

Small Business Commission Resolution

HEARING DATE JUNE 24, 2019

EL TOREADOR FONDA MEXICANA RESTAURANT

LEGACY BUSINESS REGISTRY RESOLUTION NO. 042-19-LBR

Application No.: LBR-2015-16-054
Business Name: El Toreador Fonda Mexicana Restaurant
Business Address: 50 West Portal Avenue
District: District 7
Applicant: Esperanza Mahan, President/Owner
Nomination Date: June 30, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR EL TOREADOR FONDA MEXICANA RESTAURANT, CURRENTLY LOCATED AT 50 WEST PORTAL AVENUE.

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; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on June 24, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes El Toreador Fonda Mexicana Restaurant in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at El Toreador Fonda Mexicana Restaurant:

Physical Features or Traditions that Define the Business:

- Traditional regional Mexican dishes.
Exterior painted mural by Sirron Norris.
Interior murals painted by SF State University students.
Restaurant interior decoration, including Mexican art and dolls.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain El Toreador Fonda Mexicana Restaurant on the Legacy Business Registry:

- Restaurant featuring Mexican cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2019.

Handwritten signature of Regina Dick-Endrizzi
Regina Dick-Endrizzi
Director

RESOLUTION NO. 042-19-LBR

Ayes - 6: Adams, Dwight, Laguana, Ortiz-Cartagena, Yee Riley, Zouzounis
Nays - 0
Abstained - 0
Absent - 1: Dooley

