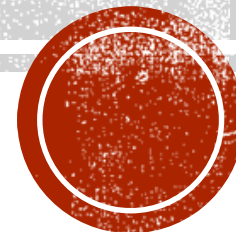
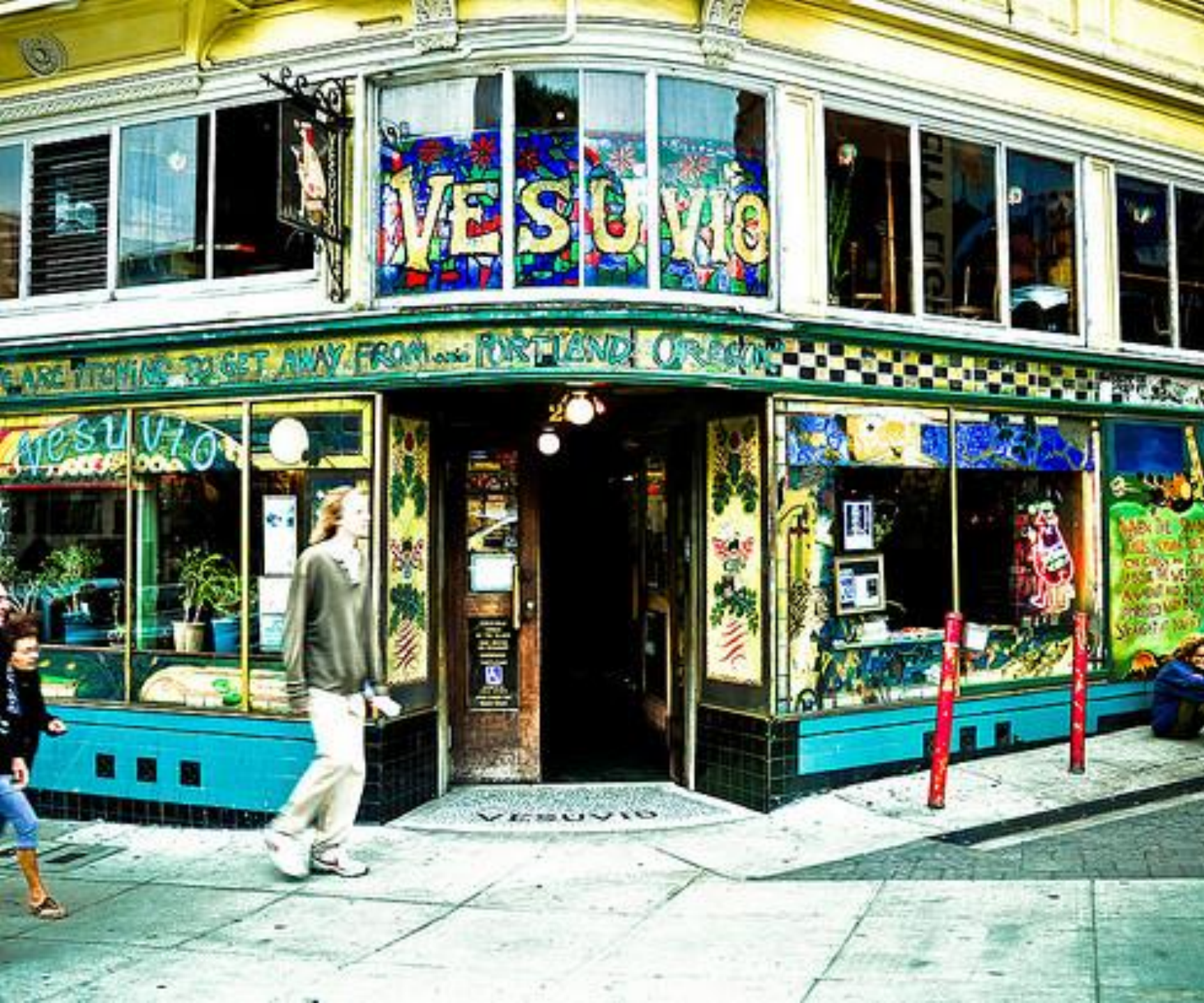


# **LEGACY BUSINESS PRESERVATION FUND**

**Protecting San Francisco's Historic Small Businesses**





## 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**

Alioto's Restaurant, 1925  
8 Fisherman's Wharf

Anchor Steam Brewery, 1871  
1705 Mariposa Street

Art's Café, 1950s  
747 Irving Street

Aub Zam Zam, 1942  
1633 Haight Street

Balboa Café, 1913  
3199 Fillmore Street

Beep's Burgers, 1960s  
1051 Ocean Avenue

Benkyodo Company, 1906  
1747 Buchanan Street

Bill's Place, before 1970\*  
2315 Clement Street

Bimbo's 365 Club, 1931  
1025 Columbus Avenue

Bruno's, 1950s\*  
2389 Mission Street

Buena Vista Café, 1916  
2765 Hyde Street

Bus Stop Bar, 1900  
1901 Union Street

Café Du Nord, 1907  
2170 Market Street

Café Flore, 1973  
2298 Market Street

Café La Boheme, 1973  
3318 24th Street

Café Sport, 1969  
574 Green Street

Caffe Trieste, 1956  
601 Vallejo Street

**\*Capp's Corner, 1963**  
**1600 Powell Street**



# 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

Hotel Utah Saloon, 1908  
500 4th Street

John's Grill, 1908  
63 Ellis Street

Le Central, 1974  
453 Bush Street

House of Prime Rib, 1949  
1906 Van Ness Avenue

Kezar Pub, 1969  
770 Stanyan Street

Lefty O'Doul's, 1958  
333 Geary Street

House of Shields, 1908  
39 New Montgomery Street

La Rocca's Corner, 1930s  
957 Columbus Avenue

Liguria Bakery, 1911  
1700 Stockton Street

Irish Bank Bar, 1908  
10 Mark Lane

La Rondalla, 1952  
901 Valencia Street

Li Po Cocktail Lounge, 1937\*  
916 Grant Avenue

It's Tops Coffee Shop, 1935  
1801 Market Street

La Victoria Bakery, 1951  
2937 24th Street

Little Shamrock, 1890s  
807 Lincoln Way

Java House Restaurant, 1912  
Pier 40, The Embarcadero

Laurel Court 1907  
950 Mason Street

Liverpool Lil's, 1973  
2942 Lyon Street



# A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

\*CLOSED OR ENDANGERED

Lucca Delicatessen, 1929  
2120 Chestnut Street

Mr. Bing's, 1967  
201 Columbus Avenue

Original Joe's, 1937  
601 Union Street

Manor Coffee Shop, 1967  
321 West Portal Avenue #A

Murio's Trophy Room, 1959  
1811 Haight Street

Original US Restaurant, 1970s  
515 Columbus Avenue

Mario's Bohemian Café, 1971  
566 Columbus Ave

Northstar Café, 1882  
1560 Powell Street

Perry's, 1969  
1944 Union Street

Mauna Loa, 1939  
3009 Fillmore Street

Oak Room, 1904  
335 Powell Street

Philosopher's Club, 1960  
824 Ulloa Street

May's Coffee Shop, 1973  
1737 Post Street

Old Clam House, 1861  
299 Bayshore Boulevard

Pied Piper Bar and Grill, 1909  
2 New Montgomery Street

Mitchell's Ice Cream, 1953  
688 San Jose Avenue

Old Ship Saloon, 1851  
298 Pacific Avenue

Pier 23 Café, 1937  
Pier 23, The Embarcadero



# A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

\*CLOSED OR ENDANGERED

Pop's  
2800 24<sup>th</sup> 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



# A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

\*CLOSED OR ENDANGERED

Silver Crest Donut Shop, 1970  
340 Bayshore Boulevard

Swensen's Ice Cream, 1948  
1999 Hyde Street

The Doctor's Lounge, 1951  
4826 Mission Street

SB40 (Carmen's), 1957  
Pier 40, The Embarcadero

Tadich Grill, 1849  
240 California Street

The End Up, 1973  
401 6th Street

Spec's Twelve Adler Café, 1968  
12 Saroyan Place

Taquería La Cumbre, 1972  
515 Valencia Street

The Hearth, 1967\*  
4701 Geary Boulevard

St. Francis Fountain, 1918  
2801 24th Street

Tarantino's Restaurant, 1946  
206 Jefferson Street

The Homestead, 1902  
2301 Folsom Street

St. Mary's Pub, 1950  
3845 Mission Street

Terry's Lodge, 1973  
1368 Irving Street

The Horseshoe Tavern, 1934  
2024 Chestnut Street

Swan Oyster Depot, 1912  
1517 Polk Street

Thanh Long, 1971  
4101 Judah Street

The Ramp, 1950  
855 Terry A. Francois Boulevard



# A HISTORY OF THE UNIQUE: SF LEGACY BARS & RESTAURANTS

\*CLOSED OR ENDANGERED

The Royal Exchange, 1972  
301 Sacramento Street

The Saloon, 1861  
1232 Grant Avenue

Tommaso's, 1935  
1042 Kearny Street

Tommy's Joynt, 1947  
1101 Geary Boulevard

Tommy's, 1965  
5929 Geary Boulevard

\*Tonga Room, 1945  
950 Mason Street

Tony's Cable Car, 1972  
2500 Geary Boulevard

Tony Nik's, 1933  
1534 Stockton Street

Top of the Mark, 1939  
999 California Street

Tosca Café, 1920  
242 Columbus Avenue

Trad'r Sam, 1937  
6150 Geary Boulevard

Twin Peaks Tavern, 1972  
401 Castro Street

Uptown, 1909\*  
200 Capp Street

Vesuvio Café, 1948  
255 Columbus Avenue

Villa D'Este, 1978  
2623 Ocean Avenue

Whiz Burger, 1955  
700 South Van Ness Avenue

Wild Side West, 1962  
424 Cortland Avenue

Zuni Café, 1979  
1658 Market Street





# SF LEGACY BUSINESS REGISTRY

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?

Roosevelt Tamale Parlor 1919 ↓

- 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.





## A LEGACY OF SERVICE

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 ↓



Precita Eyes 1977 ↑



Larkin Street Youth 1984 ↑

Chinatown Community Development Center 1977 ↓



GLBT Historic Museum 1985 ↑



## LOSING OUR LEGACY

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.

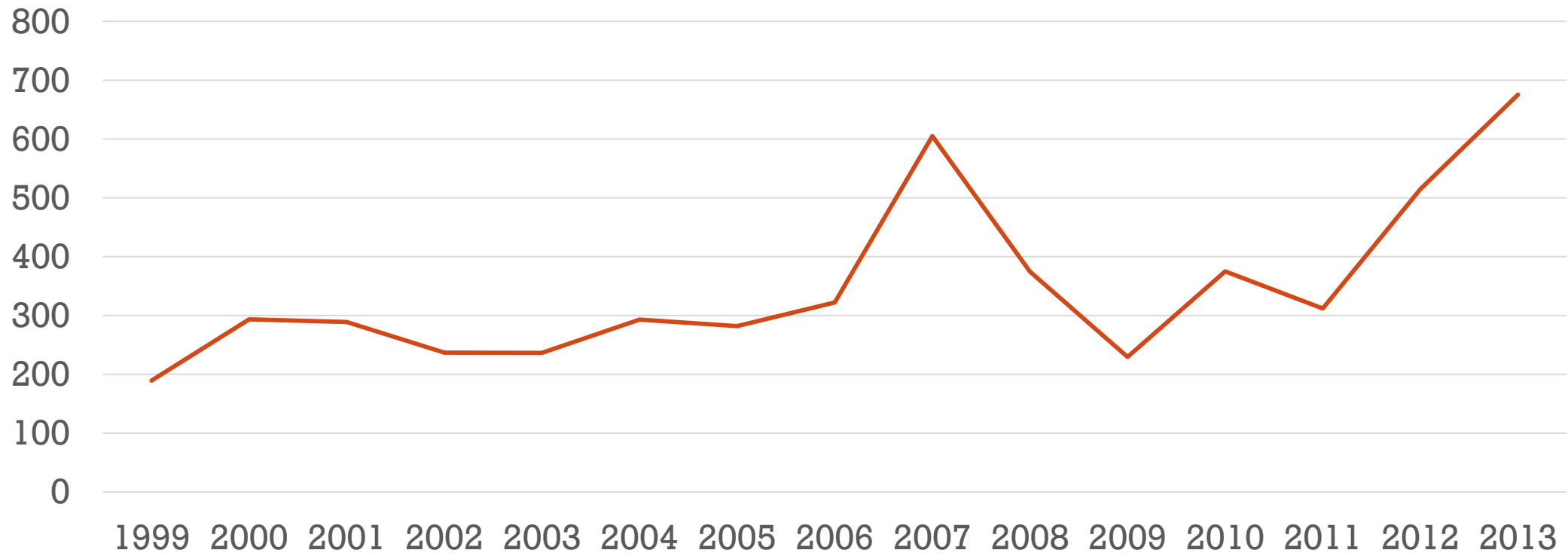
State law doesn't allow cities to place controls on commercial leases and commercial rents in most neighborhoods have risen significantly with some areas doubling and tripling.

← Empress of China - 1965

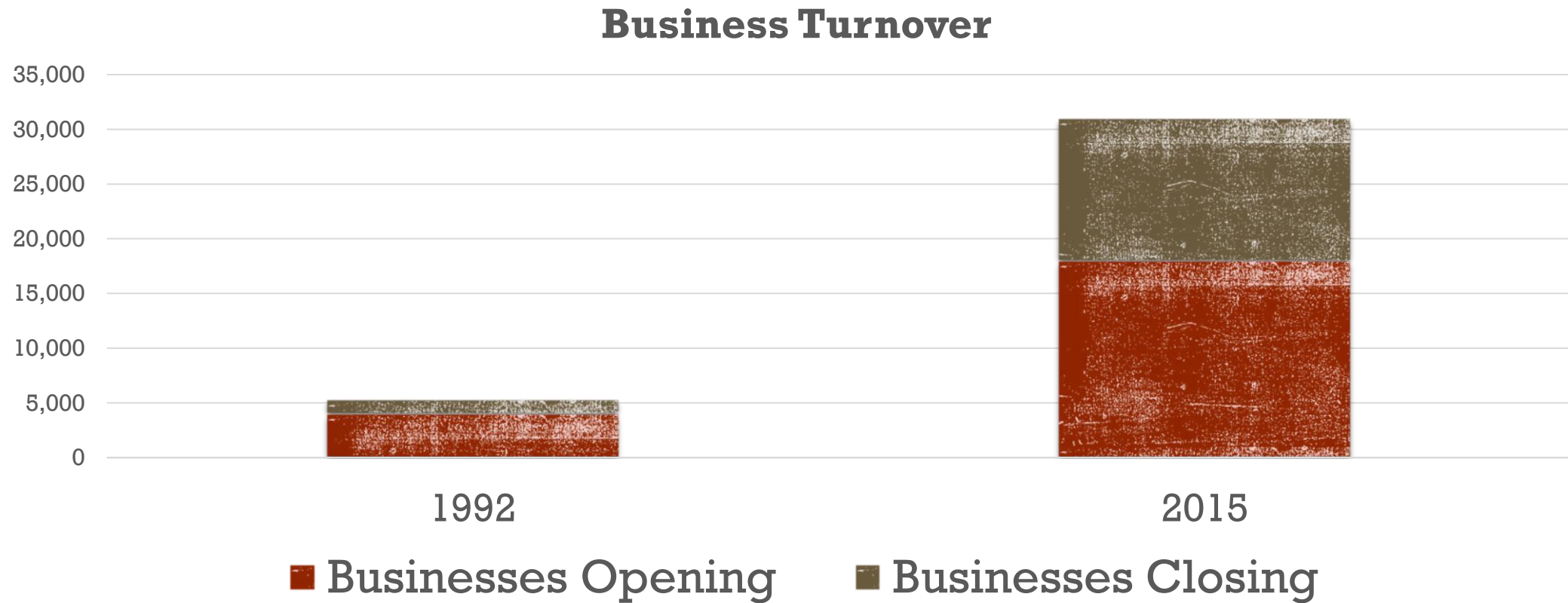


# COMMERCIAL RENTS RISING

Average Price per Square Foot



# RECORD HIGH COMMERCIAL TURNOVER



# 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





## **PRESERVING OUR LEGACY**

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.

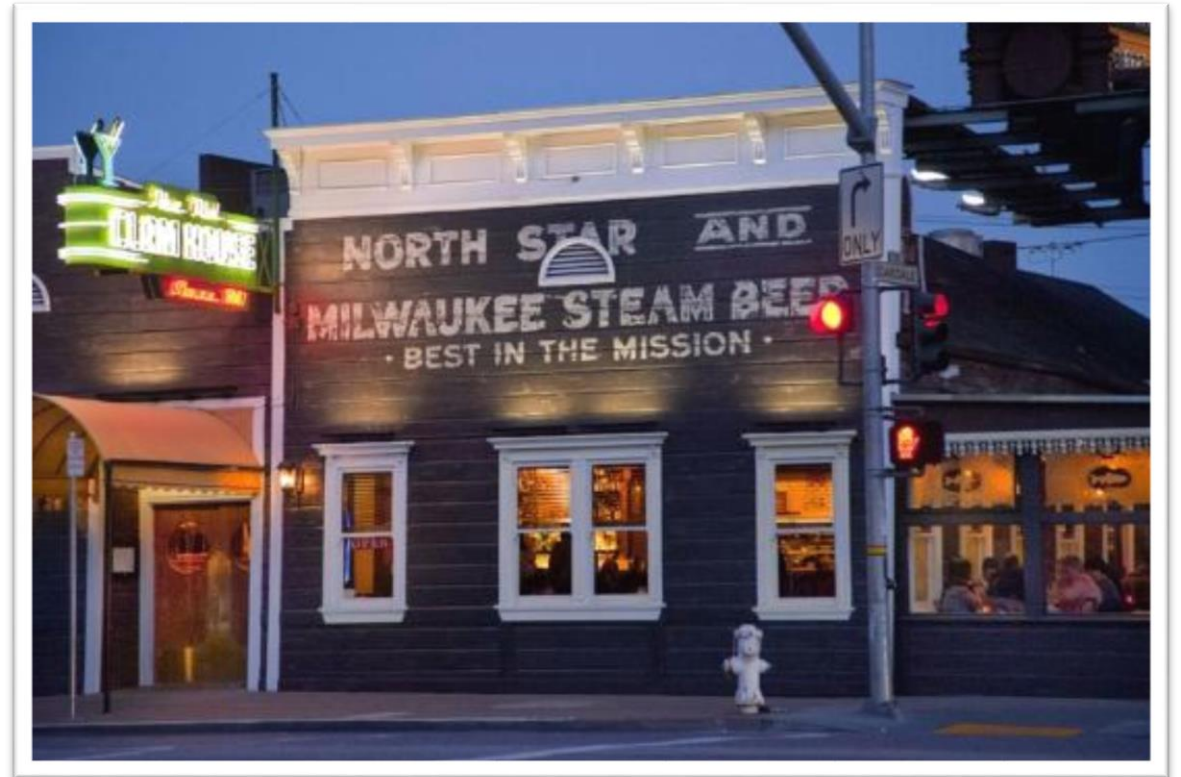


# THE LEGACY BUSINESS PRESERVATION FUND

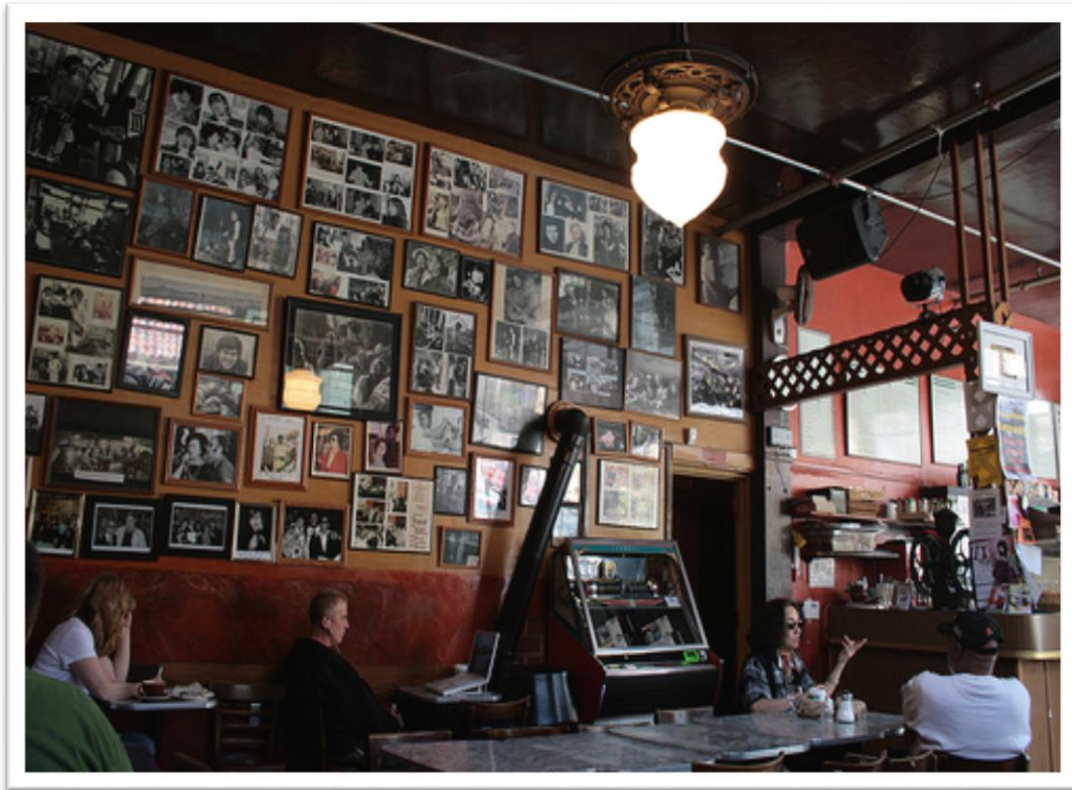
## Legacy Business Assistance Account

- 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 →



# THE LEGACY BUSINESS PRESERVATION FUND



## 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



# BY THE NUMBERS: LEGACY BUSINESSES



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



# COMMONLY ASKED QUESTION

## **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.



# COMMONLY ASKED QUESTION



## **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.



# San Francisco Chronicle

## **S.F. development boom swallows up historic family businesses**

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.



# the guardian

## **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."





### **SF to explore registry program to assist longtime businesses with rising rents**

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



# Bloomberg Businessweek

## **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.

