

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 25, 2017

THE AVE BAR

Application No.: LBR-2016-17-093
Business Name: The Ave Bar
Business Address: 1607 Ocean Avenue
District: District 7
Applicant: Lucia Fuentes Zarate, Owner
Nomination Date: June 29, 2017
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Ave Bar is a neighborhood bar located on Ocean Avenue in Ingleside. Opened in 1949 as The Avenue Club by Bob Wells and former San Francisco 49ers football player, John Schielh, the bar is one of the longest-operating businesses along the Ocean Avenue commercial corridor. Ownership of the business changed hands several times over the years, as did the name, although it always maintained some variation of the word, "avenue." The use of the space as a longstanding local bar always remained consistent, and the business accumulated a loyal following of diverse neighborhood residents that reflect the surrounding area; it also became a popular destination for alumni and faculty members of area high schools. The Ave Bar is noted for its friendly atmosphere and is proud to have so many regular customers, some of which belong to the third or fourth generation of families that have frequented the bar.

Under its current ownership, The Ave Bar has become known for offering a quality selection of craft and microbrews, special beer tastings featuring local breweries, and quality spirits. The business emphasizes the craft of bartending by bringing in certified beer and whiskey experts to mentor staff on how to talk to customers about various products. The bar is also a participant in San Francisco Beer Week.

Today, the business is owned by Bomani Caungula and Lucia Fuentes Zarate, who remain active in their community by serving on the leadership of the Ocean Avenue Association and by organizing various charity fundraisers and drives at The Ave Bar such as the San Francisco Fire Department Annual Toy Drive.

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:

1607 Ocean Avenue from 1949 to Present (68 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 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:

- The Ave Bar is associated with the tradition of operating a neighborhood bar.
- The Ave Bar has contributed to the Ingleside neighborhood's history and identity by serving as a neighborhood bar and gathering place on the Ocean Avenue commercial corridor for generations.
- The 1922 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 property is located within the boundaries of the Ocean Avenue Historic Resources Survey, a project currently underway funded by the Historic Preservation Fund Committee.
- The business has been cited in the following publications:
 - San Francisco Chronicle, 10/22/1949, "Avenue Club Opens."
 - San Francisco Chronicle, 10/4/1950, "Ex-Football Star Thrown for Loss."
 - Thrillest (blog), 7/9/2017, "SF's First-Ever Muni Metro Bar Map," by Joe Starkey.
 - SFWeekly, 7/29/2014, "Distillations: Finding Odd Barfellows at The Ave," by Benjamin Wachs.
 - Bay Area Brew News, 7/30/2014, "Fort Point Brewing features beer lineup in tap takeovers at local SF bars," by Sam Molmud.
 - The Chronicle, 2/1/2015, "Ocean Avenue investments soars, but old businesses feel squeezed," by J.K. Dinnen.
 - Ingleside-Excelsior Light, 6/16/2016, "The Ave Bar Continues to be a Hit with the Neighborhood and Visitors Alike," by Sara Bloomberg.
 - SF Weekly, 6/16/2017, "Top 50 Dive Bars in San Francisco."

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

Yes, The Ave Bar is committed to maintaining the physical features and traditions that define its significance as a neighborhood bar along the Ocean Avenue commercial corridor, its commitment to the craft of bartending, and the offering of affordable quality beer and spirits.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that The Ave Bar 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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Function as a neighborhood-serving bar.
- Specialized draft beer list and quality spirits.
- Commitment to the craft of bartending.
- Welcoming atmosphere to diverse customer base.
- Location in the Ocean Avenue Commercial Corridor.

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.

- Bar.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include The Ave Bar currently located at 1607 Ocean Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 25, 2017

THE AVE BAR

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2016-17-093
<i>Business Name:</i>	The Ave Bar
<i>Business Address:</i>	1607 Ocean Avenue
<i>District:</i>	District 7
<i>Applicant:</i>	Lucia Fuentes Zarate, Owner
<i>Nomination Date:</i>	June 29, 2017
<i>Nominated By:</i>	Supervisor Norman Yee
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR THE AVE BAR, CURRENTLY LOCATED AT 1607 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 September 25, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO
OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes The Ave Bar 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 The Ave Bar:

Physical Features or Traditions that Define the Business:

- Function as a neighborhood-serving bar.
- Specialized draft beer list and quality spirits.
- Commitment to the craft of bartending.
- Welcoming atmosphere to diverse customer base.
- Location in the Ocean Avenue Commercial Corridor.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Ave Bar on the Legacy Business Registry:

- Bar.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 25, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-093
Business Name: The Ave Bar
Business Address: 1607 Ocean Avenue
District: District 7
Applicant: Lucia Fuentes Zarate, Owner
Nomination Date: June 29, 2017
Nominated By: Supervisor Norman Yee

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? X Yes No

1607 Ocean Avenue from 1949 to Present (68 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X 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? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: July 6, 2017

Richard Kurylo
Manager, Legacy Business Program





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

June 29, 2017

Dear Director Regina Dick-Endrizzi:

I am writing to nominate The Ave Bar (1607 Ocean Ave) to the Legacy Business Registry. The owner's contact info is below:

Lucia Fuentes
lucia@theavebar.com
415-587-6645

The Ave Bar opened as The Avenue Club in 1949 by former San Francisco 49er, John Schiehl and Bob Wells. Over the years the bar changed ownership until the current owners, Bomani Caungula and Lucia Fuentes Zarate bought the place in 2007. The Ave Bar is a neighborhood bar that has been serving three to four generations of local families and residents in the Ingleside community. Given The Ave Bar's location between the working class neighborhoods to the south and the more affluent neighborhoods to the north, patrons include an ethnically and professionally diverse mix of doctors, lawyers, firefighters, electricians, and nurses. Former students, students and coaches of Riordan High School as well as alumni from Balboa and Lincoln High Schools are also regulars at The Ave Bar. The building itself was designed in 1922 and is classified as a "significant" building in the Ocean Avenue Historic Preservation Resource Guide, inside it is marked by a unique wooden interior. The Ave Bar is also very dedicated to being knowledgeable about the products they sell and their bartenders are getting Cicerone-certified to support their own professional growth in the industry.

I am proud to nominate The Ave Bar to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Faded LLC dba The Ave Bar		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Y. Bomani Caungula Lucia Fuentes Zarate		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1607 Ocean Ave. San Francisco CA 94112		(415) 587-6645
		EMAIL:
		lucia@theavebar.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.theavebar.com	theavebar	

APPLICANT'S NAME	
Lucia Fuentes Zarate	<input type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
PO Box 511213 Penngrove CA 94951	(415) 827-2112
	EMAIL:
	lucia@theavebar.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):

BACKGROUND INFORMATION	
Founding Location: 1607 Ocean Ave San Francisco CA 94112	
Current Headquarters Location: 1607 Ocean Ave San Francisco CA 94112	
Operating in San Francisco since: 2006	

NAME OF NOMINATOR:	DATE OF NOMINATION:

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
1607 Ocean Ave San Francisco CA	94112	1949 to Present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

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3. Eligibility Criteria

Attach the business's historical narrative.

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

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

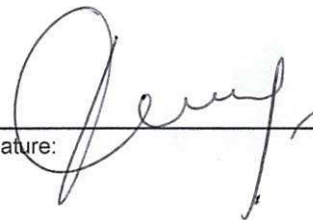
- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of 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.

Lucia Fuentes Zarate 06.30.17

Name (Print):

Date:

Signature:



Legacy Business Registry Application – The Ave Bar

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.

What is known today as The Ave Bar at 1607 Ocean Avenue opened as The Avenue Club on October 21, 1949, by owners John Schiehl (a former San Francisco 49er) and Bob Wells. Prior to being a bar, the business at that location was Crown's Hardware and Electric Shop.

On October 4, 1950, John Schiehl sold his portion of the bar to his partner Bob Wells for \$8,000 due to a divorce.

In February 1957, the bar was sold to Jimmie and Hallie Emmett and became the Jimmie & Hallie Emmett's Avenue Club. In October 15, 1957, the club was renamed Jim's Avenue Club with Jimmie Emmett as the owner.

In 1967, the bar was again renamed. It became Jim's Avenue Club Tavern, and Jimmie Emmett still retained ownership of the bar. Then, in 1968, the business name was changed to Avenue Club Tavern.

The business was sold to Kim Yon Cha on August 22, 1985, and the named changed to Avenue Club. This ownership lasted until May 8, 2000, when Bernard Williams and Suki bought the Avenue Club and left the name unchanged.

On September 8, 2006, Y. Bomani Caungula, Franco Calzolari and Rodney Glover purchased the bar as partners, and the name was shortened to The Ave Bar.

On September 27, 2007, Bomani bought out Franco and Glover's share and structured the business as a LLC under the name of Faded LLC. Y. Bomani Caungula and Lucia Fuentes Zarate still remain the owners of the bar until this present day.

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

No.

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

Ownership History:

1949 – 1950: John Schiehl and Bob Wells

1950 – 1957: Bob Wells

1957 – 1985: Jimmie and Hallie Emmett

1985 – 2000: Kim Yon Cha

2000 – 2006: Bernard and Suki Williams

2006 – 2007: Y. Bomani Caungula, Franco Calzolari, and Rodney Glover

2007 – Present: Y. Bomani Caungula and Lucia Fuentes Zarate

Business Name History:

1949 – 1957: The Avenue Club

1957: Jimmie & Hallie Emmett's Avenue Club

1957 – 1967: Jim's Avenue Club

1967 – 1968: Jim's Avenue Club Tavern

1968 – 1985: Avenue Club Tavern

1985 – 2006: Avenue Club

2006 – Present: The Ave Bar

d. 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 1922 building at 1607-1623 Ocean Avenue is considered a "Category B Property" for the purposes of the California Environmental Quality Act (CEQA).

The building was classified as a "significant" building in the Ocean Avenue Historic Preservation Resource Guide, which was published by the Ocean Avenue Association in 2013. The building has been threatened with demolition by several developers in the 2000s and 2010s, which has also threatened the existence of The Ave Bar business. The Ocean Avenue Association is currently working diligently to preserve the building, but there has been little assistance or cooperation from the City.

The Ingleside community is seeking immediate assistance from the Historic Preservation Commission and the Planning Department to preserve the building per the Balboa Park Station Area Plan, which states that "individually significant resources in the Balboa Park Station plan area should be protected from demolition or adverse alteration" and "the rehabilitation and adaptive reuse of historic buildings in the Balboa Park Station plan area should be promoted."

CRITERION 2

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

The Ave Bar has been a longstanding business on Ocean Avenue in Ingleside, opening in 1949. The bar is located on a central block of Ocean Avenue and is characteristic of a neighborhood

bar that local residents have been patronizing for many years. The bar is such a fixture that four generations of families have frequented the bar. Many of the patrons are also former students, teachers, and coaches of Riordan High School who congregate at the bar to meet and reminisce. Other local high schools like Lincoln High School and Balboa High School have alumni that still come to the bar as neighborhood hangout like when they were in school. The business mirrors San Francisco as a whole – Ingleside is one of the most diverse neighborhoods in San Francisco, and the bar brings an extremely diverse crowd together.

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

The Ave Bar is very active in the San Francisco and greater Bay Area. As members of the Ingleside community, The Ave Bar participates in the Second Sunday event, hosted by Ocean Avenue Association, which takes place every second Sunday of the month and features promotional events by local merchants and specials, which the bar promotes as well.

As Bomani is a San Francisco Firefighter, The Ave Bar is also involved in the San Francisco Fire Department Annual Toy Drive, hosting 2-3 donation events each year, with all toys donated to the SFFD. These events sometimes entail a firetruck from SFFD Station 15 giving rides to local children.

The Ave Bar is also very heavily involved in San Francisco Beer Week, with beer tasting events over the course of several days, each with a different theme. Some events will feature North Bay breweries, San Francisco, Sacramento, and other breweries throughout Northern California. The Ave Bar also hosts separate beer tastings for local breweries throughout the year, usually every two months. Music events and local artists also use the space to perform and display their art as well.

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

The Ave Bar has been featured in several local area publications due to its longstanding presence in Ingleside. Some of these publications include the San Francisco Chronicle, SF Weekly, SF Gate, Vice News, the local publication The Ingleside Light, and Liquid Bread, a San Francisco Bay Area “Beer News” publication. Some of these news articles can also be found on the bar’s website: theavebar.com.

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

The most historical figure associated with The Ave Bar is the founder, John Schiehl. Schiehl was a San Francisco-born native, Balboa High School and Santa Clara University graduate who played in the NFL throughout the 1940s for the Pittsburgh Steelers, Detroit Lions, Chicago Bears, and the local San Francisco 49ers.

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

The Ave Bar is a neighborhood mainstay and has demonstrated its commitment to the Ingleside community in a myriad of ways. By participating in the local business walks, hosting multiple toy drives, and being a continuous place for neighborhood residents to congregate and have fun, The Ave Bar has greatly demonstrated its value. This is shown to be even deeper in the fact that many of the bar's "regulars" are the 3rd and sometimes 4th generation family members of the regulars back when the bar originally opened. The sense of community and philanthropy at The Ave Bar is palpable due to these many factors.

In addition, co-owner Lucia Fuentes serves as a volunteer, elected member on the Ocean Avenue Association board of directors, and she volunteers on the organization's Street Life Committee and Business Committee.

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

The Ave Bar serves the Ingleside community, which is a "little bit of everything" as Lucia Fuentes says. Ocean Avenue serves in some aspects, as a dividing line between a working class community in Ingleside and Oceanview, and the affluent West Portal and Saint Francis Wood neighborhoods to the north. The patrons of the bar consist of doctors, lawyers, firefighters, electricians, and nurses, hailing from all different types of backgrounds. As one of the most diverse areas of the city, the bar attracts a crowd consisting of Latino, African, African-American, European, Asian, Indian, and Native American people, all living in the neighborhood. Also, many members of the small business community go to The Ave Bar to have a drink and unwind after closing up their stores for the day.

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

The building is located on the Ocean Avenue Commercial Corridor, which is currently undergoing a Historic Resources survey, however the building itself is not yet listed on a preservation or historic registry. The building itself was built in 1922 in the Mediterranean-style architecture largely representative of the southern neighborhoods of San Francisco.

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

If The Ave Bar were to relocate outside of the Ingleside neighborhood, the community would be losing a community gathering place that has been in existence for over 60 years. Many of the local residents have been patronizing The Ave Bar for 3 to 4 generations, and that history would largely be lost. The Ave Bar also is a contributor to the community in the form of aforementioned toy donations, business promotional events, and other events associated with the neighborhood and San Francisco that bring customers to the commercial corridor and help make Ocean Avenue a vibrant and busy commercial corridor in San Francisco.

CRITERION 3

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

The Ave Bar is a traditional bar in that there is a long narrow bar in a long narrow space, however the interior design is unique in that it is defined by its wooden interior. The walls, floor, tables and bar itself are all made of wood with a corrugated steel ceiling, which owner Bomani built with his own hands to resemble the inside of a barn. The bar also has multiple televisions so that multiple sporting events can be viewed at the same time, making it a popular place to catch a game regardless of which sport the customer preferred. The Ave also has a very specialized draft beer list and quality spirits that are at an affordable price, as the bar is a neighborhood bar and not catering to the business crowd of the Financial District. This gives the bar a unique blend of neighborhood watering hole and upscale spirit cocktail lounge, where a customer can try a myriad of different drinks while enjoying the company of longtime San Francisco natives.

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 Ave Bar is very dedicated to the products it sells. For beer, The Ave Bar tasks its bartenders with reading industry-related materials in order to better describe the draught selection to customers. The bar also brings in Cicerone certified beer experts in to teach the staff how to speak about the draught beer selection at any given time. The Ave is also working on getting several of their bartenders Cicerone-certified in order to assist with their growth and development in the industry. This practice is also mirrored with whiskey, as expert whiskey tasters have come in frequently to give the staff classes on the different types of whiskey. These efforts demonstrate that The Ave Bar is truly committed to the craft of bartending, and providing top of the line spirits and services to their patrons.

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 Ave Bar has updated its appearance over the years, however it largely still resembles a neighborhood bar. With the wooden interior, several features serve to combine the local culture of San Francisco, with the native culture of owner Lucia Fuentes, with a carved wooden sign and wooden tables custom-made in Chile, her home country. The exterior sign on the bar has remained for about 11 years, after the last change of ownership and the wooden shelving behind the bar was built by a “regular” as well. The bar has had its upgrades over the years to compete with the growing market in San Francisco, however it also maintains its original look as a neighborhood bar, serving the residents of Ingleside and City as a whole.

The Ave Bar Ownership History

1607 Ocean Avenue, San Francisco, CA 94112

Pre 1949 - Before the Ave Bar use to be a Crown's Hardware and Electric Shop

The Avenue Club opens Oct 21, 1949. Owners John Schiel & Bob Wells

On Oct 4, 1950 John Schiehl sells his portion to his partner Bob Wells for \$8000.00 due to a divorce.

In Feb 1957, the club is sold to Jimmie and Hallie Emmett and becomes the Jimmie & Hallie Emmett's Avenue Club.

In Oct 15, 1957 the club is renamed a Jim's Avenue Club and the Jimmie Emmett remains the owner.

In 1967 the club is again renamed Jim's Avenue Club Tavern and Jimmie Emmett still remains the owner of the bar.

In 1968 the business name is changed to Avenue Club Tavern

The business was sold to Kim Yon Cha in August 22, 1985 and the named change to Avenue Club.

In May 08, 2000 Bernard Williams and Suki bought the Avenue Club and left the name unchanged.

In September 08, 2006 Bomani Y Caungula, Franco Calzolari and Rodni Glover purchased as partners. They shorten the name to The Ave Bar.

In September 27, 2007 Bomani bought out Franco and Glover's share and structured the business as a LLC under the name of Faded LLC. Bomani Y Caungula & Lucia Fuentes Zarate still remain the owners of the bar until this present day,

America's News - Historical and Current

News Article

San Francisco Chronicle - September 28, 1932

Page: 12 Location: San Francisco, California

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WEST TWIN PEAKS DISTRICT
Crown's Hardware and Electric Shop,
1607 Ocean Ave.

Art Tuzzy's Winchester Hardware
Shop, 66 W. Portal.

Westwood Hdwe., 1944 Ocean Ave.

POLK STREET DISTRICT

Brownie's Bazaar, 1340 Polk

Dimmer Hardware Co., 1715 Polk

Koch Hardware Co., 2201 Polk

L. D. McLean Co., 1138 Sutter

Hinkelbein Hdwe., 1649 Polk St.

SUNSET DISTRICT

Irving Hardware, 616 Irving

G. B. Jackson & Son, 1929 Irving

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America's News - Historical and Current

News Article

San Francisco Chronicle - October 22, 1949

Page: 14 Location: San Francisco, California

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loped St. Mary's High, 27-0.

Avenue Club Opens

Johnny Schiehl, former Santa Clara All-America center, and his partner, Bob Wells, yesterday announced the formal opening today of their new Avenue Club at 1607 Ocean avenue.

America's News - Historical and Current**News Article**

San Francisco Chronicle - October 22, 1949

Page: 17 Location: San Francisco, California

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2**LIQUOR NOTICES****NOTICE OF INTENTION TO ENGAGE
IN THE SALE OF ALCOHOLIC
BEVERAGES**

October 22, 1948.

TO WHOM IT MAY CONCERN:

Notice is hereby given that fifteen days after the above date, the undersigned propose to sell alcoholic beverages at these premises, described as follows:

1607 OCEAN AVENUE
SAN FRANCISCO

Pursuant to such intention the undersigned are applying to the State Board of Equalization for issuance of an alcoholic beverage license (or licenses) for these premises as follows:

ON SALE: GENERAL

Anyone desiring to protest the issuance of such license(s) may file a verified protest with the State Board of Equalization at Sacramento, California, stating grounds for denial as provided by law.

JOHNNY SCHIECHL,
ROBERT WELLS,
FRIEDA WELLS.

America's News - Historical and Current

News Article

San Francisco Chronicle - October 4, 1950

Page: 22 Location: San Francisco, California

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Ex-Football Star Thrown for Loss

Norma J. Schiechl, 33, of 291 Vicente street, yesterday received an interlocutory decree of divorce from John Schiechl, former All-American center at Santa Clara who later played with the professional Chicago Bears and San Francisco 49ers.

She told Superior Judge William F. Traverso that her husband slapped her frequently and often came home drunk.

Mrs. Schiechl also won custody of the couple's 4-year-old son, Scott Kevin, and \$250 monthly alimony for a year. In addition she will receive half of the \$8000 Schiechl expects to get for his interest in the Avenue Club, 1607 Ocean avenue.

America's News - Historical and Current

News Article

San Francisco Chronicle - February 5, 1957

Page: 34 Location: San Francisco, California

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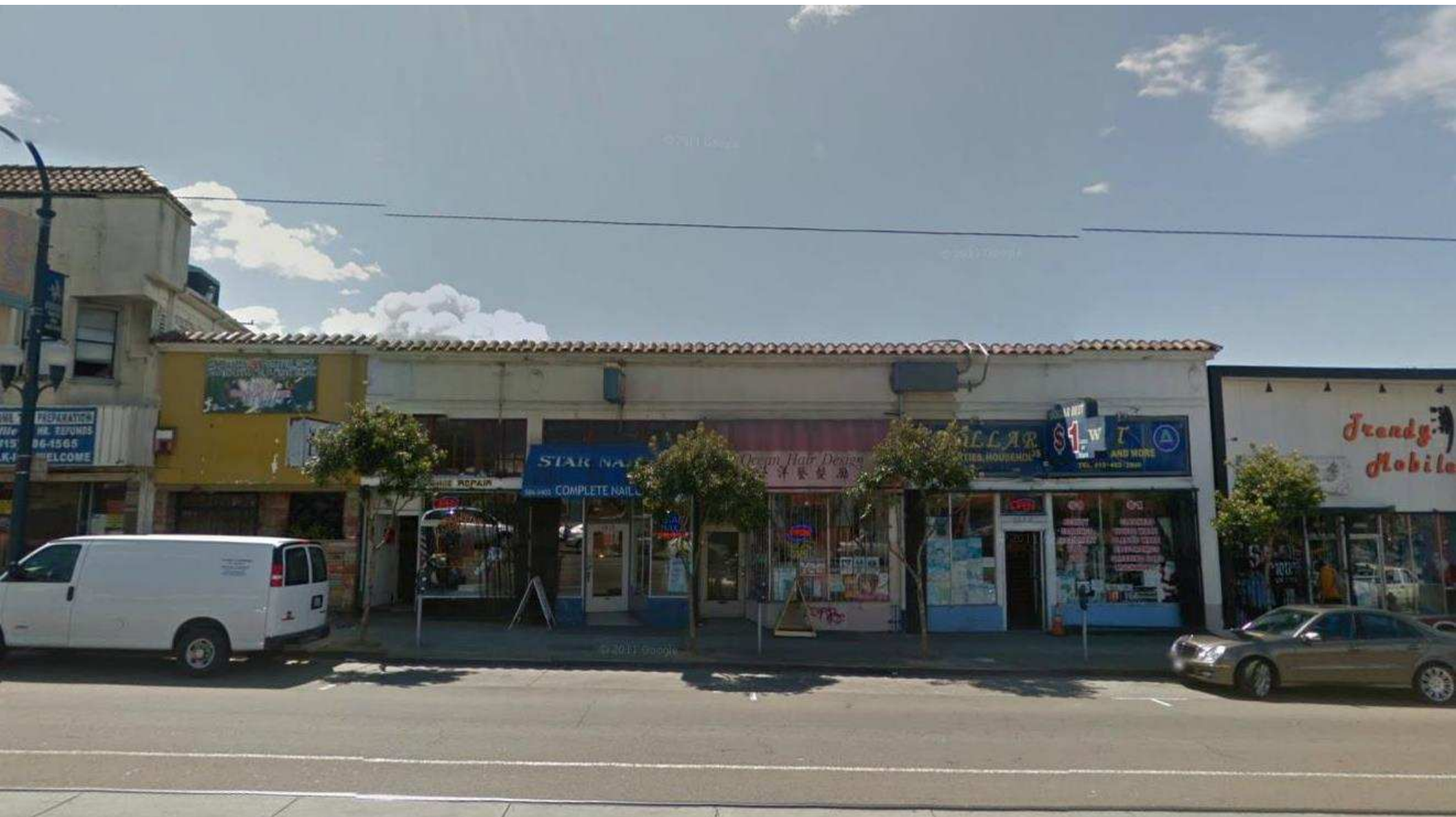
injury racket." Said barrister Mel Belli, champion of the personally injured, when he heard about it: "I'd demand equal space for my book, 'Ready for the Plaintiff,' except that it's too big."



Mel Belli

★ ★ ★
HAVELOCK JEROME, the intrepid owner of the water-front saloon called Pier 23, went to the Grand Opening, the other night, of Jimmie and Hallie Emmett's Avenue Club, at 1607 Ocean avenue. On his way back to the Embarcadero he was given a traffic ticket—in South San Francisco. Why, he was asked, did he go from Ocean avenue to Pier 23 by way of South San Francisco? "I always take the southern route in winter," explained Jerome haughtily, "because it's much warmer."

★ ★ ★



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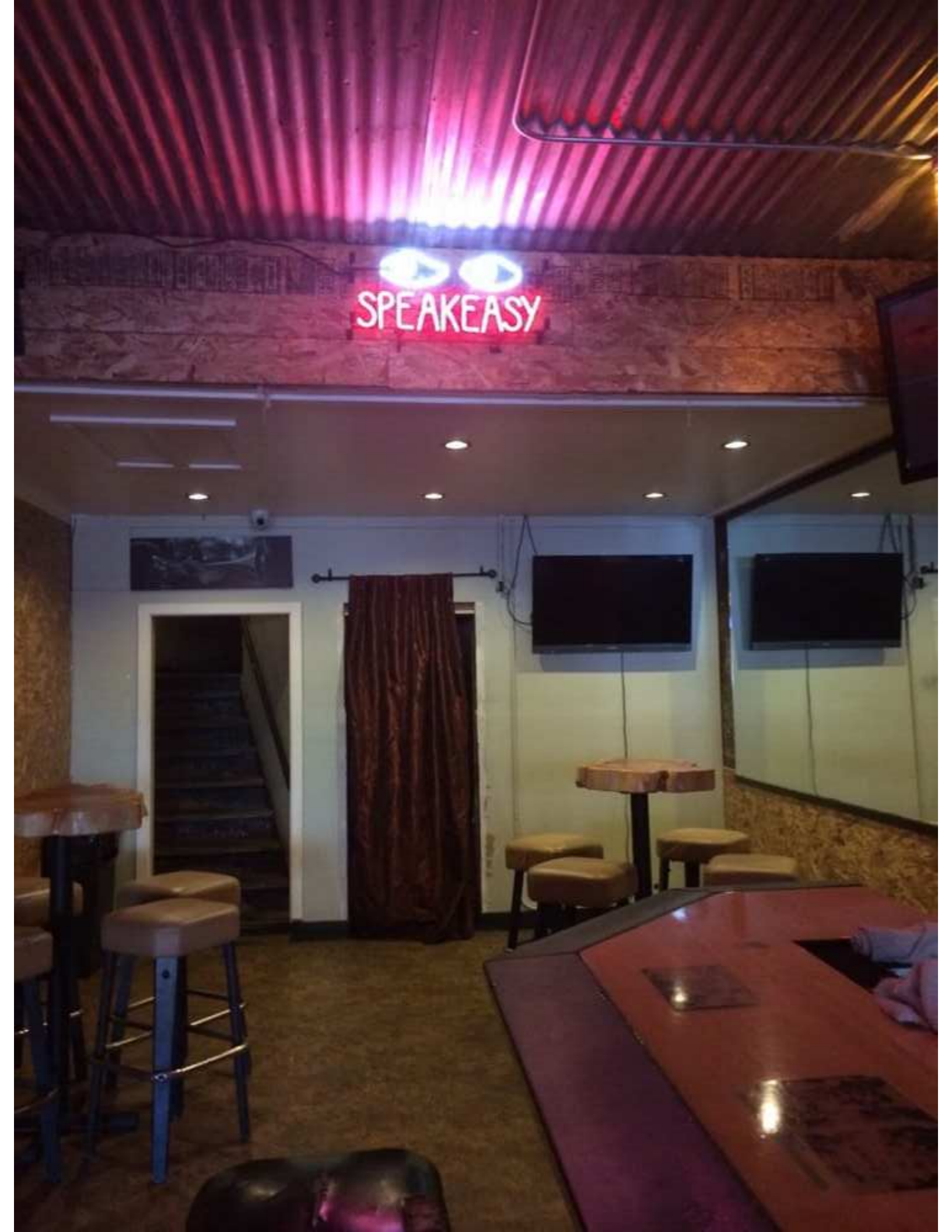
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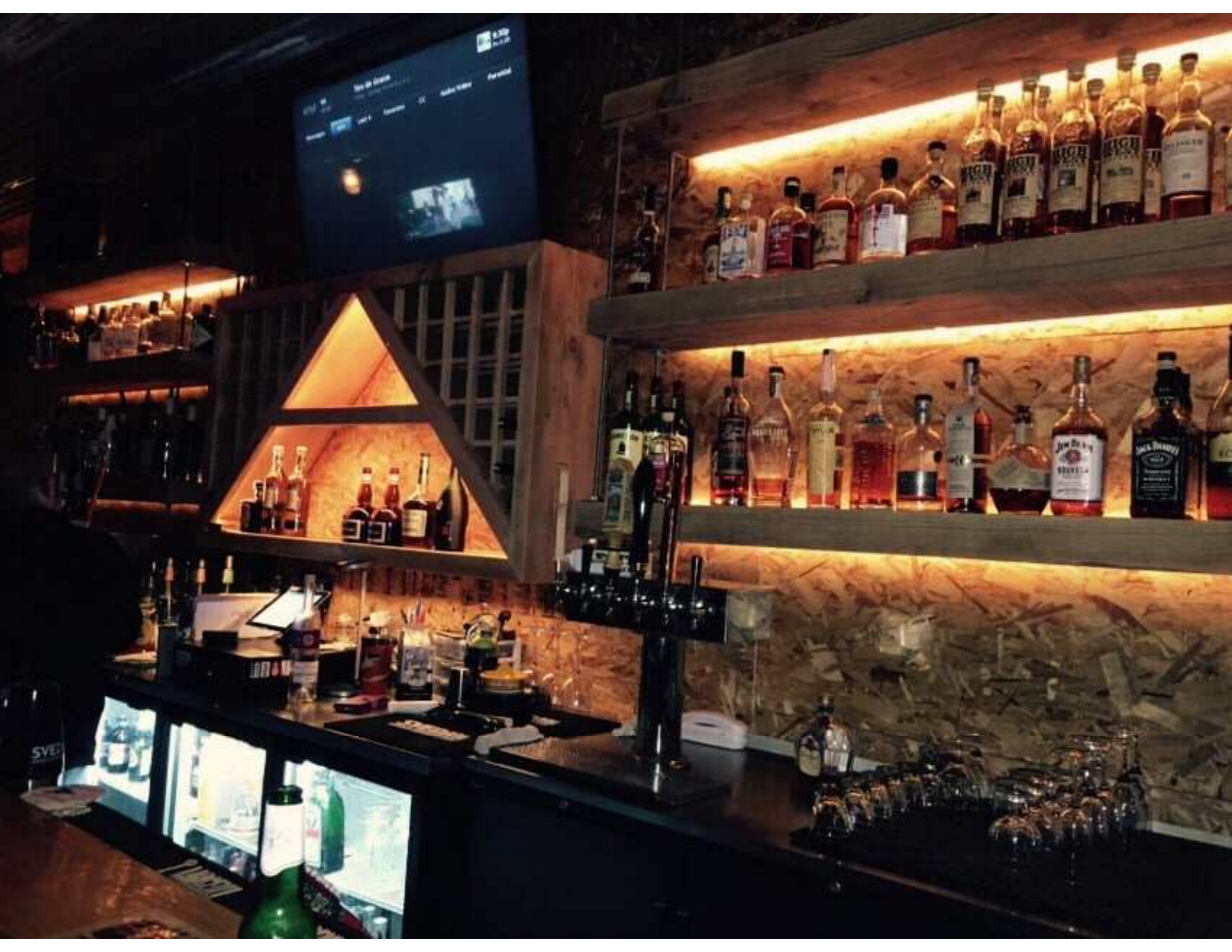
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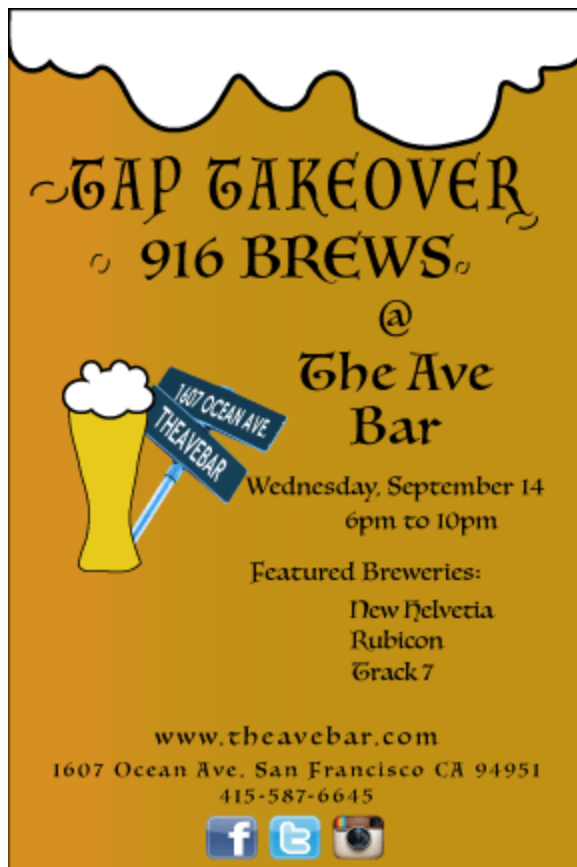
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1607 Ocean Ave SF. CA. 94112



A poster for a beer event. The background is a solid mustard yellow. At the top, there is a white, wavy line representing a head of foam. Below this, the text "TAP TAKEOVER" is written in a large, black, stylized font. Underneath that, "916 BREWS" is written in a smaller, similar font. In the center, there is a small black circle with a white '@' symbol. To the right of the '@' symbol, the text "The Ave Bar" is written in a black, serif font. To the left of "The Ave Bar", there is a yellow beer glass with a white head of foam. A blue signpost is stuck into the foam, with two signs: the top one says "1607 OCEAN AVE" and the bottom one says "THE AVE BAR". To the right of the beer glass, the text "Wednesday, September 14" and "6pm to 10pm" is written in a black, sans-serif font. Below this, the text "Featured Breweries:" is written, followed by a list of three breweries: "New Helvetia", "Rubicon", and "Track 7". At the bottom, the website "www.theavebar.com" is written, followed by the address "1607 Ocean Ave, San Francisco CA 94951" and the phone number "415-587-6645". At the very bottom, there are three social media icons: Facebook, Twitter, and Instagram.

TAP TAKEOVER
916 BREWS
@
The Ave
Bar
Wednesday, September 14
6pm to 10pm
Featured Breweries:
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Rubicon
Track 7
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707 BREWS

6PM TO
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02.13.17

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Ocean Avenue 1977



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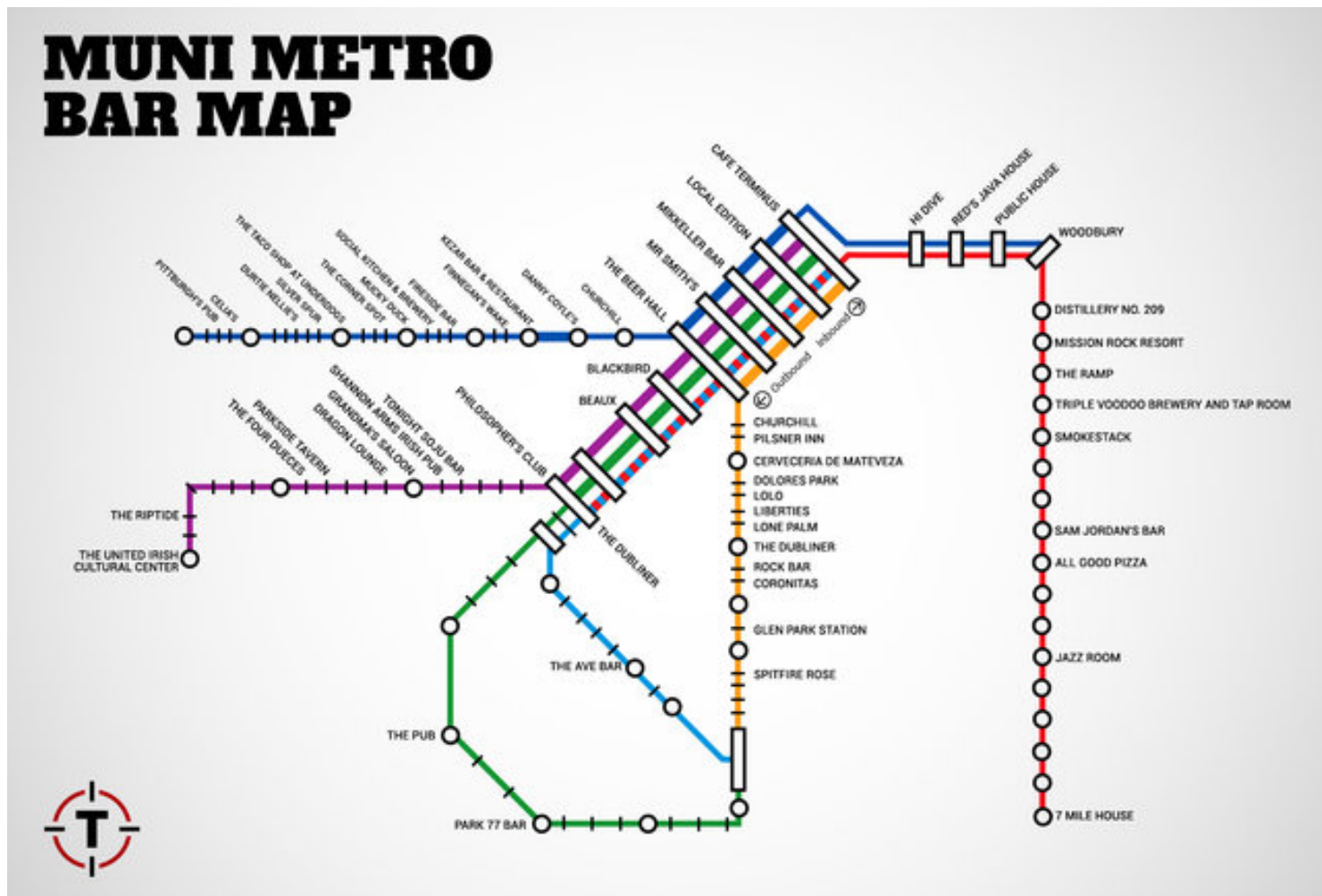
FOR THE REHABILITATION
OF COMMERCIAL
PROPERTIES ON OCEAN
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These Guide Standards have been prepared to assist the merchants and owners on Ocean Avenue to revitalize their street in accordance with an overall plan which will coordinate signs, provide a range of compatible colors, and preserve the california spanish style now prevalent on Ocean Avenue.

This project is supported by a grant from the National Endowment for the Arts in Washington, D.C., a Federal agency.

Prepared for the San Francisco Development Fund's Housing Conservation Institute by EDAWinc., September 1977.



FOOD & DRINK

SF'S FIRST-EVER MUNI METRO BAR MAP

By JOE STARKEY

By JOE STARKEY

Published On 07/09/2014 Published On 07/09/2014

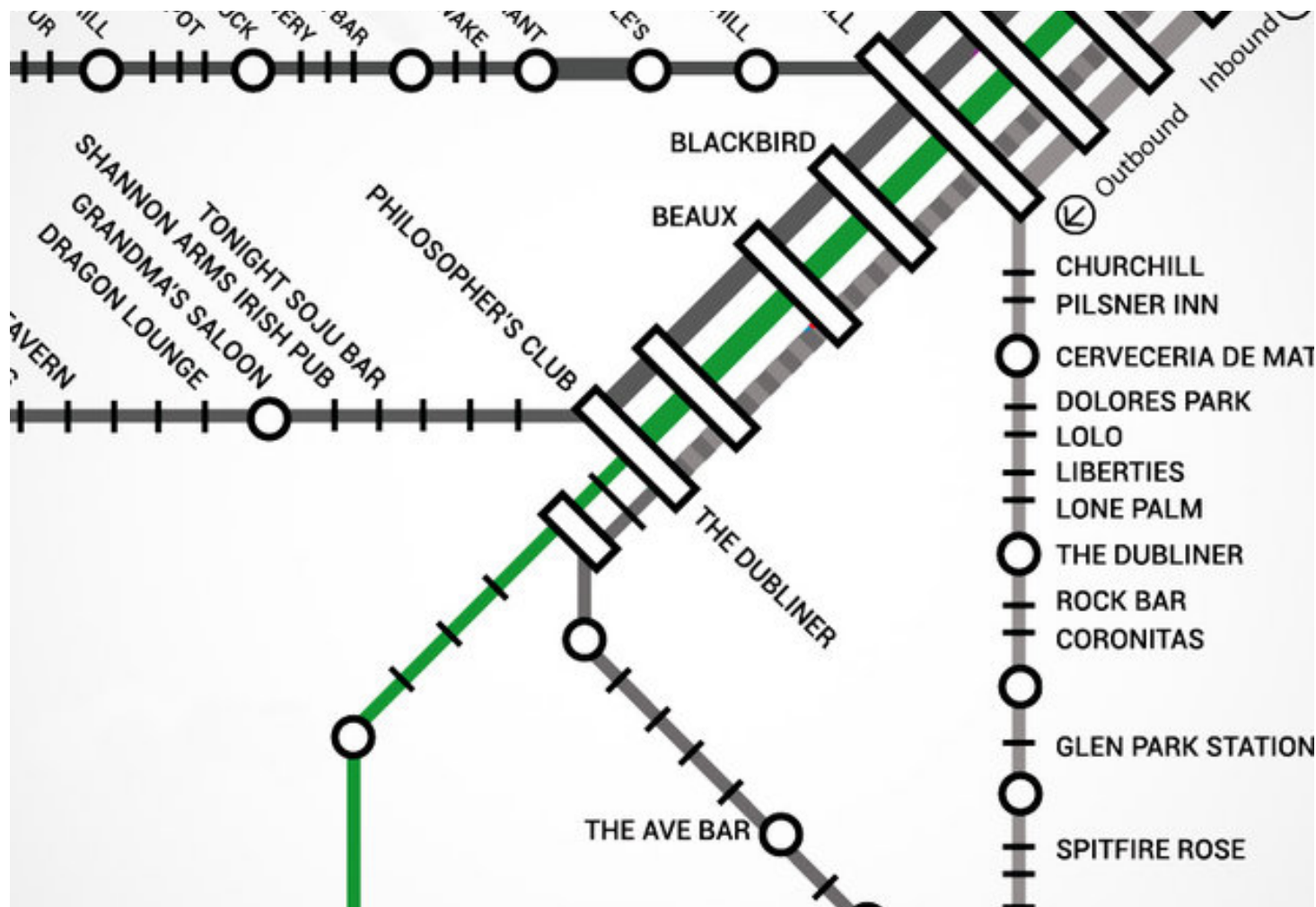
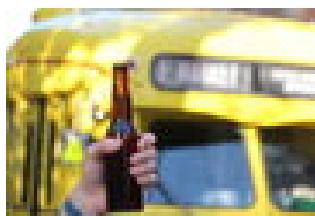


Because riding the Muni will make you want allllllll the drinks, we've assembled the first-ever Muni Metro Bar Map, which breaks down the best bar within two(ish) blocks of every Muni stop (that actually has bars near it).

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The SF Streetcar Drinking Guide





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19th Ave and Junipero Serra - Park 77 Bar

San Francisco State University - The Pub

West Portal - Philosopher's Club

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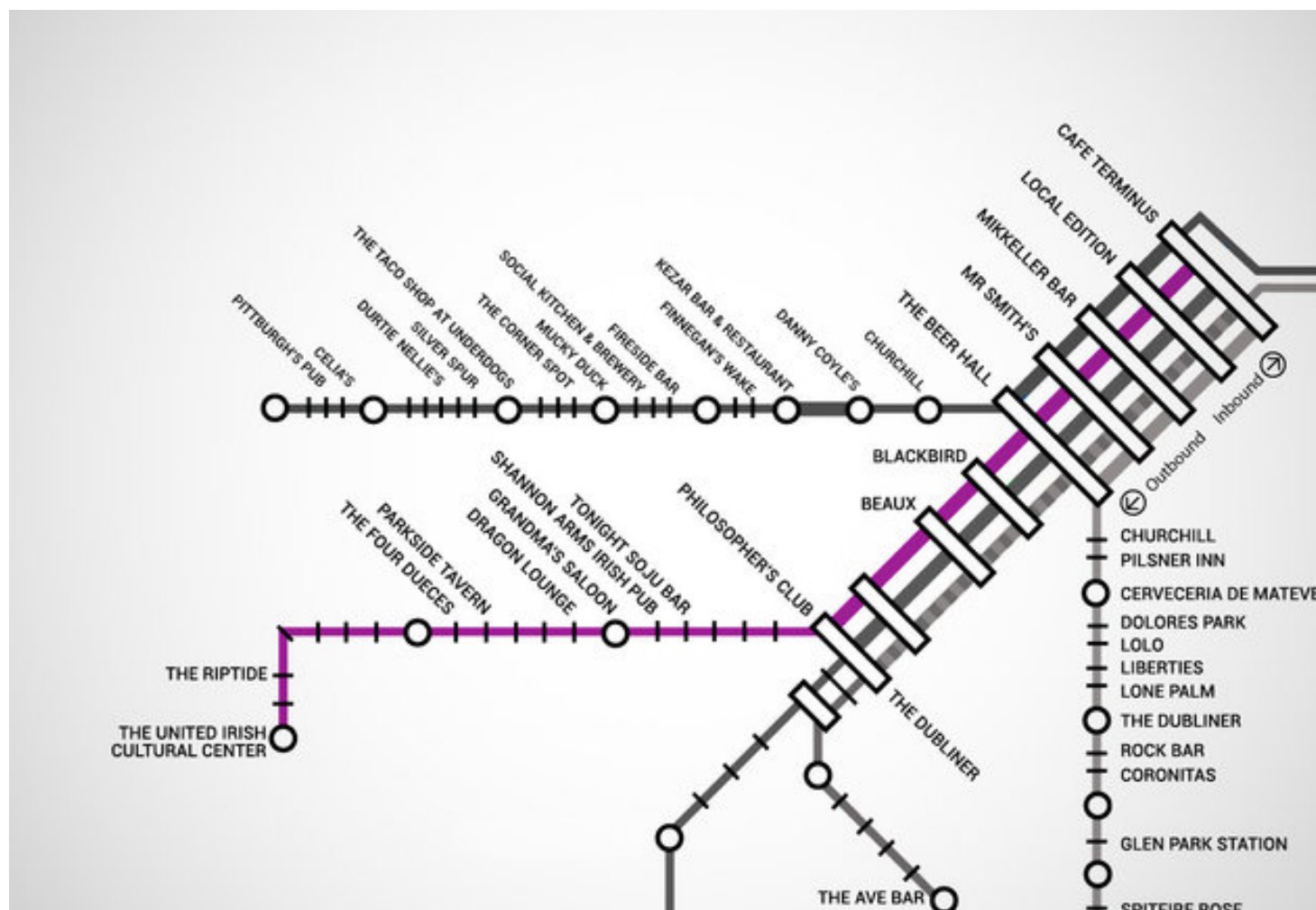
Van Ness - The Beer Hall

Civic Center - Mr. Smith's

Powell St - Mikkeller Bar

Montgomery St - Local Edition

Embarcadero - Cafe Terminus



L-Taraval

Taraval and 17th - Tonight Soju Bar

Taraval and 19th - Shannon Arms Irish Pub

Taraval and 22nd - Grandma's Saloon

Taraval and 24th - Dragon Lounge

Taraval and 30th - Parkside Tavern

Taraval and 32nd - The Four Deuces

Taraval and 46th - The Riptide

46th and Zoo - The United Irish Cultural Center (not a joke)



T-Third Street

Mission Rock - Distillery No. 209

UCSF Mission Bay - Mission Rock Resort

3rd and Mariposa - The Ramp

20th St - Triple Voodoo Brewery and Tap Room

23rd St - Smokestack

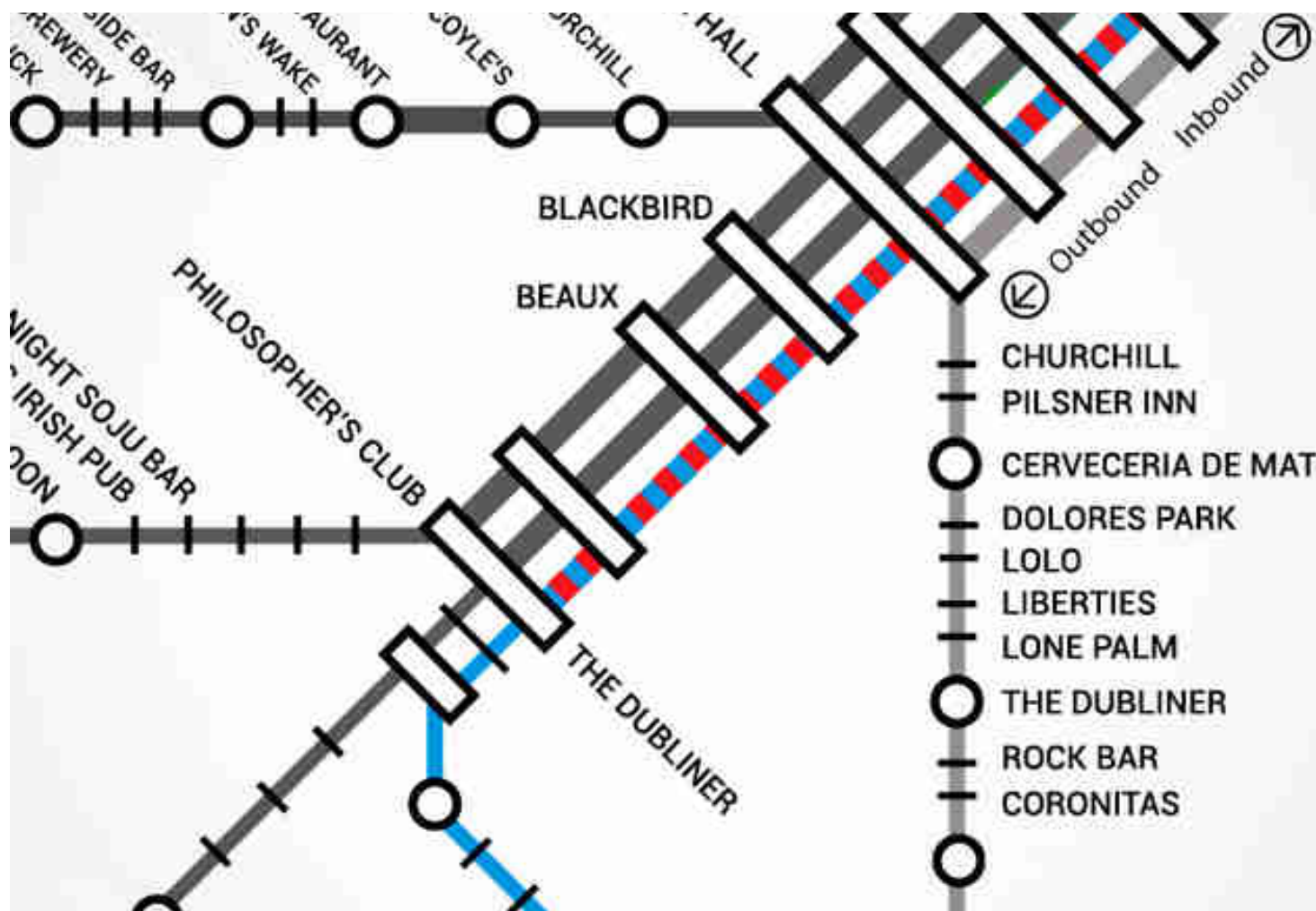
3rd and Hudson/Innes - Sam Jordan's Bar

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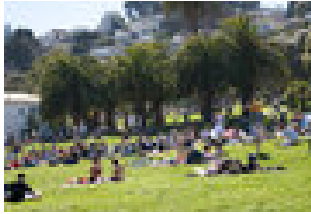


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20th St - Dolores Park (Is it a bar? Might as well be.)

Liberty - Loló

21st St - Liberties

Church and 22nd - Lone Palm

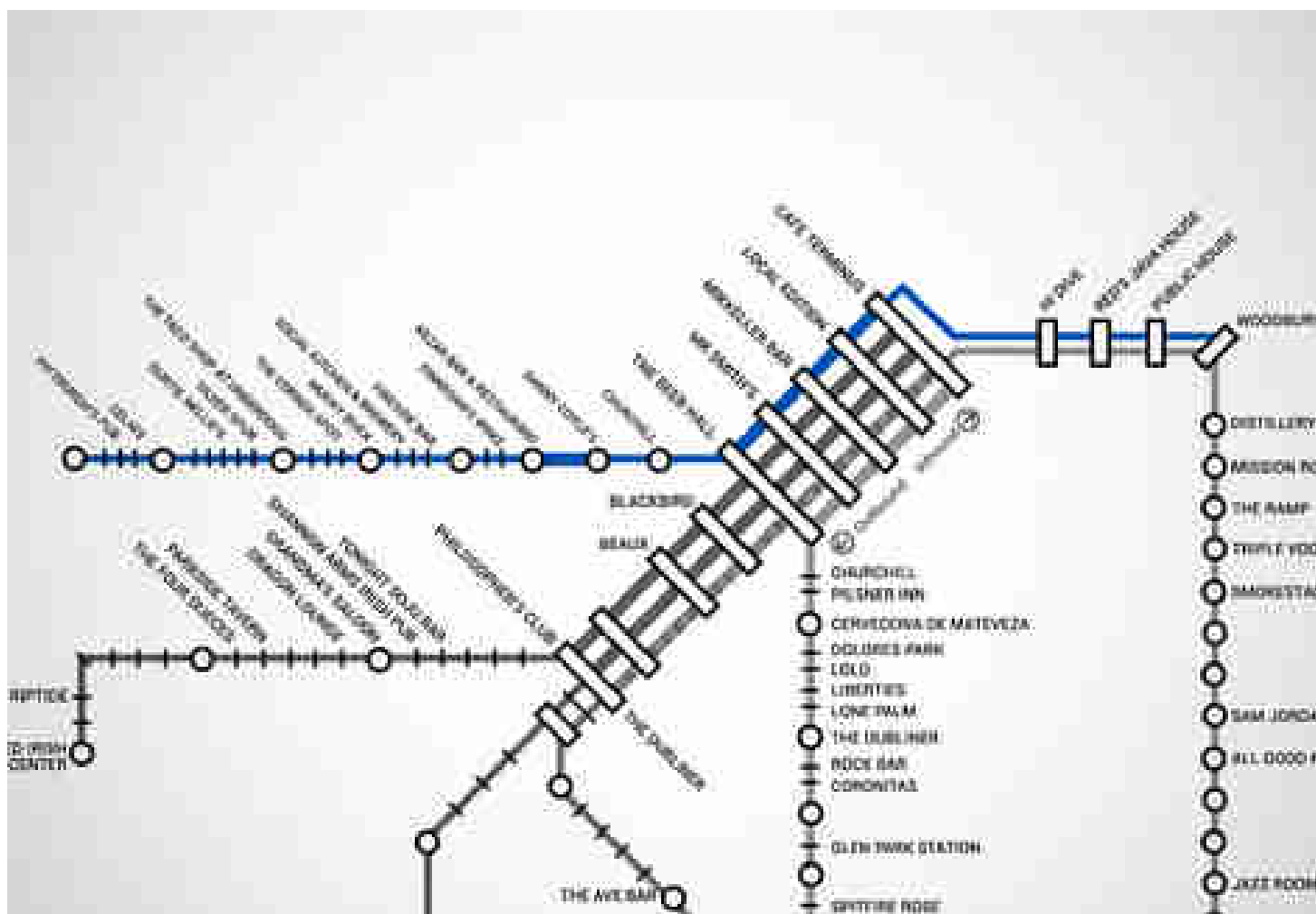
Church and 24th - The Dubliner

Church and 29th - Rock Bar

30th St and Dolores - Coronitas

San Jose and Glen Park - Glen Park Station

San Jose and Santa Rosa - Spitfire Rose



N-Judah

x

Duboce and Church St - Churchill
Duboce and Noe St - Danny Coyle's
Carl and Cole - Kezar Bar & Restaurant
Carl and Stanyan - Finnegan's Wake
Irving and 7th - Fireside Bar
Irving and 9th - Social Kitchen & Brewery
Judah and 9th - Mucky Duck
Judah and 15th - The Corner Spot
Judah and 19th - The Taco Shop at Underdogs
Judah and 22nd - Silver Spur
Judah and 25th - Durty Nelly's
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Joe Starkey is Thrillist's San Francisco Editor and riding the Muni frequently makes him want to drink. Follow him on Twitter.

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DINING » DISTILLATIONS

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Distillations: Finding Odd Barfellows at The Ave

By Benjamin Wachs

Tuesday, Jul 29 2014

Comments 1

The Ave Bar is, to my knowledge, the only place in its Ocean Ave neighborhood that specializes in craft beer on tap. Sadly Joe and I were told, coming in after a hard day, that the bar had such a big party the night before that it was almost all out.

The Ave, 1607 Ocean Ave., 587 -6645, theavebar.com.

Apparently we'd missed all oxooooAthe fun.

We settled for glasses of Lost Coast Anniversary Ale, which isn't settling at all, and took deep breaths.

"I hurt my knee," Joe said.

"Of course you did."

The Ave looks like a dive bar that someone forgot to finish. The walls are rough wood and the roof looks like it's made of tin. The six TVs around the room work fine, though nobody was paying attention.

"I didn't hurt it playing soccer," Joe says. "I hurt it just doing ordinary things."

"Right," I say. "But you spend so much time in high-impact activities that it stresses your system. If you weren't constantly stressing your knee making aggressive soccer plays ..."

"The same thing would have happened."

"Are you kidding?"

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Joe and I are probably never going to see eye-to-eye on this, or any number of things. This is reflected in our friendship: I tend to focus on the differences between us, he emphasizes on what we have in common.

Joe grew up in San Francisco, has family in the Bay Area. Has never lived outside of the region. Is married. I came here from far away knowing virtually no one, and float from group to group, experience to experience. Nobody sees much of me.

Joe tells me, over beer, that he doesn't know if he could give up an active lifestyle. I say there's so much more to the world than kicking things. What we're really talking about is the nature of happiness. What is the good life, and what should you sacrifice for it?

I tell him a story he's heard before, about watching the British dart championship on the Eurosports Network at 3 a.m. in a Prague hotel, and then the greatest thing that can possibly happen in a bar happens: A complete stranger walks over to us and says, "I'm sorry to interrupt, but I overheard your story ..."

I know how badly this can turn out, but if it's not what you want to happen, then drink at home. Bars are at their best when everyone there actively participates.

Kevin, 60 years old and from southern Ireland, reveals the astonishing fact that until just two years ago, championship dart and snooker players competed while imbibing heroic amounts of beer. He remembers watching them, which leads to him and Joe exchanging stories about watching soccer, which leads to stories about England in the '60s. Kevin is astonished by the fact that, between our vastly different areas of expertise, together Joe and I are already familiar with every bit of trivia he mentions.

That's how our friendship works. Vive la différence.

After a 20-minute chat, Kevin very politely returns to his seat, because he never really meant to intrude. But we have a good thing going here, and I take an active role to make sure we keep it.

"Do you have any thoughts on the nature of happiness, Kevin?" I call out to him.

"Because we were just discussing that, and couldn't agree."

He picks up his beer and walks back over. "The love of a good woman," he says. "It's really true."

The bartender, Lucia, walks over. "Loving what you do," she says. "That is satisfaction."

There is nothing so wonderful in this world as a dive bar where happily diverse people talk over good beer. Over the next few hours our conversations range from technology and love to seeing Bob Marley live.

"The thing I love most in the world, apart from women," Kevin says, "is eighth century Chinese poetry." I've been waiting for someone to tell me that my whole life.

Kevin also assures me that Lucia makes the best Long Island he's ever had. I order one: She serves it in a mason jar, and he's not wrong. Other regulars stop in, and share their night with us for a while.

When we finally leave, we give Kevin our cards. Make him promise to get in touch with us. He hasn't. That's the way these things all too often go. But if you stop by The Ave for a drink, and you should, make sure you talk to strangers.



Distillations: Setting a High Bar at Blackbird



Distillations: Recovering the Bygone Priorities of Youth at Brewcade



SLIDESHOWS



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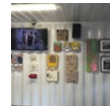
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LIQUID BREAD

— BAY AREA BEER NEWS —



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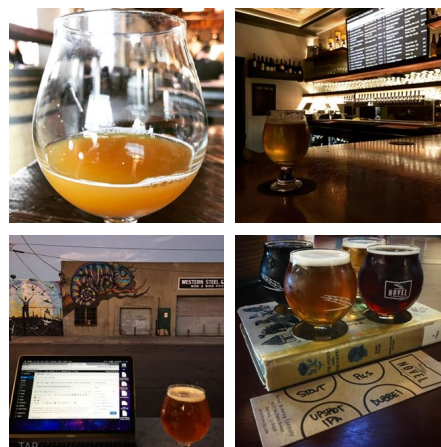
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Fort Point Brewing features beer lineup in tap takeovers at local SF bars

By Sam Molmud @smolmud · On July 30, 2014



INSTAGRAM



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Fort Point Beer Company of San Francisco featured their beers at the Ave Bar in San Francisco's Ingleside neighborhood. The brewery has been featured at many tap takeover nights throughout the city since it's opening last January. Photo by Lindsay Oda / Liquid Bread Magazine

Nearly seven months after opening their San Francisco Presidio brewery, **Fort Point Beer Company** already has much to boast: a 325 barrel output system, collaboration beers with the likes of Mikkeller and Freigeist, and an ongoing slew of tap nights at local San Francisco bars that showcase the brewery's unique flavor.

The latest event was last Thursday, July 24, at [the Ave Bar](#) off Ocean in SF's Ingleside neighborhood. Fort Point featured four beers on the Ave's tap system along with local brewery, [Cerveceria De Mateveza](#). On tap were Fort Point's Villager IPA, Westfalia rotbier, KSA Kolsch style and Park – all readily available offerings from the brewery.

Nights like last Thursdays at the Ave are common for Fort Point. After opening their brewery in January on Old Mason Street, a rocks throw from the Golden Gate Bridge, the brewing outfit has lined up multiple events per month at local bars to feature their beers.

"We're really busy this month, we have one [tap night] every week," Mike Schnebeck, head brewer of Fort Point, said.

The events not only give Fort Point the opportunity to get their beer out in the city, but give Schnebeck a feedback loop to know how bars and drinkers are responding to the beers.

"I'm always interested in what people think," Schnebeck said. "It's nice because these beers mean something to me and taste a certain way, so it's cool to see how different people interpret them."

Categorizing Fort Point's beers has proven to be difficult, as all of their beers blend different styles together and take unique approaches to traditional beer genres.

The brewery's Westfalia is a perfect example, clocking in at 5.6 percent alcohol and delivering notes of caramel, molasses and smooth sweet textures. A German rotbier style, the Westfalia is very balanced, smooth and pushes the genre boundaries of its taste into scotch ale territory.

Their recent collaboration with Sebastien Sauer of Freigest produced a beer inspired by their Westfalia, but brewed with charred manzanita wood chips and smoked malt.

As Fort Point's beers make appearances throughout the Bay Area, putting a face to the operation producing the beers is very important to their grassroots approach.

"For me, it's cool to meet people that are involved in the making of the beers and establishing a relationship" Schnebeck said. "It's nice that we can go out and hang out with people and try out beer together."

"We're really committed to quality in our brews and in our interaction with the public. We want to show people that working with a local company can be rewarding in many ways."

Fort Point is regularly featured around San Francisco bars, including [Hopwater Distribution](#), and posts events to [their Facebook page](#). They will also be pouring at the [San Francisco Brewers Guild](#) event, [Brews on the Bay](#), Saturday, September 13.

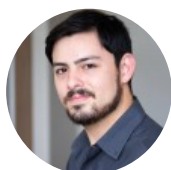
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SAM MOLMUD

A Bay Area native with a self-taught appreciation for craft beer, Sam founded Liquid Bread in June 2014 to fill the void of a dedicated beer journalism outlet for the region. Sam has worked in content management, editorial & media analysis for the past 7 years. Contact him at sam@liqbrd.net.

New bottles, cans, fresh tap releases from Bay Area breweries

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SOUTH BAY

Ocean Avenue investment soars, but old businesses feel squeezed

By J.K. Dineen | February 1, 2015 | Updated: February 1, 2015 9:28pm

4



Photo: Carlos Avila Gonzalez / The Chronicle

IMAGE 1 OF 8

Martha Nyuang closes her Dollar Best Store on Ocean Avenue, where a major development is in the works.

The wave of investment that has washed over Ocean Avenue the past few years has brought hundreds of units of new housing, a Whole Foods, a celebrated Thai-Laotian restaurant and even a new hardware store.

But as builders flock to the rising commercial strip, some longtime business owners wonder if they are going to be sacrificed in the name of urban progress. The tension over the changing retail corridor shows how the city's unprecedented boom is transforming even working-class districts far from trendy areas like Valencia Street.

On the 1600 block of Ocean Avenue in the Ingleside district, a developer has filed an application to tear down four buildings and replace them with a mixed-use building containing 36 condominiums above about 11,000 square feet of retail.

The development would displace eight existing businesses between 1601 and 1633 Ocean Ave. — an African American-owned bar that has been there since the 1940s, a cobbler who attracts business from around the city, a nail salon, a hair salon, a Latino evangelical church, a dollar store, a T-shirt shop and a tax preparation business.

Property owner TJ Development, which bought the properties in November for \$6.7million from another builder, has offered short-term leases of between 12 and 18 months to some of the tenants, with the provision that there would be no renewals after that. Others have not received any lease offer.

Trade-offs needed

The Ave Bar, a modest neighborhood saloon that counts retired African American police officers and teachers among its afternoon regulars, has just five months left on its lease, said owners Yusufu Bomani and Lucia Fuentes-Zarate.

“We have been getting played with the whole time,” Bomani said. “The ownership has changed hands, and I don’t know what’s going on. I hear scenario A one day and scenario C two days

later. I don't know the truth. All I know is I can't get a long-term lease, and I don't know how much longer I'm going to be here."

Gabriel Metcalf, executive director of the urban think tank SPUR, said balance between protecting neighborhood character and the need for more housing had to be challenging.

"We have to work through the trade-offs in neighborhood planning in a very thoughtful way," he said. "It's clear that we have a housing crisis, and the best place to add housing is near shops and transit. But it's important to try to preserve longtime businesses as well. I think there is sometimes a way to do both, and that is what you look for."

Neighborhood prosperity

The prospect of longtime businesses getting the boot is putting Ocean Avenue's boosters in something of a pickle, according to Dan Weaver, executive director of the Ocean Avenue Association. While Weaver wants to protect businesses like the Ave, he says the broader trend — the revival of Ocean Avenue — has been a boon for the area.

Starting with AvalonBay's construction of 179 apartments and the Whole Foods at 1150 Ocean, it has infused the retail corridor with more foot traffic and further energized an area that already has rich public transportation, plus City College of San Francisco and Lick-Wilmerding High School.

"At 5 or 5:30 or 6 you see all these people walking down to the grocery store and walking home with their groceries for dinner," said Weaver, a longtime resident. "It's a pattern I've never seen here before."

And there's more to come. Across the street from the AvalonBay project at Ocean and Brighton avenues, SST Investments is building 27 apartments above retail on McDonald's old overflow parking lot. At 1490 Ocean Ave., a gas station is set to be redeveloped with 15 units of housing. A 71-unit affordable housing development is wrapping up at 1100 Ocean.

A few years ago, Weaver did a survey of what residents wanted on the street. The top three answers were a hardware store, a grocery store and a destination restaurant. As the area was developed, they got them all. At a time when neighborhoods such as North Beach and Noe Valley have lost their local hardware store, Win Long Ocean Hardware opened at 1556 Ocean Ave.

“The city kept telling us, ‘Forget the hardware store, it’s not going to happen.’” Weaver said. “That was the miracle.”

‘Picking up momentum’

It’s a pleasant contrast to the 1980s and 1990s, when drug deals and robberies were so common that some businesses buzzed in customers and operated behind bullet-proof glass.

“We wouldn’t have been having this discussion 10 years ago — nobody wanted to come here,” said Supervisor Norman Yee, who represents the district. “I’ve seen interest grow, and it seems to be picking up momentum.”

While businesses are benefiting from the new well-heeled residents, it doesn’t do them much good if they get booted out.

Cindy Huynh, who owns Ocean Hair Design at 1619 Ocean Ave., said she’s worked for 19 years to build up her business and that she doesn’t know where she will go when her lease expires in 18 months. The idea of moving out temporarily and then back into the new building once it opens is not realistic.

“I can’t just stop working and wait for them. I have to find someplace else nearby to go,” Huynh said. “I don’t have any idea what they are going to do or when they are going to do it.”

Yony Recinos, who owns A-1 Shoe Repair at 1611 Ocean Ave., said moving his 10 heavy machines would be tough. He learned to be a cobbler in Guatemala, and it’s the family trade — his brothers and father also run shoe repair businesses in the Bay Area. His Yelp reviews include testimonials from customers gushing over his meticulous work — one customer continues to send her biker boots to A-1 even after she moved to Portland, Maine.

“I do a lot of stuff that places don’t even want to touch,” Recinos said. “It took me over a decade to establish myself in the area. I’d hate to let it go. I would love to stay in this area because it’s a little more affordable.”

Rich in local flavor

Bomani, who grew up in the Sunnydale housing projects and in the Fillmore, takes pride in the fact that his bar is popular with both city natives and the newcomers who are drawn to places

such as Champa Gardens, the new Thai-Laotian restaurant, and Whole Foods.

“I’m a city boy, so I bring a little local flavor to the bar business — there are not that many city boys left,” he said. “San Francisco has switched gears on everybody.”

Weaver said that the eight businesses represent about 10 percent of the retail on the strip, which he described as “a big chunk in our small business community.”

Joaquin Torres, director of the Mayor’s Office of Neighborhood Services, said his agency could provide relocation assistance — both financial and advisory — to the individual businesses impacted by the development. Ocean Avenue is part of the city’s Invest in Neighborhoods program, which helps attract and retain small businesses.

“There isn’t a blanket approach to what businesses want,” he said. “Every small business owner is particular in terms of what their goals are.”

Planning considerations

The Ave’s owners, for example, have indicated that they might like to add food service. Torres said his staff is committed to helping them find a new home, if necessary.

Metcalf said planners need to make sure new construction can accommodate mom-and-pop retailers.

“New buildings are always more expensive in the beginning, but one of the strategies we can use is to make sure that they include the ability to subdivide ground-floor space into really small storefronts as a way to provide opportunities to local businesses,” Metcalf said.

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J.K. Dineen

Reporter



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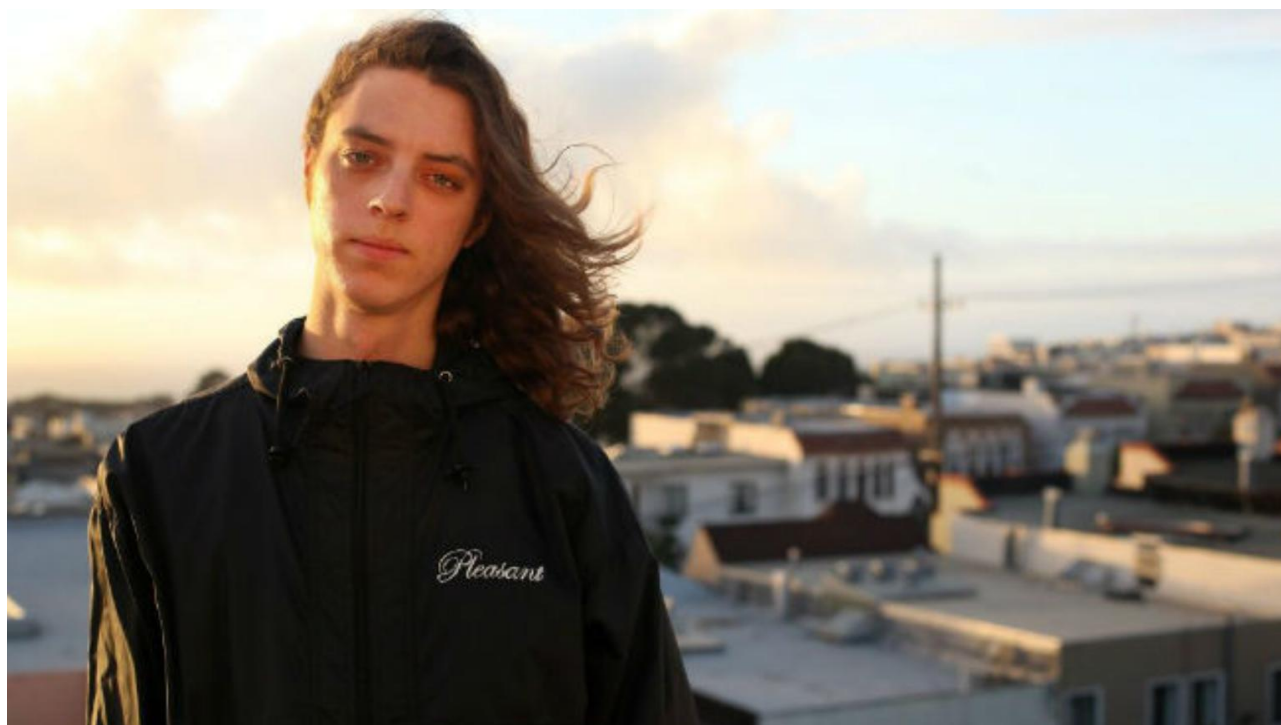
GUIDE

Music Producer Brogan Bentley Taps Into San Francisco's Parks to Recharge

KW

KATIE WHEELER-DUBIN

Apr 12 2016, 3:38pm



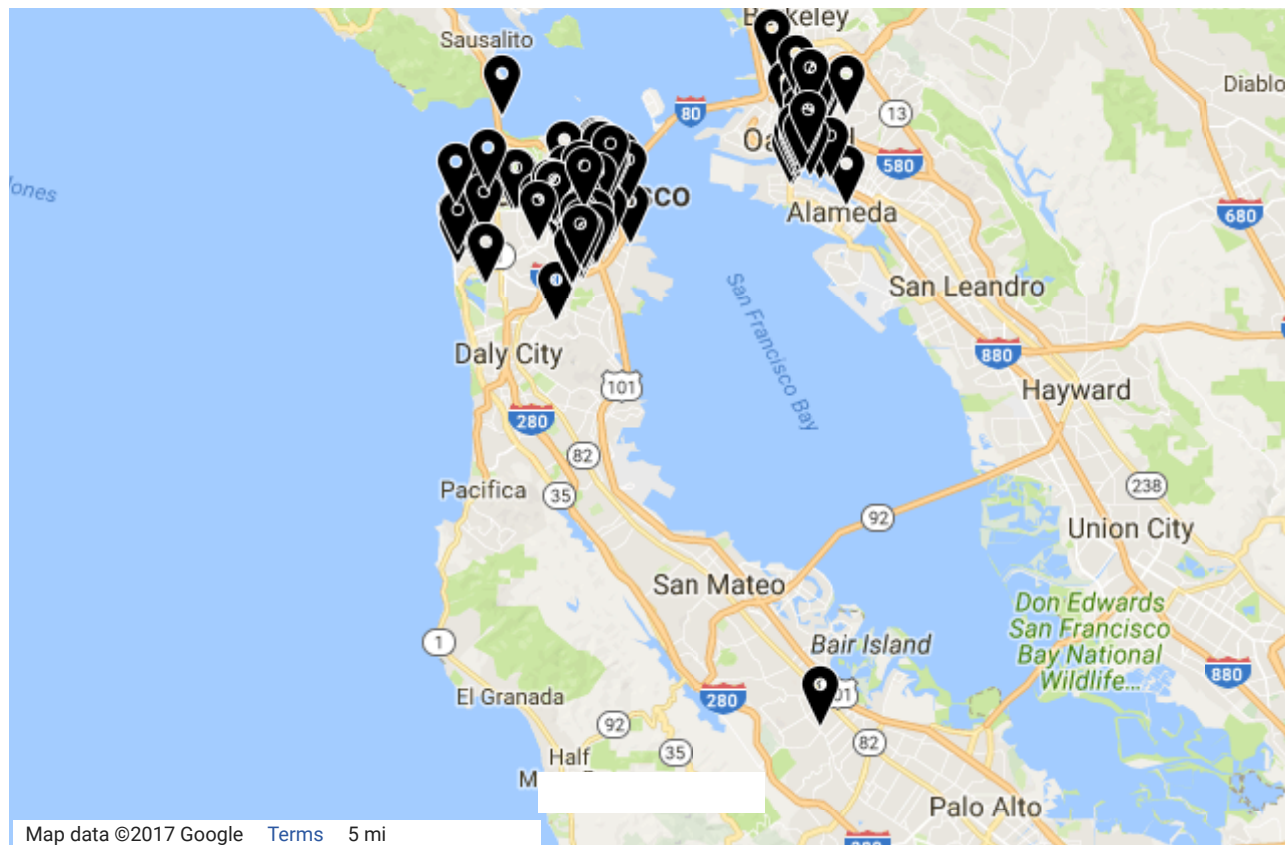
Brogan Bentley. Photo by Sean Culligan

"You'd never know you're in a city when you're down in there."

Brogan Bentley is a San Francisco-based music producer who has lived in the city for ten years. Along with releasing music on Leaving Records, he hosts, organizes, and curates events in venues and guerrilla spaces, and he can be found walking the streets late at night, smoking spliffs around town. Here we track him down to talk about his favorite San Fran spots.



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Where do you take out of town visitors in San Francisco?

I've been taking people to Sutro Heights just because it's literally on the edge of the Western world. Overlooks down the coast, strange mystic thing going on there, especially with the old bathhouse being mysteriously burnt down. It's different day to day depending on the weather—sometimes I want to go to Washington Square Park and gaze up at that big church. That's usually late at night when the city's quiet, and I feel like I have a part of town to myself, not a bunch of random people. Anywhere I can reclaim the city and feel like it's just me and and the person I'm with.

Where do you go when you want to be around people?

I head out to the Tenderloin and hit the dive bar the Brown Jug, because the people you're going to encounter there are not yuppie San Franciscans, they're OG, triple OG, all walks of life. It's incredible. You'll meet anyone to an old cab driver to some Central American crystal meth dealer. We're all hanging out, we're all putting music on the jukebox, we're all getting turned up together. I've



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that pervades the city. There's still a lot of special spots with really genuine people, but it's just getting harder and harder. But the thing is, the more people move away and less people are holding it down, it kinda makes it obvious who is keeping it really real. It's a blessing in disguise—it forces us to come together, seek each other out that much more.

Do you have a favorite coffee spot?

I'd rather go somewhere where the people know me and appreciate my business, and I appreciate the service, and we have a mutual understanding. It's not just fast-food style, and it's not just get in, get out. No, let's all just hang out. I get myself a chai latte, and I've been going to [Java Beach Cafe](#). I've been going to the one on Sloat Blvd, out by the zoo—it's less traffic than the one on Judah, so the food quality is better. I'm in a nice part of town where it's tucked away in the southwestern quarter of the city. I get to tap into these cutty spots, though until recently I'd never hung out on Sloat before. You can get your chai. The guys are always playing good music there like J Dilla and classic R&B, and then you post up at the ocean and smoke a spliff and do your thing.

What San Francisco neighborhood are you excited about right now?

Ingleside! I've been throwing shows at this dive bar, the [Ave](#). They've really welcomed me. They trust me, the dude who runs the spot, I'm like his apprentice. He will school me, mentor me, sit me down, and have a life talk. Places like that, where I have a relationship with someone, that's what make certain places, the city, so special. It's easy to get lost, the connectivity gets lost. So that's what makes the places so precious when you do find a diamond in the rough, not IKEA white-washed like the rest of the city is going through right now.

What are your current feelings about San Francisco?

It's hard to stay optimistic sometimes. It's so hard keeping your head above

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qualities, though, parts of town that are sanctuaries like Stern Grove or the Presidio—you'd never know you're in a city when you're down in there. There are ways to remedy the shit that's ailing us right now, and it's all about tapping back into what has already been here and what will always be here: the parks, the local businesses that (hopefully) will remain, the characters that you've seen for years before ever getting to know them.

ADVERTISEMENT

What do you feel like your role in San Francisco is?

I just want to bring people together. Whether it be through music or art, there's something so important about bringing people together and making people recognize we do have each other and we can keep pushing it. It's not going to be easy, but we can do it. There's a lot of bummer energy floating around the city, a lot of uneasy spirituality still stuck here in a number of ways, hella ghosts in the city. If you're not bringing joy and creating something, being radiant, not serving any purpose, making an effort to lift people up, what are you doing?

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Ingleside-Excelsior Light

SMALL BUSINESS

The Ave Bar Continues to be a Hit with the Neighborhood and Visitors Alike

By [Sara Bloomberg](#)

Posted on June 16, 2016



The Ave Bar has been a fixture of Ocean Avenue for decades. Located between Capitol and Faxon avenues, it draws a loyal crowd of locals, and, after a makeover, has been luring in people from other neighborhoods.

For Sunset resident Darryl Jackson, its four star rating on Yelp provides enough incentive to try it out.

“I saw it on Yelp,” Jackson said. “It looked like a hidden gem.”

Inside, the exposed wood walls and corrugated metal ceiling complement the bar’s focus on straightforward drinks and personal service.

It’s what keeps people coming back.

Owners married partners Lucia Fuentes Zarate and Bomani Caungula took it over in 2006 and shortened its name from the Avenue Club to The Ave. The name change was “to give it a little flavor,” Caungula said.

They have a small staff of five people who will mix up any type of cocktail you could ask for but they are particularly proud of their selection of microbrew beers from San Francisco and northern California producers.

It’s part of a “drink local, spend local” ethos, Fuentes Zarate said.

“If you’re into supporting the local economy, then this is where you need to drink,” Caungula said. “This is a bar about San Francisco.”

But don’t call it a “dive”.

“My liquor and beer elevates it above a dive bar,” Caungula said, who will drive up the coast to pick up a keg or two from local brewers.

And when it runs out, it’s out until the next trip.

Their current selection includes Pine Street’s Atom Splitter, El Segundo’s stout, Third Street’s rye ale and Clown Shoes’ Muffin Top, a Continued from the Front Page Belgian style triple India pale ale that boasts a 10 percent alcohol content.

Even if you're not a microbrew connoisseur, the friendly atmosphere in the bar will probably draw you in.

People in the neighborhood often come in to unwind before heading home after work during the week, Fuentes Zarate said, and sometimes they even get reservations for parties on the weekends.

For 10 years Mona Lisa Mares has been going to The Ave to enjoy her drink of choice —Tecate.

"I really enjoy coming here when there's nobody," Mona Lisa Mares said, because the bartenders are great. "You feel comfortable here."

This article first appeared in The Light's May 2014 print edition.



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Friday June 16, 2017



[SF Weekly \(http://www.sfweekly.com/\)](http://www.sfweekly.com/)

Top 50 Dive Bars in San Francisco



(Dylan Goldberger)

In our vision of Hell, every surface is sticky and every table needs a shim.

Funny how that applies to more than a few dive bars, which we also consider to be the next best thing to paradise.

In spite of the massive changes the 21st century has wrought on San Francisco, there remains a bright constellation of grimy, crusty joints with inches-thick layers of character, like the tree rings of a sequoia that survived one fire after another. As with the Supreme Court's you-know-it-when-you-see-it definition of pornography, the exact parameters of what constitutes a dive are contingent and fuzzy. Some are like de facto private clubs, while others serve \$12 craft cocktails to keep the lights on. But many are barely known outside their immediate neighborhoods.

If you want standardization, predictability, and good lighting, go to Starbucks. If you want random adventure, affably cantankerous service, and (mostly) cheap beer, wade into S.F.'s glorious ecosystem of dives. To help you — and, maybe, to help them — we offer the 50 that feel the truest to the spirit of this city, and whose loss we would feel the hardest.

Aunt Charlie's

133 Turk St.

Tenderloin

One of only two gay bars left in the once-queer-as-hell Tenderloin, Aunt Charlie's is also a narrow, carpeted dive where neighborhood regulars gather daily to drink powerful drinks at we-will-not-be-undersold prices. That its few tables are sometimes reserved tickles us to no end, but a shout-out to DJ Bus Station John's long-running Thursday night party full of disco rarities and Hi-NRG obscurities, The Tubesteak Connection, is in order. Keep your phones in your pockets, boys, lest ye be shamed for that telltale blue glow. On this unlovely block of Turk Street, a perennial blossoms.

The Ave Bar

1607 Ocean Ave.

Ingleside

The Ave is a dive bar with good taste and a much-needed landing spot for locals. Firefighters from the station down Ocean Avenue frequent the joint, as do myriad Ingleside neighbors. A stack of the local paper, *The Ingleside-Excelsior Light*, is often found on the corner of the bar. But The Ave has more than just great local color; it's also got a craft beer menu that's constantly changing, from Hop Dogma to Karl Strauss, Laughing Monk and more, its selection hails from up and down the coast. That's how The Ave makes sure it keeps up with the times, even if you're nursing drinks in a neighborhood full of long-time San Franciscans.

El Rio

3158 Mission St.

La Lengua/Mission



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: AUGUST 2, 2017

Filing Date: July 6, 2017
Case No.: 2017-008645LBR
Business Name: The Ave Bar
Business Address: 1607 Ocean Avenue
Zoning: NCT (Ocean Avenue Neighborhood Commercial Transit)/
45-X Height and Bulk District
Block/Lot: 6935/026
Applicant: Lucia Fuentes Zarate
PO Box 511213
Pengrove, CA 94951
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

The Ave Bar is a neighborhood bar located on the south side of the Ocean Avenue near Capitol Avenue in Ingleside. Opened in 1949 as The Avenue Club by Bob Wells and former San Francisco 49ers football player, John Schielh, the bar is one of the longest-operating businesses along the Ocean Avenue commercial corridor. Ownership of the business changed hands several times over the years, as did the name, although it always maintained some variation of the word, "avenue." The use of the space as a longstanding local bar always remained consistent, and the business accumulated a loyal following of diverse neighborhood residents that reflect the surrounding area; it also became a popular destination for alumni and faculty members of area high schools. The Ave Bar is noted for its friendly atmosphere and is proud to have so many regular customers, some of which belong to the third or fourth generation of families that have frequented the bar.

Under its current ownership, The Ave Bar has become known for offering a quality selection of craft and micro-brews, special beer tastings featuring local breweries, and quality spirits. The business emphasizes the craft of bartending by bringing in certified beer and whiskey experts to mentor staff on how to talk to customers about various products. The bar is also a participant in San Francisco Beer Week.

Today, the business is owned by Bomani Caungula and Lucia Fuentes Zarate, who remain active in their community by serving on the leadership of the Ocean Avenue Association and by organizing various charity fundraisers and drives at The Ave Bar such as the San Francisco Fire Department Annual Toy Drive.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1949

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

Yes, The Ave Bar qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. The Ave Bar has operated for 68 years.
- ii. The Ave Bar has contributed to the Ingleside neighborhood's history and identity by serving as a neighborhood bar and gathering place on the Ocean Avenue commercial corridor for generations.
- iii. The Ave Bar is committed to maintaining the physical features and traditions that define its significance as a neighborhood bar along the Ocean Avenue commercial corridor, its commitment to the craft of bartending, and the offering of affordable quality beer and spirits.

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

The business is associated with the tradition of operating a neighborhood bar.

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

The 1922 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 property is located within the boundaries of the Ocean Avenue Historic Resources Survey, a project currently underway funded by the Historic Preservation Fund Committee.

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. San Francisco Chronicle, 10/22/1949, "Avenue Club Opens"; San Francisco Chronicle, 10/4/1950, "Ex-Football Star Thrown for Loss"; Thrillest (blog), 7/9/2017, "SF's First-Ever Muni Metro Bar Map," by Joe Starkey; SFWeekly, 7/29/2014, "Distillations: Finding Odd Barfellows at The Ave," by Benjamin Wachs; Bay Area Brew News, 7/30/2014, "Fort Point Brewing features beer lineup in tap takeovers at local SF bars," by Sam Molmud; The Chronicle, 2/1/2015, "Ocean Avenue investments soars, but old businesses feel squeezed," by J.K. Dinnen; Ingleside-Excelsior Light, 6/16/2016, "The Ave Bar Continues to be a Hit with the Neighborhood and Visitors Alike," by Sara Bloomberg; SF Weekly, 6/16/2017, "Top 50 Dive Bars in San Francisco."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1607 Ocean Avenue

Recommended by Applicant

- Function as a neighborhood-serving bar
- Specialized draft beer list and quality spirits
- Commitment to the craft of bartending
- Welcoming atmosphere to diverse customer base

Additional Recommended by Staff

- Location in the Ocean Avenue Commercial Corridor



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE AUGUST 2, 2017

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

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Planning
Information:
415.558.6377

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Applicant: Lucia Fuentes Zarate
PO Box 511213
Pengrove, CA 94951
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE AVE BAR,
CURRENTLY LOCATED AT 1607 OCEAN AVENUE (BLOCK/LOT 3637/027).**

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 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 August 2, 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 The Ave Bar 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 The Ave Bar:

Location (if applicable)

- 1607 Ocean Avenue

Physical Features or Traditions that Define the Business

- *Function as a neighborhood-serving bar*
- *Specialized draft beer list and quality spirits*
- *Commitment to the craft of bartending*
- *Welcoming atmosphere to diverse customer base*
- *Location in the Ocean Avenue Commercial Corridor*

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 2017-008645LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 2, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: