



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: FEBRUARY 6, 2019

*** This report provides recommendations for four (4) Legacy Business applications. ***

Filing Date: January 10, 2019
Case No.: 2019-000639LBR
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
Zoning: NCD (West Portal Avenue Neighborhood Commercial) Zoning District
26-X Height and Bulk District
Block/Lot: 3012/016
Applicant: Liam Caldwell, Owner
369 West Portal Avenue
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Armstrong Carpet and Linoleum Company ("Armstrong Carpet" or "ACLC") is a family-owned flooring company that was established in 1946. ACLC first opened at 2123 Fillmore Street. The founder, Chuck Armstrong, started the business upon completion of his service in World War II. ACLC expanded and Armstrong enlisted partner Willis Zing. Later, Louis Cohen joined the partnership as the company evolved and prospered. The relocation of the business to 626 Clement Street in 1956, after a brief two-year stop at 406 Clement, created a flooring destination in the Richmond district of San Francisco.

John and Theresa Petrini became the owners of ACLC in 1969, after John finished his tenure as an installer. Steve Balestrieri began working for his father-in-law John in 1974, and took the helm of ACLC in 1991, partnering with his wife Anna Marie Balestrieri. In 1996, Liam Caldwell began working as an understudy at a California carpet king. After graduating from Humboldt State University in 2002, Liam returned to Armstrong Carpet fulltime coinciding with ACLC moving to its present resting place at 369 West Portal Avenue.

In 2017, Liam and Steve and Anna Marie entered into partnership as owners of Armstrong Carpet and Linoleum. Today, ACLC is stewarded by Liam Caldwell and Steve Balestrieri and Anna Marie Balestrieri - sons and daughter of San Francisco - who continued the tradition of licensed flooring contracting serving the San Francisco Bay Area. The partners share over 64 years of local flooring knowledge and expertise, as well as fastidious dedication to expertise in all surface flooring and window covering, and the attention to detail within the customer experience.

The business is located between 14th and 15th Avenues on the south side of West Portal Avenue in the West Portal neighborhood. It is within a NCD (West Portal Avenue Neighborhood Commercial) Zoning District and within a 26-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1946.

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

Yes. Armstrong Carpet and Linoleum Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Armstrong Carpet and Linoleum Company has operated continuously in San Francisco for 73 years.
- ii. Armstrong Carpet and Linoleum Company has contributed to the history and identity of West Portal and San Francisco.
- iii. Armstrong Carpet and Linoleum Company 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 floor installation.

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

No. The Department has no information related to potential historical associations with significant events, persons, or architecture.

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 its age as the building was constructed in 1951.

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 was included in Hardware Mutuals Insurance Company's "Underscore" publication for the education of insurance underwriting in May-June 1957.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 369 West Portal Avenue

Recommended by Applicant

- Neon sign
- Custom flooring and window covering installations
- Leadership in training and industry standards
- Excellent customer service
- Safe, flexible, and responsible work environment

Additional Recommended by Staff

- None

Filing Date: January 10, 2019
Case No.: 2019-000701LBR
Business Name: New World Market
Business Address: 5641 Geary Blvd.
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 1524/037
Applicant: Boris Fudym, CFO
5641 Geary Blvd.
San Francisco, CA 94121
Nominated By: Supervisor Sandra Lee 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

New World Market is an international grocer, delicatessen, and meat market specializing in traditional Slavic and Central Asian food and beverages that was established in November 1982 by Mikhail and Nonna Sukhovitsky, a married couple from the former Soviet Union. The market provides quality grocery products and freshly made food from across Europe and the world to the community of Little Russia in the Richmond District and all of San Francisco. Products include fresh Russian pastries filled with sweet fruits and/or cottage cheese, eggplant and mushroom salads, fresh rye bread and meat dishes (such as chicken Kiev, traditional Azerbaijani kebabs, house-made borscht and many others) that have been staples of Eastern European and Central Asian cuisine since the time of the Tsars. The products sold at New World Market are meant to preserve the culinary tradition of the Russian and Eastern European communities as well as give people who may not be familiar with this cuisine an opportunity to experience a relatively obscure culinary culture.

In 2000, New World Market moved from its original location at 2051 Balboa Street to 5641 Geary Boulevard. The new space enabled the market to continue serving the community while expanding its offerings to include a wider selection of products and food. In 2015, the Sukhovitskys sold New World Market to Boris, Leon and Zina Fudym. Boris and Leon are cousins, and Leon and Zina are spouses.

The new owners have given a new face to New World Market. They renovated the space, putting in new hardwood flooring and new equipment, upgrading the kitchen appliances and repainting the interior while still maintaining the traditional look and feel of the store. The new owners started preparing and smoking fresh salami in house and have widened the variety of fresh goods and produce. Some of these new products include wines from the Caucasus region and various cheese products from countries such as Latvia and Lithuania, reputed in Eastern Europe for producing some of the best dairy products available. New World Market is one of only four Russian-speaking-owned grocery businesses in all of San Francisco.

The business is located between 20th and 21st avenues on the south side of Geary Boulevard in the Outer Richmond neighborhood. It is within a NC-3 (Neighborhood Commercial, Moderate 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 1982.

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

Yes. New World Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. New World Market has operated continuously in San Francisco for 37 years.
- ii. New World Market has contributed to the history and identity of the Richmond neighborhood and San Francisco.
- iii. New World Market 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 Russian and Eastern European cuisine.

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

No. The Department has no information related to potential historical associations with significant events, persons, or architecture.

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 its age as the building was constructed in 1923. In a windshield survey of storefronts in the surrounding neighborhood commercial district, this building was found to have no architecturally significant storefronts.

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. New World Market has been featured in the following publications:

- A book by Sylvan Brackett, Sue Moore and Wendy Downing, with Slow Food USA titled, "The Slow Food Guide to San Francisco and the Bay Area: Restaurants, Markets, Bars," 2005.
- A book by Chowhound.com titled, "The Chowhound's Guide to the San Francisco Bay Area," 2005.
- An article by Mark Shrayber titled, "Growing Up Russian in SF," May 2014.
- An article by Eater SF titled "A Guide to Russian Food in San Francisco," March 2017.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5641 Geary Blvd

Recommended by Applicant

- International cuisine and products familiar to Russian and Eastern European immigrants
- Russian and Slavic language speaking staff
- Traditional recipes
- Façade features, including brick cladding, cornice, and storefront windows

Additional Recommended by Staff

- None

Filing Date: January 10, 2019
Case No.: 2019-000703LBR
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
Zoning: NCD (North Beach Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0116/002
Applicant: Frances Lau, Owner
1461 Grant Avenue
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

S & S Grocery is a small family-run grocery and convenience store in the North Beach neighborhood established by S. Louie in 1959. The market sells products of everyday use including fresh fruits and vegetables, canned foods, cereals, milk, snacks and crackers, soaps, medicines, paper towels and more. In 1975, S. Louie transferred the business to his son J. Toy and his son's wife M. Toy, known as the Toy family. The income from the store helped them raise their children, putting them through school and college, and helped support their family. J. Toy and M. Toy worked very hard to be able to support and petition all of their family members to immigrate to United States. As with many family-owned grocery stores, all of the children worked after school at S & S Grocery, pitching in to help out.

On October 17, 1989, the Loma Prieta Earthquake with a moment magnitude of 6.9 struck the Bay Area. The quake severely damaged the city's freeway including the Embarcadero on/off ramp, which was a direct route into Chinatown and North Beach. The change that followed included the dismantling of the Embarcadero freeway making access to/from Chinatown and North Beach more difficult. Despite the physical changes to the environment, S & S Grocery maintained its presence serving the community and the residences on nearby Telegraph Hill.

After many years of hard work, J. Toy and M. Toy retired in 1999 and transferred the business to their niece and nephews, F. Lau, J. Lau and S. Lau, known as the Lau family. As with the Toy family, many members of the Lau family work together to keep S & S Grocery in operation, through the dot-com boom in the late 1990s and the most recent recession in the 2000s. The store continues to serve the residents of North Beach as a family-owned grocery store with multiple family members involved in the business.

The business is located between Union and Green streets on the west side of Grant Avenue in the North Beach neighborhood. It is within a NCD (North Beach 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 1959.

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

Yes. S & S Grocery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. S & S Grocery has operated continuously in San Francisco for 60 years.
- ii. S & S Grocery has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- iii. S & S Grocery 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?*

Yes. The building is a contributor to the California Register-eligible Upper Grant Avenue Historic District, which is historically significant for its historical land use pattern, recreated after the 1906 fire and essentially unchanged today. It is a tightly packed area of interdependent housing and small shops in vernacular Classic building styles. The district reflects the crowded living conditions typically experienced by recent immigrants to San Francisco at the turn of the 20th century.

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

Yes. The property has a Planning Department Historic Resource status of "A" (Known Historic Resource). It is located within the California Register-eligible Upper Grant Avenue Historic District and was identified as part of a historic district in a 1984 North Beach historic resource survey. The building was constructed in 1906.

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:

- 1461 Grant Avenue

Recommended by Applicant

- 7-Up Sign from 1969-73 ad campaign
- Inventory of items for everyday use
- Family history representing the “American Dream”

Additional Recommended by Staff

- Storefront with tiled bulkhead, wood-framed windows and awning

Filing Date: January 10, 2019
Case No.: 2019-000705LBR
Business Name: Yuet Lee Restaurant
Business Address: 1300 Stockton Street
Zoning: CCB (Chinatown Community Business) Zoning District
65-N Height and Bulk District
Block/Lot: 0146/011
Applicant: Sam Yu, Owner
1300 Stockton Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

The Yu family opened Yuet Lee Restaurant (“Yuet Lee”) on January 1, 1977, at 1300 Stockton Street on the same corner of Stockton Street and Broadway where it is today. It was established by husband and wife team Chi Yuet Yu and Mee Hun Lee. The restaurant name, Yuet Lee, is a combination of both their names. The Yu family ran a neighborhood restaurant in Hong Kong – also called Yuet Lee – for a number of years. When they immigrated to San Francisco, they brought the family recipes with them. Yuet Lee is famous for their Hong Kong style seafood dishes.

When Yuet Lee Restaurant first opened in San Francisco, it had a difficult time being accepted by its North Beach neighbors. They had located their restaurant on the north side of Broadway, which was the demarcation line separating Chinatown and North Beach. Everything south of Broadway was Chinatown; everything north of Broadway was North Beach. Yuet Lee Restaurant, located on the north side of Broadway, was infringing on the Italian section of North Beach. Despite the neighbors' initial disfavor with the restaurant, the family overcame the adversity and won support of local patrons. In 1998, Yuet Lee transferred to Chi Yuet Yu and Mee Hun Lee's three children: Jane Yu, Sam Yu and Wing Tim Yu. In 2016, following Jane's withdrawal due to health reasons and Wing Tim's passing, Sam took over the entire operation of Yuet Lee Restaurant.

Yuet Lee Restaurant, originally located in North Beach, is an important contributor to the Chinatown neighborhood. The distinctive green color of the building and its bright interior lighting have made the building an icon and a beacon to those natives and tourists seeking delicious seafood. According to Sam Yu, the distinctive green color has made it a landmark in Chinatown. Although the restaurant can serve only 47 people at a time in the main dining room, they serve 300-500 customers a day.

The business is located at the northeast corner of Stockton Street and Broadway on the border between North Beach and Chinatown. It is within the CCB (Chinatown Community Business) Zoning District and within a 65-N Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1977.

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

Yes. Yuet Lee Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Yuet Lee Restaurant has operated continuously in San Francisco for 42 years.
- ii. Yuet Lee Restaurant has contributed to the history and identity of North Beach and Chinatown neighborhoods and San Francisco.
- iii. Yuet Lee Restaurant 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 Cantonese cuisine.

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

No. The Department has no information related to potential historical associations with significant events, persons, or architecture.

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

No. However, the property has a Planning Department Historic Resource status of "A" (Known Historic Resource) as it was identified as part of a historic district in a 1984 North Beach historic resource survey. The building was constructed in 1906.

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. There have been many articles and reviews written about the restaurant that have appeared in the San Francisco Chronicle (June 2018), AAA Via Magazine (Feb. 2013), SF Weekly, San Francisco Magazine (Nov. 2005), California Magazine (Feb. 1982), Continental Magazine, and a book titled, "Restaurants of San Francisco - The Definitive Guide to the Bay Area's Best" by former SF Chronicle Restaurant Critic, Patricia Unterman and Stan Sesser. Recently, the restaurant owner was interviewed by reporter Angelina Wong and featured on KTSF Channel 26 TV.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1300 Stockton Street

Recommended by Applicant

- Cantonese cuisine
- Seafood specialties
- Bright green exterior color
- Brightly-lit interior
- Fish tanks
- Interior design and layout

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 6, 2019

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Case No.: 2019-000639LBR
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
Zoning: NCD (West Portal Avenue Neighborhood Commercial) Zoning District
26-X Height and Bulk District
Block/Lot: 3012/016
Applicant: Liam Caldwell, Owner
369 West Portal Avenue
San Francisco, CA 94127
Nominated By: Supervisor Norman Yee, District 7
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ARMSTRONG CARPET & LINOLEUM COMPANY CURRENTLY LOCATED AT 369 WEST PORTAL AVENUE, (BLOCK/LOT 3012/016).

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

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

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

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

WHEREAS, at a duly noticed public hearing held on February 6, 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 New World 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 New World Market.

Location(s):

- *369 West Portal Avenue*

Physical Features or Traditions that Define the Business:

- *Neon sign*
- *Custom flooring and window covering installations*
- *Leadership in training and industry standards*
- *Excellent customer service*
- *Safe, flexible, and responsible work environment*

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 2019-000639LBR to the Office of Small Business. February 6, 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.: 2019-000701LBR
Business Name: New World Market
Business Address: 5641 Geary Blvd.
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 1524/037
Applicant: Boris Fudym, CFO
5641 Geary Blvd.
San Francisco, CA 94121
Nominated By: Supervisor Sandra Lee Fewer, District 1
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye - (415) 575-6822
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NEW WORLD MARKET
CURRENTLY LOCATED AT 5641 GEARY BOULEVARD, (BLOCK/LOT 1524/037).**

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 6, 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 New World 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 New World Market.

Location(s):

- 5641 Geary Boulevard

Physical Features or Traditions that Define the Business:

- *International cuisine and products familiar to Russian and Eastern European immigrants*
- *Russian and Slavic language speaking staff*
- *Traditional recipes*
- *Façade features, including brick cladding, cornice, and storefront windows*

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 2019-000701LBR to the Office of Small Business. February 6, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

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Case No.: 2019-000703LBR
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
Zoning: NCD (North Beach Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0116/002
Applicant: Frances Lau, Owner
1461 Grant Avenue
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR S & S GROCERY CURRENTLY LOCATED AT 1461 GRANT AVENUE, (BLOCK/LOT 0116/002).

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 6, 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 S & S Grocery 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 S & S Grocery.

Location(s):

- 1461 Grant Avenue

Physical Features or Traditions that Define the Business:

- 7-Up Sign from 1969-73 ad campaign
- Inventory of items for everyday use
- Family history representing the "American Dream"
- Storefront with tiled bulkhead, wood-framed windows and awning

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 2019-000703LBR to the Office of Small Business. February 6, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



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Case No.: 2019-000705LBR
Business Name: Yuet Lee Restaurant
Business Address: 1300 Stockton Street
Zoning: CCB (Chinatown Community Business) Zoning District
65-N Height and Bulk District
Block/Lot: 0146/011
Applicant: Sam Yu, Owner
1300 Stockton Street
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Nominated By: Supervisor Aaron Peskin, District 3
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR YUET LEE
RESTAURANT CURRENTLY LOCATED AT 1300 STOCKTON STREET, (BLOCK/LOT 0146/011).**

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 6, 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 Yuet Lee Restaurant 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 Yuet Lee Restaurant.

Location(s):

- *1300 Stockton Street*

Physical Features or Traditions that Define the Business:

- *Cantonese cuisine*
- *Seafood specialties*
- *Bright green exterior color*
- *Brightly-lit interior*
- *Fish tanks*
- *Interior design and layout*

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 2019-000705LBR to the Office of Small Business. February 6, 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-2018-19-022
Business Name: Armstrong Carpet & Linoleum Company
Business Address: 369 West Portal Avenue
District: District 7
Applicant: Liam Caldwell, Owner
Nomination Date: December 21, 2018
Nominated By: Supervisor Norman Yee

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

2123 Fillmore Street from 1946 to 1954 (8 years)
406 Clement Street from 1954 to 1956 (2 years)
626 Clement Street from 1956 to 2002 (46 years)
369 West Portal Avenue from 2002 to Present (17 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 10, 2019

Richard Kurylo
Program Manager, Legacy Business Program





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

December 21, 2018

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Armstrong Carpet and Linoleum Company (369 West Portal Ave) to the Legacy Business Registry. The owner's contact info is below:

Liam Caldwell
Floors@armstrongcarpet.com
415-751-2827

Armstrong Carpet (ACLC) is a family-owned business that has been serving San Francisco since 1946 by providing licensed flooring contracting. From its beginning, ACLC has served at the forefront in safety and regulation training in the industry. They have also trained multiple generations of master mechanics, journeymen installers and employees who have moved on to be masters in the flooring industry throughout the Bay Area. ACLC are proud members of the Greater West Portal Neighborhood Association and the West Portal Merchants Association. ACLC has performed installations for many famous clientele, but local residents and families remain at the cornerstone of their business. The company has also donated to fundraisers and donated area rugs to school classrooms.

I am proud to nominate Armstrong Carpet to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,



A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

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:		
ARMSTRONG CARPET AND Linoleum Company		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
LIAM CALDWELL		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
369 West Portal Ave.		(415) 751-2827
SAN FRANCISCO CA. 94127		EMAIL:
		Floors@ARMSTRONGcarpet.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.armstrongcarpet.com	ARMSTRONG carpet	Armstrong carpet
APPLICANT'S NAME		
LIAM CALDWELL		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
OWNER		
APPLICANT'S ADDRESS:		TELEPHONE:
		(415) 751-2827
		EMAIL:
		
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0001484		

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
2123 Fillmore Street	94115	1946
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1946 - 1954	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
406 Clement St.	94118	Start: 1954 End: 1956

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
626 Clement St.	94118	Start: 1956 End: 2002

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
369 West Portal Ave.	94127	Start: 2002 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.

Liam Caldwell

Name (Print):

12/7/18

Date:



Signature:

ARMSTRONG CARPET AND LINOLEUM COMPANY

Section 4: Written Historical Narrative

CRITERION 1

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.

Since 1946, Armstrong Carpet and Linoleum Company (“Armstrong Carpet” or “ACLC”) has built its reputation on craftsmanship, quality and customer service all while operating continuously as a family-owned business in San Francisco. The company is presently located at 369 West Portal Avenue in the West Portal neighborhood.

Almost three-quarters of a century ago in 1946, ACLC welcomed its first customers at its original 2123 Fillmore Street address. Upon completion of his service in World War II, Chuck Armstrong, the founder, returned to San Francisco and envisioned and executed a dream to bring premium floor covering installations to the Bay Area. Naturally, he named the showroom after his favorite person, and ascribed the storied moniker of “Armstrong Carpet and Linoleum Company” to the new corporation born 1946 in the San Francisco Bay Area.

ACLC expanded and Mr. Armstrong soon enlisted partner Willis Zing. Later, Louis Cohen joined the partnership as the company evolved and prospered. The relocation of the business to 626 Clement Street in 1956, after a brief two-year stop at 406 Clement, created a flooring destination in the Richmond district of San Francisco.

John and Theresa Petrini became the owners of ACLC in 1969, after John finished his tenure as an installer.

Steve Balestrieri began working for his father-in-law John in 1974, and took the helm of ACLC in 1991, partnering with his wife Anna Marie Balestrieri. The business stood through the quake of 1989 fortunately escaping with just the front exterior plate glass windows breaking.

In 1996, Liam Caldwell unknowingly began his fortuitous tutelage as an understudy as a California carpet king. Traveling on the 29 Muni bus or by bike during his junior year at Lincoln High School, Liam labored at the shop after school, on weekends and summers. After graduating from Humboldt State University in 2002, Liam returned to Armstrong Carpet full-time coinciding with ACLC moving to its present resting place at 369 West Portal Avenue.

In 2017, Liam and Steve and Anna Marie entered into partnership as owners of Armstrong Carpet and Linoleum.

Today, ACLC is stewarded by Liam Caldwell and Steve Balestrieri and Anna Marie Balestrieri – sons and daughter of San Francisco – who continued the proud tradition of licensed flooring contracting serving the San Francisco Bay Area. The partners share over 64 years of local flooring knowledge and expertise, as well as fastidious dedication to expertise in all surface flooring and window covering, and the attention to detail within the customer experience.

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

ACLC thankfully has not encountered circumstances that required the shop to cease operations in San Francisco for more than six months.

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

We are a family owned business since inception. Chuck Armstrong created the company in 1946 and collaborated with Willis Zing, and later Louis Cohen. Mr. Armstrong and Mr. Cohen sold the business to former Armstrong installer John Petrini, who partnered with his wife Theresa. John handled sales and Theresa did the bookkeeping. Their daughter Anna Marie Balestrieri and her husband Steve Balestrieri followed their footsteps and formula, mirroring the duties when they bought the business in 1991. In 2017, Liam Caldwell entered into partnership with the Balestrieris and will become the sole owner in 2019.

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

Chuck Armstrong was a flooring installer who opened the shop and later partnered with Willis Zing and Louis Cohen. The later partners were more involved in the sales and management of the shop. John Petrini was an installer at Armstrong and purchased the business from his employers with his wife Theresa. Their daughter and son-in-law, Anna Marie and Steve Balestrieri, both worked at the shop and took ownership when their parents wished to retire. Anna Marie and Steve partnered with long time employee Liam in 2017 to continue the succession of the business. Liam's daughters Nia and Aya Caldwell both assist their father from time to time at the store following in ACLC's storied family legacy.

An ownership history of Armstrong Carpet and Linoleum Company is as follows:

1946 to 1954:	Chuck Armstrong
1954 to 1958:	Chuck Armstrong and Willis Zing (Partners)
1958 to 1969:	Chuck Armstrong, Willis Zing and Louis Cohen (Partners)
1969 to 1991:	John and Theresa Petrini
1991 to 2017:	Anna Marie and Steve Balestrieri
2017 to Present:	Anna Marie Balestrieri, Steve Balestrieri and Liam Caldwell (Partners)
Pending in 2019:	Liam Caldwell

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 included in this Legacy Business Registry application demonstrating the existence of the business 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 property has a Planning Department Historic Resource status of “B” (Properties Requiring Further Consultation and Review).

CRITERION 2

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

Installation expertise has always been the engine behind the success of Armstrong Carpet and Linoleum Company. The business owners are adept at locating and training good people and valuing the continuity of a skilled labor force. Generations of master mechanics, with residential and commercial prowess, are built at ACLC. The unfamiliar muscles of the green flooring apprentices or “carpet lumpers” soon are transformed and grown by lugging heavy materials along narrow, tight streets, steep unparkable hills and endless stairs of the notorious San Francisco topography. The intricacies of installation complications are magnified in centuries old architecture and the incongruous artisanship. Our shop is unique in having the capabilities to create these craftsmen that still spring forth from ACLC.

These great laborers soon grow to seasoned installers, forged in the terrain and historical homes and businesses of San Francisco. We produce exceptionally strong journeymen installers, adept at all types of soft and hard surface installations. They have all the brawn, but have the trained eye to produce and appreciate a fine heat welded outside corner, or the chemical expertise to specify the exact flash point of finicky mastic, and the confidence to denigrate a hacked carpet seam. These are the master senior mechanics at ACLC that have floor covered the San Francisco Bay Area since 1946. We have proudly trained and produced generations of installers, and our family tree of mechanics speak for itself. Many of our employees have moved on to be master trainers, business owners and fixtures of the flooring fabric in the Bay Area.

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

ACLC has been at the forefront of training and industry standards for years. In 1957, the upstairs of the shop at 626 Clement Street served as the backdrop for a fledgling flooring insurance industry publication outlining the difficulties and dangers of the mastics and solvents used in installation. John Petrini and longtime installer Joe Aguilar were photographed installing VAT or vinyl asbestos tile. Regulations and plastics revolutionized the industry, and we were at the inception of training. Steve Balestrieri served on labor relation board helping to guide the flooring trade into the future.

Enclosed is a photo of our apprentice we trained, David Christie, who won first place in a national combination installer competition in Hawaii in 1992. This was back when industry supported labor training events such as this! He is standing next to John Galea Sr., the head trainer for Northern California, who also cut his installation teeth at ACLC, as did his son John Galea Jr. This photo has been displayed at ACLC since 1992.

We are proud members of the International Design Guild, a coveted and prestigious alliance of an elite guild of the top performing flooring showrooms.

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

Our inclusion in Hardware Mutuals Insurance Company's "Underscore" publication for the education of insurance underwriting in May-June 1957 shows our prominence at the inception of the flooring industry's growth. Copies of that publication are included in this Legacy application.

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

ACLC has catered to the building, design and retail sector of the San Francisco Bay Area for decades. Many customers are well-known people. We have performed installations for many prominent residents such as Danielle Steele, The Getty Residence, Raymond Burr, Gary Radnich, Greg Popovich and Sharon Stone within their homes. Yet, it is our generations of Bay Area families that are our MOST significant customers.

We have fabricated and furnished custom red runners for the U.S. Military that were rolled out for the arrival of three United States Presidents when they visited the Presidio. Bill Clinton, George Bush Sr. and George Bush Jr. on separate trips during their tenure have stepped on our custom runners.

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

ACLC is best served by an adage of owner Steve Balestrieri: "Take care of your employees and customers and the financials will take care of itself." Focus on maintaining generous relationships steeped in respect and honesty with your employees and customers, and that will lead to prosperity. We believe at our core that being a good employer and neighbor go hand in

hand. We are committed to being good neighbors and upstanding citizens within our San Francisco community.

We are proud members of the West Portal Merchants Association and the Greater West Portal Neighborhood association. Each year we receive calls from public and private school in San Francisco, and Bay Area and we donate to the fundraisers or donate area rugs to the classrooms for our children to have a comfortable place to learn.

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

Armstrong serves the San Francisco Bay Area from Petaluma to San Jose and the Pacific Ocean to Oakland. We will follow a customer most anywhere in the Bay Area, and our area of coverage expands as relationships grow.

The majority of our business comes from San Francisco proper, and we service and beautify all neighborhoods in San Francisco, residential and commercial.

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

Armstrong Carpet's iconic neon sign was hung on the 406 Clement Street building when the shop opened in 1954. That original sign moved to West Portal when the business relocated. It became necessary to augment the original neon sign for improved visibility, so a matching neon sign was created in 2004 and erected perpendicular to the building. The two signs are prominently visible up and down West Portal Avenue. The classic neon is a beacon on the "quiet" block of West Portal.

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

Armstrong Carpet is a fixture in the community it serves, and acts to beautify the homes in San Francisco and the surrounding areas. We care about our neighbors and neighborhood. We strive to be accountable, respectful partners in the community. We are a local, family owned business rooted in San Francisco. As a small business, we are able to offer a higher level of flexibility and detail to artisanship than any cookie cutter big box store that cannot begin to compete with the level of and customer service and custom installations. We give the local community members the option to shop with and support a company that boasts employees who grew up and live in the neighborhoods and are vested in the community.

CRITERION 3

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

Armstrong Carpet and Linoleum Company provides quality custom flooring and window coverings.

At its essence, ACLC is a professional contracting service business ingrained with laser focus dedicated to the installer and customer. We stand by our installations and perform all jobs with quality, artisanship, and excellent customer service. Our reputations is literally built on our many years of installations in the homes and businesses of generations of Bay Area people.

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)

Armstrong Carpet and Linoleum Company is committed to quality customer flooring and window coverings installation.

Our commitment to our traditions can be easily seen throughout our employees. We are still flourishing by being able to train and maintain a skilled floor laying work force in San Francisco. Our reputation is owed to the retention of the most skilled flooring and window covering craftsmen and women in the Bay Area. We provide a safe, flexible and responsible work environment that breeds excellent installers. We adhere to industry and federal work standards and treat our customers and employees like family.

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.).

Armstrong Carpet and Linoleum Company is committed to maintaining the neon sign that dates back to the 1950s and is prominently displayed up and down West Portal Avenue, as well as the replica neon sign made of identical quality craftsmanship.

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 that demonstrates the current owner has maintained the physical features or traditions that define the business is included in this Legacy Business Registry application.

GRAND OPENING

2nd Prize
9x12
COTTON RUG



**ARMSTRONG'S
ASPHALT TILE**
The lowest price I ever saw the lowest cost

ENTER CONTEST!

NOTHING
TO BUY

WIN!

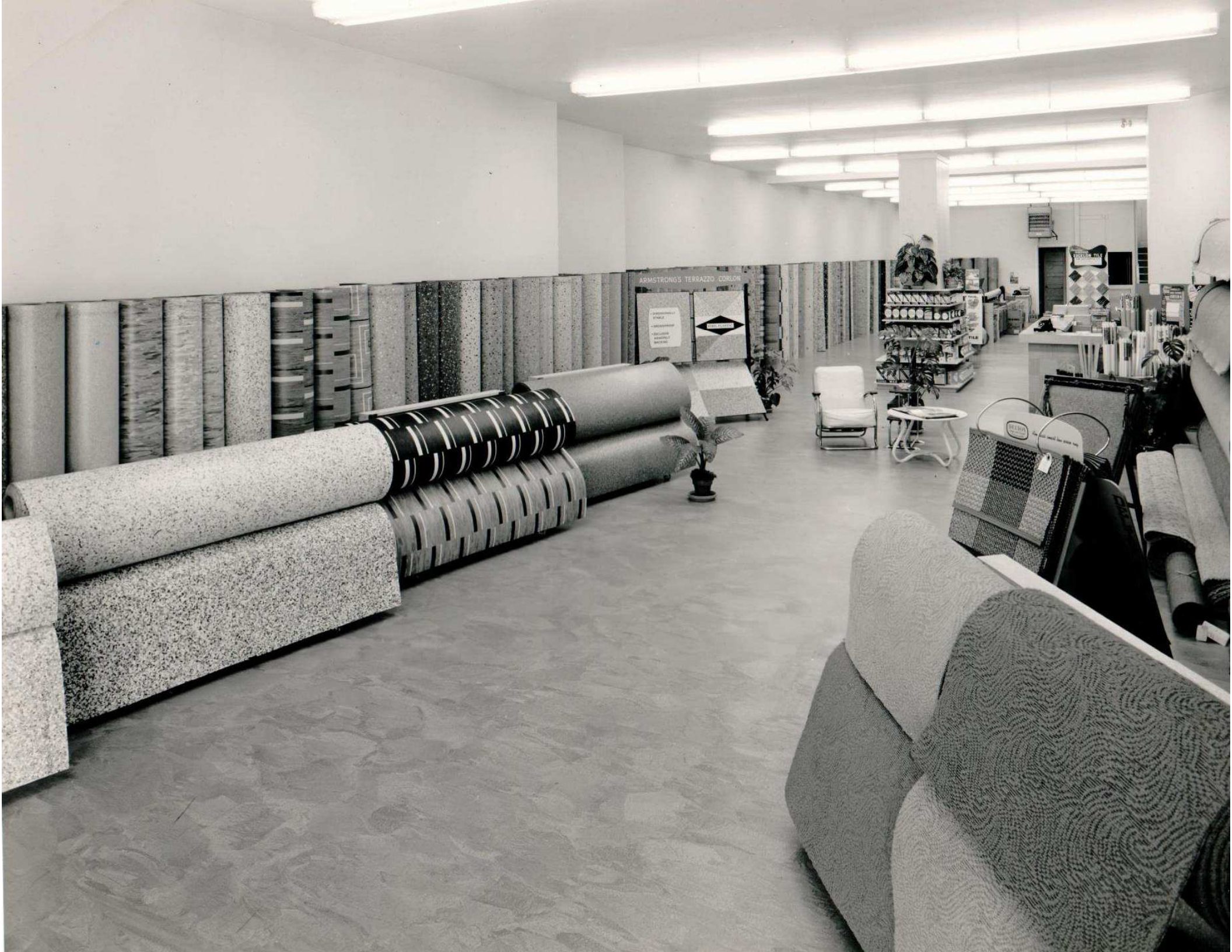
ABSOLUTELY
FREE

Beautiful inlaid linoleum installed
by Armstrong's in your kitchen
*Select any pattern from the most complete
linoleum display in San Francisco*



1st Prize
Beautiful
INLAID LINOLEUM
installed in your kitchen

4th Pri
9x1
DELTOX





TESTIMENT to
ARMSTRONG'S TRAINING
OF GENERATIONS OF
MASTER MECHANICS.

DAVE CHRISTIE (LEFT)
WINNER

John Galea Sr.
OLD ARMSTRONG Employee
& APPRENTICE TRAINER

1992

interior of Armstrong

369 West Portal

2003



KEVIN MCCAFFREY
SF RESIDENT
KEY EMPLOYEE

STEVE BALESTERERI
OWNER 1991-2018

LIAM CALDWELL
OWNER

369 West Portal

ARMSTRONG CARPET & Linoleum 2003

Original Neon
Sign From element
on Building







ARMSTRONG'S
CARPET and
LINOLEUM CO.

Petals
and
Flowers

ARMSTRONG'S
CARPET and
LINOLEUM CO.

SHUTTERS

MARMOLBUM

KARASTAN

Healthy Pets





ARMSTRONG'S
CARPET and
LINOLEUM CO.

ECO - FLOORING

AREA RUGS

HARDWOOD

369

Armstrong
Carpet & Linoleum Co.
415-751-2827

Natural Hardwood

Bamboo

Cork

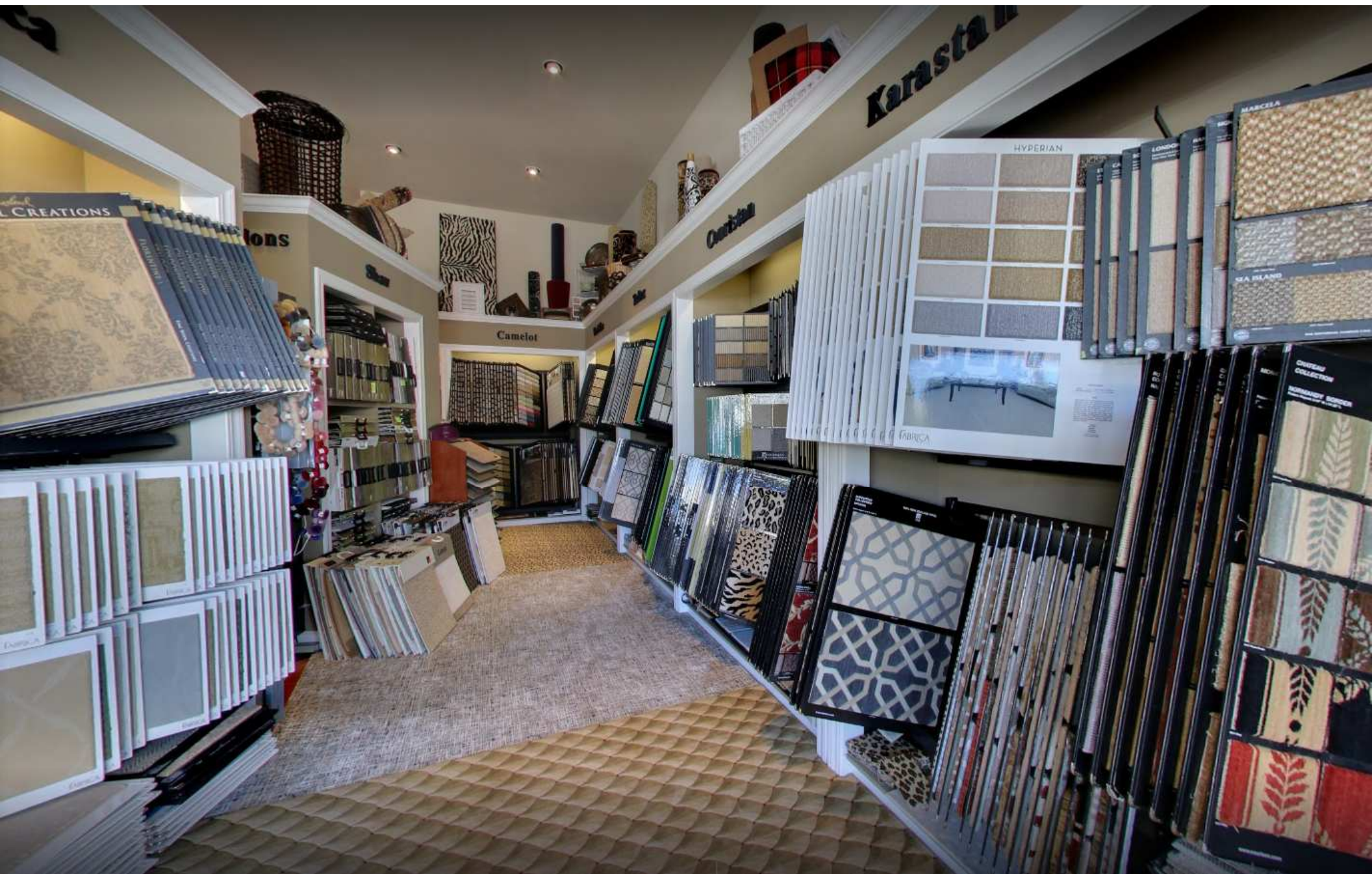
WOOD FLOORS





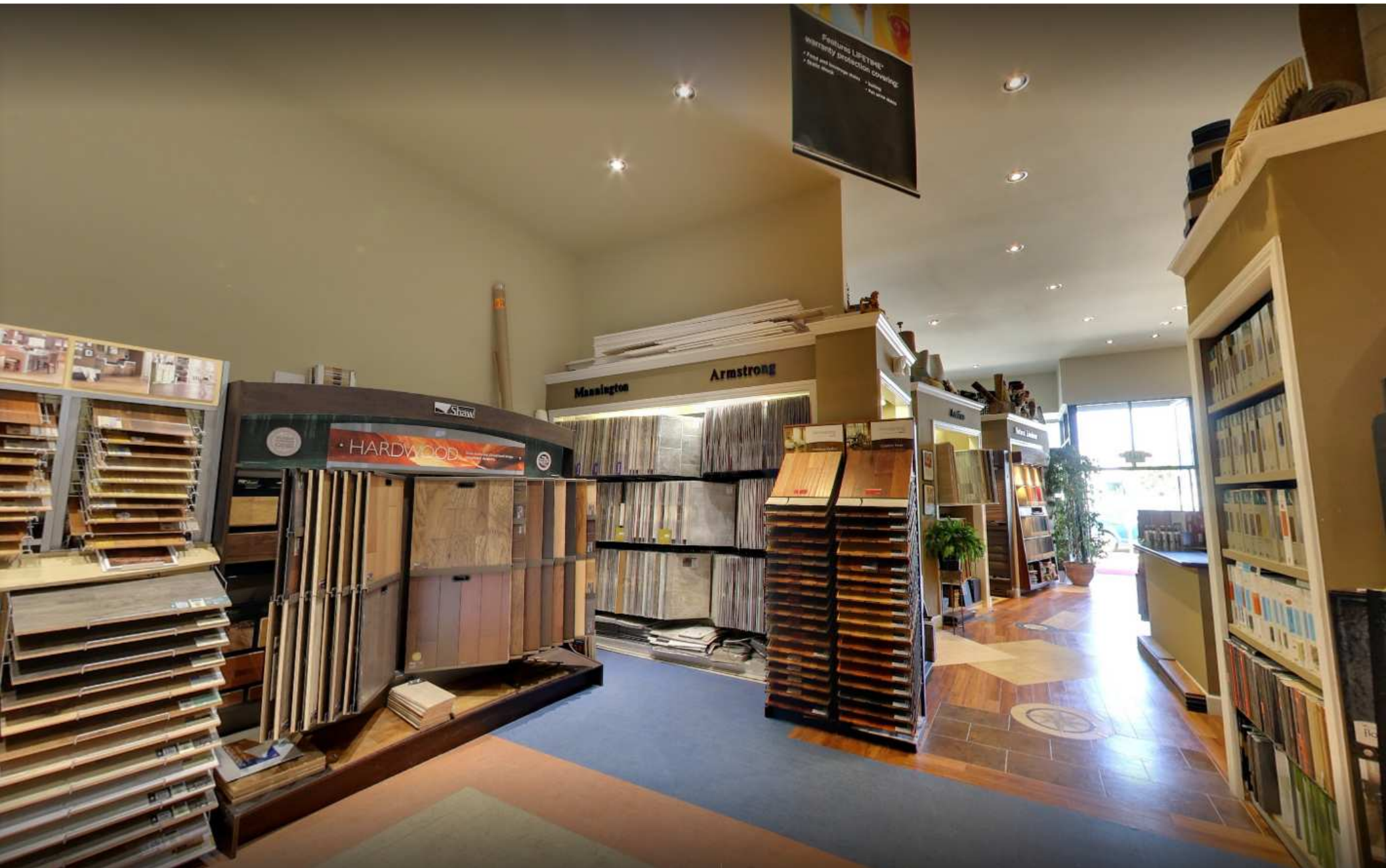


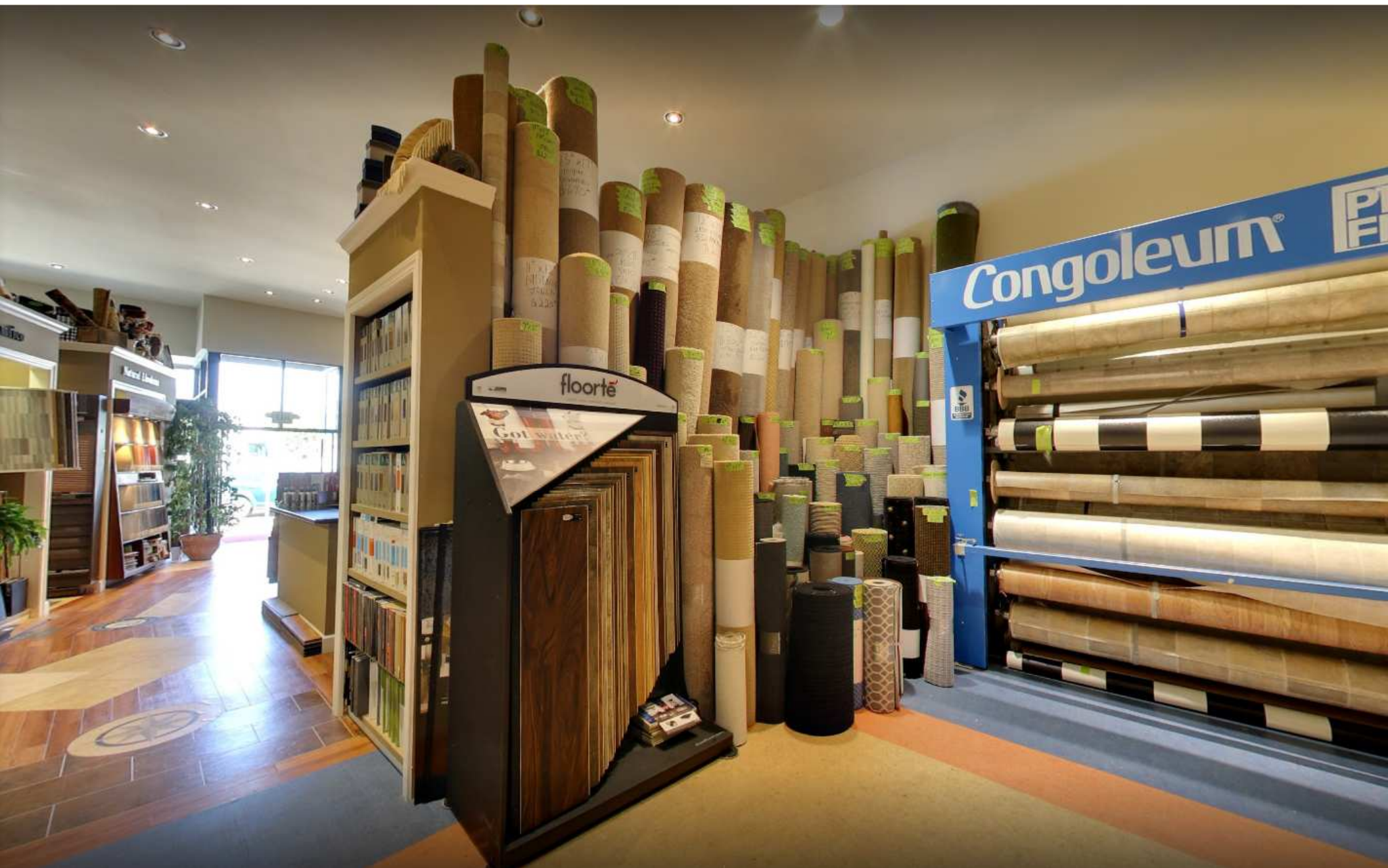














ORIGINAL LOCATION CIRCA 1946

ARMSTRONG'S CARPET & LINOLEUM CO.

- 2123 FILLMORE STREET
- San Francisco California
- Telephone FIllmore 6-1561

Date _____ 19__

To _____

For the sum of \$ _____

we propose to furnish and install at _____

as follows: _____

Quotation subject to written acceptance within 10 days from date, otherwise we reserve the right to cancel without notice. This contract is not subject to verbal qualifications. Payment of contract price is due upon completion of our work unless otherwise specified. This contract subject to strikes, or other delays beyond our control and is subject to the approval of ARMSTRONG'S CARPET & LINOLEUM CO.

ARMSTRONG'S CARPET & LINOLEUM CO.

By _____

Accepted By _____

Approved and accepted by ARMSTRONG'S CARPET & LINOLEUM CO.

Date _____ By _____

Directory A

YOUR 1954-55

CLEMENT DISTRICT DIRECTORY

Published by the Clement Street Merchants Assn., Inc.



A Complete Listing of the Names, Addresses, Telephones
of the Leading Stores, Services, Businesses & Professions
in the Clement Street Shopping Center

~ 1954 ~		
JANUARY	MAY	SEPTEMBER
SMTWTFS -- -- -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- -- -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- -- -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
FEBRUARY	JUNE	OCTOBER
SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
MARCH	JULY	NOVEMBER
SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL	AUGUST	DECEMBER
SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

~ 1955 ~		
JANUARY	MAY	SEPTEMBER
SMTWTFS -- -- -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- -- -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- -- -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
FEBRUARY	JUNE	OCTOBER
SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
MARCH	JULY	NOVEMBER
SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
APRIL	AUGUST	DECEMBER
SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	SMTWTFS -- 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

1955

Directory B

PRINTING

EDWIN J. GABRIEL
815 Clement St. BA 1-4481
LIEBMAN BROS.
1024 Clement St. BA 1-5812

PUBLIC RELATIONS AGENCY

ART BLUM
District Office
814 Clement St. EV 0-9514

RADIO SALES & REPAIRS

ANDY'S TV
520 Clement St. SK 1-1088
HARMONY RADIO, TV & RECORD SHOP
8th Ave. & Clement St. BA 1-1944

REAL ESTATE

MUTUAL REALTY SYSTEM
434 Clement St. SK 1-4080

REAL ESTATE BROKERS

THE HOUSE OF HOMES
408 Clement St. SK 2-8035

RECORDS

HARMONY RADIO, TV & RECORD SHOP
8th Ave. & Clement St. BA 1-1944

RESTAURANTS

FREDIAN'S RESTAURANT
445 Clement St. SK 1-9222
MEXICO CITY RESTAURANT
836 Clement St. BA 1-9411

SERVICE STATION

BUD SHEPARD UNION OIL DEALER
12th & Clement St. BA 1-1627

SHOE STORES

COLISEUM SHOE STORE
642 Clement St. BA 1-3983
GALLEN KAMP'S
700 Clement St. BA 1-4004

EMERGENCY CALLS

Fire UN 1-8020
Police SU 1-2020

SPORTING GOODS

EMPIRE SPORTING GOODS
639 Clement St. SK 2-1950

STATIONERY

EDWIN J. GABRIEL
815 Clement St. BA 1-4481
GIL'S CORNER
399 Arguello at Clement BA 1-6244
NORMAN'S KINGDOM OF TOYS
645 Clement St. BA 1-9723
PLAAT'S
Clement & 4th Ave. BA 1-2615

TV SALES & REPAIRS

ANDY'S TV
520 Clement St. SK 1-1088
HARMONY RADIO, TV & RECORD SHOP
8th Ave. & Clement St. BA 1-1944
PARK-PRESIDIO TV
431 - 39 Clement St. BA 1-0441

TILES, FLOOR & WALL

ARMSTRONG'S CARPET & LINOLEUM
CO.
406 Clement St. SK 1-2827

TIRES & BATTERIES

BUD SHEPARD UNION OIL DEALER
12th & Clement St. BA 1-1627

TOYS & GAMES

GIL'S CORNER
399 Arguello at Clement BA 1-6244
NORMAN'S KINGDOM OF TOYS
645 Clement St. BA 1-9723
PORTIGOL'S
1000 Clement St. SK 2-0989

WATCH REPAIRING

B. GOLDMAN
802 Clement St.
RELIABLE WATCH REPAIR SHOP
548 Clement St. SK 2-2779

SERVICE CALLS

P G & E. SU 1-4211
P T & T. GA 1-9000
Western Union. YU 6-2626
Scavengers P. A. TU 5-0915

COMING EVENTS

June 26: Giant \$2,000 Cash Giveaway & Sale
July 15, 16 & 17: Spectacular "Crazy Days" Sale
October 31: Annual Halloween Parade

YOUR CLEMENT DISTRICT CHURCHES

PARK-PRESIDIO BAPTIST CHURCH
10th Ave. & Cabrillo. SK 2-3221

CHRISTIAN SCIENCE CHURCH
300 Funston Ave. BA 1-5811

CHURCH OF CHRIST
8th Ave. & Cabrillo. BA 1-2631

PARK-PRESIDIO UNITED CHURCH
4301 Geary Blvd. SK 1-4438

ST. JAMES EPISCOPAL CHURCH
4620 California. SK 1-1198

CONGREGATION BETH SHOLOM (JEWISH)
14th Ave. & Geary. BA 1-8736

CONGREGATION BETH ISRAEL TEMPLE
HOUSE (JEWISH)
601 - 14th Ave. SK 1-0616

ZION LUTHERAN CHURCH
9th Ave. & Anza. BA 1-7500

YOUR CLEMENT DISTRICT SCHOOLS

STAR OF THE SEA
8th to 9th Aves. bet. Clement & Geary

SUTRO SCHOOL
Funston Ave. & California. BA 1-2773

ROOSEVELT JUNIOR HIGH SCHOOL
Arguello Blvd. & Geary. SK 1-3933

FRANK McCOPPIN SCHOOL
7th Ave. & Balboa. BA 1-2634

GEORGE PEABODY SCHOOL
7th Ave. & California. SK 1-0907

TRANSPORTATION FACILITIES

Buses 1, 2 and 21 via Clement; Streetcars B and C
via Geary and California respectively.

3 1955

MANUAL A



Safe tile materials and mastics, such as are being used here, are available for tile laying. See page 2.

HARDWARE MUTUALS

underscore

MAY-JUNE, 1957

626 Clement Location
used for Flooring
Insurance Manual
with later owner
John Petrin, at center

Who Are The Bureaus? (cont. from p. 11)

reaus take care of the preparation of rates, filings, etc.
 2. The bureaus use the experience from a group of companies thus producing rates which are sounder than if made by each individual company.

3. By having the bureaus make the filings of rates it is not necessary for the various companies to go to the insurance departments to justify their rates or their filings.

4. There is more uniformity when bureaus make rates, rules, forms, etc. If each company made its own rates, rules, etc., you can imagine what chaos there would be in the insurance industry, to the public and for the insurance commissioners.

And what are the disadvantages?

1. Insurance companies cannot move or make changes as rapidly as they could if they were operating on their own because they must wait for the bureau rates, rules, forms, etc.

2. The ideas and judgments of the individual company must often be changed as a result of negotiations and study by the group.

Who is the bureau and who operates it? To a certain extent we are the bureau. Let's take for example the Mutual Insurance Rating Bureau — the bureau which furnishes the casualty company with most of its rates. The Mutual Insurance Rating Bureau was organized by a group of mutual insurance companies. It was organized to produce adequate and reasonable rates for its members and subscribers. The MIRB, as other bureaus, has a staff of competent persons who prepares rates, rules, and forms. However, they do not prepare the rates, rules and forms on their own but only upon the direction of the insurance companies' representatives.

As a case in point, our company is represented by a bureau representative on the Automobile Rating Committee. This committee is composed of nine persons from nine mutual companies who adopt the pattern for the making of rates following a general pattern which has been set by the Actuarial Committee which is also composed of insurance company representatives. The actual preparation of the rates following the pattern set by the Actuarial and Automobile Rating Committees is then done by the bureau staff. The rules in the Automobile Manual, for example, are developed by the Automobile Rating Committee and usually after a conference with the National Bureau of Casualty Underwriters Automobile Rating Committee. Thus you will see that the actual making of the rates, rules, etc., follow basic decisions and patterns made by the insurance company representatives, subject to approval of course by the insurance commissioners.

Who then are the rating bureaus? The insurance companies are the rating bureaus subject to insurance department supervision.

underscore

May-June, 1957

Vol. 4, No. 3

PUBLISHED BIMONTHLY FOR THE
 UNDERWRITING PEOPLE OF

Hardware Mutuals.

Eleven Point, Wisconsin · Offices Coast to Coast

HARDWARE MUTUAL CASUALTY COMPANY
 HARDWARE DEALERS MUTUAL FIRE INSURANCE COMPANY

Underwriting Editor W. J. Cashin

Publications Manager Bill Ellis

Publications Editors Bob Williams, Tom Wolt

Associate Editor Frances Frank

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ABOUT OUR COVER: Pac. Sr. Comb. Engr. Jim Orr, left, does an on-the-spot check during a tile-laying operation by John Petrini and Joe Aguilar who work for the Armstrong Carpet and Linoleum Co. of San Francisco, one of our insureds.

1961 STATE BOARD OF EQUALIZATION

STATE OF CALIFORNIA
BOARD OF EQUALIZATION
Seller's Permit
PURSUANT TO SALES AND USE TAX LAW

-30-3899 7-61 4 B-163968-

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626 CLEMENT ST.
SAN FRANCISCO 18, CAL.

FEE \$1.00
IS HEREBY AUTHORIZED TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE
PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION
Maxwell R. Pierce
Secretary

THIS PERMIT IS VALID UNTIL REVOKED OR
CANCELLED, BUT IS NOT TRANSFERABLE
Not valid at any other address

5-442-P REV. 1 (12-59)
35226 ① DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED EST. 968-BT



U. S. TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE
OFFICIAL BUSINESS

POSTAGE AND FEES PAID

PERMANENT EMPLOYER
IDENTIFICATION NUMBER

941509072

ARMSTRONG CARPET &
LINOLEUM CO A CORP
626 CLEMENT ST
SAN FRAN 18 CALIF 94

STATE OF CALIFORNIA
DEPARTMENT OF EMPLOYMENT

800 CAPITOL AVENUE
SACRAMENTO 14, CALIFORNIA

YOUR
ACCOUNT
NUMBER

148 8910 98

ARMSTRONG CARPET/LINOLEUM CO
626 CLEMENT ST
SAN FRANCISCO 18 CALIF

YOUR EMPLOYER
CONTRIBUTION RATE

613 2 1.0 %

ACCOUNT READING
ESTABLISHED FOR YOU AS AN
EMPLOYER SUBJECT TO THE
PROVISIONS OF THE
UNEMPLOYMENT INSURANCE CODE

In Writing the Department, Always Show
the Account Number Designated

FY 2018-19

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2019EXPIRATION DATE
06-30-2019

BUSINESS ACCOUNT NUMBER

0001484

LOCATION ID

0001484-02-001

TRADE NAME (DBA)

ARMSTRONG CARPET & LINOLEUM CO

BUSINESS LOCATION

369 WEST PORTAL AVE

BUSINESS

ARMSTRONG CARPET & LINOLEUM CO

THIRD PARTY TAX COLLECTOR

☐ PARKING TAX☐ TRANSIENT OCCUPANCY TAXARMSTRONG CARPET & LINOLEUM CO
369 WEST PORTAL AVE
SAN FRANCISCO CA 94127CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTORJosé Cisneros
TreasurerDavid Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate

This license is the property of the Registrar of Contractors, is not transferable, and shall be returned to the Registrar upon demand when suspended, revoked, or invalidated for any reason. It becomes void if not renewed on or before June 30th of each year.

EDMUND G. BROWN, GOVERNOR

Nº 218501

STATE OF CALIFORNIA

DEPARTMENT OF PROFESSIONAL AND VOCATIONAL STANDARDS

CONTRACTORS' STATE LICENSE BOARD

CONTRACTOR'S LICENSE



Pursuant to the provisions of Chapter 9 of Division 3 of the Business and Professions Code and the Rules and Regulations of the Contractors' State License Board, the Registrar of Contractors does hereby issue this license to:

ARMSTRONG CARPET & LINOLEUM CO., A CORPORATION

to engage in the business or act in the capacity of a contractor in the following classification(s):

* C 61 - FLOOR COVERINGS

C 15 FLOORING AND FLOOR COVERING

WITNESS my hand and official seal this
24th day of June, 1963

Registrar of Contractors

Signature of licensee

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original Contractor license
FROM 1963

1978 Advertising

inen Supply Service

(Cont'd)

ALIFORNIA LINEN SUPPLY CO INC
89 41st Oakland 653 6300
ifornia Towel & Linen Supply Co Inc
ame As California Linen Supply Co Inc
909 41st Oakland 653 6301

IMMUNITY HEALTH CARE
SERVICES
11 S. San Joaquin Stockton 209 465 5788
CHANGE LINEN SERVICE OF CALIF
575 Indiana 640 9266
Please See Advertisement This Page

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Convalescent hospital supply
using strict laboratory control
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215 South Maple Av 55F 589 8148

OLDEN STATE LINEN SERVICE
658 28th Oakland 832 2711

HEEN GLEN LINEN
RESTAURANT &
INSTITUTIONAL SERVICE
GREEN GLEN LINEN SERVICE
3175 18th 282 3710

LYES PARK LAUNDRY
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Or 897 9803

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BRYARY 41ST
or Exciting Placemats & Napkins
1754 Polk 673 3746
th Castle Gift Shop-Imports From The
Emerald Isle 937 Geary 474 7432

Linens-Retail (Cont'd)

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SIMMONS
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Lenore Linens 498 Jackson 421 6756

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LES TOILES
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Madeira 979 Market 986 3965
Regina Linens 3542 Sacramento 563 8158

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Custom monogramming
Sheets and towels
Madeira hand work
Hard-to-find items
318 Stockton 392 2813

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CUSTOM WORK
MONOGRAMMING
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Aquarius Mfg Co Inc
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MAILMAN JERRY CO 2 Kansas 864 2828

BRITISH AMERICAN IMPORTS
79 9th 863 3500

CALIF INDUSTRIAL GARMENT CO
1254 Mission 861 2757

CANNON SHEETS SPREADS & TOWELS
MILL DISTRIBUTORS
RAMALLAN WHOLESALE CO INC
340 Valley Dr Brn 468 0900

EQUINOX TEXTILES CORP
323 Corey Wy 55F 873 8477

Exchange Linen Service Of Calif
Hardy James G And Co Inc
1573 Indiana 648 9266
K W B MANUFACTURING CO
1254 Mission 861 2757

Leisureline Table Top Systems
1930 Cough 771 2068

MARTEX LADY PEPPEREL SHEETS-TOWELS-BLANKETS
MILL DISTRIBUTORS
MYERS L COMPANY
Stock Carried In San Francisco
658 Howard 397 0373

MUNTER CARL & CO INC
Wholesale Distributors
587 Mission 781 0171

PACIFIC CONTRACT FURNISHINGS
4432 Telegraph Av Oakland 653 8141

Linens-Whsle (Cont'd)

Pacific Cotton Goods Co
2101 Union Oakland 835 8177

PACIFIC GENERAL MERCHANDISE
WHOLESALES
Hotel & Motel Supplies
1004 Mission 861 8980
Paris Briste 140 Hampshire 431 6219

POWERS F CO INC
340 Valley Dr Brn 468 0900

RAMALLAN WHOLESALE CO INC
340 Valley Dr Brn 468 0900

Wamutta Mills Domestic
670 Market 397 8770

Well Theo D Co 457 Mission
Western Linen Import Co
833 Market 982 7945
Wholesale Resource 424 W 861 8177

Lingerie-Mfrs
Dreamway
35 Medway Rd San Rafael 456 7763
Gossard H W Co 26 O'Farrell 986 5048

Lingerie-Retail
EILEEN'S
Custom Fitted Brassieres-Lingerie
470 Sanson Clara Av Oak 763 0517

FROU-FROU BOUTIQUE
2801 Leavenworth
The Calvery 673 2628

JEAN HEINE
Fine Lingerie & Lounge Wear
1 Embroidered Center 788 5506

ARMORDE
Fine Lingerie & Nightwear
Ghirardelli Square 771 2488

Les Champs-Elisees Fashion Shop
54 West Portal Av 566 5051

Skin Tight 548 Clement
Tressa's Lingerie North Point Plaz 433 3083

Victoria's Secret P O Box 31442
Victoria's Secret 2245 Union 921 5444

Lingerie-Whsle
Barshick Clair 821 Market 543 7404

Gilead Intimate Apparel
26 O'Farrell 421 8266

Henson-Kickernick-Marj Inc
821 Market 986 7929

Demi Of San Francisco 986 Mission
Kayer-Permalift Intimate Apparel Co
821 Market 398 7417

Linings-Bag, Barrel, Etc.

Modero Globe B T Baker
821 Market 543 2423

Shea Frank 821 Market
Sidley Co The 88 421 3188

Vanity Fair Mills Inc 231 Post
Vassarette 26 O'Farrell 397 1058

More Plastic Bags
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DEALERS
ABBEY CARPET 1100 Geary Bl 752 6620

ARMSTRONG CARPET & LINOLEUM CO
626 Clement 751 2827

CHRISTIAN BROTHERS
1015 Silver Av 586 0828

CUSTOM FLOORS 60 Federal
FLOORCRAFT 470 Bayshore Bl 624 4056

FLOORTRENDS INC
Commercial Contracting
363 Clementia 962 9600

JONES RESILIENT FLOORS
130 Steiner 863 6318

LINOLEUM LARRY'S
2398 Lombard 921 4937

MASIS FLOOR COVERING
2250 Taraval 564 3441

(Continued Next Page)

ARMSTRONG

CARPET & LINOLEUM CO.

751-2827

LIC. NO. 218601

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DO IT YOURSELF SELF-STICK TILE

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DO-IT-YOURSELF VINYL

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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-2017-18-046
Business Name: New World Market
Business Address: 5641 Geary Blvd.
District: District 1
Applicant: Boris Fudym, CFO
Nomination Date: June 6, 2018
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

2051 Balboa Street from 1982 to 2000 (18 years)
5641 Geary Blvd. from 2000 to Present (19 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 10, 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

June 6th, 2018

Dear Director Regina Dick-Endrizzi,

I am writing to nominate New World Market to the Legacy Business Registry. The New World Market was founded in 1982 in the Central Richmond District as a Russian and Eastern European delicatessen. Ever since its opening, the New World Market has become a staple of the local community and an integral part of the rich Eastern European history of the district. For many people the New World Market has become a home away from home, serving food that they ate as children in their home countries like Poland, Ukraine, Russia, and many other countries from the region.

New World Market is one of the only Russian and Eastern European delicatessens in San Francisco and provides a space for people of Eastern European descent to feel comfortable and to congregate. New World Market is also dedicated to providing employment opportunities to immigrants, with the majority of New World Market's staff being immigrants themselves. New World Market's dedication to the community, diversity, and delicious food is a perfect representation of the values of District 1 and a great addition to the San Francisco Legacy Business Registry. I thank you in advance for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Sandra Lee Fewer".

Sandra Lee Fewer

San Francisco Board of Supervisors, District 1

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:		
New World Market		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Boris Fudym, Leonid Fudym, Zinaida Fudym		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
25641 Geary Blvd, SF, CA, 94121		(415) 751-8810
		EMAIL:
		info@newworldmarketsf.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
https://www.newworldmarketsf.com	Facebook.com/newworldmarketsanfrancisco	https://www.yelp.com/biz/new-market-san-francisco
APPLICANT'S NAME		
Boris Fudym		<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE		
CFO		
APPLICANT'S ADDRESS:		TELEPHONE:
[REDACTED]		[REDACTED]
		EMAIL:
		[REDACTED]
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
1021340		C3830842
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
2051 Balboa st, SF, CA, 94121	94121	12-01-1982
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1982 - 2000	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5641 Geary Blvd, SF, CA, 94121	94121	Start: 01/01/2000 End:

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified 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.

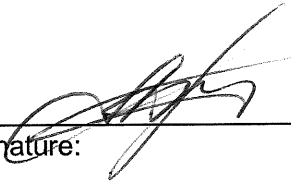
Name (Print):

Boris Fudym

Date:

10-27-17

Signature:



NEW WORLD 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.

New World Market opened on November 1, 1982, at 2051 Balboa Street. The original owners were Mikhail and Nonna Sukhovitsky, a married couple from the former Soviet Union looking to accomplish the American dream of success while at the same time trying to bring a piece of their home culture to the United States through cuisine and Russian and Eastern European culinary culture.

Since the beginning, New World Market has been providing quality grocery products and freshly made food from across Europe and the world to the community of Little Russia in the Richmond District and all of San Francisco. Products such as fresh Russian pastries filled with sweet fruits and/or cottage cheese remind people, we have been told, of the smells from their childhood in the Soviet Union and former Soviet countries. And the eggplant and mushroom salads, fresh rye bread and meat dishes (such as chicken Kiev, traditional Azerbaijani kebabs, house-made borscht and many others) have been staples of Eastern European and Central Asian cuisine since the time of the Tsars. The products sold at New World Market are meant to preserve the culinary tradition of the Russian and Eastern European communities as well as give people who may not be familiar with this cuisine an opportunity to experience a relatively obscure as well as delicious culinary culture.

In 2000, New World Market moved to a new location at 5641 Geary Blvd. This new space was bigger than the original location but only a few blocks away. The new location enabled the market to continue serving the community while expanding its offerings to include a wider selection of products and food.

In 2015, the Sukhovitskys sold New World Market to Boris, Leon and Zina Fudym. Boris and Leon are cousins, and Leon and Zina are spouses.

The new owners have given a new face to New World Market. They renovated the space, putting in new hardwood flooring and new equipment, upgrading the kitchen appliances and repainting the interior while still maintaining the traditional look and feel of the store. The new owners started preparing and smoking fresh salami in house and have widened the variety of fresh goods and produce, as well as upgrading the caliber of the merchandise, now including various organic products. Some of these new products include wines from the Caucasus region and various cheese products from countries such as Latvia and Lithuania, reputed in Eastern

Europe for producing some of the best dairy products available. Fudym family recipes for fresh food were also added to the already large repertoire of fresh food offered at New World Market.

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

New World Market has not ceased operations for longer than six months.

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

Since its opening, New World Market has always been a family business. A first it was run by husband and wife team Mikhail and Nonna Sukhovitsky. Then it was sold to Boris Fudym and his cousin and cousin's wife Leon and Zina Fudym. Many Fudym family members work at New World Market including Leon and Zina's children. The family is fully invested in the store and works hard to make it a success.

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

Mikhail and Nonna Sukhovitsky, a married couple, ran the business from its start in 1982 until 2015, when it was bought by Boris, Leon and Zina Fudym. The new owners have turned New World Market into a family project and endeavor. An ownership history of the store is as follows:

1982 to 2015	Mikhail and Nonna Sukhovitsky
2015 to Present	Boris, Leon and Zina Fudym

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 showing the existence of the business prior to the current ownership is included in the Legacy 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.

Not applicable.

CRITERION 2

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

New World Market is a representation of San Francisco's vibrant Russian speaking community. The market is located in the middle of "Little Russia," an area of the city with a large concentration of Russian speaking people. The store provides San Francisco with a taste of real Russian and Slavic culture in terms of food and produce.

New World Market features imported products from Russian and Eastern Europe as well as traditional food with recipes that have been in the Fudym family for many generations. Foods available include dolma (stuffed grape leaves), smoked sausages and meat, stuffed pepper, manti, dumplings, vereniki, pelmeni, stuffed eggplants, olivie (Russian potato salad), blintzes, manti, borsch, plov (rice with lamb or beef), crepes with red caviar, vinaigrette (Russian beet salad), smoked fish, cheesecake, candies, sweets, preserves and beverages, as well as hundreds of other products imported from Eastern Europe and elsewhere in the world.

New World Market is dedicated to providing the Eastern European community with a welcoming and friendly environment and a place to congregate. The market is a staple of the Russian speaking community in San Francisco and a go-to spot to experience true Russian culture.

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

In June 2018, New World Market hosted a complimentary Georgian Wine Tasting in which attendees had a chance to taste unique wines that were aged in Qvevris (large Clay jars buried under the ground) following the 8,000-year-old traditional Georgian method. A food pairing was provided with the tasting as well. The tasting took place at the Hermitage Banquet Hall restaurant next door to New World Market, recently opened by the Fudym family as a space for Russian and Eastern European people to be able to dine and socialize.

There are currently plans to host more tastings and culinary events of this nature such as red and black caviar tastings.

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

New World Market has been featured in the following publications:

- A book by Sylvan Brackett, Sue Moore and Wendy Downing, with Slow Food USA titled, "The Slow Food Guide to San Francisco and the Bay Area: Restaurants, Markets, Bars," 2005.

- A book by Chowhound.com titled, "The Chowhound's Guide to the San Francisco Bay Area," 2005.
- An article by Mark Shrayber titled, "Growing Up Russian in SF," May 2014.
- An article by Eater SF titled "A Guide to Russian Food in San Francisco," March 2017.

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

No.

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

New World Market has catered to the San Francisco community, and more specifically the Russian-speaking community, since 1982. The business specializes in traditional European comfort food and creates an atmosphere of familiarity where old friends meet each other and talk while shopping for their groceries.

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

New World Market is located on Geary Blvd. between 20th and 21st avenues in the heart of Little Russia in the Richmond District. The market caters mainly to the Russian-speaking community and immigrants from the former USSR countries: Russia, Ukraine, Georgia, Kazakhstan, etc. The business serves traditional Slavic and Central Asian food, and is proud to expose the non-Russian community in and around San Francisco to the amazing cuisine of the Russian-speaking region.

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

The historic resource status of the building at 5625 - 5641 Geary Blvd. is categorized by the Planning Department as "Category B - Unknown / Age Eligible" with regard to the California Environmental Quality Act. The building is an attractive, brick building with multiple large windows letting passersby see into the store. The large "New World Market" sign on the face of the building is a staple of the architecture and one of the most recognizable aspects of the building. It is one of the first things to welcome customers and the community into the store.

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

New World Market is one of only four Russian-speaking-owned grocery businesses in all of San Francisco. If the market were to close, the community would lose a staple of the community. New World Market's recipes are based on traditional family recipes and without the store these recipes and traditions would disappear from the community.

CRITERION 3

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

New World Market is an international grocery, delicatessen and meat shop specializing in traditional Slavic and Central Asian food and beverages. The essential features of the business are the international cuisine and the products that are familiar to Russian-speaking people and immigrants from Russia and surrounding countries, reminding people of their childhood and time in their native countries.

The essential features of the business aren't all physical. The ambiance and the feel of the store itself – the homely and welcoming atmosphere of the store and the people who are there including shoppers and employees – are the essential features of New World Market that contribute to the community that has formed around it. New World Market is a place of community characterized by its familiarity and “feel of home.”

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)

New World Market is dedicated to preserving the Russian/Slavic-speaking traditions in terms of food and ambiance. The kitchen uses recipes passed on from generation to generation that have had few, if any, alterations. New World Market is dedicated to preserving the community's traditions and values to continue to cater to the Russian-speaking population and expose the rest of San Francisco to the wonders of Russian culture and food. The owners of New World Market are extremely proud of the food, which is a staple component of the business.

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 owners of New World Market are committed to preserving the attractive historic building that houses the business, including the brick, cornice and multiple large windows.

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.

Documents that demonstrate the current owner has maintained the physical features or traditions that define the business are included in the Legacy Business Registry application.

NEW WORLD MARKET

Since 1983



FRESHLY
SMOKED

MEATS &
SAUSAGES

NEW

MARKET

GOOD

LIQUORS

PERFECT
AIR CARE CENTER

5637

OPEN



CHASE







MADE
ED
MEATS & SAUSAGES
NEW WORLD MARKET
GOURMET SPECIALTIES & LIQUORS

HERMITAGE
Boulevard Hotel

Parking meter





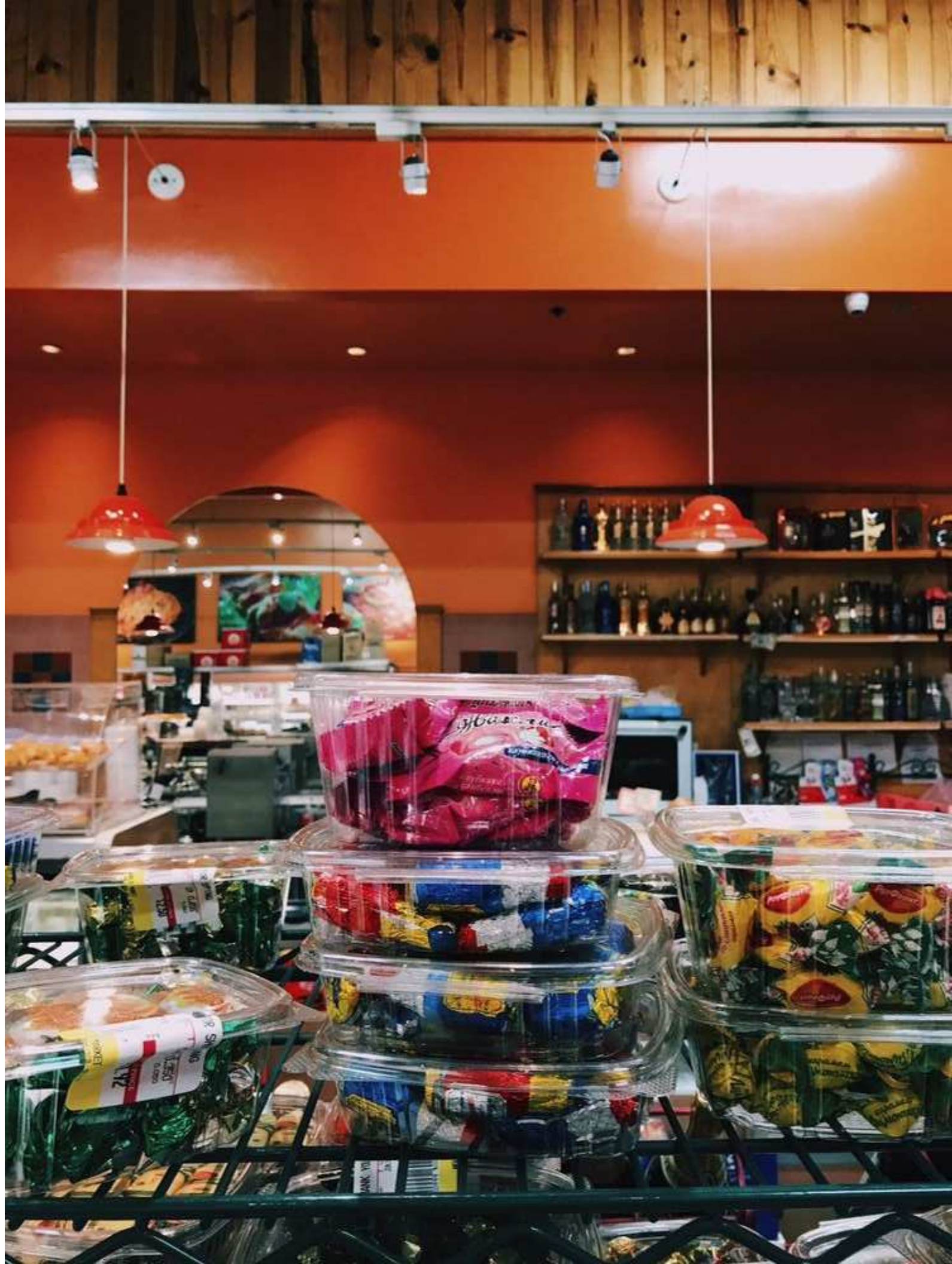
WE
RESERVE THE
RIGHT TO REFUSE
SERVICE TO ANYONE

shopping
USE A











SALMON
\$15.99

SALMON
STEAKS
\$12.99

SMOKED
HERRING
\$1.99

HERRING
NO SALT
\$6.99

\$24.99

\$19.99

CAVIAR
\$34.99



4.99

SALAMI
\$15.99

CANADIAN
BACON
\$6.00

6.99

Ham
\$12.99

Kara Bakery





MUSHROOM
SALAD
\$6.49

SEAFOOD
SALAD
\$6.49

OLIVE
POTATO SALAD
\$5.99

CRAB SALAD
\$6.49

STONE ISLAND
MULTIGRAIN
WHEAT BREAD

TYLER





MARINATED
SHIITAKE
\$6.99/lb

MARINATED
OYSTER
\$6.99/lb

MARINATED
BELL PEPPER
\$6.99/lb









<https://sf.eater.com/maps/best-russian-food-restaurants-san-francisco>



A Guide to Russian Food in San Francisco

Where to find the best borscht, pelmeni, caviar, blinis, and more

by Stefanie Tudor @stefanietuder
Mar 7, 2017



Russian food in America is a very mixed bag. The cuisine encompasses Ukrainian, Lithuanian, Armenian, Polish, Georgian food, and more, and that's because all of those countries were considered Russia when many people from that area came to America in the 1980s and opened restaurants, which all fell under the Russian umbrella. The delicious consequence is that Russian food in America today encompasses all of those diverse cuisines, so keep that in mind when reading this map.

David Nayfeld is the chef/owner of the upcoming Che Fico, and he grew up here in the Bay Area with his Russian family. Nayfeld has spent his entire life — minus the few years he worked at the three-Michelin-starred Eleven Madison Park in NYC — eating around the city's Russian gems, and has become a definitive expert on where to go when the craving for, say, *pelmeni* (Russian dumplings) strikes.

The following eight places reflect Nayfeld's and Eater's picks on the best places to feast on Russian food in San Francisco (plus one in Alameda), with expert tips on what to expect, what to order, and how to succeed at dining there. On this list you'll find a mix of old-school neighborhood spots, as well as some some newer, trendier choices.

6. New World Market

5641 Geary Blvd
San Francisco, CA 94121

[Visit Website](#)

The deal: Similar to Italian delis, this one has a Russian bent, with every meat you could imagine. There's also a large selection of prepared foods, making this much more than a typical market.

David's tips: New World Market is *the* place to go if you want any selection of Russian grocery. Russians are known for having a sweet tooth, and there's a million different versions of candy here. Plus, it has — in my opinion — the best deli counter in the whole city. Before Whole Foods was a thing, New World Market set the model for fancy prepared foods and boutique goods. The dairy aisle is epic, with 15 or 20 choices for sour cream alone. You can get caviar, dairy, beers, smoked meats, cheeses, and there is a dessert case with no less than 15 or 20 pies in there and constantly fresh-baked pastries coming out of the oven. It's pretty magical.



[John G./Yelp](#)



The Bold Italic

Growing Up Russian in SF



By Mark Shrayber

May 26, 2014

My family immigrated to San Francisco in the early '90s, leaving dreary Moldova behind for a land of gold-lined streets and rainbow flags. My parents found out too late that the flags stood for a different type of happiness than they were expecting, and the gold-lined streets were a myth. After being accosted by a homeless man who wasn't supposed to exist in our new land of

opportunity, my mother held my hand tightly, even though we lived in the safest part of the Outer Sunset.

In a fit of anxiety, my mother would often visit my brother and me at school during lunch. “Doesn’t your mother have anything to do at home?” asked my third-grade teacher after one such visit. When I could find no way to describe why my mother wouldn’t stop embarrassing me during breaks, my teacher began making suggestions. “She could consider ironing or watching television. We have very good programs in the daytime.”

My teacher had no idea that my parents couldn’t watch daytime television because they didn’t understand the language. In fact, the only television my parents watched was a Russian program called *Russart* that aired on Mondays at 9 p.m. on channel 27. Because the show was on the SF public access channel, my parents had to immediately turn the TV off after the credits rolled, lest my brother and I be assaulted by the naked bodies or swearing that would inevitably be on the air after 11 p.m.

On Saturdays, my parents would take us to the Russian video store, a tiny nameless room on Balboa Street, where we’d pick bootleg videos out of catalogs, and my parents would spend what seemed like hours discussing their new American life with Tatiana, the store manager. Tatiana had been in America three years longer than we had and knew the places to go to, the doctors to avoid, and the funeral homes that would try to upsell you because they knew you had just immigrated. When my parents got tired of Tatiana’s chatter, they started renting their videos from the Russian supermarkets on Geary in the Outer Richmond. At the markets you could rent the newest releases *and* buy dried meats.

My parents refused to go to the Russian market closest to our house in the Sunset. The market had once sold my mother a stale cake and refused her a refund. She threw the cake on the ground and wrenched my brother and me out of the store, promising never again to darken its doors, yelling that she hoped the store would go out of business and wishing she had the gumption to throw it not just on the ground but in the owner’s face. Several years later, when the store closed, my mother was vindicated. “I told them to treat

customers better,” she told a friend on the phone in Russian. “This is what happens when you don’t put any effort into customer service!”

We had options, however. The Sunset and Richmond are home to many Russians, so if one purveyor of piroshki did you wrong, there was always another to take its place. Quality Market, Europa Express (now both closed), and New World Market were all viable alternatives where my family could comfortably shop without fear of stale or moldy pastries. And if the products were unsatisfactory, my mother would have no problem raising a fuss over 50 cents worth of blini.

My childhood was filled with such petty arguments, some that my mother won and many that she lost. Her quick temper and my father’s tendency to make offensive jokes made it difficult for our family to keep friends, but there was a never-ending supply of Russian families in San Francisco, with children I was allowed to play with (none of whom I keep in touch with now because our parents’ friendship was our only connector). My parents refused to let me have American friends because the thought of being judged by these children (and their parents) scared them. But one day my mother actually let me invite friends from school to my birthday party. I spent hours making the invitations, which like the Valentine’s cards I also made (we didn’t know you could buy them in a store!), were hideous. They were folded over scraps of lined paper that read “YOUR INVITED” on the front and “MARK IS HAVING PARTY” on the inside. For some inexplicable reason, I had also drawn either a tree or a sunflower baring fangs on each card.

On the day I was to pass the invitations out at school, my mother unceremoniously canceled my party.

“No party next week!” my mother yelled at me in her heavily accented English as I was preparing for school. “You bad and don’t deserve party. No birthday!” The reason wasn’t clear; it could have been any number of things. A week before I told her the F on my progress report stood for Friday (“My teacher just wanted to remind you,” I had said). And a few days before that I’d tried to make a cake by microwaving Fruit Loops, setting off every smoke alarm in the building.

It was only years later that I learned my mother had changed her mind about the party because she was worried about Americans in her house. We had been in the country only three years then and my mother wasn't yet the sophisticated woman who shops only at the best outlet stores. In 1993 she wore leopard-print dresses, dyed her hair a platinum blonde, and was terrified of being judged. Our furniture was used, we couldn't afford a bounce house, and she had no idea what to serve the American children or how to make small talk with their parents. The parents, she had told me when I broached the subject of the party, would have to pick up their children outside. "This," she said, "is rule." And now the rule was a moot point, because there was to be no party. The Saturday of my birthday would be like any other.

The day before my cancelled party, my mother told me that we could still celebrate. She would buy salads, piroshki, and cake from a Russian store that just opened on Clement. "You can't invite people the day before," I muttered. "And I don't know anyone's phone numbers."

"A day before is perfect time to invite," my mother said. "All your real friends will come." And with that she sat down and called all of her friends, inviting them and their children for a party that began at 3 p.m. and ended—unlike American parties—whenever we wanted it to. "Who tells you when to leave?" My mother scoffed at the idea of an end time. "Never do that. Is impolite and everyone talk about bad party and never visit again."

The next day I blew out my candles to a heavily accented chorus of "Happy Birthday," resigned to the fact that for at least another year I would be the odd kid in class with the heavy accent and the smelly lunches. On Monday, no one would talk about my bounce house or ask me to come over to play Nintendo. But to my parents, this party was perfect. We had enjoyed pizza and Russian cake, keeping the balance between our old and new lives intact.



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-2017-18-048
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
District: District 3
Applicant: Frances Lau, Owner
Nomination Date: October 20, 2017
Nominated By: Supervisor Aaron Peskin

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

1401 Grant Avenue from 1959 to 1974 (15 years)
1461 Grant Avenue from 1974 to Present (45 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 10, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

October 20, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

It is my honor and privilege to nominate S&S Grocery for inclusion on the Legacy Business Registry. S&S Grocery is a local, neighborhood grocery store situated on an historic stretch of Grant Avenue in San Francisco's North Beach, serving the communities around Telegraph Hill and Washington Square Park. Its awning and historic sign add welcome old-world flare to a corridor not lacking for any. Family-owned and operated for well over 30 years, S & S Grocery has endeared itself to the local community and is heralded by many as the ideal neighborhood corner store.

Along a corridor with many neighborhood and community treasures, S&S Grocery is a perfect fit. In a neighborhood that has recently witnessed the closure and conversion of prized community-serving corner stores, it is even more critical that establishments like S&S Grocery continue to thrive. I hope for its continued success, and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin", written over a light blue horizontal line.

Aaron Peskin

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:		
S&S Grocery		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Frances F. Lau		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1461 Grant Avenue San Francisco, CA 94133		(415) 392-6777
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Frances Lau	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
1461 Grant Avenue San Francisco, C 94133	([REDACTED]
	EMAIL:
	[REDACTED]

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

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Aaron Peskin	10/20/17

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
1461 Grant Avenue, San Francisco, CA	94133	1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	11/19/1974	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1401 Grant Avenue, S.F.	94133	Start: 1959 End: 1974

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.

Frances Lau
Name (Print):

10/16/18
Date:

[Signature]
Signature:

S & S GROCERY

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.

S & S Grocery, located at 1461 Grant Avenue, was established by S. Louie in 1959. The market sells products of everyday use including fresh fruits and vegetables, canned foods, cereals, milk, snacks and crackers, soaps, medicines, paper towels and more. S & S Grocery is not just a store but an integral part of the neighborhood which makes up the community of North Beach.

For over 59 years, S & S Grocery has been operating in the Italian North Beach district close to Chinatown. During the years S & S Grocery has been in operation, it has seen many changes throughout the city, but the store has continued to maintain its original identity as a family grocery store.

In 1975, S. Louie transferred the business to his son J. Toy and his son's wife M. Toy, known as the Toy family. The Toy family operated the business from early in the morning until midnight on Sunday to Thursday and until 2:00 a.m. on Friday and Saturday. The income from the store helped them raise their children, putting them through school and college, and helped support their family. J. Toy and M. Toy worked very hard to be able to support and petition all of their family members to immigrate to United States. As with many family-owned grocery stores, all of the children worked after school at S & S Grocery, pitching in to help out. Even now, some of the neighbors who are in their golden years still remember the Toy family working together at S & S Grocery.

In the 1980s, the city experienced a development boom referred to as "Manhattanization" that saw the development of skyscrapers. During this time, high-rise condominiums were constructed in residential neighborhoods, which experienced much growth. Housing and neighborhoods changed, but S & S Grocery continued to strive as a local neighborhood grocery store.

On October 17, 1989, the Loma Prieta Earthquake with a moment magnitude of 6.9 struck the Bay Area. The quake severely damaged the city's freeway including the Embarcadero on/off ramp, which was a direct route into Chinatown and North Beach. The change that followed included the dismantling of the Embarcadero freeway making access to/from Chinatown and North Beach more difficult. Despite the physical changes to the environment, S & S Grocery maintained its presence serving the community and the residences on nearby Telegraph Hill.

After many years of hard work, J. Toy and M. Toy retired in 1999 and transferred the business to their niece and nephews, F. Lau, J. Lau and S. Lau, known as the Lau family. As with the Toy family, many members of the Lau family work together to keep S & S Grocery in operation. They are committed to providing a vital service to the neighborhood and work long hours every day from morning till night. Although a few of the family members have different primary jobs working elsewhere, they are also dedicated to S & S Grocery by working at the store at nights, weekends and holidays.

During the dot-com boom in the late 1990s, large numbers of entrepreneurs and computer professionals moved into the city. The poorer neighborhoods started becoming gentrified. The change that followed resulted in increased rents forcing people, families and businesses to leave the city. With the crash of the dot-com era, the once crowded offices had become a virtual wasteland. S & S Grocery struggled during the dot-com ups and downs, but survived.

S & S Grocery also survived the Great Recession from the late 2000s to the early 2010s. After the recession ended, new internet and software start-up companies began moving into the city, attracting new residents. The tech industry also expanded north from Silicon Valley to San Francisco, lowering vacancy rates and attracting even more residents. Property values increased, and rapidly rising rents started causing problems for San Francisco's many small businesses. That destructive pattern has continued unabated through today. In this challenging environment, S & S Grocery has been struggling much more than it had in the past. The store continues to serve the residents of North Beach as a family-owned grocery store with multiple family members involved in the business. But the financial burden demanded from the landlord who is continually increasing the rent may break the business. The situation is dire.

The number of family-owned businesses in San Francisco are dwindling. The Laus have continued the family tradition of operating S & S Grocery in its current location for 60 years, but support is desperately needed to help maintain small businesses such as S & S Grocery so that it can continue to maintain its legacy in the city and service to the North Beach community.

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

S & S Grocery has not ceased operations in San Francisco since it opened in 1959.

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

S & S Grocery is a family-owned business. It was originally owned by the Toy family in 1959, transferring from the original owner to his son and daughter-in-law in 1975. It then transferred to the Lau family, who were their niece and nephews. An ownership history of the business is as follows:

1959 to 1975: S. Louie
1975 to 1999: J. Toy and M. Toy
1999 to Present: F. Lau, J. Lau and S. Lau

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

Not applicable.

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 demonstrating the existence of S & S Grocery as a grocery store for 30+ is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 1461 Grant Avenue is listed by the Planning Department as Category A (Historic Resource Present) with regard to the California Environmental Quality Act. It appears to be eligible for listing in the California Register or the National Register as a contributor to the Upper Grant Avenue Historic District.

CRITERION 2

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

In addition to just trying to maintain the identity as a store serving the community, the store also integrates well into the neighborhood. Thus, the City should continue in kind to help keep that light on for S & S Grocery.

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

The business is not associated with significant events in the neighborhood, city or business industry.

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

Although not specifically referenced in any historical context, the storefront of S & S Grocery itself was included in scenes from the movie “The Pursuit of Happyness” and recently the movie “Venom.”

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

No.

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

The business demonstrates its commitment to the community in a number of ways. S & S Grocery has maintained a friendly atmosphere for everyone to shop. It helps customers who have physical challenges by making deliveries. The business owners sometimes help by keeping packages for neighbors when they have to step out. They even help out neighbors by keeping a secondary key for emergencies. The store also provides good street lighting at night, which contributes to safety on the street.

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

S & S Grocery has always been a grocery store that serves the residents and businesses in North Beach, Chinatown, Telegraph Hill and the Italian district. The patronage coming to the store include tourists, elderly, kids, musicians, writers, artists, lawyers, doctors, nurses, etc.

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

S & S Grocery features a psychedelic 7-Up sign. It’s an image from 1969-1973 created by John Alcom for The Seven Up Company as a part of the famous UnCola ad campaign. The sign is a collector’s item, and tourists regularly take pictures of it. Many people comment on its beauty.



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

If S & S Grocery were to close, it would add to the current vacancy crisis in the North Beach, which has a vacancy rate of 10.25 percent. One contributing factor to the high vacancy rate is landlords leaving their storefronts unoccupied in hopes for higher rent. Some spaces have been vacant for over three years. Another reason is that more people prefer to shop online for convenience reasons. With fewer and fewer brick-and-mortar retailers, the vacancy trend will only worsen because people will do even more online shopping. The North Beach commercial district should be providing an environment to allow local businesses to thrive so that it can support locals and visitors. There should be a continual push to make the area vibrant and lively so it can grow the community instead of abandoning it.

CRITERION 3

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

S & S Grocery sells products of everyday use including fresh vegetables and fruits, canned foods, chips, cereals, milk, crackers, soaps, medicines, paper towels, etc. S & S Grocery has remained a family grocery store that has been operated by only family members since it was first opened. The store is managed now by a third generation of Toy-Lau family members.

Although a general grocery store is not as unique in a sense like a historical building or a painting from a famous painter, the tradition that the store brings over generations is the meaning of what is the “American Dream.” Everyone has an equal opportunity to achieve success through hard work, determination and initiative. “Everyone” means anyone willing to work hard to make their dream a reality. It could be you, me or someone just next to you. The owners of S & S Grocery came to the United States from China with few belongings. They did not speak or write English and were not familiar with American culture. Through hard work and determination, they learned the language and customs, and the principles of American businesses. The parents of the Lau family had to learn the English language, how to operate a credit card machine, how to use a cash register, how to work the lottery machine and understanding delivery systems. It was quite an accomplishment. Even now the father of the Lau’s family continues to help stock the shelves, price inventories and help customers. As old as the parents are, they have not flinched on learning but rather they embrace the opportunity to learn. The “American Dream” is more than just a phrase, it’s a reality achieved by determination and hard work, and it’s an essential feature that defines the character of S & S Grocery.

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)

S & S Grocery is committed to maintaining its historical tradition as a grocery store.

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.).

S & S Grocery is committed to maintaining the historic 7-Up sign from the 1969-1973 ad campaign.

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 is provided in this Legacy Business Registry application that shows the business has been a grocery store for 30+ years.







Photographs







S & S Grocery

The New York Times

THE GRANT

LIQUOR

BEER

WINE

415-392-6777

1465

ATM

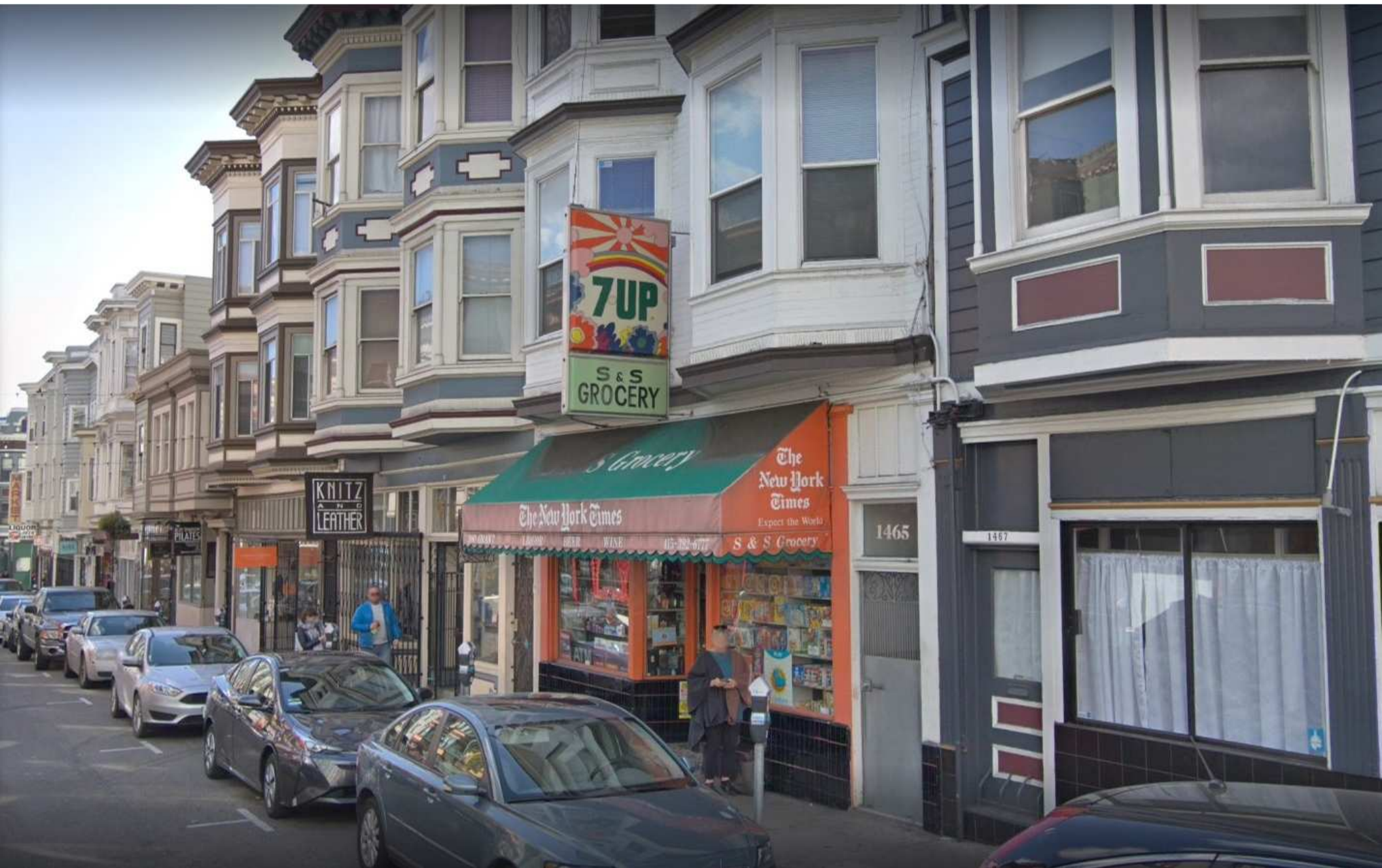
1.10


7.200

ATM

PLAY
children's
clothing

LET'S
yes
on G

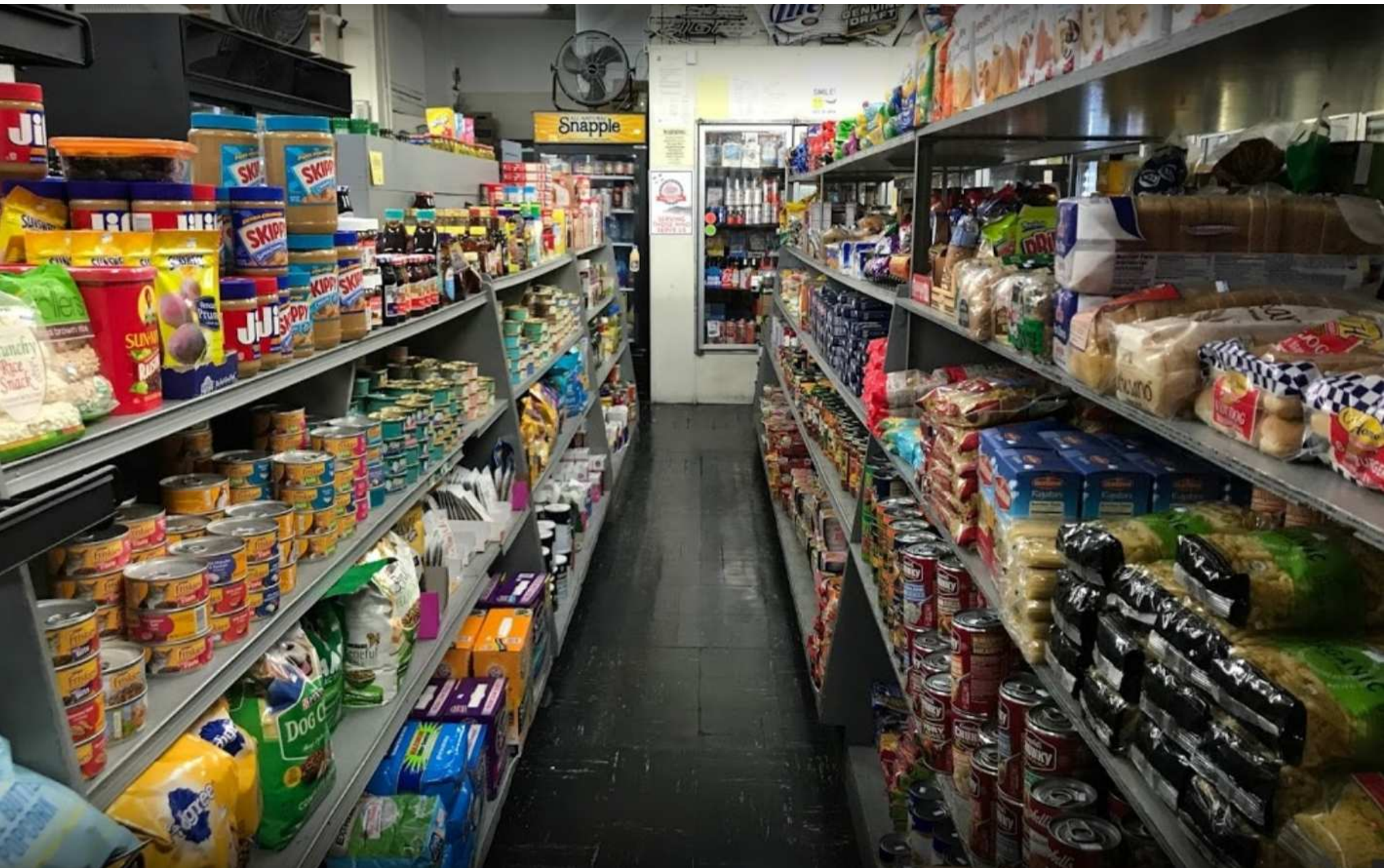




7UP®

**S & S
GROCERY**



















Positive Reviews

Veronica M.

San Francisco, CA

👤 1549 friends

★ 802 reviews

📷 1717 photos

Elite '18

★★★★★ 1/7/2016

👑 14 check-ins

A great neighborhood market. There are actually 2 on this block. The one down the street (Grant & Green Market), is essentially the store for wine, beer, liquor, & cigarettes; whereas S&S is the store for groceries.

They usually have all of the flavors, even strawberry & pumpkin, It's-It ice cream bars. And they carry both soy & almond milk, so you don't have to make a special trip to The Nature Stop just for that. There's also a surprising number of options for frozen dinners. My old roommate loved the Stouffer's lasagna...or basically anything Stouffer's for that matter. She had me hooked for awhile... Remember being able to eat whatever you want without any physical ramifications? Sigh.

But now the best part...
they always have hard boiled eggs available at the counter.
Everyday. One egg will set you back a mere 65 cents.
That's just a little bit more than the extra that I'm charged to make my latte w soy milk. And it's actually less than what I'm charged to make my latte w almond milk. A nice, healthy shot of protein for practically pennies?! Yes, please!

The same family has owned & run this place since the 90's.
Love.

5 stars.



Albert L.

Local Guide · 1,683 reviews · 15,290 photos

★★★★★ a year ago

Great place to get some last minute items before settling in for the evening. No need to head across town to sought one item. It's just a fabulous neighborhood shop that is there when you need them. It's hassle free and service is always friendly. Short a nickel? No problem just pay back next time. They trust customer will do the right thing next time and you should be grateful to have a shop like this in your neighborhood.





William Scheufele

4 reviews

★★★★★ 8 months ago

BEST MINI GROCERY STORE ON GRANT. Trust me if you need something go here



Like



Cara White

7 reviews

★★★★★ a year ago

Love this neighborhood store. Very nice family owned business and they have a bodega cat 🐱 🐱



Like



Trent Lathrop

1 review

★★★★★ 2 years ago

Wonderful family-operated neighborhood grocery store. They sell scratchers and lotto. The prices are surprisingly less than others.

S & S Market is in the heart of North Beach that is open until midnight and ... [More](#)



1



January 9, 2019

Richard Kurylo
Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102
(415) 554-6680

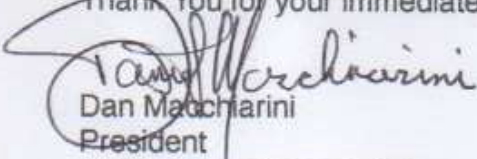
Ciao Richard,

I am writing to inform you that our NB Business Association Board has unanimously voted to support the legacy business application of S&S Grocery to your office for consideration and approval.

S&S Grocery, located at 1461 Upper Grant Ave., has been a vital small business fixture in our North Beach Commercial District since 1959. Spanning 60 years as a multi generational family owned and operated business, S&S has diligently served the residents of our Telegraph Hill and general North Beach neighborhood being open early in the mornings to very late at night up to 2 AM several nights a week. The services it offers go beyond just the goods and products it sells as, being open the late hours it operates, it is often, with its well lite interior and street exterior, a late night refuge security oasis in the 1400 Block of Grant Ave.

We strongly urge that the Office of Small Business process and expedite the application of S&S Grocery as we, NBBA, are aware that they are facing a rent increase which will force them to close their doors if they can not achieve LB status soon,

Thank You for your immediate attention to this matter,


Dan Macchiarini
President
NB Business Association
SF Charter Legacy Business
Macchiarini Creative Design
since 1948



FEATURED, FROM OUR COLLECTIONS, HARTMAN CENTER, STUDENTS AND INTERNS

Uncola: Seven-Up, Counterculture and the Making of an American Brand

DECEMBER 4, 2017

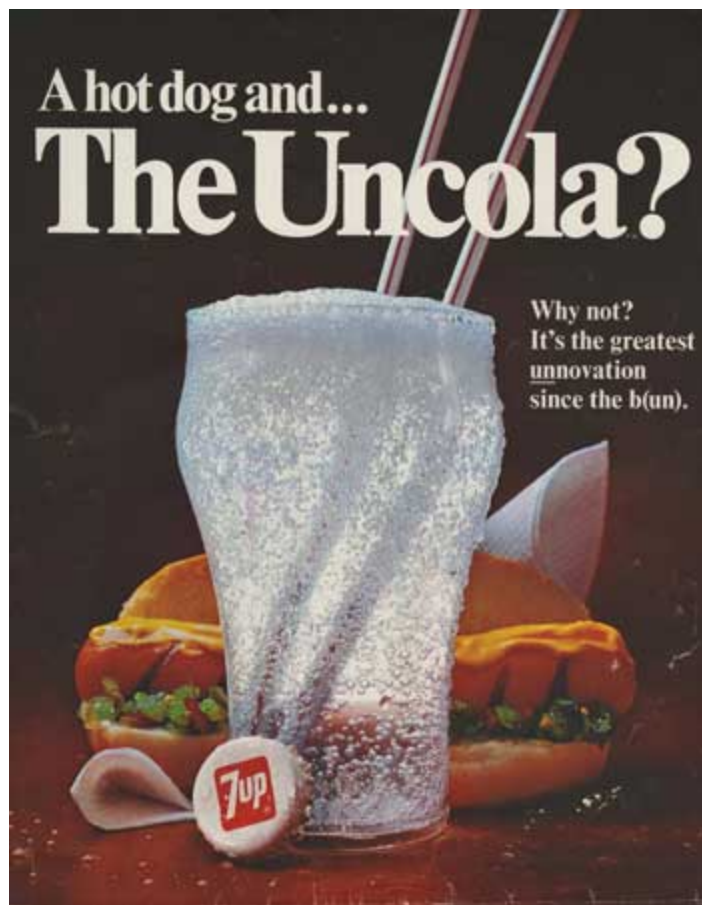
AMY MCDONALD

Post contributed by Claire Payton, John W. Hartman Center for Sales, Advertising & Marketing History intern and Ph.D. candidate, Duke University Department of History

It was 1967, and people weren't drinking Seven-Up. Well, a few were: consumers mostly thought of the bubbly beverage as a mixer or a tonic to calm an upset stomach. But executives at the St. Louis-based Seven-Up Company were anxious to tap into a wider market. The company wanted to rebrand its product as a common soft-drink like the more well-known cola beverages, Pepsi or Coca-Cola. It enlisted a marketing team from the Chicago office of the J. Walter Thompson ad agency to help them. Out of this collaboration came one of the most famous advertising campaigns of the 20th century.

The late 1960s were a difficult time in America. The Vietnam War and the fight for civil rights divided the country. Disillusioned young people were building a robust oppositional counter-culture that rejected war, racial segregation, and violence. The summer of 1967 became known as the "Summer of Love," a period when hippies gathered in San Francisco and cities around the country in the hopes of igniting "a renaissance of compassion, awareness, and love, and the revelation of unity for all mankind."

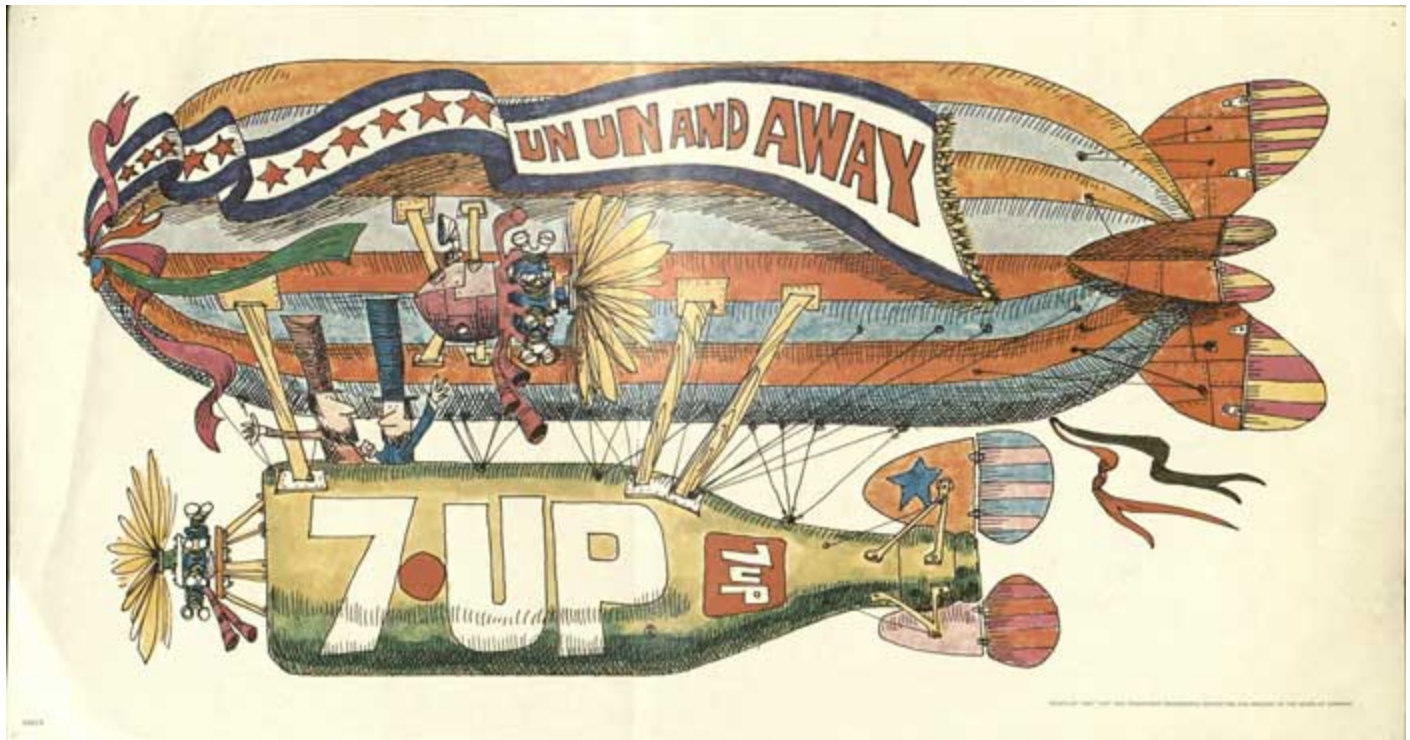
Seizing on this oppositional energy, the JWT team designed a campaign that framed 7-Up as the ultimate oppositional drink: the "Uncola." Rather than trying to play up the similarities the soda shared with its competitors, the new ads focused on its differences. In the company newsletter, the team explained "Seven-Up advertising tells people that, of the three top-selling soft drink brands, 7-Up, the Uncola, is the only one with distinctly different qualities."



The “Uncola” struck a chord with the younger generation as the first ads appeared in 1968. They focused on puns based around “un” part of the new slogan. By portraying Coke and Pepsi as “the Establishment,” JWT effectively situated 7-Up as an alternative brand for alternative people.

The following year JWT created a contest inviting artists to submit wildly imaginative designs for 7-Up ads. The submissions were presented to the client, who chose the final images. The winner received a \$2000 reward and the opportunity to work with JWT to make final versions. From this contest, JWT and the Seven-Up company built a campaign of colorful road-side billboards with psychedelic graphics. Art by young graphic designers including Pat Dypold, Ed Georges, and Milton Glaser dotted highways across the country in 1969.

A 1973 article from *Southern Advertising* described the success of the billboard campaign: “To zero in on the college and younger age groups, [Seven-Up executive] Roesch has developed a different approach to the use of the outdoor medium. The agency’s media department uses outdoor as a means of zeroing in on a specific target . . . instead of as a mass media that doesn’t discriminate. The boards are located accordingly, and the art used is slated to the specific likes of the age groups. The result has been demand for Seven-Up posters to be used as room decorations, party decorations, all without any promotion by the company.”



The campaign complemented its print ads and billboards with television spots. [The most memorable ads from this campaign featured Trinidadian dancer and actor Geoffrey Holder](#) explaining the difference between ugly, dry, kola nuts and the tangy, juicy lemon and limes that flavor 7-Up. The [ad broke racial barriers](#) within the Seven-Up Company, which until then had never used black actors in its television ads.

The Uncola campaign continued into the 1970s. As times changed, the campaign tried to stay in dialog with oppositional culture by incorporating new visual mediums such as graffiti. JWT argued that “In 1968, the rebellious approach of youth was a workable parallel for the rebellious approach of Seven-Up. Today, in the Seventies, the attack remains viable.” However, 7-Up’s hard-won market share declined over the course of the decade, losing ground to the growing popularity of another lemon-lime soda, Sprite.

FILE *Un-Cola*

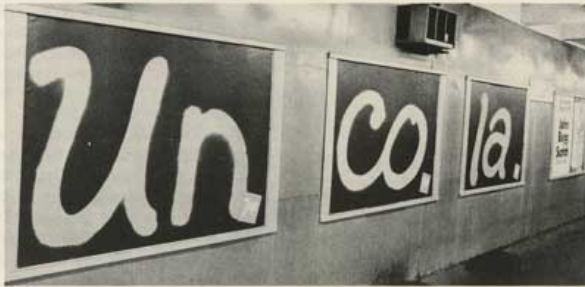
UNDERGROUND GENIUS

Graffiti's come to maturity when it's used to advertise one of the nation's best known products. Blending in with its environment, the new 7-UP "UN CO LA" poster is actually three separate posters laid side-by-side with lettering in spray paint green on black.

Over three hundred of these posters are on New York subway walls. Because of the logistics of being able to rent three hundred sets of three side-by-side panels, 7-UP was the first advertiser to ever do this, and may well be the last.

A possible plus conceded by the agency (JWT) is that youthful artists would try their talents on the "UN CO LA" billboards rather than the surrounding walls.

AD: Ozzie Hawkins; Illus: Art Graphics Associates/Chicago; Agency: J. Walter Thompson/Chicago; Client: 7-UP.



Perhaps the soda became a victim of its own success. The Uncola campaign had so effectively linked to the youth of the 1960s that by the 1990s, it was considered "what old people drink," in the words of one financial analyst, "and that's not what you want in a soft drink." In 1998, the company finally dropped the Uncola slogan and reinvented its formula. Since then the company has since tried several different campaigns to redefine its identity without success. Regardless, the Uncola campaign will remain a mainstay of the consumer culture of 20th century America and a sign of the times in which it was created.

<https://flashbak.com/when-7up-was-cool-the-uncola-ad-campaign-1969-1973-27578/>

FLASHBAK

Everything Old Is New Again

From Uncool to Uncola – The Fabulous Psychedelic 7-Up Ads 1969-1973

By Rob Baker on December 11, 2014



'Un & Un is Too' by Kim Whitesides in 1969

No one really knows where the name *7-Up* really comes from although we do know that it was invented in 1929 by Charles Leiper Grigg. In 1920 Grigg had already invented an orange carbonated drink called *Howdy* but it had never been as successful as he hoped mostly due to popular and dominating market leader *Orange Crush*. So Grigg searched around for a different kind of soda one without an obvious rival and after two years of experimenting came up with a lemon-lime flavoured drink. Despite being given the rather long-winded name of *Bib-Label Lithiated Lemon-Lime soda* the soda started selling well.

The "Bib-Label" part of the moniker referred to the paper labels on the bottle, while the "Lithiated" bit, referred to the Lithium Citrate that Grigg hoped would make the drink seem more healthy. Lithium affects the flow of sodium through nerve and muscle cells in the body and is used today to treat the manic episodes of manic depression.

Grigg sensibly abandoned the original name of his popular soft drink and after a few years pared it down to 7 UP. It was never completely clear what the name referred to but despite the company's secrecy over the matter there isn't a good reason to think that it's not named after the drink's seven ingredients. An original tagline went: "Seven natural flavors blended into a savory, flavory drink with a real wallop." One of those ingredients, of course, was lithium and that might have been the 'Up' bit in the name. The US Government banned lithium's use in foodstuffs in 1948 and, presumably with a licence to delay, 7 Up stopped including lithium citrate in its recipe two years later. No one seemed to notice the lack of the mood-stabilising ingredient and by now 7UP was the third best-selling soft drink in the world.

Many of the images can be seen here by [btreat](#) on flickr. Some of these incredible ads are available there for rent and for sale.

"fresh up" with Seven-Up!

THE ALL-FAMILY DRINK!



Berry time, merry time! Thirst time, too! What a time for 7-Up! When you are *really* thirsty, sip a chilled bottle of 7-Up and you'll *know* what "fresh up" means. Seven-Up is so pure, so good, so wholesome that folks of *all* ages can enjoy it. "Fresh Up" with 7-Up often!

Copyright 1952 by The Seven-Up Company



You like it... it likes you!

BUY 7-Up BY THE CASE FOR FAMILY AND GUESTS!

7UP ads were very family friendly in the 1950s, this ad from 1952.

Need alley-oop?



It's yours with this quick, fresh lift!

Copyright 1963 by The Seven-Up Company

Does that bowling ball feel heavier than it did a few minutes ago? Quick—bring on the 7-Up! Here's brand new energy for you in just 2 to 6 minutes. New roll-power to help you score bigger. New sparkle for your spirit. And a glorious, new, fresh taste for your mouth. Why, it's a bowler's dream. Or a ping ponger's. Or anybody's! It's *always* 7-Up time.

FOR THIRST QUENCHING, FRESH TASTE, QUICK LIFT... "FRESH UP" WITH SEVEN-UP!

Ad from 1963. 7-Up's demographic was becoming older in the sixties. The company aimed ads to teenagers but to no avail.

Almost twenty years after the mood-altering drug was removed from the ingredient list the Seven-Up Company introduced the slightly counter-culture influenced UNCOLA advertising campaign. Possibly because the drink was considered by youngsters as distinctly uncool and a drink imbibed mostly by the older generation (despite the desperate attempt by 7-Up to use teenagers in their early sixties ads). 7UP's tagline had long been: "You Like It; It Likes You", and many presumed because it was less gassy or stomach-upsetting than the cola drinks.

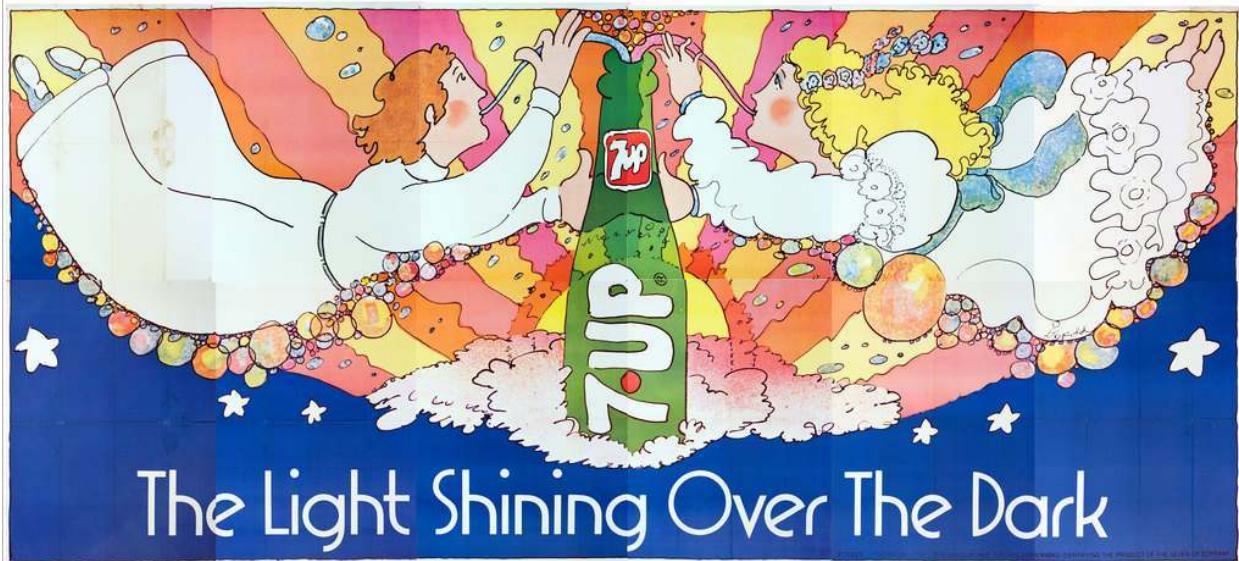
The UNCOLA campaign changed everything and the ads seemed to say: 'This is a drink that is definitely not Cola and we are different and we are proud of the difference'. Within a few months the ads sent 7UP sales rocketing.



'Un In The Sun' By Pat Dypold, 1969.



“UnCanny In Cans” by John Alcorn, 1969.



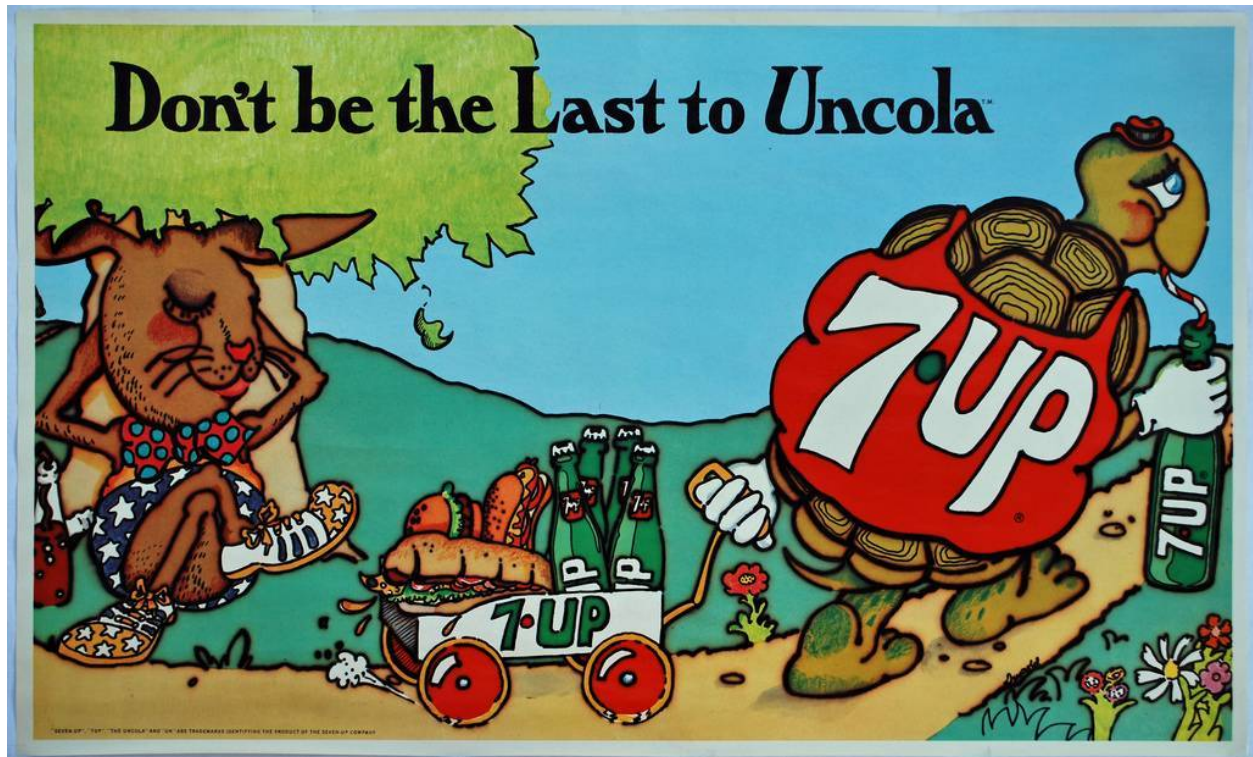
“The Light Shining Over The Dark” by Pat Dypold, 1971.



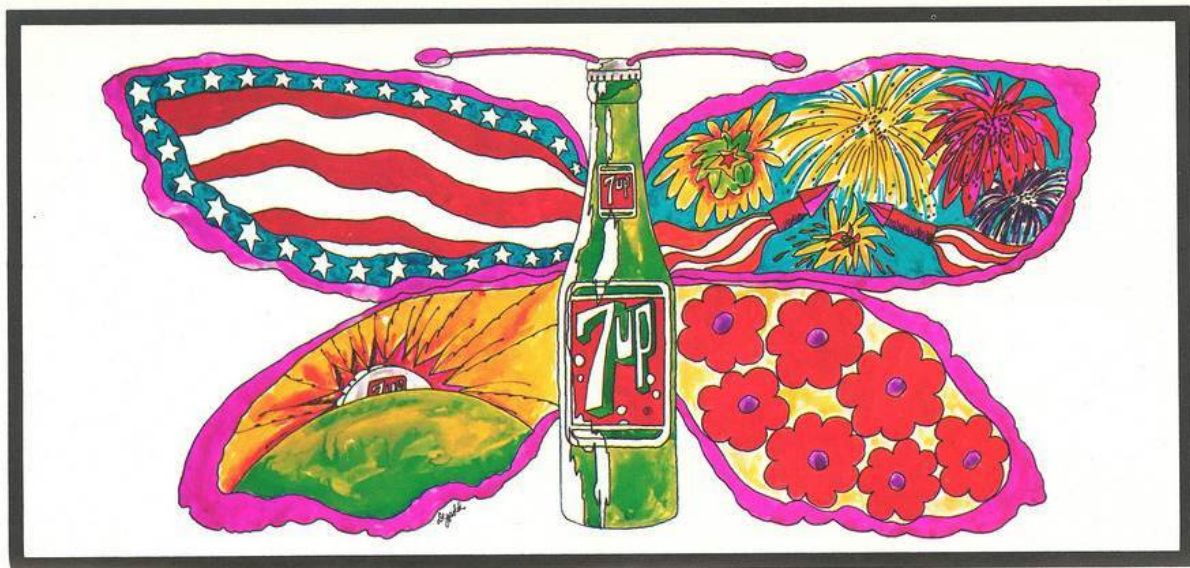
‘Like No Cola Can’ – Milton Glaser, 1971.



‘Un For The Good Old Summer Time’ by Barry Zaid, 1971.



Don't Be The Last To UnCola by Pat Dypold, 1971.



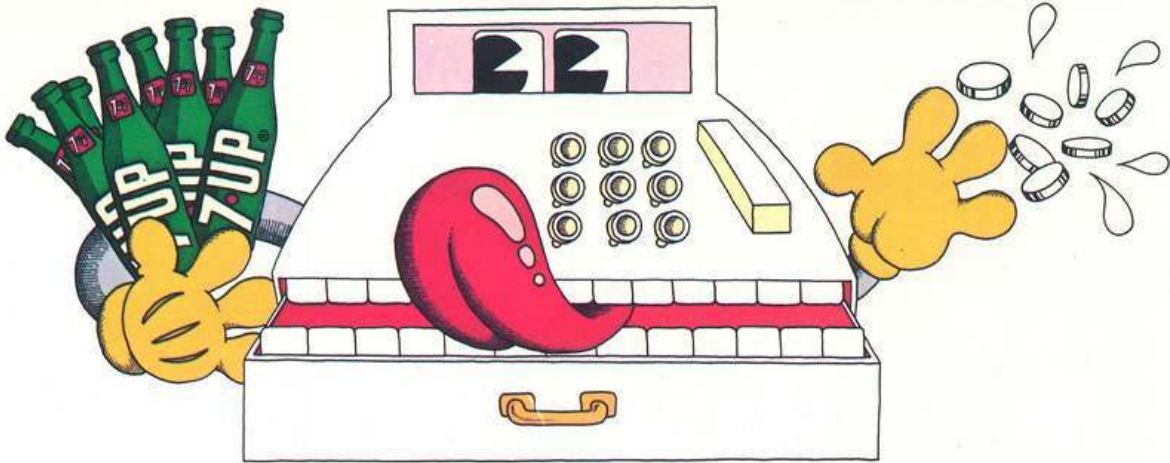
'Butterfly & Bottle' by Pat Dypold, 1971.



'Buy a Merry Can' Jacqui Morgan, 1970.

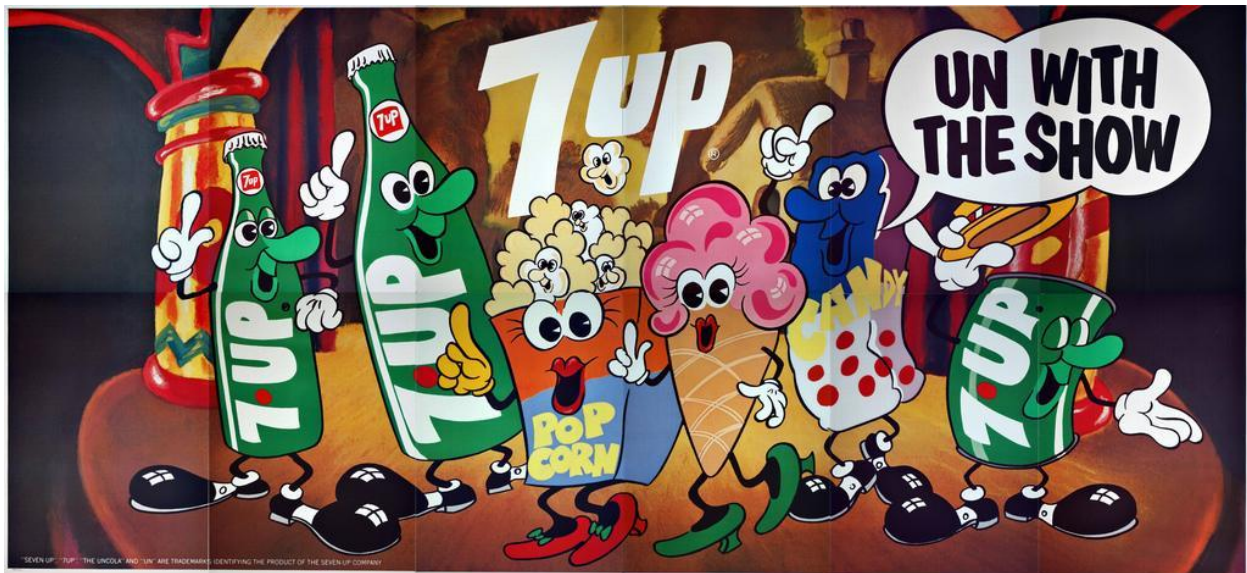


'See The Light' by Bill Bosworth, 1973.

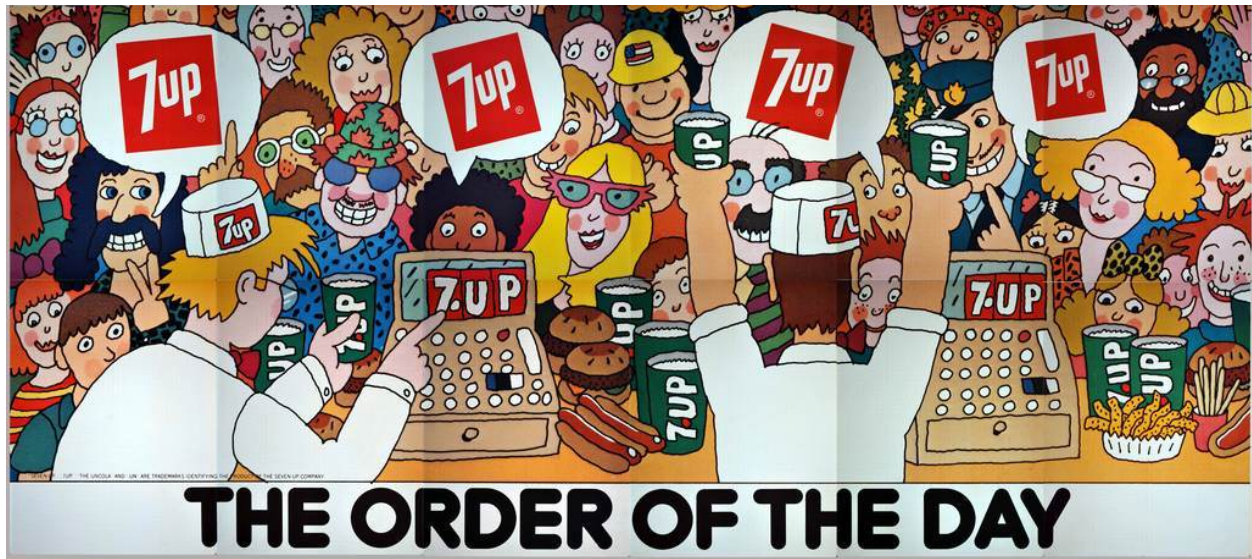


7-UP money-back bottles make cents.

‘Money-Back Bottles Make Cents’ by Skip Williamson



‘Un With The Show’ by Ray Lyle, 1971.



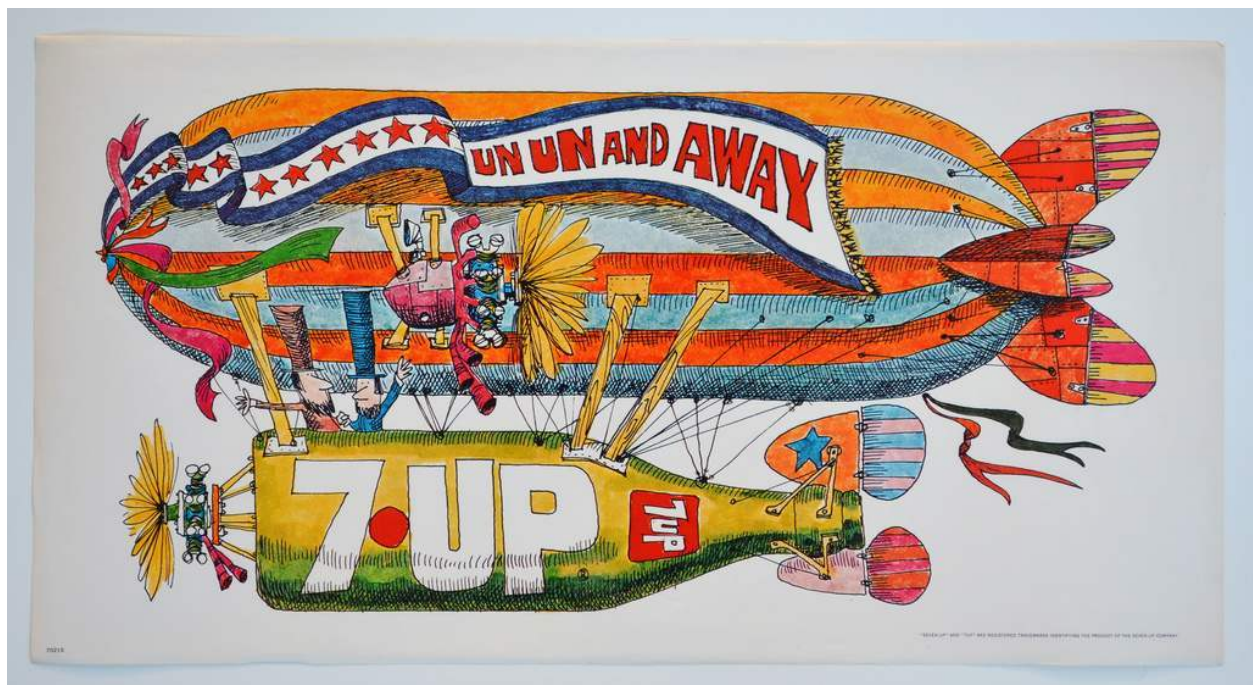
'The Order of the Day' by Simms Taback, 1971.



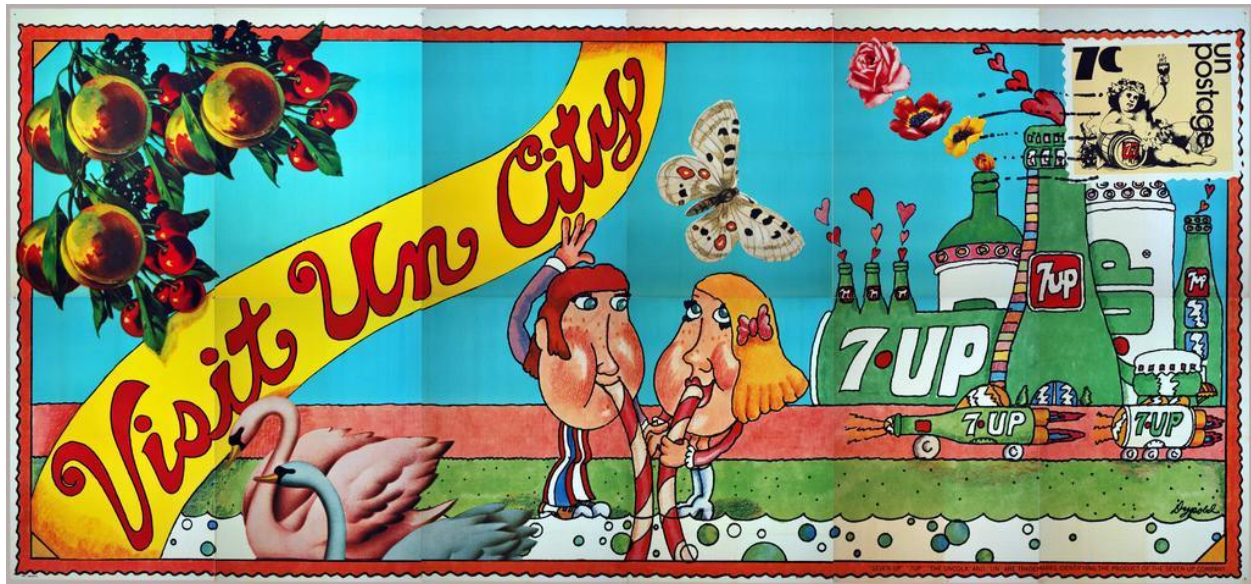
'Wet Un Wild' by Ed George, 1970.



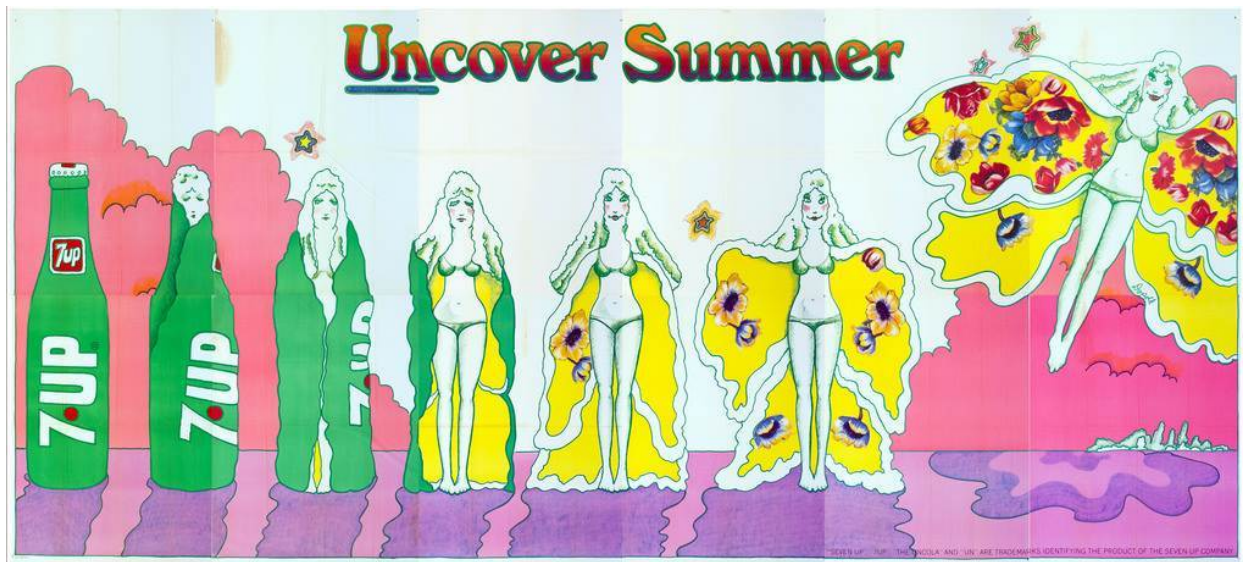
'The Youth Fare' by Ed George 1971.



'Un Un and Away' by Ed George, 1970.



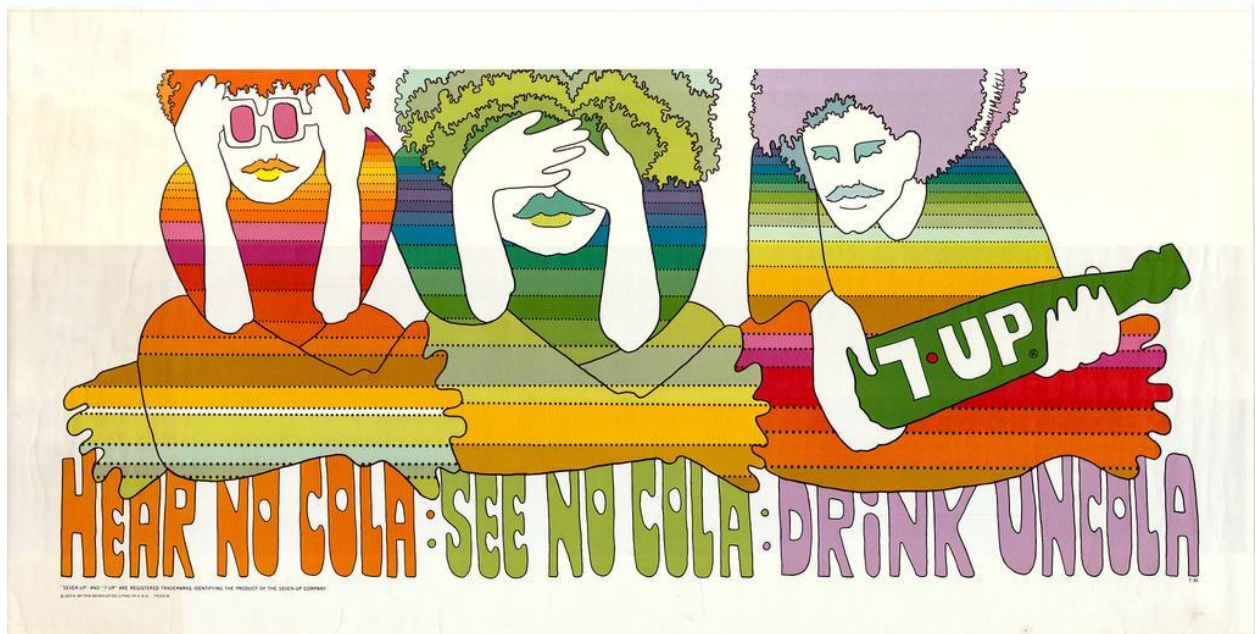
'Visit Un City' by Pat Dypold, 1971.



'Uncover Summer' by Pat Dypold, 1971.



‘Dog’s Best Friend’ by Bob Taylor, 1972.



‘Hear No Cola, See No Cola, Drink Uncola’ by Nancy Martell, 1970.



‘Matisse’ by Pat Dypold, 1971.

Many of the images can be seen [here](#) by btreat on flickr. Some of these incredible ads are available there for rent and for sale.

TO WHOM IT MAY CONCERN:

We the undersigned neighbors and merchants of North Beach, Telegraph Hill and Chinatown. strongly urge the Office of Small Business of San Francisco to expedite the petition of S&S Grocery to become a Legacy Business so that negotiations regarding their doubled rent can begin on their behalf as soon as possible. The loss of S&S Grocery, located on Grant Ave. between Union and Green, would be immeasurable to the local residents. It is the only TRUE GROCERY store left for blocks around which still has reasonable prices thus conveniently serving the elderly, the infirmed as well as the general population well into the late night.

NAME

ADDRESS

Ana Muller	526 Green St. SF
Jessica Gauguin	1232#3 Grant Ave. SF
Andrey Tomassoff	6 Gerke Alley SF
James Butte	478 Union St #3
Steph Halli 40 years neighborhood	1527 Grant Ave. #11
GARY FOSSAT 24 Yrs.	427 1/2 Union St. 9410
Pauline Craig	475 Union #3
Tom McHugh neighbor since 1990	5 Edith St., S.F., CA
JAMES STANKARD 20 yrs	1288 Columbus Ave #206, SF, CA
Robert Richman	1527 Grant Ave SF CA.
Kevin Slattery	16 Sonoma ST SFCA
Victoria Van Laanen	1527 Grant Ave #11
DAN MACHMARINI	1544 GRANT AVE #
Paul Ch	536 Green St #2
DEAN FARLEY	471 GREENWICH ST. SF. CA. 94133
Marijane Pierson	428 B Union St 94133
ROBERT MATTEI	1717 Powell Street. SF. CA 94133
SEB	1226 Grant Ave #27 SF 94133
Paul Green	1226 Grant Ave #27 94133
Scott & Chad	1416 Grant Ave, #10 94133

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NAME

ADDRESS

JOHN MATTOS

1540 GRANT SFO 94133



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-2016-17-058
Business Name: Yuet Lee Restaurant
Business Address: 1300 Stockton Street
District: District 3
Applicant: Sam Yu, Owner
Nomination Date: January 20, 2017
Nominated By: Supervisor Aaron Peskin

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

1300 Stockton Street from 1977 to Present (42 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 10, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

January 20, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

It is my honor and privilege to nominate Yuet Lee Restaurant for inclusion on the Legacy Business Registry.

Yuet Lee restaurant is an establishment that has existed for over 37 years. Many residents of Chinatown and North Beach remember frequenting Yuet Lee for late night meals such as there famous salt-and-pepper squid. Yuet Lee Restaurant is and was famous as a destination for late night workers, bartenders and the many celebrities that its owner, Sam Yu, has taken photos with over the years.

The family-run Yuet Lee restaurant continues to serve authentic Chinese food and remains true to its original roots in an area that has changed dramatically.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin

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:		
Yuet Lee Restaurant		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Sam Yu		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1300 Stockton St. San Francisco, CA 94133	(415) 982-6020	
	EMAIL:	
	[REDACTED]	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
N/A	yuetlee@facebook	Yuet Lee

APPLICANT'S NAME	
Sam Yu	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
1300 Stockton St. San Francisco, CA 94133	[REDACTED]
	EMAIL:
	[REDACTED]

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0102058	C1624014

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
1300 Stockton St, San Francisco	CA 94133	January 1st, 1977
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	January 1st 1977 till present	

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

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

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

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

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

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

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:

YUET LEE RESTAURANT

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 headquarterd location) and the opening dates and locations of all other locations.

The Yu family opened Yuet Lee Restaurant ("Yuet Lee") on January 1, 1977, at 1300 Stockton Street on the same corner of Stockton Street and Broadway where it is today. It was established by husband and wife team Chi Yuet Yu and Mee Hun Lee. The restaurant name, Yuet Lee, is a combination of both their names. Yuet Lee Restaurant was established as a sole proprietorship with Chi Yuet Yu listed as the owner.

The Yu family ran a neighborhood restaurant in Hong Kong – also called Yuet Lee – for a number of years. When they immigrated to San Francisco, they brought the family recipes with them. Yuet Lee is famous for their Hong Kong style seafood dishes.

The fresh shrimp are steamed for half a minute, just until they turn pink. They are served unadorned in their shells on a platter with a little bowl of soy sauce and fresh chilis, a condiment that accompanies many of the dishes. The preparation is of the simplest nature. No sauce or oils are used. The natural sweetness and juicy, tender texture of the fresh shrimp is what you taste. Or sometimes the whole shrimp are quickly stir-fried with hot red chilis, ginger and garlic. Either way they are superb.

The lobster and crab also get the briefest of cooking in the wok. It is cut into pieces, shell and all, and is sauced with one of the most delicate black bean preparations you can taste. The presentation on a large platter looks like an illustration for a Chinese cookbook, the red lobster pieces garnished by strips of black mushroom, green scallion and coriander dotted with shiny black beans. The lobster, perfumed by the vegetables in a sauce thickened only by the lobster's tomalley and enriched by minced pork, remains the undisputed star of this accomplished dish.

The clams are the best you could ever eat in any style of preparation. They are juicy and tender and made all the more wonderfully by a succulent, spicy black bean sauce that includes coriander, hot red peppers and green onions.

When Yuet Lee Restaurant first opened in San Francisco, it had a difficult time being accepted by its North Beach neighbors. They had located their restaurant on the north side of Broadway, which was the demarcation line separating Chinatown and North Beach. Everything south of Broadway was Chinatown; everything north of Broadway was North Beach. Yuet Lee Restaurant, located on the north side of Broadway, was infringing on the Italian section of

North Beach. Despite the neighbors' initial disfavor with the restaurant, the family overcame the adversity and won the hearts and stomachs of patrons from around the Bay Area and beyond. Their food was too good to deny, and eventually the neighbors acquiesced and let them be. After all, their good food brought more people to the area and helped the overall economy of that section of North Beach. Nowadays, there is no clear demarcation of Chinatown and North Beach.

In 1998, Yuet Lee transferred to Chi Yuet Yu and Mee Hun Lee's three children: Jane Yu, Sam Yu and Wing Tim Yu. In 2016, following Jane's withdrawal due to health reasons and Wing Tim's passing, Sam took over the entire operation of Yuet Lee Restaurant.

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

The restaurant has never ceased operations since its opening in January 1977.

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

Yuet Lee is a family-owned business that has been run by the Yu family for two generations. Husband Chi Yuet Yu and wife Mee Hun Lee were in the restaurant business in their native Hong Kong. When they arrived in the United States, they decided to bring authentic Cantonese cuisine to San Francisco where there were many Cantonese Chinese people.

When Yuet Lee was established by Chi Yuet Yu in January, 1977, it was a sole proprietorship under the ownership of Chi Yuet Yu. Regardless, the entire Yu family have all have worked in the restaurant: husband Chi Yuet Yu, wife Mee Hun Lee, daughter Jane Yu, oldest son Sam Yu and youngest son Wing Tim Yu. In 1998, Chi Yuet transferred the business to his three children. Following Jane's withdrawal due to health reasons and Wing Tim's passing, Sam took over the entire operation of Yuet Lee Restaurant in 2016.

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

The ownership history of Yuet Lee Restaurant is as follows:

1977 to 1998:	Chi Yuet Yu
1998 to 2016:	Jane Yu, Sam Yu, Wing Tim Yu
2016 to Present:	Sam Yu

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please

use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of Yuet Lee Restaurant 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 1300 Stockton Street is classified by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act. Constructed in 1906, the building appears to be eligible for listing on the California Register or the National Register.

CRITERION 2

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

Yuet Lee Restaurant, originally located in North Beach, is an important contributor to the Chinatown neighborhood. The distinctive green color of the building and its bright interior lighting have made the building an icon and a beacon to those natives and tourists seeking incredibly delicious seafood. According to Sam Yu, the distinctive green color has made it a landmark in Chinatown. All you have to say is, "Where's that crazy green building?" and anyone who knows Chinatown can tell you where it is. Sam's father originally painted the building that color to attract attention and awareness for the restaurant, and it worked.

The restaurant is considered an icon in Chinatown and on any given day you will see tourists as well as Chinese diners enjoying the delicious authentic Cantonese seafood. Over the years, thousands of family holiday celebration banquets, especially around Chinese New Year have been held there.

The restaurant, although not fancy, lets the food speak for itself. The restaurant is well-known for its lobster, crab, calamari, salt & pepper squid, clams with black bean sauce and traditional Cantonese chow fun dishes and is highly sought after as a destination to visiting tourists. They may laugh at the odd green color of the restaurant's exterior and overly bright interior lighting, but once they taste the food they know it was worth the trek to this special corner in Chinatown.

Although the restaurant can serve only 47 people at a time in the main dining room, they serve 300-500 customers a day. That's quite an achievement for such a small restaurant. The restaurant is also one of the few that is open until 1:00 a.m. every night.

Many of their employees have been with Yuet Lee Restaurant for a very long time because they are made to feel as though they are part of the family. Three employees had worked for Yuet Lee for over 40 years, and they just retired recently. Among current employees, two of them have been working for over 20 years. Sam's father started the restaurant in 1977 and eventually brought over other members of their family from Hong Kong to work in the restaurant.

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

The restaurant has not be associated with any significant events associated with the city or the restaurant industry but Sam is an advocate who always takes a proactive role by voicing out issues that impact the business community or Chinatown as a whole.

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

There have been many articles and reviews written about the restaurant that have appeared in the San Francisco Chronicle (June 2018), AAA Via Magazine (Feb. 2013), SF Weekly, San Francisco Magazine (Nov. 2005), California Magazine (Feb. 1982), Continental Magazine, and a book titled, "Restaurants of San Francisco - The Definitive Guide to the Bay Area's Best" by former SF Chronicle Restaurant Critic, Patricia Unterman and Stan Sesser. Recently, the restaurant owner was interviewed by reporter Angelina Wong and featured on KTSF Channel 26 TV.

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

Many celebrities have enjoyed meals at Yuet Lee Restaurant, including actor and Hong Kong and Hollywood Kung Fu Master Jacky Chan, Emmy Award-winning radio and TV personality Liam Mayclem, Travel Channel host Samantha Brown, actor Mikey Roe, as well as celebrity chefs Guy Fieri, Emeril Lagasse and Adam Gertler.

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

The owner, Sam Yu, has been a long-time member of Yee Fung Toy Family Association. The purpose of the organization is to make friendly contacts among clansmen, work for their well-being by pooling wisdom and uniting forces, advance clan affairs, and support public welfare. Apart from the headquarters in San Francisco, 13 branches have been established: New York, Sacramento, Detroit, Boston, Southern California, Chicago, Phoenix, Seattle, Cleveland, Salt Lake City, Houston, Stockton and Columbus. The association conducts myriad events and has established a scholarship fund to award and encourage students with excellent academic performance.

Sam is also a long-time member of the Ying On Merchants & Labor Benevolent Association. The association is a historical Chinese American association that was established during the 19th century for the purpose of promoting, fostering and encouraging the spirit and practice of sociability, fraternity, charity and benevolences among its members and the Chinese community.

Yuet Lee Restaurant is always ready to offer help when there is a need in the community. For instance, on February 3, 2017, which was also the fifth day of the Chinese Lunar New Year, a fire broke out early that morning from one of the commercial units at Golden Plaza which is a 2-story mixed use building located at 1199 Stockton Street in Chinatown. It took the firefighters more than 6 hours to contain the fire. Seven businesses located on the first floor and at least 25 residents living on the second floor were affected and had to evacuate immediately. Most of the residents are seniors. They were provided shelter by Salvation Army Corp Chinatown Community Center on Powell Street. Yuet Lee provided dinners for the first two nights to at all those residents who lost their home from the fire.

In addition, since Sam's restaurant is located at the busy intersection of Stockton Street and Broadway, he has provided help to numerous pedestrians who gotten injured from auto accidents and the elderly who have fallen or tumbled by offering a resting place for the injured while awaiting the paramedics.

Sam is also a big supporter of schools and nonprofit organizations in Chinatown and the neighborhood community. Whenever they have special events or festival celebrations, Yuet Lee Restaurant is always happy to donate food to make the events more joyful. To name a few, these institutes include:

- John Yehall Chin Elementary School
- Jean Parker Elementary School
- Saints Peter and Paul Catholic School
- (The former) St Mary's School
- The Salvation Army
- Self Help for the Elderly
- SFFD Station 2
- SFPD Central Station

Sam is very concerned with all the developments in Chinatown and wellness of Chinatown businesses. He has always been proactive in participating in various community meetings in Chinatown and speaks up on issues affecting the business community, including the Central Subway construction that began in Chinatown in September 2013 and the Broadway Chinatown Streetscape Improvement Project that began in January 2017.

The restaurant received a Certificate of Honor from the San Francisco Board of Supervisors on July 1, 2002, recognizing "Yuet Lee Restaurant as one of San Francisco's great late-night eating establishments, well known for its outstanding seafood, and to honor its achievement in

winning the SF Weekly's annual 'Best of San Francisco 2002' award." The Board of Supervisors extended its highest commendation.

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

Chinatown is a crowded, bustling neighborhood with hundreds of tiny mom-and-pop shops and restaurants. To the experienced traveler, it resembles Hong Kong or Singapore. It primarily serves the large Chinese and Asian population that live and work in San Francisco, although many Asian families travel into the city on the weekends to purchase goods they can only find in the tiny shops in Chinatown. It is a sought-after destination by both young and old who often frequent the shops and restaurants.

Since Chinatown is situated close to the city's financial district, it also has an influx of local business people seeking quick, cheap food where they can eat during their lunch hour.

Besides serving the local population, Chinatown is one of San Francisco's top tourist attractions. Tourists want to have an authentic food experience, unlike what they may have in their hometown mall. The bustling neighborhood attracts not only tourists from China but other Asians as well from Taiwan, Thailand, Laos, Cambodia, Vietnam, Japan and Malaysia. Chinatown is also a destination for American, South American, Canadian and European tourists who want to taste "real" Chinese food. With exposure to TV shows like Anthony Bourdain's Parts Unknown travel food show and Guy Fieri's ventures into exotic foods, people are more open to trying food they've never had before. The hanging ducks and the unidentifiable exotic fruits, vegetables, and spices are not as forbidden to the naïve palate as they once were. More people are open to trying new things.

With the help of websites like Yelp and a variety of food and restaurant mobile apps like Instagram and Twitter, good restaurants like Yuet Lee are being promoted by the public through word of mouth.

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

What makes the building distinctive is its bright chartreuse color. You can't miss it! The interior lights that appear really bright at night also help to make it noticeable and draw a lot of attention.

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

Yuet Lee is a cornerstone within the community. Residents and tourists alike would miss its quirky colored building as well as its delicious seafood if it were to close. Located on the well-known Stockton (#30 bus) corridor, the restaurant is a staple within the community and seen by thousands of people every day while walking, driving, or commuting by bus. This restaurant is

by far the best place to get great tasting seafood that is melt-in-your-mouth good. The only other places that offer the variety of seafood dishes that Yuet Lee does are on Fisherman's Wharf and they are prepared very differently than Yuet Lee's. Yuet Lee's distinctive Cantonese seasonings and preparation are unsurpassed.

CRITERION 3

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

Yuet Lee is a no frills, no reservations accepted kind of place. It's down home Cantonese Chinese food is made from three generations of family recipes. The small footprint limits the number of customers to only 47 people at a time. This causes it to have a long line of customers waiting outside the entrance and alongside the front of the restaurant. The long wait to get in makes people think, "What's so great about this place? I think I should try it!" They are not disappointed.

The restaurant serves authentic Cantonese food. In the United States, this is sometimes called the "Hong Kong style" because of the many immigrants from Hong Kong, originally from the Canton province, who have settled here. Real Cantonese food is cooked differently than the Cantonese food Americans know. The wok is smaller, lighter, and one-handed. Cantonese chefs "throw the wok" when they cook. Also, Cantonese cooking involves more spices than Cantonese American food, especially garlic, and the spices are kept in the wok unlike the American style in which the spices are removed after they have flavored the oil. And in authentic Cantonese cooking, seafood is far more important than in the American version. As the food is cooked, it acquires "wok chi," or wok energy. Fast hot cooking – 30 seconds or less for some dishes – forces the taste out of the ingredients and gives them wok chi.

The odd bright green color and lighting of Yuet Lee make it very distinctive and adds to the quirkiness and the character of the restaurant.

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)

Sam Yu, the owner, has been told many times that he should repaint the outside of the restaurant a more conservative color to be more tasteful. He has adamantly refused. "No, I intentionally painted the building that color to attract attention. I like it!" he'll say to anyone that makes that recommendation. As long as Yuet Lee remains within the Yu family, the building will remain that special color green.

The restaurant takes great pride in its time-honored family recipes that have been handed down from one generation to the next. The current food trends of less fat, less oil, and no carbs don't apply at this establishment. This is traditional Cantonese Chinese food from the homeland. It will not change despite the trends that come and go.

The restaurant's interior might be renovated from time to time, with new furniture added, but the fish tank and bright lights will always remain. It's part of the charm of the restaurant.

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 restaurant hasn't changed its façade, exterior color, or interior design and layout for over 20 years. Their customers like the familiar — it's like home and family. All that matters is that the food remains as good as it was when it first opened 41 years ago. Sam, his family, and staff are committed to providing the best traditional Cantonese food in San Francisco. That commitment honors the memory of its original founders, Yuet and Lee. Sam would have it no other way.

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 that Yuet Lee Restaurant has served authentic Cantonese cuisine since it was founded in 1977 is included in this Legacy Business Registry application.

Exhibit A

Page 1

Sale Use Tax Department

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT



ACCOUNT NUMBER

1/1/1977 SR BH 19-646192

YUET LEE RESTAURANT
CHI YUET YU, ET AL
1300 STOCKTON ST
SAN FRANCISCO, CA 94133-3807

NOTICE TO PERMITTEE:
You are required to obey all
Federal and State laws that
regulate or control your
business. This permit does
not allow you to do
otherwise.

IS HEREBY AUTHORIZED PURSUANT TO **SALES AND USE TAX LAW** TO ENGAGE IN THE
BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION.
THIS PERMIT IS VALID ONLY AT THE ABOVE ADDRESS.

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED AND IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS
OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES
DUE BY THE NEW OPERATOR OF THE BUSINESS.

Not valid at any other address

For general tax questions, please call our Information Center at 800-400-7115.
For information on your rights, contact the Taxpayers' Rights Advocate Office at 888-324-2798 or 916-324-2798.

FY 2018-19

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2019

EXPIRATION DATE
06-30-2019

BUSINESS ACCOUNT NUMBER
0102058

LOCATION ID
0102058-01-001

TRADE NAME (DBA)
YUET LEE RESTAURANT INC

BUSINESS LOCATION
1300 STOCKTON ST

BUSINESS
YUET LEE RESTAURANT INC

THIRD PARTY TAX COLLECTOR

☐ PARKING TAX

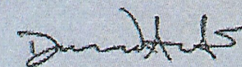
☐ TRANSIENT OCCUPANCY TAX

YUET LEE RESTAURANT INC
1300 STOCKTON ST
SAN FRANCISCO CA 94133

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



José Cisneros
Treasurer



David Augustine
Tax Collector

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION



State of California Secretary of State

S

Statement of Information

(Domestic Stock and Agricultural Cooperative Corporations)

FEES (Filing and Disclosure): \$25.00.

If this is an amendment, see instructions.

IMPORTANT – READ INSTRUCTIONS BEFORE COMPLETING THIS FORM

FD44936**FILED**

In the office of the Secretary of State
of the State of California

MAY-02 2016

1. CORPORATE NAME
YUET LEE RESTAURANT, INC.

2. CALIFORNIA CORPORATE NUMBER
C1624014

This Space for Filing Use Only

No Change Statement (Not applicable if agent address of record is a P.O. Box address. See instructions.)

3. If there have been any changes to the information contained in the last Statement of Information filed with the California Secretary of State, or no statement of information has been previously filed, this form must be completed in its entirety.

☐ If there has been no change in any of the information contained in the last Statement of Information filed with the California Secretary of State, check the box and proceed to Item 17.

Complete Addresses for the Following (Do not abbreviate the name of the city. Items 4 and 5 cannot be P.O. Boxes.)

4. STREET ADDRESS OF PRINCIPAL EXECUTIVE OFFICE CITY STATE ZIP CODE
1300 STOCKTON STREET, SAN FRANCISCO, CA 94133

5. STREET ADDRESS OF PRINCIPAL BUSINESS OFFICE IN CALIFORNIA, IF ANY CITY STATE ZIP CODE

6. MAILING ADDRESS OF CORPORATION, IF DIFFERENT THAN ITEM 4 CITY STATE ZIP CODE

Names and Complete Addresses of the Following Officers (The corporation must list these three officers. A comparable title for the specific officer may be added; however, the preprinted titles on this form must not be altered.)

7. CHIEF EXECUTIVE OFFICER/ ADDRESS CITY STATE ZIP CODE
SAM YU 1300 STOCKTON STREET, SAN FRANCISCO, CA 94133

8. SECRETARY ADDRESS CITY STATE ZIP CODE
SAM YU 1300 STOCKTON STREET, SAN FRANCISCO, CA 94133

9. CHIEF FINANCIAL OFFICER/ ADDRESS CITY STATE ZIP CODE
SAM YU 1300 STOCKTON STREET, SAN FRANCISCO, CA 94133

Names and Complete Addresses of All Directors, Including Directors Who are Also Officers (The corporation must have at least one director. Attach additional pages, if necessary.)

10. NAME ADDRESS CITY STATE ZIP CODE
SAM YU 1300 STOCKTON STREET, SAN FRANCISCO, CA 94133

11. NAME ADDRESS CITY STATE ZIP CODE

12. NAME ADDRESS CITY STATE ZIP CODE

13. NUMBER OF VACANCIES ON THE BOARD OF DIRECTORS, IF ANY: 0

Agent for Service of Process If the agent is an individual, the agent must reside in California and Item 15 must be completed with a California street address, a P.O. Box address is not acceptable. If the agent is another corporation, the agent must have on file with the California Secretary of State a certificate pursuant to California Corporations Code section 1505 and Item 15 must be left blank.

14. NAME OF AGENT FOR SERVICE OF PROCESS
SAM YU

15. STREET ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CALIFORNIA, IF AN INDIVIDUAL CITY STATE ZIP CODE
1300 STOCKTON STREET, SAN FRANCISCO, CA 94133

Type of Business

16. DESCRIBE THE TYPE OF BUSINESS OF THE CORPORATION
RESTAURANT

17. BY SUBMITTING THIS STATEMENT OF INFORMATION TO THE CALIFORNIA SECRETARY OF STATE, THE CORPORATION CERTIFIES THE INFORMATION CONTAINED HEREIN, INCLUDING ANY ATTACHMENTS, IS TRUE AND CORRECT.

05/02/2016 SAM YU PRESIDENT
DATE TYPE/PRINT NAME OF PERSON COMPLETING FORM TITLE SIGNATURE







CHASE

大通 華隆 平記平價市場
Pau Kee Pongnain Market

CHUNG KUI IMPORTS & EXPORTS CO.
中僑參茸公司

悅利樓
YUET LEE RESTAURANT

Yuet 悅利 Lee
CHINESE RESTAURANT
One of The City's Ten Best Restaurant
Since 1917
港式傳統 · 美食小炒 · 湯水海鮮 · 粥粉麵飯

BROADWAY

EXC
MU





悅利海鮮飯店
YUET LEE SEAFOOD RESTAURANT

東運發
KING TON TEE
1989-2028

東運發
KING TON TEE
1989-2028
BR



YUET LEE RESTAURANT

ONE OF THE TEN BEST RESTAURANTS IN S.F.
SPECIAL EARLY BIRD DINNER
MONDAY, WEDNESDAY & THURSDAY
4:30 TO 6:30 15% OFF



ONE OF
CITY'S TEN
BEST
SEAFOOD
RESTAURANTS
DAILY
SPECIAL
SPECIAL A
DAILY



OPEN





WE
RESERVE THE RIGHT
TO REFUSE
SERVICE
TO ANYONE

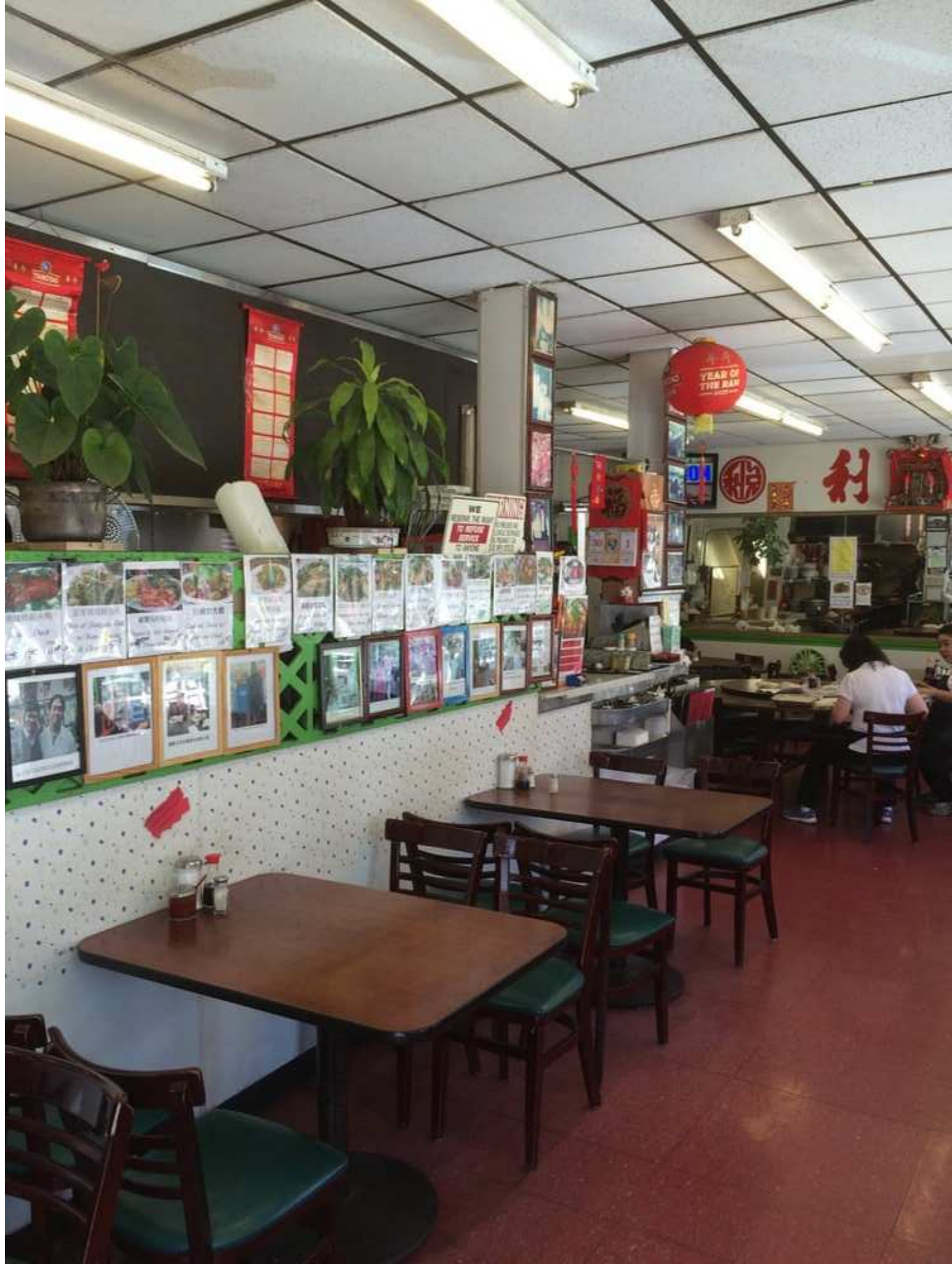
WARNING
DRINKING WINE, BEER, AND
OTHER ALCOHOLIC BEVERAGES
DURING PREGNANCY CAN
CAUSE BIRTH DEFECTS

\$20.00
MINIMUM
Use VISA &
MASTER
CARD

福

聯坤分局大堂 余泳加面名







利悅

悅心樓
廳堂雅緻

SEAFOOD

DRINKING WINE, BEER, AND
OTHER ALCOHOLIC BEVERAGES
DURING PREGNANCY CAN
CAUSE BIRTH DEFECTS

FAMOUS IDIOTS
10

- Green Corn Souffle
- Green Beans
- Roasted Potatoes
- Peas in the Shell
- Marinated Chicken
- or Meatloaf
- Grilled Tomatoes and
- potatoes
- Clams w/ Pepper
- Black Beans
- Roast Squab
- Steamed Oyster
- In Shell
- Baking Spinach
- (Pork chop)
- Steamed Live Fish

EVERYBODY
 GETS A CHINA
 MONDAY MORNING
 GYTHDAY
 4.10.10.10
 Done On Only
 100.10.10.10
 applies when
 ordering, here
 and paying is
 before the 4.10.10.10

4.30 30.00

All except
 Your
 Master Card
 15 Min. group







Yuet Lee © 2011 fototaker.net



Yuet Lee © 2011 fotota.com

YUET LEE SEAFOOD RESTAURANT

Yuet Lee © 2011 fototaker.net

YUET LEE SEAFOOD RESTAURANT





Yuet Lee © 2011 fototaker.net



In the Shell w/
\$14.50

Chicken Wonton
9.50

\$....Season



Food Network host Adam Gertler
At yuet le



Homebase
Homebase



KPIX CHANNEL 5
host Liam Myclem At yuet le

FAMOUS DISH



熱賣中



- 1 Salt & pepper Squids 椒鹽焗鮮魷魚 14.00
- 2 Live Crab w/ Ginger & Green Onion 羌葱蟹 Season
- 3 Crispy Garlic w/ Prawns in the shell 避風塘蝦 21.50
- 4 Boneless Chicken w/ Mango 芒果雞球 11.75
- 5 Filet Flounder w/ Asparagus Black Bean Sauce 梨筍龍利球 15.75
- 6 Clams w/ Pepper & Black Bean Sauce 豉椒蜆 13.50
- 7 Roast Squab 紅燒肥乳鴿 14.50
- 8 Steamed Oyster In Shell 豉椒蒸原壳生蠔 13.50
- 9 Peking Sparerib (Pork chop) 京都鮮肉排 11.75
- 10 Steamed Live Fish 清蒸游水生猛海鮮 Season



WINE LIST

CHINESE SHAO HSING RICE WINE

L 23.50

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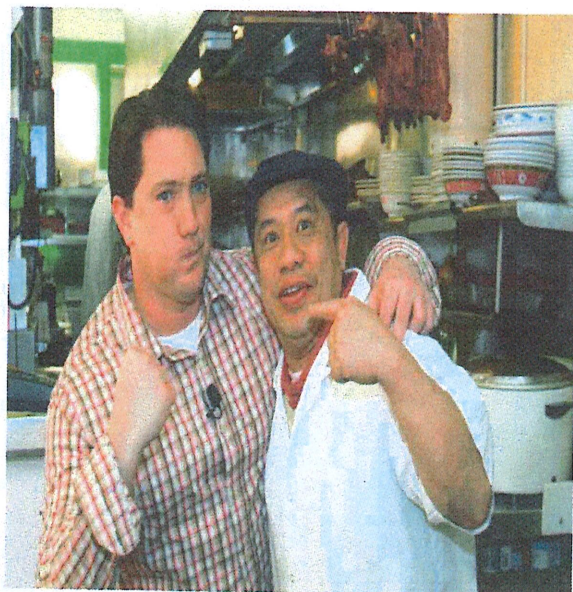


Exhibit J





Liam Myclem- KPIX



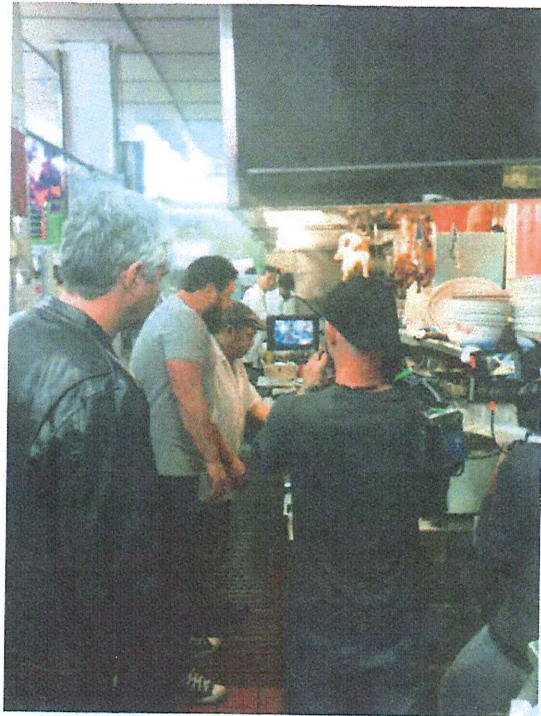
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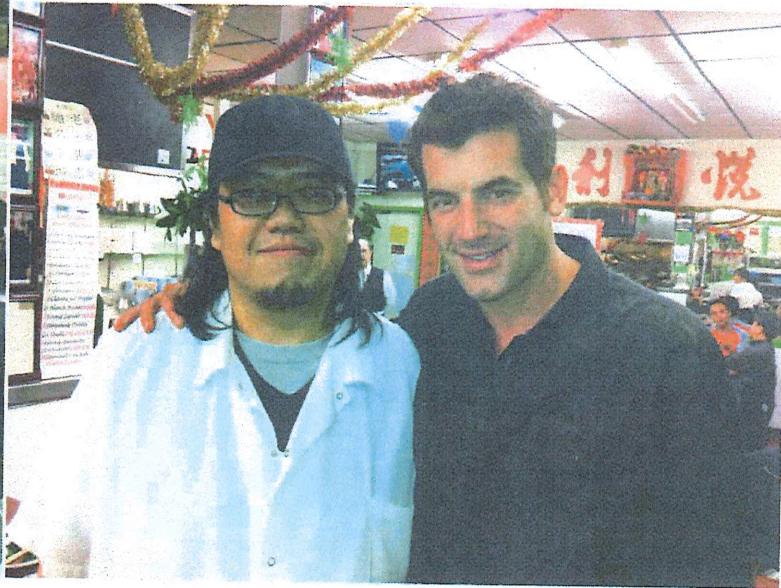
Mikey Roe Travel channel



Vic Lee abc channel 7 Reporter



Travel Channel at yuet lee



Food network star adam gertler



Food Network HOST Guy Fieri



Samantha Brown- Travel Channel





RESTAURANT

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Various posters and notices on the red wall.

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Chef Ching Yun Pu



TALKING WOKKING WITH MR. YU

"I SERVED MY apprenticeship in a large restaurant in Hong Kong. Before we learned to cook, we had to do the basic tasks of the kitchen. We began by cleaning and starting the fire. Then we were taught to cut up the many foods, each with a different technique. Finally we began to cook, making chow fun and chow mein for the staff. We were taught to cook by tasting the dishes the master chefs made. First we watched them, and then we cooked what the master had cooked.

"Our family arrived here five years ago from Hong Kong. We had already opened a Yuet Lee there. Like this one, it is a neighborhood restaurant. Our restaurant is run by the whole family—my brothers all cook here when I'm not working, and that way the food is the same every day. We serve authentic Cantonese food. In America this is called the 'Hong Kong style' because of the many Hong Kong immigrants, originally from Canton province, who have now settled in the United States.

"Real Cantonese food is very different from the Cantonese food Americans know. To begin with, it is cooked differently. The wok we use is smaller, lighter, and one-handed. When we cook, we say that we 'throw the wok.' Also, we cut each food differently, while the Cantonese American style cuts each food the same way. We use more spices than the Cantonese American cooks, especially garlic, and we keep them in the wok, un-



Michael Yu: Without "wok energy," a stir-fried pea pod is just another dead plant.

like the American style, where the spices are removed after they have flavored the oil. And in our cooking, fresh seafood is far more important than it is in the American style.

"We say that as the food is cooked it acquires 'wok chi,' or wok energy. Fast hot cooking—30 seconds or less for some dishes—forces the taste out of the ingredients and gives them wok chi. The food must then be served very fast. In Hong Kong, on the streets, there is a saying: 'You cook it, you sell it.' This is very important. The wok chi disappears if the food is not served immediately."

HERE TODAY, GONE TOMORROW

TOO OFTEN we have heard friends say, "You should have come here last month, when the food was good. The chef must have quit." They are often right, particularly in the case of Cantonese restaurants, some of which maintain an old-fashioned system of hiring. A contract is signed with the head chef for a fixed wage, which he uses to hire a

crew. The crew and the chef stay together—sometimes even live together in quarters provided by the restaurant. When the head chef leaves or is fired, he may take his entire crew with him.

Their departure can come without warning. Restaurant owners are constantly trying to hire the chefs that work for the competition. The better the chef, the more likely he is to be hired away. If no cooks show up one morning, it simply means that the chef and his crew have gone elsewhere.

cisco, 415 982-6020. Lunch and dinner, closed Tuesday. No credit cards. Some of the best wok cooking in San Francisco is done at Yuet Lee by Michael Yu (see box, this page) and his brothers, who work behind a partition, throwing the wok as flames leap high into the air. Yuet Lee is small and tends to be crowded, but the food is worth waiting for. Like other Hong Kong-style restaurants, it specializes in seafood, but any dish in the restaurant is bound to be good.

CHUNG KING LOH RESTAURANT, 552 Stevens Ave., Solana Beach, 714 481-0184. Open daily, lunch and dinner. MC, V. It's tough to classify this restaurant; it calls itself Mandarin but has a number of Shanghai- and Sichuan-style

dishes on the menu. It is the only restaurant included in this guide that puts bowls of those dreadful chow mein noodles on each table, but we were so impressed with the fresh clams in black bean sauce and the fresh steamed catfish that we decided to include it in the list of Hong Kong-style restaurants. Also recommended are the casserole dishes and sautéed vegetables.

DIAMOND SEAFOOD RESTAURANT, 724 N. Hill St., Food Center #131, Los Angeles, 213 617-0666. Open daily, lunch and dinner. AE, MC, V. As you enter you pass three large tanks holding live seafood, one each for lobster, crab, and fish. This should give you some idea of what to order. Steamed catfish is delicate and tender,

crab is superb, lobster is strictly up to your pocketbook. Squid with black bean sauce and the deep-fried scallops are other good choices. Diamond is large, elegantly furnished, and a bit expensive. Dim sum is served at lunch.

LOY'S, 16612 Beach Blvd., Huntington Beach, 714 842-1101. Lunch and dinner, closed Monday. On the outside the sign says LOY'S CHOP SUEY. Inside, it looks like a simple coffee shop. Nevertheless, the large and loyal Chinese clientele seems to suggest that this is a restaurant that is out of the ordinary. At lunchtime the cooks prepare a great variety of noodle dishes, including rice noodles, wontons, and steamed dumplings. They do excellent steamed fish and a great number of clay pot dishes as well as the more esoteric offerings, including duck feet and steamed pork with salted fish.

MING'S FAMILY RESTAURANT, 7880 Beach Blvd., Buena Park, 714 522-8355. Open daily, lunch and dinner. AE, DC, MC, V. Ming's is popular among the Orange County Chinese as a place to give banquets. The menu offers a great many seafood specialties. Our favorites are steamed fish, crispy shrimps in baked salt, and a dish called "eight kinds of seafood" (not on the menu), which contains very tender scallops. There are a few casserole dishes and a great many Hong Kong-style noodle dishes as well.

MON KEE LIVE FISH & SEAFOOD RESTAURANT, 679 N. Spring St., Los Angeles, 213 628-6717. Open daily, lunch and dinner. MC, V. Many restaurant critics consider Mon Kee to be the best seafood restaurant in Los Angeles. On variety alone it is an incredible place; each major seafood has a separate category on the menu, and there is a comprehensive listing of freshwater fish, although not all of these are available on any given day. Mon Kee is minimally furnished, and service may be brusque, but since the English-language menu is long and well written, you won't need much help from the waiters.

YOUNG SING SEAFOOD RESTAURANT, 643 N. Spring St., Los Angeles, 213 623-1724. Open daily, lunch and dinner. MC, V. Young Sing is not as well known as Mon Kee, its neighbor, but it has the same nondescript decor and the same encyclopedic repertoire of seafood dishes. It also has a very large nonseafood menu. Salted prawns and steamed flounder are two excellent dishes, although any seafood dish is worth ordering.

GOLDEN SHARK RESTAURANT, 404 S. Atlantic Blvd., Monterey Park, 213 289-9401. Open daily, lunch and dinner. AE, MC, V. Golden Shark is the closest California comes to capturing the style of the grand Hong Kong eating palace. The main dining room is immense, the menu encyclopedic, and the food superb. Golden Shark serves the big dishes of Hong Kong banquets on its everyday menu. Bird's nest and shark fin soups are listed as separate categories, as is abalone. One of Hong Kong's best-known movie stars, Michael Cheung, is the general manager, and he greets you at the door. A few of the house specialties are flounder cooked two ways (not on the menu and about \$25, but worth it), shrimps with spicy salt, grilled boneless chicken with lemon sauce, and braised Japanese abalone with oyster sauce. Golden Shark also serves dim sum.

SEA PALACE, 416D S. Atlantic Blvd., Monterey Park, 213 282-9106. Open daily, lunch and dinner. AE, CB, DC, MC, V. Of the 150 dishes on the menu, fully half feature fish. There is spicy catfish (catfish a la Sichuan), squid in soup (sour cabbage and squid soup), and the squid's larger cousin, cuttlefish, served in a ginger sauce. The Sea Palace also serves geoduck (giant clam), sea cucumber, five kinds of crab, and shrimps, prawns, and lobster. Also featured is a full selection of the "big" banquet dishes. This is an entirely reliable, authentic restaurant, where the prices are commensurate with the cost of ingredients.



Michael Yu is his name; dramatic wok-cooking is his game. At Yuet Lee in San Francisco, the Hong Kong-style food is as good as the show.

PHOTOGRAPHED BY BRIAN LEATART

Exhibit D

**How the Bay
Area stole
Hollywood**

**The fall
of the
house of
Mondavi**

**Decoding
the new
de Young**

**10 long
weekends
for true
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EATS

Updates:

CONTINUED FROM PAGE 234

the food now bears a sodden weight of seriousness, and the periodic slippups (a dry crêpinette with the lamb, overdone beignets for dessert) make it difficult to justify the hefty price of dinner, no matter who's stuck with the bill. (J.S.) 12 FOURTH ST. (AT MARKET ST.), 415-348-1555. \$\$\$
DRWV ★★

Yuet Lee

CHINATOWN

☉ The glaring green facade on the corner of Stockton and Broadway highlights an institution beloved by locals and tourists alike, a bastion of Cantonese soul food serving everything from fresh frog's legs to kung pao prawns to black bean sauce oysters. Its dining room is as utilitarian as a morgue, and you can find finer food at pricier Chinese joints, but the fare is reliable and comforting, and many of the seafood dishes are downright delicious. Plus it's open till 3 a.m.—salt-and-pepper squid scattered with jalapeños, bronzed roast duck, or a simple steamed sea bass is just the thing to cap off a long night of roaming North Beach. You'll eat until you're sober and then sneak a last piece of fatty duck skin. (P.N.) 1300 STOCKTON ST. (AT BROADWAY), 415-982-6020. \$\$ W ★★

San Francisco

Acme Chophouse

SOMA

There's no question that this is the place to be on game days, when the orange-and-black faithful stop in for a juicy rib eye and a California Cab. But the boisterous dining room has more going for it than a spot within earshot of the crack of the bat. Even in the off-season, people come for a classic chophouse experience that avoids some of the classic chophouse pitfalls. Hefty cuts of meat are naturally raised and hormone free—some are even grass-fed—and side dishes are more than just something to push to the side on your way to the meat. Creamed spinach actually bears some relation to the stuff that grows out of the ground, and you could spoil your whole appetite on scoops of rich scalloped potatoes. (L.T.) 24 WILLIE MAYS PLAZA (AT THIRD AND KING STS.), 415-644-0240. \$\$\$
RW ★★½ (6/05)

Aqua

FINANCIAL DISTRICT

☉ A sea change came to Aqua two years ago in the form of Laurent Manrique, trained in Parisian kitchens that glowed under the light of Michelin stars. Manrique hasn't shifted Aqua's seafood focus, but he's brought more meat into the mix. He slings out a pepper-crusted rib eye, with a punch of sour cherry and olive relish. He combines roasted monkfish, beets, truffle, and veal shank ravioli in a hearty dish without unwellcome heft. The new chef has done away with quirks like lobster potpie, replaced with a stately lobster pot-au-feu—a wonderful, well-balanced dish that dresses rustic French

traditions in contemporary flair. The bottom line is that Aqua feels well grounded under Manrique, even if his thoughts are focused on the sea. (J.S.) 252 CALIFORNIA ST. (BET. BATTERY AND FRONT STS.), 415-956-9662. \$\$\$
RVW ★★ (12/03)

Aziza

OUTER RICHMOND

☉ When you're pondering where to take visitors from the Midwest, Aziza is a good bet. They won't find anything like this back home. In fact, they won't find anything else like this in San Francisco. A lighter take on Moroccan food, the lineup includes some traditional choices done with a California spin from organic vegetables, such as a juicy prawn tagine grounded by onions, tomatoes, and potatoes. It's so dark in the cave-like dining room, you might have to swipe an extra candle to read your menu. But once you decipher it, the delicately spiced dishes coming your way remind you that sweet and savory aren't two separate notions in Morocco: flaky chicken bastilla, a minced-meat pastry traditionally made with pigeon, emits a puff of powdered sugar as you cut into it, and kumquats and dried fruit give lamb shank a lift. (P.N.) 5800 GEARY BLVD. (AT 22ND AVE.), 415-752-2222. \$
DRWV ★★½ (2/05)

Blue Jay Cafe

WESTERN ADDITION

☉ Breakups always suck. People say, though, that something better is bound to come along. Take Jay Foster, former life and business partner of Emmy Kaplan, of Emmy's Spaghetti Shack. There's a silver lining to their split-up: Jay opened Southern-style Blue Jay. The counter is filled with a group of regulars who come craving crisp fried chicken, hunks of cornmeal-crusted catfish, and braised baby back ribs. You get to take your pick of sides, too, like glazed yams, creamy garlic mash, or collards. And you might as well consider dessert included, as it's nearly

impossible to turn down a slice of Jay's pecan pie. One bite tells you where his heart is now. (R.L.) 919 DIVISADERO ST. (AT MCALLISTER ST.), 415-447-6066. \$ RW ★★½ (9/04)

Blue Plate

OUTER MISSION

What got its start as a notable neighborhood restaurant in 1999 has grown into a staple people cross town for on a rainy Tuesday night. Prices have inched slightly upward, but otherwise, it's the same—or not even better—Blue Plate as before. The kitchen is committed to local, organic ingredients; the close-knit staff is laid-back but knowledgeable; and the atmosphere is as eclectic as your best friend's apartment. The menu changes nightly, boasting dishes like roasted chicken livers; butter lettuce tossed with a lively mix of pistachios, ruby star grapefruit, Ricotta, and tarragon; and Niman Ranch pork porterhouse surrounded by herbed spaetzle, English peas, and pancetta. The rotation might not always feature your favorites, but you find new ones at every meal. (R.L.) 3218 MISSION ST. (AT VALENCIA ST.), 415-282-6777. \$\$\$ DR
★★½ (7/05)

Blupointe

FINANCIAL DISTRICT

If your idea of postwork fun is a stiff drink—or an even stiffer citrus-vodka oyster shooter—then Blupointe, a new raw bar and restaurant on Euro-oute Claude Lane, should be your go-to happy hour spot. Take your pick among heated outdoor tables; a swank, narrow bar manned by attractive "tenders; or a dark basement lounge lit by a jazz quartet. Order up a couple dozen local and flown-in-fresh oysters, crisp calamari rings that come with a fiery bell pepper rouille, and mussels basking in one of four sauces, such as red Thai curry or champagne Florentine (avec frites, of course). And then, well, call it quits, and if you're

Exhibit E



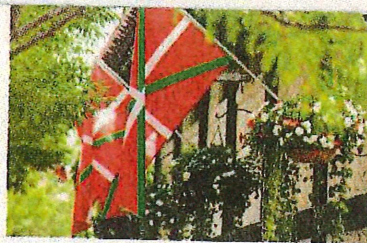
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Ice bowling in Nevada 14 AAA Diamonds demystified 18

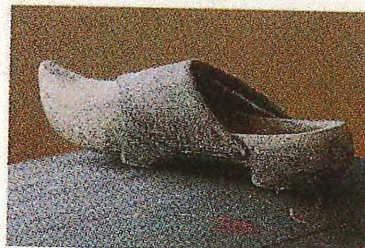
Around the world in 9 neighborhoods



Basque flags, Boise, Idaho.



Moon cake molds, San Francisco's Chinatown.



Wooden shoes, Solvang, Calif.



Indian sweets, Berkeley, Calif.

Travel the globe without jet lag when you visit the West's transporting ethnic enclaves.

Chinatown, San Francisco

GRANT AVENUE AREA CODE 415

Following the 1906 earthquake, Chinatown, never before viewed as a travel destination, was rebuilt with curved balconies, gilded facades, and dragon lampposts in the hope of attracting tourists. And did it ever.

The Chinese Historical Society of America Museum (965 Clay St., 391-1188) tells colorful stories of the surrounding streets. For a portrait of today, stroll through Chinatown and you'll see locals examining bins of bok choy alongside tourists pricing bamboo back scratchers.

At Clarion Music Center (816 Sacramento St., 391-1317), play a few bars on the *gu zheng*, a descendant of the zither. The Wok Shop (718 Grant Ave., 989-3797) is packed with kitchenware including wooden moon cake molds, and Golden Gate Bakery (1029 Grant Ave., 781-2627) sells the silkiest egg custard tarts in town. For a real treat, head to Yuet Lee (1300 Stockton St., 982-6020) and dig into succulent salt-and-pepper prawns the customary way—with your fingers.

*Completely revised
and updated*

RESTAURANTS OF SAN FRANCISCO

*The Definitive Guide to
the Bay Area's Best*

Restaurants of San Francisco is a completely updated, revised, and expanded edition of the best-selling restaurant guide to the San Francisco Bay Area. Featuring over 280 restaurants, this indispensable book encompasses Northern and Central California as well as the entire Bay Area. Patricia Unterman and Stan Sesser, the *San Francisco Chronicle's* restaurant critics, bring you the only guide you will ever need to San Francisco's great restaurants. In addition to the lively, informative commentary characteristic of these widely-read reviewers, this book features:

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- The five very best restaurants, the ten best medium-priced, and the ten best low-priced
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- Tips on wine
- Advice on coping with San Francisco restaurants

For native and visitor alike this is THE definitive restaurant guide. Let *Restaurants of San Francisco* be your personal guide to the finest the Bay Area has to offer.

RESTAURANTS OF SAN FRANCISCO

The Definitive Guide to the Bay Area's Best
PATRICIA UNTERMAN • STAN SESSER

*Completely revised
and updated*

Exhibit F

or to the thick puree of split the homemade *herring in sour* ier; it makes a perfect accom-crusty black bread you get with

ees made with pork or beef are ircular favorite is *hunter's* gient blend of beef, pork, sau-sauerkraut. Stews are some-ée often anymore on restaurant can easily forget how tasty a epared well. Another outstand-nsiderably lighter than most of *nalesniki*, two crepes filled hopped meat and mushrooms sour cream and lightly sautéed crepes are unusually light. The ight not be light, but it's ex-tangy paprika and sour-cream riong all the entrees, our only ie *duck*, which sometimes ier than we would prefer. You an entire half duck, roasted prunes and served with

ts are excellent. Our particular mernade *rum walnut torte*, a regular frosted cake but It isn't cloyingly sweet, as s can be, and the body is s of walnut and soaked with

our calorie counter to a meal ng a hearty appetite and you isappointed. ●

n Square rill

San Francisco. 982-8123. Open 3 P.M.; Monday through Saturday 6 ay 5:30 to 10:30 P.M. Full bar. All Reservations accepted. Moderate.

ants our job.
y, "You get to eat out all the get PAID for doing it." Or, "If notty, you can really get back i get invited to all the restau-That sort of thing.
week of restaurant reviewing id desperate search for a restau-

We thought that the Washington Square Bar and Grill would make good copy. It long has been one of the most popular and beloved establishments in town. We hadn't eaten there for ages, though we had stopped in for a drink. We invited a couple of journalist pals who consider the Washington Square Bar and Grill their turf to go with us, expecting that they could guide us to the best items on the current menu. We hoped to have one easy review in the bag.

It was a Friday night. There were no cracks in the wall of bodies at the bar. Every table in both rooms was full and the din was ferocious. Although we had reservations, we were afraid we would have to wait. But fifteen minutes later the maitre d' showed us to a table. Good management, we thought.

It was hard talking over the hundred shouting politicians, journalists and media folk until WSB&G's pianist started in next to us, and then it was impossible! The journalist yelled, "This is like being in Sylvia Plath's mind during her last year."

Though the atmosphere can be electric at Washington Square Bar and Grill, the food often shorts out. The small, antiquated kitchen facility is barely adequate for a restaurant of its size, yet for some reason, the menu is large and supposedly changed and printed each day. It's also misleading. *California field salad* with *goat cheese* turns out to be knife-cut romaine with big hunks of cheese tossed into it and a bland dressing. Our idea of a field salad is a mixture of whole young leaves of different lettuces, including some wild varieties.

The journalist did steer us to a fine preparation of *spinach noodles with a mild sauce of cream and chopped clams*, a *sliced tomato salad with anchovies* and a traditional *shrimp Louie*. But no one could convince us that rubbery *fried calamari*, a flavorless *clam chowder*, *prosciutto* with mealy melon, mushy *ravioli* in a burned, acidic tomato sauce, a dried-out *grilled chicken breast* in an overpoweringly garlicky sauce, a winey *saltimbocca alla romana* made with awfully strong fontina and miserably overcooked vegetables were worth writing about.

The Washington Square Bar and Grill still remains one of our favorite meeting and drinking spots. But we will have to be three sheets to the wind to dock there for a meal. ●

Yoshida-Ya

2909 Webster Street (near Union Street), San Francisco. 346-3431. Open daily 5:30 to 10:30 P.M. Full bar. American Express, MasterCard and Visa. Reservations advised. Moderate.

Some recent dining-out experiences at Yoshida-Ya, a strikingly decorated Japanese restaurant, confirm the bothersome notion that the day of the week and the hour you eat at a restaurant make a considerable difference in the quality of the meal you get. Come here on weeknights, when the food preparation and the service don't break down under a crush of diners, and you'll have a relaxing, first-rate meal in an elegant setting.

What makes Yoshida-Ya unusual is the wide selection of *yakitori*—various choices of meats, fish and vegetables that are marinated, grilled on skewers over charcoal, then brought to your table and kept warm on individual clay braziers. You get two skewers in each serving, and they're relatively inexpensive, so you can order several different kinds and share them just as in a sushi bar. (Yakitori restaurants are extremely popular in Japan but for some reason haven't caught on here.)

Some of the tastiest yakitori include *scallops*, *mushrooms stuffed with ground chicken*, *asparagus wrapped in sliced pork* and butter-tender *filet mignon*. Each different ingredient radiates its own essence, making you feel as if you were eating only the choicest morsels. The mundane becomes a delicacy.

There are several interesting appetizers. We particularly like the *yama kake*, thin slices of Japanese mountain potato served with slices of raw tuna and seaweed. The potatoes, served raw, are snow white, crunchy and slightly sticky, and they don't resemble American potatoes at all. Another excellent appetizer is *atsu-age*, large creamy cubes of breaded and deep-fried soybean curd in a strong broth seasoned with grated radish and ginger. The deep-fried bean curd takes on the qualities of a light, creamy cheese.

We like to eat upstairs, where you're ushered into a quiet, multilevel, softly cushioned and carpeted dining room with traditional Japanese seating. If you avoid the weekend crowds, the experience can be lovely. ●

Yuet Lee

1300 Stockton Street, San Francisco. 982-6020. Open Wednesday through Monday 11 A.M. to 3 A.M. No alcohol (bring your own). No credit cards. Reservations accepted for four or more. Inexpensive to moderate.

Yuet Lee is the "Coca-Cola sign restaurant" on the corner of Stockton and Broadway. You've probably idly stared into its windows dozens of times while waiting for the light to change on your way to the Broadway tunnel. You may have noticed that it is always filled with people, mainly Chinese, eating big bowls of delicious-looking stuff, though the restaurant itself appears almost forbiddingly dumpy. Don't worry. The seafood specialties—*clams*, *oysters*, *squid*, *lobster* and whatever else is fresh that day, are outrageously good. Remember to ask about the seafood specials; they won't be on the printed menu.

Here are a few of the selections you might be offered. The fresh *shrimp*, flown in from New Orleans, are steamed for half a minute, just until they turn pink. They are served unadorned in their shells on a platter with a little bowl of soy sauce and fresh chilis, a condiment that accompanies many of the dishes. The preparation is of the simplest nature. No sauces, spices or oils are used. The natural sweetness and juicy, tender texture of the fresh shrimp is what you taste. Or sometimes the whole shrimp are quickly stir-fried with hot red chilis, ginger and garlic. Either way they are superb.

The *lobster* also gets the briefest of cooking in a wok. It is cut into pieces, shell and all, and is sauced with one of the most delicate black bean preparations we have tasted. The presentation on a large platter looks like an illustration for a Chinese cookbook, the red lobster pieces garnished by strips of black mushroom, green scallion and coriander dotted with shiny black beans. The lobster, perfumed by the vegetables in a sauce thickened only by the lobster's tomalley and enriched by minced pork, remains the undisputed star of this accomplished dish. A *fresh crab*, is treated the same way—cut into pieces with shell and tomalley, cooked quickly and sauced lightly.

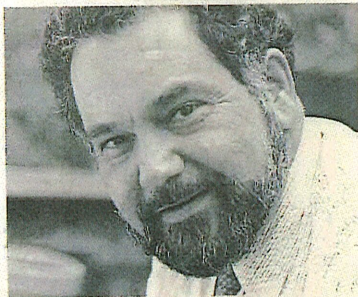
The *clams* are the best we have ever eaten in any style of preparation. They are juicy and tender and made all the more wonderful by a succulent, spicy black bean sauce that includes coriander, hot red peppers and green onions. The *clay pot* and *bean-curd dishes* are also deli-

"An indispensable reference for locals as well as visitors. No one in the San Francisco Area knows more about both food in general, and restaurants in particular, than Narsai David. His selection of eating places is right on target."

Jacqueline Killeen

Restaurant Critic, San Francisco Focus magazine

Narsai David is a nationally known Food & Wine expert who appears regularly on ABC's "HOME" show. Other endeavors include: Food & Wine Editor for KCBS Radio in San Francisco, Resident Chef on "Mornings on 2" for KTVU Television in Oakland, and columnist for the *San Francisco Chronicle* Food Section, "California Cuisine".



For 15 years, he owned and operated Narsai's Restaurant and Catering in Berkeley, a perennial Holiday Award winner, resulting in his cookbook titled, "Monday Night at Narsai's", published by Simon & Schuster. During this time he hosted the national PBS show, "Over Easy".

Narsai grew up in Chicago Illinois, and Turlock, California. While a student at U.C. Berkeley in the late fifties, he was smitten by the endless beauty and charm of the Bay Area. That love affair still continues today. Narsai David is widely recognized as a key force in the San Francisco food scene.

"What a concept, the top 200 restaurants and their menus! That way natives and tourists alike can see for themselves exactly what each restaurant serves. And just as important, how much they charge."

Sam Gugino

Food Editor, San Jose Mercury News

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THE
MENU
SAN FRANCISCO

Narsai David

THE MENU

SAN FRANCISCO BAY AREA



THE BEST 200 RESTAURANTS

Exhibit G

YUET LEE



海鮮類

SEAFOOD

波士頓龍蝦 (時價)	BOSTON LOBSTER	Season
白灼鮮中蝦	QUICKLY BOILED MEDIUM PRAWNS	10.00
椒鹽焗中蝦	PEPPER AND SALT ROAST PRAWNS IN SHELL	12.50
干煎鮮中蝦	PAN FRIED PRAWNS IN SHELL (Special Sweet and Sour Sauce)	12.50
葱爆大肉蟹 (時價)	CRAB SAUTEED WITH GINGER AND GREEN ONION	Season
豉椒大肉蟹 (時價)	SAUTEED CRAB W/PEPPER AND BLACK BEAN SAUCE	Season
清蒸大肉蟹 (時價)	STEAMED FRESH CRAB	Season
咖喱大肉蟹 (時價)	FRESH CRAB IN CURRY SAUCE	Season
豉椒炒大蝦	SAUTEED CLAMS WITH PEPPER AND BLACK BEAN SAUCE	8.00
豉汁蒸原壳生蠔	STEAMED FRESH OYSTER WITH BLACK BEAN SAUCE (half dozen)	8.00
椒鹽焗鮮魷	PEPPER AND SALT ROAST FRESH SQUIDS	9.00
油泡蜆蜆	SAUTEED FRESH & DRIED SQUIDS	6.00
清炒明蝦球	SAUTEED PRAWN	10.00
宮保明蝦球	KUNG PAO PRAWN	8.00
菜遠明蝦球	PRAWNS WITH CHINESE GREENS	8.00
腰果明蝦球	PRAWNS WITH CASHEW NUT	8.00
滑蛋明蝦球	SCRAMBLED EGG WITH SHRIMP	8.00
菜遠滑魚片	SLICES OF STEELHEAD FISH WITH CHINESE GREEN	8.00
滑魚二味	SAUTEED STEELHEAD FILET WITH GREENS AND A CHOICE OF SOUP OR STEAMED BEAN CAKE	19.00
清蒸龍利 (時價)	STEAMED FONDRE	Season
清蒸鮮石斑 (時價)	STEAMED ROCK COD	Season
清蒸鮮崇魚 (時價)	STEAMED STEELHEAD	Season

牛肉類

BEEF

白灼牛拍葉	BOILED BEEF TRIPE	5.75
豉椒牛拍葉	BEEF TRIPE WITH PEPPER AND BLACK BEAN SAUCE	5.75
滑蛋牛肉	BEEF WITH SCRAMBLED EGG	5.75
豉椒牛肉	BEEF WITH PEPPER AND BLACK BEAN SAUCE	5.75
沙爹牛肉	SATAY BEEF	5.75
腰果牛肉	BEEF WITH CASHEWS	5.75
薑蔥牛肉	BEEF WITH GINGER AND GREEN ONION	5.75
菜遠牛肉	BEEF WITH CHINESE GREEN	5.75
蘭遠牛肉	SAUTEED BEEF WITH CHINESE BROCCOLI	5.75

猪肉類

PORK

京都鮮肉排	PEKING SPARERIBS (Sweet and Sour)	7.00
紅梅咕嚕肉	PORK WITH SWEET AND SOUR PLUM SAUCE	5.00
豉椒肉片	SAUTEED SLICED PORK WITH BLACK BEAN SAUCE	5.50
菜遠肉片	SAUTEED SLICED PORK WITH CHINESE GREENS	5.50
沙爹肉片	SAUTEED SLICED PORK WITH SATAY SAUCE	5.50
薑蔥鮮腰肝	SAUTEED PORK LIVER & KIDNEY WITH GINGER AND GREEN ONION	7.50
薑芽炒腰花	SAUTEED PORK KIDNEY WITH BEAN SPROUTS AND CHIVES	6.50
西片炒腰花	SAUTEED PORK KIDNEY WITH CELERY	6.50
酢炸豬大腸	DEEP-FRIED PORK INTESTINE	6.00
腰果肉丁	SAUTEED SLICED PORK WITH CASHEW NUT	5.50
咸蛋蒸肉餅	STEAMED MINCED PORK WITH SALTED EGG	5.50
咸魚蒸肉餅	STEAM MINCED PORK WITH SALTED FISH	5.50
豉椒炆肉排	BRAISED SPARERIBS WITH PEPPER AND BLACK BEAN SAUCE	5.50
蜜汁叉燒	BARBECUED PORK	4.50

雞類

CHICKEN

香燒肥乳鴿	ROAST SQUAB	10.00
菜胆肥雞 (一隻)	BOILED CHICKEN WITH GREEN (whole)	16.00
(半隻)	(half)	8.00
葱蔥肥雞 (一隻)	BOILED CHICKEN WITH GINGER AND GREEN ONION (whole)	16.00
(半隻)	(half)	8.00
白切雞 (一隻)	FRESH BOILED CHICKEN (whole)	16.00
(半隻)	(half)	8.00
(一碟)	(plate)	4.50
腰果雞丁	CASHEW NUT CHICKEN	5.75
綠油雞球	BONELESS CHICKEN CUBES WITH OYSTER SAUCE	5.75
鮑魚雞球	BONELESS CHICKEN CUBES WITH ABALONE	7.75
豆豉雞球	CHICKEN WITH BLACK BEAN SAUCE	5.75
綠油炆雞	BRAISED CHICKEN WITH OYSTER SAUCE	5.00
鮑魚炆雞	BRAISED CHICKEN WITH ABALONE	6.75
豆豉炆雞	BRAISED CHICKEN WITH BLACK BEAN SAUCE	5.00

煲仔菜

CLAY POT

咸魚雞粒豆腐煲	SALTED FISH WITH DICED CHICKEN AND BEAN CAKE	7.00
烏豆糖虱	BRAISED CAT FISH WITH BLACK BEAN AND ROAST PORK	6.50
鮑魚鴨掌	ABALONE WITH DUCK FEET	6.50
薑蔥豬肝	PORK LIVER WITH GINGER AND GREEN ONION	5.00
八珍豆腐	MIXED MEAT WITH BEAN CAKE	6.00
大馬站	ROAST PORK, BEAN CAKE AND SHRIMP SAUCE	5.00
柱侯牛腩	BEEF STEW WITH SPECIAL SAUCE	5.00
五香牛什	AROMATIC BEEF (combination of Tripe and Intestines)	5.00

CONTINENTAL

Yet Wah

2140 Clement Street at 23rd Avenue/387-8040
Open daily

\$\$\$

The most popular Chinese food in San Francisco can be found at Yet Wah restaurants (there's another Yet Wah just down the street as well as on Pier 39, at 3601 26th Street and in Diamond Heights). Some 200 Mandarin dishes fill the awesome menu.

Specialties: Yet Wah Lamb; Mongolian Beef; Glazed Walnut Prawns.

Yuet Lee

1300 Stockton Street at Broadway/982-6020
Closed Tuesday

\$

It's very plain, very noisy, and very crowded, but Yuet Lee has the very best fresh seafood. The noodle dishes are also excellent, but if you want beer or wine, you'll have to bring your own. Best of all, it's open until 3AM.

Specialties: Lobster; Fresh Crab; Clams in Spicy Black Bean Sauce; Dry-Fried Salt & Pepper Squid.

CONTINENTAL

Cafe Majestic

1500 Sutter Street at Cough/776-6400/Closed Monday

\$\$\$

Stanley Eichelbaum, food writer and chef/owner of Eichelbaum & Company on California Street, and partner Tom Marshall have renovated the premises based on 1902 photographs to recreate the beautiful Cafe Majestic in the Hotel Majestic. **Specialties:** Chicken Nellie Melba; Veal Chop with Fontina and Fresh Sage; Pasta Grand Marina; Hearts of Palm Salad Mission Dolores.

Carnelian Room

555 California Street at Kearny/433-7500/Open daily

\$\$\$

The Carnelian Room commands one of the best views in town from its perch atop the 52nd story of the marble-glazed Bank of America building. The restaurant is a private club by day, but for dinner and Sunday brunch, the general public is invited to dine in sumptuous surroundings.

Specialties: Pacific Abalone Sauteed with Citrus Butter; McCorkle Duckling; Roast Rack of American Lamb with Fresh Rosemary; Fresh Seafood.

Doros

714 Montgomery Street at Washington/397-6822
Closed Sunday

\$\$\$

One of the city's finest restaurants for over 35 years, Doros specializes in Continental cuisine. The large dining area is lined with red leather banquettes and decorated with 18th century oil paintings, providing a comfortable and elegant rendezvous for lunch or dinner.

Specialties: Veal Scallopine a la Doros; Noisette of Spring Lamb Cyrano; Homemade Cannelloni.

Ernie's Restaurant

847 Montgomery Street at Pacific/397-5969/Open daily

\$\$\$

Recipient of the Five-Star Mobil Award for 24 consecutive years, Ernie's has achieved international recognition for its uncompromising quality in cuisine, wine and service through the knowledge and dedication of proprietors Victor and Roland Gotti. The cuisine is classic French.

Specialties: Caviar of Eggplant; Scallops Ragout in Cilantro Fumet; Roasted Squab & Braised Cabbage; Raspberry Tian.

Fournou's Ovens

Stanford Court Hotel, 905 California Street at Powell
989-1910/Open daily

\$\$\$

A regal room arranged around huge tiled ovens, Fournou's is just the place when you're in the mood for hearty yet elegant dining. The beautifully designed wine cellar displays an extensive corkage; the wine list is the recipient of the Grand Award.

Specialties: Rack of Lamb; Prime Rib with Horseradish; Roast of Veal, Lamb & Beef.

Jack's

615 Sacramento Street at Montgomery/421-7355

Open daily

\$\$\$

An unofficial club for the city's business elite, Jack's has been in business since Lincoln was president. Private dining facilities are available.

Specialties: Chicken en Casserole; Roast Squab; Rack of Spring Lamb.

JD's

Radisson Inn, 275 S. Airport Boulevard/873-3550

Open daily

\$\$\$

Yes, there is good dining to be had near the airport! JD's is a pleasing, intimate restaurant featuring reliable cuisine and good service. The wine list and the selection of cognacs are both extraordinary.

Specialties: Broiled Lamb Chops with Fresh Hot Mint Sauce; Fettuccini Gorgonzola; Chicken Veronique with Fresh Mushrooms & Green Grapes.

Julius' Castle

1541 Montgomery Street, north of Union/362-3042

Open daily

\$\$\$

A San Francisco tradition since 1922, Julius' Castle is undisputedly in the "top five" romantic restaurants in Northern California. Perched atop Telegraph Hill, the restaurant serves splendid cuisine in an environment that makes you feel like royalty.

Specialties: Pates Fraiches a la Tomate et Basilic;

KAHLÚA & cream

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WORLD REPORT FROM AMERICA

N.Y./San Francisco

① 明比玲子・文・写真
 ② text & photographs by Reiko Akehi
 ③ 井口優子・文・写真
 text & photographs by Yuko Iguchi

1

レストランのある
ブティックが流行中

最近NYでは、ブティックにレストランやドリンクコーナーを設けるのが流行中。どうやら、書店「バーンズ・アンド・ノーブル」にスターバックスがあるのを見て、誰かが取り入れたのが発端のようだ。買おうかどうか迷った時に、とりあえずお酒を飲んだり、ご飯でも食べてゆっくり考えてもらおうという魂胆。もちろん、レストランのみの利用も可能だ。

中でも今一番人気の店が、「プレート」。ロケーションも、トレンドなノリータで、外からは中にレストランがあるとはわからず、お洒落なブティックにしか見えない。だが、店に入るとまずバーがあり、周りには他では見つからないような一点物の素敵なジュエリー、洋服、置物などが所狭しと並べられていて、女性なら誰でも惹き付けられる。とりあえずは、バーでお酒を楽しみながらゆっくり見ようと思いたくなる。レストランもあるから、外に出る必要もない。

トレンドを追うファッションと同じく、料理も今流行中のアジアにラテンをミックスしたフュージョン。場所柄、流行に敏感な若者で、店は毎晩満席だ。特筆すべきはパエリアで、チョリソの代わりに中華ソーセージを使用していること。サフランの代わりにアナトと呼ばれるナチュラルフードカラーを使用し、ジャスミンライスを使ったフュージョンスタイル。アジアとラテンの食材は共通するものが多く、どの料理もほどよく混じり合い、なかなかの味に仕上がっている。

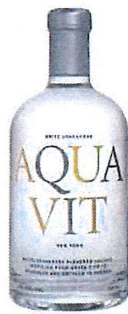


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 ディナー17:30~0:00 (金、土曜~翌2:00) 無休
 今のところフードとファッションが一緒に楽しめるのは、週末のランチのみ。

2

NYで誕生した
アクアヴィット

北欧で古くから造られ、スパイスやフルーツで香り付けられた蒸留酒アクアヴィット。どんなスパイスを使用してもいいのだが、キャラウェイシードは必ず含んでいなければならない。NYのレストラン「アクアヴィット」では、過去17年間、自家製のアクアヴィットを15種類ほど常備している。ファンの強い要望により、このほどボトルで販売することになった。無色透明を追求したオーナーは、北欧特有のリングベリーと同じ部類のホワイトクランベリーを使用。一般的なアクアヴィットのアルコール度数である44度から



35度下げ、キャラウェイシードの香りを薄くすることにより、どんなカクテルにも合うようにした。かすかなホワイトクランベリーの香りが、味を上品に仕上げてくれる。もちろん、ストレートで飲んでも十分楽しめる。

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3

中国料理が
カリフォルニアと出会う

サンフランシスコに住むようになってから、ダウンタウンのチャイナタウンに足を向けなくなった。中国人街の活気に比べた日本人街の倦しきは中国と日本の未来をみるような気にさせられるからだ。

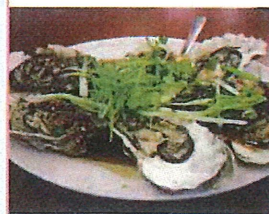
ある日、香港から移民してきたエリート銀行員が、今一番おいしい香港料理「ユエット・リー」に行こうと誘ってきた。

店構えが記憶の扉を叩き、店内に足を踏み入れて昔ここで食した料理の味まで思い出した。1986年、ここのブラックビーンソース(豆豉)料理は当時滞在していたニューヨークにも聞こえ、旅行者として訪ねたのだった。ファンシーではないが、清潔

感のある店内は昔のままで、レジ近くの壁に、この店を訪れた有名人とオーナーの写真が今も飾られている。ジャッキー・チェーンにヤンキースの松井も加わって、ニューヨークでも今なおこの店が有名なことが判る。

看板メニュー「蒸し生ガキのブラックビーンソース和え」を20年ぶりに食す。こちらの口も肥えているのに、やはりうまい!と感嘆した。オーナー・シェフ、サム・ユー氏は15歳から香港のレストランで働きはじめ、1975年にサンフランシスコに移住し、両親と兄弟4人でこの店をはじめた。アメリカ人にとって珍しかったブラックビーンソースは「皆に真似されたけど、新しいレシピをいつも思いつくから困らない」。彼の台詞に気負いはない。テーブル以外は全ての四つ足を食するという中国の食の歴史が彼の中にも根づいている。

最近の新作の「マンゴーチキン」。お隣のメキシコから手に入る新鮮なマンゴーをひと口大に切って、鶏のモモ肉、ネギ、ショウガ、ピーマン、ニンジンと炒める。最後に中国製の石糖(ミエトン)、みりん、塩、マンゴージュースのソースで和える。タイ産マンゴーほど甘くないメキシコ・マンゴーの新鮮ゆえに匂い立つほのかな味と香り。四季を通じて新鮮な食材を手に入れやすい土地で生まれたカリフォルニア料理は、塩味も甘味も抑えて食材の味を生かすが、彼の料理にも生かされていることを再認識。カリフォルニアの大地に根づく中国パワーにまたも嘆息するのだった。



蒸し生ガキのブラックビーンソース和え9.25ドル



オーナー・シェフのサム・ユー氏。

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"...The fish with aromatic sauce ranks as one of the best dishes I've had in a San Francisco, restaurant..."
S.F. Sunday Examiner

"...As for those clams, all I can say is I've never eaten better, in any style of preparation..."
S.F. Magazine

"...Dishes were flavorful without being greasy..."
S.F. Examiner

"...I could happily eat at this place for the next 30 nights..."
San Francisco

海鮮類

波士頓龍蝦 (時價)
 白灼鮮中蝦
 椒鹽焗中蝦
 干煎鮮中蝦
 羶葱大肉蟹 (時價)
 豉椒大肉蟹 (時價)
 清蒸大肉蟹 (時價)
 咖喱大肉蟹 (時價)
 豉椒炒大蜆
 豉汁蒸原壳生蠔
 椒鹽焗鮮魷
 油泡鴛鴦魷
 白灼象鼻蚌
 豉椒桂花蚌
 酥炸大生蠔
 油泡鮮帶子
 清炒明蝦球
 宮保明蝦球
 菜遠明蝦球
 腰果明蝦球
 滑蛋明蝦球
 菜遠崇魚片
 崇魚二味

清蒸龍利 (時價)
 清蒸鮮石斑 (時價)
 清蒸鮮崇魚 (時價)

SEAFOOD

BOSTON LOBSTER Season
 QUICKLY BOILED MEDIUM PRAWNS 10.00
 PEPPER AND SALT ROAST PRAWNS IN SHELL 12.50
 PAN FRIED PRAWNS IN SHELL (Special Sweet and Sour Sauce) 12.50
 CRAB SAUTEED WITH GINGER AND GREEN ONION Season
 SAUTEED CRAB W/PEPPER AND BLACK BEAN SAUCE Season
 STEAMED FRESH CRAB Season
 FRESH CRAB IN CURRY SAUCE Season
 SAUTEED CLAMS WITH PEPPER AND BLACK BEAN SAUCE 8.50
 STEAMED FRESH OYSTER WITH BLACK BEAN SAUCE (half dozen) 8.50
 PEPPER AND SALT ROAST FRESH SQUIDS 9.00
 SAUTEED FRESH & DRIED SQUIDS 6.50
 FRESH BOILED GEODUCK MEAT 16.00
 SAUTEED RAZOR CLAM MEAT WITH BLACK BEAN SAUCE 16.00
 DEEP FRIED OYSTERS 6.50
 SAUTEED SCALLOPS 15.00
 SAUTEED PRAWN 10.00
 KUNG PAO PRAWN 8.25
 PRAWNS WITH CHINESE GREENS 8.25
 PRAWNS WITH CASHEW NUT 8.25
 SCRAMBLED EGG WITH SHRIMP 8.25
 SLICES OF STEELHEAD FISH WITH CHINESE GREEN 8.50
 SAUTEED STEELHEAD FILET WITH GREENS AND A CHOICE OF SOUP OR
 STEAMED BEAN CAKE 20.00
 STEAMED FONDRE Season
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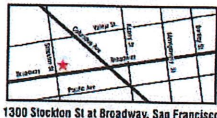
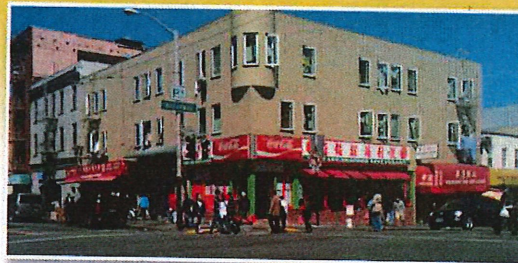
Specializing in Seafood

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Closed Tuesday

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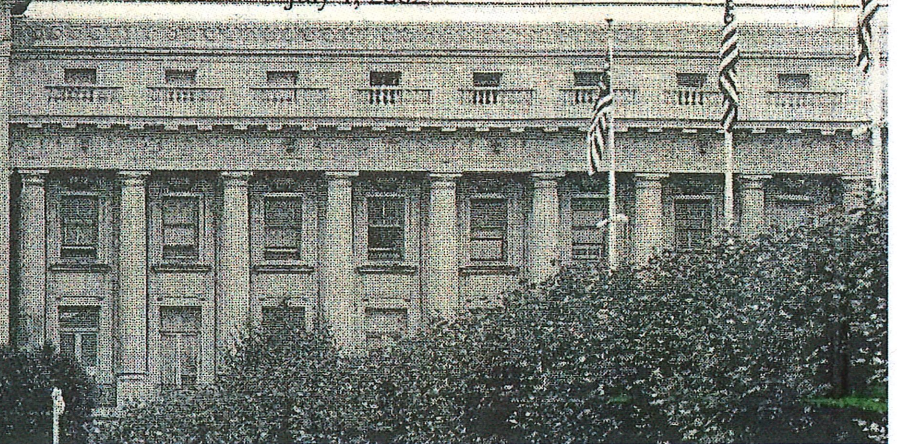
The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco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

Yuet Lee Restaurant 2002 "Best of San Francisco"

To recognize Yuet Lee Restaurant as one of San Francisco's great late-night eating establishments, well known for its outstanding seafood, and to honor its achievement in winning the SF Weekly's annual "Best of San Francisco 2002" award, the Board of Supervisors extends its highest commendation.


Supervisor Aaron Peskin

July 1, 2002



SFGATE <https://www.sfgate.com/food/article/Anthony-Bourdain-restaurants-bars-San-Francisco-12979382.php>

Exhibit M

30 restaurants where Anthony Bourdain got to know San Francisco

By **Amy Graff**, SFGATE Published 12:05 pm PDT, Friday, June 8, 2018



Chronicle / Laura Morton

IMAGE 7 OF 39

Yuet Lee, Financial District/Chinatown

Bourdain suggests ordering the salt and pepper prawns while filming "The Layover," 2012 (1300 Stockton St.)



MORNING REPORT
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SIGN UP

Food writer and TV host Anthony Bourdain loved San Francisco and visited often to film episodes for his travel and food shows.

When visiting a city, Bourdain was known for eating at hole-in-the-wall restaurants frequented by locals, and in SF he put many of these on the map.

In one classic exploration, he discovered "That's It Market," a sandwich shop inside a liquor store where Cuban tortas are stuffed with fresh meats. Of the greasy spoon Sam's Pizza and Burgers, he said, "I never thought a hamburger could be good at a place that also serves pizza!"

ALSO: People are sharing their favorite Anthony Bourdain quotes and

passages

His first stop in the city was always the Swan Oyster Depot that he called, "a touchstone in my worldwide wanderings. A happy zone" in a 2015 episode of "Parts Unknown."

Anthony Bourdain Found De...

He added, "If I read about myself dying at this counter I'd say to myself, 'That was one lucky guy.'"



The Culinary State of San Francisco's Chinatown

They may not be trendy or pushing the boundaries, but the traditional restaurants of Chinatown remain true to their purpose

Mike Walker

Mar 15, 2018



Illustration by Mike Walker

People love to suggest that the “authenticity” of Chinatown has

evaporated—that Chinese Americans have moved out in droves and that the best dim sum can now be found elsewhere, in places like the western Sunset or the East Bay. But those naysayers, who choose to paint an entire neighborhood as no longer of relevance, couldn’t be more wrong. While there’s no doubt that Chinatown has changed over the past few decades, it’s far from a relic.

I’ve lived in Chinatown for the past 20 years, getting to know the restaurants and the markets, the neighbors and the shopkeepers, the quirks and the charms. The sense of community and tradition run deep here; it’s not hard to see just how crucial of a role the neighborhood still plays in the local Chinese American community. Pick any day to take a stroll down Stockton Street, and you’ll see floods of Chinese people from the neighborhood and elsewhere in the Bay milling about, ducking in and out of shops like New Luen Sing Fish Market and Dong Hing Supermarket, plying their way through bags of bok choy and Chinese greens like yow choy and tong ho. It’s not just the older crowd either—teens continue to fill places like Uniq Salon and S & P Fashion Design Hair Studio, getting their hair done in the latest trendy K-pop and C-pop styles.

Yes, you may be able to find more innovative and trendy Chinese restaurants around the Bay Area, but those new establishments don’t take away from the authenticity of Chinatown’s own eateries, many of which continue decades of service and uphold a tradition of a neighborhood restaurant serving neighbors food they crave.

When it comes to food, Chinatown has always been a culinary destination in SF, with longstanding restaurants serving up affordable, delicious regional cuisines of China. Some may complain about their environments, but they remain as busy and beloved as ever even as new, fancier ones have popped up, like China Live. Yes, you may be able to find more innovative and trendy Chinese restaurants around the Bay Area, but those new establishments don’t take away from the authenticity of Chinatown’s own eateries, many of which

continue decades of service and uphold a tradition of a neighborhood restaurant serving neighbors food they crave.

San Francisco's Chinatown arose in the 1850s due to the need of immigrants from China—mostly from Guangdong in the southern part of the country—to have a place to live. The construction of the Transcontinental Railroad especially drew in such immigrants to San Francisco, along with the gold rush. The City of San Francisco permitted the area to welcome Chinese immigrants and allow their property to be deeded to them and passed down to future generations. With these incentives, Chinese people gravitated to the area, and many businesses, including restaurants, sprung up here to cater to them.

While the vast majority of Chinatown restaurants serve Cantonese dishes (including dim sum), it's home to at least eight major cuisines of China—Anhui, Cantonese, Fujian, Hunan, Jiangsu, Shandong, Sichuan and Zhejiang—as well as many more lesser known cuisines.

Of course, much of what we encounter now across United States as “Chinese food” is a cousin a few times removed from authentic Chinese food. In any Chinatown, whether in SF or New York City or elsewhere, people expect to eat more authentic food, food that Chinese people want to eat and not the Americanized version. At their smartest, SF Chinatown restaurants have done just that, creating food for their peers and staying close to their roots.

SF Chinatown is special for the sheer number of regional fare available here. While the vast majority of restaurants serve Cantonese dishes (including dim sum), it's home to at least eight major cuisines of China—Anhui, Cantonese, Fujian, Hunan, Jiangsu, Shandong, Sichuan and Zhejiang—as well as many more lesser known cuisines. It can be hard to know where to look for the best fare, but there are dozens of both well-known and lesser-known places serving up incredible food, places like the following:

- **Hong Kong Clay Pot Restaurant**, a bastion of the type of comfort food Cantonese Americans have depended on, including savory chicken, lamb or seafood clay pots; Shanghai-style spare ribs; West Lake beef soup; and Kam Lok's signature steamed ginger chicken and fish dishes.

- **Yuet Lee Seafood**, which serves up Cantonese-style seafood—think salt-and-pepper squid, garlic crabs, clams with black bean sauce and sides of steamed bok choy—into the wee hours of the night, drawing lines of club-goers, students and police officers on the night beat—an experience similar to late-night Hong Kong snacks.
- **Hang Ah Tea Room**, the oldest purveyor of dim sum in the city and possibly the country, along with **Yank Sing**, which reigns supreme for a nice sit-down dim sum meal in an atmosphere appropriate for business lunches or visiting relatives, and **Delicious Dim Sum**, a good spot for quick to-go dishes like har gow, shumai and other dumplings.
- **Good Mong Kok Bakery**, a Hong Kong-style bakery known for its steamed pork buns, steamed rice rolls and dumplings, as well as sweet and savory baked goods (hot tip: get the pineapple buns).
- **Z & Y Restaurant**, a bulwark of Sichuan in the neighborhood. It may now be a bit overly trendy since president Barack Obama and other luminaries have paid a visit, but it's still a tasty spot serving classic Sichuan spicy dishes such as lamb with peppercorns, Hunan-style chicken, Dongpo pork and dandan noodles. The much newer **Chong Qing Xiao Mian** focuses on Sichuan noodle dishes, a staple of the regional cuisine.
- **Bund Shanghai**, featuring Shanghaiese cuisine with the famed xiaolongbao, or “soup dumplings,” plus yang chun noodles, lion's head (beef meatballs) and a variety of plump steamed buns both large and small.

I could go on. As you can see, with such delicious fare continuing to be served, I don't fear the importance of Chinatown restaurants slipping. Both tourists and locals are still drawn here, a historic and vibrant place where they can taste a variety of Chinese fare in one walk, which is much easier to do in Chinatown than in the Inner Sunset or Outer Richmond. If you're still skeptical of Chinatown, you should go and hang around, observing for yourself someone trying to carry an impossibly large rice cooker out of a

housewares store or people wandering in and out of Louie Bros Book Store clutching magazines from Hong Kong or rare Chinese books on special order. They're all the daily signs of a very vibrant community at play and at work—and certainly out and about for lunch or dinner, when the time comes.

With so much talk of Chinatown “not being what it used to be,” it's as if the chattering class would prefer that the neighborhood succumb to a loss of authenticity and be little more than the vast collection of tacky stores selling Asian-themed gifts and furnishings to tourists over on Grant Avenue. But that hasn't—and won't—happen.

美國余風采總堂



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U.S. Yee Fung Toy Headquarters - A Brief Introduction

The first ancestor of Yee Clan is the Revered Yee Chung-Sheung, a prominent personage of the North Sung Dynasty, named Jing as a child, On-Doh when grown up, and Moo-Kai as a form of address. Fung Toy (elegant demeanor), a beautiful name, originated from a congratulatory line of poetry by his contemporary Choy Sheung: " Surely your strategies benefit the Emperor's reign, and your elegant demeanor uplifts spirits of court ministers."

Yee clansmen immigrated into the U.S. years ago. In 1886 (the 21st year of Gwang-shui Emperor, Ching Dynasty), early clansmen organized the Sheung-Shin Hall Hundred Person Association, to cherish memory of ancestral virtues and promote clansmen relations. Funds were collected to purchase the property at 131 Waverly Place in Chinatown of San Francisco, to establish the Yee Family Association, whereby clansmen could offer ancestral sacrifice and enjoy family happiness, The April -1906 S.F. earthquake burned down the property.

In winter of the same year, clansmen reorganized the association under the name Sheung-yik Hall Hundred-Person Association. They reconstructed the Fung Toy House, which exists as the four-story building as seen today, with the name Yee Fung Toy Moo-kai Headquarters. The building went through a renovation in 1958. A resolution was also passed at a general meeting to adopt the standard name the U.S. Yee Fung Toy Headquarters there after.

Apart from the Headquarters, 13 branches have been established in New York, Sacramento, Detroit, Boston, Southern California, Chicago, Phoenix, Seattle, Cleveland, Salt Lake City, Houston, Stockton and Columbus respectively. Branches conduct clan affairs and connect members within areas of

jurisdiction. The Yee clansmen in the U.S. number over 10,000, which includes, registered or not, new and old immigrants, the U.S. born, both genders old and young.

Yee Fung Toy Headquarters' purpose is to make friendly contacts among clansmen, work for their well-being by pooling wisdom and uniting forces, advance clan affairs, and support public welfare. All U.S. branches meet every three years at a general meeting, to discuss reform, revise the constitution, and elect the grand president. This general meeting is Yee Fung Toy's highest organization.

The Headquarters conducts myriad clan affairs: Spring events -- New Year's Eve Reunion, New Year Opening, Offering Ancestral Sacrifice, Spring Banquet; other yearly events -- Dragon Boat Festival, Mid-autumn Festival, Winter Solstice Party; other meaningful activities --Ching-ming and Chung-yang tributes to ancestors' tombs, the fall outing party, Christmas gifts for children, winter visit to elderly clansmen in nursing homes. Clansmen participate well.

As to overseas Chinese public welfare and charitable causes, we always try our best. Since 1958, the Headquarters has established a scholarship fund to award clan juniors with excellent academic performance and encourage them toward goals to benefit the multitude. This educational undertaking of decades wins loud applause from the overseas Chinese sector. In 1996, the U.S.-Five Tong Associations Liaison Committee got the Hong Kong Five Tongs to agree to a one-time appropriation of US \$1,000,000 for establishing the Hong Kong Five Tong Associations Scholarship Foundation in the U.S. Annually, \$35,000 of the interest earned will be set aside to continue the U.S. Five Tong Associations Scholarship Program. Of this \$35,000, \$3,500 is to go to the Canada Yee Fung Toy Headquarters for scholarship awards throughout Canada. Also, as of 2004, on a yearly basis, Yee Fung Toy Headquarters allocates US \$4,000 from the Moo-kai Education and Welfare Funds, for scholarships to distribute to Yee clan juniors back in the native village, four middle

schools, through the help of Hong Kong Yee Family Associations. This is to implement the equitable ideal that we care about all Yee juniors, inland or overseas.