



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 Staff Report

HEARING DATE SEPTEMBER 23, 2019

NEW ASIA RESTAURANT, INC.

Application No.: LBR-2016-17-063
Business Name: New Asia Restaurant, Inc.
Business Address: 772 Pacific Avenue
District: District 3
Applicant: Hon Keung So, Owner
Nomination Date: January 20, 2017
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
Staff Contact Email: legacybusiness@sfgov.org

BUSINESS DESCRIPTION

New Asia Restaurant was established in February 1987 by husband and wife Robert Yick and Shew Yick. The business is located at 772 Pacific Avenue in the Chinatown neighborhood. New Asia Restaurant has been in the same location since it was established. The Yick family has a rich history in the Chinatown community. In 1910, they founded Robert Yick Company, a family-operated business that manufactures custom stainless products. The company gained a reputation for fabricating stainless steel wok ranges. Robert Yick Company was located in Chinatown in the building presently occupied by New Asia Restaurant. In 1970, Robert Yick Sr. relocated the business to a larger plant on Bayshore Boulevard. It was in 1970 after the Robert Yick Company plant was relocated that Asia Garden Restaurant was opened by Robert Yick and managed by Miguel Yuen. In 1987, New Asia Restaurant opened in the space.

New Asia Restaurant is an iconic business in Chinatown. It is one of the largest Chinese restaurants in the neighborhood with a seating capacity of 100 tables, which means they can host a banquet for 1,000 people in a single event. In addition to banquets, many community events, fundraisers, beauty pageants and Lunar New Year celebrations are held in New Asia Restaurant. It is the last remaining Chinese restaurant of its size in Chinatown now that Empress of China and Gold Mountain have closed. The current owners of New Asia Restaurant, Hon Keung So and Candy Mei Yei So, purchased the business from Robert and Shew Yick in February 2002.

The business is located on the north side of Pacific Avenue between Stockton Street and Grant Avenue in the Chinatown neighborhood.

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

Yes, New Asia Restaurant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

772 Pacific Avenue from 1987 to Present (32 years)





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CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, New Asia Restaurant has contributed to the history and identity of the Chinatown neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with Southern Chinese cuisine.
- The property has a Planning Department Historic Resource status code of "B" (Historic Resource Present) due to its age (constructed 1919). The property is associated with the Yick family, who has a long association with Chinatown. In 1910, they founded Robert Yick Company, a family-operated business that manufactures custom stainless products. The company gained a reputation for fabricating stainless steel wok ranges. Robert Yick Company was located in Chinatown in the building presently occupied by New Asia Restaurant. In 1970, Robert Yick Sr. relocated the business to a larger plant on Bayshore Boulevard. Today, Joseph Yick operates the business and continues to provide quality stainless steel products.
- New Asia Restaurant has been featured in various media, such as: SF Examiner; SF Chronicle; hoodline.com; SFgate.com; afar.com; and, Trip Advisor.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, New Asia Restaurant is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that New Asia Restaurant, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Southern Chineses cuisine featuring Dim Sum.
- Dim Sum pushcarts.
- Large floor space, including dance floor.
- Chinese script above center stage reading "double happiness."

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Restaurant featuring Chinese cuisine.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include New Asia Restaurant, Inc. currently located at 772 Pacific Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program





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Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 23, 2019

NEW ASIA RESTAURANT, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2016-17-063
<i>Business Name:</i>	New Asia Restaurant, Inc.
<i>Business Address:</i>	772 Pacific Avenue
<i>District:</i>	District 3
<i>Applicant:</i>	Hon Keung So, Owner
<i>Nomination Date:</i>	January 20, 2017
<i>Nominated By:</i>	Supervisor Aaron Peskin
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR NEW ASIA RESTAURANT, INC., CURRENTLY LOCATED AT 772 PACIFIC 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 September 23, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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BE IT RESOLVED that the Small Business Commission hereby includes New Asia Restaurant, Inc. 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 New Asia Restaurant, Inc.:

Physical Features or Traditions that Define the Business:

- Southern Chineses cuisine featuring Dim Sum.
- Dim Sum pushcarts.
- Large floor space, including dance floor.
- Chinese script above center stage reading "double happiness."

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain New Asia Restaurant, Inc. on the Legacy Business Registry:

- Restaurant featuring Chinese cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 23, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-063
Business Name: New Asia Restaurant, Inc.
Business Address: 772 Pacific Avenue
District: District 3
Applicant: Hon Keung So, 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? Yes No

772 Pacific Avenue from 1987 to Present (32 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: August 19, 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 New Asia Restaurant, located at 772 Pacific Avenue, for inclusion on the Legacy Business Registry.

Chinese-American families have been enjoying New Asia Restaurant for generations. As the largest capacity restaurant in Chinatown, New Asia is well known for Family Association banquets, wedding celebrations, and ballroom dance events with live music. The dim sum lunch is a popular feature of New Asia, and is a cornerstone of the Chinatown culinary experience.

The New Asia Restaurant would benefit greatly from being added to the Legacy Business Registry, and I look forward to its inclusion.

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:		
NEW ASIA RESTAURANT		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
HON KEUNG SO		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
772 PACIFIC AVE SAN FRANCISCO, CA94133		(415) 391-6666
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.newasiasf.com		
APPLICANT'S NAME		
HON KEUNG SO		<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE		
OWNER		
APPLICANT'S ADDRESS:		TELEPHONE:
722 PACIFIC AVE SAN FRANCISCO, CA94133		(415) 391-6666
		EMAIL:
		[REDACTED]
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0351717		
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
772 PACIFIC AVE, SAN FRANCISCO	CA94133	FEB 4, 1987
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	FEB 4, 1987 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
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

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

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

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

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

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

Hon Keung So
Name (Print):

11/27/2018
Date:

Signature: 

NEW ASIA 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 headquartered location) and the opening dates and locations of all other locations.**

New Asia Restaurant (“New Asia”) was established in February 1987 by husband and wife team Robert Yick and Shew Yick. The business is located at 772 Pacific Avenue in the Chinatown neighborhood. New Asia Restaurant has been in the same location since it was established.

The Yick family has a rich history in the Chinatown community. In 1910, they founded Robert Yick Company (<http://yickcompany.com/about/>), a family-operated business that manufactures custom stainless products. The company gained a reputation for fabricating stainless steel wok ranges. Robert Yick Company was located in Chinatown in the building presently occupied by New Asia Restaurant. In 1970, Robert Yick Sr. relocated the business to a larger plant on Bayshore Boulevard. Today, Joseph Yick operates the business and continues to provide quality stainless steel products. It was in 1970 after the Robert Yick Company plant was relocated that Asia Garden Restaurant was opened by Robert Yick and managed by Miguel Yuen. In 1987, New Asia Restaurant opened in the space.

New Asia Restaurant is an iconic business in Chinatown. It is one of the largest Chinese restaurants in the neighborhood with a seating capacity of 100 tables, which means they can host a banquet for 1,000 people in a single event. “At its core, a banquet is a ritualized social event framed by the notion of relationships or guanxi. It’s the purposeful coming together that transforms an ordinary dinner into a banquet.”¹ In addition to banquets, many community events, fundraisers, beauty pageants and Lunar New Year celebrations are held in New Asia. It is the last remaining Chinese restaurant of its size in Chinatown now that Empress of China and Gold Mountain have closed.

The current owners of New Asia Restaurant, Hon Keung So and Candy Mei Yei So, purchased the business from Robert and Shew Yick in February 2002. Mr Hong Keung So and Mrs Candy Mei Yei So are originally from Hong Kong. They closed their trading firm and left everything behind when they decided to immigrate to San Francisco with their children in 2000. They took over New Asia Restaurant from Robert and Shew Yick in 2002.

¹ April Chan, San Francisco Chronicle, May 12, 2017: <https://www.sfchronicle.com/restaurants/article/What-banquet-culture-means-to-San-Francisco-11141977.php>

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

N/A

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

New Asia Restaurant is a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. The original owners, Robert Yick and Shew Yick, were spouses as are the current owners, Hon Keung So and Candy Mei Yei So.

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

The ownership history of the business is as follows:

February 1987 – January 2002:	Robert Yick and Shew Yick
February 2002 – Present:	Hon Keung So and Candy Mei Yei So

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 the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application. (See Articles of Incorporation of New Asia Restaurant, Inc.)

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 772 Pacific Avenue is classified by the Planning Department as Category B with regard to the California Environmental Quality Act.

CRITERION 2

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

Historically, Chinatown has been the “settling place” for new Chinese immigrants arriving in San Francisco. A majority of new immigrants from China chose to settle their new life in Chinatown

due to language and cultural similarities and a sense of belonging and community support. Starting a new life also means making a living. Being one of the largest employers in Chinatown, New Asia Restaurant for the last 32 years has been providing hundreds of families their first jobs and a training ground for them to start their careers in the restaurant and food service industry in San Francisco or even elsewhere in the United States.

In view of its location, quality of food, seating capacity, New Asia Restaurant has always been an anchoring place for the Chinese community in San Francisco ever since it was opened in 1987. People come here for social gathering, dim sum, dinner, banquets, festival celebrations and even social dance classes. It is an integral part of San Francisco's history.

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

As one of the last remaining large banquet-style Chinese restaurants, New Asia Restaurant can accommodate up to 110 tables and has hosted thousands of banquets over the years for various Chinatown family associations' events, weddings, birthdays and Lunar New Year celebrations with numerous government and local officials attending, just to name a few.

On August 8, 1988, an annual fundraising dinner was held at the New Asia Restaurant. The event commemorated the tenth anniversary of the establishment of the Chinese Community Housing Corporation. The restaurant was also privileged by the opportunity to honor San Francisco Mayor Art Agnos and community leaders Edwin Lee (the late San Francisco mayor) and Ted Dang for their outstanding contributions to housing in the Chinese community. The celebration dinner was attended by officers from the City government, executives from corporations, leaders from the business communities and Chinese family associations. With the great support from all who attended the celebration dinner, \$100,000 was raised.

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

New Asia Restaurant has been featured in various media, such as:

SF Examiner - SF to buy New Asia Restaurant site for future affordable housing project
<http://www.sfexaminer.com/sf-buy-new-asia-restaurant-site-future-affordable-housing-project/>

"...A well-known dim sum restaurant and banquet hall in San Francisco's Chinatown could soon be bought by The City as a future site for affordable housing, city officials said Monday.

"The City has agreed to buy the building housing New Asia Restaurant at 772 Pacific Avenue for \$5 million from the Yick Family Trust, according to the Mayor's Office.

“The site could allow the construction of up to 50 to 60 affordable housing units in the densely populated Chinatown area, which houses a large number of low-income residents, many of them in single-room occupancy hotels...”

SF Chronicle - SF to buy New Asia restaurant, turn it into affordable housing
<https://www.sfchronicle.com/politics/article/SF-to-buy-New-Asia-restaurant-turn-it-into-11098605.php>

“The property could accommodate as many as 80 small, affordable housing units, or from 50 to 60 larger family-size apartments. Any project there would include a new home for the restaurant, which is the biggest banquet hall in Chinatown...”

hoodline.com
<https://hoodline.com/2017/04/new-asia-restaurant-in-chinatown-to-become-affordable-housing>

“It is a good investment right in the heart of Chinatown and North Beach to create more affordable housing, and that's what we'll do,’ Mayor Ed Lee said today.

“District Three Supervisor Aaron Peskin said the idea for the sale was first raised with him by Rose Pak, the well-known Chinatown political advocate, before her death. He said the property presented a rare opportunity in an area with few vacant lots...”

SFgate.com - Chinatown New Asia restaurant
<https://www.sfgate.com/food/article/Chinatown-New-Asia-restaurant-11273859.php>

“The most impressive, dramatic Chinese restaurant in the city seats more than 1,000. Exceedingly fresh dim sum, particularly the siu mai. Beer and wine only...”

afar.com (SF Travel Guide) – New Asia Restaurant
<https://www.afar.com/places/new-asia-restaurant-san-francisco>

“...We headed to New Asia after tastings of tea as suggested by the tea shop owner who lived in the area. New Asia certainly isn't your average restaurant and dining there is an experience. The banquet-hall like dining room is packed with tourists and locals.

“Carts filled with the day's selections are wheeled around to each table where you then pick and choose what dishes you would like. They are pulled right off the carts still hot and fresh, ready for you to eat...”

Trip Advisor
https://www.tripadvisor.com/Restaurant_Review-g60713-d537808-Reviews-New_Asia_Restaurant-San_Francisco_California.html

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

Numerous political and civic representatives have eaten at New Asia Restaurant including, but not limited to, Mayor Art Agnos, Mayor Edwin Lee and community leader Ted Dang.

The late Chinatown community leader, Rose Pak, had a close connection with the redevelopment plan for the site where New Asia Restaurant is located. “In the year before her death in September 2016, Rose developed something of an obsession with New Asia. She knew the property was coming on the market and thought the city should grab it for affordable housing. She brought it up repeatedly with late Mayor Lee. She mentioned it to Supervisor Peskin. She badgered city housing staffers about it. ... ‘Rose spent her entire life looking out for Chinatown, and it’s almost like this is her parting gift to the community,’ said Malcolm Yeung, deputy director of the Chinatown Community Development Center.”²

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

New Asia Restaurant employs on average over 45 employees. It is one of the largest employers in San Francisco’s Chinatown. The business provides job opportunities to many new Chinese immigrants who often choose Chinatown as their first home.

Hon Keung So has been an active member of the Chinese Chamber of Commerce since 2005, and Candy Mei Yei So has served as a director of the board for the Salvation Army Chinatown Corp. since 2002.

Unlike most business establishments, the owners of New Asia Restaurant never turn down people’s requests to use the lavatory in the restaurant, regardless of whether or not they are patronizing the business at the time of request. Mr. So understands that a lot of people visiting or shopping in Chinatown have trouble finding lavatories. “Since my restaurant is located in the heart of San Francisco’s Chinatown, I want to be able to offer some convenience to everyone. Allowing the public to use the washrooms in my restaurant is the least thing I can do despite monthly water costs totaling more than \$5,000.”

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

New Asia Restaurant primarily serves residents and workers in Chinatown, tourists and attendees of large-scale banquets and festivals.

Located in the center of Chinatown, the restaurant not only serves the people who live and work in Chinatown, but also the extended families of these local people. San Francisco’s Chinatown is oldest of its kind in North America, dating back over 150 years. Lots of immigrants in San Francisco have large extended families that span across 3 generations, and sometimes 4 or 5 generations. Because Chinese culture values families and relationships so much, family and

² J.K. Dineen, San Francisco Chronicle, April 25, 2017: <https://www.sfchronicle.com/politics/article/SF-to-buy-New-Asia-restaurant-turn-it-into-11098605.php>

social gatherings among relatives and friends are very common. Having dim sum breakfast or lunch in a Chinese restaurant is a very common form of networking. New Asia Restaurant has been a central place for these gatherings.

Moreover, in view of its large seating capacity, New Asia has always been the perfect choice for large-scale banquets, such as weddings and birthdays, as well as spring dinner for family benevolent associations and festival celebrations.

Because Chinatown in San Francisco is the oldest and the largest of its kind in North America, it is a “must go” attraction to the many tourists visiting the city. New Asia Restaurant serves large numbers of tourists and visitors from all over the country as well as the world.

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

N/A

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

There would be significant negative affects if New Asia Restaurant were to close:

- All the employees would lose their jobs. The restaurant employs over 45 people. It is one of the largest employers in Chinatown.
- Chinatown would lose its largest Chinese restaurant.
- There would not be an event space large enough to host major festival celebration banquets and events in Chinatown. If only smaller restaurants are available, large banquets or parties that are attended by 1,000 or more guests may either have to reduce the event size or split the events into two separate days.
- Tourists and visitors would lose a good Chinese restaurant where they can enjoy traditional Southern Chinese dim sum. There would be one less restaurant serving dim sum using special dim sum push carts.
- The city would lose the second most visited lavatory in Chinatown (the most visited one being the public washroom in Portsmouth Square). New Asia Restaurant offers their lavatory to the public regardless of whether or not they are their patrons of the business. Mr. So estimates that 2/3 of lavatory users are patrons while 1/3 are non-patrons. The restaurant pays on average approximately \$15,000 per month for their water bill of which 1/3 is for serving the public.

CRITERION 3

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

Dim Sum, a Cantonese pronunciation which literally means snack, refreshment or light pastry, is widely referred to by non-Chinese people as synonym for Chinese food. Dim sum is a vital offering of a Chinese restaurant that serves southern style cuisine. Chinese from Southern China enjoy going to restaurant for dim sum in the morning or lunch time, whether it is with family, friends or a social gathering. So offering good dim sum dishes is very important to a Chinese restaurant. New Asia was the first restaurant in San Francisco's Chinatown to introduce the use of dim sum pushing carts in promoting dim sum dishes. They have been doing it for the last 32 years and will continue to serve dim sum in such a way despite it requiring more labor. This way of showcasing food is especially welcomed by non-Chinese customers or even ABC (American Born Chinese) who are not very familiar with the varieties of dim sum. They are able to see and smell and the dishes in the cart when selecting their choices.

“...Carts filled with the day's selections are wheeled around to each table where you then pick and choose what dishes you would like. They are pulled right off the carts still hot and fresh, ready for you to eat. Do not load up on your first cart as there will be more wheeled around to you soon enough with even more delicious temptations...”

Quote from afar.com (SF Travel Guide) <https://www.afar.com/places/new-asia-restaurant-san-francisco>

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

The restaurant is committed to offering the most authentic southern Chinese cuisine, which emphasizes freshness, taste and smell of food. In addition, it's also New Asia's business philosophy to ensure the best services are provided to every customer and to make each and every visit an enjoyable one.

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.).

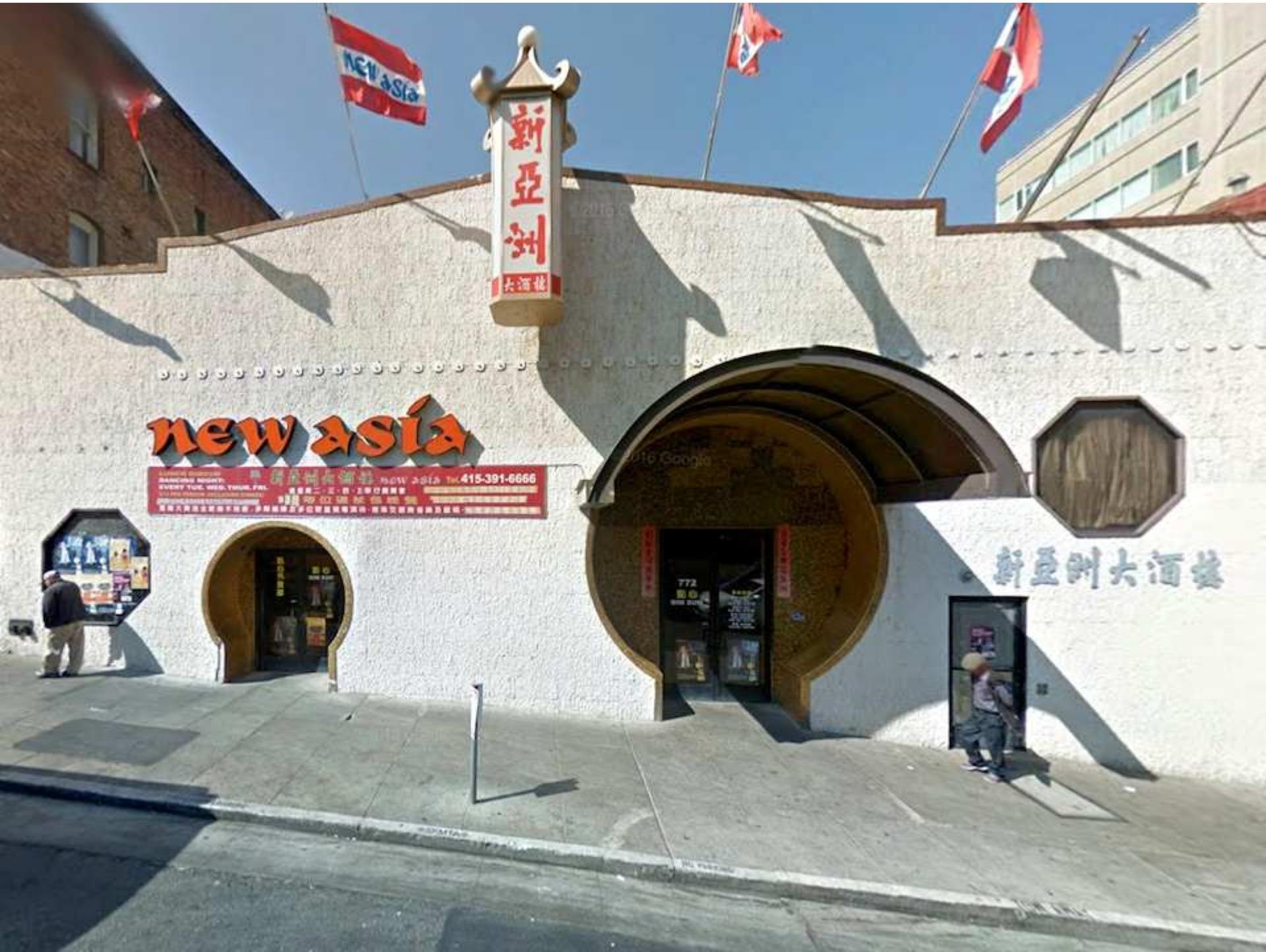
The restaurant has two stories. With such a large floor space, New Asia has always been one of the largest Chinese restaurants in Chinatown. That is why it is often chosen as the venue for large festival celebration parties and events for the Chinese community.

The unique wooden dance floor in in the restaurant is a perfect venue for social dance classes and entertainment.

The large Chinese words meaning “double happiness” in red on the golden drop back at the center stage has been the eye-catching background of many photos taken at memorable events.

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 of the existence of the business verifying it has been in operation for 30+ years are provided in this Legacy Business Registry application.



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328或以上
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營業時間
星期一至星期五
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10:00 AM - 3:00 PM
星期六、日及公眾日
SATURDAY & SUNDAY
9:30 AM - 3:00 PM
晚餐:DINNER
5:00PM - 9:30PM













熱心公益

李玉堂 漢賦











1195545

FILED

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

FEB 7 4 1987

March Fong Eu
MARCH FONG EU, Secretary of State

ARTICLES OF INCORPORATION

OF

NEW ASIA RESTAURANT, INC.

I

The name of this corporation is NEW ASIA RESTAURANT,
INC.

II

The purpose of this corporation is to engage in
any lawful act or activity for which a corporation may be
organized under the General Corporation Law of California
other than the banking business, the trust company business
or the practice of a profession permitted to be incorporated
by the California Corporations Code.

III

The name and address in the State of California
of this corporation's initial agent for service of process
is:

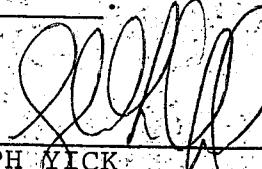
NORMAN LEW, ESQ.
626 Grant Avenue, Suite 202
San Francisco, California 94108-2483

IV

This corporation is authorized to issue only one
(1) class of shares of stock; and the total number of shares

which this corporation is authorized to issue is ONE MILLION
(1,000,000) shares.

Dated: FEB -2 1987



JOSEPH YICK
Incorporator

I hereby declare that I am the person who executed
the foregoing Articles of Incorporation, which execution is
my act and deed.



JOSEPH YICK

PERMIT TO OPERATE AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

AUTHORIZING conduct of the following class of FPSE

ISSUED

Business: Restaurant

April 22, 1987

Name and Address below:

New Asia Restaurant, Inc.
dba: NEW ASIA RESTAURANT
772 Pacific Avenue
San Francisco, CA 94133

EXPIRES XXXXXX

Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

DEPARTMENT OF PUBLIC HEALTH

City and County of San Francisco

Jina Kline

Inspector

David Wadgery, M.D. M.P.H.

Bureau Director

William D. Young

Principal Inspector

Paul Schreiber

Director of Public Health

DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102

Display this Permit prominently. This margin may be trimmed for standard 6 x 8 frame.

NEIGHBORHOOD IMPROVEMENT UPDATE

社區改良通訊

Volume 10, Number 3

Winter 1988

CHINATOWN RESOURCE CENTER 華埠改進協助社

CHINESE COMMUNITY HOUSING CORPORATION 社區住屋發展處

IN CELEBRATION OF AFFORDABLE HOUSING “8-8-88” DINNER

“In Celebration of Affordable Housing” — our annual fundraising dinner in August at the New Asia Restaurant — was a great success. The event commemorated the tenth anniversary of the Chinese Community Housing Corporation. We were privileged by the opportunity to honor Mayor Art Agnos and community leaders Edwin Lee and Ted Dang for their outstanding contributions to housing in our community.

The event could not have been possible without the tremendous help of a number of people: event coordinators Bill Steele of Chevron USA and Rose Pak of the Chinese Chamber of Commerce; Enid Lim, staff coordinator; Elaine Joe, graphic designer; and our board and staff.

For their generous donations, special thanks to William E. Foster of Chevron Land and Development Company, to Stan Bailey of Home Federal Savings and Loan and to Bill Steele of Chevron USA.

We selected the “8-8-88” date because it was lucky, but we had no idea it would be so lucky as to raise almost \$100,000 for our work — thanks to the great support of the following Co-Chairs and Corporate, Business and Table Sponsors:

Individual Co-Chairs

Christopher Chan
Arnold Chin
Philip and Sarah Choy
William E. Foster
James Ho
Wayne Hu
Myron Lee



■ “8-8-88” annual dinner celebrating CCHC’s ten years of affordable housing development for residents in Chinatown and throughout San Francisco. Shown are the staffs of CCHC and the Resource Center.

圖為出席十週年籌款餐會的職員。

Pius Lee
Lawrence Lui
James Ng
Vincent Tai
Douglas F. Wong

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Lee Family Association
Ed Lew, Edwin Lee, Chinatown Coalition for Better Housing
Li Wa, Direct Language Publishing, Inc.

慶祝十年來爭取合理住屋的成果

八月八日在新亞洲園舉行的籌款餐會非常成功。是次餐會同時慶祝發展處在過去十年來為社區提供合理住屋而努力的成績。當時協助社與發展處聯同頒發獎狀給雅諾士市長、李孟賢律師及鄧維益先生，誠意地多謝他們年來對爭取合理住屋的無私貢獻。

對參加籌備是次盛會的熱心人士，我們致以萬二分謝意。特別是美國雪佛隆電油公司比利·士杜先生，中華總商會白蘭女士，聯絡員林伍寶珠及圖案設計周雪芳等。

這次能籌到近十萬元巨款，除了八八年八月八日這日子帶來好運外，更要向熱心支持我們的捐贈者致敬。

Continued on page 3

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New Asia Restaurant

772 Pacific Ave, San Francisco, CA 94133, USA
[Website](#) | +1 415-391-6666

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Dim Sum in San Francisco's Chinatown

A trip to [San Francisco](#) isn't complete without a stop in Chinatown and that usually means a dim sum lunch.

We headed to New Asia after tastings of tea as suggested by the tea shop owner who lived in the area. New Asia certainly isn't your average restaurant and dining there is an experience.

The banquet-hall like dinning room is packed with tourists and locals. There will probably be a wait to get in but it won't be long. Try to listen as the woman working the microphone to call your wait list number talks too close to the mic and has a thick accent making her hard to hear and understand.

You have a choice of either water or green tea but they bring you both anyways. Most of the staff is too busy so it'll be hard to get their attention if you want a coke.

Next the carts come. Carts filled with the day's selections are wheeled around to each table where you then pick and choose what dishes you would like. They are pulled right off the carts still hot and fresh, ready for you to eat. Do not load up on your first cart as there will be more wheeled around to you soon enough with even more delicious temptations.

Certainly a budget friendly meal and an experience you won't soon forget.

By [Murissa Shalapata](#), AFAR Local Expert

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New Asia Restaurant In Chinatown To Become Affordable Housing



Photo: Google Maps

Wed. April 26, 2017, 2:12pm

by Bay City News

website (<http://www.baycitynews.com/>)

Neighborhoods

Chinatown (/neighborhoods/chinatown)

A well-known dim sum restaurant and banquet hall in San Francisco's Chinatown could soon be bought by the city as a future site for affordable housing, city officials said earlier this week.

The city has agreed to buy the building housing New Asia Restaurant at 772 Pacific Avenue for \$5 million from the Yick Family Trust, according to the mayor's office.

The site could allow the construction of up to 50 to 60 affordable housing units in the densely populated Chinatown area, which houses a large number of low-income residents, many of them in single-room occupancy hotels.



The New Asia is well-known for its dim sum. | PHOTO: ERNESTO ANDRADE/FLICKR
([HTTPS:// WWW.FLICKR.COM/ PHOTOS/ DONGKWAN/ 2178552899/](https://www.flickr.com/photos/dongkwon/2178552899/))

"It is a good investment right in the heart of Chinatown and North Beach to create more affordable housing, and that's what we'll do," Mayor Ed Lee said today.

District Three Supervisor Aaron Peskin said the idea for the sale was first raised with him by Rose Pak, the well-known Chinatown political advocate, before her death. He said the property presented a rare opportunity in an area with few vacant lots.

"Most of District Three is very densely built," Peskin said. "This is a one story building and there's a lot of room to build on top of it. There are very few opportunities to build like this."

The Board of Supervisors is expected to vote and approve the sale in May.

Any housing on the site would need to go through a planning approval process. No funding has been identified yet for a project on the site, officials said today.

New Asia Restaurant has a lease in the building through 2021, officials said.

—Sara Gaiser

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San Francisco Chronicle

Local // Politics

SF to buy New Asia restaurant, turn it into affordable housing

J.K. Dineen

April 25, 2017 Updated: April 25, 2017 5:57 p.m.



One of the cooks working at the popular New Asia restaurant in Chinatown in San Francisco, Calif., on Tuesday April 26, 2017. The city of San Francisco is in contract to purchase the property and build affordable housing, with a new New Asia restaurant downstairs.

Photo: Michael Macor, The Chronicle

In the year before her death in September, Chinatown activist Rose Pak developed something of an obsession with the New Asia restaurant on Pacific Avenue. She knew the property was coming on the market and thought the city should grab it for affordable housing.

She brought it up repeatedly with Mayor Ed Lee. She mentioned it to Supervisor Aaron Peskin. She badgered city housing staffers about it.

Now, seven months after she died at age 69, Pak's wish is coming true. Peskin said he and Lee plan to introduce a resolution at the Board of Supervisors next week authorizing the city's Real Estate Division to spend \$5 million to purchase 772 Pacific Ave., home of New Asia, which is owned by Han So.

"Rose spent her entire life looking out for Chinatown, and it's almost like this is her parting gift to the community," said Malcolm Yeung, deputy director of the Chinatown Community Development Center.



The popular New Asia restaurant in Chinatown in San Francisco, Calif., on Tuesday April 26, 2017. The city of San Francisco is in contract to purchase the property and build affordable housing, with a new New Asia restaurant downstairs.

Photo: Michael Macor, The Chronicle

The property could accommodate as many as 80 small, affordable housing units, or from 50 to 60 larger family-size apartments. Any project there would include a new home for the restaurant, which is the biggest banquet hall in Chinatown.

The property has been in limbo for 18 months, when the family that owns the property made it clear that it would be sold. The Mayor's Office of Housing and Community Development had to move quickly to ensure that the site wasn't sold to a market-rate developer.

Jeff Buckley, senior adviser to Lee on housing issues, said the deal is rare because the property will continue to generate income during the entitlement process, which could take several years. The restaurant pays \$22,500 a month in rent and has about five years left on its lease. The city could use that money to help New Asia relocate during construction and to fund some of the preconstruction costs for the affordable housing development, Buckley said.

The sale comes at a time when the banquet business has been gradually migrating to new and larger dim sum palaces with ample parking in suburbs such as Millbrae and Burlingame. One of Chinatown's landmark restaurants, the Empress of China, closed a little more than two years ago.

But business at the New Asia has remained brisk. Peskin, who represents the neighborhood, called the New Asia "the most viable banquet hall in Chinatown."

"I've always looked at New Asia as more than a restaurant," Yeung said. "It's a legacy business. It's an employment center. It's one of the few larger dim sum restaurants regularly patronized by residents and community stakeholders, not just tourists."

Besides the 84-unit International Hotel development on Kearny Street, the only new affordable housing in the neighborhood in recent years has been on the edge of Chinatown along Broadway, where several parcels were freed up after the Embarcadero Freeway was torn down. Otherwise, Chinatown offers few sites as large as the New Asia property, which is 9,200 square feet.

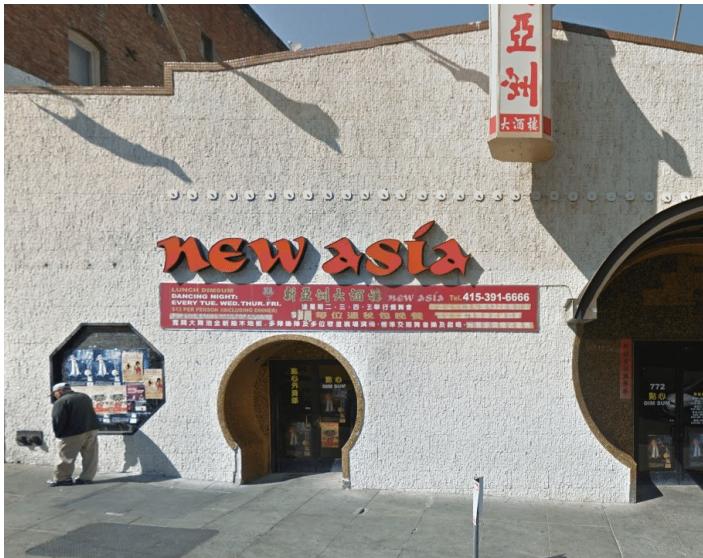
That was a point Pak made with some frequency, Peskin said.

"Rose was on this in a major way," said Peskin. "In Chinatown there are only a handful of soft sites where the opportunity exists to build affordable housing, and this is one of them."

J.K. Dineen is a San Francisco Chronicle staff writer. Email: jdineen@sfchronicle.com Twitter: @sfjkdineen

Breaking News > The City > San Francisco News > City Planning

SF to buy New Asia Restaurant site for future affordable housing project



San Francisco has agreed to buy the building housing NewAsia Restaurant at 772 Pacific Avenue for \$5 million from the Yick Family Trust (Courtesy Google Maps)

By Bay City News on April 25, 2017 9:01 am

A well-known dim sum restaurant and banquet hall in San Francisco's Chinatown could soon be bought by The City as a future site for affordable housing, city officials said Monday.

The City has agreed to buy the building housing NewAsia Restaurant at 772 Pacific Avenue for \$5 million from the Yick Family Trust, according to the Mayor's Office.

The site could allow the construction of up to 50 to 60 affordable housing units in the densely populated Chinatown area, which houses a large number of low-income residents, many of them in single-room occupancy hotels.

"It is a good investment right in the heart of Chinatown and North Beach to create more affordable housing, and that's what we'll do," Mayor Ed Lee said.

District 3 Supervisor Aaron Peskin said the idea for the sale was first raised with him by Rose Pak, the well-known Chinatown

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political advocate ~~before~~ before her death. He said the property presented a rare opportunity in an area with few vacant lots.

"Most of District 3 is very densely built," Peskin said. "This is a one story building and there's a lot of room to build on top of it. There are very few opportunities to build like this."

Legislation for the approval of the sale was expected to be introduced to the Board of Supervisors on Tuesday, with a vote likely in May.

Any housing on the site would need to go through a planning approval process. No funding has been identified yet for a project on the site, officials said.

NewAsia Restaurant has a lease in the building through 2021, officials said.

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San Francisco Examiner
12 minutes ago

After the death of a bicyclist in South of Market prompted outrage and street safety changes, advocates are calling for the person who doored 30-year-old Tess Rothstein to face criminal charges.



FOOD // RESTAURANTS

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What banquet culture means to San Francisco — and Chinatown

By April Chan | May 12, 2017 | Updated: Feb. 1, 2019 10:03 a.m.



The popular New Asia restaurant in S.F.'s Chinatown is popular for banquets. The city is in contract to purchase the property and convert it into affordable housing.

Photo: Michael Macor, The Chronicle

San Franciscans of a certain generation have a specific vernacular to describe things of epic proportion: *hella*. (To emphasize the epicness, trill the “l” for added dramatic effect.)

For this San Francisco native, it's the only word that comes to mind when I think of banquet dinners in Chinatown.

As in, *hella* loud. *Hella*, *hella* food.

And in the case of Chinatown's New Asia restaurant, *hella* big. So for me, [news](#) of the city's decision to convert Chinatown's largest banquet hall into [affordable housing](#) brings mixed feelings. With gentrification sweeping through many parts of San Francisco, any effort to keep increasingly disadvantaged, longtime residents of any neighborhood — let alone, a historic district such as Chinatown — should be lauded.

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But putting out the lights at an old-timey place like New Asia may also have the effect of diminishing the neighborhood. Chinatowners and out-of-towners flock to New Asia for many reasons. Let me clue you in on a secret: It ain't always for the food. With shifting tastes due to fluctuating Chinese demographics, gone are the days when the size of a cha siu bao mattered more than its flavor. The fist-size har gow and overly greasy fritters of New Asia and its brethren no longer appeal. As Chinese families grow in affluence, they're flocking to the 'burbs for dim sum and weddings. Places like Tai Wu in Millbrae and the Koi Palace branches of Daly City, Dublin and Milpitas offer ample parking for that new Mercedes GLC, aesthetically pleasing interiors, spaciously placed round-tops and bathrooms that aren't biohazards.

The real value proposition of a place like New Asia is the commensality and power display that it affords in a community that thrives on it. New Asia packed to its gills with 1,000 strong at 10-tops groaning with platters and elbows is a sight that puts Connie Corleone's wedding to shame. It's truly an incomparable Chinatown experience that locals treasure, even those who've shed their immigrant constraints and now enjoy the comforts of the Richmond or the Sunset.

I was last treated to such a sight in October. A number of local Chinese benevolent associations had sponsored a banquet in support of Mayor Ed Lee. Although the invitation tactfully omitted this point, *errrybody* knew that the real agenda behind the evening was to counter Propositions D, H, L and M. That banquet felt like a zany night at a circus past its prime. The lights were much too bright and the napkins too cheap. The floors were slick with grease well before the first dish of chilled appetizers clattered onto our lazy Susan. Blaring on the decrepit sound system were the alternating voices of two emcees. One emcee, who sported an '80s coif that looked suspiciously hairpiece-y, narrated the evening in Cantonese and English while his partner, an Ariana Grande look-alike encased in a gaudy pageant dress, struggled to follow in Mandarin.

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The hallways flanking the restrooms were lined with carts of dirty dishes and half-gnawed carnivorous bits that you couldn't unsee. Harried, uncombed waiters athletically zipped between tables through barely-there spaces. Women gossiped with their eyes and sized-up each other's jewelry. (You can always tell when it's banquet season by the hordes raiding their safety-deposit boxes at banks throughout the Sunset District.) Then-Senate candidate Scott

Wiener was looking hella tall and lumbered his politician's handshake from table to table like Gandalf amongst the hobbits. All the while, the honorary guest of the evening sat at the dais, graciously suffering through endless grip-and-grins, ear-splitting musical performances, impassioned rhetoric ... basically doing everything *but* eating. Poor Ed.

SUBSCRIBE



Popular banquet dim sum (including egg rolls, dumplings, sesame balls and har gow) at the now-closed Four Seas restaurant in Chinatown.

Photo: Eric Risberg, ST

But all this is not to say that the food isn't important. It's more like a tool to achieving the underlying social purpose behind the meal. Banquet culture is ripe with symbolism and superstition. Much of that can be glimpsed in the menu, according to Wei Mian Hung, manager at Millbrae's Tai Wu Restaurant. Having clocked in nine years at Tai Wu, 11 at Koi Palace in Daly City, two at R&G Lounge in San Francisco and a lifetime at various Hong Kong eateries, Hung is the kind of guy you want to have in your back pocket when you tell folks, "I know a guy at [insert restaurant here]..."

Drafting these menus takes a serious expertise that senseis pass to only the most dedicated of disciples. Banquet menus for joyous occasions must comprise an even number of dishes, usually not fewer than eight. Happy things always happen in pairs, goes the thinking. An odd number of dishes — usually seven — signifies a funeral or some other somber occasion. Because many Chinese characters are homophones, menus double as lyrical compositions that reflect the occasion to be celebrated. "Fish is never just fish and chicken is never just chicken," Hung says. "The word for 'fish' is the same sound as the word for 'abundance' or 'plentiful.' So fish is always on the menu for happy occasions."

A good maître d' also considers the interplay among weather, the seasonality of local foods and the health of his customers, says Hung. "January through April, I always recommend watercress or amaranth greens for their warming properties," he says. "July through August is squash season so I can afford to

be lighter on leafy vegetables. Restorative and tonifying chicken consommés are best during the cold winter months.”

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At its core, a banquet is a ritualized social event framed by the notion of relationships or guanxi. It’s the purposeful coming together that transforms an ordinary dinner into a banquet. Rituals, etiquette and foods consumed may differ across China regionally, but the dishes are always the crucial bit player to bread-breaking or recalibrating power imbalances. “It’s important to know why your client wants to fete his guests,” Hung says. “Weddings and birthdays are straightforward, but when you need to impress your guests or mollify a situation, you can express your generosity, gratitude or veiled ambitions through the extravagance and quality of the food.”



● ● ●

Harbor Village at Embarcadero 4 was a key player in S.F.’s banquet culture in the 1980s.

Photo: Chris Stewart, San Francisco Chronicle

The significance of social gatherings means that the Chinese appetite for banquets will never abate. Thus, the growing extinction of Chinatown’s banquet halls is troubling because it signals a hyperlocal displacement of culture and community. That more modern, convenient and tastier venues exist elsewhere in the Bay Area is irrelevant. Sometimes you *do* want the chaos and the cheap napkins because the sense of community they bring is that much more important. Banquets held at Chinatown banquet halls are quintessential, OG San Francisco experiences. The shuttering of Empress of China, Gold Mountain, Four Seas — let’s throw in Harbor Village at the Embarcadero for good measure — and now New Asia, encroaches on the sociological makeup that defines Chinatown. The trend means one less dim sum joint for elderly residents, one less perch from which family associations can flex their political might, one less stronghold for clandestine meetings with the Shrimp Boys of the underworld, one less landmark for the ritualized repartee of guanxi. Heck, I’m even hella worried about displacing the annual Kung Pao Kosher comedy show.

Chinatown's many community events, fundraisers, beauty pageants and Lunar New Year celebrations will undoubtedly continue. But the weight of New Asia's absence, however temporary, will be measured by how well the remaining banquet-ready venues handle the spillover. I'm looking at you, Cathay House, Far East Cafe, Imperial Palace.

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April Chan is a San Francisco native and graduate student at University of the Pacific's Food Studies program. When not researching her hometown's culinary history, April can be found combing the Bay Area for the next great noodle joint. Twitter: @pril Email: food@sfchronicle.com

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Filing Date: August 19, 2019
Case No.: 2019-015662LBR
Business Name: New Asia Restaurant, Inc.
Business Address: 772 Pacific Street
Zoning: CRNC (Chinatown – Residential – Neighborhood Commercial) Zoning District
65-N Height and Bulk District
Block/Lot: 0161/015
Applicant: Hon Keung So, Owner
722 Pacific Avenue
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

New Asia Restaurant was established in February 1987 by husband and wife Robert Yick and Shew Yick. The business is located at 772 Pacific Avenue in the Chinatown neighborhood. New Asia Restaurant has been in the same location since it was established. The Yick family has a rich history in the Chinatown community. In 1910, they founded Robert Yick Company, a family-operated business that manufactures custom stainless products. The company gained a reputation for fabricating stainless steel wok ranges. Robert Yick Company was located in Chinatown in the building presently occupied by New Asia Restaurant. In 1970, Robert Yick Sr. relocated the business to a larger plant on Bayshore Boulevard. It was in 1970 after the Robert Yick Company plant was relocated that Asia Garden Restaurant was opened by Robert Yick and managed by Miguel Yuen. In 1987, New Asia Restaurant opened in the space.

New Asia Restaurant is an iconic business in Chinatown. It is one of the largest Chinese restaurants in the neighborhood with a seating capacity of 100 tables, which means they can host a banquet for 1,000 people in a single event. In addition to banquets, many community events, fundraisers, beauty pageants and Lunar New Year celebrations are held in New Asia. It is the last remaining Chinese restaurant of its size in Chinatown now that Empress of China and Gold Mountain have closed. The current owners of New Asia Restaurant, Hon Keung So and Candy Mei Yei So, purchased the business from Robert and Shew Yick in February 2002.

The business is located on the north side of Pacific Avenue between Stockton Street and Grant Avenue in the Chinatown neighborhood. It is within the CRNC (Chinatown – Residential – Neighborhood Commercial) Zoning District and a 65-N Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1987.

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

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

- i. New Asia Restaurant has operated continuously in San Francisco for 32 years.
- ii. New Asia Restaurant has contributed to the history and identity of the Chinatown neighborhood and San Francisco.
- iii. New Asia Restaurant is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with Southern Chinese cuisine.

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

Yes. The property is associated with the Yick family, who has a long association with Chinatown. In 1910, they founded Robert Yick Company, a family-operated business that manufactures custom stainless products. The company gained a reputation for fabricating stainless steel wok ranges. Robert Yick Company was located in Chinatown in the building presently occupied by New Asia Restaurant. In 1970, Robert Yick Sr. relocated the business to a larger plant on Bayshore Boulevard. Today, Joseph Yick operates the business and continues to provide quality stainless steel products.

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 code of "B" (Historic Resource Present) due to its age (constructed 1919).

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 Asia Restaurant has been featured in various media, such as: SF Examiner; SF Chronicle; hoodline.com; SFgate.com; afar.com; and, Trip Advisor.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 772 Pacific Street

Recommended by Applicant

- Southern Chinses cuisine featuring Dim Sum
- Dim Sum pushcarts
- Large floor space, including dance floor
- Chinese script above center stage reading "double happiness"

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 18, 2019

Filing Date: August 19, 2019
Case No.: 2019-015662LBR
Business Name: New Asia Restaurant, Inc.
Business Address: 772 Pacific Street
Zoning: CRNC (Chinatown – Residential – Neighborhood Commercial) Zoning District
65-N Height and Bulk District
Block/Lot: 0161/015
Applicant: Hon Keung So, Owner
722 Pacific Avenue
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NEW ASIA RESTAURANT, INC. CURRENTLY LOCATED AT 772 PACIFIC AVENUE, BLOCK/LOT 0161/015.

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 September 18, 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 Asia Restaurant, Inc. 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 Asia Restaurant, Inc.

Location(s):

- *772 Pacific Street*

Physical Features or Traditions that Define the Business:

- *Southern Chinses cuisine featuring Dim Sum*
- *Dim Sum pushcarts*
- *Large floor space, including dance floor*
- *Chinese script above center stage reading "double happiness"*

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 2019-015662LBR to the Office of Small Business September 18, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: