

# Legacy Business Registry Staff Report

HEARING DATE JANUARY 22, 2018

## NOE VALLEY BAKERY

*Application No.:* LBR-2017-18-020  
*Business Name:* Noe Valley Bakery  
*Business Address:* 4073 24<sup>th</sup> Street and 28 West Portal Avenue  
*District:* District 8 (primary location)  
*Applicant:* Mary Gassen, President  
*Nomination Date:* October 16, 2017  
*Nominated By:* Supervisor Jeff Sheehy  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Noe Valley Bakery was established in 1989 when Egon Grundmann purchased the existing business, Sweet Cakes, from owner Frank Tarantino after it was listed for sale in November 1988. He changed the name to Noe Valley Bakery when it re-opened in March 1989. Noe Valley Bakery is one of several bakeries that have been located at 4073 24<sup>th</sup> Street since 1923, including Plate's Bakery from 1933 to 1985 and Sweet Cakes from 1986 to 1988. Grundmann, originally from Cologne, Germany, had already owned large scale bakeries in San Mateo and Burlingame, but wanted a smaller operation. He and one other baker did most of the baking at Noe Valley Bakery.

In 1994, husband and wife Michael and Mary Gassen bought the business. Noe Valley Bakery makes everything daily in the store and sells out almost every day.

Michael Gassen has been a master baker for over three decades. Pulling inspirations from the pastoral and tactile art of baking, Michael has been the creative soul behind his San Francisco neighborhood bakery. He also is the mastermind behind the famous train sets in the store's window display on 24<sup>th</sup> Street. Mary Gassen is an operations and finance expert for artisan food businesses. Michael handles all the bakery's culinary operations and Mary handles the finances and business administration. The couple opened a second bakery, at 28 West Portal Avenue, in March 2017.

The pressures on profitability are reaching a critical point and Noe Valley Bakery needs help to remain in the Noe Valley neighborhood into the future. The bakery profit margins have always been low, and there are now constant upward pressures on the costs of doing business in San Francisco. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and the upcoming increase in rent, the owners need to find new ways to stay slightly profitable and in business. The one thing that has kept the business profitable in the past is that the original lease had a very reasonable level of rent. This is now in serious jeopardy given that the owners are renegotiating a new lease in August 2018.



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

No, the applicant has not operated in San Francisco for 30 or more years.

4073 24<sup>th</sup> Street from 1989 to Present (28 years)  
28 West Portal Avenue from 2017 to Present (9 months)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, had no break in San Francisco operations exceeding two years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes. Noe Valley Bakery has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Noe Valley neighborhood and, if not included on the Registry, would face a significant risk of displacement.

**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 Noe Valley 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:

- Noe Valley Bakery is associated with the culinary traditions of an artisan full-line bakery. The bakery makes everything from scratch by hand and in the old world traditions.
- Noe Valley Bakery has contributed to the identity of the Noe Valley neighborhood by continuing a more than 85 year tradition of maintaining a bakery at this location.
- The building is a contributor to the California Register-eligible 24th Street Commercial Corridor Historic District. The 24th Street historic district displays the architectural congruity necessary to qualify for listing under Criterion 1 for its early history as the commercial corridor for the Noe Valley streetcar suburb. Generally the 24th Street historic district features a range of one to three story buildings that have ground floor commercial storefronts that were constructed either originally as part of the building, or were later alterations made to residential buildings. As the street became more and more commercialized, early residences were modified to accommodate a retail space on the ground floor. Contributors to the historic district are mixed residential and commercial buildings constructed sometime between the 1880s, when the first residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.
- The business has been cited in the following publications:
  - SF Chronicle.
  - SF Business Times.
  - CNET.
  - Food & Wine Magazine.
  - Gourmet Magazine.



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

Yes, Noe Valley Bakery is committed to maintaining the physical features and traditions that define the bakery and the 1902 building located at 4073 24th Street.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Noe Valley Bakery 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:

- Full line of artisan baked goods.
- Building façade and footprint at 4073 24th Street.
- Storefront components at 4073 24th Street, including large glass panels, transom, wood trim, Art Deco tile base, bracket sign, and awning feature.
- Storefront displays of baked goods.

**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.

- Bakery.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Noe Valley Bakery currently located at 4073 24<sup>th</sup> Street and 28 West Portal 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: JANUARY 22, 2018

NOE VALLEY BAKERY

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

<i>Application No.:</i>	LBR-2017-18-020
<i>Business Name:</i>	Noe Valley Bakery
<i>Business Address:</i>	4073 24 <sup>th</sup> Street and 28 West Portal Avenue
<i>District:</i>	District 8 (primary location)
<i>Applicant:</i>	Mary Gassen, President
<i>Nomination Date:</i>	October 16, 2017
<i>Nominated By:</i>	Supervisor Jeff Sheehy
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR NOE VALLEY BAKERY, CURRENTLY LOCATED AT 4073 24<sup>TH</sup> STREET AND 28 WEST PORTAL AVENUE.

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

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

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

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

**WHEREAS**, at a duly noticed public hearing held on January 22, 2018, 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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Noe Valley Bakery 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 Noe Valley Bakery:

Physical Features or Traditions that Define the Business:

- Full line of artisan baked goods.
- Building façade and footprint at 4073 24th Street.
- Storefront components at 4073 24th Street, including large glass panels, transom, wood trim, Art Deco tile base, bracket sign, and awning feature.
- Storefront displays of baked goods.

**BE IT FURTHER RESOLVED** that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Noe Valley Bakery on the Legacy Business Registry:

- Bakery.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 22, 2018.

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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-2017-18-020  
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*District:* District 8  
*Applicant:* Mary Gassen, President  
*Nomination Date:* October 16, 2017  
*Nominated By:* Supervisor Jeff Sheehy

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? \_\_\_\_\_ Yes \_\_\_\_\_ ☒ No

4073 24<sup>th</sup> Street from 1989 to Present (28 years)  
28 West Portal Avenue from 2017 to Present (9 months)

**PER CRITERION 1:** Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?  
\_\_\_\_\_ ☒ Yes \_\_\_\_\_ No

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

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? \_\_\_\_\_ ☒ Yes \_\_\_\_\_ No

**NOTES:** NA

**DELIVERY DATE TO HPC:** December 18, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 8



City and County of San Francisco

**JEFF SHEEHY**

October 16, 2017

Dear Director Regina Dick Endrizzi:

I'm writing to nominate the Noe Valley Bakery for the Legacy Business Registry. For 28 years, the Noe Valley Bakery has been a mainstay of the neighborhood of Noe Valley. Without the Bakery, the neighborhood wouldn't be the same.

The Noe Valley Bakery has been a place for the neighborhood to come together over the years. The cakes and treats from the bakery have made countless celebrations special. I strongly believe the business would benefit greatly from being a part of San Francisco's Legacy Business Registry, and thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy  
Member, San Francisco Board of Supervisors

## 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:		
Noe Valley Bakery and Bread Company, Inc. DBA Noe Valley Bakery		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Mary Gassen and Michael Gassen		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
4073 24th Street San Francisco, CA 94114	(415) 550-1405	
	EMAIL:	
	maryg@noevalleybakery.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
<a href="https://noevalleybakery.com/">https://noevalleybakery.com/</a>	<a href="https://www.facebook.com/noevalleybakery/">https://www.facebook.com/noevalleybakery/</a>	<a href="https://www.yelp.com/biz/noe-valley-bakery-san-francisco">https://www.yelp.com/biz/noe-valley-bakery-san-francisco</a>

APPLICANT'S NAME	
Mary Gassen	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	TELEPHONE:
4073 24th Street San Francisco, CA 94114	(415) 716-9310
	EMAIL:
	maryg@noevalleybakery.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0936452	1895871

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
4073 24th Street	94114	2/15/95
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	2/95 - present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
28 West Portal Avenue	94127	Start: 03/22/17 End: N/A

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

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

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

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

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Mary Gassen

11/6/17



Name (Print):

Date:

Signature:

## **NOE VALLEY BAKERY**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**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.**

Noe Valley Bakery was established in 1989 when Egon Grundmann purchased the existing business, Sweet Cakes, from owner Frank Tarantino after it was listed for sale in November 1988. He changed the name to Noe Valley Bakery when it re-opened in March 1989. Noe Valley Bakery is one of several bakeries that have been located at 4073 24th Street since 1923, including Plate's Bakery from 1933 to 1985 and Sweet Cakes from 1986 to 1988.

Egon Grundmann, originally from Cologne, Germany, had already owned large scale bakeries in San Mateo and Burlingame, but wanted a smaller operation. Grundmann himself and one other baker did most of the baking at Noe Valley Bakery. Erich Eberle, the former owner of Plate's Bakery, also came in once or twice a week to help out.

During the time of Grundmann's ownership, husband and wife Michael and Mary Gassen lived in Noe Valley and for years contemplated owning their own bakery. They used to walk by 4073 24th Street daily and dream that they could own it one day. They wanted to revitalize the concept of the neighborhood full-line bakery that had all but vanished from San Francisco's neighborhoods with only a few, mostly ethnic, exceptions. In the fall of 1994, they received a call that Noe Valley Bakery was for sale and they went full speed ahead to make their dream happen. Grundmann never meant to sell his bakery so quickly, but after two heart attacks and the advice of his doctor, he decided it was best for him to sell the business because he was not handling the stress well in operating it. (Noe Valley Voice, February 1995).

On opening day on February 18, 1995, Michael and Mary Gassen filled the shelves of their new bakery with a huge inventory so that the neighborhood would see they were open for business. They had enough baked goods for the first few days – or so they thought. When they opened the doors, they sold out of everything by noon! Noe Valley was eager for a quality neighborhood bakery and they haven't let up since. Noe Valley Bakery makes everything daily in the store and sells out almost every day.

Michael Gassen has been a master baker for over three decades. Pulling inspirations from the pastoral and tactile art of baking, Michael has been the creative soul behind his San Francisco neighborhood bakery, growing it to be as delicious as it is profitable. Michael got his start at Tiffany Bakery as a baker's helper at 14 years old, where he quickly turned in a mop for a mixer. His lifetime passion for baking has taken him through bakeries all over California including Oh

La La, La Seine, Acme Bread, Semifreddi's and Il Fornaio. When he's not overseeing the bakery, Michael loves mentoring other food business owners, teaching them the creative and culinary skills needed to run a successful business. He loves bike riding in Marin and Sonoma and cooking at home with his family. He also is the mastermind behind the famous train sets in the store's window display on 24th Street and can be caught in the garage many nights working on his newest display.

Mary Gassen is an operations and finance expert for artisan food businesses. After running her San Francisco neighborhood bakery profitably for over 20 years, Mary opened Launch, her consulting business where she brings the best of her analytical strengths and years of experiences to help food business owners keep more of their hard earned money and fall in love with their businesses again. She's no stranger to operations large and small, having lead major restaurant brands, like Il Fornaio, through openings and expansions and helping dozens of local artisan shops smooth operations or clean up their financials. When she's not running Noe Valley Bakery or helping others get a handle on their finances and operations she can be found hunting for new foods, geeking out on efficiency systems and cooking at home with friends.

Michael and Mary make the perfect mom-and-pop team as Michael handles all the bakery's culinary operations and Mary handles the finances and business administration. The couple opened a second bakery, at 28 West Portal Avenue, in March 2017.

The pressures on profitability are reaching a critical point and Noe Valley Bakery needs help to remain in the Noe Valley neighborhood into the future. The bakery profit margins have always been low, and there are now constant upward pressures on the costs of doing business in San Francisco. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and the upcoming increase in rent, the owners need to find new ways to stay slightly profitable and in business. The one thing that has kept the business profitable in the past is that the original lease had a very reasonable level of rent. This is now in serious jeopardy given that the owners are renegotiating a new lease with the next generation of the Eberle family in August 2018. Getting listed on the Legacy Business Registry will be exactly the help the owners need to remain open in Noe Valley for the next 20 years. The Legacy Business Program will be an important component of the lease negotiations and possibly the key to the bakery's continued viability in Noe Valley.

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

In the Noe Valley location, there has been almost no business interruption in over 94 years – 4073 24th Street is the neighborhood's bakery.

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

The business is currently owned and operated by husband and wife Michael and Mary Gassen.

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

The ownership history of Noe Valley Bakery is as follows:

1989 - 1994:	Egon Grundmann
1994 - Present:	Michael and Mary Gassen

There is a rich history to the Noe Valley Bakery location at 4073 24th Street. It has been the neighborhood bakery in Noe Valley since 1923. The current property owner, Erich Eberle, was a baker in that location starting in the 1964 at Plate's Bakery and later bought the bakery and building from Mr. Plate. The Gassens purchased the Noe Valley Bakery from Egon Grundmann who had operated it for five years as Noe Valley Bakery.

Timeline of 4073 24th Street, San Francisco as a bakery

1923-1925:	Bakery; BF "Benj F" Owens
1926:	Bakery; Louis Egenburger
1927-1932:	Bakery; Wilfred and Ethel Werner
1933-1967:	Plate's Bakery; Henry and Dorothy Plate
1968-1985:	Plate's Bakery; Erich and Marianne Eberle
1986-1988:	Sweet Cakes; Frank Tarantino
1989-1994:	Noe Valley Bakery; Egon Grundmann
1994-Present:	Noe Valley Bakery; Michael and Mary Gassen

**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.**

A copy of the asset purchase agreement executed in October 1994 between Egon Grundmann and Michael and Mary Gassen for the purchase of Noe Valley Bakery is available upon request.

**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 building at 4073 24th Street is classified as a Category A building ("historical resources present") with regard to the California Environmental Quality Act. The building at 28 West Portal Avenue is classified as a Category B building ("properties requiring further consultation and review").

## **CRITERION 2**

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

Noe Valley Bakery has been embraced by neighborhood residents for its vision and consistently excellent quality of baked goods and friendly service. The mission of Michael and Mary Gassen is to create a place where everything is made from scratch on premises and baked by people standing 10 feet in front of its customers. This allows the customers to see and experience the love and care that goes into each item. It is also a place where you are welcomed by a friendly smile and personal greeting, where your server remembers your name and your favorite treats and cares about what is happening in the neighborhood. The interactive experience taps into the old world concept of the artisan bakery, and the revitalization of a full-line neighborhood business. Throughout the business's operation, the Gassens have listened to their customers and adapted menus to meet changing tastes and preferences. Noe Valley Bakery is more than a great neighborhood bakery—it's a community resource.

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

Whenever there are significant events in the neighborhood, Noe Valley Bakery is there to help. After all, what is a celebration without cake? Among the many events the business has supported are:

- St. Paul's School's 100<sup>th</sup> anniversary – cake for 1,000 participants
- Noe Valley Ministry's many anniversaries and celebrations
- Jewish Community Center of San Francisco's Rosh Hashanah Ceremony (annually)
- St. Phillip's School Festival (annually)
- Noe Valley Library's 100<sup>th</sup> Anniversary
- SF Friend's School's Blue Party Fundraiser (annually)
- Academy of Friends' Oscar Night Fundraiser (annually)
- Taylor Family Foundation's Fundraiser (annually)
- Warrior Canine Connection (annually)
- KALW Public Radio (annually)
- St. Anthony's Dining Room (annually)
- One Warm Coat (annually)
- Food Runners – daily food donations since 1995

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

Noe Valley Bakery has been written about in SF Chronicle, SF Business Times, CNET, Food & Wine Magazine and Gourmet Magazine among others.

**Is the business associated with a significant or historical person?**

Some of our well-known regular customers are: Gavin Newsom, Bevan Dufty, Matt Cain, Willie Brown and Tracy Chapman.

### **How does the business demonstrate its commitment to the community?**

Michael and Mary Gassen are great citizens of Noe Valley because they are both passionately devoted to the neighborhood. First, they understand their role in the community and take seriously the role that the neighborhood bakery plays in the every-day lives of Noe Valley residents. Second, they have forward-thinking vision and have participated (and will continue to participate) in the improvement of Noe Valley — they know that they cannot rest on their laurels and need to stay relevant in the marketplace as the neighborhood continues to change.

Michael and Mary Gassen have participated in many Noe Valley Merchant Association events. Among them are the annual Hay Ride, Easter Egg Hunt, Harvest Festival and Wine Walk.

Michael and Mary Gassen were instrumental in getting Noe Valley designated as a Community Benefit District (CBD) and strongly support its mission to beautify and improve Noe Valley. Mary was the Treasurer at its inception and served in that capacity for five years.

Michael and Mary support many Noe Valley organizations and their fundraising efforts through donations and gift certificates. One of the most popular items at any silent auction is a gift certificate for one of our celebration cakes, so we give one to almost everyone who asks so they can raise money to help their cause. We support our neighborhood organizations, but also other organizations that are important to our customers. Among the many recipients of these gifts are: Rooftop School, Sacred Heart, French American School, Miraloma Elementary, Harvey Milk Civil Rights Academy, Fairmount School, Gates & Bridges Preschool, Commodore Sloat School, San Francisco Day School, Laurel Hill Nursery School, Children's Day School, Phoebe A. Hearst Preschool, Project Open Hand, Plate by Plate, Cooper's Dream Rescue, Susan G Komen Race for the Cure, Pathway for Kids, SF Japanese School, St. Anthony, George Washington High, SF Boys Chorus, West Portal Lutheran School, Clarendon Alternative School, Mercy High School, New Generation Health Center, West Portal Elementary Arts Festival, SF Waldorf School, Stuart Hall, Leonard Flynn School, French American School, Mission Dolores Academy, Katherine Michaels School, Tenderloin Health, Adda Clevenger School, SF Junior League, Gateway High School, Muttville Senior Dog Rescue, Buen Dia Family School, City College, LGBT Seniors and SF Suicide Prevention.

The owners also take seriously their role as mentor to the young people from Noe Valley that they have hired as retail employees and bakers. They train them to understand the role of a business in a community and how to provide friendly place for neighbors to meet with efficient service. It is always fun when a young person comes to apply for a job and says that every birthday cake they have ever had was from the bakery!

### **Provide a description of the community the business serves.**

Noe Valley Bakery serves the neighborhood of Noe Valley, but also serves as a destination bakery for people from all over the city of San Francisco. People from all age groups and all demographics love a bakery. While walking down the street with their children, or running

errands in the neighborhood, or shopping for a dinner party with friends; Noe Valley Bakery has something for everyone. Noe Valley Bakery has always tried to be the complete neighborhood bakery, meaning it wants to serve the complete community. We have smiley face cookies for children and a blueberry morning pastry just like it was made 40 years ago for our older neighbors. We serve all of the community all day, every day. Consistently good products and service are how we serve all the people who come through our doors.

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

The Gassens understand how important it is to preserve independent businesses in San Francisco. They feel strongly that independent, unique businesses make our city a better place to live; that it would be a shame if all of San Francisco's storefronts were occupied with large corporations and chains. As a matter of fact, Mary started her consulting firm Launch ([www.sflaunch.com](http://www.sflaunch.com)) so she could help other independent food businesses thrive in our challenging economy. She conducts a few free seminars yearly through SF Made to encourage and share expertise with other food entrepreneurs so they will unleash their creativity to the San Francisco community. She also has lots of free resources to help new businesses of all kinds get started. The Gassens know that Noe Valley would be a less wonderful place for its residents to live without their bakery. They also feel that way about other SF institutions like Noe Valley Cheese Company, Pasta Gina's, Bernie's, Martha and Brothers, Chloe's, Anchor Oyster Bar, Tartine Bakery, Bi-Rite Foods and many others. If we lose businesses like these, our city will be less interesting and less wonderful.

### **CRITERION 3**

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

Noe Valley Bakery is part of a dying breed: an artisan full-line bakery. That means that we make a full line of baked goods from breads to breakfast pastries, cookies and cakes every day fresh from scratch on the premises. We passionately believe that what makes us different is you can see the person making your baked goods standing ten feet away from you.

**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)**

We will always make everything we sell from scratch, by hand and in the old world traditions that are our hallmark. We donate all day-old baked goods to Food Runners each day and bake fresh for our customers. We will never deviate from this business model.

**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 mission of Noe Valley Bakery is to preserve the existing character of their bakery and focus all energies on making great baked goods. The building façade and footprint is the same as it has been for 90 years and fits in with Noe Valley's overall architectural heritage.

**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.**

Included in this application are some pictures of the bakery when Michael and Mary Gassen purchased it in 1994.

# BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE  
05-31-2018

EXPIRATION DATE  
06-30-2018

FY 2017-18

BUSINESS ACCOUNT NUMBER

0936452

LOCATION ID

1124677-10-161

TRADE NAME (DBA)

**NOE VALLEY BAKERY**

BUSINESS LOCATION

**4073 24TH ST**

BUSINESS

NOE VALLEY BAKERY/BREAD CO INC

THIRD PARTY TAX COLLECTOR

☐ PARKING TAX


☐ TRANSIENT OCCUPANCY TAX

NOE VALLEY BAKERY/BREAD CO INC  
4073 24TH ST  
SAN FRANCISCO CA 94114-3715

CITY AND COUNTY OF SAN FRANCISCO  
OFFICE OF THE TREASURER & TAX COLLECTOR



José Cisneros  
Treasurer



David Augustine  
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to [www.sftreasurer.org/accountupdate](http://www.sftreasurer.org/accountupdate).

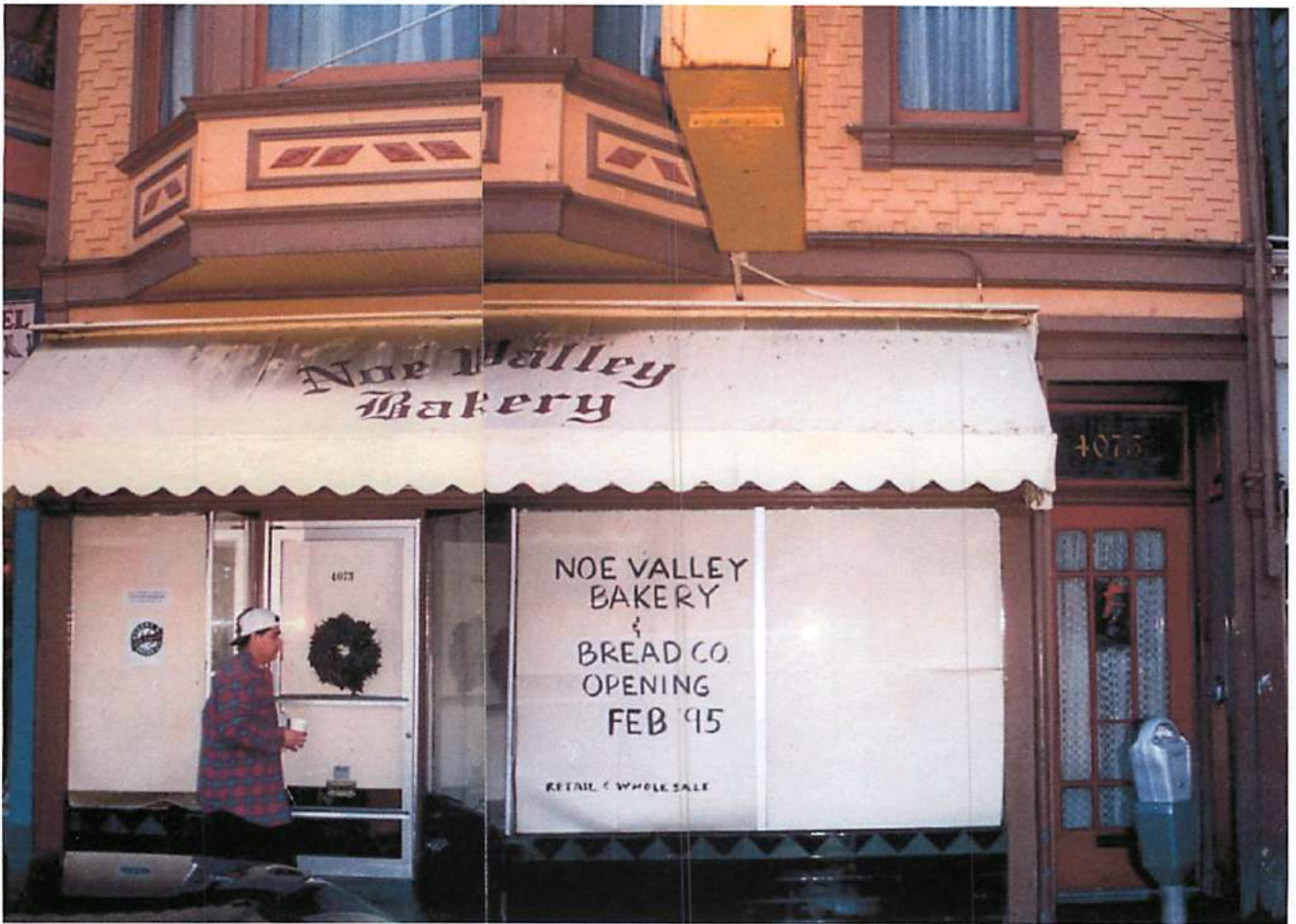
**NOE VALLEY**  
**4073 24<sup>th</sup> Street**



Michael Scraping paint  
circa January 1995



Mary Gassen circa 1996



Front of Store  
December 1994



Bakery storefront circa 1996



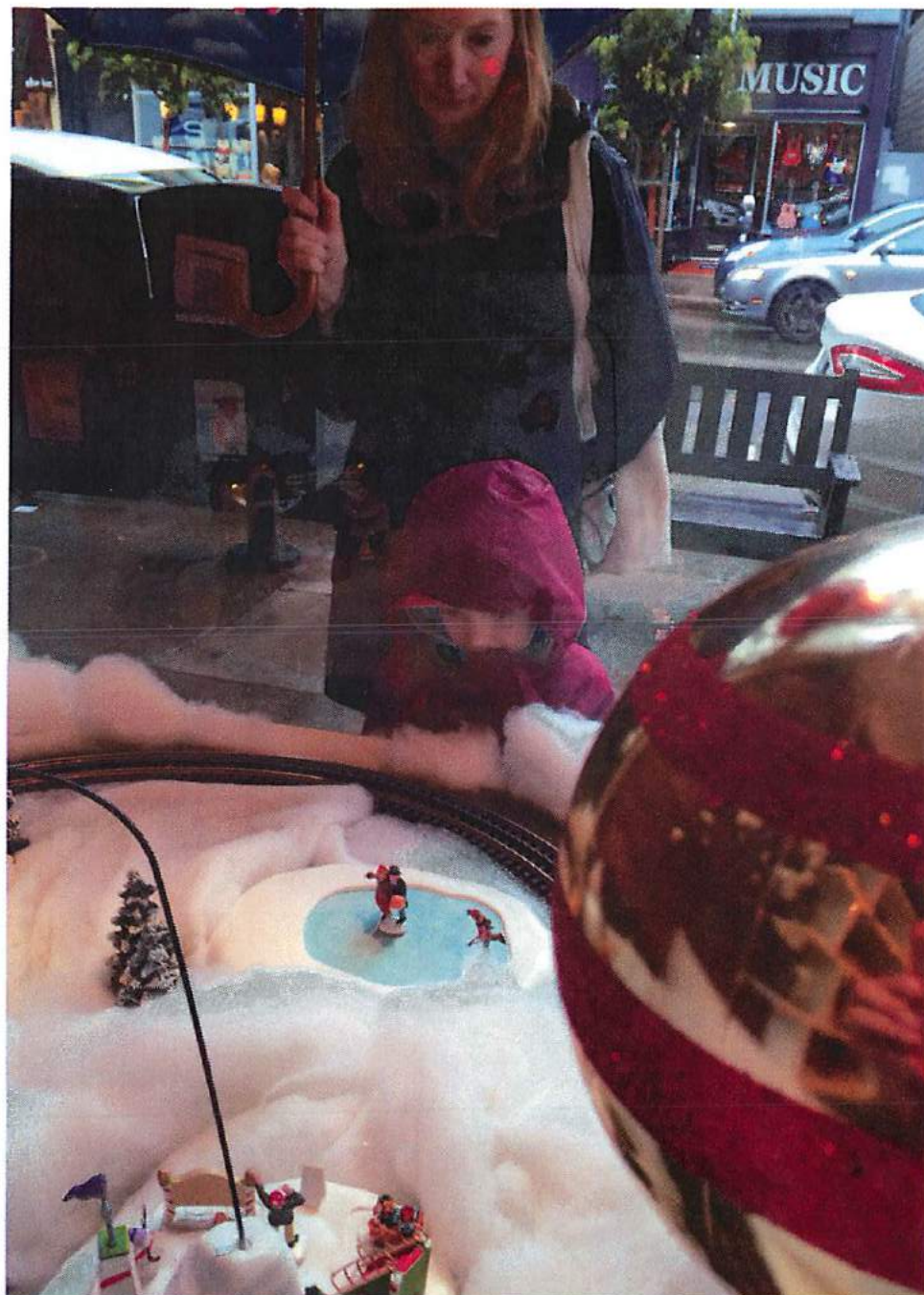
Michael Gassen circa 2000



Interior remodel 2014



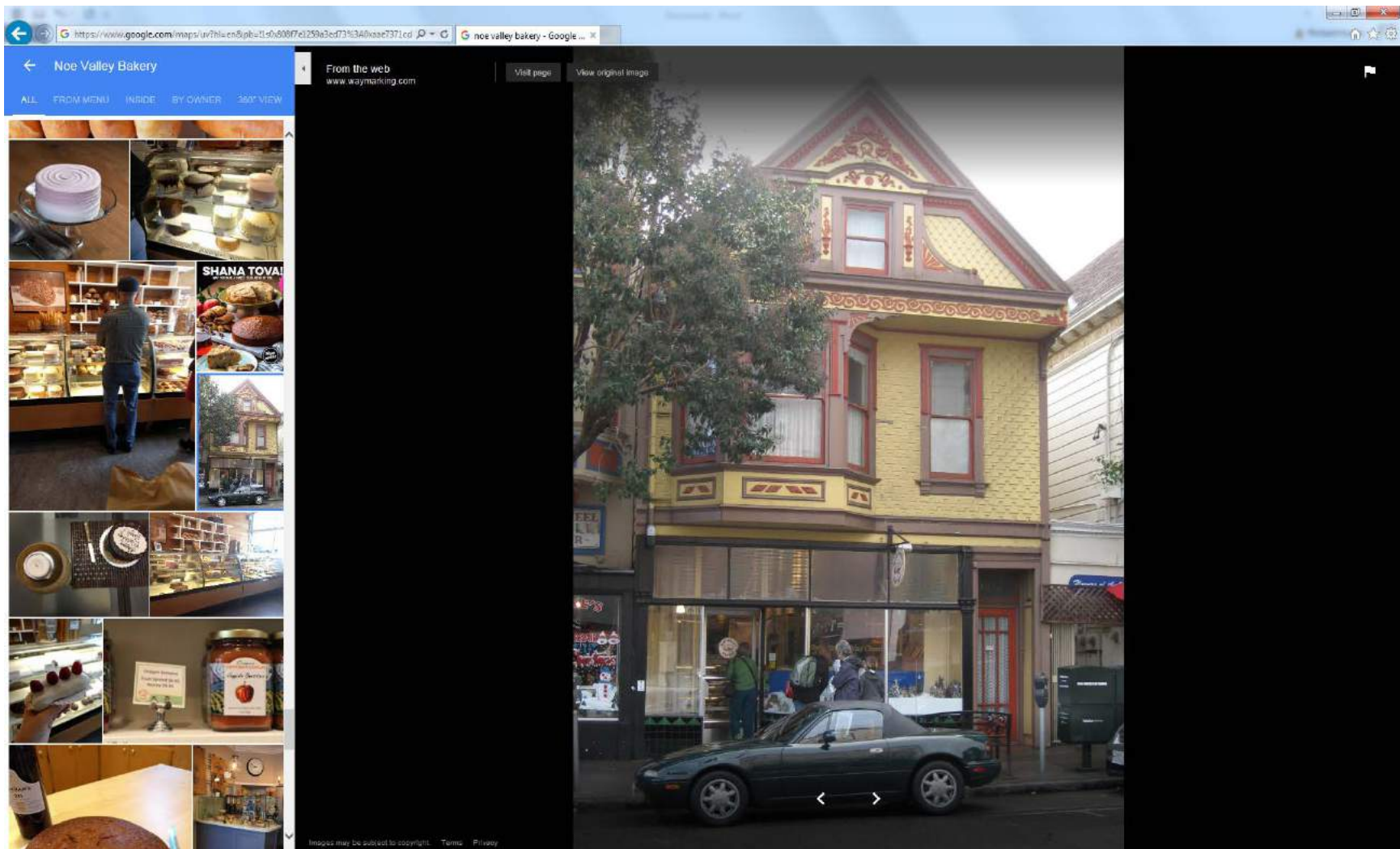
Bakery's 20<sup>th</sup> Anniversary  
Gassen Family  
2015

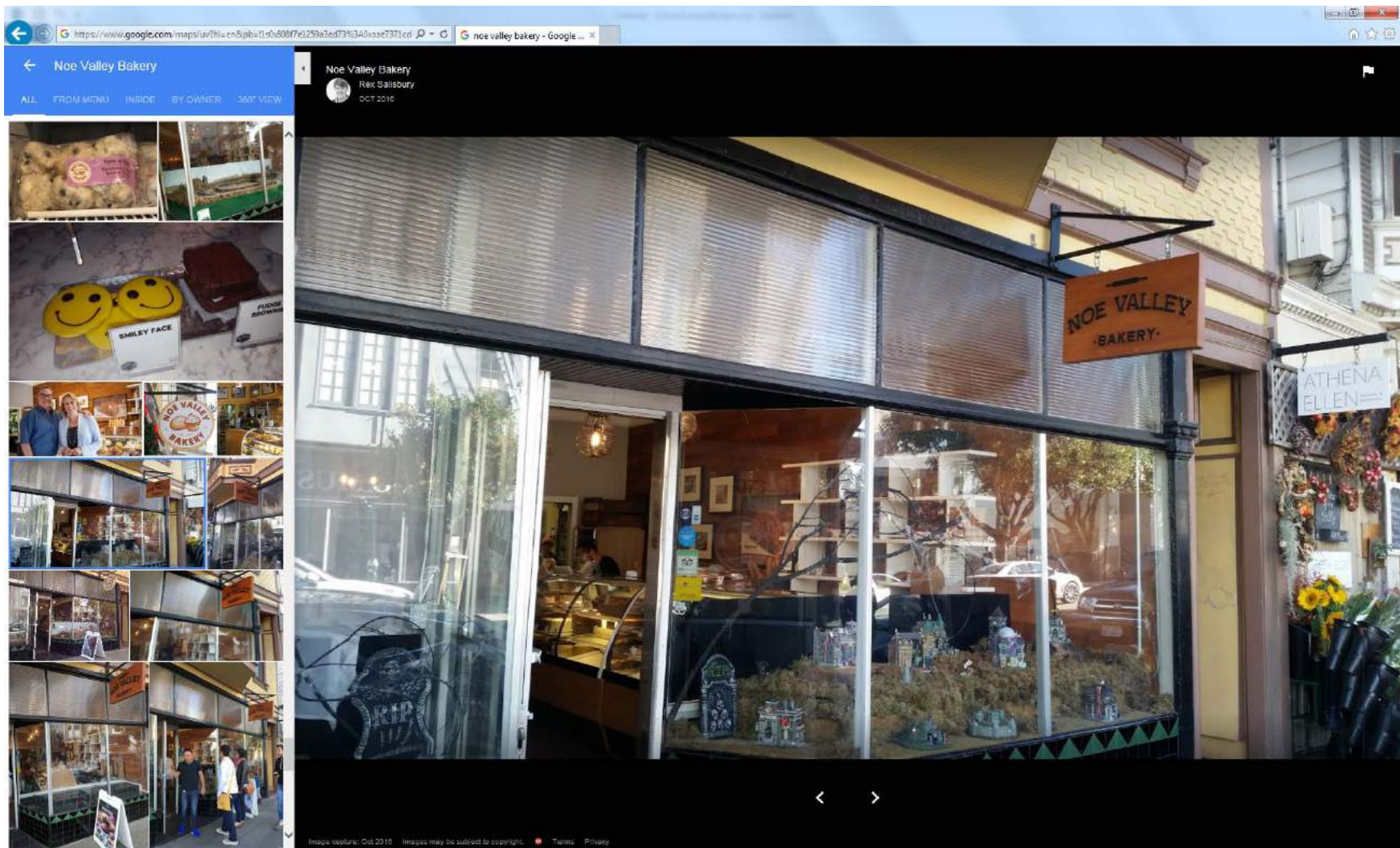


Noe Valley loves our window  
displays circa 2015



current photo  
2017

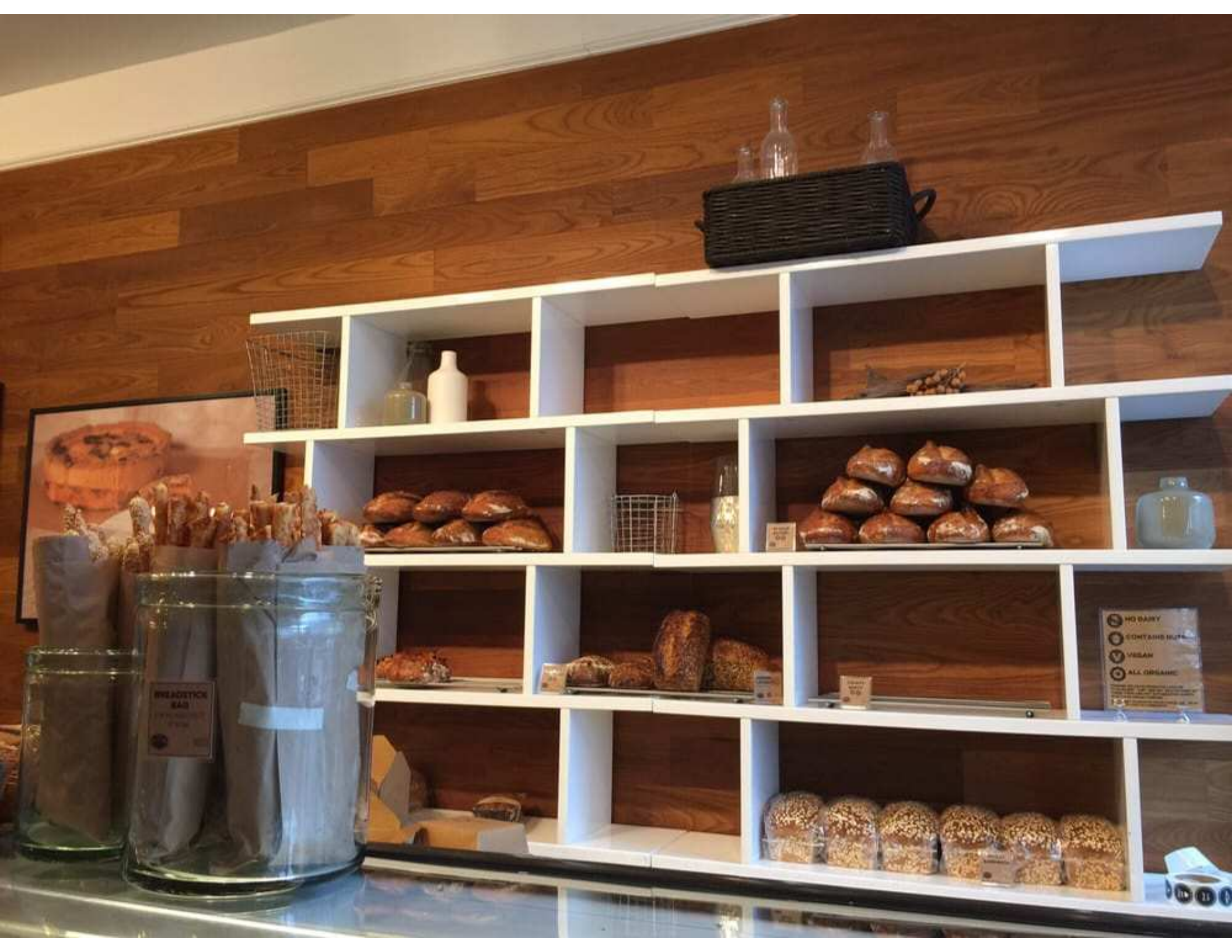




BAKERY &  
NOE VALLEY  
BREAD CO.













TRIPLE BAKED  
ALMOND  
CHOCOLATE

VALANCHA  
CHOCOLATE  
COOKIES

WHIPPED  
CREAM  
BREAD

FRUIT  
SLAB

CHOCOLATE  
CHIP  
MUFFINS

BLUEBERRY  
SCONES

CHOCOLATE  
CHIP  
MUFFINS

CINNAMON  
ROLLS



OUT SWEET  
BAYVIEW  
Earl Grey Dark Chocolate  
Earl grey tea etc. and dark chocolate  
\$2.00

OUT SWEET  
ARTISAN  
Salted Caramel  
Salted caramel macarons  
\$2.00

OUT SWEET  
ARTISAN  
Kissin' Spice Chocolate  
Kissin' spice macarons  
\$2.00

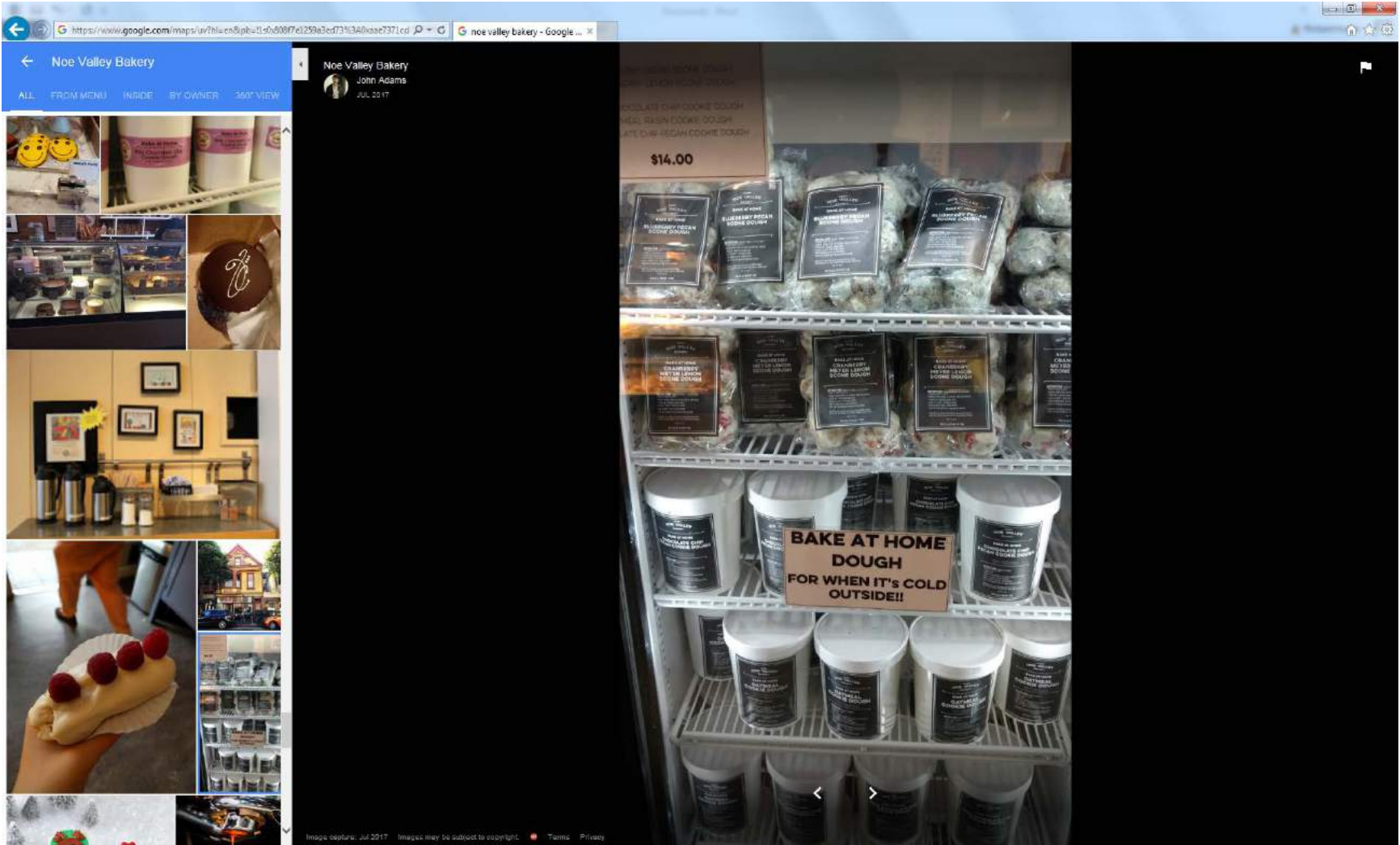
OUT SWEET  
ARTISAN  
Kissin' Spice Chocolate  
Kissin' spice macarons  
\$2.00

Carnot Sprinkle Cookie  
\$1.00



**PIES**  
APPLE  
MIXED BERRY  
STRAWBERRY RHUBARB \*  
PEACH BLACKBERRY \*  
CHERRY \*  
\*CHECK FOR AVAILABILITY  
\$26.00

**EASTER DAY**  
**7AM TO 2PM**



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**28 West Portal Avenue**



28

PEACE  
LOVE  
BAKE

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BAKERY

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MONDAY - FRIDAY

7AM - 6PM  
SATURDAY - SUNDAY

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TRY OUR NEW FOOD MENU

STOP BY!  
WEEKDAYS 7AM-7PM  
WEEKENDS 7AM-6PM











LEMON DROP  
MINI CUPCAKE  
\$2.50

DIPP'D MINI  
CUPCAKE  
\$2.50

MOST-EST MINI  
CUPCAKE  
\$2.50

VANILLA  
CUPCAKE  
\$2.50

MOST-EST  
CUPCAKE  
\$2.50

CARROT  
CUPCAKE  
\$2.50

CHOCOLATE  
CARAMEL  
CUPCAKE  
\$2.50

RASPBERRY  
ST. GERMAIN  
ECLAIR  
\$2.50

GIANDUJA  
CHOCOLATE  
ECLAIR  
\$2.50

CLASSIC  
ECLAIR  
\$2.50

SALTED  
CARAMEL  
ECLAIR  
\$2.50



# MODERN Baking®

Donohue Meehan Publishing Company / A Penton Publication

IN-STORE • RETAIL • FOODSERVICE • SPECIALTY WHOLESALE®

Volume 15 Number 12

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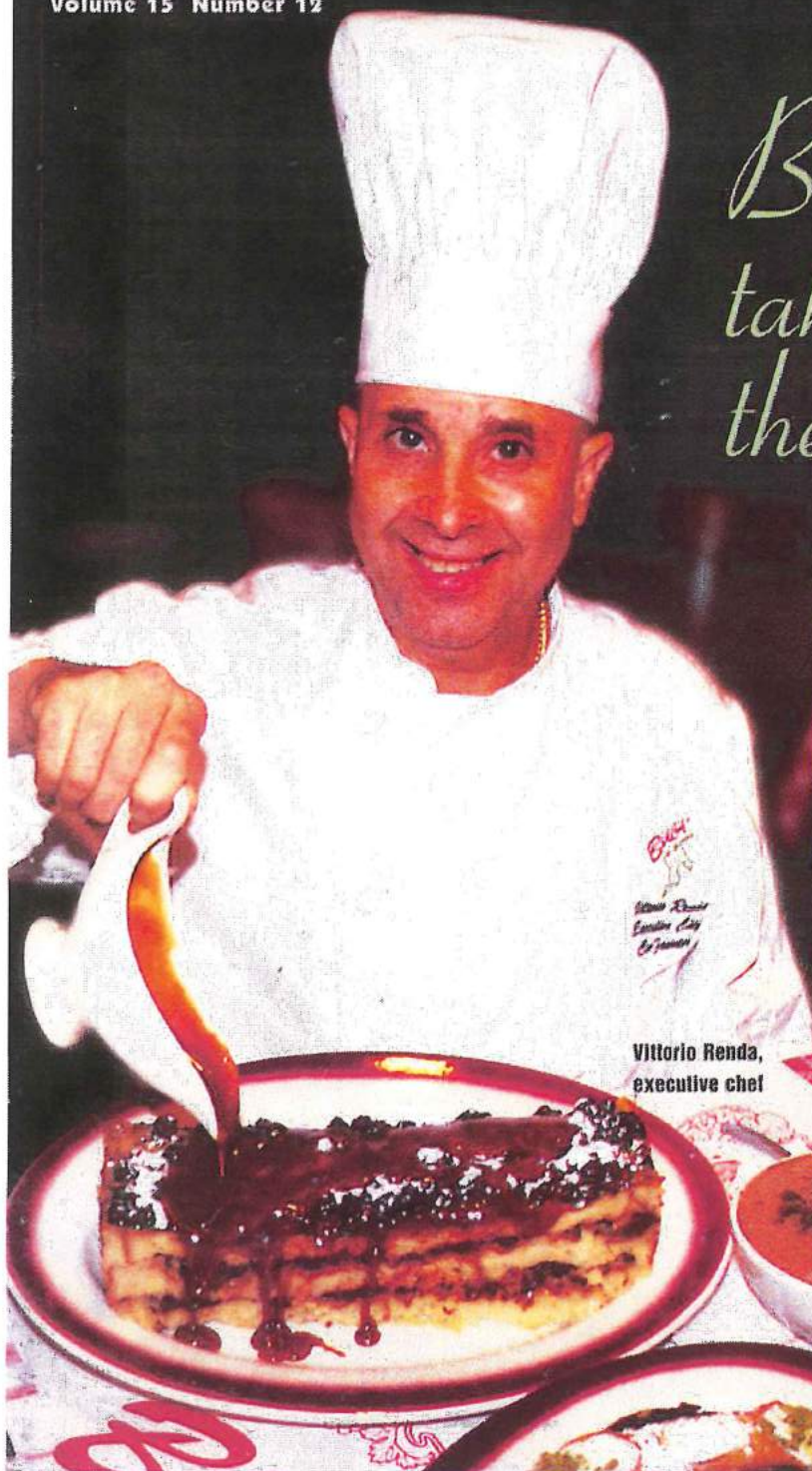
*Buca di Beppo  
takes desserts to  
the extreme . . . . p.72*

**Sam's Club in-stores:  
No. 2 and trying harder . . . . p.38**

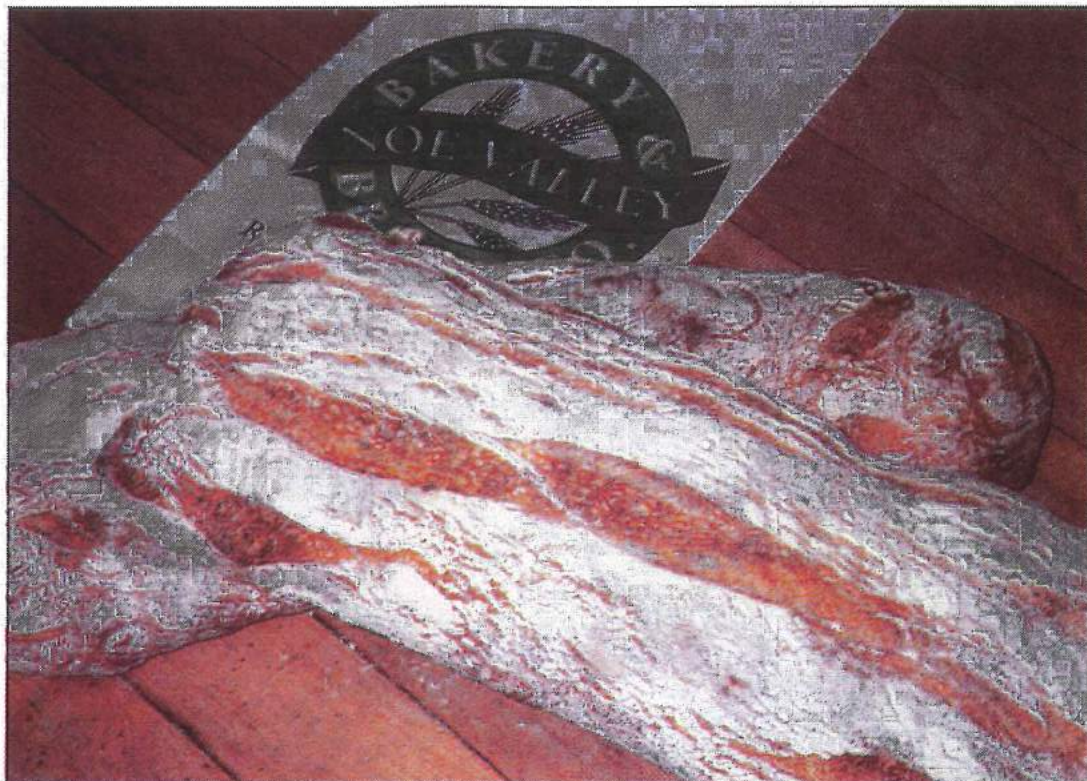
**How Noe Valley Bakery  
breaks away . . . . . p.50**

**Beyond blueberry muffins . . p.68**

visit us at [www.bakery-net.com](http://www.bakery-net.com)



Vittorio Renda,  
executive chef



*Noe Valley's products uphold a high standard of quality and creativity to succeed in this competitive bakery market.*

## How Noe Valley breaks from the crowd

*Located among some of the best bakeries in the country, Noe Valley distinguishes itself from competitors with creative products and neighborhood bakery appeal.*

*By Beth D'Addono, contributing editor*

**S**an Francisco is a great bread town. What started with the gold-panning 49ers and their penchant for sourdough has evolved into a place where world class bakers create some of the nation's finest artisan and specialty breads. Acme is the name that everybody knows, a byproduct of the original Berkeley dining revolution led by the venerable Alice Waters, but Acme certainly does not define the genre. Smaller, neighborhood artisan

bakeries are alive and well in the city by the Bay. Noe Valley Bakery & Bread Co. is one such bakery leading the charge.

Founded in February, 1995, by husband-and-wife team Michael and Mary Gassen, Noe Valley has carved a respectable niche in both the retail and wholesale market by offering personal service and creative takes on artisan breads and organic products with a neighborhood bakery identity. The company's retail shop is located on 24th Street



*Mary and Michael Gassen, both with culinary backgrounds, met while working for a restaurant and continue their partnership in marriage and business with their Noe Valley Bakery and Bread Co.*



Michael Gassen produces 6-lb. challah breads, which are special ordered by local synagogues.

p.m. and baking at 5 p.m. Packaging begins at 9 p.m., so that four drivers can start their delivery routes by 3 a.m. Michael, who admits to being "anal about time and temperature," color codes containers holding bread starters, color coordinating them with corresponding production sheets. "It's a great visual aid, a big help to the staff." He also keeps thermometers in every room of the commissary to

ensure that conditions are ideal during every step of the production process.

Production of specialty cakes, breakfast items, cookies, pies and tarts begins around 4 a.m., with production divided between the commissary and the 24th Street store, which opens at 7 a.m. daily. All cake orders are prepped the night before and finished the day of delivery. Pastry chef Rita Treanor oversees a staff of five who bake and freeze layers several times a week to stay one step ahead of production demand. Every specialty cake flavor is produced three times per week.

At the retail store, sales break out to 35% cakes and cookies, 35% breads and 30% miscellaneous, which includes breakfast items and a growing line of savory quiche and sandwiches. "The savory products have sold better than we anticipated at the bakery. I'd say adding sandwiches and quiche to our product line has increased the sales by between \$10,000 and \$12,000 per month," Michael says. The Gassens added lunch items because of customer demand. "Our lunch items are straightforward, homey—nothing too complicated. But it's what our customers were asking for."

Michael and Mary Gassen have worked hard to build their business



Noe Valley roasts about 1000 lbs. of onions weekly to prepare its Asian-cooking-inspired onion sesame baguettes.

to its current level. Both agree that one of their biggest challenges is delegating responsibility, so the company's strong management team can do its job. "Within five years we got married, bought the business, had two babies and bought our commissary operation," Mary recalls. "If we waited for the 'right time' to do everything, nothing would ever happen."

### Maintain growth level

"For now, my goals are for the business to run smoothly, to keep performance at a high level," she says. "In 2000, we also sold and bought a house and expanded our wholesale operation by adding a sales manager to the team. I'm ready to step back a little bit and spend some time with our kids."

Despite San Francisco being home to the most competitive bread market in the country, Michael says there is still plenty of room for expansion. "We don't want any more units—two locations and two people work out just fine. Of course, you can never say never. But at the time, we have no plans to open up another store. We're happy as long as our flagship bakery does what it's supposed to do—be a destination bakery in San Francisco." **LB**

## Noe Valley Bakery & Bread Co. at a glance

**Primary business:** retail/specialty wholesale baking

**Market served:** San Francisco Bay area

**Annual sales:** \$2.5 million annually

**Number of stores:** 1 retail store and bakery, 1 commissary

**Bakery size:** 1,700-sq.-ft. retail bakery, 6,000-sq.-ft. commissary

**Key personnel:** Michael & Mary Gassen, owners

**Product line:** artisan breads (including a selection of organic breads), cakes, breakfast pastries, tarts, cookies, wedding and specialty cakes

**Product breakdown:** 35% cakes and cookies, 35% breads and 30% miscellaneous, which includes breakfast items and a growing line of savory quiche and sandwiches

**Signature products:** organic Black Mission fig bread, dried apricot and candied ginger loaves, artichoke focaccia, onion sesame baguette

**Major equipment:** bread divider, reversible sheeter, proofer, rotary rack oven, 12-window deck oven, freezer

**Plans:** maintain current retail and specialty wholesale business, expand organic bread line

**Bakery supply distributors:** Cook Natural Products, JBS, Unisource, Mani Imports

## Breadsticks generate 'dough'

Don't underestimate the humble breadstick. Although it might rate novelty status on the product list, breadsticks can bolster the bottom line and fill an important customer demand.

At least that has been Michael Gassen's experience at San Francisco's Noe Valley Bakery & Bread Company. Gassen, who runs the Bay area specialty retail bakery and wholesale operation with his wife Mary, has found that hand cut bread sticks are an easy-to-prepare product popular with both the retail customer and restaurants and caterers on the wholesale side.

"I've worked at bakeries that use machines for their bread sticks, and I think the results are terrible," Gassen says. Noe Valley produces an average

of 600 lbs. of three varieties of bread sticks every week—plain, made with semolina flour; pecorino cheese; and a mixed seed variety. "They're really not very labor intensive," he says. "And, they can be made by just about anyone in any setting."

### Crisper breadsticks

By adding a stone ground, organic whole wheat flour to his mix, Gassen achieves a crisper, more cracker-like consistency in his breadsticks, as opposed to the denser, chewier type of sticks made from left-over bread dough. "The wheat flour allows the dough to take on a little more moisture," he says.

Bakers roll the dough out into 10-lb. logs and proof it covered with plastic wrap at room temperature

for two hours. They then cut the bread sticks with a double handled cheese knife and bake them at 415°F for 14 minutes.

The breadsticks fit nicely into Noe Valley's normal production schedule. And because they have a long shelf life, they can be produced every other day to meet customer demand. "You can price breadsticks aggressively as long as the quality is there," Gassen says.

The bakery currently charges \$6 a lb. for the product wholesale, which accounts for 70 percent of breadstick sales. "Even cutting by hand, we can go through about 150 pounds an hour," Gassen says. "Breadsticks are a great item to push to caterers and restaurants that have bar food. You'll be surprised how many you'll sell."

near Castro, an eclectic block distinguished by funky shops, cafes and galleries. The couple took over a bakery that had been operating since 1908, remodeled the space and installed new fixtures and equipment. Their continued success, measured approach to expansion and commitment to innovation and quality offers an example for any retail specialty operation to follow.

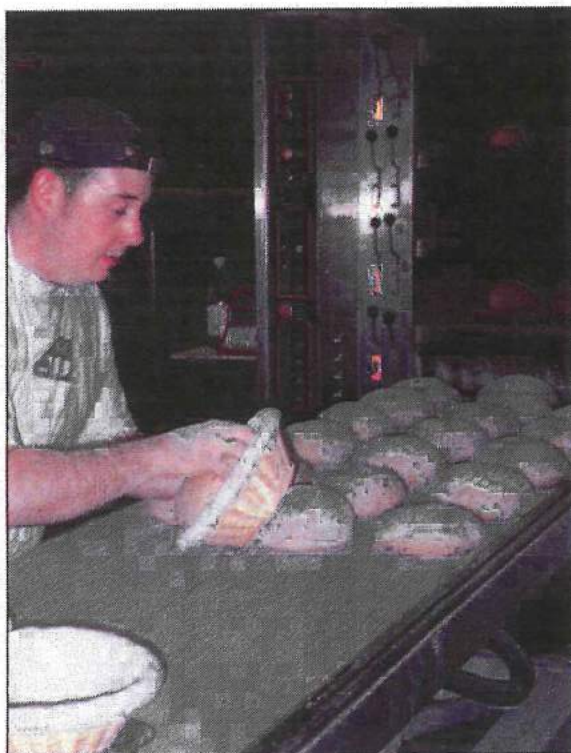
The pair brought an impressive baking and foodservice pedigree to their endeavor. Michael had 12 years of baking experience at Il Fornaio, Acme and Semifreddi's. Mary graduated from the California Culinary Academy in 1986 and worked at China Moon restaurant and Il Fornaio, where the pair met in 1991.

### Wholesale business booms

Once they decided to strike out on their own, the Gassen's bakery was an instant success. In fact, it was almost too successful out of the starting gate. "For the most part, the neighborhood bakery didn't exist in San Francisco when we opened," Michael recalls. "Everything was on a more epic level. On our first day of

business, we were out of bread and cakes by 1 p.m."

Not only did Noe Valley Bakery & Bread Co. manage to show a profit after one month, the Gassens also found themselves deluged with wholesale customers from hotels, gourmet markets and restaurants. "San Francisco has the best breads in the country," Michael says. "To compete, we needed to be different." Distinctive products like organic Black Mission fig bread, dried apricot and candied ginger loaves, double raisin bread, artichoke focaccia and fruit breads, along with savory breads flavored with thyme, olives and caramelized onions, distinguished Noe Valley from the competition. Organic breads make up about 20% of the total product line, an area that the



*Kalamata olive breads, here being loaded by production manager Mike Boyle, proof in baskets for about four hours before baking.*

Gassens foresee expanding in the future.

Initially exhilarated by their sudden notoriety, the couple realized that the onslaught of wholesale



*Café mocha mousse cakes are among Noe Valley's top selling dessert cakes.*

accounts threatened to overwhelm their fledgling business. They took the gutsy step of dropping more than half of their wholesale accounts while they regrouped, putting systems in place to meet the demand without compromising the quality of their product or service.

As the business grew, instead of investing dollars in opening more retail outlets, the couple decided to invest in production equipment and space. They had completely outgrown their 24th street baking operation. "We had too much equipment—it was literally tearing the building apart," Michael says. "And, we were working on old stuff. I remember our original mixer was held in gear with a bungee cord."

### Investing for the future

The Gassen's invested more than \$200,000 to equip a 6,000-sq.-ft. commissary, which they opened in December, 1997. Conveniently located in an industrial park not far from their retail shop, the former dim sum factory has been key to the growth of their business, which now generates \$2.5 million annually, 75% of which is wholesale busi-

ness. "When we hired a sales director, our wholesale business really took off," says Michael, who still bakes bread two shifts a week.

Knowing when to step back and let his managers do their job has been key to the bakery's growth, Michael says. "We got to the point where I had to decide if I was going to be in production or in sales or become the CEO. I decided to get out of the way and let the people I hired do their jobs." Michael has even managed to cut his hours back to an average of 55 to 60. "I realized my hours have to decrease to manage the company. I can't spend as much time in production." Of course, like many people in the bakery business, Michael puts in 16 hour days, seven days a week, during the holiday season.

### Managing good people

Noe Valley's baking and administrative crew of 60 reflects San Francisco's diversity. "Baking attracts an interesting mix of people," Michael says. "We have an aeronautical engineer, a theoretical math major,

a former Yugoslavian jet fighter pilot—people who prefer to work part time or offbeat hours than jobs in a corporate environment."

The Gassens run a tight shop. They do not care if employees are pierced, tattooed or creatively coifed, but they have zero tolerance for bringing negative attitudes and personal problems to the job. "That has to stay outside, or it affects everybody's attitude. Because we're clear on that, our crew knows where we stand and things run pretty smoothly," Michael says.

"As much as possible, we try to keep people's personal life outside of the door," Mary says. "Business can't be a replacement for family. We're fair, sometimes to a fault, but if we have to make the tough decisions, we make them."

Managers on the retail side are expected to take ownership of their jobs. They are held responsible for the financial success of their departments and are rewarded by a quarterly bonus plan based on the performance of the stores.

For Mary, the most gratifying aspect of her job is seeing a person come up through the ranks and take ownership of a department. Mary, who designed the one-week job training program for bakery staff, also handles all marketing aspects of the business.

Her marketing talents helped the business thrive, says her husband. "If it were up to me, we'd be out of business," he jokes. The company devotes an average of 2% of sales to marketing—an investment that has clearly paid off. Along with the marketing and training, Mary oversees finance and general administration of the business, as well as taking charge of monthly profit and loss meetings and running weekly reports to capture ongoing sales and labor costs. She also works behind the bakery counter to stay in touch with the customers.

### Color codes smooth production

On the production end, a typical bread baking day includes bench work at 5:30 a.m., molding at 1:30

### A sampling of Noe Valley retail prices

#### ARTISAN BREADS:

Organic whole wheat sourdough, 1.25 lbs. ....	\$3.25
Organic San Francisco sourdough, 1.12 lbs. ....	\$3.25
Asiago cheese, 1 lb. ....	\$4
Sweet baguette, 13 ozs. ....	\$1.75

#### SPECIALTY BREADS:

Cherry chocolate, 1 lb. ....	\$4.50
Challah, 1.25 lb. ....	\$3.95
Organic fig, 1.25 lb. ....	\$4.25
Walnut multi-grain, 1.25 lbs. ....	\$4

#### CAKES:

Carrot cake with cream cheese icing, 8 ins. ....	\$22
Café mocha mousse cake, 8 ins. ....	\$24
Lemon meringue tart, 8 ins. ....	\$16
Apple pie, 8 ins. ....	\$14
Pumpkin pie, 8 ins. ....	\$14
Chocolate chip cookie with pecans, 2 ozs. ....	\$1.25
Blueberry muffin, 6 ozs. ....	\$1.75

# Wine Spectator

The background of the cover is a photograph of the Golden Gate Bridge in San Francisco at sunset. The bridge's suspension cables and towers are silhouetted against a vibrant orange and yellow sky. The city skyline is visible in the distance across the water.

www.winespectator.com

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## BEST BAKERIES

Where to go for distinctive sourdough and more • BY MARYANN WOROBIEC



The Bay area bread scene has been rising since it began more than 150 years ago, when Gold Rush-era pioneers first made the city's now-celebrated sourdough bread. Bay area sourdough gets its signature tang from a combination of a naturally occurring yeast and bacterium. Visitors will find sourdough in bread baskets all over town, most of it baked by the San Francisco French Bread Co., which turns out some 2 million loaves weekly.

Besides sourdough, there are *boulangeries* that bake classic French baguettes, and specialty bakers that do authentic Italian loaves and exciting original breads. You'll find top-quality choices all around town. Here are a few of our favorites:

### ACME BREAD CO.

1601 San Pablo Ave., Berkeley Telephone (510) 524-1021

While the Acme storefront in Berkeley isn't big—barely a dozen customers can fit inside—the impact this shop has made on the Bay area's bread world is enormous. President and co-founder Steve Sullivan, formerly a busboy at Chez Panisse, baked exclusively for the restaurant before opening this place in 1983. Since then, it's become famous for its rustic, hearth-baked loaves, all handmade. Try the traditional *pain au levain* or walnut *levain*. If you can't make it to Berkeley, look for Acme breads in San Francisco grocery stores.

### ARTISAN BAKERS

Web site [www.artisanbakers.com](http://www.artisanbakers.com)

This family-owned bakery sells to some 200 retail outlets in the Bay area. In 1996, co-owner Craig Ponsford, as a member of the American Baking Team, baked the bread that won the Coupe du

Monde de la Boulangerie (World Cup of Baking) in Paris. Thick-crust Pugliese and specialty loaves such as dry Jack and roasted garlic sourdough, jalapeño corn, potato rosemary and sour rye make Artisan Bakers a favorite.

### BOUDIN BAKERY

Web site [www.boudinbakery.com](http://www.boudinbakery.com)

There are 20 Boudin (pronounced boo-DEEN) cafés in the Bay area, many of them located in heavily touristed areas, such as Fisherman's Wharf and Ghirardelli Square, and loaves are sold at the airport for those who want a last taste before leaving. Chilly visitors are drawn to Boudin's sourdough bread bowls filled with steaming hot clam chowder. The oldest business in San Francisco, it was founded in 1849 and has been using the same sourdough starter recipe ever since. The cafés are cheerful places offering a variety of sandwiches and pizzas celebrating the sourdough theme.

### BOULANGERIE BAY BREAD

2325 Pine St. Telephone (415) 440-0356

2310 Polk St. Telephone (415) 345-1107

1000 Cole St. Telephone (415) 242-2442

Step into any one of these three little bakeries and you're immediately transported to Paris. The quaint storefronts are crammed with bundles of baguettes, stacks of *pain au levain* and loaves of walnut bread, their display cases full of croissants, brioches, tarts, macarons, croquets bordelais, financiers, sablés bretons and canelés de Bordeaux. Staff people are friendly and patient—a good thing, as it can take a long time to figure out which (or how many) of these treats to get.

### NOE VALLEY BAKERY

4073 24th St. Telephone (415) 550-1405

On weekends, customers spill out the door and onto the sidewalk in front of this charming Noe Valley neighborhood bakery. Noe Valley Bakery produces some of the most exciting breads in the Bay area, in winning flavor combinations such as chocolate-cherry or apricot-ginger. Blueberry-pecan scones, focaccias, iced cookies and fresh fruit tarts are also popular, as is their signature fig bread. Noe Valley goods can be found at local shops, restaurants and farmers' markets, but nothing beats the selection and welcoming service at the cozy original store. □



Acme Bread Co. manager Marie Ellington shows off some of the shop's nationally famous loaves.

# edible

## SAN FRANCISCO™

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FALL 2011 NO. 26

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(415) 655-3024  
www.kneadpatisserie.com

### MISSION PIE

2901 Mission St  
(415) 282-1500  
www.missionpie.com

## FIDI

### BATTER BAKERY

{kiosk}  
555 California St.  
(415) 994-4944  
www.batterbakery.com

## EMBARCADERO

### FERRY BUILDING

Black Jet Baking Company  
{kiosk}  
(415) 845-9925  
www.blackjetbakingco.com

# Noe Valley Bakery

Michael and Mary Gassen, co-owners

Artisan fig bread and cheese-chive croissants line the glass shelves at Noe Valley Bakery. But owner and head baker Michael Gassen says that they aren't just flinging dough. "We sell emotion. It just happens to look like a cupcake."

Frenzied feelings have defined Noe Valley Bakery from its start. Michael and his wife, Mary, bought the bakery in 1994 just days before their wedding. While they planned a quiet opening, unsure when they'd get the go-ahead from the City Planning Department, they were met with immediate customer loyalty. "On the first day, at 7am, someone pulled up in a cab," Mary says. "They bought a coffee and a pastry, as if we had been open for 20 years."

But this wasn't a typical bakery, or at least not anything like the one that stood in the same space before them. The Gassens were devoted to revitalizing a full-line neighborhood bakery experience,

where everything is made from scratch—happily ridding the pantry of the cake mixes and mold inhibitor left over from the previous owner. And making pastries—iconic and sometimes by request—that meet patrons' expectations.

Being a local bakery, though, also means adapting to the shifts of the neighborhood. Or, as Mary says, like a piece of bread, "we'd get stale." And while Noe Valley Bakery is a fixture on 24th Street, the arrival of Whole Foods suddenly stole some cookies from their cookie jar. This didn't drive Mary and Michael to panic, though. It led them to specialty cakes. "The change took our breath away a little," she says, "but I love Whole Foods as a customer. And we used this as motivation to explore what else we could offer that was different."

With towers of colorful fondant and even Angry Bird-themed cakes, Mary says business is booming. And just like their first day, the new cake business was met with a ready audience. "This is exactly what we want our next 15 years to be about," she adds. "A constant search for what makes us unique."

## NEIGHBORHOOD PICKS:

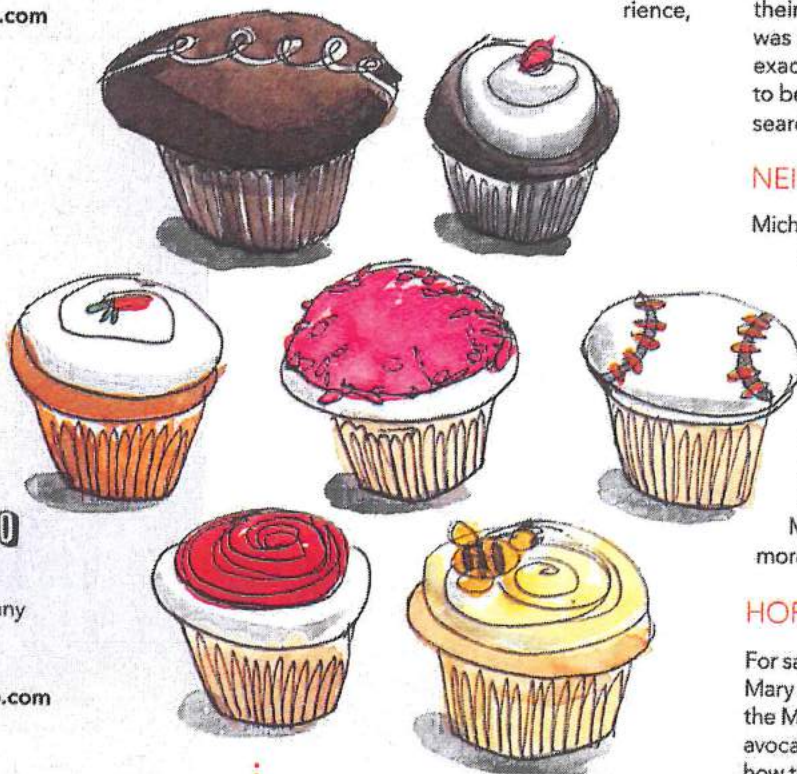
Michael and Mary love other Noe staples like La Ciccia, the 24th Street Cheese Company and newcomer Little Chihuahua.

## THE NEIGHBORHOOD NEEDS:

With Drewes Bros. down at the end of Church and Avedano's in Bernal Heights, both Michael and Mary think the neighborhood needs more emphasis on the full-line butcher.

## HOP MUNI FOR:

For salsa verde and homemade tortillas, Mary heads to La Palma Mexicatessan in the Mission. "They always have perfect avocados," she says. "And I'm not sure how they do it."



NOE VALLEY BAKERY



# The PROGRESSIVE BAKER™ UPDATE

## Trends & Ideas for Today's Baker

### Case History

## The Melting Pot: Artisan Bakers

Signature breads—evoking far-away lands and hard-working ancestors—are the bread and butter of award-winning baker Craig Ponsford's Sonoma, CA-based shop, Artisan Bakers.

Ponsford creates a little bit of Europe in his artisan breads for his retail and wholesale customers. A trip to Artisan Bakers might reveal a French baguette (like his winning loaf from this year's Coupe du Monde competition), a Russian rye, a German beer bread or even a Native American cornbread.

"All countries have their own breads, their own methods. I like to be able to create that

'melting pot effect' with products and methods," he explains.

The international nature of the bakery was inspired by a trip—as a spectator—to the Coupe du Monde four years ago.

## American (Baguettes) In Paris Take The Cake

*The Coupe du Monde competition proved that being a progressive baker can yield high rewards.*

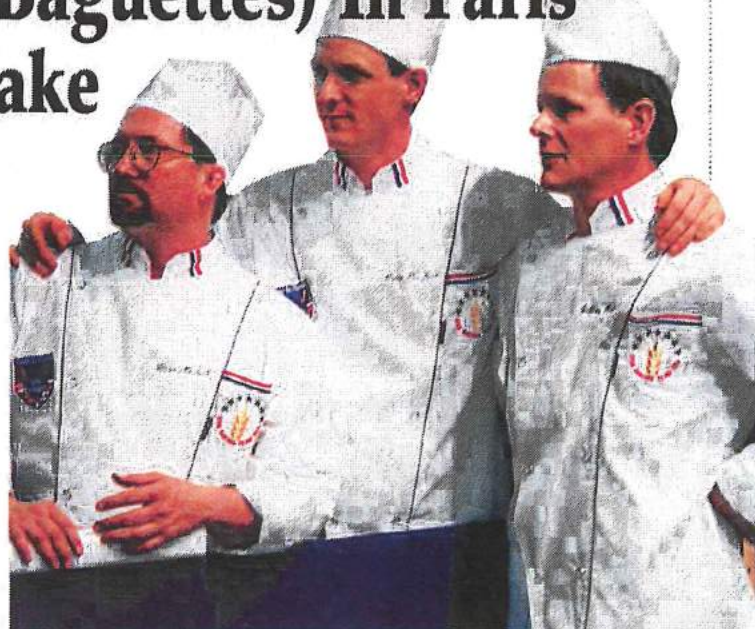
Four members of the Bread Bakers Guild of America traveled to Paris with high hopes, but small chances, of capturing a title in the bi-annual Coupe du Monde de la Boulangerie, an international baking competition.

The 1996 Baking Team U.S.A. included Glenn Mitchell, Grace Baking Co., Albany, CA; Craig Ponsford, Artisan Bakers, Sonoma, CA; Jeffrey Hamelman, Hamelman's Bakery, Brattleboro, VT; and Greg Mistell, team manager. They landed first place in the Baguettes and Specialty Breads category.

Team application requirements include a statement on baking philosophy, a video tape of the baker at work, a selection of baked goods for judges to taste, and a commitment to baking simplicity as well as traditional baking methods.

For Ponsford this title gives the U.S. worldwide respect in the baking field. "We've been accepted into the family of world-class bakers," Ponsford claims.

Tom McMahon, executive director of the Bread Bakers Guild of America



The 1996 team comprised Glenn Mitchell, Craig Ponsford, and Team Captain Jeffrey Hamelman; Greg Mistell (not pictured), a 1994 team member, was team manager.

agrees. "I hope the win has some impact on baking in the U.S. We have proven that we can be the best."

All team members agreed that the four months of training (which included practice sessions in Pittsburgh) was the best preparation their individual bakeries could have received, even if it was a tremendous sacrifice. "I knew the business would have to be sacrificed if I was accepted," comments Ponsford. "We hired extra people to help. Now, people are calling me the best baker in the world," he says, a bit embarrassed.

Cargill Foods Flour Milling recently pledged a donation of \$50,000 to the National Baking Center at Dunwoody Institute in Minneapolis, MN. "There is a need for better education in the basics of baking. Cargill's contribution to the National Baking Center shows leadership and a vision that will encourage an effort to meet that need. The gift Cargill pledged shows recognition of the importance of the smaller, traditional baker and the resurgence of consumer interest in good quality, healthy baked products."—Tom McMahon, Project Director, National Baking Center

 CARGILL FOODS

Flour Milling

## Case History

# Creative Creations Noe Valley Bakery & Bread Co.

Michael Gassen and his wife Mary, owners of the *Noe Valley Bakery & Bread Co.*, San Francisco, CA, have their share of competition in the Bay Area.

"San Francisco has the best breads in the country," Michael says. "To compete we need to be

different. We don't make a seeded baguette, for example, we just can't compete on that level."

So what do the Gassens invent instead? Organic Black Mission fig bread, dried apricot and candied ginger loaves, double raisin bread, artichoke focaccia and fruit breads, for



starters. "Things like thyme, olives, cherries, coconut and ginger give breads an esoteric, unusual flavor," Michael says.

To find the freshest local fruits and unusual flavors, such as the sour cherries used in sour cherry chocolate baguettes, the Gassens began scouring the city's famous farmers' markets, and applied the same home-grown thinking to marketing. Noe Valley took a local approach, selling breads and other baked goods at one of the local markets, and has increased weekly sales by 750 loaves a week. The Gassens plan to add more farmers' markets to their retail outlets. A 10-foot green, black and white

tent with the company logo helps foster recognition and distinction between the host stand and the bakery's well-known retail location.

"Because we try not to do what everybody else does, we are an asset to the farmers' markets," he adds.



## Market Report

# Keeping Up With The Continent

On the average, Europeans eat more bread than Americans, whether it be rye, wheat, sourdough, kaiser, French, Italian, etc., (see graph). Perhaps with the recent win by the U.S. Baking Team at the Coupe du Monde competition in Paris will come a greater awareness and appreciation of good breads in the U.S., and, more importantly, increase the annual per-capita bread consumption.

Country	Annual Per-Capita Bread Consumption (lbs.)
Germany	178.2
Italy	154.0
Greece	154.0
France	123.2
Britain	114.4
U.S.A.	52.0

Source: International Bakers Association

# Merchandising & Promotional Planner

Do you have a merchandising or promotional tip that has brought you more sales? Send it to: Beth Lorenzini, Editor, *The Progressive Baker*, Cahners Publishing Co., 1350 E. Touhy Ave., Des Plaines, IL 60018. Or fax it to 847/390-2089.

► **Try anything.** Most retail bakeries have found sampling new products is essential for getting customers to try them. But at Noe Valley Bakery & Bread Co., the staff is instructed to let customers try a sample of anything in stock, in order to help a customer make a decision. Noe Valley will also sell a half-loaf of bread, or other smaller portions, to give customers the opportunity to try new items at home.

► **Show them the door.** At *Paul's Bakery* in Van Buren, AR, new products—new varieties of cakes, for example—are posted on the front door. That way, says Co-Owner Joanne Lehnen, everyone is sure to find out about them.

► **Be a [sole] sponsor.** Instead of simply advertising during a radio program, James McMillan of the *Tiffany Bakery & Eatery* in Columbia, SC, sponsors the noon request hour. That program gets a larger listening audience, and a sponsorship position assures they hear the name "Tiffany Bakery & Eatery" multiple times. "It's helped us pull in an extra \$200 to \$300 a week," McMillan says.

► **Go for the guarantee.** Ken Swanson, owner of Ken's Bakery in Sauk Rapids, MN, has nothing against radio advertising rates...as long as there's a guaranteed pay-off. He and his local station devised a program, where listeners purchase gift certificates directly from the radio station for less than face value: \$7.00 for \$10.00 worth of baked goods. Swanson only pays for his advertising through the certificates, so he is paying to reach customers who he knows are interested in his products.

► **Show 'em your stuff.** Many bakers have added glassed-in walls or open kitchens to allow customers to watch the baking process. But at the *Tiffany Bakery & Eatery* in Columbia, SC, McMillan added a glass wall so that customers could see their cakes being decorated. "On most Fridays I've got three decorators making 60 cakes for people. This is an art and our customers like to see how it's done," he explains. No doubt it conveys a message of care about quality that pays off in repeat sales from loyal clientele.

► **Give a history lesson.** At Texas French Bread Inc. in Austin, TX, Judith Willcott provides take-home cards telling the history of the bread, where the bread's name came from, and offering serving suggestions, with each loaf.

# FOOD & WINE

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This pajama-friendly potpie is our wintry go-to (p. 52).

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## THE VALUE OF CONSISTENCY

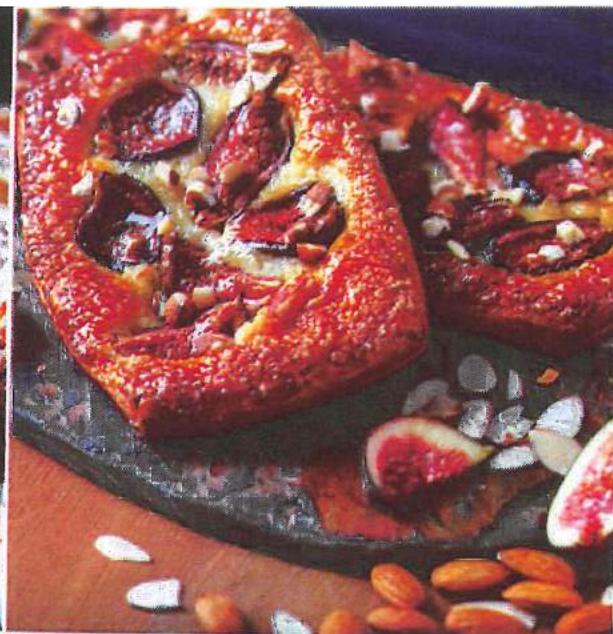
Think of your favorite local bakery and you're probably envisioning a place exactly like San Francisco's Noe Valley Bakery, with a second shop that's just opened in the nearby West Portal district. For owner/baker Michael Gassen, who founded the shop in 1995 with his wife, Mary, that's exactly as it should be. The couple had worked together for the Il Fornaio restaurant and bakery chain, and wanted to create a place that felt familiar, comfortable, and reliable. "We're a part of people's lives, helping them with their most important celebrations," he says. "In a constantly changing city, we're a constant presence."

The bakery creates a full range of baked goods – from breakfast pastries to rich desserts – and Chef Gassen prefers to use ingredients that are all natural and locally sourced. As a baker, it's no surprise that he uses an enormous supply of Blue Diamond almond products. "With Blue Diamond, I get a consistency of flavor and texture," he says. "I know I can always expect the same results."



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## A NEW SPIN ON **TRADITIONAL FAVORITES**

Since the day he opened Noe Valley Bakery, Chef Gassen has been utilizing Blue Diamond almonds in various forms. Sliced, slivered, or whole, they go into batters and are used as garnishes. He loves to grind slivered almonds into a meal for such items as his Ligurian-style Baci di Dama cookies. With the introduction of Blue Diamond's almond flours, he says, he'll be able to skip this step. "Using almond flour is a much more French approach," he explains. "It creates a denser texture and more moisture in the dough. But it also adds a lightness, because of the fats, that provides a nice lift in the finished product."

Chef Gassen has already begun swapping out wheat flour with almond flour in many of his bakery items. A traditional Italian Olive Oil Cake garnished with natural sliced almonds and confectioner's sugar. A twice-baked Almond Croissant with almond-paste filling. An open-faced Croissant *Tartine* — either sweet or savory. And an almond-based sandwich cookie filled with hazelnut-chocolate *gianduja*.

"I've found that if I use the natural almond flour, the tannins from the skins provide an extra nuttiness and more intense flavor," he says.

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Global Ingredients Division

# QUALITY

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Looking ahead to future trends in baking, Chef Gassen says that he's started to use some sprouted grains, and the popularity of gluten-free products is here to stay. "Because of the familiar role we play in this neighborhood, our own trend is to go back to the basics of traditional baking," he says. "We'll always provide our customers with new takes on old favorites." A big part of that approach is knowing where an ingredient comes from, and he relies on Blue Diamond to source the highest quality of almond products.

"As artisans, we're constantly looking for fresh inspiration and motivation and new resources," Chef Gassen says. "This new almond flour enables me to make my products tastier and even healthier by replacing traditional processed gluten flours." In addition, he values the high level of customer support he knows he can receive from Blue Diamond's Global Ingredients Division. "I know if I have a question or issue, I can call them," he says. "I really feel there's a strong partnership between us."

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<http://hoodline.com/2017/03/noe-valley-bakery-debuts-second-location-in-west-portal>



## Noe Valley Bakery Debuts Second Location In West Portal

by Susan Xu

Mon. March 27, 2017

Location: 28 West Portal Ave., San Francisco, CA

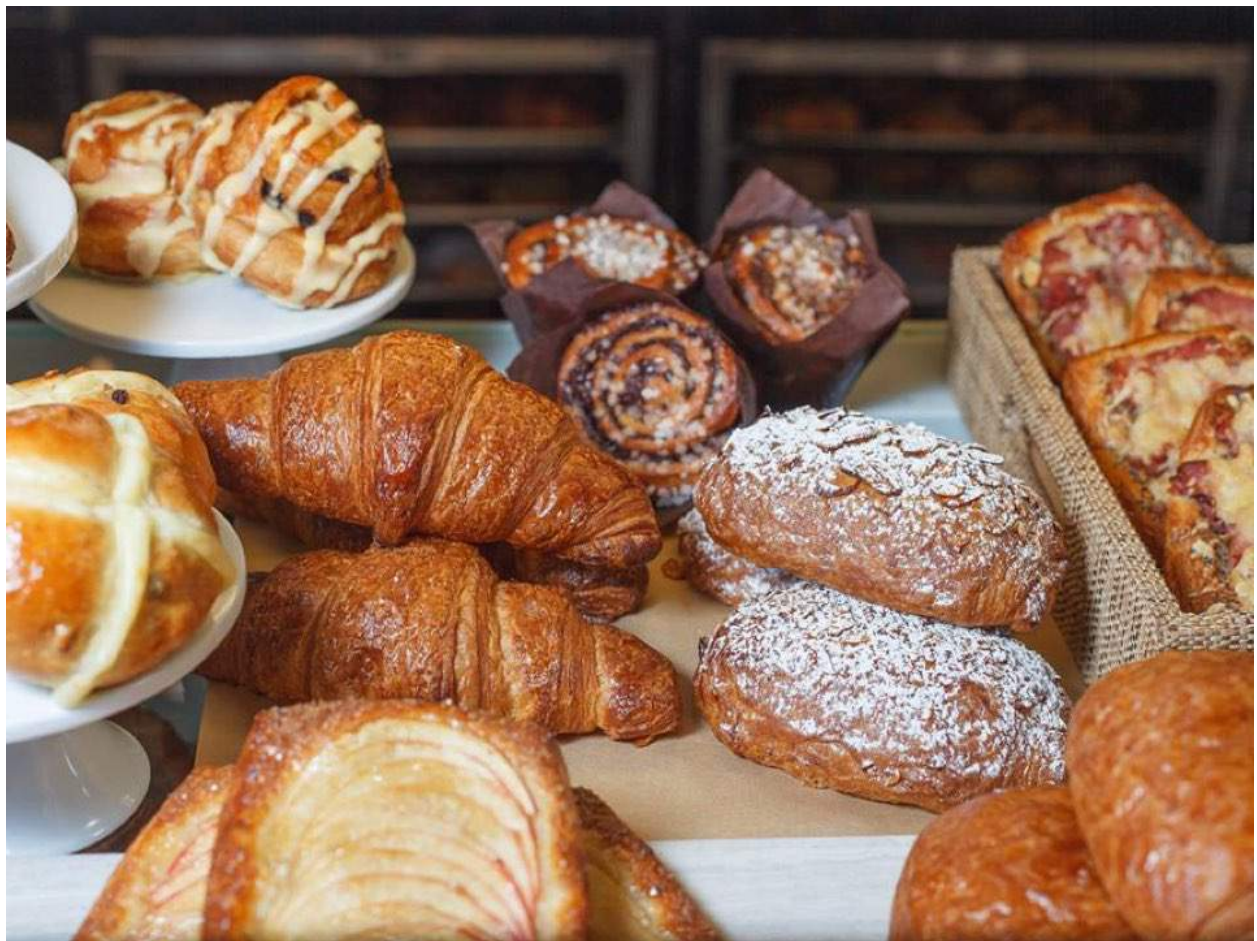
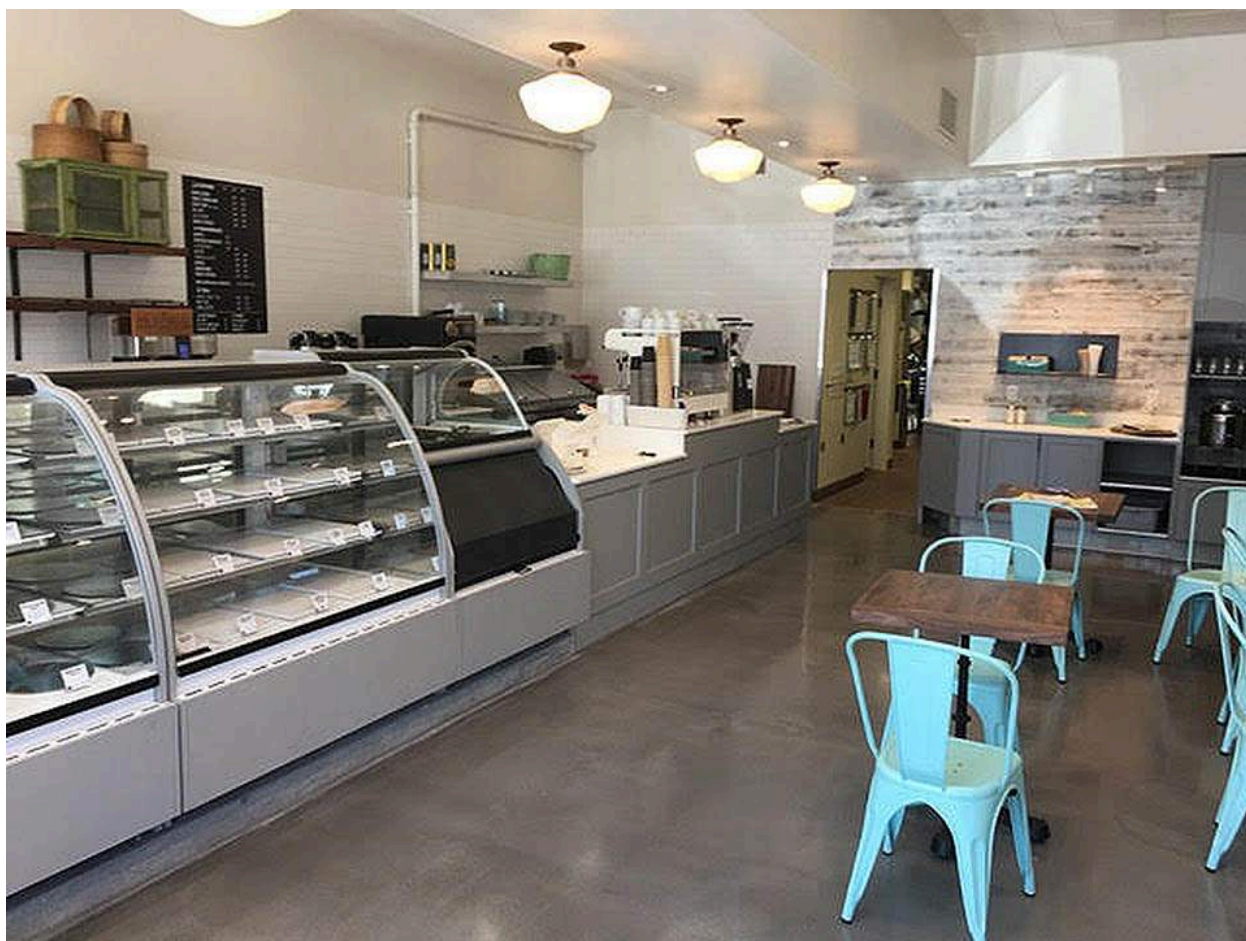


Photo: Noe Valley Bakery

[Back in November](#), we reported that [Noe Valley Bakery](#) (4073 24th St.) would be opening a second location in West Portal, at 28 West Portal Ave. Now, the new location is officially open—complete with a cupcake-filled display case.



Inside Noe Valley Bakery in West Portal. | **Photo: Noe Valley Bakery**

The bakery, which opened on March 22nd, received more than \$10,000 in financial assistance from neighbors, who prepaid for baked goods through [Credibles](#), a service that allows new businesses to get money upfront in exchange for offering credits for goods once they open.

Unlike the original location, the new bakery offers seating, with a gray and "sea mist green" color scheme. The freshly baked treats include cookies, croissants, eclairs, challah rolls, warm breads and savory "tiles," made from croissant dough.



Photo: Julie L.

Owner Michael Gassen and his wife Mary purchased the original 24th Street bakery in December 1994, and the mom-and-pop business has been steadily growing ever since.

Much like its predecessor, the West Portal expansion is set in a family-friendly neighborhood; it takes over the former home of Noah's Bagels.

*Noe Valley Bakery West Portal is now open Monday–Friday from 7am–7pm, and Saturday–Sunday from 7am–6pm.*

**From:** Debra Niemann [mailto:debranemo@gmail.com]  
**Sent:** Friday, September 22, 2017 2:55 PM  
**To:** LegacyBusiness (ECN) <LegacyBusiness@sfgov.org>  
**Subject:** Letter of Recommendation for Noe Valley Bakery

Dear Rick,

The Noe Valley Association a CBD whole heartedly endorses the Noe Valley Bakery for the San Francisco Legacy Business program.

The actual storefront has been a bakery for about 100 years and its current owners, Michael and Mary Gassen have created a very successful bakery by offering the community a wide variety of baked goods as well as sandwiches and coffee, coffee being a major staple of business on 24th Street. One of their best business practices is the creation of new products, not just baked goods but goods you can bring home to complete and or great small sandwiches you can buy on the run. Their products have won many awards, especially their breads. The double raisin and cherry chocolate are served at many a morning community meeting in Noe.

But Mary and Michael have done more than create exceptional baked goods, they have consistently contributed to the community both their busy savvy as small business owners and their wonderful baked goods. Mary served as treasurer of the NVA when it was first formed in 2005. She helped us form the CBD and continued to serve as treasurer from start-up to 2010, five years of service. Michael has been generous in his donations to the community. Starting with the Harvest Festival in 2010 when we held pie eating contests and we'd roll a red wagon down to the bakery and bring back 20 pies for the contest, all donated. Or the time we held a holiday cookie decorating project as part of 24 HoliDays on 24th Street, Michael donated the plain holiday cookies and the kids got to decorate them, same goes for past Easter Egg Hunts and their donation of hot cross buns or easter egg cookies.

The Noe Valley Bakery has been an exemplary member of the Noe Valley community and the NVA strongly recommends they be included in the legacy program.

If you have further questions or need any additional information please contact me directly.

All good wishes,  
Debra



Debra Niemann  
Executive Director  
Noe Valley Association CBD  
[www.noevalleyassociation.org](http://www.noevalleyassociation.org)  
ph: 415-519-0093  
[debranemo@gmail.com](mailto:debranemo@gmail.com)

*Filing Date:* December 18, 2017  
*Case No.:* 2017-016397LBR  
*Business Name:* Noe Valley Bakery  
*Business Address:* 4073 24<sup>th</sup> Street  
*Zoning:* NCD (24th Street – Noe Valley Neighborhood Commercial)  
40-X Height and Bulk District  
*Block/Lot:* 6507/020  
*Applicant:* Mary Gassen, President  
4073 24<sup>th</sup> Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy, District 8  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Noe Valley Bakery was established in 1989 when Egon Grundmann purchased the existing business, Sweet Cakes, from owner Frank Tarantino after it was listed for sale in November 1988. He changed the name to Noe Valley Bakery when it re-opened in March 1989. Noe Valley Bakery is one of several bakeries that have been located at 4073 24th Street since 1923, including Plate's Bakery from 1933 to 1985 and Sweet Cakes from 1986 to 1988.

Egon Grundmann, originally from Cologne, Germany, had already owned large scale bakeries in San Mateo and Burlingame, but wanted a smaller operation. Grundmann himself and one other baker did most of the baking at Noe Valley Bakery. In 1994, husband and wife Michael and Mary Gassen bought the business. Noe Valley Bakery makes everything daily in the store and sells out almost every day.

Michael Gassen has been a master baker for over three decades. Pulling inspirations from the pastoral and tactile art of baking, Michael has been the creative soul behind his San Francisco neighborhood bakery. He also is the mastermind behind the famous train sets in the store's window display on 24th Street. Mary Gassen is an operations and finance expert for artisan food businesses. Michael handles all the bakery's culinary operations and Mary handles the finances and business administration. The couple opened a second bakery, at 28 West Portal Avenue, in March 2017.

The pressures on profitability are reaching a critical point and Noe Valley Bakery needs help to remain in the Noe Valley neighborhood into the future. The bakery profit margins have always been low, and there are now constant upward pressures on the costs of doing business in San Francisco. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and the upcoming increase in rent, the owners need to find new ways to stay slightly profitable and in business. The one thing that has kept the business profitable in the past is that the original lease had a very reasonable level of rent. This is now in serious jeopardy given that the owners are renegotiating a new lease with the next generation of the Eberle family in August 2018.

Noe Valley Bakery is located on the south side of 24<sup>th</sup> Street between Castro and Noe streets in the Noe Valley neighborhood. Its building is a contributor to the California Register-eligible 24th Street Commercial Corridor Historic District. The subject business is located within the NCD (24th Street – Noe Valley Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

Noe Valley Bakery was founded in 1989; however, the building has been used as a bakery since 1923 and the building exterior retains features from the earliest bakery, including the storefront.

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

Yes, Noe Valley Bakery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. It has operated for 29 years as Noe Valley Bakery; however, baked goods have been served out of the 4073 24<sup>th</sup> Street location since 1923, and the location has been used continuously as a bakery for the past 94 years. As such, the business significantly contributes to the neighborhood's history and identity by continuing this long tradition. The business also would face significant risk of displacement if not included in the Registry. With the minimum wage increasing to \$15 per hour, the Health Care Security Ordinance (HSCO) City Option payments and an upcoming rent negotiation in August 2018, the owners need to find new ways to stay slightly profitable and in business.
- ii. Noe Valley Bakery has contributed to the identity of the Noe Valley neighborhood by continuing a more than 85 year tradition of maintaining a bakery at this location.
- iii. Noe Valley Bakery is committed to maintaining the physical features and traditions that define the bakery and the 1902 building located at 4073 24<sup>th</sup> Street.

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

The business is associated with the culinary traditions of an artisan full-line bakery. The bakery makes everything from scratch, by hand and in the old world traditions.

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

Yes, the building is a contributor to the California Register-eligible 24th Street Commercial Corridor Historic District. The 24<sup>th</sup> Street historic district displays the architectural congruity necessary to qualify for listing under Criterion 1 for its early history as the commercial corridor for the Noe Valley streetcar suburb. Generally the 24th Street historic district features a range of one to three story buildings that have ground floor commercial storefronts that were constructed either originally as part of the building, or were later alterations made to residential buildings. As the street became more and more commercialized, early residences were modified to accommodate a retail space on the ground floor. Contributors to the historic district are mixed residential and commercial buildings constructed sometime between the 1880s,- when the first

residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.

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 business has been cited in numerous publications, including Noe Valley Bakery has been written about in SF Chronicle, SF Business Times, CNET, Food & Wine Magazine and Gourmet Magazine among others..

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 4073 24<sup>th</sup> Street (1989-present)
- 28 West Portal Avenue (2017-present)

#### **Recommended by Applicant**

- Full line of artisan baked goods
- Building façade and footprint at 4073 24<sup>th</sup> Street

#### **Additional Recommended by Staff**

- Storefront components at 4073 24<sup>th</sup> Street, including large glass panels, transom, wood trim, Art Deco tile base, bracket sign, and awning feature
- Storefront displays of baked goods



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. XXX

HEARING DATE: JANUARY 17, 2018

*Filing Date:* December 18, 2017  
*Case No.:* 2017-016397LBR  
*Business Name:* Noe Valley Bakery  
*Business Address:* 4073 24<sup>th</sup> Street  
*Zoning:* NCD (24th Street – Noe Valley Neighborhood Commercial)  
40-X Height and Bulk District  
*Block/Lot:* 6507/020  
*Applicant:* Mary Gassen, President  
4073 24<sup>th</sup> Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy, District 8  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

1650 Mission St.  
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CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
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Planning  
Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NOE VALLEY BAKERY, CURRENTLY LOCATED AT 4073 24<sup>TH</sup> STREET (BLOCK/LOT 6507/020).**

**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 20 or more years, with no break in San Francisco operations exceeding two years, the business is significant to San Francisco history, and the business would face significant risk of displacement if not included in the Registry; and

**WHEREAS**, the subject business has contributed to the Noe Valley neighborhood and City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on January 17, 2018, 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 Noe Valley Bakery 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 Noe Valley Bakery.

*Location (if applicable)*

- 4073 24<sup>th</sup> Street (1989-present)
- 28 West Portal Avenue (2017-present)

*Physical Features or Traditions that Define the Business*

- Full line of artisan baked goods
- Building façade and footprint at 4073 24<sup>th</sup> Street
- Storefront components at 4073 24<sup>th</sup> Street, including large glass panels, transom, wood trim, Art Deco tile base, bracket sign, and awning feature
- Storefront displays of baked goods

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 2017-016397LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2018.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: