foreground, there are several round tables with dark leather armchairs. A grand piano is visible in the middle ground. The floor is covered in a patterned tile. The overall atmosphere is elegant and sophisticated.

DECO

BY THE BAY

ART DECO ARCHITECTURE
IN THE SAN FRANCISCO
BAY AREA

MICHAEL F. CROWE



92. 18th Street, Bi Rite Liquors; neon sign with backlit letters.

93. 630 Jackson, Great Star Theater, neon sign added about 1928; one of numerous signs and tubing added to buildings in Chinatown throughout the twenties and thirties.



550 Divisadero Street



BI-RITE

550

GROCERIES - SNACKS

NO PARKING
8 AM - 8 PM

Popular Prepared
FOODS - SANDWICHES

BI-RITE

ICE CREAM

SANDWICHES

ICE CREAM

SANDWICHES

ICE CREAM

SANDWICHES

ICE CREAM



BI-RITE









Small 5lb
\$2.99

CA
grown

ORGANIC
KIWIS

\$2.79

deer creek
heights ranch
PILTERVILLE, CA

centennial
Kumquats

\$6.99

1/6

organic
CA

at the
skin

KUM

ORGANIC
FLAV

creamy
CA

avocado

ORGANIC
MX

LIMES

\$2.99

1/6

organic
Shady
Farms, Valley Center, CA

meyer

LEMONS

\$1.99

1/6

ORGANIC
DEER CREEK

MANDARIN

\$2.99

1/6

CA

SWEET

Try Me!
Star Ruby
Grapefruit









ICE CREAM





EAT GOOD FOOD

Press & Recognition

RECENTLY IN THE NEWS

[The 9 Best Pies for Your Holiday Table](#)

PureWow San Francisco, November 2018

[Bi-Rite Versus Amazon Go](#)

SF Weekly, October 2018

[Bi-Rite Brings Soft Serve to Civic Center Plaza](#)

San Francisco Chronicle, October 2018

[Four Chefs Share the Importance of Feeding Your People](#)

Civil Eats, September 2018

[Six San Francisco Markets You Need to Visit](#)

Forbes, September 2018

[San Francisco City Guide](#)

Bon Appetit, August 2018

[Farm to Cone](#)

Viceland TV's The Ice Cream Show, August 2018

[5 Creative Ice Cream Sundaes](#)

7x7, July 2018

[Best Ice Cream Shops in the Bay Area](#)

San Francisco Chronicle, July 2018

[Build a Better Hummus](#)

San Jose Mercury News, June 2018

[The Best Desserts in the Mission District](#)

San Francisco Chronicle, June 2018

[Why and How Retailers are Taking on the Role of Incubator](#)

New Hope Network, June 2018

[San Francisco Party Planning Guide](#)

Goop, Jun 2018

[A Day Out in Divisadero: San Francisco's Epicenter of Cool](#)

New York Magazine, April 2018

[The Grocer-Chef of San Francisco](#)

In Store, March 2018

[The Secret of Bi-Rite Market's Thriving Business](#)

Conscious Company, July 2017

[The Shopkeep Gift Guide](#)

Haute Living, December 2017

OUR FAVORITE OLDIES, BUT GOODIES

[Bi-Rite Market: A Sustainability Success Story](#)

Huffington Post, August 2016

[How Small Grocers are Banding Together to Change Food Retail for the Good](#)

Civil Eats, May 2016

[Creating a Healthy Path to Disruption](#)

Fast Company, February 2013

[Shopping for Food is a Community Building Act](#)

Sam Mogannam at TedX, September 2012

[Re-inventing Capitalism](#)

Sam Mogannam at TedX, August 2012

[Local Grocer Cultivates a Following](#)

Wall Street Journal, June 2012

[The 100 Most Creative People in Business](#)

Fast Company, May 2012

[A Farm fresh Thanksgiving](#)

Food & Wine, November 2010

Faces & Visions of the Food Movement

Civil Eats, May 2010

The Bi-Rite Stuff

EdibleSF, November 2008

Bi-Rite Keeps a Taste of the Old-Style

San Francisco Chronicle, June 1999

AWARDS, RECOGNITION, AND AFFILIATIONS

It's an honor for Bi-Rite to have been recognized by and participate in the following organizations in the past few years. We're grateful to each of them, and our amazing partners, advisors, and collaborators, for supporting our efforts to create a more sustainable food system and a vibrant community.

- [B Corp Best for the World Honorees for Community, 2018](#)
- Food Business of the Year, Community Alliance with Family Farmers, 2018
- [Hall of Fame Inductee, Sam Mogannam, Specialty Food Association, 2018](#)
- [Best Flower Shop, SF Weekly, 2018](#)
- [Leadership Award for Community Citizenship, awarded to Sam Mogannam, Specialty Food Association, 2018](#)
- Healthy Mothers Workplace Award, San Francisco's Healthy Mothers Workplace Coalition, 2017 & 2018
- [Forbes Small Giants, 25 Best Small Companies, 2016](#)
- [Livability Innovator in Sustainable Business, Livable City, 2015](#)
- San Francisco Green Business Four-Year Certification, 2014
- Community Champion, San Francisco Chamber of Commerce, 2014
- [Fast Company's 100 Most Creative People in Business, Sam Mogannam, 2012](#)



How Small Grocers are Banding Together to Change Food Retail For the Good

Cultivating an independent grocery space can be challenging, but a group of retailers are building a collaborative to change the conversation.

BY **DAWN REISS**

Posted on: May 26, 2016

At a time when the food retail business is **controlled by a handful a large chains**, independent grocers are few and far between. But that's only part of what makes Sam Mogannam, founder of San Francisco's Bi-Rite, a unicorn.

The restaurateur-turned-grocer sources local products grown and made by small producers and does about **\$44 million in revenue** out of two retail locations, catering operations, and a creamery (run with his wife Anne Walker) that serves ice cream and baked goods. Despite having more than 300 employees, Mogannam said he pays 100 percent of his staffers' medical benefits—including part-timers who work 20 or more hours a week. He also offers a 401(k) program that he matches at 4 percent and profit-sharing that ranges from 2 to 6 percent, as well as a host of other benefits including feeding his staff every day and giving them 25 percent off all in-store purchases. Additionally, he hosts training workshops and community cooking classes at a nonprofit called **18 Reasons**.

Still, he said the number one complaint Bi-Rite receives is about how expensive it is to shop there. "There's always someone out there whose willing to sell it for less, and often times it makes us look like assholes," Mogannam said. "It's really hard."

That's the type of uphill climb many independent grocers face these days as they try to provide a livable wage and adequate benefits to employees while

selling food made by small-scale farms and artisans. According to the U.S. Department of Agriculture, Americans now spend less of their budget, only 9.9 percent in 2013 compared to 17.5 percent in 1960, on food. As food has gotten cheaper, many independent grocers have found it difficult to compete.

That's part of the reason Mogannam opted to make Bi-Rite a co-sponsor of **The Good Food Awards**, an annual event that champions producers who are creating and growing responsibly and sustainably made, artisan food and drinks, since its inception in 2010.

For several years, the company shared the sponsorship stage with Whole Foods and Williams-Sonoma. But, Mogannam said, "At one point I was getting sick of seeing these two corporate behemoths being the champion of the food movement."

So he told Sarah Weiner, who co-founded and runs the awards via the **Seedling Projects**, that he thought stores like his and other independents needed to pool together as the presenting sponsor of the Good Food Awards. "Through the process of talking through it and testing the idea out with a few people, the idea of the collaborative was born," Mogannam said.

The initial idea was two-fold. They would create a network of independent retailers who could sponsor the Good Food Awards collectively as an entity. They would also help to grow the sale of organic and sustainable products by championing the producers and pushing sales in their stores.

That was September 2014, and Mogannam and Weiner rounded up 11 retailers to start the collaborative with a three-year vision to grow it to 25. "It was all on paper. It was nothing," Mogannam recalled. "The founding members of the collaborative took this huge leap of faith. That put a lot of pressure on me



to come up with something that was going to actually work and deliver on that promise.”

Later that year, Whole Foods coincidentally backed out of their sponsorship. “If we hadn’t pulled together the group, the funding for the Good Food Awards might not have happened,” said Mogannam, adding that the awards were being operated on a “shoestring budget” of \$30,000 at that time. “Instead we were able to step in and bring in more money and more legitimacy because all of a sudden there was a natural presence of independents, a retail version of these producers.”

In January 2015, the retailers collaborative began and has continued financially backing the Good Food Awards, which had 1,927 entries from 48 states and the District of Columbia in 2016—its sixth year of honoring local and artisan producers.

The [Good Food Retailers Collaborative](#) now includes 17 retailers from across the nation. Besides Bi-Rite and Canyon Market in San Francisco, the list includes: The [Brooklyn Kitchen](#), [The Greene Grape](#), and [Foragers Market](#) in New York City, [Glen’s Garden Market](#) in Washington, D.C., [Pastoral Artisan Cheese Bread & Wine](#) in Chicago, [Zingerman’s](#) in Ann Arbor, [Market Hall Foods](#) in Oakland, and [SHED](#) in Healdsburg, California, among others.

The collaborative has the potential to highlight the many things that set this type of retailers apart. “I had no idea independent retailers worked differently with producers than bigger retailers,” said Weiner.

For example, independent retailers are often willing to take smaller profit margins with products from small producers like organic jam and GMO-free pasta than most larger retailers are. The ordering and processing system is also typically more streamlined and easier with an independent retailer. “A lot of producers need that kind of step in order to scale up and make it,” Weiner said. These things make independent grocers an ideal match for the kinds of foods that were being promoted by the awards.

Incubating a More Sustainable System

These days, there's a lot of talk about tech incubators, but Mogannam believes that every good retailer can be an incubator too. When a grocer gives prime shelf space to new products made by sustainable makers, it helps increase sales to a producer who is creating non-GMO mayonnaise, organic shallot oil, or a mustard made with sustainably-sourced jalapeños and honey. In turn those producers are often supporting small, independent farmers for another year. "We are trying to drive business to the small retailers so we can continue to support these producers, so there's more product and more land being farmed well," Mogannam said.

That's exactly why lawyer-turned-grocer Danielle Vogel of **Glen's Garden Market** in Washington, D.C. says one of her company's core values is growing small businesses along with their own. In the three years since they've opened, Vogel says, they've helped launch 56 food businesses on their shelves. "In our store we give prime slotting to brands we are trying to incubate and accelerate," she said.



Employees are also encouraged to share the names of three businesses the market has launched during their daily pre-shift meetings that include a "daily recitation" of company values. "Much of our inventory walks through the doors in the arms of the person that made it," she said.

But sometimes the small food producers they work with grow too fast and can't keep up with the demand without an infusion of cash—a problem that is all too common for small businesses who struggle to get funding from banks. Instead Glen's Garden Market will barter with a small producer, like **Milk Cult**, which makes ice cream and ice cream sandwiches, by purchasing equipment so the company can scale up and repay the grocer with inventory of the same value.

“When you’re making the cookie, making the ice cream, and cutting these things by hand, you can’t make that many in an operation of two people,” said Vogel. “So we were consuming their entire production inventory every single week. But that doesn’t help them grow as a business.”

After Milk Cult identified an ice cream sandwich cutter they’d like to have made for them, Vogel says her company wrote an \$8,000 check—the price of the machine—and Glen’s received ice cream sandwiches in return. This allowed Milk Cult to take on Whole Foods accounts, she says, “and now they are growing their business throughout the city, and that’s good for all of us.”

Small Giants

The Good Food Retailers Collaborative came together earlier this month for the **Good Food Mercantile**—a retail event held in Chicago after this year’s awards, featuring 80 food crafters and a number of the area’s chefs and other food community members. The day after the event, 13 members of the collaborative and a few others huddled up in a four-story Airbnb rental in the city’s West Loop and discussed how they could collectively grow their independent businesses.

Positioned on pillows on the floor and sofas, retailers spent the day talking about rising minimum wage trends, GMO labeling (a shift they all support), attracting and retaining talent, and best business practices. “We don’t have the same problems,” said Richard Tarlov of **Canyon Market**. But he added, “we certainly want to learn from each other and bounce ideas around. It’s like a brotherhood of really serious merchants.”

Danielle Vogel shared that Glen’s Garden Market has an “extensive training process” and couples that with a “robust and quirky set of benefits that are specifically tailored to Millennials.” The laundry list includes sponsoring a women’s racing cycling team and offering a CSA through the company to hourly staff. For \$10 a week, staff can receive a two-person share of vegetables or add a pound of locally ranched meat for another \$10. “For \$20 a week, they are eating like kings, and they are really participating in the best of what we offer, which also makes them brand advocates,” she said.

The astronomical housing costs in markets like San Francisco and New York coupled with the business impact of raising the minimum wage have impacted many of the retailers' ability to retain talent. Greg O'Neill, co-owner and COO of Chicago's [Pastoral Enterprises](#), says being a specialty store requires extra training, which translates into higher labor costs that can't usually be passed on to consumers.

"It's one of the biggest struggles; you have to make the numbers work," said O'Neill, who suggests that stores his size give performance-based feedback more frequently and tie an increase in wages to training and knowledge milestones with a "passport approach" and various hurdles to jump along the way.

That's why Hunter Hopcroft of [JM Stock Provisions](#) in Richmond, Virginia, said Mogannam sets "the gold standard" by including five extra paid vacation days, career development classes, bonuses for referring new hires, and even personalized birthday cards to every employee.

In all these efforts, the collaborative of retailers is trying to compete against convention grocers, and it's an uphill battle to remain profitable. But Mogannam thinks that small can be mighty, especially when small grocers band together.

"Is this about creating small giants," Mogannam said. "Everybody who is in the collaborative is a small giant. We take care of our people, we take care of [those] we do business with, we take care of our community, and, in the process, take care of our resources."

Photo credits, from top: Gamma 9, Samantha Putman, Kassie Borreson.

[VIEW COMMENTS](#)

<https://consciouscompanymedia.com/the-new-economy/food-agriculture/secrets-bi-rite-markets-thriving-business-community/>

CONSCIOUS COMPANY MEDIA



The Secrets of Bi-Rite Market's Thriving Business and Community

RACHEL ZURER

JULY 6, 2017

When Sam Mogannam graduated from high school, he literally vowed to never be a grocer. Eleven years working in his family's community market, Bi-Rite, had given him his fill of that. Instead he trained as a chef, traveled the world, and eventually opened his own restaurant in his hometown. The family sold the San Francisco market in 1989, and that was the end of the Mogannam grocery dynasty. Or so it seemed.

Then in 1997, Bi-Rite's new owner was looking for an out, and Mogannam and his brother Raphael decided to purchase it back. Thus was born — or rather, reincarnated — one of the most iconic community businesses in a town obsessed with the importance of "local," a mission-driven gathering spot that has become an anchor of its neighborhood and the broader community.

"When we reopened the store," Mogannam explains, "we brought a chef's perspective to the grocery world. We built a kitchen into the middle of the store so that we could prepare foods — as a continued expression of my creativity, but also a way to connect with our consumers."

These days, after close to 20 years under Mogannam's leadership, the Bi-Rite family of businesses includes two grocery stores, San Francisco's first organic ice cream shop, a catering company, a three-acre farm in Sonoma, and an affiliated nonprofit community cooking school, 18 Reasons.

We spoke with Mogannam to hear his best lessons on creating a thriving business that's also a community hub.

Bi-Rite Market at a glance

Location: San Francisco, CA

Founded: 1940; in the Mogannam family since 1964

Number of Employees: 320

Recognition: Forbes' Best Small Companies in America, 2016

Structure: Privately owned, for-profit

Certifications/Memberships: B Corp, San Francisco Certified Green Business, Good Food Retailers Collaborative, Social Venture Network

2016 Revenue: \$45 million

Mission statement: "Creating community through food."

The Interview

How did you end up doing what you're doing today? Why is this what's worth your time?

Sam Mogannam: I fell in love with food and cooking fairly early. Initially, I thought I wanted to be a hotel manager. I couldn't get a job in a hotel but knew I needed to start getting experience in hospitality, so I started applying in restaurants and a young chef took a chance on me.

It was those first few months in a commercial kitchen that really sparked something in me. I loved the transformative power of taking raw ingredients and turning them into something that somebody else is putting in their body, and seeing the transformation that continued to happen once that food was eaten and experienced.

Ultimately the reason I do what I do every day is that I love food and I love people, and grocery stores are a great way of bringing both together. They're a great way of anchoring a community and creating a space where a local economy can thrive. What we've done on 18th Street is a prime example of what a local food block can do to create an identity for a neighborhood.

For folks who haven't been to San Francisco, explain "what we've done on 18th Street."

SM: When I first took over the market in 1997, all the storefronts on the block had metal grates on the windows. There were fewer than 40 people working on the block. Through the late '80s and '90s, the neighborhood had gone through a down period where there was a lot of crime. Dolores Park — which now has become an important community gathering place — was unsafe. There was a lot of drug dealing. There were a bunch of storefronts, but none of them were thriving or doing anything that was deeply meaningful for the community.

Soon after we took over, a restaurant company got started a couple of doors down — the Delfina Restaurant Group. They opened up in a tiny little space. They now have six or seven different businesses, and they've twice expanded into adjacent storefronts. Then Tartine came, and Tartine has become recognized as potentially the best bakery in the world. We've got an extraordinary Japanese restaurant on the opposite corner, and a Korean restaurant on the other corner. Both of them maintain the same philosophy [as the rest of us] around sourcing great ingredients.

What's interesting is that the spot that the Japanese restaurant is in currently was considered a cursed corner. But all of the businesses that opened up in that corner prior to Yuzuki Japanese Eatery didn't use the great ingredients that Bi-Rite, Tartine, and Delfina were using. They failed. It shows how we shape the community's desire and demand for high-quality, high-responsibility ingredients. Once Yuko [Hayashi] opened her restaurant, she did well because she brought that same philosophy that was already existent on our block.

As a consequence, we've got a "model food block." All of the businesses are complementary. We all work together and continue to push the food movement forward and create a community that everybody who works and lives in can be proud of.

There are over 300 people working on the block now too, which is amazing — nine times the number of jobs that previously existed, on one single block.

Bi-Rite’s mission is to “create community through food.” Tell me more about what the word “community” means to you today and how that has evolved over time.

SM: We’ve clearly defined what “community” means for us as a company. There are three primary stakeholders, but really, truly, four stakeholders, for how we define community.

One is our guests, obviously. That’s the people who shop with us. The second is the producers: the people who grow, make, raise, and craft all the amazing food we sell. The third is our staff. We can’t operate a business without a team of people who are equally passionate and caring about connecting this amazing food to these people who are going to buy it and consume it. And then the fourth is our overall greater community and our planet.

We know that we have a responsibility beyond our four walls, beyond the people we actually do commerce with. There are people who live on our block, in our neighborhood, who don’t shop with Bi-Rite, but we have a responsibility to them. There are organizations that do great work in the communities in which we operate that we don’t engage in actual transactional business with, but who are doing work to sustain and to create a much more livable community for us, and so we support them.

We also have a responsibility to our overall planet. So, we want to do everything we can to support producers who are in line with our values. We want to operate a business that’s sustainability-minded and considering of the environment at every step of the way as well.

Do you have any concrete lessons you’ve learned about what works and what doesn’t in creating that sense of community? How do you actually do it in practice?

SM: That’s great. I love it. I feel like 18 Reasons is a perfect example of going deeper in creating community. And 18 Reasons — the nonprofit that we started in 2008 — was a total experiment.

There was a tiny little office space around the corner, 250 square feet, that friends of ours, guests of ours, were renting to use as their real estate office. They had let us borrow the space a couple of times to do lectures. We brought in a winemaker and a rancher to talk about the work they were doing, to teach our guests — the community of people who were supporting them — more about why their work was so important. Not just about the production and value of the commodity, but also about the impact they were having on the environment. We’ve always taken this approach, that education is an important part of empowerment. We consider ourselves sellers, feeders, but more importantly, teachers as well.

So we experimented with [using the space], and when our friends made the decision to move up to Portland, they asked us if we wanted to take over the lease, so we did. We didn’t really know what to do with it, but we decided that we would create a space that would give artists walls to hang work up. There is a tremendous need for local artists to have space to show their work.



Bi-Rite's nonprofit partner, 18 Reasons, hosts community dinners with local food producers.

We also knew we wanted to take some of these conversations we were having with our guests on the grocery store floor that were two, three, maybe seven minutes long, and take them longer and take them deeper and give the people who were buying cheese or meat or tomatoes the chance to actually meet the humans behind the work. Often when you pick up a product in a grocery store, you forget that there's a person behind it. And for us, it's all about the people.

We started to do more tastings and more lectures and dinners, and have now grown the program. We've moved into a 500-square-foot space that's across the street from the market, and now our programming reaches about 3,500 students a year here on 18th Street. We have all sorts of classes, which can range from the cuisine of Azerbaijan to really simple community dinners where we open our doors and, for 12 bucks, people can come and sit down and break bread and meet their neighbors and connect. We've had some community dinners where people have literally sat across from each other only to realize that they lived in the same building.

In this world where we're so hyper-connected through our thumbs, we need more opportunities to connect on a human level, on a face-to-face level, where we can touch each other and break bread with each other. So many of the world's problems could be solved if we just spent more time around the table.

We've done this here on this block, but 18 Reasons' programming also now includes a whole other set of classes that we do in the five Bay Area counties, in underserved communities. Over the course of six weeks, two hours a week, with students who range from kids to teens to adults to seniors, we spend an hour teaching them nutrition with a certified nutritionist. We're often tailoring their diet around any particular food-related diseases they may have so they can better manage their health.

Then the second hour is taught by a chef. Oftentimes it's a professional, sometimes it's an amateur. The students all work together to prepare a meal and then sit down together and share in a hot meal. For many of the students, it's the one time a week that they actually get to eat a hot meal that's nutritious, that's cooked with others.

We have an extraordinary 86 percent success rate in graduating these students, which means that they have attended five of the six sessions. As we've done our longitudinal studies, it's not a dramatic impact, but we've seen a 10 to 12 percent improvement in how our students are changing their habits and improving their diets and the amount of time they're spending cooking and feeding their families better food.

We know that if people are healthier, then they're feeling better about themselves and they're going to make others feel better, and then our community is going to be tighter and stronger and more vibrant.

That's one example of what we've done. That's within a nine-year horizon, and I'm excited about that work continuing for the next umpteen years.

How is the nonprofit funded? Is it all from Bi-Rite?

SM: It's funded through private donations, of which Bi-Rite is one donor. But also through grants and through basic fundraising activity that we do throughout the year.

What do you say to the people who question the value of this from a traditional business bottom-line point of view?

SM: I've never been driven by how normal businesses run. We know that as a business, we have to operate in a fiscally responsible way. Unless we're profitable, we can't do anything. We can't achieve our mission, we can't hire good people, we can't treat them well, we can't support a good food system, and ultimately, we won't be able to bring people around the table and see the social change we're after. I understand being fiscally responsible is important, but I've never been driven by the status quo business mindset — or I guess what we used to consider the status quo.

Businesses have a responsibility to the community they operate in. I grew up where community service was driven into me, and have been doing community service since I was a kid.

To me, community service really shouldn't be, like, this side project. It should be integrated into everything that we do. And when we can integrate it into how we make a living and into our work, then we're actually doing much more meaningful, important work.

Nobody's ever really questioned it. I think people see and recognize it and say, "Wow, it's fucking cool. It's amazing that you'd do that and still have a business that runs and still treat your staff well and still support a good farming and agricultural system and have fun doing it." It's in line with our values. We're set to hold true to what we believe in. That's why having a mission is so important.

I think what ends up happening is that those who haven't bought in are like, "Well, it's just too fucking expensive," and don't understand that by shopping with us, they're contributing to so much more than just the food that they're going to put in their bellies. It is a challenge — one that's definitely difficult for us to manage on a business level, especially as larger companies, now, are adopting our buying practices, and are developing their own community programs, and then it all ends up being under the guise of a larger marketing scheme as opposed to being true values-driven care, mission-driven care.

We know we're not going to be the market for everyone, but we also know that we need to hold true to our values. Otherwise, the minute that we begin to compromise on those values, we'll be compromising the impact we can have. And it's not a compromise we're willing to make. At least not at this point, and I hope never.



18 Reasons' Cooking Matters program teaches nutrition and meal prep in local schools.

How did you make the decision to split 18 Reasons into its own nonprofit? And why is that the right choice, instead of having it be part of the for-profit family of businesses?

SM: For us, it was very practical. About five years in, our executive director at the time was moving back east, so we started a search for a new executive director. We found [Sarah Nelson], somebody I had done some work with who had started her own nonprofit in San Francisco. She was great, and when I suggested her coming on board as our new executive director, she said, "Well, why don't we just merge the two organizations together?" And I was like, "That's great, an even better idea."

We both went back and presented the idea to our boards and came back with enthusiastic delight. It was really amazing. Both the boards were excited about the possibility. We had the boards meet and then started the process of merging.

It took about six months, but in the process, we assumed the 501(c)(3) of Sarah's organization, Three Squares, and 18 Reasons took on that 501(c)(3) status and became its own independent nonprofit.

In 2015, you started the Good Food Retailers Collaborative. You talk about how you see retailers as incubators for other food businesses. How do you think about collaboration versus competition in business?

SM: I believe in sharing. I'm a pretty open book and I'm pretty generous with sharing information. I've been given a lot from others in the past, and I've wanted to reciprocate and do the same, especially when it's with folks who share values, folks who are trying to do something important or meaningful or impactful in the communities where they work and live. So, for me there are very few walls. We've even had executives from Kroger and Pepsi and Kraft and Nestle who have come through or who I've gone and spoken to.

I get fired up about sharing what we do and sharing our story and sharing how we do it, because if more businesses did the right thing and operated from a place of care, from a sense of purpose, then the world would be a better place. That's what drives collaboration for me. I just know that when people work together, a lot more can get done. It might not get done as quickly, but a lot more can get done in a more sustainable way. And it's fun. It's fun seeing people grow. I love being a mentor. I love teaching people. It's important.

Are there best practices you've picked up over the years around how to look for the right type of collaboration partnerships?

SM: I try to understand their motivation for why they want to collaborate. Sometimes you get a total sense that somebody's into it for their own personal reasons or just financial bottom line as opposed to a triple bottom line. And we've made mistakes. I shouldn't call them mistakes, but we've collaborated with people we probably shouldn't have in the past. I never regret it. They're good opportunities to learn. I've found talking to folks, this constant process of asking the whys

— why are you interested? why do you want to do this? what are you after? — helps you get a sense of whether or not they're truly doing it for good reasons.

What kind of inner work on yourself as a leader does achieving your mission both require and perhaps facilitate? Do you think about that at all?

SM: I'm thinking about that a lot right now. My [business] partner [Calvin Tsay] and I are thinking about getting executive coaches, to help us grow as leaders. We're almost a \$50 million company and we've got about 320 people working for us. If we add a couple more businesses in the next couple of years, we could be a 500-person company. So we need to take that next step in our evolution as leaders.

We're currently going through a structure evaluation internally, just to make sure we've got everyone assigned in the right roles and responsibilities, that everyone's clear on what they're accountable to, and that Calvin and I are also clear on what we're accountable to, that we're helping people grow themselves as leaders, and continue to look forward and grow the Bi-Rite family in a responsible way. We're definitely in an important reflection point.

How do you keep from burning out? You've been at this almost 20 years. What kind of specific practices or mindsets do you have to avoid that?

SM: I love what I do. Even when the work is hard or emotionally draining, I still get a kick out of it. I get a kick out of getting my ass beaten on some days, because I can just look at it and go, "Fuck, that was a hard day." Then I just think about how great the next day or the next week's going to be after that lesson. It starts there. It starts with just enjoying it, whether it's good, it's fun, easy or challenging, and emotionally draining. I still love it both ways.

I take my two days off pretty religiously. I don't completely disconnect, but I take my time off and I spend my weekends with my family, my wife and my two daughters.

I'm now trying to consistently take about six weeks of vacation a year. We love to travel. For the last four years now, we've taken a three-week bit continuously and then I've taken single weeks and longer weekends throughout the year, just to make sure we're getting break times so we can connect as a family and recharge.

I also will go on trips to connect with other retailers, to go to seminars or trade shows. That time away from business and family also helps me recharge and continue to be inspired.

And I cook a lot. I try to spend time on our farm in Sonoma. Being in the dirt is probably one of the easiest ways to clear your mind and to get grounded.

Do you have any practices you do every day to clear your mind and stay grounded?

SM: I guess there's nothing in a meditative sense, but I have a routine that helps me tremendously. I'm an early riser, so I'm typically up around 4:00 in the morning. I spend the first 30 to 45 minutes in my day just reading and seeing what's going on in the world, and writing. Any time I need to do any sort of thoughtful writing, I do it in the morning. It's my quiet time.

I review what I'm trying to accomplish for the day and what I'm trying to accomplish for the week on those mornings, and then continue on with my day. But those mornings when I don't find that time, if I get up late or if I've got to get out of the house earlier than normal, I definitely feel the pinch.

Three mornings a week I go to the gym and I work out hard and try to work up a sweat and get my heart rate going and clear my mind that way. It's been an important part of my maintenance and just helping my endurance and my clarity, no question.



Bi-Rite Market owner Sam Mogannam

What's the best piece of leadership advice you've ever given or received?

SM: Whenever I'm talking to folks who are starting a business or have a business and are struggling, I always ask them if they have a mission and if the mission is well articulated and if everyone in the organization understands the mission and understands their role in accomplishing and achieving the mission. It's critical for any leader to bring their team along and to do it in a way where everyone's going to feel good no matter how hard the work is.

And then I ask if they have a vision that they've articulated and written down. Have they been clear about what they're trying to accomplish, where they want to be in the next one, two, three, five, ten years? And does the entire team know that? Does the entire team know their role in how they're going to accomplish that? Is there discipline around getting to that goal that is being practiced consistently?

But I think probably the most important thing is that I tell people to love what they do. And if they don't love what they're doing, then they're never going to be effective at leading the team. There needs to be the love of the purpose, but also just love in general, loving of everybody you engage with.

I feel like love is so absent in the business world, and it's the first and the most important — I shouldn't say the most important, but it's one of our three core values.

People are more skeptical of that than of this community work, but I feel that Bi-Rite has thrived because of the love it shares with its entire community.

Tell me about a low point and how you got through it. Some kind of failure or challenge or mistake.

SM: I'll tell you what's top-of-mind for me right now: I'm at a low point because I got into an argument with my daughter this morning. I did everything wrong. I got emotional and I got angry, and I let my frustrations come through, and I was calling her out for treating me the same way I was in turn treating her. I'm upset about it, to be honest with you. I'm lower right now than I've been in a while because of it. She's 14, and I'm just learning how to navigate being the dad of a teenager. It's crazy.

I love that answer. It highlights the fact that we are all full human beings, and that answer had nothing to do with your business. It's about another big piece of your life.

SM: It has everything to do with my business because my family, my business, everything, we're all one. There are lines, I guess, of separation, but we're all in it together and it's hard for one to be in a good place and everything else to be shitty. It all needs to work together.

It's similar to how we're describing how we define our community, when I was talking about our producers, our guests, and our staff. We draw it as an equilateral triangle, because there's no member of the community who's more important than the other, and each of those members are inextricably linked and each member of the community's success is driven by the success of the others.

It's the same with my family. I can't be successful at work without the support of my family, and my family's success is often driven by or dependent on the success of the business. It's difficult, at least for me, to keep the separations completely clean.

As you've been scaling, how do you make sure the rest of the company is living those values and understands it's all connected?

SM: Everybody in our organization knows the mission and their role in it. We teach it and we talk about it every day. If situations arise, we come back to the mission. And we have lots of missions (see below). We have our overall mission of “creating community through food,” but we also have a product mission that guides us on what we want our product to look like. We have a service mission, which guides us on what we want our service to our guests to look like and the service to each other. We have a training mission, which guides what we want our training and development to look like. So we've got these aspirational pieces that keep us aligned and going in the right direction.

The other piece that keeps us working on a real fundamentally strong path going forward is the fact that we have a 10-year vision and we spent about 16 months — part of 2012 and all of 2013 — writing our 2024 vision. I included every single person in the organization in the process of writing the vision. We were about 250 people in the company at the time.

Initially, a small group of us came up with the outline and the areas we wanted to address. We got seven key buckets we wanted to make sure we covered. What we wanted our food to look like; what we wanted our service to look like; what we wanted life for our staff to look like; what we wanted our impact on the community, our impact on the environment to be; what we wanted our relationship with our vendors to look like; and what we wanted our financial scope and growth to look like.

We started to fill in this outline, and had an initial rough draft that I then shared with everybody in the company. We shared it in both English and Spanish. Then I went to department meetings and literally went line by line and deliberated word over word with everybody in the company. Everybody had a chance to give me feedback. I cherish the copy I used; it's so full of red marks with the input I got.

I realized at that point that everyone really cared and everyone wanted to do a good job, that everyone wanted to be part of having this impact. This vision then went through a couple more iterations — I also had staff come to me on their own, one on one, because they didn't feel comfortable talking in a group — and then we finalized it with everyone's blessing. That then became a shared vision, which gives us the alignment we need and the sense of purpose and understanding of what everyone's role is.

Now we use our mission and our vision to make sure that we're hiring appropriately. It's helped attract great talent to us. It's also helped us make sure that we didn't hire people who didn't fit in. Folks come along and want to be a part of a company that's going to grow nationally? Well, that's not what Bi-Rite's going to be. We're not going to get much farther than San Francisco. So, if you want to be this VP of Operations who's going to scale it and turn it into the next Whole Foods, it's not going to happen here. But if you want a company that's going to go deep and really make a difference in the community we operate in, then it could be a great place for you.

It starts at the interview process and then it continues with every single day of training, which never stops; we're all in training every single day while we're here. Understanding that, I think, helps us also work much better together.

What's giving you hope?

SM: Oh, God. So much. My daughter's generation gives me hope. I'm so excited about the next generation of our future leaders. I love interviewing staff members who are in their 20s and talking to them about what they're hopeful for and what they see. They're limitless in how they see possibilities. I'm excited about how much they care, how much difference they want to make. I'm excited that they're wanting to find that intersection in their work that has purpose. I get fired up about it. It makes me really happy to see that.

[Learn More](#)

Bi-Rite's Many Mission Statements

In addition to its overarching mission of "creating community through food," the Bi-Rite family of businesses has the following explicit missions for other aspects of its business.

1. SERVICE

"We welcome each and every member of our community as a guest in our home. We serve seamlessly, we inspire, we surprise, we feed and are fed."

2. PRODUCT

"We cultivate genuine, dynamic relationships with the numerous and varied individuals responsible for our food. In the ever-evolving food landscape, we make educated decisions and push the boundaries of responsible sourcing. We inform our guests about the true cost of food and advocate a positive impact on our food system. By celebrating craft and heritage, we preserve diversity, traditions, and taste. As a result, our food is honest, memorable, and full of flavor!"

3. PEOPLE

Mission statement coming in 2017.

4. TRAINING

"Bi-Rite training is a challenging and rewarding journey that cultivates the critical skills necessary for success in any workplace. Trainees and trainers are equally responsible for the results of training — a dynamic process and conversation which fosters growth, strengthens our culture, and reinforces sound operations."

5. COMMUNITY

"We are making a difference by empowering youth, strengthening community, and creating resilience."

Rachel Zurer


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Bi-Rite Market Is Reinventing Grocery Shopping

[GUIDE](#)

By [S. Mathur](#)

In choosing Bi-Rite Market for the 2016 list of Forbes Best Small Companies, the most important criteria were not financial success, though that counts. The list identifies small companies that are transforming their industries in a positive way, providing services to customers and supporting their employees and the community. Located in San Francisco, Bi-Rite is transforming the world of grocery shopping by setting standards for local sourcing and working conditions.

"We are a values and purpose driven business," owner Sam Mogannam, said. "The Forbes list is all about companies that care about more than just profit, the companies selected care about their people, the impact on the planet and how their purpose makes life better for those in their community. We were selected because we have a great work environment for our staff, providing great benefits and opportunities; because of our environmental mission and sourcing standards; and because of our community impact work."

Bi-Rite has been a family business since 1964. Mogannam returned to it after spending years away, training as a chef in Switzerland and working in the restaurant industry.



"It was a key part of my childhood experience, having spent 11 years working in the market after school and on weekends," he said. "I left to pursue a career in the restaurant businesses and fell in love with cooking. After 12 years away, 7 of those owning my own restaurant, I returned to Bi-Rite with a chef's perspective and re-imagined it to what is today, a store for cooks, food lovers and those who care about where their food comes from, each of whom come to us because they want a delicious and authentic experience."

With its concerns for local and ethical sourcing of food, working conditions and environmental impact, Bi-Rite is widely recognized as an industry leader. Another reason to shop at Bi-Rite is simply that the food is delicious. Mogannam's favorite offering is the Olympia.



About The Author


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"It's a riff on a sandwich that our friends at Olympia Provisions in Portland serve at their restaurant," he said. "Elias Cairo, the founder, makes extraordinary charcuterie. I love that it reminds me of the subs I grew up with: sliced meats on a roll with lettuce, Italian dressing and pepperoncini. Every city has a version of this."



Bi-Rite pioneers better working conditions for staff. All staff, including part-time workers, have health insurance, a 401(k) with a 4 percent match and profit-sharing. The company is also committed to educating consumers about the food they eat, where it comes from, who produces it, and its environmental impact. A related nonprofit is dedicated to offering free and subsidized healthy cooking and nutrition classes to the public.

The company continues to grow and the Bi-Rite Creamery & Bakeshop opened in 2006. There also a catering service, and the company runs its own farm in Sonoma county.

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Sam Mogannam Bi-Rite Family of Businesses

This fall, Sam Mogannam is opening Bi-Rite Cafe in downtown San Francisco, the latest of his Bi-Rite family of businesses.

“It’s a pretty awesome collaboration with the city of San Francisco and adjacent to a new children’s playground, part of a bigger project to create human engagement in the heart of the Civic Center,” he says. The quick-service, all-day cafe will offer outdoor seating to unwind over breakfast pastries, egg dishes, signature salads, and sandwiches, soft serve ice cream, and popsicles. There will also be a full line of coffee and espresso drinks.

Human engagement has been his lifework. In addition to the beloved and long-running Bi-Rite Market in the Mission District, Mogannam oversees Bi-Rite Creamery & Bakeshop, Bi-Rite Catering, and Bi-Rite Farms, whose organic produce is stocked in the company’s stores. Both the flagship market and the newer Bi-Rite Divisadero feature a host of specialty items as well as carefully sourced meat, poultry, and seafood, and seasonal, restaurant-quality prepared foods.

Mogannam is a second-generation owner, a trained chef, and the founder of 18 Reasons, another arm of the business now celebrating its 10th anniversary. The nonprofit is a subsidized cooking and nutrition school benefiting low-income communities throughout the Bay Area.

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engagement in the heart of the Civic Center.--*Julie Besonen*



EAT GOOD FOOD

VISION 2024

Who We Are

Feeding our community, with food that you can *trust*, is what we *love* to do!

At Bi-Rite, we believe cultivating relationships with producers, farmers, and our neighbors is critical to building and sustaining a vibrant community. By learning about where our food comes from and how it is produced, we're able to pioneer and inspire Good Food practices and teach our learnings to our guests so that we all are empowered to eat better.

We are passionate about the craft and heritage of Good Food. It's truly our pleasure to share with you the flavorful food we've made or hand-selected for each of our businesses. From our famous Salted Caramel ice cream to our bold Moroccan-inspired meals and fresh sushi rolls made with real Dungeness crab, our food tastes like it should. We want you to be delighted by each tasty bite.

We hope we will exceed your expectations. Whether you step inside our businesses or order online, you will be treated like an honored guest with personal and attentive service. And, if you have any questions about any of our products—including how to cook them—our knowledgeable staff is here and eager to help.

By engaging with our businesses, you are playing a key role in helping us get closer to achieving our mission of Creating Community Through Food.

Here's to stimulating your palette and discovering new possibilities!

Our Vision for the Future

In 2013 we decided to define the scope and nature of our work over a much longer time frame than ever before imagined at Bi-Rite. We know who we are, but we want to envision where we're going. Below is the BRFOB vision for the year 2024, broken down into the key components of our business: service, food, staff, vendors, guests, our community, the environment, and our financial and business scope.

The BRFOB Vision—What we see in 2024

Service

- Our service mission guides our every interaction, building long lasting, trusting relationships. Our regularly measured service is constantly improving. We are more regularly achieving our service mission in the following ways:
 - Staff have personal and consultative relationships with our guests, each other and our suppliers.
 - Our shopping experience is more convenient and comfortable without losing our personal touch.
 - New guests are made to feel as welcome as veteran guests.
 - Guests who visit or support our businesses have fun and feel good, even waiting in line. Their experience inspires all five senses and inspires an emotional connection to our community.
 - Guests are more regularly recommending us to their friends.
 - Our guests know how important and unique our vendor relationships are.
- We love and celebrate food not just because of its amazing flavor but also because of how vital it is to growing, sustaining and connecting a community. Because we so clearly adhere to our food values, our guests TRUST us.

- There is always a discovery to be made at Bi-Rite no matter how food experienced you are, driving our guests to return regularly.
- Each business feels like a Bi-Rite business: there is cohesion between the service experiences at all of our business locations.
- Our physical locations are not impediments for our guests' ability to get our product when they want it.

Good Food

- A mission to have better food:
 - Our kitchens are core to who we are and are the beating heart of our operations, producing amazing food on a daily basis while playing an integral role in reducing our waste and ensuring our sustainability.
 - Our product mission guides and distinguishes us. It ensures that the food we sell is always the best tasting, traceable, seasonal, and the most sustainably and responsibly produced food.
 - Who produced it, how it was produced, where it was produced, when it was produced and how it tastes are the questions we ask when we are deciding if a product meets our specifications.
 - Our celebration and support of traditionally-made foods from around the world is preserving unique cultures and maintaining bio-diversity.
 - Our purchasing mission guides how much of our spending is done locally, not just on food, but also on supplies and services.
 - PUBLIC Label has continued to expand and is regarded as a model for a transparent and responsibly produced in-house label. The exceptional quality of Public Label is a draw for our guests to come shop with us.
- Great food is still core to who we are:
 - We are the champion of the GOOD food movement and are the first to sell many of the future stars.
 - We have continued to expand what we make in house and grow on our farms.
 - Our farms are not only a great source of ingredients, but also a source of education and inspiration.
- Change is welcome and ever-present:
 - Our kitchens are nimble and are able to develop menus that change frequently and seamlessly with the offerings the season provides us.
 - We have seamless logistics for rolling out new products. The time saved is spent developing and sourcing new product.
 - We have created 2-3 more "salted caramel" equivalents between the three retail businesses, and have created a "salted caramel" exclusive for the Divis scoop shop, which has become its own destination.
- Promotion & Education:
 - We are doing all we can to educate our community on healthful and sustainable food and its true value and cost. We are a leader in building a viable local food system that is efficient and varied enough to meet both the needs and desires of our community.

Our Staff

- Our work environment is amazing:
 - We are a great place to work and are widely recognized as such.
 - Staff members across departments and the businesses feel connected to each other as one family. They actually cross over and work in sister businesses so they have an understanding of how the other businesses run.
 - Staff shop at all the businesses.
 - Our work environment is supportive, challenging, inspiring, empowering, rewarding, fun, exciting, educational, and personal. Our staff members are proud and feel appreciated and well-rewarded.
 - All our staff is empowered to suggest and make change happen.
- Our staff is diverse and are inspired to greatness:

- We hire from within the communities we operate whenever we can.
- We have an awesome team who loves what they do and loves coming to work. They are engaged, inspired, passionate, and hard-working.
- We have a healthier staff than ever before.
- Everyone understands the organizational structure and the potential career opportunities within the BRFOB. There is a clear path of growth and development and the appropriate resources are available to achieve goals.
- Line staff members are often cross-trained to work in multiple depts.
- There is a successor identified with a development path for all positions from GM to Director to Supervisor to owner.

Our Vendors

- Whenever we can, we prioritize and support our commissary, our bakery, our farm, and any other businesses we establish.
- We continue to build deeper, closer relationships with the people who grow and make the food we sell.
- We share our vendors' stories with our community so they understand how special the product is.
- Having a deeper, closer, symbiotic relationship with our vendors is vital to us. To that end:
 - We visit more of our vendors, and we have even made time to visit our international partners. Our staff is encouraged to participate in the vendor visits.
 - Many of our vendors have visited us. They spend time connecting with our staff at meetings and with our guests, doing demos or classes at 18 Reasons.

• Our Community

- We are optimistic and intentional builders.
- Our work is rooted in meaningful, local relationships.
- We prioritize support for organizations and programs at the intersection of FOOD, YOUTH, and EDUCATION, with a lens towards historically-underserved populations.
- We provide our time, food, space, financial support, expertise and passion.
- We actively listen to and collaborate with the community to adapt to their needs - we step back to step up.
- We effectively measure our impact using tools such as: community-inclusive evaluation, dynamic data-tracking, and annual business goals.
- Our work creates a healthier, more equitable, and thriving future for our community.

Our Environment

- We respect our environment: our business practices improve livability in our neighborhoods and create a balanced coexistence with our soil, water and air.
- We are coming closer to realizing a closed loop resource system, a system with no waste, modeled after nature:
 - Food and supplies are resources. We respect and nurture these resources, are thrifty with them, fix them before we throw them away, and buy only what is necessary.
 - We measure our waste and have reduced it as a percentage of output. We prefer to reuse than recycle, because even recycling and composting is wasteful.
 - We measure our energy, fuel and water consumption and have taken measures to reduce our use.
- We teach what we have learned about environmental stewardship to our community.

Overall Financial Goals & Scope

- All of our businesses are financially healthy, and together, we all play a part in ensuring that each business succeeds. In partnership with each member of our community, we operate in a financially sustainable manner that enriches the lives of our staff, our guests, and our suppliers. Financial health in 2024 means:
 - We have an appropriate debt-to-equity ratio.
 - We have increased our inventory turns, which have helped increased margins, improved product freshness, and improved cash flow.
 - We are appropriately staffed and technologically equipped to meet our financial goals without compromising service to our guests.
- We know the score as we go: Our finance department efficiently and effectively keeps the score and delivers it to our team in a way that empowers them with the info they need to adjust and refine their operations without detracting from their ability to provide great service and curate great product.
- We have kept our openness to expanding our family at a rate that is sustainable, comfortable, and challenging. By the end of 2024 we likely have 1-3 new unique businesses that support and enrich the Bi-Rite Family and the neighborhoods they operate in.

BRFOB Core Values



LOVE: We value relationships-- with the people we work with, the people who raise our food, and the people that we feed. We're drawn to food because food brings people together. We exist to serve, and genuinely find pleasure in sharing food with our guests.

PASSION: Food is our life, and sharing it gives us energy. We recognize that knowledge is a two-way street, and that we can always be better. The more we learn, the more we want to know; we're in a constant state of improvement.

INTEGRITY: We act conscientiously, always thinking about the impact of our decisions. We value and emphasize transparency – not just with the products and services we provide, but as a business through our actions, procedures, and protocols.

The BRFOB Mission Statement

Creating community through food

The BRFOB Service Mission Statement

We welcome each and every member of our community as a guest in our home.
We serve seamlessly, we inspire, we surprise, we feed and are fed.

The BRFOB People Mission—(Under Development)

The BRFOB Training Mission Statement

Bi-Rite training is a challenging and rewarding journey that cultivates the critical skills necessary for success in any workplace. Trainees and trainers are equally responsible for the results of training – a dynamic process and conversation which fosters growth, strengthens our culture, and reinforces sound operations.

The BRFOB Community Mission

We are making a difference by empowering youth, strengthening community, and creating resilience.

The BRFOB Product Mission

We cultivate genuine, dynamic relationships with the numerous and varied individuals responsible for our food. In the ever-evolving food landscape, we make educated decisions and push the boundaries of responsible sourcing. We inform our guests about the true cost of food and advocate a positive impact on our food system. By celebrating craft and heritage, we preserve diversity, traditions, and taste. As a result, our food is honest, memorable, and full of flavor!

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-026
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street (and 288 Noe Street and 1624 Powell Street)
District: District 2 (and District 8 and District 3)
Applicant: Vanick Der Bedrossian, Part Owner
Nomination Date: January 23, 2019
Nominated By: Supervisor Rafael Mandelman

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

2210 Fillmore Street from 1979 to Present (40 years)
288 Noe Street from 1981 to Present (38 years)
1624 Powell Street from 2011 to Present (8 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: January 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

January 23, 2019

Re: Nomination of La Mediterranee Restaurant to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I am writing to nominate La Mediterranee to the Legacy Business Registry. For nearly forty years La Mediterranee ("La Med") has served fresh, full service, bargain priced meals at two San Francisco locations -- 2210 Fillmore Street, opened in 1979, and 288 Noe Street, opened in 1981.

Both locations were opened by La Mediterranee's founder, Levon Der Bedrossian, who with his son, Vanick, and partner Alicia Vander Heuvel continue to operate the restaurants today. When these restaurants originally opened, Mediterranean and Middle Eastern dishes like lamb lule, hummus, pomegranate chicken and falafel were new to the United States. Today, their San Francisco restaurants, as well as their North Beach catering kitchen and Berkeley location, can be counted on for their fresh, homemade, unique dishes served to longtime customers and new patrons alike.

La Med invests in their employees, many of whom have been with the businesses since the 1980s, offering bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules. They also invest in the community, donating food to non-profit organizations (e.g. KQED, SF Film Festival, KALW, Golden Thread Productions, Cutting Ball Theater, Jewish Film Festival) as well as many schools (e.g. Clarendon, Sherman and McKinley Elementary) and health care organizations such as Shanti and Women in Healthcare Technology.

Given their enduring presence in Pacific Heights and the Castro and their commitment to quality, affordable food and community engagement, I strongly believe that La Mediterranee would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

A handwritten signature in black ink, appearing to read "Rafael Mandelman".

Rafael Mandelman
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
La Mediterranee		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Levon Der Bedrossian		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2210 Fillmore Street San Francisco, CA 94115		((415))235-6864
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.cafelamed.com	La Mediterranee Fillmore	La Mediterranee Fillmore

APPLICANT'S NAME	
Vanick Der Bedrossian	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Part-owner	
APPLICANT'S ADDRESS:	TELEPHONE:
Same	
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0913071	—

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2210 Fillmore Street	94115	1979
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1979-present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
288 Noe Street	94114	Start: 1981
		End: present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1624 Powell Street	94133	Start: 2011
		End: present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2936 College Ave, Berkeley	94705	Start: 1982
		End: present

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Name (Print):

Date:

Signature:

VANICK DER BEDROSSIAN

12/13/18



LA MEDITERRANEE

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.

Levon Der Bedrossian opened La Mediteranee ("La Med") in 1979 at 2210 Fillmore Street with the goal of serving good food in a pleasant environment, with warm and friendly service. His Mid-East and Mediterranean cuisine was inspired by his Armenian and Lebanese family recipes. It remains the founding and headquartered location to this day.

During that era, Mediterranean cuisine was relatively unknown in the United States. San Franciscans were nonetheless curious to discover exotic Middle Eastern dishes such as lamb lule, hummus, pomegranate chicken and falafels, and the restaurant was a success from day one.

Levon opened the Castro location at 288 Noe Street in 1981, followed by the Berkeley location at 2936 College Avenue in 1982. He is still actively working at all locations, aided by his son Vanick (since 2007) and long-time partner Alicia Vanden Heuvel (since 1997). They opened their catering kitchen in North Beach in 2011 (1624 Powell Street) to help manage the growth of their catering business.

La Mediteranee is known for original recipes and healthy cooking techniques. Our food is made from scratch daily using the freshest and finest ingredients. We work with local purveyors, and fresh produce is of utmost importance. Our staff serves our customers with care and warmth. Good service is an essential ingredient in the dining experience. Our service is always attentive while remaining informal.

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

All the locations have been running continuously since opening.

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

All the locations are family owned and operated. Levon Der Bedrossian and his son Vanick Der Bedrossian are the two family members working together to keep the business going.

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

An ownership history of La Mediterranee is as follows:

1979 to Present: Levon Der Bedrossian

2007 to Present: Levon Der Bedrossian and Vanick Der Bedrossian

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.

Not applicable.

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 buildings at 2210 Fillmore Street and 288 Noe Street are classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act. The 2210 Fillmore Street location boasts some noteworthy architectural elements. The restaurant's art-deco front door and stained glass "Le Billet Doux" window are original and of historical significance. The restaurant was a postcard shop back in the mid-1900s. "Le Billet Doux" is French for a love letter.

CRITERION 2

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

La Mediteranee has contributed to San Francisco and the historic Fillmore Street, Castro, and North Beach districts in many ways. The management team strives to uphold the restaurant's motto, "the smallest things make the biggest differences!"

The Middle Eastern and Mediterranean cuisine is inspired by Armenian and Lebanese family recipes. Each dish is made from scratch daily, using only the finest spices and freshest ingredients.

Patrons of the La Med restaurants tell the management team about their many joyous experiences at the restaurants. Some met their husband or wife on first dates at our restaurants, only to return regularly over the years with their children and grandchildren. Others speak to the unique energy in our restaurants. They are moved by the caring service, warm ambiance, and delicious food. Many say that we are a rare restaurant that remains the

same in a vastly changing city. They tell us it is comforting to see us remaining in operation over all of these years.

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

Our Castro location has consistently supported numerous LGBTQ events such as the Frameline Film Festival, Dining Out For Life and the Comfort & Joy festival.

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

Consistently voted "Best Middle Eastern" and "Best Mediterranean" in the Guardian and SF Weekly, locals and visitors alike find the budget-friendly café a place they can return to time and again for the comfort of a warm, delicious meal and a bright and friendly smile. Here is a partial list of awards:

Best of the Bay Winner, *San Francisco Bay Guardian*

Best Middle Eastern Restaurant 2014, 2013, 2011, 2010, 1997, 1996

The Best Restaurants in America, *Where the Locals Eat*

Best Middle Eastern Restaurant 2009

Best Mediterranean Winner, *The Examiner*

Best Mediterranean Restaurant 2018

Best Middle Eastern Restaurant, *Zagat, San Francisco Bay Area Restaurants Guide*

Best Middle Eastern Restaurant 2009, 2003

First Place, *The Jewish News Weekly of Northern California*

Best Middle Eastern Restaurant 2006

Best of San Francisco, *SF Weekly*

Best Middle Eastern Restaurant 2005

Certificate of Honor, *Board of Supervisors, City and County of San Francisco*

Recognition of Distinction and Merit, Levon Der Bedrossian 2004

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

No.

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

We are a family business, and we feel grateful to have a team of caring and dedicated staff. We strive to take care of them by offering bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules. We are an exception in the restaurant industry, investing time and resources to make sure our staff can build a lasting professional career with us. This is part of our business ethos. By investing in our staff, they work with more passion, which in turn benefits the business.

La Mediterranee has consistently been involved with charities, donating food for non-profits and cultural organizations throughout the last 40 years. A few organizations that La Med has supported are: KQED, the San Francisco Film Festival, KALW, Golden Thread Productions, the Cutting Ball Theatre, the Jewish Film Festival and many more. We donate to fundraisers for various schools in San Francisco such as Clarendon Elementary, Sherman Elementary, McKinley and the Glen Ridge Cooperative. We also regularly donate to health care nonprofits including Shanti and the Women in Healthcare Technology organization.

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

Our locations serve a diverse community made up of people across the socioeconomic spectrum. Since our cuisine is healthy, homemade and reasonably priced, we attract residents with less means looking for a special dining experience where they get enjoy good service at bargain prices. Others come more often, relying on us for a quick bite or to take food home to their families.

While many of our patrons are over 50 years old, we are also attracting a younger demographic thanks to our wide offering of vegan, gluten-free and healthy dishes.

Our Noe Street location has been proudly to serving the diverse Castro community over the last few decades.

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

The 2210 Fillmore Street location boasts some noteworthy architectural elements including the art-deco front door and stained glass "Le Billet Doux" window. Additionally, there are a number of copper panels made by the artist Carlos Basanta, who was a regular patron at La Med when he was living in San Francisco. Levon purchased these from the artist in the 1980s. Also, there are two bamboo mermaids hanging from the ceiling made by a local San Franciscan artist named Kent (surname unknown). Finally, the signage for the restaurant is a sand-blasted wooden panel made by a local artist named Trong Vu, who was amongst the first servers at La Med back in 1979.

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

The San Francisco community would greatly suffer if La Mediterranee were to disappear. La Med remains one of the rare bargain full-service restaurants in town serving up fresh, healthy and homemade Mediterranean specialties. Regular patrons often tell us about memories and life stories that happened in our restaurants. In today's turbulent economic climate, we remain a special place that has not changed very much over the years, and yet remains popular and loved by the San Francisco community. Our catering services have allowed us to be part of many joyous gatherings in San Francisco for many decades. We cater weddings for budget-conscious couples, conferences, parties and gatherings of all kinds for San Francisco residents.

CRITERION 3

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

La Mediterranee has always strived to provide homemade, healthy comfort food to the San Francisco community. Our service is always attentive while remaining informal. Our food is made from scratch daily using the freshest and finest ingredients. Since day one, we have been committed to taking care of our employees. We have many amongst our kitchen staff who have been with us for over 30 years, and a number of servers who have been greeting our customers since the 1980s.

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)

We strive to maintain the original recipes and healthy cooking techniques that define our restaurant. Our food is made from scratch daily using the freshest and finest ingredients. Ensuring we work with local purveyors and fresh produce is of paramount importance. Also, we strive to train our staff to serve our customers with care and warmth, as we believe that service is an essential ingredient in the dining experience. Our service is always attentive while remaining informal.

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.).

La Med has worked to preserve and maintain all the unique physical features at its locations. The 2210 Fillmore Street location boasts the original sand-blasted wood signage, which we had resurfaced and repainted rather than replaced. The art deco door custom-cut glass portion was shattered in a burglary a few years ago. Again, we chose to replace it with a matching piece of glass rather than replace the door with something more standard. The stained glass is regularly cleaned and maintained to ensure it is not corroding. We have called upon the artist named

Kent who made the mermaids so he could touch up portions of the artwork that had frayed over the years.

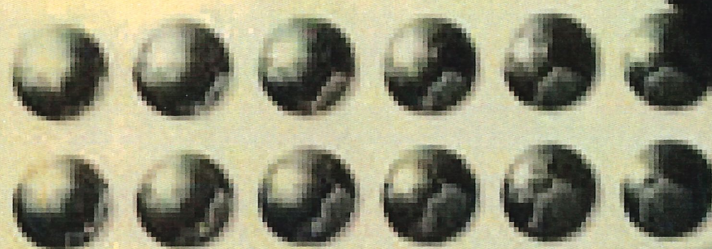
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art 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.

Not applicable.

LEBANESE
KAFTA

ARMENIEN

Potato
Salad





Fullmore



EILEEN
FISHER

EILEEN FISHER

la mediterrane

TEDOZEN YOGURT

2208





Café

la Méditerranée

la Méditerranée

DOM

la
Méditerranée



2210

SPECIALS

SALMON CAKE SALAD

\$11.95

LAMB KEFTA KEBAB

\$12.75

Rosewater Lemonade

\$2.95

Gift Card Available !!

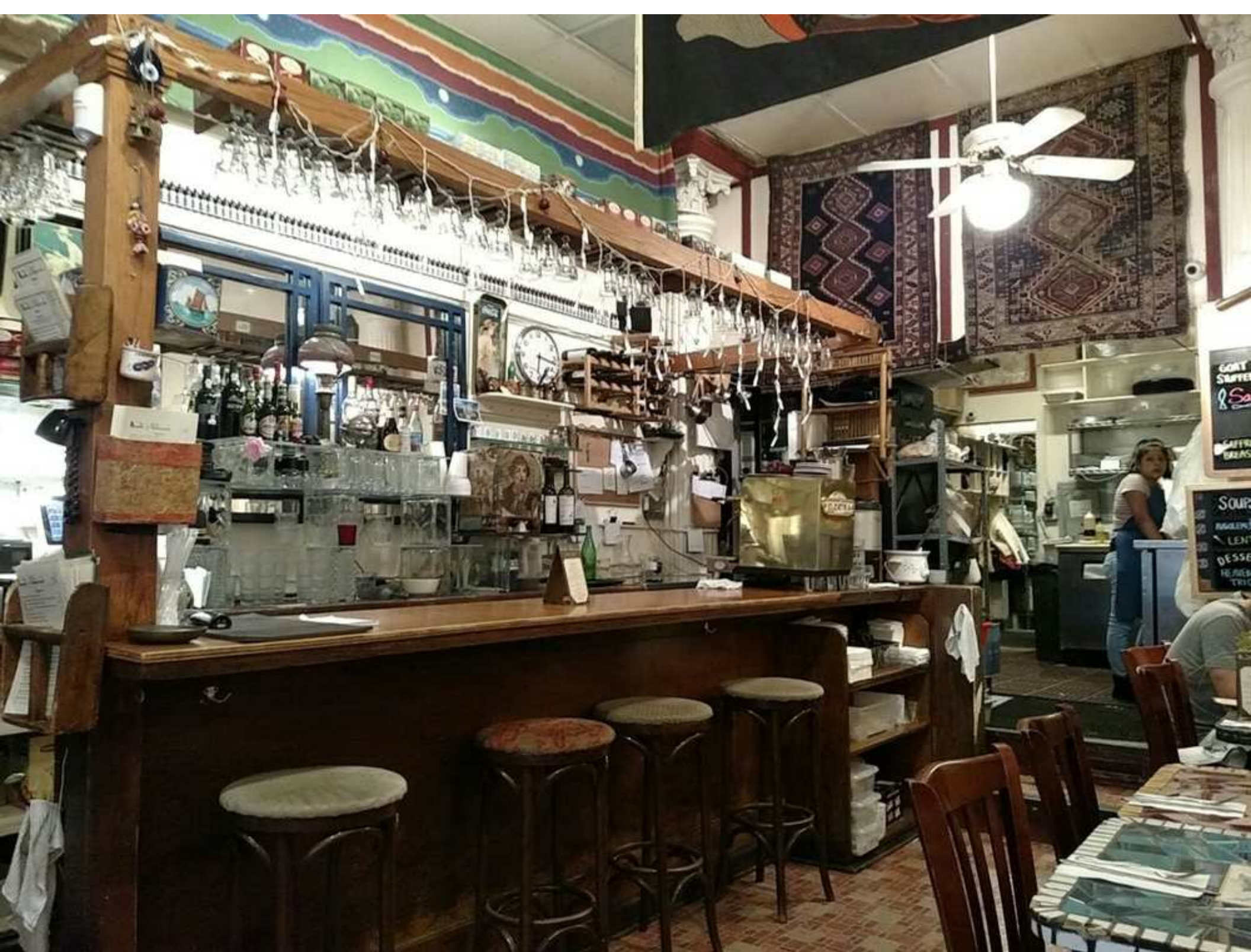
SOUP *du jour*

LENTIL

AVGOLE MONO







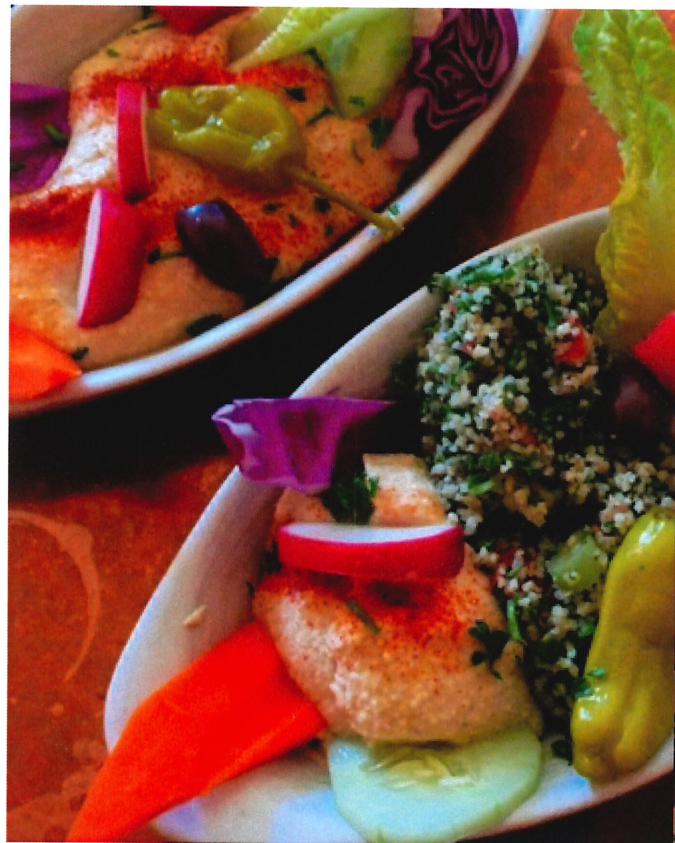




Fillmore
stained glass







Noe

Noë



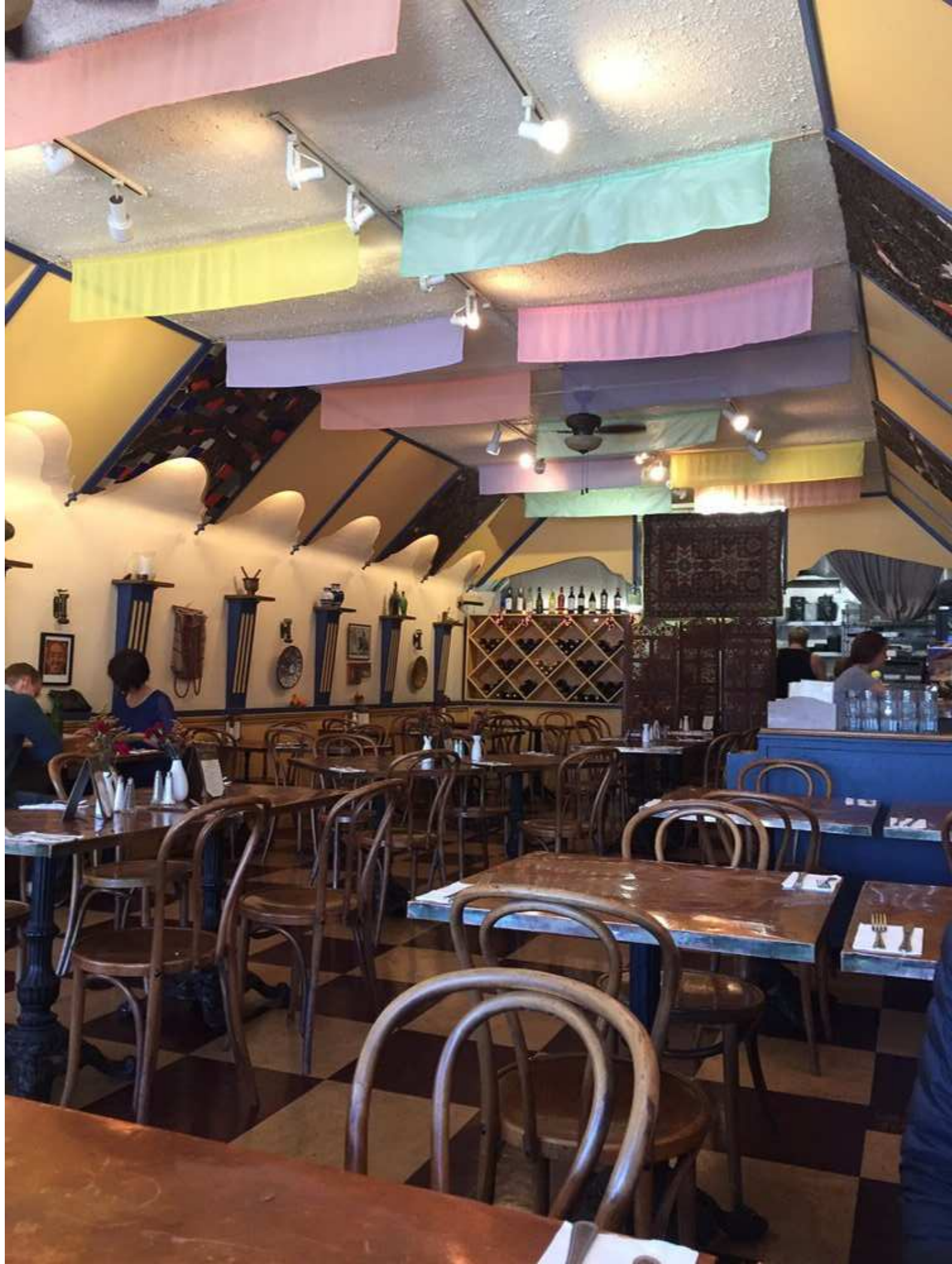


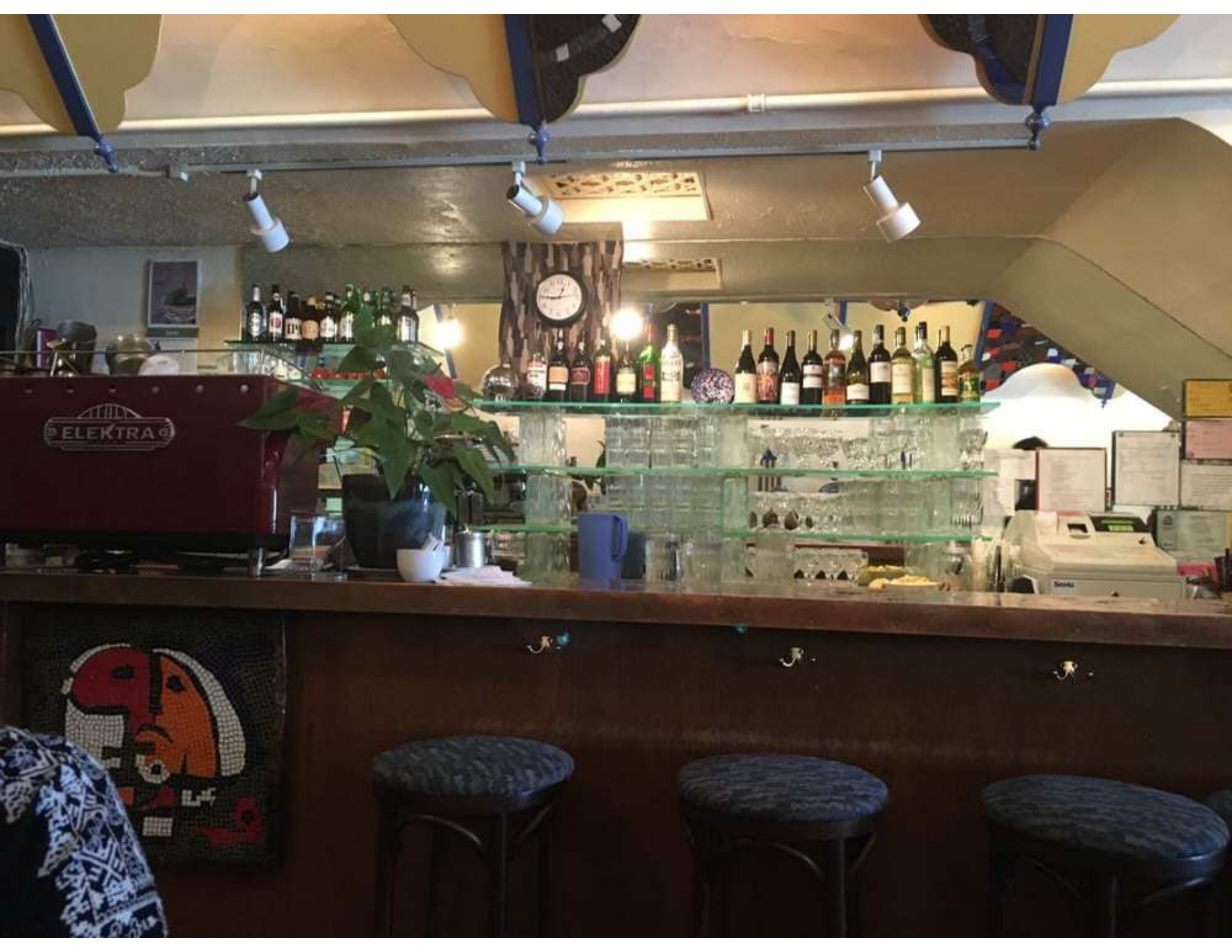


la
Méditerranée



Café





Powell



Powell





Hot Entrees

Served Hot in a Baking Pan

- Chicken Kebab Platter (gf) - of chicken marinated & grilled with ve
- Chicken Pomegranate Platter (f) - boneless, sliced chicken marinated & l our tangy homemade pomegranate sau
- Lebanese Kibbeh Platter - ainably raised, lean ground beef & cracked wh
- Combination - choose from a one item (serves 2) small (serves 2) medium (serves 2) large (serves 2)

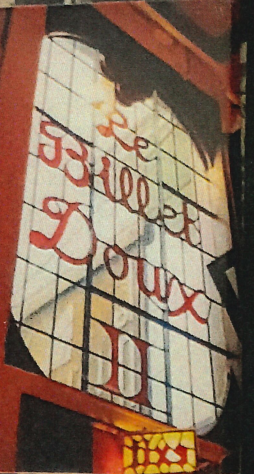
Guest Number	Date	Amount	Guest
			03907

Salads

with our house made vinaigrette. Vegan tahini dressing available.

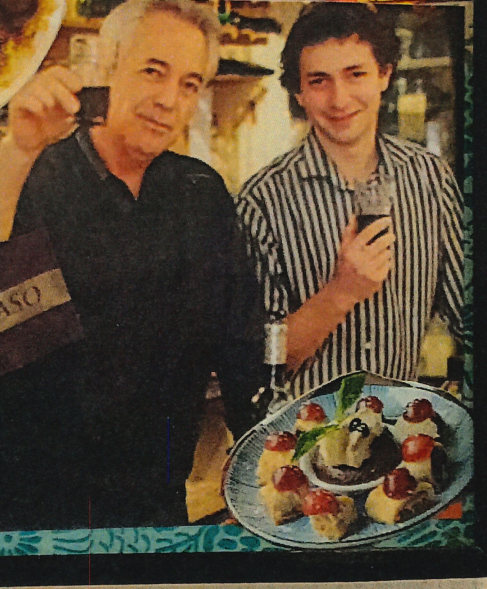
- Organic Mixed Greens, Cucumber, Tomato & a sprinkle of Feta Cheese 7.50
- Organic Mixed Greens, Cucumber, Tomato & Feta Cheese topped with Tabuloh 11.50
- Organic Spinach with Walnuts, Onion, Tomato, Feta & Egg small 8.50 large 11.50
- Salad - Tomatoes & Cucumbers tossed with Olives, Herbs & Feta 10.50
- Spiced with Red Bell Pepper, Herbs, Lemon Juice, Olive Oil over Greens, with Tomato, Cucumber & a sprinkle of Feta Cheese 11.50
- Hummus, Baba Ghannoush, Tabuloh, Armenian Potato Salad, 12.50
- Mixed Greens & Organic Salad Greens with Feta Cheese 12.50

la mediterranee



caviar

PASO A PASO





Appetizers

<i>Combination</i> – Hummos, Baba Ghanoush & Tabuleh	7.95
<i>Large Combination</i> – Hummos, Baba Ghanoush, Tabuleh, Dolma, Feta Cheese & Olives.	11.75
<i>Hummos, Baba Ghanoush, Tabuleh or Dolma</i> each	7.50
<i>Djajiki</i> – Cucumber Yogurt Dip & <i>Harissa</i> – Tomato, Walnut, Roasted Red Pepper Dip served with Pita Chips.	8.50
<i>Falafel Appetizer</i> over Greens with Tahini.	7.50
<i>Warm Kalamata Olives & Feta Cheese.</i>	6.95
<i>Side of Pita Chips or Side of Fresh Veggies</i>	3.50

Soup du Jour

<i>Avgolemono</i> – Traditional Greek Lemon Chicken and Rice Purée cup 4.95 bowl 6.50	
<i>Vegetarian Soup du Jour</i> – See our Daily Selection cup 4.95 bowl 6.50	
<i>Cold Cucumber & Yogurt Soup</i> cup 5.50 bowl 6.95	
<i>Soup du Jour & Small Green Salad</i> cup 11.25 bowl 11.95	

Salads

All salads come with our house tomato vinaigrette. Vegan tahini dressing available.

<i>Small Green Salad</i> – Organic Mixed Greens, Cucumber, Tomato & a sprinkle of Feta Cheese	7.95
<i>Large Green Salad</i> – Organic Mixed Greens, Egg, Cucumber, Tomato & Feta Cheese topped with Tabuleh	13.50
<i>Spinach Salad</i> – A bed of Spinach with Walnuts, Onion, Tomato, Feta & Egg small 9.50 large 13.50	
<i>Armenian Tomato Salad</i> – Tomatoes & Cucumbers tossed with Olives, Herbs & Feta	12.50
<i>Lentil Salad</i> – Lentils tossed with Red Bell Pepper, Herbs, Lemon Juice, Olive Oil over a bed of Organic Mixed Greens, with Tomato, Egg, Cucumber & a sprinkle of Feta Cheese	13.50
<i>Salad Méditerranée</i> – Hummos, Baba Ghanoush, Tabuleh, Armenian Potato Salad, Lentil Salad & Organic Salad Greens with Feta Cheese	14.50
<i>Chicken Salad</i>	14.50
Skewer of Grilled Chicken over Organic Greens with Egg, Cucumber, Tomato & Feta Cheese	
<i>Fruit & Cheese Plate</i> – Seasonal Fresh Fruit & Cheeses. small 8.50 large 12.50	

Mediterranean Meza - \$21.50 per person (minimum two people, or more)

A tasting of 10 House Specialties including Hummos, Baba Ghanoush, Tabuleh, Armenian Potato Salad, Dolma Grape Leaves, Levant Sandwiches, Lamb Lule, Chicken Cilicia Fillo, Spinach & Feta Fillo, Chicken Pomegranate and Rice Pilaf.
Vegetarian or Vegan selection also available

Specialties

Served with Choice of Green Salad or Armenian Potato Salad or Cup of Soup du Jour

Middle Eastern Plate	16.75
Chicken Cilicia Fillo, Grecian Spinach & Feta Fillo, Levant Sandwich and choice of Lamb Lule or Chicken Pomegranate	
Vegetarian Middle Eastern Plate	16.50
Grecian Spinach & Feta Fillo, Cheese Karni Fillo, Dolma, Levant Sandwich or Falafel	
Chicken Pomegranate	16.75
Four Drumsticks marinated in Pomegranate Sauce, Baked with Wild Herbs, served over Rice Pilaf	
Chicken Kebab – Two Skewers of Marinated Chicken Grilled and served over Rice Pilaf.	16.75
Lamb Lule	16.75
Grass-fed Lean Ground Halal Lamb Meatballs with Parsley, Spices, Onions & Tomatoes over Rice Pilaf	
Lebanese Kibbeh – Lean Ground Beef & Cracked Wheat with Pine Nuts, Seasoned & Baked . . .	16.75
Saffron Chicken.	16.75
Sliced Halal Chicken Breast baked in a Saffron Lemon Sauce served over Rice Pilaf	
Falafel Sandwich	14.50
Crisp Falafel balls wrapped in Lavash Bread & grilled, served with Organic Greens & Tahini Sauce	
Chicken Shawarma Sandwich.	15.50
Spiced baked Chicken Sandwich, wrapped in Lavash Bread & grilled, served with a Cucumber Yogurt Sauce	
Quiche of The Day – Three slices of our Vegetarian Selection of the Day	15.50
Levant Sandwich	15.50
Four Vegetarian Lavash Bread Sandwiches with Herbed Cream Cheese and Fresh Vegetables	
Le Billet Doux –Combination of the Levant Sandwich and Quiche of the Day	16.25



la Mediterranee

Anoush Ella! (may it be sweet)

NO SUBSTITUTIONS PLEASE – We are happy to split the bill in maximum four ways – Not responsible for lost items
A 4% fee added for San Francisco Employer Mandates – 18% service charge added for parties of 6 or more

Fillo Dough Specialties (handrolled & baked)

Served with Choice of Green Salad or Armenian Potato Salad or Cup of Soup du Jour

Grecian Spinach & Feta – A delicious mixture of Spinach, Onions, Garbanzo & Feta Cheese

Chicken Cilicia – Cinnamon-spiced Chicken with Chickpeas & Raisins

Levantine Meat Tart – Lean Ground Beef with Spices served with a Tomato Onion Sauce

Cheese Karni – Stuffed with Melted Mozzarella and Feta Cheeses, spiced with Herbs & Onions

Any combination of four pieces – \$16.50

Desserts

Heavenly Trio – Baklava, Datil Amandra, and Chocolate Mousse 8.50

Datil Amandra – Dates & Nuts rolled
in Fillo, served warm 6.95

Muhalabiye – Rosewater-infused
Pudding with Pistachios 6.95

Pistachio Nest – in Flaky Fillo 6.95

Baklava – Walnuts in Layered Fillo 6.95

Crème Brulée 6.95

Chocolate Mousse 6.95

Vegan Chocolate or Fresh Lemon Cake . . 6.95

Hot & Cold Beverages

Organic Lemonade 3.50

Iced Tea 3.50

Coke, Diet Coke, Flavored Sodas 3.50

Sparkling Water. small 3.50 large 6.25

Apple Juice 3.75

Milk. 3.75

Selection of Teas 3.50

Moroccan Sweet Mint Tea (hot or iced) 3.75

Middle Eastern Coffee 5.50

Espresso single 3.50 double 4.95

Cappuccino 4.95

Café Latte 5.25

Café Mocha 5.50

Hot Chocolate 4.95

House Coffee 3.50

Beer & Wine

Kotayk (Armenia) – **Mythos** (Greece) – **Almaza** (Lebanon) **Stella Artois** (Belgium)

Anchor Steam (San Francisco) 6.50 each

House wine – Burgundy or Chardonnay glass 7.95 1/2 litre 19.00 litre 32.00

Retsina – Greek White Table Wine aged in Pine Barrels glass 8.95

La Méditerranée Sangria glass 8.50 1/2 litre 19.00 litre 35.00

– Please see our Wine List for Specials by the Glass –

INSIDE SCOOP SF

GUIDES

La Mediterranee takes over Curly's Coffee Shop in North Beach

By **Paolo Lucchesi** on October 30, 2012 at 12:56 PM



0

Curly's into La Med.

Some North Beach folks mourned the loss of **Curly's Coffee Shop** earlier this year, but there's already some action at the defunct Powell Street storefront.

Popular Middle Eastern joint **La Mediterranee** has staked a claim to the space, with the hope of opening its fourth Bay Area location (the others are on Fillmore, on Noe and in Berkeley).

Vanick Der Bedrossian — whose father Levon founded La Mediterranee in 1979 — says that they will use the North Beach space as a catering kitchen, since they've outgrown catering capabilities at their tiny Fillmore location. They also want to open it as a restaurant, or even just a deli counter, but the city — not the ABC — has proven to be a roadblock in getting a liquor license in the earlygoing. Der Bedrossian says that the space is not zoned for a liquor license, and that it would be difficult to be open for dinner without one.

"We haven't started the appeal process, but we are going to look into it," he says. "Even for tenants in good standing, they have no explanation for why."

La Med: 1624 Powell St, between Green and Union; cafelamed.com

The Castro's La Mediterranee Turns 35 Today



Photos: Alisa Scerrato/Hoodline

Fri. September 9, 2016, 2:21pm

by Alisa Scerrato

@editcatsf (<http://twitter.com/editcatsf>)

website

(<http://editcatsf.blogspot.com/2016/04/editcat.html>)

Neighborhoods

Castro (</neighborhoods/castro>)

Today marks La Mediterranee (<https://www.cafelamed.com/>)'s 35th anniversary in the Castro. The restaurant at 288 Noe St. opened its doors on September 9th, 1981, as an expansion from its original location at 2210 Fillmore.

Hoodline sat down with co-owner Ellen Sinaiko, who has been with the business since day one. Sinaiko first moved to San Francisco in 1977, when she rented a studio for \$165 a month. In 1981, she trained for a single day at the Fillmore location before opening the Castro restaurant.



Ellen Sinaiko on the sidewalk patio.

"When you stay on the same corner for 35 years, it's natural that you just say to yourself, 'This area used to be so different,'" Sinaiko said. In the restaurant's early years, the AIDS crisis was at its height, and La Mediterranee lost countless friends and customers.

"It was a horrible time," said Sinaiko, "but there was also so much love. Out of something so devastating, the best came out of the community."

While the Castro struggles these days with the rental crisis and businesses coming and going, Sinaiko believes it's still a fun and vibrant neighborhood. "I try not to be grumpy about it," she said. "Yeah, rents are horrendous, and not a day goes by that people don't have the 'rent talk.' Things have changed—the neighborhood might have more of a mix than it used to, but it's still great when an old customer comes back and we talk about what the neighborhood used to be like back in the day. The Castro is still the Castro."

These days, her biggest challenge is holding onto front-of-house staff, due to the high cost of living in the city. "We used to have servers that stayed for 10 to 15 years, but that's not the case anymore," she said, noting that her kitchen staff has been more long-term and consistent.



The restaurant's interior.

As with all the La Mediterranee restaurants (there are also locations on Powell Street and in Berkeley), La Mediterranee Castro makes all its food fresh. The menu comes from partner Levon Der Bedrossian, whose roots are Lebanese/Armenian; the recipes are largely his grandmother's. Mike Levy, a New Yorker with a Middle Eastern background, is the third partner, and he runs the kitchen side of things.

The top selling items are the Middle Eastern plate and the hummus, which Sinaiko says is "pretty darn popular."



The Salad Mediterranee.

All the desserts are also homemade. Lana Nazarro, Levy's wife, started out working at La Mediterranee as a waitress, but over the past few years, she's become the baker for all the desserts—and bagels for Sunday brunch.

Sinaiko says they don't have huge plans for their 35th anniversary, although they did have a big party for their 25th. "We might high-five each other and say, 'Can you believe it?'"

[SF Insider](#) > [neighborhood food](#) > What Are Some of the Best Restaurants Near the Duboce Triangle in San Francisco?

What Are Some of the Best Restaurants Near the Duboce Triangle in San Francisco?

By **SF Insider**



Bordered by Castro Street, Duboce Avenue, and Market Street, **Duboce Triangle** is a small residential neighborhood in San Francisco. Despite its small size, this quiet neighborhood has plenty of restaurants nearby that offer diverse culinary options. Here's a look at some of the best restaurants near Duboce Triangle.

Related Articles

- 1 What Are Some of the Best Restaurants Near the Duboce Triangle in San Francisco?
- 2 Where Are the Best Places to Head for a Forest Knolls Dinner?
- 3 Where Can Diners Find a Great Crocker-Amazon Lunch?
- 4 A Little Russia Breakfast: Is There Any Better Way to Greet the Day?

La Mediterranee

La Mediterranee is a casual restaurant that serves a variety of Middle Eastern-Mediterranean dishes in a space with a cafe-like atmosphere. Recognized as the best Mediterranean and best Middle Eastern restaurant in the Bay Area, La Mediterranee's menu is mainly inspired from secret Lebanese and Armenian family recipes, which are recreated at the

restaurant from scratch using only fresh ingredients from local markets. Diners can start their meal with a large combination platter of feta cheese, dolma, tabouleh, baba ganoush, hummus and olives. For those soup lovers, they can start with options like avgolemono, a traditional Greek soup made with cold cucumber and yogurt soup or lemon chicken and rice puree. For the main course, diners can try a

house specialty such as the Levant sandwich, chicken kebabs or the chicken shawarma sandwich.

L'Ardoise Bistro

For those looking for a gourmet meal in the neighborhood, they can dine at **L'Ardoise Bistro**. This restaurant serves a variety of traditional French dishes in a small dining space with an intimate atmosphere. The restaurant has only 40 seats, so patrons are encouraged to make a reservation in advance. L'Ardoise Bistro is known for its excellent service and unique French dishes such as its pan roasted rack of lamb and duck confit.

Jasmine Garden Restaurant

Jasmine Garden is a Vietnamese restaurant known for serving a variety of delicious pho, a Vietnamese soup consisting of broth, rice noodles, meat and a few herbs. While not the neighborhood many would expect to find good pho, this Duboce Triangle restaurant will give diners the pick-me-up they have been looking for with some of the most delicious pho in San Francisco. All guests get their own plate of fresh basil, cilantro, mint and bean sprouts. They'll also get a large portion of their choice of meat to dump in the bowl. Diners can try the restaurant's spicy lemongrass-infused beef pho, called Bun Bo Hue, or its veggie pho infused with a flavorful punch.

Botellon

Located in the Castro district, this colorful restaurant offers stone heart pizzas, large-format neighborhood food and drinks in a dynamic, light-filled space with a 40-foot bar, banquettes, communal tables and lounge seats. It features modern rustic creations of California cuisine with Mediterranean flavors. It has a seasonal menu that offers a bold approach and variety in flavor. **Botellon** only uses fresh, locally produced, and organic ingredients. Diners can enjoy a small or large plate of house-made pasta, or a made-to-order pizza from its wood-burning stone hearth. The restaurant also offers a variety of cocktails, local and international wine and beer.

Suggest a correction

Fillmore
News

FOOD & WINE

Nearing 40, La Med Still a Work of Heart

BY SHELLEY HANDLER

IN THE VERY affordable 1970s, the Fillmore was home to working artists, including photographer Edmund Shea. Best known for his collaboration with conceptual artist Bruce Conner and his book covers for neighbor and acclaimed writer Richard Brautigan, Shea's work can still be seen in the neighborhood today.

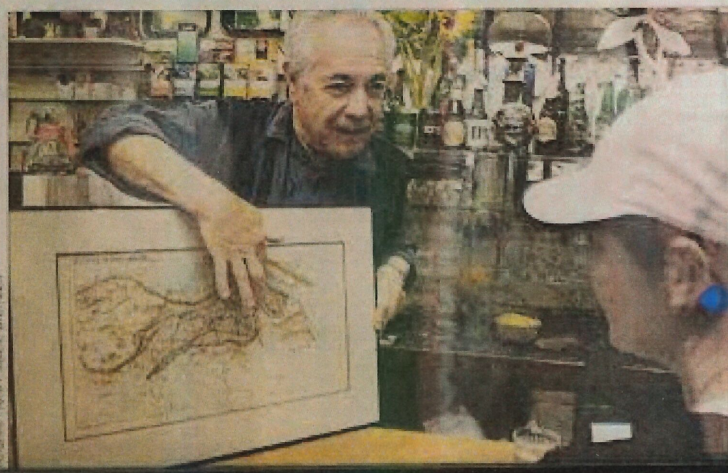
Approach La Mediterranee restaurant at 2210 Fillmore, and hanging just to the right of the door is a large framed photograph of a champagne bottle on ice, with OPEN splashed across it. On the reverse, the same bottle is shown upended in the ice bucket, with the message CLOSED directly below.

Though champagne might seem a bit upscale for this simple neighborhood spot, it reflects both Shea's quietly *bon vivant* lifestyle and owner Levon Der Bedrossian's desire for a place at once humble and indulgent. Shea moved easily between his artistic friends and San Francisco society, where his innate charm was not lost on the ladies. In its own way, La Mediterranee has the same cross-cultural ease — still, after almost 40 years, drawing a mix of creative locals and tony denizens of Pacific Heights.

Shea was a fixture at La Mediterranee's tiny bar, schmoozing with workers and customers and fueled by a steady flow of espresso. Der Bedrossian remembers Shea's high, infectious laugh and blue-eyed beam.

"You would hear that laugh across the room. He could talk with anyone, seemingly endlessly. He was a kind of neighborhood ambassador," Der Bedrossian says. "I was much more of an introvert, so I reached out to the neighborhood with my little cafe. It was both my business and my personal work of art. The first things I hung on the walls came from my apartment. This place has my sweat, my tears and my heart in it."

Shea brought me to the restaurant in its first year, 1979, and I was charmed by both the atmosphere and



La Mediterranee owner Levon Der Bedrossian (left) and the photograph by Edmund Shea that has been welcoming diners for

PHOTOGRAPHS BY AULIE BIEBER

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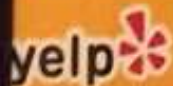
2017



1350
Reviews

Thank You
Friends!

JEREMY STOPPELMAN
CEO, YELP



"PEOPLE LOVE US ON YELP"

2017

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:

Levon Der Bedrossian

Thank you for making La Mediterranee a vital part of the culinary and civic life of San Francisco for the past 25 years.

The San Francisco Board of Supervisors extends its highest commendation and joins in your celebration of this joyous event.

Michela Alioto
Supervisor Michela Alioto
May 11, 2004



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-027
Business Name: Let's Do Wash Coin Launderette
Business Address: 3725 Balboa Street
District: District 1
Applicant: Kelin Huang, Owner
Nomination Date: January 20, 2019
Nominated By: Supervisor Sandra Lee Fewer

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

3725 Balboa Street from 1996 to Present (23 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____ ☒ Yes _____ No

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: The landlord recently indicated his intention to raise the rent by 50% when the lease term ends on February 29, 2020. The rent increase will force the business to close. If not included on the Legacy Business Registry, Let's Do Wash Coin Launderette, which has contributed to the identity of the Outer Richmond neighborhood, faces a significant risk of displacement.

DELIVERY DATE TO HPC: January 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors,
District 1



City and County of San Francisco

SANDRA LEE FEWER
李麗嫦 市參事

January 20, 2019

Dear Director Regina Dick-Endrizzi:

I write with the distinct pleasure of nominating the Let's Do Wash Laundromat to our Legacy Business Registry. Let's Do Wash is one of the few authentic coin laundrettes remaining within the Richmond District, offering its affordable services while serving as a community gathering space for members of the community.

Let's Do Wash is a small, family-owned and operated business which traces its roots in the Outer Richmond back to the 1990s. In addition to reliable cleaning and drying, the laundromat boasts a 3,000 square foot property and is home to a tranquil garden, art studio, movie screening space, and flexible space for social and community events. Let's Do Wash also doubles as a unique art space for local painters to put their pieces on display functioning as a gallery space. The owners offer a special residency program which professional artists can apply for, and host arts and crafts classes for younger students. Rooms in the back of the store are often used to hold community meet-ups, facilitate board game interactions and for individuals to develop and explore an interest in computer graphics. Thanks to its tremendous contributions to the Richmond District, the business has earned regular customers and patrons of all age groups and diverse backgrounds.

While appearing as a traditional laundromat on the outside, this space functions truly as an arts oasis on the inside. This space is truly a unique community asset, and would be a wonderful addition to the City's Legacy Business Registry.

Sincerely,

Sandra Lee Fewer

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415)
554-7410 Fax(415) 554-7415 • TDD/TTY(415) 554-5227 • E-mail: Sandra.Fewer@sfgov.org

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Let's Do Wash Coin Launderette		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Wei Huang Kelin Huang		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3725 Balboa St San Francisco, CA, 94121		(415)970-9988
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Kelin Huang	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
3725 Balboa St San Francisco, CA, 94112	415+970-9988
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0957473	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3725 Balboa St	94121	11/01/1996
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	to current	

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

kelin huang 11/23/2018

Kelin Huang

Name (Print):

Date:

Signature:

LET'S DO WASH COIN LAUNDERETTE

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.

Let's Do Wash Coin Launderette ("Let's Do Wash") traces its humble beginnings to November 1, 1996, when a German immigrant couple, Ivar L. Hoftvedt and Dolores Shiu-Hoftvedt, decided that the sleepy and quiet Outer Richmond district could be better served with a laundromat, perhaps because there were no laundromats or few laundromats in the neighborhood at the time.

They opened a relatively large laundromat – nearly 3,000 square feet – at 3725 Balboa Street featuring about 30 washers and 30 dryers. The laundromat opens at 5:30 a.m. and closes past 11:00 p.m. to accommodate a wide variety of customers' schedules. The couple were renowned for installing boom boxes throughout the laundromat that played classic Elvis tracks, and the laundromat became a gathering place for classic music enthusiasts.

In 2007, current owners Wei and Kelin Huang took over the business. Wei and Kelin continued the creative trend at Let's Do Wash by accentuating the space with fine art. They transformed the laundromat into an art gallery featuring 40 paintings they have collected over the years.

Recognizing the dearth of art space in the neighborhood, they then opened a studio space and residency program for professional artists. The space is around 500 square feet. It and the main laundromat have served as a co-exhibit space for exhibits the owners have organized.

With the tasteful setup and décor, some of the artists exhibiting their work naturally gravitated towards furthering their creations in the studio space. Artists submit applications to Wei and Kelin and include their background and samples of their work. What type of art do they want to create? Will it require tools or other equipment? How will the art be curated and, if it's one large piece, stored and transported? Is the artist a professional or a hobbyist? What is the theme and underlying message the artist wants to convey? The artist must answer all of these questions and demonstrate dedication and a level of trust so the owners can entrust the space to them and do scheduling without conflicts.

Let's Do Wash also features a garden and a large screen movie wall. The garden is a transformation of a backyard previously used for junk storage. Gradually over the years, the junk has been cleaned up and replaced with small plants. In the most recent renovation, an artificial lawn was installed over the concrete floor, and a cubical meditation structure installed. Inside, Let's Do wash has high ceilings. The owners installed a 10-foot-by-10-foot movie screen

and purchased a high-powered projector. Classic movies such as Gone with the Wind and The Good Life are shown during holiday seasons.

Over the years, the owners worked hard to keep the business going through the dot-com crash of 2000-2002 and the Great Recession of 2007-2009. The current economic bubble has proven to be even more challenging. The landlord recently indicated his intention to raise the rent by 50% when the lease term ends on February 29, 2020. The rent increase will force the business to close. If not included on the Legacy Business Registry, Let's Do Wash Coin Launderette, which has contributed to the identity of the Outer Richmond neighborhood, faces a significant risk of displacement.

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

Let's Do Wash Coin Launderette has not ceased operations since it was established in 1996.

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

Let's Do Wash Coin Launderette is a family-owned business, described here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. The current owners are married couple Wei and Kelin Huang.

The owners have a son, Changbo Huang, an “avenue kid” who grew up in the Sunset and Richmond districts. Bo studied at UC Berkeley and pursued a career in the computer games industry, thus combining his interests in computer graphics technology with artistic influences from his parents. Having worked for over six years as an engineering scientist in the Mid-West, he returned to San Francisco and has taken on an increasing share of keeping the business operating.

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

Let's Do Wash Coin Launderette was founded by Ivar L. Hoftvedt and Dolores Shiu-Hoftvedt in 1996. In 2007, they sold the business to Wei and Kelin Huang, who are the current owners.

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.

Let's Do Wash Coin Launderette has on file copies of the rental lease and copies of tax documents obtained by title companies, which demonstrate the existence of the business for the required number of years to be eligible for listing on the Legacy Business Registry.

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 3725-3729 Balboa Street 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.

Let's Do Wash Coin Launderette contributes to the identity of the Outer Richmond in multiple ways.

First, Let's Do Wash provides a much-needed resource for the Outer Richmond neighborhood. According to an article in Hoodline titled "Trend Analysis: San Francisco Is Losing Its Laundromats" on May 25, 2017, laundromats across San Francisco are shuttering. Between 1966 and 2016, there has been an 82% decline in the number of laundromats in San Francisco, and residents are having to travel farther and farther to find a coin-operated laundromat. Whether you love it or hate it, you need to do your laundry, and not everyone is lucky enough to have an in-unit washer and dryer or a laundry hook-up in their building. Residents who live in older, often rent controlled buildings that cannot support the necessary hook-ups for washers and dryers, whether because of decrepit plumbing or inadequate ventilation, are the ones who can't wash their clothes in their homes. They rely on affordable neighborhood laundromats like Let's Do Wash Coin Launderette.

Second, Let's Do Wash is a studio space for artists. The back of the laundromat was originally for wash and fold. In recent years, it has been converted to a 500-square-foot studio space where artists can create works of art.

Third, the laundromat serves as an art gallery. Between the art studio and the laundromat itself, there is 3,000 square feet of exhibit space for artwork. Artists wishing to display their work should get in contact with the Let's Do Wash owners and submit samples of their work. There will be a discussion about the overall theme, if applicable, and the duration of the show such as a weekend showing or longer. Logistics to be determined include who will hang the artwork, responsibility for loss and damage, sale of the artwork and opening receptions. The laundromat has hosted art from the American Society for Contemporary Chinese Paintings and the San Francisco Museum of Art, two local art groups. Some artists have donated work to be displayed. The work is usually grouped by likeness or theme, and refreshed seasonally.

Fourth, the laundromat serves as a community space for community groups to play games and watch movies. Some laundromat customers, once they became aware and acquainted, have organized gaming and movie meetups to play board games and video games and watch movies.

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

Let's Do Wash Coin Launderette hosts the American Society for Contemporary Chinese Paintings, an art organization hosting multiple international art exhibits. Art exhibits are often co-hosted in this location.

The San Francisco Museum of Art has used the space as a co-exhibiting location in commemoration of the 150th anniversary of the transcontinental railroad. San Francisco Museum of Art is an art website that organizes virtual and physical exhibits.

Let's Do Wash Coin Launderette has been part of San Francisco Open Studios in which artists in different neighborhoods welcome the public into their studios and exhibit spaces to share their artwork.

Let's Do Wash was the filming location of a planned Nike commercial. When the laundromat was first taken over by the current owner, a video producer approached and asked for permission to film the space. He mentioned he would like the location to be used as the backdrop of a Nike commercial. So that became the first anecdote of this laundromat. Ultimately, the owner did not get a copy of the video.

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

Let's Do Wash Coin Launderette has not been featured in any business trade publications, media or historical documents.

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

The business is not associated with a significant or historical person.

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

The owners have over the years incrementally furnished the laundromat into an art space, allowing interested persons to host classes and seminars to teach the community what they are passionate about. The storefront, instead of advertising the laundromat itself, has six tall display cases displaying arts and craft pieces.

Additionally, the art space functions as a studio space for visiting artists to create their art. Some of which have been donated to the laundromat and are prominently displayed throughout the laundromat.

The laundromat also provides space for fun and games. Interested persons can host board game nights and movie nights at Let's Do Wash. By opening the doors to gamers and movie enthusiasts for hosting, the space serves the neighborhood community at large.

The garden is a section of Let's Do Wash Coin Launderette that complements the whole. It, along with other aspects of the laundromat, form a unique experience that people don't usually expect. Customers are often surprised when they discover the garden. It adds another dimension to all the activities supported by the laundromat.

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

The typical customer ranges from long-time customers to new customers, from students to working folks. Most customers reside in the blocks surrounding the business in the Outer Richmond neighborhood.

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

The owners are proud that there are few, if any, laundromats like Let's Do Wash Coin Launderette in the city or even the Bay Area. There are arts and crafts featured throughout the space, artist studio space, an outside garden with tree stump seats on grass aligned with bamboo plants and even a movie wall.

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

If Let's Do Wash Coin Launderette were to shut down, San Francisco will lose a unique and styled laundromat and art gallery that adds character to the city. The served community and hosted artists in residence would be evicted. The loss of this oasis for the arts would contribute to the ongoing damage that is being done to the lifestyles and traditions that made San Francisco renowned in the first place. With each longstanding business lost, San Francisco is becoming less unique and less weird. The ongoing housing crisis and the flight of artists has sterilized the city.

CRITERION 3

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

The Let's Do Wash Coin Launderette is a medium- to large-sized laundromat in the Outer Richmond district. With close to 60 different machines in approximately 3,000 square feet of space, it has weathered the dot-com boom and bust and the financial crisis of the 2000s. Unlike

many other laundromats, it has tall ceilings with skylights, enjoyed by many customers. The owner has built upon the tall walls into a large communal movie wall and gallery space. Customers can sit in one of three nooks/corners, each adorned by arts and crafts in a bohemian atmosphere. For those creative types who want to share, the dedicated art space in the back is adorned with fine art and cultural artifacts, a team room and studio space. The team room is a corner of the art studio that's been set up with wooden table and chairs, and tea serving equipment. It adds an additional level of finesse that artists tend to gravitate toward. In addition, the laundromat owner has renovated what was once a junkyard of old machine parts and garbage into a Zen garden adorned with grass and sculptures.

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

The laundromat business is relatively static in its form, varying only in machine brands and payment types. In addition to certain modern conveniences, such as machines accepting e-payments, the owner has kept many machines dating back to the 1980s, both as a testament to the classic era of laundry machines and to provide continued service to the customers who believe "they just don't make laundry machines like they used to."

The heavy arts focus is also a growth and invention from this relatively monolithic and at times bland business. Not just a meaningful and pragmatic way to support the arts, the business model accentuates a participatory presence with the community. Centered around the uniquely furnished interiors and art space/studio, the owners want to provide the means for creative types to spread their creative energies virtuously, especially as a thank you for their continued patronage.

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 Let's Do Wash sign has been the same throughout the past few decades.

Historically, the laundromat has reserved the back room as a meeting area. Instead of closing off the space to make way for a wash & fold or dry cleaning business, the current owners created an art space.

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 is available showing the business has been a laundromat since it was established in 1996.



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Let's Do It
COIN LAUNDRER

PURUSH
STUDIO



Let's Do Wash Laundromat & Art Space
3725 Balboa St
San Francisco, CA, 94112

Who we are

The Let's Do Wash laundromat traces its history to the 1990's, serving the Balboa neighborhood in San Francisco. With close to 4000 square foot, it boasts an art studio, garden, gathering space, and even a large movie screen, all made hand by hand over the years by the current owners Kelin and Wei Huang.

Our cause & motivation

As artist themselves, over the years they have witnessed the unfortunate flight of the arts away from our city. To counteract this trend, they have elected to forego the profits of expanding their business, but to contribute their own laundromat space as an art space serving the community.

Why we need the Legacy program

Over the years we have worked hard surviving the first internet bubble, and subsequent financial crisis. Currently, our landlord has indicated his intention to raise the rent by 50% as the lease term ends, which will force us to close, absolving the community we have built up. Hence we earnestly beseech the city government to save this laundromat and community space through the Legacy program, to continue our community building features below:

Fine art:

Recognizing the dearth of art space, the space serves as a studio space and residency program for professional artists if they apply, and exhibit space



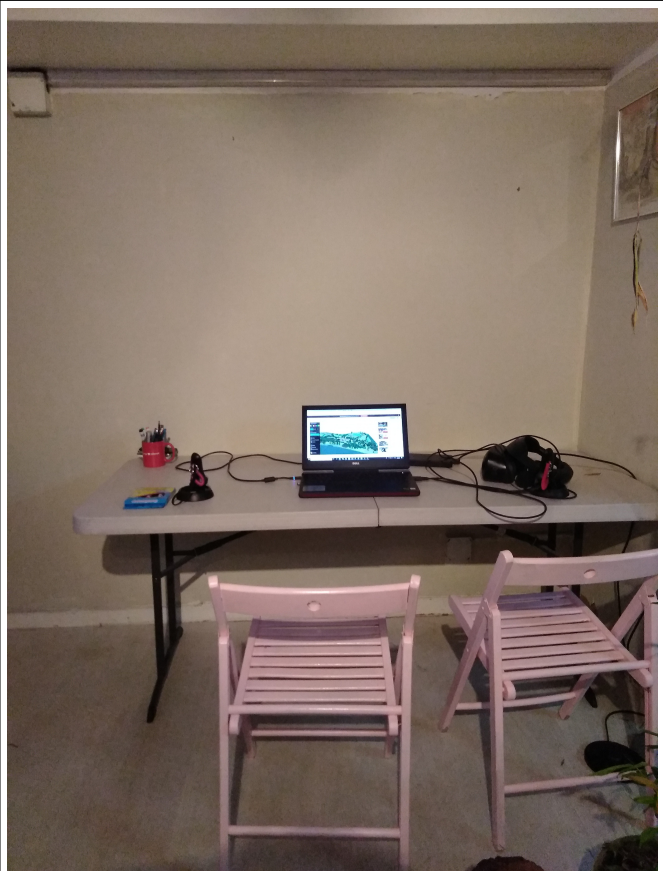
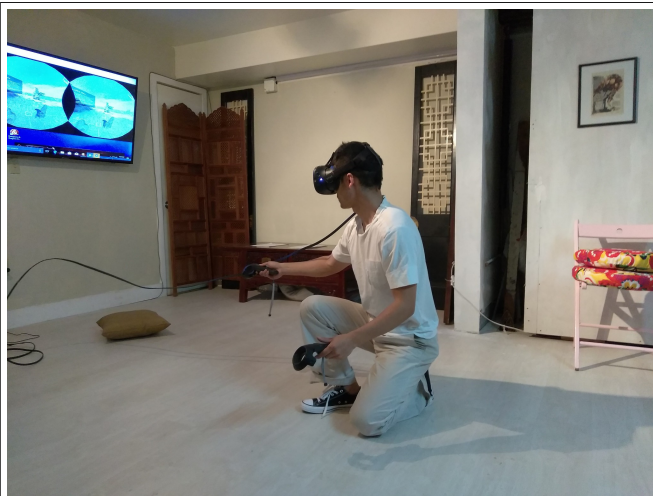
Arts & Craft:

Art should a hands-on experience, especially as our schools cut art programs budget as our city becomes tech-oriented



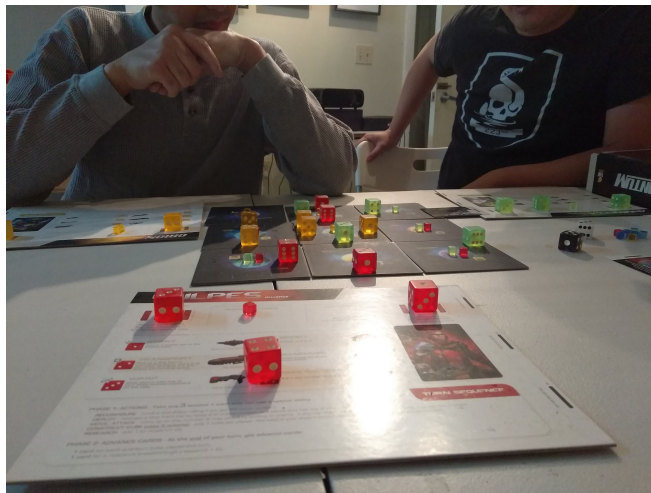
Art & Tech:

Some members have contributed back such as technology wonders such as virtual reality machines, fostering innovations in art & tech

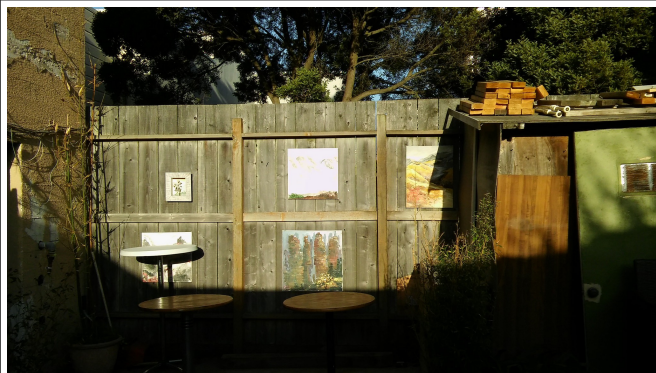


Community space for meetup groups:

It serves as a community space for community groups to watch movies and play games



Thank you!



<https://hoodline.com/2017/05/trend-analysis-san-francisco-is-losing-its-laundromats>



Trend Analysis: San Francisco Is Losing Its Laundromats

Thu. May 25, 2017, 12:17pm
by Shane Downing



Photo: Guillaume Delebarre/[Flickr](#)

Whether you love it or hate it, you need to do your laundry.

If you're not lucky enough to have an in-unit washer and dryer or a laundry hook-up in your building, then you're most likely resigned to grab your quarters, pack up your dirty clothes and make the trek to your local laundromat.

However, if it seems like you have to walk farther than before, it's because laundromats across San Francisco are shuttering. According to our analysis, this has been a trend for the last 50 years.

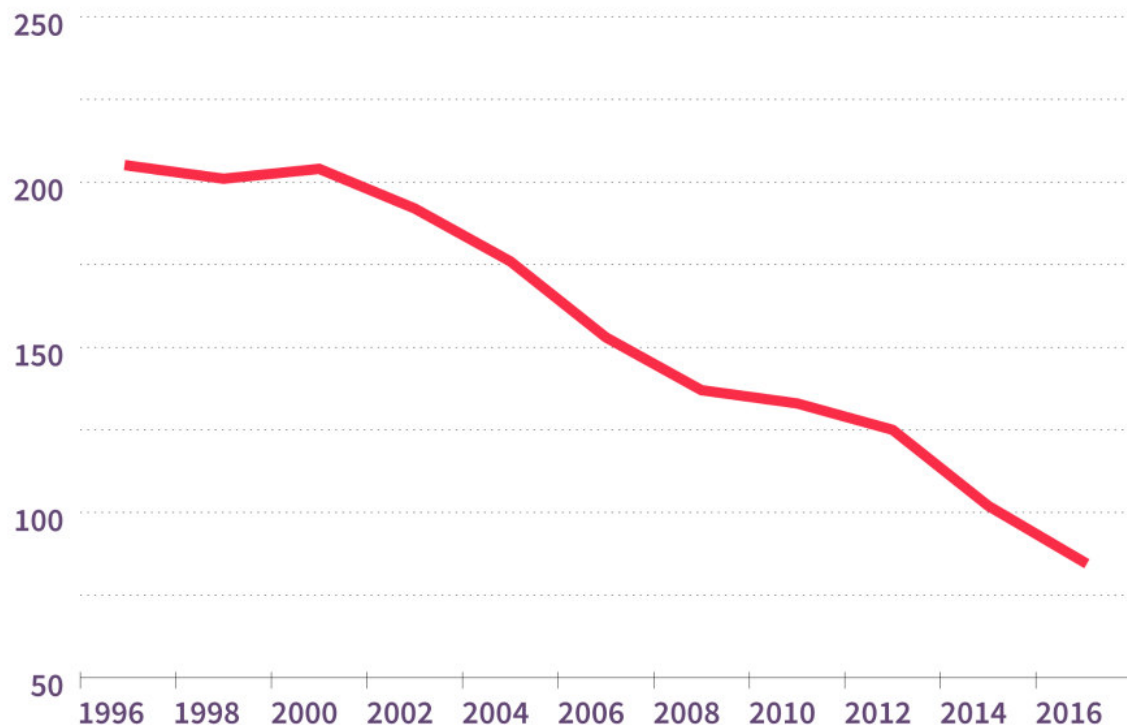
We paid a visit to the [San Francisco Public Library](#), where every edition of the [Yellow Pages](#) ever published in the city is kept, and we counted the number of businesses listed as laundries and self-service laundromats in San Francisco.

Note on the data: by definition, there's not much separating laundries from laundromats—laundromats are self-service and coin-operated and laundries are not. For the sake of this analysis, we lumped the two categories into one and use the words interchangeably.

The Data

Take a look at the results.

The Number Of Laundries And Self-Service Laundromats In San Francisco From 1996-2016



Visualization by Hoodline, Data from San Francisco Yellow Pages

The number of laundromats in San Francisco has decreased by 59 percent over the past 20 years.

Image: Parker Crane/Hoodline

According to the Yellow Pages, in 1996, there were 205 laundromats in San Francisco. In 2016, that number dipped to 85—a 59 percent decrease.

In 1986, there were 223 laundries in the city, meaning that in the past 30 years, there's been 62 percent decrease in the number of laundromats in San Francisco.

Here's the geographic change over time during that 30-year span. (Not shown)

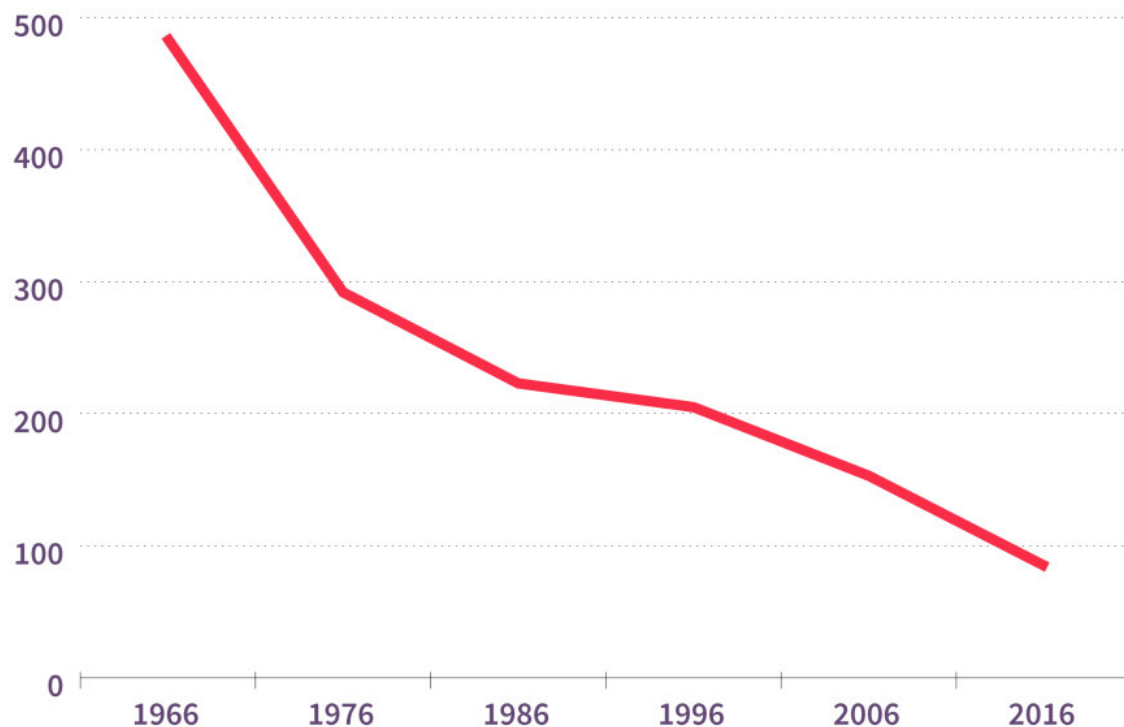
Source data: Yellow Pages/San Francisco Public Library. Map: Hoodline

Whereas some laundromats have managed to open since 1986, it's clear that, by and large, San Francisco is losing businesses where people can wash and dry their clothes.

That's not all. When we looked even farther back in time, to the late '60s and '70s, the downward trend is even more dramatic.

Between 1966 and 2016, there's a 82 percent decline in the number of laundromats in San Francisco, although that number should be taken with a grain of salt.

The Number Of Laundries And Self-Service Laundromats In San Francisco From 1966-2016



Visualization by Hoodline, Data from San Francisco Yellow Pages

The number of laundromats in San Francisco has decreased by 82 percent since 1966. | **Image: Parker Crane/Hoodline**

We curated the Yellow Pages' data going back to 1986 to only reflect businesses within the City and County of San Francisco, but we didn't do the same for 1976 and 1966 (we were more interested in the big picture). The result is that a few laundromats from South San Francisco, Daly City and Brisbane, as well as a sprinkling of Oakland laundries, were occasionally listed by YP and counted in the older data.

The Yellow Pages, Really?

It's important to point out that the Yellow Pages doesn't necessarily represent an exhaustive list of every laundromat in San Francisco, as business owners have to claim a business in order to have it be listed in the directory.

Back in the day, the Yellow Pages were the lone resource—besides word-of-mouth—for businesses to connect with local audiences. However, with the rise of the internet, especially in the early 2000s [the five-pound paperback took a hit](#).

To make sure that we were accurately tracking the number of laundromats in San Francisco over time, we needed to check to see that our findings weren't just a representation of [the Yellow Pages' growing internet competition](#).

We compared the old-school Yellow Pages to Yelp category data. In 2016, there were 85 laundromats listed in the Yellow Pages, and as of January 1, 2017, Yelp had 91 laundromats spread across the city.

Therefore, it's safe to say there's been a significant decline in the number of laundromats in San Francisco over the past few decades.

Laundries-Self Service-(Cont'd)	Laundries-Self Service-(Cont'd)	Laundry Equipment	Laundry Equipment-(Cont'd)	Laundr
<p>Tong's Launderette 1667 Leavenworth -----771-1467 Tub Launderette The 2146 Chestnut -----567-5632 Turk-Pierce Speedwash 1597 Turk-346-9830</p> <p>TURQUOISE ROOM LAUNDERETTE INGLISIDE DIST. - OCEAN AVE. COIN-OPERATED LAUNDERETTE OPEN 24-HOURS 1306 Ocean Av-----587-9976</p>	<p>Wash Palace 2056 Fillmor-----922-4093 Wayne's Self Service Laundry 1006 Guerrero -----824-5423 West Portal Launderette 305 West Portal Av-----566-4741 Whitehead Wesley 1732 Post-----346-7562 Wong's Launderette 545 Haight--863-3043 X-L Self Service Laundry 2975 Washington -----567-3210 Yee Frank 2809 Gough-----775-5705</p>	<p>ALD INC 1675 Rollins Rd Brngm-----697-1250 ALEXANDER MACHINERY CO 273-9th Oaklnd -----832-0804</p> <p>AMERICAN LAUNDRY MACHINERY-- AMER LAUNDRY MACHINERY INDUSTRIES 1600 Bryant-861-2435</p>	<p>FRIGIDAIRE COIN OPERATED LAUNDRIES-- SALES & SERVICE COIN WASH 1930 Van Ness Av-----776-7100</p>	<p>Coinette CONTR 406 B ED'S AIF</p>
<p>Twentieth Avenue Cleaners & Hand Laundry 1845 Irving -----664-7481 Twentieth St Self Service Laundry 3560-20th -----648-5585</p> <p>Ultra Modern Laundry & Cleaners 2022 Lombard -----346-2424 Union Launderette 484 Union -----397-0970 Valencia Launderette 985 Valencia-648-9987</p> <p>Vallejo St Launderette 712 Vallejo -----397-3896 Vera Walker's Laundromat 2258 Market -----621-2422 Wash-O-Mat 4092-18th-----863-9802</p>	<p>YOUR SELF SERVICE LAUNDRY FULTON NEAR MASONIC ACROSS FROM PETRINI PLAZA FINISHED LAUNDRY - DRY CLNG EASY PARKING Open 8 AM Till 7 PM Sat. 8 AM Till 6 PM 1735 Fulton -----567-6644</p> <p>Please dial CAREFULLY . . . keep your eye on the dial.</p>	<p>ARCO LAUNDRY EQUIPMENT STOCK-SELL-INSTALL-MAINTAIN COM'L LNDRY EQUIP FOR COIN & ATTND LAUNDRIES-SANITARIUMS 999 Montague Av Sn Leandro-352-2214</p> <p>Bannco 241 N Bayshore Bl Sn Mto-344-2277</p> <p>BLACKSTONE COIN-OPERATED EQUIPMENT-- COMMERCIAL DISTRIBUTORS GREGNALL CO 608 Howard--986-6471</p>	<p>HOFFMAN MACHINERY SALES & SERVICE 1142 Mission -----431-0410 Hydrator Co 1209 Park Av Emryvl-654-2877 K & B Commercial 233 Industrial Wy-----467-8550 (Please See Advertisement This Page) Launacoin Equip Co 681 Market---362-6229 LAUNDRY & DRY CLEANING EQUIPMENT CO 1142 Mission-861-7212 MILLS METER SERV 203 Octavia -----621-1481 If no answer call-----421-1155 (Please See Advertisement This Page) National Cleaning Centers 4156-24th -----648-8515</p>	<p>108</p> <p>FRANKLI 90 Fel LAUNDR EQUIP Ray's Mac 820 Al</p>
<p> SPEED QUEEN COMPLETE COIN-OPERATED LAUNDRIES ★ WASHERS ★ DRYERS ★ DRY CLEANERS REMODELING & INSTALLATION SPECIALISTS • STORES • APARTMENTS • PLANTS</p> <p>K & B COMMERCIAL 467-8550 OFFICES & SHOWROOM 233 INDUSTRIAL ST. SAN FRANCISCO</p>	<p>Cal AM Equipment Co 69 S Linden Av SSF-----761-3232</p> <p>CALIFORNIA LAUNDRY EQUIPMENT CO SAME LOCATION SINCE 1930 SALES - SERVICE Commercial - Industrial INSTITUTIONAL PLANTS NEW - REBUILT - USED EQUIPMENT - ALL TYPES Manufacturers of CALECO Extractors and Washers 2221 Union Oaklnd-----832-2708</p>	<p>NORGE CLEANING & LAUNDRY EQUIPMENT-- FACTORY BRANCH NORGE DIV BORG-WARNER CORP 1415 Rollins Rd Brngm---342-9216</p> <p>PANTEX-PROSPERITY A DIV OF AMETEK INC Cleaning & Laundry Equipment Parts & Service 111 Park Ln Brisbane-----467-3703 Prosperity See Pantex-Prosperity a Div of Ametek Inc</p> <p>PROSPERITY LAUNDRY EQUIPMENT-- EXCLUSIVE FRANCHISE DISTRIBUTORS PROSPERITY EQUIPMENT 1142 Mission -----861-0052</p>	<p>RELIANC Re 66 RI</p> <p>Rowe Gran Ajax Pn 51 Dub</p>	
<p>COMMERCIAL LAUNDRY EQUIPMENT</p>	<p>CHANDLER MACHINES-- SEWING MACHINE EXCHANGE THE Darners-Hand & Pwr Button Sewers 1131 Mission -----621-9877</p>	<p>SERVICE DISTRS INC COIN METERED WASHERS - DRYERS APARTMENT HOUSES TRAILER PARKS HOUSING DEVELOPMENTS</p>	<p>Laundry Abbot S L ARDMOR Soaps-D Service Dispensi 999 Mo From th San F (No Cha Ask Ops Babbitt B 2601 W BLUE RIB Coin C No Defers 1601 I</p>	

The Yellow Pages, circa 1966. | Photo: Shane Downing/Hoodline

What's Going On?

It might be easy to somehow blame on-demand, door-to-door tech companies like [Rinse](#) and [Mulberrys](#) that are disrupting the laundry industry for San Francisco's faltering laundromat population, but those companies are relative newcomers to the city and often rely on established brick and mortar businesses to operate. So they might actually be helping remaining laundromats.

We can't say whether the decline in laundromats in San Francisco is because of lower demand, higher rents, or something else, but one present day theme exists: current and former laundromats are quite visibly being converted into restaurants.

Because laundry facilities are equipped with the requisite ventilation, gas, electricity and plumbing utilities that restaurants require to open shop, turning them into eateries is relatively straightforward.

That's the case with [Kantine](#), a Scandinavian bistro that's [planning to move into](#) the current [Little Hollywood Launderette](#) on Market Street, much to the chagrin of some local residents.

There's also [BarnZu](#), a Korean restaurant [opening in a former laundromat](#) in the Tenderloin, and an unnamed coffee shop that's set to open in [Cole Valley's former Doug's Suds Laundromat](#).



Duboce Triangle's Rising Star Laundromat is being turned into a three-bedroom residence. | **Photo: Teresa Hammerl/[Hoodline](#)**

As for demand, we don't have any way of knowing how many private washers and dryers have been installed in houses, apartments and condominiums over time in San Francisco to compare to the shrinking number of laundromats in the city. We know [there are more people than ever living](#) in San Francisco, but that's not helpful.

What we do know is units in new developments like [The Duboce](#) in the Castro and [Trumark Urban's Knox](#) in the Dogpatch come equipped with in-unit washer and dryers.

That doesn't help residents who live in older, often rent controlled buildings that cannot support the necessary hook-ups for washers and dryers, whether because of decrepit plumbing or inadequate ventilation.

It's those San Franciscans—the ones who can't wash their clothes in their homes—who rely on affordable neighborhood laundromats.

Sure, [places like the Mission's](#) forthcoming [Laundré](#), a combined coffee shop and laundromat, might counter the overall downward trend in laundromats in the city, but those new establishments will most likely operate at a price point above what many low- to middle-income San Franciscans are able to afford. And there don't seem to be that many of them planning to open.

Avid Hoodline readers may remember one of our stories back in 2012, [when yet another laundromat closed](#). Now, as was the case then, we're left to ask the question:

Where do we have left to go to do our laundry?

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-080
Business Name: Make Out Room
Business Address: 3225 22nd Street
District: District 9
Applicant: Martin Rapalski, Owner
Nomination Date: April 25, 2017
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

3225 22nd Street from 1996 to Present (23 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____ ☒ Yes _____ No

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: The Make Out Room is currently without a lease. In 2015, the club took a hard hit with two rent increases only months apart. They've attempted negotiations with the management company, but have been unable to secure a lease for more than a one year term. They fear they will be displaced if the building is sold.

DELIVERY DATE TO HPC: January 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo
Legacy Business Program
Office of Economic and Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102

April 25, 2017

RE: Nomination of Make Out Room

Dear Mr. Kurylo:

It is with great pleasure that I nominate to the Legacy Business Registry – Make Out Room, a neighborhood bar in the Mission located at 3225 22nd Street. Make Out Room has existed as a neighborhood bar in its current location 1996.

A mainstay in Mission entertainment, nightlife, community, the Make Out Room has, and continues to serve the community by hosting local, national and international live music, comedy, theatre, literary events, benefits, dance performances, art installations, political fundraisers, DJs and dancing, weddings, and even wakes.

With a dwindling supply of venues that showcase local talent the Make Out Room plays an essential role in the culture and history of District 9 and it is my distinct honor to nominate Make Out Room to become part of San Francisco's Legacy Business Registry.

Sincerely,

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

Hillary Ronen
Supervisor, District 9

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Make Out Room		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Martin Rapalski		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3225 -22nd Street San Francisco CA. 94110		(415) 647-3997
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
makeoutroom.com	https://www.facebook.com/makeoutroom.sf	https://www.yelp.com/biz/make-out-room-sf

APPLICANT'S NAME	
Martin Rapalski	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
owner	
APPLICANT'S ADDRESS:	TELEPHONE:
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0449393	

BACKGROUND INFORMATION	
Founding Location: 3225 - 22nd Street	
Current Headquarters Location: 3286 - 22nd Street	
Operating in San Francisco since: 1996	

NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Hillary Ronin	February 2017

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
3225 - 22nd Street, SF, CA.	94110	1/5/96 - present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

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

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

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

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

3. Eligibility Criteria

Attach the business's historical narrative.

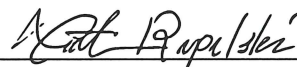
4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

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.

Martin Rapalski

August 22, 2016



Name (Print):

Date:

Signature:

MAKE OUT ROOM

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.

The Make Out Room, located at 3225 22nd Street in the Mission district, opened on January 5, 1996, by principal owner Martin Rapalski and business partner Michael Chestney. The establishment is a "21 and over" club featuring live music, DJs and special events.

The building was constructed in 1913. The business was originally named the Transfer Club due to a trolley that ran down the steep 22nd Street hill from Noe Valley to Mission Street where passengers would transfer to another trolley and hopefully stop into the bar for a nip to steel themselves against the chilly San Francisco fog before transferring to the next trolley. Legend has it that a bar has been in operation ever since (except for the 13 years of the Prohibition era when it was rumored to be a bakery).

The previous owner of the bar, when it was still known as the Transfer Club, was Walter Castillo from 1983-1995. The bar closed for a brief 5-month transitional period between owners when it was remodeled. It was renamed "The Make Out Room" by the current owner in 1996 due to another Transfer Club on Church Street that was in operation at the time.

The Make Out Room is a classic dance hall with high ceilings, dark moody walls in red and green and sparkly chandelier/disco ball amidst red leather banquettes is the perfect place to start (or end) a romance, and of course dance your butt off on certain magical nights. Order a jumbo sized fresh squeezed margarita and listen to live music amidst the neighborhood crowd in the Mission. Owner Martin Rapalski is an early Mission settler and champion of local music. Over the years, the Make Out Room has not changed in a good way. Walk in any night to this favorite San Francisco watering hole and catch a live performance, a sing along or even a book launch party.¹

With the best dancing in the Mission, the Make Out Room has something for everyone. While most evenings lean towards more Latin tunes, depending on the night you'll hear anything from

¹ By 841carolyn on Trip Advisor: https://www.tripadvisor.com/ShowUserReviews-g60713-d3599269-r459738014-Make_Out_Room-San_Francisco_California.html

live reggaetón to 80s throwbacks. And the charming tinsel decor makes the room feel like a quinceañera hosted inside a discotheque.²

The venue is available for rent for special events. Availability is limited and chances for an opening are increased if the request is 2-3 months in advance. Bands are also welcome to apply to play at the Make Out Room. Live music is primarily Friday, Saturday and Sunday nights. Friday & Saturday shows are from 7:30 - 9:30pm, with 2 acts only. (Regularly scheduled DJs play Friday & Saturday from 10pm - 2am) Sunday night shows start at 7:30pm and usually feature 3 acts.

In May 2001, Mr. Chestney ceded his percentage of the business to Mr Rapalski. Since that time, Mr. Rapalski has been sole proprietor.

The Make Out Room is currently without a lease. In 2015, the club took a hard hit with two rent increases only months apart. We've attempted negotiations with the management company, but have been unable to secure a lease for more than a one year term and we fear that if the building is sold we'll be forced out by unscrupulous landlords.

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

The Make Out Room has been in continuous operation since it opened on January 5, 1996.

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

The Make Out Room is owned by sole proprietor Martin Rapalski.

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

Principal owner Martin Rapalski originally co-owned the Make Out Room with Michael Chestney. In May 2001, Mr. Chestney ceded his percentage of the business to Mr Rapalski. Since that time, Mr. Rapalski has been sole proprietor. An ownership history of the business is as follows:

1996 to 2001:	Martin Rapalski and Michael Chestney.
2001 to Present:	Martin Rapalski

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

² thrillist.com; <https://www.thrillist.com/venue/drink/san-francisco/bar/make-out-room>

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 for 30+ years is included 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 3225-3227 22nd Street is classified by the Planning Department as Category A (Historic Resource Present) with regard to the California Environmental Quality Act. The building appears to be eligible for listing on the California Registry as an individual property through a survey evaluation in 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.

A mainstay in Mission entertainment, nightlife and community, the Make Out Room has served, and continues to serve, the community by hosting live music (local, national and international acts), comedy, theatre, literary events, benefits, dance performances, art installations, political fundraisers, DJs and dancing, weddings and even wakes.

The Make Out Room has continued the tradition of Latin music started by the former owner Walter Castillo, who hailed from El Salvador, by hosting weekly and monthly events featuring a diverse array of Latin American music (Chilean, Peruvian, Mexican, Colombian, Argentine, etc.) to serve the Latin community and its devotees.

For three years from 2011-2013, the bar hosted the Monthly Rumpus, an offshoot of the San Francisco literary culture website TheRumpus.net, which features essays, reviews, interviews, music, film, fiction, poetry, and comics. The Monthly Rumpus at the Make Out Room featured published authors reading from their works and occasionally a bit of comedy and some live music to boot. It was like being thrown back to the early 60s in Greenwich Village.

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

The business is associated with the Mission Merchants Association. Amy Morris Gibbs, general manager at the Make Out Room, was one-time chair of the MMA.

The Make Out Room holds an annual Carnival event that coincides with the Carnival Parade that features live musical performances, dancers and a capoeira exhibition performed by our neighbors from Abada Capoeira.

Monthly and weekly nights featuring Chulita Vinyl Club and El Superritmo, respectively, keep the Mission's Latin dance community in motion.

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

The Make Out Room has been the recipient of numerous "Best-ofs" and been featured in various trade publications and international guide books, such as Time-Out San Francisco, Lonely Planet, San Francisco Magazine, 7x7 magazine, SPIN magazine and many more of which are included in the Legacy Business Registry application.

The Make Out Room's former incarnation, The Transfer Club, was mentioned in an article titled "Mission News" in the publication "San Francisco News" on Thursday, Feb. 5, 1959 by Tom Cargo.

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

The Make Out has hosted many popular celebrities, acclaimed authors and performers including, but not limited to Tracy Chapman (singer songwriter), Harry Shearer (voice of the Simpson's Mr. Burns, and host of Le Show), John Doe (of the band X), Tobias Wolff (author), Michael Krasny (NPR radio host), Amy Tan (best-selling author), Jonathan Richman (singer songwriter, The Modern Lovers), Richard Hell (author, singer/songwriter, The Voidoids) and Ken Burns (documentary filmmaker).

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

The Make Out Room is an environmentally conscious establishment and has even won awards for its commitment to eco-friendly practices. Most recently taking advantage of a city sanctioned program to reduce energy consumption. In 20+ years we have never offered disposable plastic straws or drink stirrers with our drinks and we stand firmly behind The Last Plastic Straw movement that strives to educate the public about the absurdity of single use plastic, its detrimental effects on our health, our environment and our oceans.

The Make Out Room regularly hosts LGBT events, monthly literary readings, weekly Latin dance parties, benefits for locals and businesses displaced by fire, a yearly fundraiser for the San Francisco Food Bank, musicians who can't afford expensive medical procedures, tenants' rights organizations, B.A.Y.S. (a nonprofit that supports Bay Area women living with breast cancer) and other charitable organizations too numerous to list.

The Make Out Room is a proud member of the Mission Merchants Association.

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

The Make Out Room serves a broad section of the Mission community. The venue is one of the best places in town to see smallish bands. The bar attracts a laid-back, alternative, youthful crowd on its weekend live music nights. The decor lives up to the name: there's a bearskin rug on one wall and a stag's head on another with a rainbow of bras strung from the antlers. The atmosphere, as with many Mission bars, is that of a cheery dive.³

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

The Make Out Room marquee is a landmark famous for its kinetic wind powered palettes that shimmer and catch the eye in the slightest of breezes. The interior boasts a two-tiered stage that has fit as many as 18 performers at once. The large ornate neo-classical style back-bar was manufactured by the Brunswick-Balke-Collender Company around 1910.

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

If the Make Out Room's doors were closed for good, the arts community would suffer a staggering blow. With an already dwindling supply of venues that showcase local talent and rent increases forcing artists and musicians out of the neighborhood, the Mission and San Francisco in general risk becoming a cultural wasteland devoid of artistic innovation and the DIY spirit that makes this city great.

The Make Out Room employs a loyal staff of 35, some who have been with us since the club's inception. Many of our staff members are musicians and artists themselves, an ideal position for those who tour on a regular basis or keep odd hours and find the 9 to 5 grind a hindrance to their artistic endeavors. If the Make Out Room suddenly closed its doors, all of these people would be out of work.

CRITERION 3

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

The Make Out Room features a narrow bar area that opens up to a spacious dance floor and two-tiered stage in the back, which is ideal for large bands with horn sections, holding up to 15 band members. At around 2,000 square feet, the Make Out Room is one of the last mid-sized rooms in San Francisco offering a showcase of up-and-coming talent, along with more established acts – a testing ground for artists of all types to develop their talent, make connections, hone their craft and continue their rise to fame and, with some luck, fortune.

³ timeout.com; <https://www.timeout.com/san-francisco/music-nightlife/make-out-room>

The bar serves locally sourced West Coast beer – no imported kegs that spend weeks on a container ship. We strive for a small carbon footprint and beer that's fresh and reasonably priced. Our citrus is delivered weekly from the Evergreen Market two blocks away via hand-cart.

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)

The Make Out Room is committed to maintaining its historical traditions as a bar and performance venue.

The Make Out Room has continued the tradition of Latin music started by the former owner Walter Castillo who hailed from El Salvador by hosting weekly and monthly events featuring a diverse array of Latin American music (Chilean, Peruvian, Mexican, Colombian, Argentine, etc.) to serve the Latin community and devotees of Latin American music.

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.).

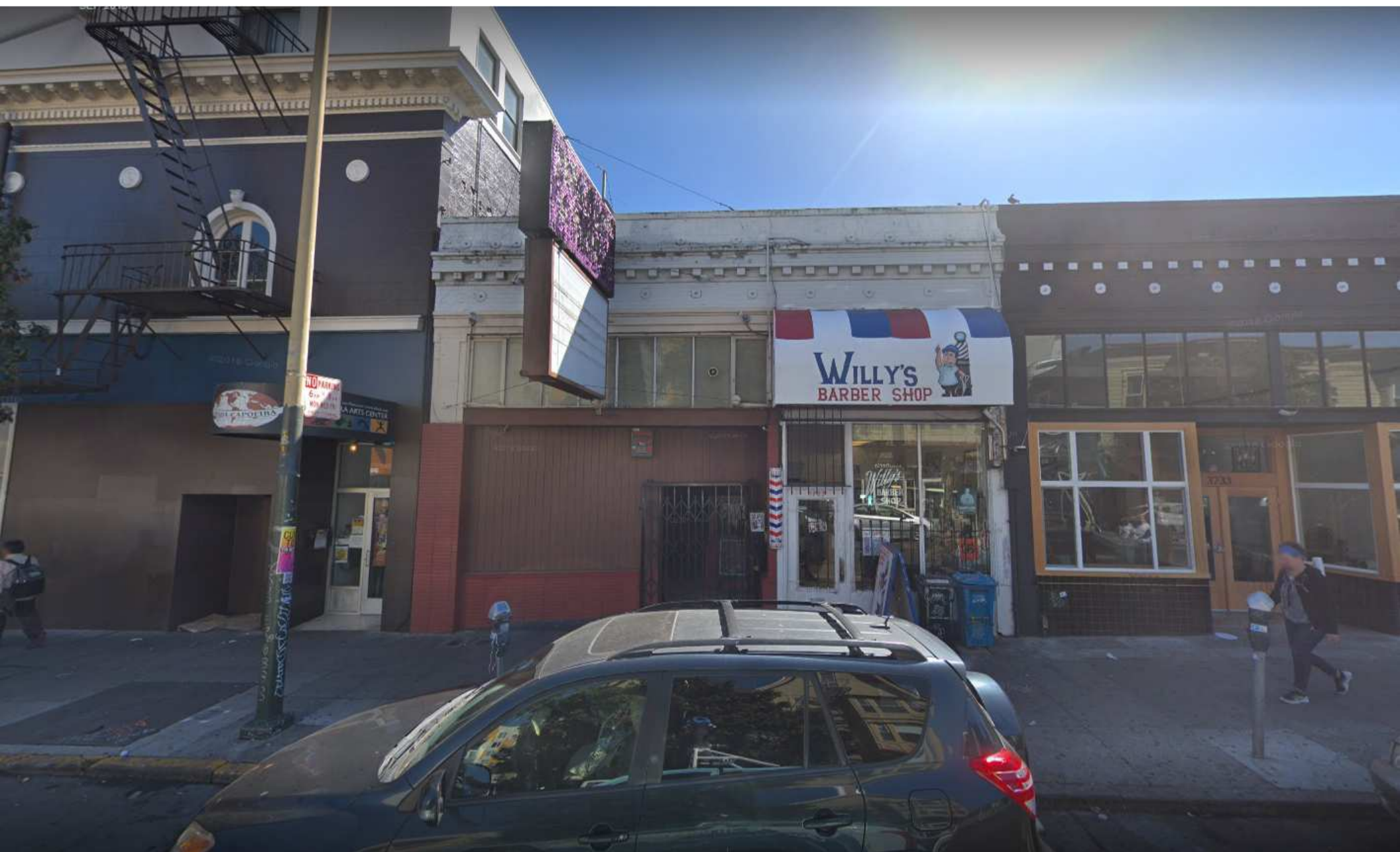
When current owner Martin Rapalski purchased the business from Mr. Castillo, he quickly set about a restoration project that removed cheap paneling and mirrors from the walls, a false ceiling and an illegal apartment and bathroom above the stage, exposing original wainscoting, 20 foot redwood pillars, and period details such as dental woodwork and original detailed beams at the ceiling. He removed Formica from the bar-top and replaced it with a wood veneer, removed decades of paint from the antique textured glass at the front of the building and refinished the Edwardian era back bar restoring it to it's former glory.

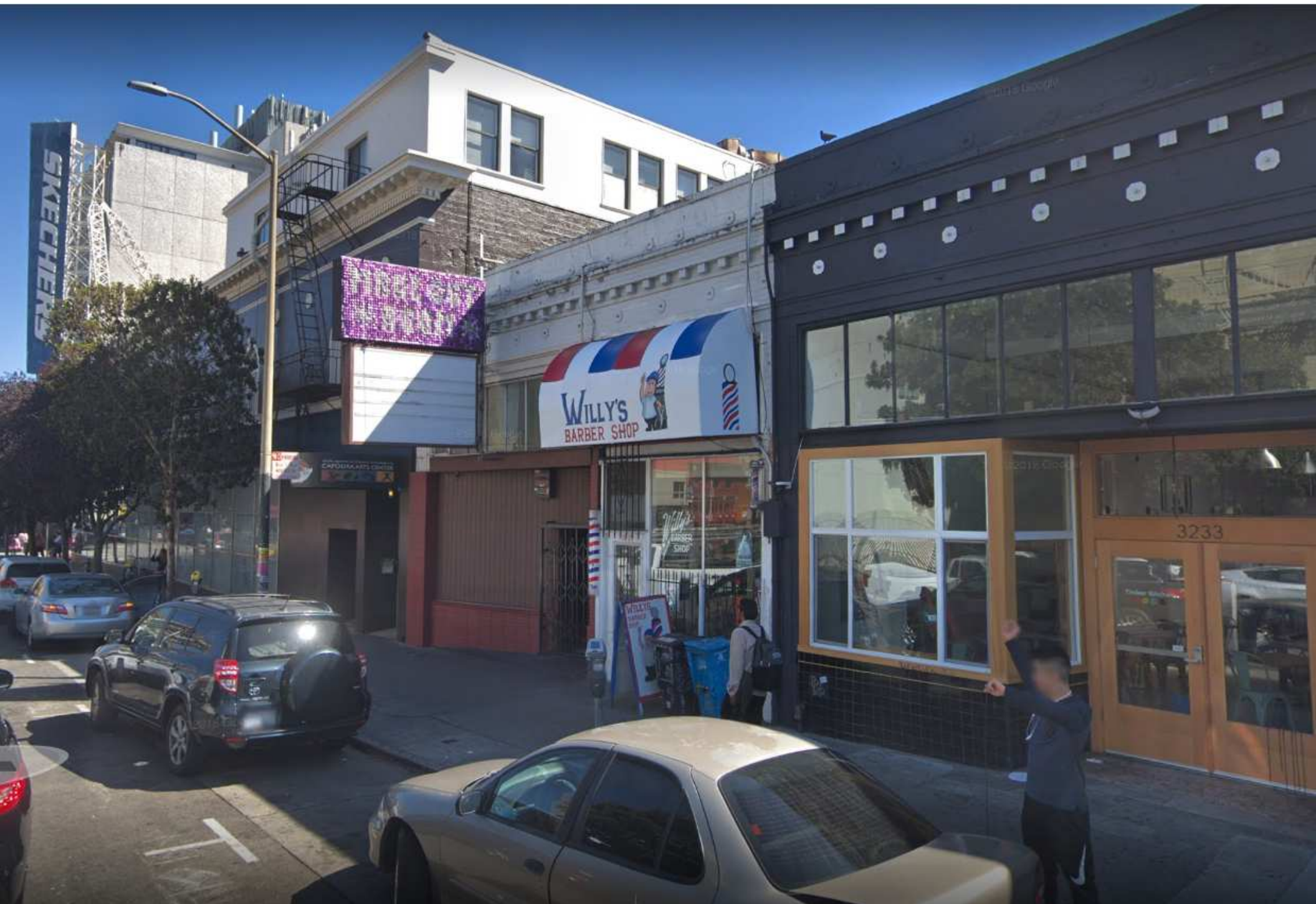
d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art 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 the business has maintained the physical features and traditions that define the business are included in this Legacy Business Registry application.



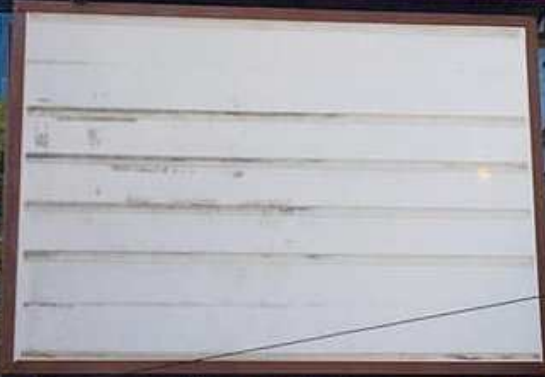








MAKE OUT
ROOM



NO PARKING
8am - 8pm
MON - WED - FRI
CITY OF SAN FRANCISCO

abada-capoeira san francisco • www.abada.org
CAPOEIRA ARTS CENTER

Willy's
BARBER SHOP









A photograph of a bar interior. The ceiling is made of dark wood and is heavily decorated with hanging tinsel, stars, and streamers. A menu board is mounted on the left wall, listing various beer specials. Below the menu board, a mounted deer head is visible. The lighting is warm and focused on the bar area.

PAST BLUE RIBBON	
MARIN 3 FLOWERS	ANCHOR BEAM
HENHOUSE IPA	SCRIMSHAW SAISON
ALMANAC PILSENER	WOODCHUCK APPLE / WYDER PEAR
MOONLIGHT BLACK LAGER	HENHOUSE OYSTER STOUT
NIGORI UNFILTERED SAKE	

\$7

\$8

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STEAL CHRISTMAS?
E-TAILERS
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ENTERTAINMENT

"I've been to a funky bar that's also a music place called The Make Out Room. It's much more young, hip, with sort of the Haight Ashbury crowd."



THE TRAVEL PUBLICATION FOR ENGAGED COUPLES & ROMANCE TRAVELERS

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and MATTHEW RICHARD POOLE,
editors of *Best Places San Francisco*

May 22, 2000

Congratulations! You're one of San Francisco's BEST!

Your business is featured in the all-new *Best Places San Francisco*, the first completely evaluative, star-rated guide to America's most popular city. Published continuously since 1975 with over 1 million copies sold, the Best Places® series has become one of the best-selling and most respected regional guidebook series in the country.



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Your business has earned a top spot on Foursquare. Unlike other 'best of' lists based on just a few reviews, the Best of Foursquare is based on where millions of people actually like to go. We can identify those places because our community has shared them on Foursquare over 3,000,000,000 times.

Let everyone know you're one of the best places in your city by putting this special removable cling (enclosed) on your window. It shows them how amazing your business is, and also reminds them to check in (which helps your rating stay high).

Make-Out Room
Best of San Francisco
Music Venues

Check out foursquare.com/bestof to see the full list.

Your customers are waiting for you on Foursquare.

1988

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* guides use a star-rating system:

★ Very best in the region
Distinguished; many outstanding features
Excellent; some wonderful qualities
Good place
(s) Worth knowing about if nearby

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SEPTEMBER 1-3

THE HOLLYWOOD SHOWDOWN WEEKENDER

The Knitting Factory
Spend three days on the dark side of Americana with two stages of psychobilly, R&B, and boogie-woogie, plus '50s films, and Betty Page/Buddy Holly look-alikes. Tattoo artists will be on hand for some spontaneous Sailor Jerry ink. (\$25 per day; www.theknittingfactory.com; 323-463-0204)

SEPTEMBER 5-13

LOS ANGELES INTERNATIONAL SHORT FILM FESTIVAL

The Arc Light
With a full week's schedule of foreign and domestic shorts (including commercials), this is the world's largest fest of its kind. In the past it has been a proving ground for Oscar winners. (Price varies; www.lashortsfest.com; 323-461-4400)

SEPTEMBER 8

VASHTI BUNYAN

The Getty Center
This whimsical British folk enigma retired from music for more than 30 years before being rediscovered in 2005 by Devendra Banhart and releasing an album, *Lookaftering*. Reservations recommended. (Free; www.getty.edu)

SEPTEMBER 23

KROQ'S INLAND INVASION

Hyundai Pavilion, Devore
Head to the desert for the annual festival hosted by modern-rock tastemaker KROQ. This year's lineup

(\$12; www.traubadour.com; 310-276-6168)

San Diego

NIGHTLY

THE CASBAH

The best dive bar in San Diego is also the best place for live music. September's lineup includes Cold War Kids, Ratatat, the Queers, and Eric Bachmann of Crooked Fingers. (Free-\$18; www.casbahmusic.com; 619-232-4355)

NIGHTLY

THE TURF SUPPER CLUB

Where the music scene—sters hang—or BBQs on the restaurant's famous communal grill—when they're not playing/watching music. Always packed with people whose body art prevents them from getting real jobs. (Free; 619-234-6363)

SUNDAYS

CHAMPAGNE SUNDAY BRUNCH

Hamburger Mary's
No patio is more famous in San Diego's gay scene. On Sundays boys fill the place, milking the weekend for a few final mimosas. (Free; 619-491-0400)

SATURDAYS

CLUB FASHION WHORE

San Diego Sports Club
Gutter fashion, go-go dancers, and discounted Miller High Life. There's a different theme every week, whether its thrift-store prom, fetish, white trash, or dressing like a Salvation

Army version of the Green Lantern. (\$5 for MySpace friends; www.clubfashionwhore.com; 619-299-7372)

SEPTEMBER 10

THREAD

San Diego Air & Space Museum

At the city's de facto fashion-music-art event, people sift through wares by 100 designers, both upstarts and Ben Sherman types. Or get a massage, hang by the DJs, and ogle the runway models. (\$7-\$10, www.threadshow.com)

SEPTEMBER 30

CLUB SABBAT

The Flame

San Diego's only real girl-on-girl bar turns into a bat cave for one night, as corset-bound goths gather in their undeadness. Regular DJs keep Siouxsie's spirit alive. (\$5; www.clubsabbat.net; 619-743-1623)

San Francisco

MONDAYS

CLUB NEON

Make-Out Room

Dance like there's no work or school tomorrow while DJs play funk, hip-hop, rock, disco, and electro. Mondays are the new Fridays! (\$2 after 10 P.M.; www.makeoutroom.com; 415-647-2888)

WEDNESDAYS

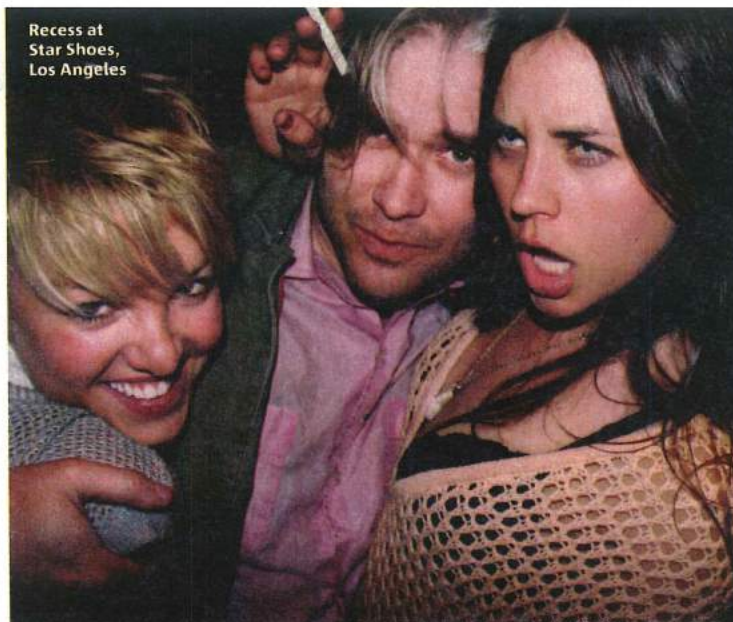
BONDAGE-A-GO-GO

Glas Kat Supperclub

San Francisco's longest-running fetish dance party features industrial music, gorgeous goths, and BDSM for the willing.



Recess at
Star Shoes,
Los Angeles



(\$10; www.bondage-a-go-go.com; 415-495-6620)

MONTHLY

THE VELVET SHOP

The Sofa Lounge, San Jose
Possibly the best house night in the South Bay. Good-looking crowds come for the heady vibes and top national and international DJs. (\$5; www.velvetshop.com; 408-294-SOFA)

SEPTEMBER 2

DIGITAL UNDERGROUND

Red Devil Lounge

"Doowutchyalike" with one of hip-hop's greatest groups, led by the nose-enhanced maestro Humpty Hump. The Oakland funksters can still turn a party out. (\$20; www.reddevil.com; 415-921-1695)

SEPTEMBER 9

SLAMMIN ALL-BODY BAND

Yerba Buena Gardens
At this beautiful public garden, the Slammin ensemble bring down the house with electrifying harmonies, beatboxing, and a body-movin' mix of jazz, funk, and R&B. (Free; www.ybgf.org; 415-543-1718)

SEPTEMBER 9-10

guys in Pavement back the best bearded (and published) poet in rock. (\$20; www.mezzaninesf.com)

SEPTEMBER 22

LEE COOMBS

Mighty

British breakbeat legend Lee Coombs, a.k.a. the Invisible Man, packs the dance floor at this popular club. (\$15, www.mighty119.com; 415-762-0151)

NORTHWEST



Portland

SEPTEMBER 7-10

MUSICFESTNW

Various venues

Before the rain comes and washes away the joy, 16 clubs open up for a three-night, 150-band bash. Highlights: Stephen Malkmus, Spoon's Britt Daniel, and the Melvins. (\$35; www.musicfestnw.com)

SEPTEMBER 7-17

TIME-BASED ART FESTIVAL

Various locations
Opening night of this city-

slopes of a dormant volcano at breakneck speeds. (\$100 per car for racers, free for spectators; www.soapboxracer.com)

Seattle

SEPTEMBER 2-4

BUMBERSHOOT

Seattle Center

The city's biggest annual music festival hosts Kanye West, AFI, A Tribe Called Quest, Atmosphere, Deerhoof, the Blood Brothers, Blue Scholars, and many more. (\$18-\$255; www.bumbershoot.org; 206-281-7788)

SEPTEMBER 9

"AWESOME"

Mirabeau Room

The theatrical seven-member "Awesome" are becoming worthy of the title. Their elaborate orchestrations and hilarious lyrics mix absurdist drama with complex, high-energy pop. (Price TBA; www.awesomeband.com)

SEPTEMBER 9

TRACHTENBURG FAMILY SLIDESHOW PLAYERS

Crocodile Cafe
Originally from Seattle, this family vaudeville trio

world. This year's lineup includes Green Velvet, Plankton Man, and the Dead Texan. (\$10-\$75; www.decibelfestival.com)

SEPTEMBER 22

CANCER RISING AND BIG DIGITS

The High Dive

Up-and-coming Seattle rap trio Cancer Rising will perform with Boston dance-party goofballs Big Digits. (Price TBA; www.highdive.seattle.com; 206-632-0212)

SEPTEMBER 30

SNOWMAN PLAN

The SS Marie Antoinette

The eccentrics behind Snowman Plan may use a laptop, violin, and bass, but they definitely rock the crowd. (\$5; www.snowmanplan.com)

MIDWEST



Chicago

TUESDAYS

VANCE KELLY

New Checkerboard Lounge

This legendary South Side lounge recently reopened inside an abandoned health club. It'll feel like old times when legendary blues guitarist Kelly works the crowd. (\$5; 773-684-1472)

THURSDAYS

BONDAGE A GO-GO NIGHT

Exit

A weekly fetish night with goths, dominatrices, and industrial DJs; plus, classic rockabilly in the downstairs bar. (Free; www.exitchicago.com; 773-395-2700)

Plastik
Fantastik at
Studio A,

dance floor's generous size attracts top-notch local bands and sweaty, freedom-seeking legions who love to dance till they drop.

2183 Mission, SF. (415) 255-7227,
www.balazogallery.com

STARRY-EYED IDEALISM

Applause for the **Make-Out Room's** green-minded stance against unnecessary plastic drink straws (it doesn't serve 'em), its championing of literary causes (Steven Elliott's "Progressive Reading" series, Charlie Anders's "Writers with Drinks"), and its calendar of benefit shows for agendas as diverse as animal sanctuary, tenants rights, and free speech. Plus, not only are the (strawless) drinks reasonably priced, but the wacked-out every-day-is-New Year's Eve disco ball and silver star decor hastens their effect.

3225 22nd St., SF. (415) 647-2888, www.makeoutroom.com

STOP IN THE NAME OF ART

The **Rickshaw Stop** hosts progressive literary luminaries by the library-load, raising the roof and the funds for programs such as the 61-year-old San Francisco Writer's Workshop and the reading series "Inside Storytelling." Other beneficiaries of the Rickshaw's pro-arts programming include SF Indiefest and *Bitch* magazine, and the club calendar is filled with queer dance parties,

an art gallery quite either - is pretty muc

Best C
an
Bay
Rea



Str
Deli
Out
Live
C
Op

30
@ A
41
www

SUP
Japanese i

NYT
travel
12/5/10

A Reader's San Francisco



Bolerium, the anchor cavern jammed with erred papers concern- radical politics. Groan- ks produce the won- of deadening all ng the air with the erfume of old wood features of the world

the owner, sat at a by piles of books. e shaggy, he seemed uttered environment. arrow field, Mr. Dur- ype of the bookstore onse to a research am working on, he to "The Masses," an radical monthly. He a collection of Ivric



PHOTOGRAPHS BY THOR SWIFT FOR THE NEW YORK TIMES

ABOVE Kristin Scheel, with glass at right, listens to a reading at a Rumpus magazine literary event at the Make-Out Room. BELOW Stairway at the private Mechanics Institute Library, a great place to read at the edge of the Financial District. ABOVE LEFT Bolerium wears its political heart on its shelf.



SAN FRANCISCO:



overview



see & do



eat



party



stay



shop



regions

Photo courtesy of Make Out Room



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Check-in:

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The Make-Out Room

Type: Dance Club, Late Night / After Hours, Live Entertainment, Lounge, Pub, Pub Crawl

CALL NOW

10BEST SAYS

If you want to dance but don't feel like taking two hours to deck yourself out in the latest trends, head to The Make-Out Room. They understand the simple trifecta for a successful dance club: loud music, stiff drinks, and plenty of space to jump around. The Make-Out Room can be the crowning moment of a full-day in the always popular Mission neighborhood. After you've enjoyed a sunshiney day in the Mission (almost always less fog than the rest of San Francisco), you can enjoy one of the many world-class restaurants in this food-crazed district before hitting the Make-Out Room's popular happy hour. After that, dance the night away!

ADDRESS:

3225 22nd Street
San Francisco, CA 94110

PHONE:

415-647-2888

TEXAS
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WHOLE OTHER COUNTRY

SAN FRANCISCO TRAVEL GUIDE

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SAN FRANCISCO NIGHTLIFE



MAKE-OUT ROOM

3225 22ND ST. | THE MISSION



FODOR'S REVIEW

Are you ready to dance? At this tiny Latin club the beats are always fresh, if not downright nasty—this place is called the Make-Out Room for a reason. With the small bar and just a few cushiony booths, don't expect to sit for long. Most nights are free, but expect a small cover charge on weekends when bands like Thee Swank Bastards or Grave Bros Deluxe play.

Dance Clubs

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Make-Out Room ★★★★★

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Mixed Bar with a fun young energy

The Make-out room is a great Mission venue that offers an interesting twist on nightlife. With all sorts of different events and parties, everyone is sure to find something--or someone--to love.

Tags: Mixed Gay/Straight, Dancing, Drag Shows, Dive Bars

1

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3225 22nd St. (Bartlett St.)
San Francisco, CA 94110
The Mission

(415) 647-2888[Website](#)

Daily 6:00pm-2:00am
Opens at 6:00pm

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Make-Out Room

3225 22nd St.

San Francisco, CA 94110

415-647-2888

[MakeOutRoom.com](#)

SAN FRANCISCO

The Make-Out Room is a classic bar/venue in the heart of San Francisco's Mission District. Make-Out usually hosts Litquake reading acts along with other reading acts such as Muni Diaries. There is a full bar and nightly drink specials. The Make-Out Room's favorite burlesque show, a group of cheerleaders that call themselves the Cock T's, perform regularly.

Hours: Daily 6 p.m.-2 a.m.

Tags: Performance Venues, Bars & Clubs

UPCOMING EVENTS

BOOM! Shak-a-lak-a (DJ & Dance)

Fourth and First Friday of every month, 10 p.m. \$5, \$10

Make-Out First Mondays (Jazz, Lounge, & Cabaret)

First Monday of every month, 8 p.m. free

Slow Jams (Soul, Funk, R&B, & Hip-Hop)

Tuesdays, 9:30 p.m. free

Map



[Larger map](#)

[Get directions](#)

CALENDAR

[EVENTS](#) [MUSIC](#) [MOVIES](#) [DINING](#) [LOCATIONS](#)

ARTS & ENTERTAINMENT

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Stage with performers by Albert E.

best happy hour in the Mission, and even after happy hour the drinks
and cheap." in 19 reviews

od price, and cool music offered by a couple of DJs when I was
rs

place to go without the pretentiousness of most places and just
e and have fun." in 85 reviews

Yes



Today 6:00 pm - 2:00 am Closed now



Price range Inexpensive



Work here? Claim this business

Hours

Mon	6:00 pm - 2:00 am
Tue	6:00 pm - 2:00 am
Wed	6:00 pm - 2:00 am

stars 260
stars 134
stars 66
stars 15
star 22



Tell people what you think



Scott Higby reviewed Make-Out Room — 5★

January 24, 2016 · 🌐

We loved how every DJ set changed genres, but gradually, as the evening went on. From deep track glam you never heard before, to norteno to disco to just everything!! And by the end of the night, the little older Mexican lady from the neighborhood was dancing with the software engineer and the hipsters. What a fun, inclusive place. The decor and vibe were just super too. Thank you for one of the best dates ever!



Like



Comment



Share



Make-Out Room, SB Stokes, Jamie Jams and 3 others



Make-Out Room Thank you for your kind words! Hope to see you again soon.

Like · Reply · 1 · Commented on by Mark Gorney [?] · January 25, 2016 at 7:46pm



Scott Higby Can't wait! You guys are the best.

Unlike · Reply · 2 · January 25, 2016 at 7:56pm



Write a reply...



Write a comment...



The Scene

MISSION, SAN FRANCISCO – Part dive bar, part DJ dance floor, and part live performance venue, Make-Out Room is a smorgasbord of nightlife delights clearly seen through the horn-rimmed specs of its regular clientele.

After forking over the cover to the hipsteroid bouncer, patrons enter an elaborately decorated room featuring hundreds of streamers dangling from the high ceiling and more than a few rhinestone deer heads peering down from the walls.

Before the night's act takes the stage, casual couples swap sweet nothings over \$3 microbrews at the bar, while groups of young professionals fill the booths and pretend their quirky days are behind them – no easy task when a demonic baby head glows ominously in a fish tank behind the bar.

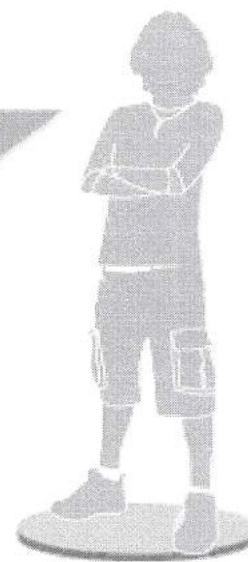
The variety of music – which ranges from afro-beats and soul to electronica and salsa – translates into a diverse mix on the dance floor, where music fans squeezing their way toward the small red-curtained stage can just as easily be Latin lovers one night and emo kids the next, all with the common goal of bouncing to the beat.

Those in need of a break can elbow their way past dancing hips to the booths and tables around the perimeter, where worn-out patrons cool down beneath a mounted bearskin and a painting of a family of snails.

Quirky and cool, Make-Out Room is a stellar spot for live music – as well as an ideal hideaway for newly-formed couples looking to support the bar's name.

Tip from Jonah:

"Catch the Monthly Rumpus, a once-a-month event featuring published authors reading from their works, and occasionally a bit of comedy and some live music to boot. It's like being thrown back to the early 60s in Greenwich Village."



BA SCORE

—

no score

Awaiting 10 Reviews

PLACE INFO

Type: Bar

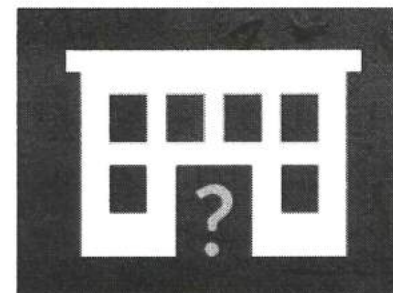
3225 22nd St
San Francisco, California, 94110-3006
United States

(415) 647-2888 | map
makeoutroom.com

Notes:

No notes at this time.

Added by elNopalero on 11-18-2012



PLACE STATS

Score: —
Reviews: 1
Ratings: 1
Avg: 3.56
pDev: 0%

Taps: 8
Bottles/Cans: 12
Cask: N
Beer-to-Go: N

View: Place Reviews | Events

User Reviews

Reviews: 1 | Ratings: 1

**3.56/5** rDev 0%

vibe: 4 | quality: 3.5 | service: 3.5 | selection: 3.5

This is what passes for a dive bar in the SF Mission—live music or DJ sets most nights of the week, full bar, half a dozen tap handles with micros from the area including Moonlight and North Coast. All of which makes it a cool spot to go out for the night. (You could certainly do worse.)

One of my favorite “dives”—and part of the reason is because for a dive bar they have a great craft selection, at perfectly reasonable prices. They offer half a dozen selections, including a few from Moonlight on permanent rotation—I can’t tell you how many Death & Taxes I’ve had here—so no complaints from me!

By [Jen Cohen](#)

Posted October 11, 2016 11:26 am



The Make-Out Room will host a “words and music celebration” to benefit the literary festival Litquake as well as the United Booksellers of San Francisco tonight at 7 p.m.

The “Mission Bookstores – United We Stand” event is a collaboration between neighborhood bookstores Adobe Books, Alley Cat Books and Dog Eared Books, as well as Modern Times Bookstore Collective, which announced recently that it will close its doors in November after 45 years in business due to unsustainable rent increases.

The celebration will honor authors, activists, musicians and poets dedicated to maintaining thriving, diverse cultural spaces, and will be hosted by Kate Rosenberger, the owner of Dog Eared Books and Alley Cat books, along with local author and music historian Denise Sullivan.

Since its debut in 1999 as a one-day affair originally entitled ‘Litstock,’ Litquake has grown into the West Coast’s largest literary festival, attracting literature fans and renowned writers every October to participate in workshops, panel discussions, and readings at different venues in San Francisco, the East Bay, and Marin. United Booksellers of San Francisco is a coalition devoted to helping independent bookstores prosper in a climate that is increasingly hostile to small businesses.



841carolyn
San Francisco, California

1 review

"Old School Style in the Mission"

★★★★★ Reviewed 3 weeks ago

This classic dancehall with high ceilings, dark, moody walls in red and green and sparkly chandelier/disco ball amidst red leather banquettes is the perfect place to start (or end) a romance, and of course dance your butt off on certain magical nights. Order a jumbo sized fresh squeezed margarita and listen to France Gall (or Desmond Dekker) amidst the neighborhood...

More ▼

Helpful?

Thank 841carolyn

Report



Veera S

Level 4 Contributor

25 reviews

3 attraction reviews

3 helpful votes

"Live music with lively atmosphere"

★★★★★ Reviewed August 18, 2016 via mobile

We stumbled across this restaurant while walking through the Mission district. It seemed very popular and we realised there is live music so we just had to go in. We did the right decision and really liked the atmosphere. Listened to a band called Tamborays and thought they were great. Really nice visit!

Helpful?

Thank Veera S

Report



Yog-Sothoth
San Francisco, California

Level 6 Contributor

663 reviews

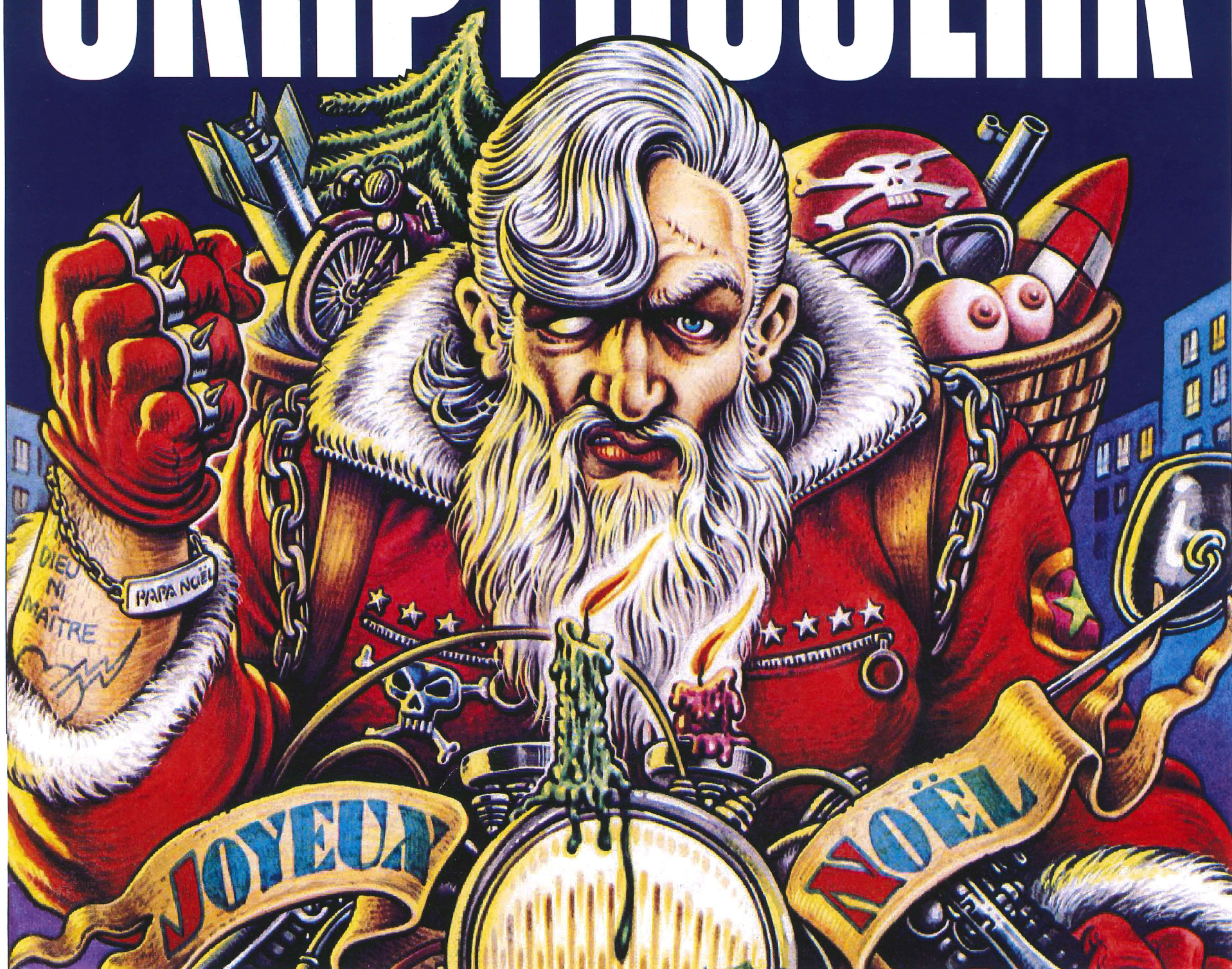
161 attraction reviews

"Zany Dive Bar with Fun Events"

★★★★★ Reviewed December 20, 2014

Went to two writers' events here recently. (1) Writers With Drinks is hosted by Charlie Jane Anders and you do not want to miss her patter. The readings were pretty good too. (2) SF Write Club is a lesser event, but still an entertaining way to spend the evening. Reasonably priced drinks and friendly service. What's not to like about a dive bar that serves Aperol spritzes?

GRAPTACULAR



BENEFIT FOR THE SF FOOD BANK

**Toshio Hirano • Corey Allen Porter • Beth McKenna • Penelope Houston
Justin Frahm • Doug & Caroleen • Kevin Robert Thomson & Karl Goldring
Sweet Chariot • The Happy Family Singers featuring Roy Loney
Rich Girls featuring Michael Shaw • The Eric Moffat Band featuring Spiral Stairs
(Pavement), John Hofer (The Mother Hips), and Dan Carr
Once and Future Band • The Patrick Main Experience featuring Pete Straus
(Dwarves), Michael Montalto (Red Meat) and Jamin Barton...
And surprises!**

THE MAKE-OUT ROOM • THURSDAY DECEMBER 18 • DOORS AT 6:30 • SHOW AT 7:30 SHARP!

Lights and snow machine courtesy of EventMagic

\$15 and TWO non perishable food items (tuna and granola bars are in demand)

NO ADVANCE TICKET SALES

Hope to see all of you there for this great cause!



THE RUMPUS AND WAVE BOOKS PROUDLY PRESENT

A MORE THAN INTERESTING NIGHT

Featuring authors Andrew Altschul,
Josh Mohr, Timothy Donnelly, and
Beverly Parayno! Comedy by W.
Kamau Bell! With a performance by
Lady Monster: Queen of the Fire
Tassels! And a cartoon slideshow by
Fairy Princess Elana Pritchard! Also
chances to win great prizes in our
monthly porn raffle! \$10, cheap! You
can't afford not to go. Hosted by
Rumpus editor Stephen Elliott.

MARCH 14 AT THE MAKE-OUT ROOM,
3225 22ND STREET, 7PM



SATURDAY MARCH 19

Misturada 3 year anniversary

Live samba funk with **BRAZUCA BROWN**

Live batucada with **BATERIA ESPIRITO** (directed by Ken Campagna and featuring members of Brazuca Brown + Alex and Emiliano from Bat Makumba)

Brazilian dancers **QUEEN MICAELA MAZZINI** (Aquarela) + Aki Uemo and Amber Alberti

DJs

VANKA (Misturada)

PAPI CHOCOLATE (Worldwide)

DON BUSTAMANTE (Coco Rico)



THE MAKE-OUT ROOM

3225 22nd St @ Mission

San Francisco

415-647-2888

9pm-2am • \$10 • 21 & up



MODS VS. ROCKERS PRESENTS:

* * bossa nova & tropicalia * *

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& THE HANDLER BROTHERS

WEDNESDAY NOV 14, 2012

The Make-Out Room

DJ'S OLDER BROTHER, SHAMELESS, DUTCH CRUNCH

DRINK STEAM WITH WORKSHOP SF

Workshop SF Birthday Party- Celebrating 6 Years of Drinking Beer and Making Stuff!

TUESDAY • SEPTEMBER 29TH • 6-9:30PM

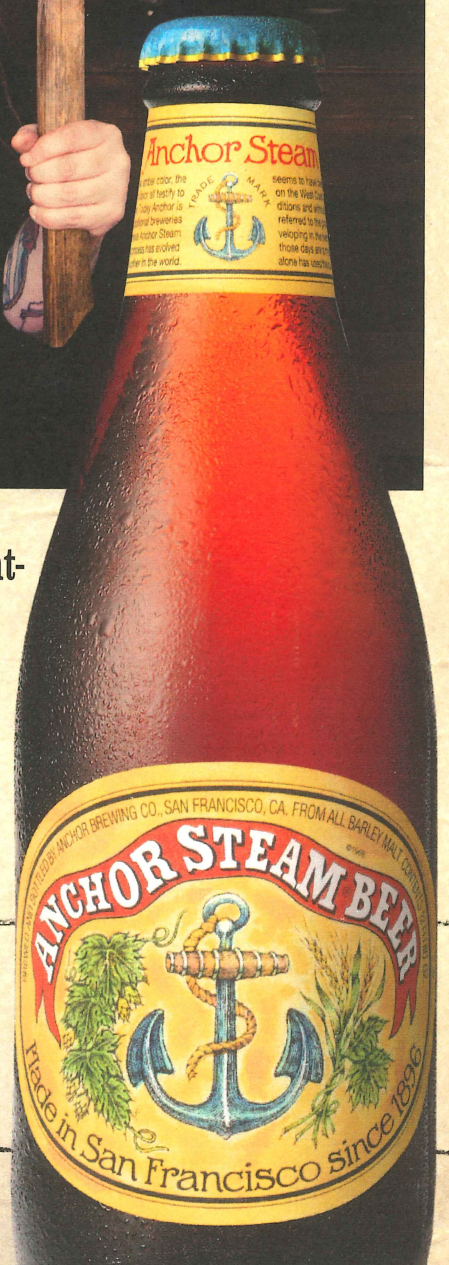
MAKE OUT ROOM • 3255 22nd Street in San Francisco



- Celebrating Workshop SF's 6th birthday
- Come Drink Steam with Workshop SF founder Kelly Malone and hear how she got started, what inspires her, and more!
- DIY projects led by local makers
- Live screen printing: bring light-colored apparel to get printed!
- Anchor Steam drink specials
- DJ and Dancing

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DRINK & STEAM



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NOW!**

VAPOR RECORDS RECORDING ARTIST

**Jonathan
Richman**



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"TAKE ME TO
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LIVE!!

featuring

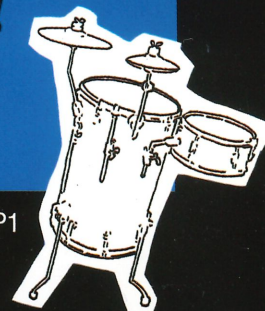
**tommy
larkins**
on drums

*@ the Make-out Room
Feb 1-4*

PERFORMING 19 GREAT TUNES!



SAN88371-P1



UNITED STATES SUMMER TOUR 2013

Jonathan Richman

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LIMITED EDITION 7" VINYL SINGLE

KEITH b/w **THEY SHOWED ME THE DOOR TO BOHEMIA**

AVAILABLE NOW ON VAPOR RECORDS

PHOTO: BONNIE HART



August 12, 13, 14, 15 @
The Make Out Room

PANAM

**INTERNATIONAL GROOVES FROM THE
60S & 70S, PSYCH, & PROG**

THE MAKE-OUT ROOM SF



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CUPCAKE**





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The Litquake Literary
Festival is a project of the
Litquake Foundation, a
501(c)3 nonprofit.

January 30, 2017

To Whom It Concerns:

I'm writing on behalf of The Make-Out Room, an entertainment and community space in the heart of the Mission District.

In my capacity as Executive Director of the city's literary festival, I cannot stress enough how generous and accommodating the staff of the Make-Out is for hosting literary events. I've produce countless events there, and even participated in some myself as a writer. This venue is so unique to the city. It's an ideal location for a younger audience. The staff makes the space available to literary events throughout the year, and in our current economic climate, producing anything in the arts can be difficult and often overwhelming.

Each year, the Make-Out Room always makes room for our Litquake festival. They provide us a fantastic venue for each night of our literary programming, at a very reasonable rental fee. Why? They certainly don't have to. They could just rent the entire space to yet another tech company du jour, for yet another private employee meet-up. The fact that they still insist on hosting arts and culture events speaks volumes to the importance of this business.

Those of us in the arts are already priced out of most venues in San Francisco. That is a stone cold fact. If it weren't for spaces like the Make-Out Room, the city would simply exist as a series of unnecessarily expensive restaurants and start-up offices. And who wants to live there?

I urge you to seriously consider legacy status for the Make-Out Room. Let's keep culture alive in San Francisco, and ensure that these spaces continue to exist.

Let me know any questions or anything else you need.

Best,

Jack Boulware
Executive Director, Litquake Foundation

Charlie Jane Anders

[REDACTED]
San Francisco, CA 94117
[REDACTED]

To whom it may concern:

I am writing in support of giving Legacy Status to the Make Out Room, located at 3225 22nd. Street in San Francisco. The Make Out Room is more than just a regular bar -- it's a crucial event space and meeting place for the city's literary and cultural creators. It's been a home to the event I organize, Writers With Drinks, since 2003 -- but it's also a place where many other amazing things happen.

I've found the Make Out Room the ideal place to organize my literary "variety show," because of its off-beat decor, its bright and clever staff, and its amazing location. And thanks in good part to this fantastic space, Writers With Drinks has become a San Francisco mainstay, getting adulatory write-ups in the *Chronicle* and a mention in one of Armistead Maupin's *Tales of the City* novels. None of this would have happened without the Make Out Room, and if we lost this space, we would probably stop doing the event.

But I can't count how many other fantastic events I've attended at the Make Out Room. This bar hosted the Progressive Reading Series, which was an important milestone in local literary activism, and tons of other literary nights. I've also heard some great music there. The Mission District has become known as a vibrant cultural center, both for its original Latinx residents, and for the artists and writers who moved there more recently. But the Mission is rapidly losing its cultural value thanks to gentrification -- and if the Make Out Room went away, that would be a sign that the Mission was indeed over.

I ask you to do whatever you can to protect this awesome bar. Thanks for your time.

All best,


Charlie Jane Anders

As one of the calendar editors at SF Weekly from 2003 to 2011, I had a problem: The Make-Out Room consistently offered too many high-quality musical, literary, and local-political events--at least in the eyes of my bosses. Not wanting to appear to play favorites or, more urgently, wanting to avoid the appearance of being under the influence of one particular venue, they made a "one Make-Out Room event per week" limit on our featured selections in the then-important Night & Day section. I balked at this, pointing out that I felt it my duty to alert the public to as many of the very best events in the city as possible, which would have required doubling up on Make-Out Room events. My editors held steady, but they didn't always catch my colleagues and I, who sometimes managed to tiptoe around the unjust rule.

It's from that vantage point--nearly a decade spent scrutinizing the San Francisco cultural scene every single day and most nights--I tell you places like this are crucial to the life of a healthy city. Not that there are very many like this one: the Make-Out Room is a real creative incubator, a functioning co-space, and Martin Rapalski is a genuine risk-seeking disruptor of the sharpest kind. As a result, the synergy in this space is impossible to buy or to create instantly, as I've found people sometimes imagine may be true of cultural spaces. It must be built and earned--the cultural value accrued here could never be replicated. It is unique in the world, and it is a vital part of San Francisco's legacy.

Hiya Swanhuyser [REDACTED]

Marc Capelle

San Francisco, CA
94110

The Make Out Room has is a valued and beloved neighbor in the Mission. They support local music, local charities, and hire locally. The club was formally "The Transfer" salsa club and has been maintained as a musical resource to the neighborhood with both live musical performances and DJ's. There is a great diversity of music and clientele.

I am a San Francisco native and have lived in the Mission since the mid 1980's . Locally owned and staffed businesses such as the Make Out Room have kept the neighborhood vibrant and alive. The business fills a need deeper than a simple bar. It is a neighborhood resource and meeting place, a music venue, and significant employer.

I work as a music educator and composer as well as a curator and producer of live and recorded music. The Make Out Room is one of the few places left in San Francisco that present live music as well as international dance music and dancing. It would be hard to imagine a Mission district without this cultural and social hub.

I gladly and strongly support the recognition of the Make Out Room as a legacy business. It is a strong reminder of the colorful bohemian history of nightlife and cultural richness that San Francisco has had most of my five and half decades in the City. Its role and place in the neighborhood is both beloved and essential and of true significance to all.

Thank you for your consideration.

Regards,

Marc Capelle

The Make Out Room's importance to the culture of Mission and San Francisco as whole can't be overstated. From literary events to live music to DJ nights to community activism the Make Out Room has been an integral party of maintaining the creative vitality of The City. As SF loses more and more of its creative spaces and creative people the significance of the Make Out Room grows. I just can't imagine a San Francisco without it.

Stuart Schuffman Stuart@BrokeAssStuart.com

To whom it may concern:

I am writing to express my support for Martin Rapalski and the Make Out Room.

As a performing musician and record producer in the Bay Area, I have benefitted numerous times from the inclusive and community-oriented entertainment program that is the hallmark of the Make Out Room. Many local nightclubs will present only one kind of music, or only big name acts from out of town that are guaranteed to draw a large crowd. To their credit, the Make Out Room has always been willing to take a chance on local musicians, and promotes musical styles and communities that are not well represented in the cultural landscape of the Bay Area. Specifically, this nightclub presents jazz, indie rock, reggae, spoken word, and other musical forms that are excluded from many other San Francisco venues, and they have pursued this multi-cultural programming for years.

I have always known the Make Out Room to be a vital part of the musical life of the Mission District, and by that I mean the "good old Mission" i.e. an affordable, accessible, community-oriented and diverse place that is truly open to all. I urge you to support Martin and this cultural center, and preserve this treasure by granting MOR legacy status.

Myles Boisen

Guerrilla Recording Studio/ Boisen Audio

1021 6th avenue, Oakland CA. 94606

[REDACTED]

Although I've only lived in San Francisco for 4 years, Make Out Room has been a part of my experience from the very beginning. From wild nights of dancing and poor life choices to relaxing nights of poetry and storytelling - this tiny little dive bar in the mission has always given me all. In March of 2016 - a few friends and I had an idea for a storytelling show we thought could be a hit. Step one was finding a venue. Having zero prior experience producing shows - we were continuously turned down over, and over again. We reached out to over 20 local bars and were denied by every single one. I had spent a significant amount of time at Make Out Room and knew the quality of the shows they housed and figured it was a complete long shot to host our show there (especially with our track record thus far) I made a long shot decision and decided I would throw them an email. Within in 15 minutes I had a response from Martin saying he liked the idea and he wanted to give it a whirl. We were mind blown, nervous but also incredibly excited. Fast forward to now - nearly an entire year later and not only are we going on our 12th show - we have found a warm and welcoming family that cares about young aspiring artists so deeply. This bar is EVERYTHING. They care about the community - they care about empowering it, and they care about helping the little people. In our day and age, and in our changing city - The artists, poets, musicians, comedians - they need the most help. With the rapid gentrification of the city, these venues - The Make Out Rooms of our community are our dwindling safe spaces. This place, this tiny little bar means so very much to so many people - and it's truly a main artery of the Bay Area art family. I love this city, I love this place, and I love the people who run it. It deserves to be here forever. LONG LIVE THE MAKE OUT ROOM <3

Chase Kiefiuk [REDACTED]

Legacy Business Testimonial

I am writing to give my personal testimony as to the cultural significance of the Make Out Room in the Mission.

I have been an active member of the local community of musicians and a regular performer at the Make Out Room since it opened its doors. The Make Out Room has been vital to the artistic community of San Francisco in so many ways, but allow me to highlight a few.

As for music, the Make Out Room provides a space for both local and touring bands to perform in a city where the number of these kinds of welcoming venues is sadly shrinking. Martin has created a unique mix in terms of the scope of performances welcomed here -- some bands and performers are well-known, even legendary, but he also makes room for unknown performers and for experimental, new music to thrive. In addition, there is a monthly singer-songwriter showcase (the Sad Bastards Club) that gives local performers a space to workshop new material. Further, Martin has shown consistent commitment to charitable ventures: musicians and activists have hosted countless fundraising performances there for a wide variety of causes, usually local in nature.

Although I am personally less involved non-musical aspects of the culture of San Francisco's Mission District, I know that the Make Out Room regularly hosts literary events, as well as exhibits that showcase local visual artists and other contributors to the artistic life of this community.

Let me close by stating that I and my many musician friends truly view the Make Out Room as both a warm hearth and an irreplaceable hub of the indie music scene of San Francisco. I believe unequivocally that the Make Out Room is deserving of legacy status.

Please feel free to contact me if you need any further information.

Beth McKenna [REDACTED]

I've been attending the Make Out Room since it opened, early in 1996, if I remember correctly. In the year's since, I can't think of another venue I've frequented more. For much of its existence, I went there to see live acts. Bands I knew, but also ones I'd never heard of before. As I was acquainted with a couple of the programmers, occasionally I'd get word from one of them recommending a band I shouldn't miss. Invariably, they were right. I can look at a case in our living room and pull dozens of CDs acquired from such evenings. What sort of music did they play? All sorts. Indie, Soul, Garage, Country, Cajun, Old-Time, Latin, Klezmer, Balkan, Bossa nova, Ska, Big Band, Jazz and I think even Rock 'n Roll. Cover bands, 60s cover bands, French 60s cover bands and even one Khmer 60s cover band. Bands that play kolo, waltzes, polkas too. Over the last decade I've regularly attended dance nights at this venue. In recent months, I've frequented ones featuring 60s Soul, 70s Soul, New Wave, Rocksteady and Glam. Did I say how much I love to dance? Well, I do.

Apart from the music, I love how this place looks, it's perfect size, how the rather narrow bar leads to the more open back. I love the red booths, the green walls, the disco light reflected on all the silver streaming down. I love the mirror set high, facing back, slanted down, its unique view of booths, floor, hair, shoes. I enjoy coming here as I often see many friends, but as I'm close with few who like to dance, I've spent many nights there alone, and it's a wonderful place to be so. Two of my favorite paintings in the world hang in the back on the western side.

Just a lovely place. Would be truly sad were it gone.

Donald Ord [REDACTED]

2/1/17

Almost always, the publications of stories about "up and coming" neighborhoods that are "still edgy" and "finding their way" and a "haven for arts and culture" is the 10 to 15 year death knell for everything that gives that neighborhood heart, vitality, culture, and the kind of life that makes journalists want to write about it--ironic as the effect may be. They are a death knell because people read them and want to occupy this vivacious space, but so often bring nothing with them to contribute.

I don't have to draw the line between this hypothetical and the very real story of the Mission--if you're reading this, it is because you know it already. I remember seeing these types of things said about the Mission and its venerable establishments, so many of which have disappeared in a cloud of dollar signs and some diluted replacement establishment that just skirts the unwritten code of no chain stores... nothing too generic, that had pervaded the neighborhood for so long.

Thankfully all has not been gutted. There are still holdouts, a body of culture that comprises what made the Mission magic for so long... and what attracted so many that unwittingly were its undoing.

I won't be so bold as to call the Make Out Room the heart of this body, but let's say it is a vital organ; the kind you can't live long without. Its a place for expression, for performance, for an exchange of ideas, for collaboration... The Mission would be bereft without it; 22nd street would be adrift.

I write this as a patron, a performer, and a friend to the business. I hope that I can give it even a fraction of what it has given me for the last 17 years.

Justin D. Frahm [REDACTED]

Dear Legacy Status Committee:

I am writing to tell you what I tell visiting friends and visitors to San Francisco all the time: The Make-Out Room is a Mission District gem.

My first time experience there happened after the 2008 election. As a journalist for the Associated Press based in San Francisco, I had been part of a team covering Barack Obama's historic win. After we called the West Coast states, to unwind from the high drama, colleagues and I decided to try out that club we had been hearing about for years—but hadn't the chance to visit given the demands of our careers.

The evening was a revelation. People of all ages, genders, races and ethnic backgrounds filled the room. The dance floor was lively, the music mixed, the whole atmosphere a celebration of humanity. I had no idea, coming from New York, that a venue like this existed in San Francisco. Perhaps, I thought, given the historic occasion, the night had been a fluke, a one-off.

It wasn't. I returned two weeks later for a literary evening, a monthly benefit, as it turned out, for an LGBTQ magazine. Again, the room was filled with an eclectic mix of San Franciscans, from as near as the neighborhood and and as far as Europe and Latin America.

I came to consider the Make-Out Room my go-to for celebrating, dancing and unwinding with colleagues. In 2011, I chose the Make-Out Room as the place to inaugurate a reading series, the True Stories Lounge. The series has featured local non-fiction writers, such as David Talbot, Adam Hochschild, Joyce Maynard and others. Journalists, memoirists, biographers, poets and performance artists all command the stage.

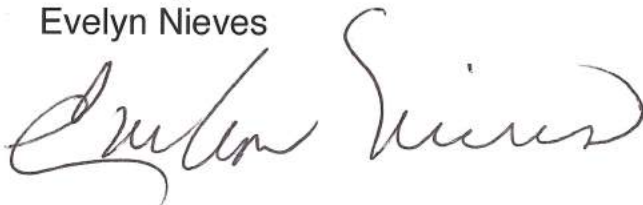
While I put the series on hold to write a book, I am gearing up for it to return to the Make-Out. Not only is it a club worthy of the write-ups it routinely receives in the international tourist guides, but also a community space like no other. I consider it kind of a neighborhood living room. I've met dozens of musicians and writers at the Make-Out who consider the space home.

At a time when so many local businesses have fallen to the Silicon Valley juggernaut, the Make-Out Room has managed to do the near impossible: maintain its low prices and varied calendar (highlighting both established and emerging musical and literary artists) and adapt to the changes in the neighborhood. It's a welcoming place for all. On Saturday nights, after hours of local and national musical acts, it hosts the best Latin music night in the Bay Area. Recently, it held a benefit for the ACLU—and the SF Tenants Union and the SF Food Bank. I could go on, but I think you get my point.

Please ensure that the Make-Out Room gets to stay put, right in our Mission, and grant it legacy status.

If you have any questions or would like to discuss my comments further, do not hesitate to call or email me. My phone number is [REDACTED], email at [REDACTED]

Sincerely,
Evelyn Nieves

A handwritten signature in cursive script, appearing to read 'Evelyn Nieves', written in dark ink.



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2018-19-023
Business Name: Mon Sing Noodle Co.
Business Address: 1950 Innes Avenue, #3
District: District 10
Applicant: Connie L. Kong, Owner
Nomination Date: December 26, 2018
Nominated By: Supervisor Malia Cohen

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

56 Beckett Allen from 1932 to 1951 (19 years)
1392 Pacific Avenue from 1951 to 1995 (44 years)
1950 Innes Avenue, #3 from 1995 to Present (24 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: January 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



President, Board of Supervisors
District 10



City and County of San Francisco

MALIA COHEN
馬莉亞郭嫻

December 26, 2018

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

Mon Sing Noodle Co.
Attn: Kong Family
1950 Innes Avenue #3
San Francisco, California 94124

Re: Legacy Business Nomination for Mon Sing Noodle Co.

To Whom It May Concern:

I am writing to express my support for Connie Kong's application to recognize Mon Sing Noodle Company as a Legacy Business.

The craft of noodle-making has been a family tradition of the Kong family. They make more than a hundred pounds of noodles daily, which are used in restaurants not only in San Francisco but throughout the Bay Area.

As development in the Bayview continues to grow, it is crucial that we support businesses like Mon Sing Noodle Company. The rich history of this business makes it a critical component of the San Francisco community.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Malia".

Malia Cohen
President, Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Mon Sing Noodle Co.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Connie L. Kong		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1950 Innes Ave. #3 San Francisco, CA 94080		((415))282-8822
		EMAIL:
		monsingnoodlecompany@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
monsingnoodlecompany.wordpress.com	NA	NA

APPLICANT'S NAME	
Ginger Kong	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Business Owner's Daughter	
APPLICANT'S ADDRESS:	TELEPHONE:
	([REDACTED])
	EMAIL:

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

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
56 Beckett Alley	94133	1932
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1932-1951	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1392 Pacific Ave.	94109	Start: 1951
		End: 1995

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1950 Innes Ave. #3	94124	Start: 1995
		End: Present

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Ginger Kong

December 21, 2018

Name (Print):

Date:

Signature: 

MON SING NOODLE CO.
民生麵廠
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.

Mon Sing Noodle Co. in San Francisco was established in 1932.

Mon Sing Noodle Co. specializes in egg noodles and includes a product line of Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The business caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area. Their noodles are served in Bay Area's favorite eateries including a number of award-winning restaurants.

Mon Sing Noodle Co. was originally located at 56 Beckett Alley. It's believed that the noodle shop relocated to 1392 Pacific Ave. near Chinatown in 1951. While the shop remained at the Pacific Ave. location until 1994, Mon Sing Noodle Co. may have operated under another business name, Noodle Manufacturing Co., from 1954 to 1977 as listed in Polk's Crocker-Langley San Francisco City Directory. In 1978, the noodle shop went back to its original business name, Mon Sing Noodle Co.

The current owners, the Kong Family, have a long history with the business and the craft of noodle-making. Husband and wife team, Aaron and Connie Kong, purchased the noodle shop from Man Wing Lau and Ronald Cheung in 1989. Aaron and Connie wanted to continue the family's noodle business that was started by Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, in Hong Kong.

At the time when the Kongs purchased Mon Sing Noodle Co., the noodle shop only specialized in egg noodles and its famous old-style noodles. The father and son team, Man Kaw and Aaron, introduced new noodles and products made famous in Hong Kong and distinctive to mainland China. Mon Sing Noodle Co. was the one of the first noodle factories in Northern California to make fresh wonton noodles, a Hong Kong favorite. This traditional noodle was met with warm embrace by chefs all around and inspired new dishes. By word of mouth, new chefs began calling Aaron for custom orders. The Kongs were ahead of their time.

A few years later, Aaron and Connie expanded their business and bought another well-established noodle factory, Tin Wah Noodle Co. in 1994. Mon Sing Noodle Co. has since relocated to 1950 Innes Ave. #3, next to its sister company in the Bayview neighborhood.

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

Mon Sing Noodle Co. has been in continuous operation since husband and wife team, Aaron and Connie Kong, purchased the business in 1989.

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

Noodle-making has been a family tradition for the Kong Family. Prior to immigrating to the United States, Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, owned a noodle shop in Hong Kong. They made fresh egg noodles, wonton noodles and rice noodles daily.

Aaron grew up in the noodle business. When Aaron was born, his mother, Mow Ying Gong, would bring him to the noodle shop while she helped out. Employees at the noodle factory would take turns watching over young Aaron. To keep the baby from crying, staff tied his bassinet to the other end of a bamboo stick while they made jook sing noodles and gently rocked the baby to sleep. Aaron was destined to become a master noodle-maker.

When Man Kaw immigrated to the United States, he worked odd jobs before continuing his trade at Tin Wah Noodle Co. in the 1980s. Fast forward a couple of years, Aaron and his family immigrated to the U.S. and had purchased another noodle factory, Mon Sing Noodle Co. Man Kaw and Aaron, the father and son team, managed daily operations while Connie handled administrative duties for the business. Each morning, Aaron started shop at 4:00 a.m. and greeted a line of customers with fresh noodles by 7:00 a.m. This disciplined work routine was from years of learning from working at a noodle factory.

The Kong Family purchased Tin Wah Noodle Co. in 1994.

Over the years, Aaron and Connie's children, Peter and Ginger Kong, began helping out at the shop. After school and weekends, Peter followed Aaron on deliveries while Ginger assembled and packed orders for deliveries. Eventually, Peter learned family recipes for making noodles. As a fourth-generation noodle maker, Peter would later carry on the family tradition and take over operations. Customers are very fond of the Kong family, watching both Peter and Ginger grow up in the business.

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

The ownership history of Mon Sing Noodle Co. is as follows. The business ownership from 1932-1953 is unclear.

1932 to 1953:	(Unknown)
1954 to 1970	Mrs. Oy Yip Lee
1971 to 1987:	Holm Lee and Fred Lee
1987 to 1989:	Man Wing Lau and Ronald Cheung
1989 to 2018:	Aaron H. Kong and Connie L. Kong
2018 to Present:	Connie L. Kong

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.

Aaron and Connie Kong purchased Mon Sing Noodle Co. in 1989. Company logo and archives show Mon Sing Noodle Co. was established in 1932.

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.

Mon Sing Noodle Co. is currently located at 1950 Innes Ave. #3 in San Francisco's Bayview neighborhood. The building is an industrial warehouse built in 1964.

Prior to its current location, Mon Sing Noodle Co. was located at 1392 Pacific Ave. in San Francisco through the 1980s.

CRITERION 2

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

Mon Sing Noodle Co. manufactures egg noodles, Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The artisanal family-owned noodle shop makes fresh noodles using traditional noodle-making methods passed down by generations. Each batch is concoction of family recipes and rolled out in vintage machinery that require a master noodle maker to adjust its proper thickness and texture. This craft takes years to master.

Mon Sing Noodle Co. represents family, from the family making the noodles to families enjoying them. Customers are part of the Mon Sing family. Customers travel from afar to order Mon Sing's noodles, especially during the holidays. Perhaps, Mon Sing's noodles are reminiscence of something their mom used to make at family gatherings. In many cultures, noodles represent

long-life. Long-time customers come back to purchase noodles for their birthdays. For the Kongs, it is a time to catch up with old friends.

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

Mon Sing Noodle Co. has been a humble part of everyday lives. Mon Sing's noodles are served throughout Bay Area restaurants including some award-winning restaurants.

Mon Sing Noodle Co. and its sister company Tin Wah Noodle Co., also owned by the Kong Family, are possibly two of the oldest noodle factories in San Francisco still in business.

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

Mon Sing Noodle Co. is the little known secret among seasoned Bay Area chefs through word of mouth. Their "homemade" noodles, including Mon Sing's famous shui mein (水麵), are mentioned in a number of restaurant reviews and books. Mon Sing's shui mein is a San Francisco original and dates back to the origins of the noodle shop.

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

n/a

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

The Kong Family have made it a mission to donate noodles in times of need whether of hunger or in the wake of natural disaster. They donated to Enmanji Buddhist Temple fundraiser in 2018 and On Lok senior centers on occasions.

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

Mon Sing Noodle Co. caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area. Through these institutions, the business serves generations of families. Once available only in San Francisco's Chinatown, Mon Sing's noodles have reached the Greater San Francisco Bay Area and other states through increased manufacturing and distribution. Their noodles have transcended beyond Asian culture.

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

The vintage machinery used to make the noodles are culturally significant. The mixers, rollers, and cutters were passed down through generations of artisanal noodle makers at Mon Sing Noodle Co. Made in the United States and in Asia, the vintage machinery is no longer in

production. The craft of operating these heavy machines requires a master noodle maker to orchestrate the gear settings by the feel of the dough. Unlike automated machinery, the vintage machinery gives Mon Sing's noodle makers full control to the quality of the final product. Each batch of noodles is heavily dependent on the skillfulness of its noodle maker, understanding the texture and characteristics of each type of noodle. The artisanal noodle maker must know which direction and how many times each noodle sheet is folded and pressed through the rollers to create the chewiness and bite of the noodle.

Over the years, Aaron designed and crafted new noodle-making tools to ease operations. He designed a machine to cut through layers of noodle sheets with one press. His innovation is in use throughout the noodle shop.

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

Mon Sing Noodle Co. is a respected family-owned establishment. Using recipes passed down generations, Mon Sing's noodles are a favorite with chefs at heart. Their specialty noodles can only be found at Mon Sing. It would be a lost craft to the culinary community without their artisanal noodles.

CRITERION 3

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

Mon Sing's specialty noodles and generations of customers speak volume on its business. The company manufactures noodles, wraps, and pastas using traditional noodle-making methods rolled out in vintage machinery.

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)

Mon Sing Noodle Co. is committed to maintaining the noodle-making tradition that defines the business. Noodle-making is an art form. Mon Sing Noodle Co. takes pride in producing fresh noodles using traditional methods. Recipes passed from generations cannot be replicated by others. They continue to share their passion in noodle-making and reintroduce old-style noodles to a new generation.

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.).

From the outside, Mon Sing Noodle Co. may just be an ordinary industrial warehouse next to the San Francisco Produce Market. The magic happens inside. Upon entrance, you see pallets of fresh ingredients in a clean environment. You can hear the Kongs and their trained staff working meticulously in the workroom, making hundreds of pounds of noodles daily.

d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.

Mon Sing Noodle Co. has been family-owned since the Kongs purchased the business in 1989. As described, the Kongs has an extensive history in noodle-making dated back to Aaron's grandfather and father in Hong Kong.

Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Business License Certificate, 1994-95.

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR			
ACCOUNT NO.		CLASS	DESCRIPTION
[REDACTED]		F01	FOOD PRODUCT & MKTNG
BUSINESS LOCATION		UNIT COUNT	TYPE
1392 PACIFIC AV			
OWNER	AARON H. KONG		DATE ISSUED 09/09/94
DBA	MON SING NOODLE CO.		** THIS IS NOT A BILL **
CARE OF MAILING ADDRESS	1392 PACIFIC AVE.		THAD BROWN
CITY-STATE	SAN FRANCISCO, CA 94109		TAX COLLECTOR

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION
PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION

8101306X (4/92)

Department of Public Health Permit to Operate, 1990.

PERMIT TO OPERATE AND CERTIFICATE OF SANITARY INSPECTION		B 11078
Issued according to provisions of the San Francisco Health Code		
AUTHORIZING conduct of the following class of FOOD PRODUCT AND MARKETING ESTABLISHMENT		ISSUED
Business: <u>Grocery</u>		<u>January 9, 1990</u>
Name and Address below:		
Aaron H. Kong dba: MON SING NOODLE CO. 1392 Pacific Ave. San Francisco, CA 94109		EXPIRES:
THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.		
DEPARTMENT OF PUBLIC HEALTH City and County of San Francisco		
<u>Richard S. Kishner</u> Inspector	<u>Ben Gale</u> Bureau Chief	
<u>William D. Long</u> Principal Inspector	<u>David W. [unclear]</u> Director of Public Health	
DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102		

F 1002 B

Display this Permit prominently. This margin may be trimmed for standard 6 x 8 frame.

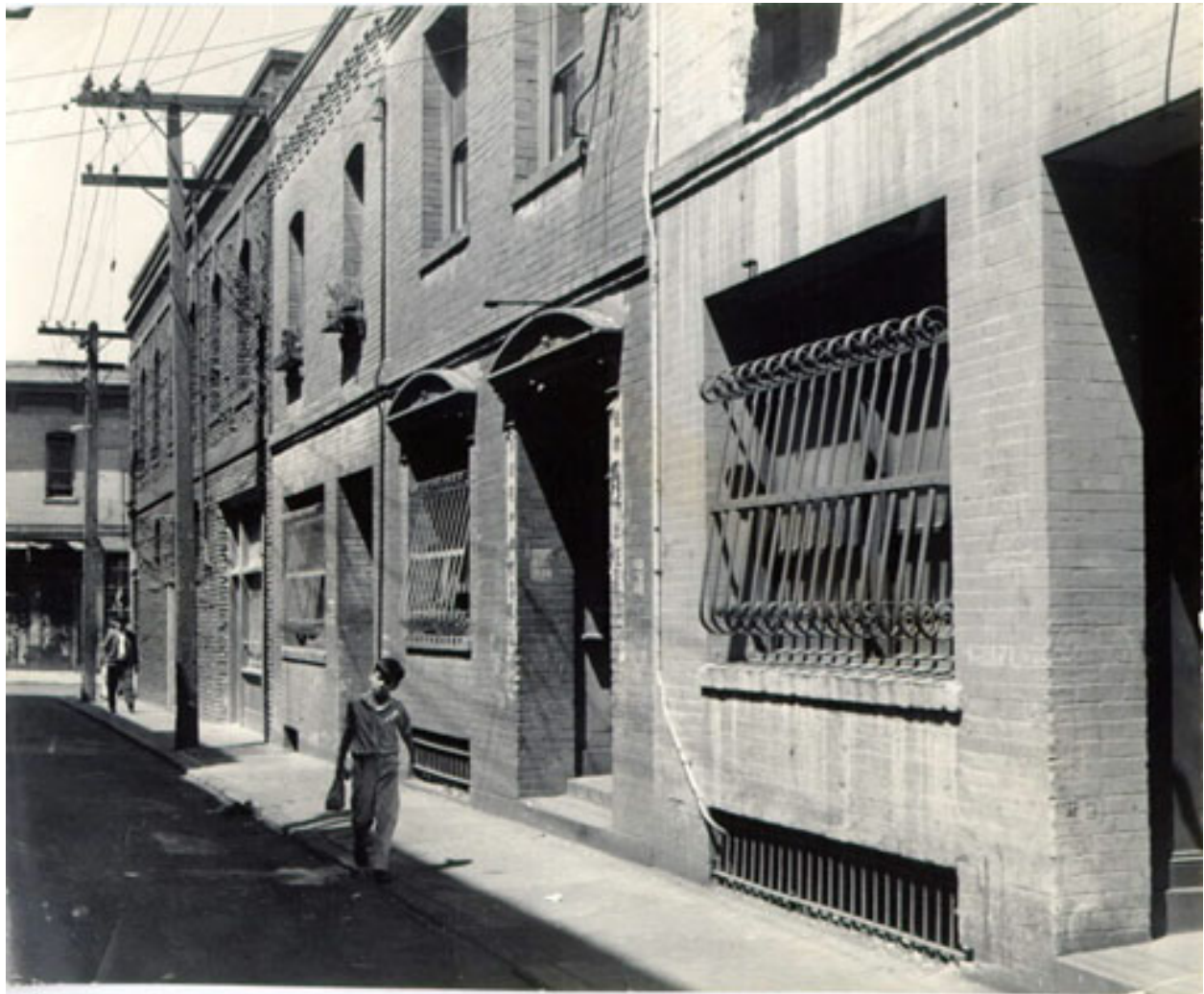
Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Historic photos of Pacific/Hyde Street dated 1920 and 1921 prior to Mon Sing Noodle Co. moving there. Mon Sing Noodle Co. relocated to 1392 Pacific Ave. in the 1950s from 56 Beckett Alley. (OpenSFHistory / wnp36.02389.jpg and OpenSFHistory / wnp36.02466.jpg)



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Historic photo of Beckett Alley post 1906. Mon Sing Noodle Co. was located at 56 Beckett Alley around 1948.



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Current exterior photo of Mon Sing Noodle Co., Dec. 2018. (Photo by Ginger Kong)



Mon Sing Noodle Co.
1950 Innes Ave. #3
San Francisco, CA 94124



Image capture: Sep 2017 © 2019 Google





Mon Sing Noodle Co.
1950 Innes Ave. #3
San Francisco, CA 94124

Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Current exterior photo of Mon Sing Noodle Co. signage. (Photo by Ginger Kong)



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Current interior photo of Mon Sing Noodle Co. signage. The Kong Family from left to right: Ginger Kong, Connie Kong and Peter Kong.



Mon Sing Noodle Co. logo.



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Artisanal noodle-maker cutting pasta sheets by hand. (Photo by Ginger Kong)



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Vintage noodle cutter. (Photo by Ginger Kong



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Vintage mixer. (Photo by Ginger Kong)



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Vintage roller. (Photo by Ginger Kong)



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Interior photo of Mon Sing Noodle Co. at 1392 Pacific Ave. location, 1992. (Photo by Aaron Kong)



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Aaron and Connie Kong at the noodle shop



Three generations of noodle-makers. From left to right: Peter Kong, Man-Kaw Gong, and Aaron Kong.



[illegible]

Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Packaging (Current)



