



OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry Staff Report

HEARING DATE JUNE 12, 2017

BEEP'S BURGERS

Application No.: LBR-2016-17-035
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue

District: District 7

Applicant: Samantha Yen Wong, Owner

Nomination Date: October 21, 2016
Nominated By: Supervisor Norman Yee

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Beep's Burgers is a neighborhood drive-in restaurant founded in 1962 by brothers Stephen and George Essaf. The restaurant's design is based on a minimalist style surrounded by ample space for parking that was the norm for mid-century drive-in burger restaurants at that time. This classic drive-in restaurant model was seen more frequently during earlier eras of auto-centric businesses and is based on the idea of providing a casual classic American fast-food experience. The close proximity to San Francisco City College's Ocean Campus and a number of local high schools provided a built-in customer base and, along with its affordable prices and high-quality food, allowed the business to become an instant success. The Essaf brothers retired from the business in the 1970s, after which ownership changed a number of times before landing in the hands of the current owner, Samantha Wong in 2014. Wong, a graduate of San Francisco State University (SFSU), frequented Beep's Burgers during her time at SFSU and purchased the business with a strong commitment to maintaining its character and traditions that reminded her of the fond memories she has of the business.

Beep's Burgers has become a quintessential neighborhood establishment and an enduring small business along Ocean Avenue. It represents a now rare example of a San Francisco business that truly caters to drivers but has also adapted over the years to accommodate and attract a more multi-modal transit environment. Once of the most prominent features of Beep's Burgers is the neon sign that features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket along with the name "Beep's Burgers," a name that is derived from the characteristic "beep" sound of satellite rockets. For many years, the neon of the spacecraft on the sign was inoperable but has since been restored under the current ownership.

Beep's Burgers attracts current and former residents of the surrounding neighborhoods, students, out-of-area drivers searching for an authentic American fast-food experience. The business has maintained a strong following despite the presence of McDonald's and other fast-food chains that have come and gone along Ocean Avenue.







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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, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1051 Ocean Avenue from 1962 to Present (55 years).

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

Yes, the applicant has contributed to the Ingleside/Ocean View neighborhood's history and identity.

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:

- Beep's Burgers is associated with the traditionally American drive-in restaurant experience.
- Beep's Burgers has contributed to the Ingleside/Ocean View community's history and identity by
 continuing its tradition of being a classic drive-in restaurant serving auto-oriented customers, visitors,
 local college and high school students, and those seeking an authentic experience of a classically
 American fast-food experience.
- The 1962 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publication:
 - > The Ingleside Light, 11/2014, "The Start of a Comeback for Beep's Burgers," by Jonathan Farrell.

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

Yes, Beep's Burgers is committed to maintaining the physical features and traditions that define its history and continuance as a quintessential neighborhood establishment and classic drive-in serving high quality burgers, fries and shakes.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Beep's Burgers 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:

- Drive-in layout with ample space for parking and limited seating areas.
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers."
- Simple menu featuring a burgers, fries and alternative sides, sandwiches and milkshakes.
- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating.



CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

- Exterior materials also include painted stacked brick.
- Location at the corner of Lee Avenue and Ocean Avenue.

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 "burger joint" fare.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Beep's Burgers currently located at 1051 Ocean Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager Legacy Business Program







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Small Business Commission Draft Resolution

HEARING DATE JUNE 12, 2017

BEEP'S BURGERS

LEGACY BUSINESS REGISTRY RESOLUTION NO.

Application No.: LBR-2016-17-035
Business Name: Business Address: LBR-2016-17-035
Beep's Burgers
1051 Ocean Avenue

District: District 7

Applicant: Samantha Yen Wong, Owner

Nomination Date: October 21, 2016
Nominated By: Supervisor Norman Yee

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BEEP'S BURGERS, CURRENTLY LOCATED AT 1051 OCEAN 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 12, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





CITY AND COUNTY OF SAN FRANCISCO EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Beep's Burgers 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 Beep's Burgers:

Physical Features or Traditions that Define the Business:

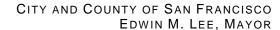
- Drive-in layout with ample space for parking and limited seating areas.
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers."
- Simple menu featuring a burgers, fries and alternative sides, sandwiches and milkshakes.
- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum frame
 window system that also incorporates a walk-up window and is trimmed below with counter space with
 stools for eating.
- Exterior materials also include painted stacked brick.
- Location at the corner of Lee Avenue and Ocean Avenue.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Beep's Burgers on the Legacy Business Registry:

• Restaurant featuring "burger joint" fare.

I hereby certify that the foregoing Resolution June 12, 2017.	n was ADOPTED by the Small Business Commission on
	Regina Dick-Endrizzi Director
RESOLUTION NO	
Ayes – Nays – Abstained – Absent –	







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business

Legacy Susiness Registry Application Review Sheet

Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By:	LBR-2016-17-035 Beep's Burgers 1051 Ocean Avenue District 7 Samantha Yen Wong October 21, 2016 Supervisor Norman Yen	g, Ownei	r			
CRITERION 1: Has the appli break in San Francisco opera	•			or more y Yes	ears, with no	_No
1051 Ocean Avenue from 19	62 to Present (55 yea	rs)				
CRITERION 2: Has the appli particular neighborhood or co		e neighb X		story and/o	r the identity of _No	f a
CRITERION 3: Is the applica define the business, including		•			traditions that	_No
NOTES: NA						
DELIVERY DATE TO HPC:	April 19, 2017					

Richard Kurylo Manager, Legacy Business Program





Member, Board of Supervisors District 7

City and County of San Francisco

NORMAN YEE

October 21, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Beep's Burgers (1051 Ocean Ave) to the Legacy Business Registry. The owner's contact info is below:

Samantha Yen Wong Samantha@beepsburgers.com 415-584-2650

Beep's Burgers was started by the Essaf brothers in 1962 and when they retired in the 70's, the business was owned by several families. Due to its close proximity to City College of San Francisco's Ocean campus and other high schools, many students frequented the business. In 2014, Samantha Wong, a graduate of San Francisco State University who was also a regular patron of Beep's—became the current owner of the business. She has kept many of the original menu items, as well as improved the quality of the burgers, all while maintaining committed to affordability and the original heritage of the business. Samantha has also restored the original neon sign. Samantha continues to manage Beep's Burgers with a deep commitment to keeping its original character and serving the local community, many of whom appreciate how she's kept the business true to original design and menu.

I am proud to nominate Beep's Burgers to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

Norman Yee

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:	**************************************				
Beep's Burgers					
BUSINESS OWNER(S) (identify the per	son(s) with the highest ownershi	p stake in	the busines	ss)	
Samantha Yen Wong	······································	-			
ii ii					
CURRENT BUSINESS ADDRESS:		TELEPH	ONE:		
1051 Ocean Avenue		(415)	584 - 26	650	
San Francisco, Ca 94112		EMAIL:			
7		samar	samantha@beepsburgers.com		
WEBSITE:	FACEBOOK PAGE:		YELP PAG		
			https://w	/ww.yelp.com/biz/bea	
APPLICANT'S NAME					
Samantha Yen Wong					
APPLICANT'S TITLE				Same as Business	
Ownwer				(x 40 20 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
APPLICANT'S ADDRESS:		TELE	PHONE:		
1051 Ocean Avenue		(415), 272 - 4555			
San Francisco, Ca 94112		EMAIL:			
*		san	samantha@beepsburgers.com		
SAN FRANCISCO BUSINESS ACCOUN	T NIIMBED. SECDETA	NDV OF 63	FATE ENTIT	Y NUMBER (if applicable):	
0489837	T NOWIDER. SECRETA	ART OF 5	IAIE ENIII	T NOWBER (IT applicable):	
0403007					
OFFICIAL USE: Completed by OSB Sta	ee				
NAME OF NOMINATOR:		DATE C	F NOMINAT	TON:	

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.

ZIP CODE:	START DATE OF BUSINESS
94112	1/1/1962
DATES OF OF	PERATION AT THIS LOCATON
1/1/1962 - current	
ZIP CODE:	DATES OF OPERATION
	Start:
	End:
ZIP CODE:	DATES OF OPERATION
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	Start:
	End:
	94112 DATES OF OF 1/1/1962 - ZIP CODE: ZIP CODE: ZIP CODE:

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.

Samantha Yen Wong	10/4/2016	S	
Name (Print):	Date:	Signature:	. 10

BEEP'S BURGERSHistorical 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.

Beep's Burgers, a drive-in burger-and-fries business, was started by brothers Stephen and George Essaf in 1962.

The proximity to of San Francisco City College's Ocean Avenue Campus and neighboring high schools provided a built-in customer base for the business. Stephen left his career as a photojournalist to open the restaurant, and the brothers worked hard, using fresh potatoes for their fries, only closing on Christmas and New Year's Day.

The Essafs retired in the 1970s, and a succession of families took ownership of Beep's. The current owner, Samantha Wong, took over in 2014. Wong, a graduate of San Francisco State University, used to frequent Beep's during her time as a student, and took the opportunity to become a small business owner when she saw the ad in a local newspaper that Beep's was for sale.

The Beep's Burgers property is owned by the Essaf family.

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

Beep's Burgers has been in operation continuously since it opened in 1962.

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

Beep's started as a family-owned business by the Essaf Brothers, and the property is still owned by the Essaf family, but the business was subsequently sold to a series of independent operators.

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:

Stephen & George Essaf, 1962-1975 Leila Zumot, 1975-1994 Sing Vang Khan, 1994-2005 Tuong Lam, 2005-2014 Samantha Wong, 2014-present

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.

See supplemental documents, which include a photograph of the Essaf brothers in front of business in 1962.

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.

Beep's is not yet on any historic resources registry, though one is being created for Ocean Avenue and Beep's is being studied for that survey.

The structure of Beep's Burgers is that of a small kitchen building with windows for orders and pickups on an active parking lot. This minimalist setup was the norm for mid-century drive-in burger restaurants, and given its placement at the corner of Lee and Ocean, Beep's captures foot, transit and bicycle traffic while still serving auto customers.

The building's configuration maximizes customer parking space and seating space, and highlights the unique business sign, which is discussed in the next section.

CRITERION 2

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

Beep's Burgers is one of the quintessential neighborhood establishments of the Ingleside. Having a drive-in burger restaurant in an auto-reliant residential neighborhood has long been a natural fit.

Beep's has weathered through decades of stagnation on Ocean Avenue, likely thanks to the patronage of customers from the number of auto-serving businesses operating on Ocean.

The grand neon sign of Beep's Burgers is one of the neighborhood's best visual assets. A little known fact about Beep's is that its name derives from the characteristic "beep" of satellite rockets, dating from the Space Age aesthetics of the early 1960s. The neon "Beep's Burgers" sign features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket. (It is no small irony that an icon of Soviet interstellar dominion could be emblazoned in neon to sell burgers and shakes to red-blooded American motorists.)

For years, the rocket was unrecognizable without the neon, but now the current sign is restored and the restaurant's legacy is that much clearer.

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

The design of Beep's as a classic drive-in burger-and-fries restaurant is a holdover from an earlier era of auto-centric business. The ample, casual parking atmosphere of Beep's is a rare example of a San Francisco business that truly caters to drivers and hence fosters a far-flung customer base in addition to the local customers who travel by walking, biking or transit.

Beep's participated in the "OMI Antique Car Show" on May 21, 2016 (see attached picture). This event was organized by Maria Picar of the OMI Cultural Participation Project, and showcased historic cars on the Beep's parking lot.

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

Beep's Burgers was featured in the article "The Start of A Comeback for Beep's Burgers," Ingleside-Excelsior Light, November 2014. See supplemental documents:

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

Aside from the regular patronage of SFSU professor and novelist Peter Orner, there are no connections to significant or historic persons to the applicant's knowledge.

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

Beep's maintains affordable prices while using high-quality ingredients. Samantha Wong, the current owner of Beep's, has accomplished this by streamlining the menu, removing many specialty items to improve the quality of the basic items offered.

Beep's Burgers is also an active participant in the Ocean Avenue Association's "Second Sundays on Ocean Avenue" program, featuring free live music on the street during the Second Sunday of the month.

Beep's Burgers is also proud to offer a 50% discount to San Francisco first responders for their service.

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

Many current and former residents of the Ingleside and surrounding neighborhoods are customers of Beep's. In addition, students, contractors, out-of-area drivers (and lately construction workers building the new mixed-use developments of Ocean Avenue) have all relied on Beep's for classic hamburgers, fries and shakes over the years, even with the presence of McDonald's a block away and the temporary tenures of other fast-food chain stores on Ocean.

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

As previously noted, Beep's is a classic drive-in style burger restaurant, designed for automobiles but well-suited to adapt to today's more multi-modal transit environment.

Many drivers still make use of Beep's parking lot, especially contractors or those who use vehicles for work. That Beep's opens onto a parking lot and is located on a streetcar line ensures a great deal of pedestrian and transit business traffic in addition to the auto customers.

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

While Ocean Ale House is now open and serving hamburgers, and while McDonalds has been in operation a block away from Beep's for most of Beep's history, the experience of eating a "Beep's burger" is unique. Beep's has always been one of Ocean's most enduring small businesses, serving generations of students, professionals and hamburger enthusiasts looking for an authentic American fast-food experience.

CRITERION 3

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

Beep's Burgers is a drive-in restaurant serving burgers, fries, milkshakes and other fast-food staples such as chicken strips and salads. There are no delineated parking spaces on its asphalt lot, and

customers instead park at their convenience and eat in their cars or at the benches and stools provided by the restaurant.

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

Samantha Wong has streamlined and updated the menu of Beep's since taking ownership. The quality of the burgers has improved, with Neiman Ranch beef and fresh produce, and certain menu items have been removed out of deference to the basic staples—burgers, fries and milkshakes—which Beep's always has always delivered but now excels at.

Maintaining the casual parking spaces for automobile customers is another way that Beep's is committed to keeping the historical traditions of its business model. Seniors, low-mobility individuals and out-of-towners make use of the parking space, which is often lacking in many other San Francisco restaurants.

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.). Does the building occupied by the business relate to the immediate neighborhood?

When Samantha Wong took ownership of Beep's, the neon had long been absent from the iconic business sign. Now, Wong has restored the Beep's sign to its original glory, making Beep's quite a striking visual presence on Ocean, a street with a still-nascent nightlife on which more after-dark vibrancy is of great benefit.

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.

See supplemental documents.

Polk's

SAN FRANCISCO

(SAN FRANCISCO COUNTY, CALIF.)

CITY DIRECTORY

1963

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1300 Savon Clns JU4-3475

1301 Frank & Gary's Wilshire Service gas sta JU5-9973 1306 Turquoise Rm The self serv

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Indry
1310 Jones Craft Shop (stge)
1314 Jones Craft Shop furn mfrs
JU7-1545

1315 Vacant 1320 Am Htg & Sht Mtl Co JU7-3636

1325 Urrutia Maps publs JU7-3474 Urrutia John F JU7-3474 1326 State Farm Mut Auto Ins Co

JU5-6960 State Farm Ins Cos JU5-6960 Valzane Roberta DE3-4733

Charles Stanley P JU5-8621 Wright Joseph Delfs Annemarie Mrs

5 deRaad Albert J jr JU6-5088
5 Comperer Frances L Mrs
DE3-1241
6 Stanick Vincent W

Douglas Marguerite M JU6-7275 Ottaviano Erma R JU6-6063

1334 DeLuxe Barber Shoppe

OCEAN AV-Contd

1033 Vacant

1919 Lee's Lounge JU4-9837 1921 Lombardi Jos © DE3-8452

Goupil Paul A JU5-6282

1039 Vacant 1051 Beeps Burgers drive-in JU4-6580 Lee av intersects 1101 Prosek's Bar Tavern JU4-9904 1107 Wallace John H JU5-2773 1111 Basile Jos J @ JU6-6029 1131 Vacant 1133 Vacant 1133½ Vacant 1135 Fallout The cocktails DE4-4060 1150 Safeway Stores Inc (br) gro
DE3-9954
Safeway Stores Inc (dist ofc) 1155 Vacant 1215 Wayne Pontiac Inc autos DE4-2800 Brighton av intersects 1298 Antonino Bert S gas sta JU5-9955 1299 Herb's Shell Serv Sta JU7-9958 Plymouth av intersects

25th and 2

Sanchez Henry JU5-1721 Street continued 1345 Ingleside United Presby Ch JU7-4472 Granada av intersects PHONE 1400 Medico-Electronic Co phys sups DE3-6200 1401 Apartments Henkel Sherree Levine Robt A JU5-2776 Vacant Jurick Chas E JU3-0296 Milani D W Lawlee Bill JU6-8839 Streets Vacant 8 Mantz Theodora DE4-2893 Street continued 1410 Frigid Refrigerator Serv JU4-3728 1417-19 Schwartz Milton B plmb DE3-1215

1418 Jerri's Barber Shop JU6-0323
George Jerri M

1422 Tracy's Kenpo Karate Studios
gymnasium JU7-9960

1425 Vacant

1427 Douthitt Saml DE3-3387

1431 JELI MRt gro DE3-8212 DE3-1215 1431 J&J Mkt gro DE3-8212 1433 Schwartz Edw B JU4-3732 1433a Vacant 1437a Vacant
1437 Euna's Cut N Curl beauty shop
DE3-6761
1439 McTeeley John H jr JU7-5326
1441 Ocean-Mar Chs clo JU5-0822
1443 Beauty Cottage JU7-5738
1490 McKales Corp Serv Sta Sys Sta
16 DE3-7651
1495 Schussheim Jos phys JU7-0830
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1500 Barnev's Broiled Burgers & 1500 Barney's Broiled Burgers & Donut Shop JU6-6061 College Pharm JU7-9916 Vacant 1508 Hogg Richd H real est JU4-2424 FOSTER and KLEISER

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1117 Simon E G Music Co instruments
JU7-0561
1117a Tuck Tony JU4-4679
1125 Antonchuk Alex Hardwood Fls
contr JU7-0640
1127 Pac Gas & Elec Co (sub sta) 1540 Ocean Av Food Center gro JU7-1630 Ocean Av Meats JU7-1630 1545 Westwood Cocktail Lounge The
JU5-9940
Owens Bernice Mrs JU6-9539 1548 1548 Pastry Kitchen The bakery DE3-4926 1549 Kervin Edw H jwlr JU5-2610 1551 Swanson's Liquors JU5-9492 1552 King's Campus Shop women's clo JU4-0831 1556 Jules Hdw Co JU5-3456 Capital av intersects Capital av intersects
1600 Monterey Florists JU5-7914
1601 Bay View Federal Savings &
Loan Assn (br) MI8-8800
1604 Distinctive Hail Design beauty
shop JU7-0606
1607 Jim's Av Club tavern JU7-2761
1608 ElRey Music Shop records
JU7-0911
1611 Weber's Shop Renewal repr 1611 Weber's Shoe Renewal repr 1612 Avenue Coffee Shop restr 1614 Modista dressmkr alteration JU4-9812
Zip Way Clns JU7-3004
Ocean Av Five & Ten dept store
DE3-0474
Newman Max int dec @ JU4-3310 1616 1623 Vogue Uphol Co JU7-7744 1625 DeRose French Clns JU7-5457 rear DeRosiers Arth Littleman Stores (br) gro JU4-3073 Paoli's Meats JU6-1719 JUT-9856
1338 Ocean Av Launderette DE3-0171
1344 Apartments Vacant Anitas Beauty Salon JU7-3135 1637 1641 Vacant 1649 Bk of Am Natl Trust & Sav Assn (Ocean-Faxon Br) MA2-3456 Faxon av intersects 1700 King's Tots N Teens clo JU4-0831 1701 Rudy's Texaco Serv JU5-3535 | 1701 | Rudy's Texaco Serv JU5-3535 |
1712	Westwood Clns JU7-7584
1716	Paul's Barber Shop
1719	Ocean Av Garage JU4-8181
1720	Dwight's Pnt Wallpaper & Nursery Sups JU5-4278
1725	ElRey Shoe Repr JU7-0195
Metheny Gladys I	
1727	Christopherson & Sons real est DE3-4258
1731-35	Under Constants DES-4250 1731-35 Under Constn 1799 Meyers Jerry Chevron Serv gas sta JU4-3019 Jules av intersects 1801-03 Vacant 1829 Eugene's Hair Stylists JU7-8772 1831 Ingleside Hdw & Appl JU4-1387 1831a Weil Adolph 1833 Mangold Martha 1835 Gatlin Robt 1845 Golden Star Meat Mkt JU4-3631 1859 ElRey Nursery JU7-5782 Ashton av intersects 1900 Sampan Restr JU7-9941 1901 Ocean Av Pnt & Wallpaper JU5-0037 1902 Lew Bill F ⊚ 1903 Wilkinson Const Co DE4-6161 1906 Apartments Mitchell Roy E Vacant Erickson Alma Hutton Wynn No Return Vacant Nadel Ivan Bracy Michl 9 Graham Ruth E Mrs 10 Ward Wm 11 Rose Sheila I 12 Pacini Oliver Street continued
1907 Carella Liquor Store DE3-3131 1910 Scissor Fritz Beauty Salon
JU6-2225 1901a Fong Shou G ⊚ JU4-0734

1923 ElRey Coffee Shop JU7-4829 1924 Vacant Keystone av intersects 1925 Hontalas Geo J ⊚ JU6-6098 1926 Zanzibar The JU6-4721 1927 Du-Rite Clns clo JU7-7433 1929 Bennett Assocs photog DE4-3130
1930 Deranleau C Cliff & Son ins
JU7-9211 1931 Saxe Rity Co Inc (br) JU4-1970 1932 Goulet Rity DE3-4792 1933 Kleer-Tronics Inc telev serv JU5-1873 1935 Franciscan Hobbies JU4-3919 1936 Miller's Radio & TV JU6-6106 No Return New Moon Beauty Shop JU7-1923 Laundromat self serve 1939 1942 Vacant Keystone av intersects 1943 Wing's Lndry JU5-3449 1944 Ondine Photography JU6-1600 1945 The Dog House pets 1947 Elkey Barber Shop DE3-8356 Lakeside Automotive Serv accessories & parts JU4-9245 1949 Kimura Picture Framing DE5-0052 DES-UUSZ
Fairfield way intersects
1950-52 Gutenberg Press prntr
JU5-0350
1951 Legg Sch of Skating JU6-1300
1961 Ocean Av Delicatessen JU7-0358 1962 Lisle Ramsey Studio DE3-0969 1963 Biagio's Pizza restr JU4-9964 1966 Cover Girl women's clo DE3-7690 1967 Vargas Rity JU7-5566 1970 ElRey Theatre JU7-1000 1973 Richards Russell Drugs JU7-6211 1975 Maraviglia Louis dentist JU7-3554 1976 Vera's Hair Stylist JU5-1095 1990 ElRey Super Mkt gro JU7-1160 1995 Vacant 1997 Weaver Raymond B @ JU6-3656 Lakewood av intersects Victoria av intersects Manor dr intersects 2000 ElRey Mobil Serv Sta gas sta JU7-9940 2001 Castle Martha R ⊚ phys JU4-7663 2037 Max Roosevelt © JU5-4214 2049 Arvonen Geo F dentist JU6-6142 2061 Vacant Pinchurst way intersects 2072 Schmidt Bertha Mrs © DE4-1222 2073 Yons Miriam R Mrs © DE3-1469 Cole Benj © Drakulich Angela Mrs © 2085 2101 2111 Thomas R R No Return Anderson L R 2116 Notaro Frank G ⊚ DE4-0748 2127 Philow Jennie Mrs © DE4-0364 2128 Metcaff Marlina JU6-6636 Westgate dr intersects 2134 Campi Serafina M Mrs DE4-6322 Barker Olga H Mrs @ 2155 Kervin Edw H @ DE3-1272 Cerritos av intersects 2199 Partridge Danl B @ JU7-3652 San Aliso av intersects Cedro av intersects 2201 Golden Gate Christian Ch 2225 Hewelcke Margt M Mrs © DE4-0747 2230 Ewell Reine M 2235 Milani Raymond G © DE4-0084 2245 Mallick Bedhia Mrs © DE4-0482 Aptos av intersects 2255 Strudlowski Adela © mus tchr JU6-0872 2265 Toby Max E © DE4-0197 2299 Driscoll John A @ DE4-0418
216 San Benito av intersects Paloma av intersects
2301 Prudential Ins Co of Am (br)
DE3-7237 2325 Linnenbach Wolfgang D phys JU4-4302 Mulcahy Neil D phys JU6-5231 Tessler Kenneth dentist JU5-7708 Barrios Xavier phys JU6-5231 Keefe Robt J phys JU6-2800 ESTABLISHED 1901

2337 Aptos Mkt DE4-0330 2345 Johnson Carl J dentist JU4-6001 Campbell Colin phys JU6-6512 Michna Wm S phys JU5-3870 Santa Ana av intersects 2355 Strudlowski Marion @ JU6-0557 2365 No Return 2367 Bagatelos Anthony P phys JU7-1400 2369 Associated Cal State Ins Agencies Inc JU6-5450 cies Inc JU6-240 Bloyer James R dentist DeLue Robt S ins agt JU6-5450 Kim Lawrence phys DE4-0850 Mikulas Vladimenco E dentist JU7-7100 Mittelberg Co securities JU6-5450 Murphy Kathleen M phys DE3- 400 Price Leo W dentist DE4-4686 VanDerReis Leo phys DE4-0585 VanDerReis Maurice L phys DE4-0850 2375 Abraham Jas P JU5-4862 2316 Abraham Jas PJU5-4862
San Leandro way intersects
2377 Terrace Beauty Salon DE4-1358
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2379 Captains Chair restr JU4-9821
2381 Safier Labys clinic JU6-0444
2383 Casa de Rio Beauty Shop
DE4-1950 DE4-1950 2385 Wilson Edw E 2387 Salvadelena Edw R physiothera-pist JU4-1208 2395 Caceres Alfredo L dentist DE4-0385 Leishman John W phys JU7-4852 O'Gara Louis A phys DE4-1565 San Fernando way intersects 2401 Danielski Queren C dentist DE4-0421 Kohlbecher Jos C real est DE4-0770 Vacant Grosso Geo J acct JU5-6105 Beirne Gilbert A phys DE4-0846 Beirne Clinton G phys DE4-0846 Constantini Antonio V phys DE3-4964 DE3-4964 Marquez Alf A phys JU4-8755 Cappeller Wm S phys JU5-9505 Gordon Marvin L phys EX7-4455 Reider Raphael B phys DE3-4966 Reading Guidance Center school JU6-5050 Zumwalt Frank W dentist JU7-0994 Bartolucci Louis phys Med Arts Clinical Laby DE4-0760 DE4-0760 deCarle Donald W phys DE4-0900 Leach Chas W phys DE4-1121 Miller John S phys DE4-0210 Moss Allan T phys DE4-0210 Winch Geo A phys DE4-0210 Fach Pick A Phys DE4-0105 Koch Richd A phys DE4-0105 Spencer John A phys DE4-0105 2429 Burstein Leland S phys JU6-0640 2429 Burstein Leland S phys
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2433 Tippett Edwin J dentist
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2435 Daly Jas J phys DE4-0404
Dwyer Wm F phys DE4-0600
Fisher Alf J phys
Mohum Chas C phys DE4-1488
O'Hara Gerald P phys DE4-1488
Perlite Thos J phys DE4-1488
Soldati Henry J phys DE4-1488
2437 McGettigan Danl L phys
DE4-1094
2439 Arnot Philip H phys DE4-1270
Nelson Donald R phys DE4-1270
Hardgrave Lloyd E phys
DE4-1270
Searls Henry H phys DE4-1270
Anderson Edmund F phys
DE4-1145
Bost Crawford E phys DE4-0950
Plate Agnes G phys DE4-0950 Plate Agnes G phys DE4-0950 Graves Wm K DE4-1144 Webb Gilbert A phys DE4-1144 2475 Pac Gas & Elec (sub sta) 2499 Diez Serv Sta DE4-1162 Junipero Serra blvd intersects 2501 Bowerman's Pharm Inc DE4-1500 Woodacre dr intersects 2515 Lakeside Medico-Dental Bldg Austin Wm E phys DE3-7440 Cronin Danl J phys DE4-1480 Greenberg B J phys DE3-0100 Magrini Donald A dentist JU4-1274 Rector John M phys DE4-1480

OUTDOOR ADVERTISING EDDY AT PIERCE STREETS • PHONE WEst 1-6600

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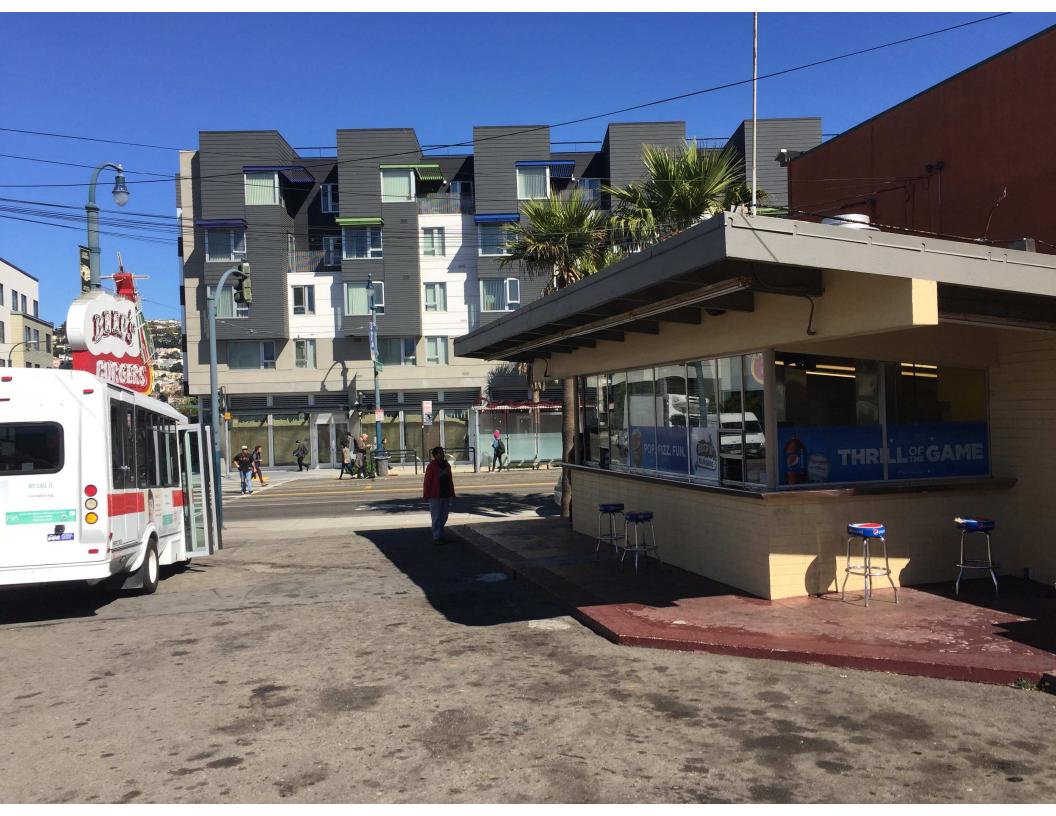
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2665 Lak

5050 G









-BURGERS-

Our 100% Niman Ranch angus beef contains no hormones or antibiotics. Our beef is freshly ground and all burgers are cooked medium unless otherwise requested. Burgers are served with lettuce, tomatoes (pickles and onions are available upon request)

1/4 lb Burger lettuce, tomato and mayo	5.75	Veggie Burger lettuce, tomato and Beep's sauce	5.50
1/2 lb Burger lettuce, tomato and mayo	8.00	Turkey Burger lettuce, tomato and Beep's sauce	5.75
1/4 lb Beep's Burger lettuce, tomato and Beep's sauce	5.75	Salmon Teriyaki Burger lettuce, tomato, grilled onions,	5.75
1/2 lb Beep's Burger lettuce, tomato and Beep's sauce	8.00	teriyaki sauce and mayo Whole Dill Pickle	1.25

Add American or Swiss Cheese (.50) Add Cheddar Cheese (.75) Add Bacon (1.50) Add Jalapenos (.60) Add Grilled Mushrooms (1.00) Add Egg (1.25) Add Grilled Onions (.50) Add Avocado (1.25)

-FRIES-

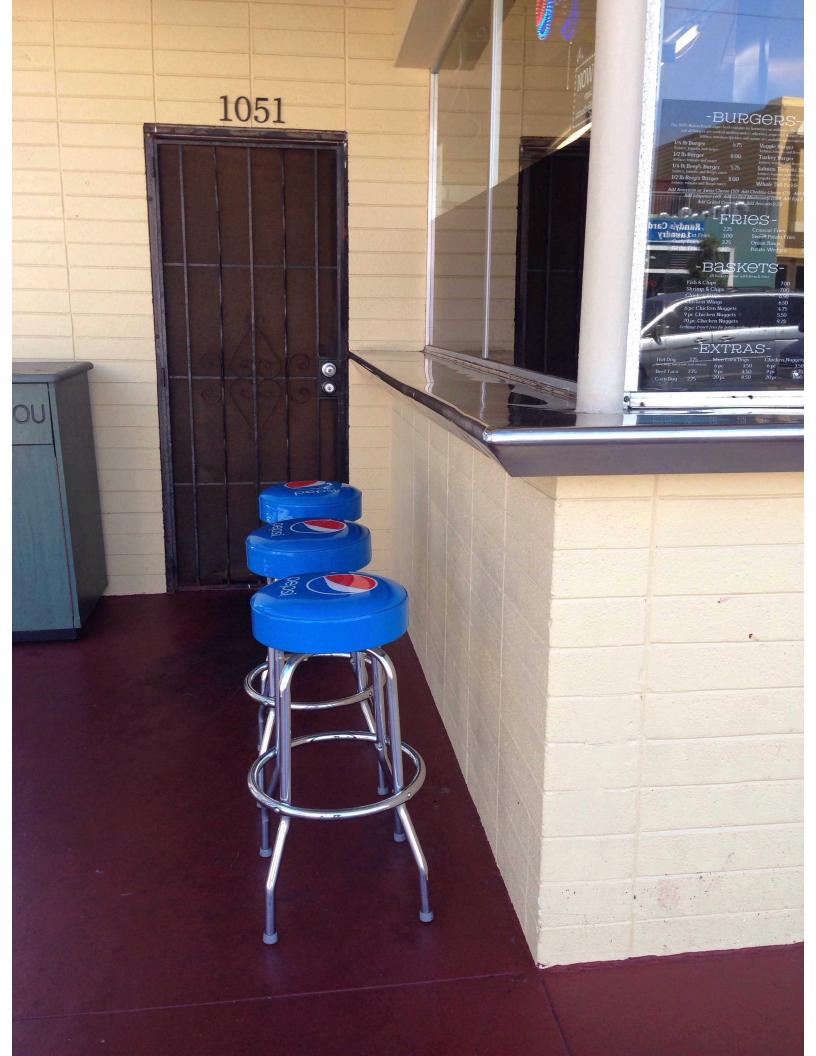
French Fries	2.75	Crisscut Fries	3.50
Steak Cut Fries	3.00	Sweet Potato Fries	3.50
Curly Fries	3.25	Onion Rings	3.25
Garlic Fries	3.75	Potato Wedges	3.50

-Baskets-

all baskets come with french fries

Fish & Chips		7.00
Shrimp & Chips		7.00
Chicken Strips		6.50
Chicken Wings		6.50
6 pc Chicken Nuggets	*	4.75
9 pc Chicken Nuggets		5.50
20 pc Chicken Nuggets		9.25

Exchange french fries for potato wedges, curly fries, onion rings, crisscut fries or sweet potato fries (.75)

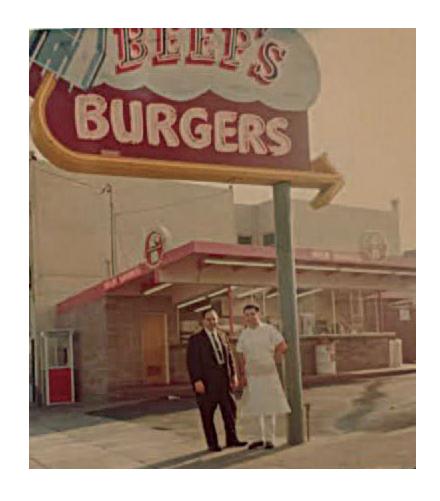




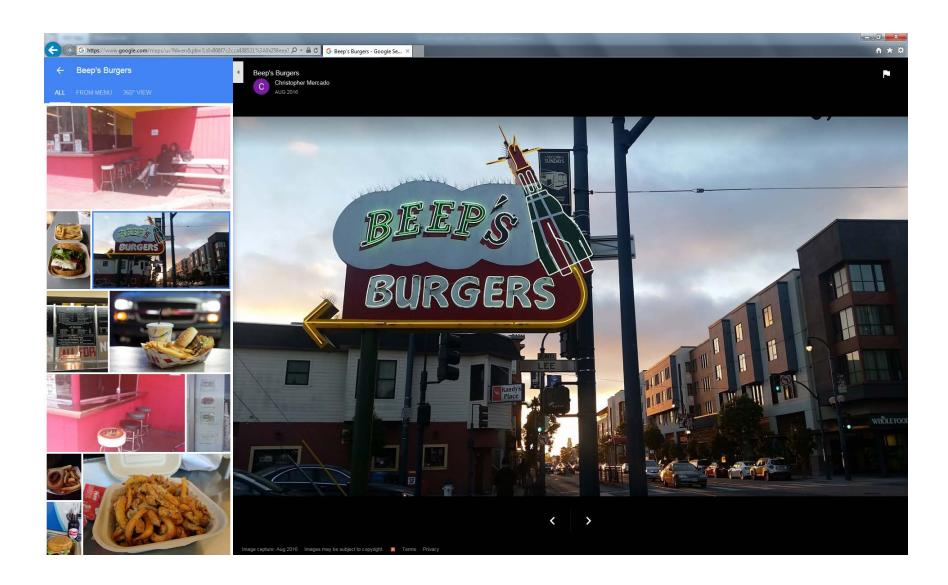
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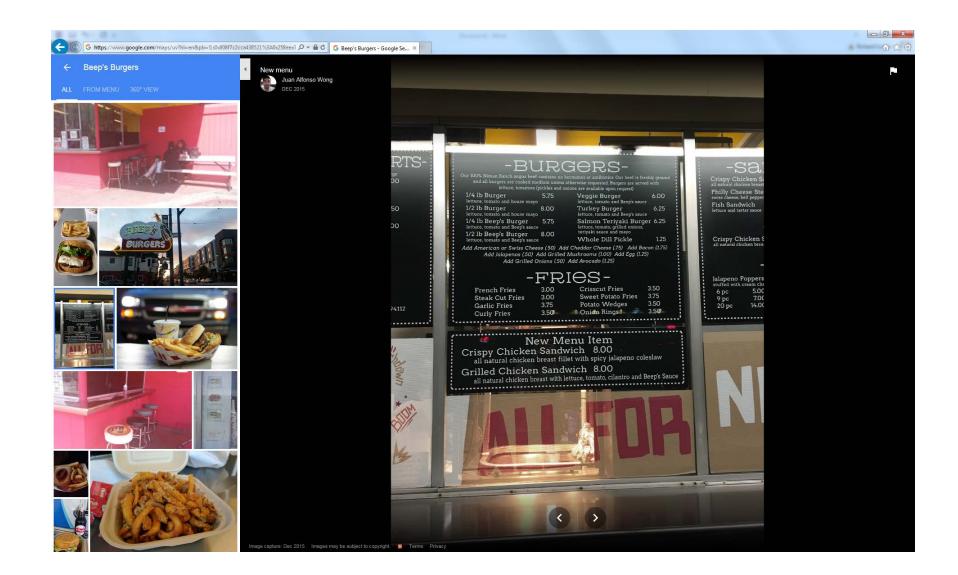
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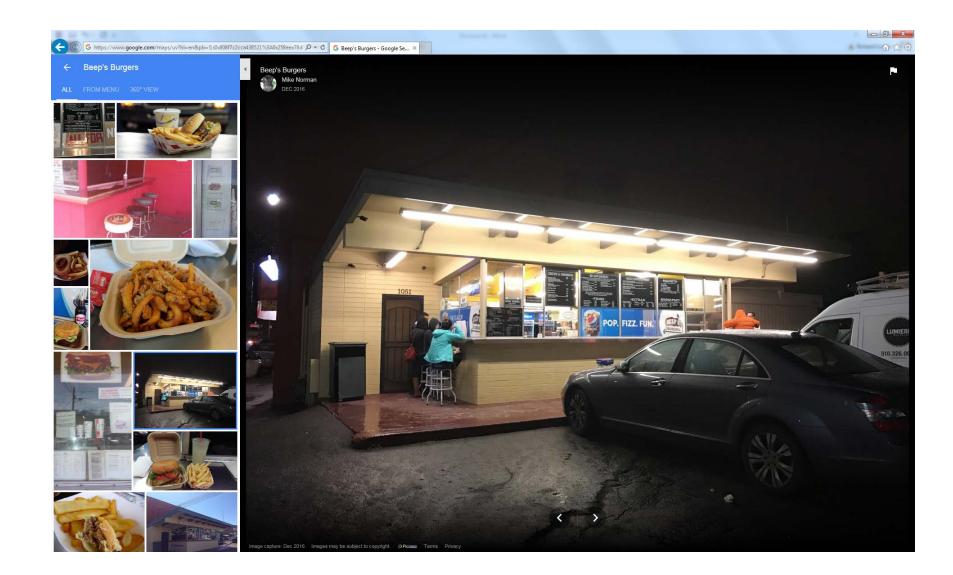


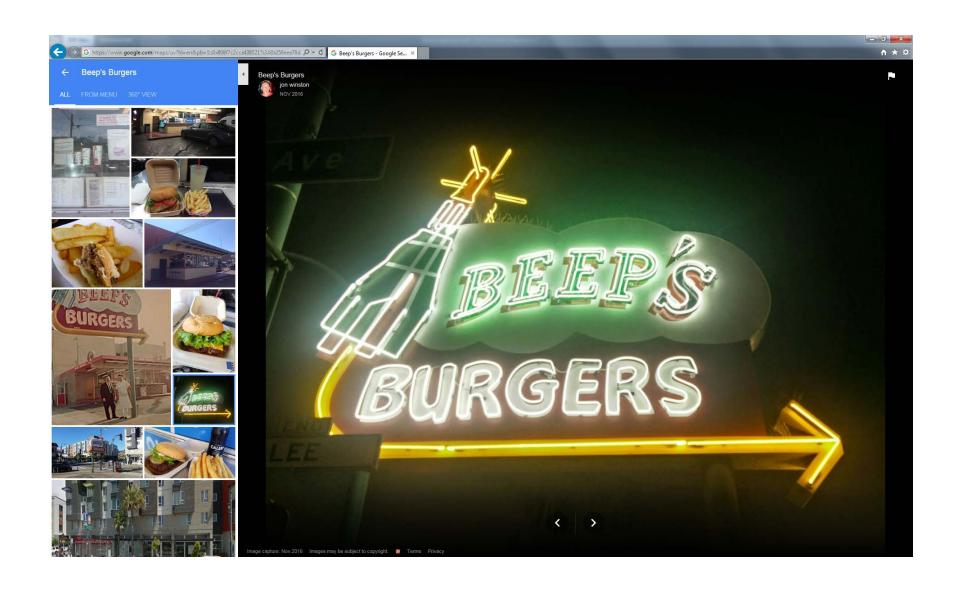


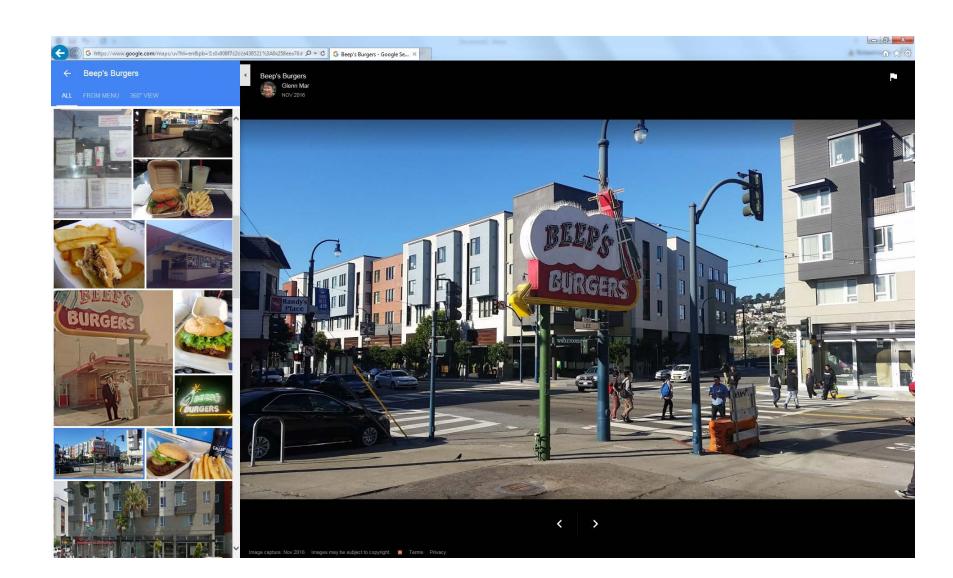


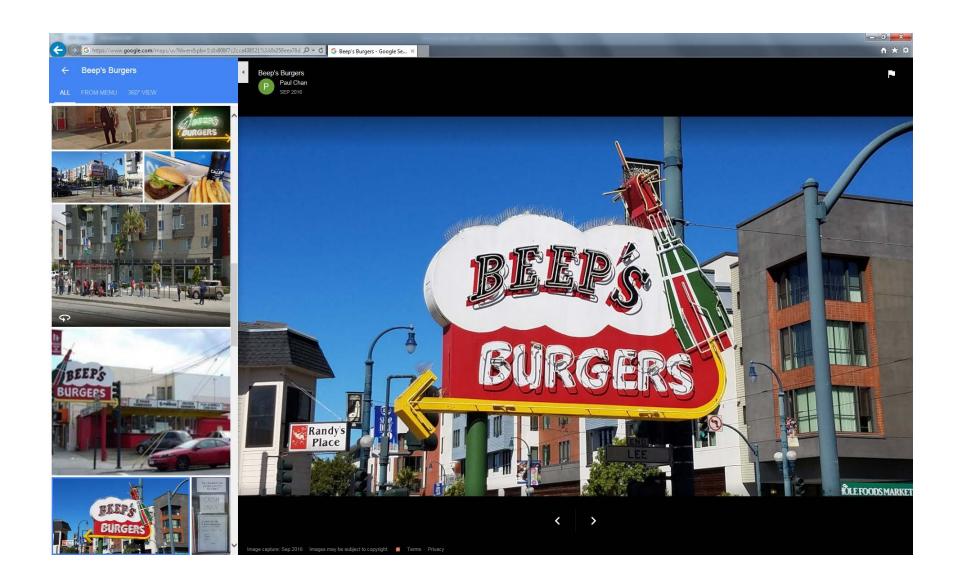


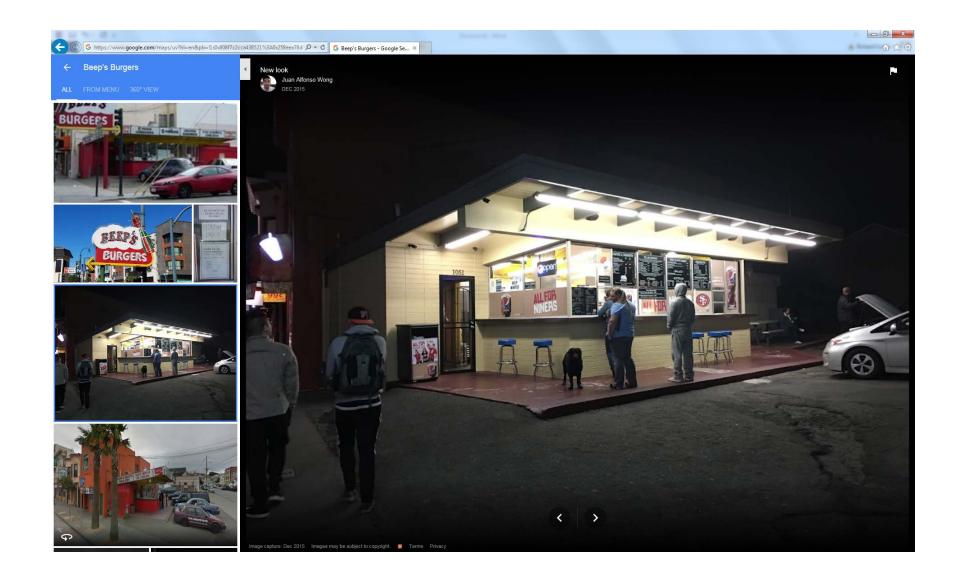


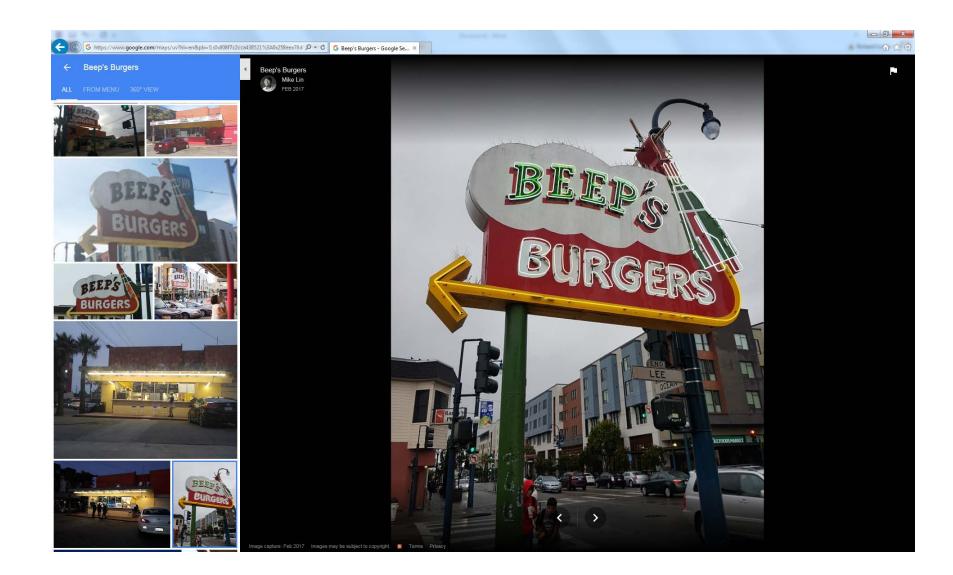












The Inglesidelight.com November 2014

PUBLIC SAFETY

Joseph McFadden New Captain of Ingleside Station

25-year SFPD Veteran to Focus on Investigations

By ANTHONY MYERS

Twenty-five-year San Francisco Police Department veteran and native San Franciscan Joseph McFadden has taken over Ingleside Station effective in early August.

McFadden comes to the Ingleside from the Major Crimes Unit, and over the course of his career he has worked for the department's Domestic Violence, Officer Involved Shootings and Internal Affairs sections among others.

McFadden spent time on the SWAT team, working undercover and tracking narcotics in the Tenderloin and Mission neighborhoods.

Ingleside Station's previous captain, Timothy Falvey, applauded the move as he was placed to the downtown unit, and Falvey offered his sincere thanks to residents for their involvement during his tenure.

"I truly enjoyed my time at Ingleside Station," Falvey said in an e-mail. "The one thing that surprised me the most about the Ingleside District is the engagement of the community. I often joked that there are more community groups in the Ingleside than the rest of the City put together. I went to a couple hundred community meetings during my time here and really enjoyed getting to know the different neighbors in the Ingleside District."

Luckily for those involved neighbors, Mc-Fadden has echoed Falvey's sentiment during an interview with *The Ingleside Light*.

"I love Ingleside because it's the second largest geographic district," McFadden said. "There are lots of solid citizens that have been here a long time plus lots of kids. I enjoy that."

He even began his career at Ingleside station.

Continued on Page 2

SMALL BUSINESS

THE START OF A COMEBACK FOR BEEP'S BURGERS



Samantha Wong bought Beep's Burgers in June and plans to update the menu and restore the iconic neon sign and exterior of the building.

Historical Ocean Avenue Business Under New Management

By JONATHAN FARRELL

Earlier this year, Samantha Wong happened upon an advertisement in a local newspaper that brought back fond memories of her time as a student at San Francisco State University and the opportunity to breathe new life in an iconic Ocean Avenue business. Beep's Burgers, the drive-in at Lee Street, was up for sale and she was determined to buy it.

"What appealed to me most about taking over Beep's was the happy memories I had of it when my friends and we used to eat

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Interview with Leader of Broad-Randolph Corridor Improvement Project Page 7

Bean City

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Cow Palace Mainstay Dickens Fair Returns **Page 9**

Community Calendar Page 11

CRIME

Excelsior Leads in Dumped Stolen Vehicles CitywideMore Vehicles Dumped in Neighborhood Despite Decrease in Vehicle Thefts

By EMMA CHIANG CONTRIBUTOR

One of San Francisco's last working class neighborhoods is becoming a primary dumping ground for stolen vehicles in the city, while the number of actual car thefts has decreased significantly across San Francisco, according to a recent police report.

From June through September 2014, the Excelsior District averaged 100 found stolen vehicles per month accounting for 45 percent of the total reported to Ingleside Police Station, the city's largest police district. The area includes the Excelsior, Bernal Heights, Sun-

nyside, Diamond Heights, Glen Park, Noe Valley, Mount Davidson, Sunnydale, Ingleside, Outer Mission, Crocker-Amazon and Visitacion Valley.

A large majority of the recovered cars were stolen in other police districts throughout the city and recovered in the Excelsior District.

San Francisco Police Officer Thompson Deck, who works for the plainclothes unit at the police station, said the Excelsior District is a target-dumping site "because of the population density of the area and neighbors typically do not know each other to provide checks and balances."

Some residents of the Excelsior District say they are frustrated with the excessive number of abandoned vehicles parked in their neighborhood. Penny Mitchell, block captain for San Francisco Safe Excelsior Neighborhood Watch, discussed those concerns at their last meeting on Sept. 16.

"Neighbors are saying they do not know what to do and what kinds of recourses are available," Mitchell said. "Once the city changed the street cleaning from every week to every two weeks there was less turn over of abandoned vehicles."

Continued on Page 5

Beep's Burgers: Iconic Ocean Avenue Drive-In Under New Management

Continued from the Front Page

here while at San Francisco State University," Wong said.

With the help and encouragement of her family and knowing it would be tough work, Wong took over the business in the spring. She is only at the beginning of sprucing up the 52-year mainstay on Ocean Avenue.

"Nothing in business is easy," Wong said. "The hardest part about taking over a business like this is the long hours."

Wong emphasized that the menu will be the same for now, but that she plans to introduce new items later.

"We want to ensure quality and affordability as much as we can," she said.

Wong and her family are pleased when people who know Beeps stop by and say how much they appreciate the fact that a local landmark is staying amid so much change.

"We want to keep it as close to original as much as possible when it first opened over 50 years ago," Wong said.

Wong and her family are doing what they can to restore the sign and keep the original ambiance. Daniel Weaver, executive director of the Ocean Avenue Association, said "Samantha and her family are working really hard to bring Beep's back to its original stature, not just in the way it looks but also in the food."

52 Years on Ocean Avenue

Stephen and George Essaff opened Beep's Burgers in 1962 to primarily sell to students of City College of San Francisco and the local high schools. It's called "Beep's" because at the time, the space race between the former Soviet Union and the United States was in full swing. The sign and the name refer to early satellite design and function. (The first satellites could do little more than beep.)

Stephen abandoned his career as a photographer for the Associated Press and The San Francisco Examiner, according to his family. The idea of owning a business was something that he and George shared. When the opportunity presented itself the Essaff brothers were eager and willing.

"I know how much it takes to manage a burger place," Anne Severs said. "I was about seven or eight, when my father and uncle went into business building Beep's. And, even my grandfather would help out, making sure the potatoes for the French fries were fresh, peeled and cut."

Severs now oversees the Essaff Estate Trust for her mother Una Essaff who owns the property.

"My dad Stephen Essaff and my Uncle George worked very hard to make Beep's a success," she said. "So I know how much time and effort it takes."

Una and Stephen raised four children in the Sunset District on Judah near 26th Avenue, Severs said. They have many happy



RAYMOND RUDOLPH/THE INGLESIDE LIGHT

memories of Beep's. It was open for business seven days a week.

"And it was only closed for Christmas and New Year's Day," she said.

Over the years since the Essaffs retired in the 1970s, Beep's has been managed by several families. Una, now in her eighties, wants the Trust to keep Beep's going for years to come.

Restored Sign, Adjusted Menu

Last year, Beep's Burgers was added to San Francisco Heritage's Legacy Bars & Restaurants Guide in its second round of nominations. To be eligible, businesses must have "achieved sustained operation of forty years or more, feature distinctive architecture or interior design and contribute to the cultural heritage of the surrounding neighborhood or the city," according to the architectural history preservation organization's press release.

The familiar Beep's sign is without question a landmark and is one of the things that stands out on Ocean Avenue.

The graphic red, white and blue neon sign is first on her list of things she wants to maintain and restore, Wong said.

"There is no other place like Beep's," Weaver said. "It is not a franchise—it is truly unique and one-of-a-kind."

For Wong, her plan to reviving Beep's Burgers is clear.

"I want people to know Beep's is still here," Wong said. "We have good food and we will do our best to ensure that our food is fresh, quality and affordable."



Top: Beep's Burgers bustling during lunch on an October day. Above: A photo from the

ANALYSIS

Latest Medical Cannabis Dispensary Dust Up Shows City Policy Needs Scrutiny

Legal Business, Awful Nuisance or Example of City Policy Failure?

By ANTHONY MYERS

With two existing medical cannabis dispensaries on Mission Street near Mt. Vernon Avenue on the border of the Excelsior and Outer Mission neighborhoods, residents and merchants poured out their reasons for opposition to a third MCD at an October meeting of the Planning Commission.

Their voices were heard, and the commission did not immediately approve the new MCD-called SPARC-but instead continued the hearing until December.

SPARC is a high-end MCD that operates on Mission Street south of Market Street and is attempting to expand to 5420 Mission St. The owners of the MCD will have until then to once more plead their case to neighboring residents about why they should be allowed to move into the area.

District 11 Supervisor John Avalos, whose district includes the Outer Mission and Excelsior, did not weigh in on the pro or con side of the debate, bust instead he asked once again for the Planning Department and the commission to change the rules for where MCDs can be located. However only

the Board of Supervisors can change the green zone rules, and it hasn't taken up the issue since its adoption despite a report documenting problems with the status quo.

"I will say that SPARC has a documented record of being a good neighbor in the South of Market Area, and I appreciate the work they have done to engage with the Excelsior and Outer Mission neighborhoods," Avalos said in a statement presented to the Planning Commission. "I would not welcome any other potential dispensaries in District 11 that do not offer an extraordinary level of community benefits. And I ask that in the future you reject any conditional use applications for MCDs within 500 feet of another

MCD in the Excelsior Outer Mission dis-

Among several passionate comments to planners and commissioners during the hearing was Marleen Norman, a board member of the Outer Mission Merchants and Residents Association.

"Outer Mission and the Excelsior is becoming the pot district, the pot center of San Francisco," Norman told the commission. "This isn't the reputation we want for our neighborhood."

Norman and other residents relayed their concerns over traffic, drug dealing and safety issues during the hearing, but it was

Continued on Page 11

Legacy Business Registry Case Report

HEARING DATE: MAY 17, 2017

 Filing Date:
 April 19, 2017

 Case No.:
 2017-004872LBR

Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue

Zoning: NCT(Ocean Avenue Neighborhood Commercial Transit)/

45-X Height and Bulk District

Block/Lot: 6945/043

Applicant: Samantha Yen Wong, Owner

1051 Ocean Avenue San Francisco, CA 94112

Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Stephanie Cisneros - (415) 575-9186

stephanie.cisneros@sfgov.org

Reviewed By: Tim Frye – (415) 575-6822

tim.frye @sfgov.org

BUSINESS DESCRIPTION

Beep's Burgers is a neighborhood drive-in restaurant founded in 1962 by brothers Stephen and George Essaf. The restaurant's design is based on a minimalist style surrounded by ample space for parking that was the norm for mid-century drive-in burger restaurants at that time. This classic drive-in restaurant model was seen more frequently during earlier eras of auto-centric businesses and is based on the idea of providing a casual classic American fast-food experience. The close proximity to San Francisco City College's Ocean Campus and a number of local high schools provided a built-in customer base and, along with its affordable prices and high-quality food, allowed the business to become an instant success. The Essaf brothers retired from the business in the 1970s, after which ownership changed a number of times before landing in the hands of the current owner, Samantha Wong in 2014. Wong, a graduate of San Francisco State University (SFSU), frequented Beep's Burgers during her time at SFSU and purchased the business with a strong commitment to maintaining its character and traditions that reminded her of the fond memories she has of the business.

Beep's Burgers has become a quintessential neighborhood establishment and an enduring small business along Ocean Avenue. It represents a now rare example of a San Francisco business that truly caters to drivers but has also adapted over the years to accommodate and attract a more multi-modal transit environment. Once of the most prominent features of Beep's Burgers is the neon sign that features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket along with the name "Beep's Burgers," a name that is derived from the characteristic "beep" sound of satellite rockets. For many years, the neon of the spacecraft on the sign was inoperable but has since been restored under the current ownership.

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

Reception: 415.558.6378

Fax: 415.558.6409

Planning Information: **415.558.6377** Beep's Burgers attracts current and former residents of the surrounding neighborhoods, students, out-ofarea drivers searching for an authentic American fast-food experience. The business has maintained a strong following despite the presence of McDonald's and other fast-food chains that have come and gone along Ocean Avenue.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

1962

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

Yes, Beep's Burgers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Beep's Burgers has operated for 55 years.
- ii. Beep's Burgers has contributed to the Ingleside/Ocean View community's history and identity by continuing its tradition of being a classic drive-in restaurant serving auto-oriented customers, visitors, local college and high school students, and those seeking an authentic experience of a classically American fast-food experience.
- iii. Beep's Burgers is committed to maintaining the physical features and traditions that define its history and continuance as a quintessential neighborhood establishment and classic drive-in serving high quality burgers, fries and shakes.
- 3. Is the business associated with a culturally significant art/craft/cuisine/tradition?

The business is associated with the traditionally American drive-in restaurant experience.

- 4. Is the business or its building associated with significant events, persons, and/or architecture?
 - No. The 1962 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- 5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

 No.
- 6. Is the business mentioned in a local historic context statement?

No.

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. The Ingleside Light, 11/2014, "The Start of a Comeback for Beep's Burgers," by Jonathan Farrell.

SAN FRANCISCO
PLANNING DEPARTMENT

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

• 1051 Ocean Avenue

Recommended by Applicant

- Drive-in layout with ample space for parking and limited seating areas
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers"
- Simple menu featuring a burgers, fries ad alternative sides, sandwiches, and milkshakes

Additional Recommended by Staff

- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminumframe window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating
- Exterior materials also include painted stacked brick
- Location at the corner of Lee Avenue and Ocean Avenue

Historic Preservation Commission Resolution No. 870

HEARING DATE MAY 17, 2017

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

Reception: 415.558.6378

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BEEP'S BURGERS, CURRENTLY LOCATED AT 1051 OCEAN AVENUE (BLOCK/LOT 6945/043).

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 Ocean View/Ingleside 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 May 17, 2017, 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 Beep's Burgers 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 Beep's Burgers

Location (if applicable)

1051 Ocean Avenue

Physical Features or Traditions that Define the Business

- Drive-in layout with ample space for parking and limited seating areas
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers"
- Simple menu featuring a burgers, fries ad alternative sides, sandwiches, and milkshakes
- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum-frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating
- Exterior materials also include painted stacked brick
- Location at the corner of Lee Avenue and Ocean Avenue

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 2017-004872LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on May 17, 2017.

Ionas P. Ionin

Commission Secretary

AYES:

Hasz, Johnck, Johns, Matsuda, Pearlman, Wolfram

NOES:

None

ABSENT:

Hyland

ADOPTED:

May 17, 2017