LEGACY BUSINESS PRESERVATION FUND

Protecting San Francisco’s Historic Small Businesses
Tourism is a leading industry in San Francisco, and The City is often listed as a top destination for world travelers. Guidebooks usually praise two things about the city by the bay: our natural beauty, and our charmingly unique neighborhoods.

It's the restaurants, bars, retail stores, galleries, and nonprofits that form our commercial corridors that make each neighborhood so unique.

San Francisco wouldn't be San Francisco without our Legacy Businesses.

łuż WHAT MAKES US SAN FRANCISCO?

Tourism is a leading industry in San Francisco, and The City is often listed as a top destination for world travelers. Guidebooks usually praise two things about the city by the bay: our natural beauty, and our charmingly unique neighborhoods.

It's the restaurants, bars, retail stores, galleries, and nonprofits that form our commercial corridors that make each neighborhood so unique.

San Francisco wouldn't be San Francisco without our Legacy Businesses.

⇒ Vesuvio - 1948
San Francisco Heritage

- Founded in 1971 San Francisco Heritage is a nationally renowned historic preservation and smart growth nonprofit.
- Their Legacy Bars and Restaurants program was created to document, and raise awareness of San Francisco iconic business.
- Heritage’s advocacy has started a conversation not just in San Francisco, but nationwide on how to best preserve Legacy Businesses.
WHAT IS A LEGACY BUSINESS?

- A business that is 30 years or older
- That has significantly contributed to the history and identity of a neighborhood
- And has agreed to maintain its identity, name and craft

✈️ The Tonga Room - 1945
## A History of the Unique: SF Legacy Bars & Restaurants

*Closed or Endangered*

<table>
<thead>
<tr>
<th>Name</th>
<th>Year</th>
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<td>Benkyodo Company</td>
<td>1906</td>
<td>1747 Buchanan Street</td>
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<td>Cafe Du Nord</td>
<td>1907</td>
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<td>Anchor Steam Brewery</td>
<td>1871</td>
<td>1705 Mariposa Street</td>
<td>Bill's Place, before 1970*</td>
<td>2315 Clement Street</td>
<td>Cafe Flore, 1973</td>
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<td>2298 Market Street</td>
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<td>Art's Cafe</td>
<td>1950s</td>
<td>747 Irving Street</td>
<td>Bimbo's 365 Club</td>
<td>1931</td>
<td>1025 Columbus Avenue</td>
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<td>Cafe La Boheme</td>
<td>1973</td>
<td>3318 24th Street</td>
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<td>Aub Zam Zam</td>
<td>1942</td>
<td>1633 Haight Street</td>
<td>Bruno's, 1950s*</td>
<td>2389 Mission Street</td>
<td>Cafe Sport, 1969</td>
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<td>574 Green Street</td>
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<td>Balboa Cafe</td>
<td>1913</td>
<td>3199 Fillmore Street</td>
<td>Buena Vista Cafe</td>
<td>1916</td>
<td>2765 Hyde Street</td>
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<td>Caffe Trieste, 1956</td>
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<td>Beep's Burgers</td>
<td>1960s</td>
<td>1051 Ocean Avenue</td>
<td>Bus Stop Bar</td>
<td>1900</td>
<td>1901 Union Street</td>
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<td></td>
<td></td>
<td></td>
<td>*Capp's Corner, 1963</td>
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<td>1600 Powell Street</td>
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A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

*CLOSED OR ENDANGERED

Capurro’s Restaurant, 1946
498 Jefferson Street

Cordon Bleu Vietnamese 1968
1574 California Street

Edinburgh Castle Pub, 1960s
950 Geary Street

Casa Sanchez, 1924
2778 24th Street

Dianda’s Pastry, 1962
2883 Mission Street

*Elbo Room, 1935
647 Valencia Street

Castagnola’s, 1916
286 Jefferson Street

Dogpatch Saloon, 1912
2496 3rd Street

Elixir, 1858
3200 16th Street

Cliff House, 1863
1090 Point Lobos Avenue

Don Ramon’s 1967
221 11th Street

El Toreador, 1940s*
50 West Portal Avenue

Columbus Café, 1936
562 Green Street

Double Play, 1909
2401 16th Street

*Empress of China, 1965
838 Grant Avenue

Comstock Saloon, 1907
155 Columbus Avenue

Eagle Café, 1928
Pier 39, Suite 103

Far East Café, 1920
631 Grant Avenue
A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

CLOSED OR ENDANGERED

Fior d'Italia, 1886
2237 Mason Street

Fishermen's Grotto, 1935
2847 Taylor Street

Fly Trap, 1883
606 Folsom Street

Frank's 21 Club, 1973
98 Turk Street

*Gangway Bar, 1910
841 Larkin Street

Garden Court, 1909
2 New Montgomery Street

Gino & Carlo, 1942
548 Green Street

*Gold Dust Lounge, 1967
165 Jefferson Street

Gold Mirror, 1969
800 Taraval Street

Great American, 1907
859 O'Farrell Street

Grubstake, 1927
1525 Pine Street

Guerra's Quality Meats, 1954
490 Taraval Street

Hang Ah Tea Room, 1920
1 Pagoda Place

Ha-Ra Club, 1947
875 Geary Street

Harrington's Bar and Grill, 1935
245 Front Street

Henry's Hunan, 1974
924 Sansome Street

Harrington's Bar and Grill, 1935
245 Front Street

Hi Dive, 1916
Pier 28, The Embarcadero
**A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS**

*CLOSED OR ENDANGERED*

<table>
<thead>
<tr>
<th>Hotel Utah Saloon, 1908</th>
<th>John’s Grill, 1908</th>
<th>Le Central, 1974</th>
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<td>500 4th Street</td>
<td>63 Ellis Street</td>
<td>453 Bush Street</td>
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<tr>
<td><strong>House of Prime Rib, 1949</strong></td>
<td><strong>Kezar Pub, 1969</strong></td>
<td><strong>Lefty O’Doul’s, 1958</strong></td>
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<td>1906 Van Ness Avenue</td>
<td>770 Stanyan Street</td>
<td>333 Geary Street</td>
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<tr>
<td><strong>House of Shields, 1908</strong></td>
<td><strong>La Rocca’s Corner, 1930s</strong></td>
<td><strong>Liguria Bakery, 1911</strong></td>
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<td>39 New Montgomery Street</td>
<td>957 Columbus Avenue</td>
<td>1700 Stockton Street</td>
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<tr>
<td>Irish Bank Bar, 1908</td>
<td>La Rondalla, 1952</td>
<td><strong>Li Po Cocktail Lounge, 1937</strong>*</td>
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<tr>
<td>10 Mark Lane</td>
<td>901 Valencia Street</td>
<td>916 Grant Avenue</td>
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<tr>
<td><strong>It’s Tops Coffee Shop, 1935</strong></td>
<td><strong>La Victoria Bakery, 1951</strong></td>
<td><strong>Little Shamrock, 1890s</strong></td>
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<td>1801 Market Street</td>
<td>2937 24th Street</td>
<td>807 Lincoln Way</td>
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<td><strong>Java House Restaurant, 1912</strong></td>
<td><strong>Laurel Court 1907</strong></td>
<td><strong>Liverpool Lil’s, 1973</strong></td>
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<tr>
<td>Pier 40, The Embarcadero</td>
<td>950 Mason Street</td>
<td>2942 Lyon Street</td>
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A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

<table>
<thead>
<tr>
<th>Name</th>
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<td>Lucca Delicatessen, 1929</td>
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<td>2120 Chestnut Street</td>
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<td>Manor Coffee Shop, 1967</td>
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<td>321 West Portal Avenue #A</td>
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<td>Mario’s Bohemian Café, 1971</td>
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<td>Mauna Loa, 1939</td>
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<td>3009 Fillmore Street</td>
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<td>May’s Coffee Shop, 1973</td>
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<td>1737 Post Street</td>
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<td>Mitchell’s Ice Cream, 1953</td>
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<td>688 San Jose Avenue</td>
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<td>Mr. Bing’s, 1967</td>
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<td>201 Columbus Avenue</td>
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<td>Murio’s Trophy Room, 1959</td>
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<td>1811 Haight Street</td>
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<td>Northstar Café, 1882</td>
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<td>1560 Powell Street</td>
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<td>Oak Room, 1904</td>
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<td>335 Powell Street</td>
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<td>Old Clam House, 1861</td>
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<td>299 Bayshore Boulevard</td>
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<td>Pier 23 Café, 1937</td>
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<td>Old Ship Saloon, 1851</td>
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<td>298 Pacific Avenue</td>
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<td>Original Joe’s, 1937</td>
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<td>601 Union Street</td>
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<td>Original US Restaurant, 1970s</td>
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<td>515 Columbus Avenue</td>
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<td>Perry’s, 1969</td>
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<td>1944 Union Street</td>
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<td>Philosopher’s Club, 1960</td>
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<td>824 Ulloa Street</td>
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<tr>
<td>Pied Piper Bar and Grill, 1909</td>
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<td>2 New Montgomery Street</td>
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*CLOSED OR ENDANGERED*
A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

*CLOSED OR ENDANGERED

Pop's
2800 24th St
Sabella & La Torre, 1927
2809 Taylor Street
Savoy Tivoli, 1907*
1434 Grant Avenue

Puerto Alegre, 1970*
546 Valencia Street
Sam's Grill, 1867
374 Bush Street
Schroeder's, 1893
240 Front Street

Red's Java House, 1930s
Pier 30, The Embarcadero
Sam Jordan’s, 1959
4004 3rd Street
Scoma’s, 1965*
1 Al Scoma Way

Red’s Place, 1940s
672 Jackson Street
Sam’s Pizza and Burgers, 1966
618 Broadway
Seal Rock Inn, 1959*
545 Point Lobos

Redwood Room, 1933
495 Geary Street
*Sam Wo, 1912
813 Washington Street
Sears Fine Food, 1938
439 Powell Street

Roosevelt Tamale Parlor, 1919
2817 24th Street
Sausage Factory, 1968
517 Castro Street
Shotwells, 1891*
3349 20th Street
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<td>Silver Crest Donut Shop</td>
<td>1970</td>
<td>340 Bayshore Blvd</td>
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<td>SB40 (Carmen’s), Pier 40</td>
<td>1957</td>
<td>SB40</td>
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<td>Spec’s Twelve Adler Café</td>
<td>1968</td>
<td>12 Saroyan Pl</td>
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<td>St. Francis Fountain</td>
<td>1918</td>
<td>2801 24th St</td>
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<td>St. Mary’s Pub</td>
<td>1950</td>
<td>3845 Mission St</td>
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<td>Swan Oyster Depot</td>
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<td>Swensen’s Ice Cream</td>
<td>1948</td>
<td>1999 Hyde St</td>
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<td>Tadich Grill</td>
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<td>1972</td>
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<td>1946</td>
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<td>Terry’s Lodge</td>
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<td>Thanh Long</td>
<td>1971</td>
<td>4101 Judah St</td>
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<td>The Doctor’s Lounge</td>
<td>1951</td>
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<td>The End Up</td>
<td>1973</td>
<td>401 6th St</td>
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<td>The Hearth</td>
<td>1967*</td>
<td>4701 Geary Blvd</td>
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<td>The Homestead</td>
<td>1902</td>
<td>2301 Folsom St</td>
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<td>The Horseshoe Tavern</td>
<td>1934</td>
<td>2024 Chestnut St</td>
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<tr>
<td>The Ramp</td>
<td>1950</td>
<td>855 Terry A. Fran. Blvd</td>
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**A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS**

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<td>The Royal Exchange</td>
<td>1972</td>
<td>301 Sacramento Street</td>
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<td>Tony’s Cable Car</td>
<td>1972</td>
<td>2500 Geary Boulevard</td>
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<td>Uptown</td>
<td>1909*</td>
<td>200 Capp Street</td>
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<td>The Saloon</td>
<td>1861</td>
<td>1232 Grant Avenue</td>
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<td>Tony Nik's</td>
<td>1933</td>
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<td>Vesuvio Café</td>
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<td>Tommaso’s</td>
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<td>1042 Kearny Street</td>
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<td>Top of the Mark</td>
<td>1939</td>
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<td>Villa D’Este</td>
<td>1978</td>
<td>2623 Ocean Avenue</td>
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<td>Tommy’s Joynt</td>
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<td>Tosca Café</td>
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<td>242 Columbus Avenue</td>
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<td>Whiz Burger</td>
<td>1955</td>
<td>700 South Van Ness Avenue</td>
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<td>Tommy’s</td>
<td>1965</td>
<td>5929 Geary Boulevard</td>
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<td>Trad’r Sam</td>
<td>1937</td>
<td>6150 Geary Boulevard</td>
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<td>Wild Side West</td>
<td>1962</td>
<td>424 Cortland Avenue</td>
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<td><em>Tonga Room</em></td>
<td>1945</td>
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<td>Twin Peaks Tavern</td>
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</tr>
<tr>
<td>Zuni Café</td>
<td>1979</td>
<td>1658 Market Street</td>
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In 2015 the San Francisco Board of Supervisors unanimously passed Supervisor David Campos' legislation creating the Legacy Business Registry. The Registry is a first in the nation program that recognizes small business and nonprofits as historic assets - not just the buildings that house them.

The Registry is open to only 300 business and nonprofits a year. Applying business are vetted by three separate city departments before being placed on the Registry.

Twin Peaks Tavern - 1972
HOW DO I GET ON THE LEGACY BUSINESS REGISTRAR?

- Be one of the 300 business or nonprofits nominated by the Board of Supervisors or the Mayor yearly.
- File with the Office of Small Business that you are 30 years or older and pledge to permanently maintain both the name of your business and its craft.
- Application is reviewed by the Historic Preservation Commission.
- Attend a hearing at the Small Business Commission to determine that your business has significantly contributed to the history and identity of a particular neighborhood.
San Francisco is not just a collection of Victorian houses and bustling commercial corridors. What's always made The City unique is the spirit of the people who call this city home.

For decades San Francisco nonprofits have nurtured the people of San Francisco and made good on the promise of a city based on diversity, tolerance and creativity.

The Legacy Business Registry is open to nonprofits 30 years or older, that have that have significantly contributed to the history and identity of a neighborhood.

→ The Bayview Opera House
LEGACY NONPROFITS

Haight Ashbury Free Clinic 1967

Chinatown Community Development Center 1977

Precita Eyes 1977

GLBT Historic Museum 1985

Larkin Street Youth 1984
The Tech Boom of the 2010’s reinvigorated the San Francisco economy after the 2008 downturn and lowered unemployment in the region. But San Francisco Legacy Businesses have never been more at risk. State law doesn’t allow cities to place controls on commercial leases and commercial rents in most neighborhoods have risen significantly with some areas doubling and tripling.

Losing Our Legacy

Empress of China - 1965
COMMERCIAL RENTS RISING

Average Price per Square Foot

RECORD HIGH COMMERCIAL TURNOVER

Business Turnover

1992

Businesses Opening

2015

Businesses Closing
2014 & 2015 HISTORIC CLOSURES

- Since the creation of SF Heritage’s Legacy Bars and Restaurants program in 2013, The City has seen the closure of multiple iconic establishments.

CLOSED

- Joe's Cable Car
- Esta Noche
- Empress of China
- The Attic
- Capps Corner
- Fleur de Lys
- The Lexington Club
- All Star Donuts
- Villa Romana
- Red Devil Lounge
Supervisor Campos has worked with small business leaders, preservation activists, and property owners to draft follow up legislation to incentivize the protection of Legacy Businesses and nonprofits.

The Legacy Business Preservation Fund will be a first of its kind legislation that protects what's found inside of historic businesses and not just their exteriors.
Legacy Business Assistance Account

- Grant program available to any legacy business that has been placed on the registry.
- Encourages Legacy Business and potential buyers of Legacy business to maintain their name, identity, and craft.
- Yearly grant based on number of employees at $500 per employee with a cap of 100 employees.

Old Clam House – 1861
Legacy Business Rent Stabilization Account

- Available to building owners who extend leases to Legacy business that are ten years or longer.
- Encourages long term leases for Legacy Businesses and encourages Legacy Business owners and building owners to maintain communication and contact.
- Grants based on $4.50 per square foot per year, with a maximum grant of $22,500 per year.

← Caffe Trieste, 1956
Around 7000 business that are 30 years or older in SF

Around 3000 who may qualify for Legacy status

300 Legacy Businesses nominated yearly
BY THE NUMBERS: COST

Average Legacy Assistance Grant: $4600

Average Rent Stabilization Grant: $15,638

Estimated annual new appropriation to Legacy Businesses Fund: 3 million
Will chain stores be allowed on the Legacy Business Registry?
Legacy businesses or nonprofits must be nominated by the Board of Supervisors or Mayor, be 30 years or older and prove that they have made a significant historic contribution to a neighborhood. While a few home grown chains like Levi’s Strauss or Ghirardelli Chocolates may meet this criteria, most chain stores will not.

What happens if a Legacy Business is sold?
The Legacy Business Assistants Account was created to encourage buyers of Legacy Businesses to preserve The City’s historic assets. Legacy Business that are sold to new owners will stay on the Legacy Registry after filing with the Office of Small Business that they have maintained their name, identity and craft.

What happens if the property housing the Legacy Business is sold?
The lease follows the property so sale of the building housing a legacy business should not affect the assistance unless the new landlord violates the terms of the lease.
What if the market goes down and rent become cheaper?
The Legacy Business Rent Stabilization Account will be filled annually by an amount voted on by the Board of Supervisors. Stabilization grants will be pro-rated according to the size of the Board’s appropriation. During time of less displacement the board may choose to lower the appropriation and hence the amount of the rent stabilization grants.

What if a larger company that has hundreds of employees or thousands of square feet applies?
The Legacy Business Assistance fund will be capped at 100 employees and the Legacy Assistance Rent Stabilization Fund will be capped at 5,000 square feet per business.
Supervisor David Campos, working with the nonprofit San Francisco Heritage, is finalizing legislation that would create a registry of legacy businesses, defined as restaurants, retailers and manufacturers that have been around at least 30 years and have contributed to their neighborhoods in a meaningful way. The program, which he says is the first in the United States, would create financial incentives that would encourage property owners to retain those kinds of businesses.
San Francisco show a city’s heritage bars are worth saving

The Californian city’s Legacy Bars and Restaurants programme is part of a worldwide movement, from Barcelona to Buenos Aires, to identify and protect places of social significance. “Other large cities have done a lot to recognize, incentivize and protect heritage businesses… “Legacy bars and restaurants double as community centers,” Buhler adds. “They have broad appeal. People can relate to these places as part of daily life.”
The number of businesses in The City that have closed or relocated after being at the same location for at least five years skyrocketed from 518 in 1992 to 3,657 in 2011... To help local businesses manage the rent costs, Campos has introduced legislation with Supervisor Mark Farrell that would establish a legacy business registry. The registry would allow city businesses with roots of at least 30 years to receive financial incentives and technical assistance from The City.
San Francisco Lawmakers Try to Help Small Businesses Facing Rent Hikes

In October, city supervisor David Campos introduced a law that would treat institutions with deep roots in San Francisco’s history as metaphorical cousins to architectural landmarks, creating a registry of legacy businesses and nonprofits and offering small incentives to help them grapple with rising rents. Now, the bill is being rewritten to include greater carrots for landlords who rent to businesses and organizations deemed part of San Francisco's cultural fabric.