

# Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 25, 2017

## PACITAS SALVADOREAN BAKERY

*Application No.:* LBR-2017-18-002  
*Business Name:* Pacitas Salvadorean Bakery  
*Business Address:* 10 Persia Avenue  
*District:* District 11  
*Applicant:* Maria Paz Rodriguez, Owner  
*Nomination Date:* July 5, 2017  
*Nominated By:* Supervisor Ahsha Safai  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Opened in 1996 by Salvadoran émigré, Maria Paz Rodriguez, Pacitas Salvadorean Bakery has served hand-crafted Salvadoran bread and pastries to residents of the Excelsior District for 21 years. Maria Paz Rodriguez came to San Francisco in 1990, working in a bakery until she saved enough funds to open her own, which she named Pacitas Salvadorean Bakery. The business was the first to sell Salvadoran bread in the Excelsior District, and with the area's significant Salvadoran population, became an instant favorite (until that point, the only Salvadoran bakeries in San Francisco were located in the Mission District). Maria operated the business single-handedly for the first few years until her siblings joined her in San Francisco from El Salvador to help out with the business.

Pacitas' specialty is Salvadoran bread, which is traditionally made by hand of a bran-based recipe. Made onsite, Pacitas Salvadoran bread and other typical Salvadoran food items like tamales (characteristically wrapped in banana leaves), quesadillas, pupusas, sodas, sour cream, and cakes, are sold at the store or through large catering orders for events such as quinceñeras, weddings, communions, holiday parties, and other family events, especially during the fall and spring holiday seasons. The business also participates in community events such as the Excelsior Festival and the Excelsior Action Group, and frequently donates bread and pastries to community groups, churches, and schools for various events.

Pacitas received international attention when the Spanish-language television channel, Univision, ran a story about the Temporary Protection Status immigration program and featured Maria Paz Rodriguez and her successful small business as an example of someone who benefited from the program. That publicity resulted in even more customers.

The property in which it is located was recently listed for sale, leaving the bakery at risk for displacement. Should Pacitas Salvadorean Bakery be listed on the Legacy Business Registry, it would be the first to originate from District 11..

**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:

348 Precita Avenue from 1980-Present (36 years)  
2981 24th Street from 1998-Present (18 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 Excelsior 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:

- Pacitas Salvadorean Bakery is associated with the Salvadoran culinary tradition of bread-making.
- Pacitas Salvadorean Bakery has contributed to the Excelsior community's history and identity by supporting a significant aspect of Latino culture – Salvadoran culinary traditions – in a neighborhood with a large Salvadoran population.
- The property is considered a "Category B Property" indicating that it has not been previously evaluated by the Planning Department for potential historical significance.
- Pacitas and its owner, Maria Paz, were featured on the Univision station in a story about the United States' Temporary Protection Status immigration program. The date that the program aired is unknown.

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

Yes, Pacitas Salvadorean Bakery is committed to maintaining the physical features and traditions that define its craft of preparing Salvadoran bread, pastries, and specialty food items.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Pacitas Salvadorean 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:

- Location in the Excelsior district.
- Onsite production of hand-crafted Salvadoran bread.
- Offering of other Salvadoran specialty food items.
- Display cases showing breads and pastries.

**CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical features or traditions that define(s) the business that would be required for maintenance of the business on the Legacy Business Registry.

- Bakery.





SAN FRANCISCO  
**OFFICE OF SMALL BUSINESS**

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Pacitas Salvadorean Bakery currently located at 10 Persia 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

PACITAS SALVADOREAN BAKERY

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

<i>Application No.:</i>	LBR-2017-18-002
<i>Business Name:</i>	Pacitas Salvadorean Bakery
<i>Business Address:</i>	10 Persia Avenue
<i>District:</i>	District 11
<i>Applicant:</i>	Maria Paz Rodriguez, Owner
<i>Nomination Date:</i>	July 5, 2017
<i>Nominated By:</i>	Supervisor Ahsha Safai
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PACITAS SALVADOREAN BAKERY, CURRENTLY LOCATED AT 10 PERSIA 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 Pacitas Salvadorean 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 Pacitas Salvadorean Bakery:

Physical Features or Traditions that Define the Business:

- Location in the Excelsior district.
- Onsite production of hand-crafted Salvadoran bread.
- Offering of other Salvadoran specialty food items.
- Display cases showing breads and pastries.

**BE IT FURTHER RESOLVED** that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Pacitas Salvadorean 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 September 25, 2017.

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Regina Dick-Endrizzi  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –



**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-002  
*Business Name:* Pacitas Salvadorean Bakery  
*Business Address:* 10 Persia Avenue  
*District:* District 11  
*Applicant:* Maria Paz Rodriguez, Owner  
*Nomination Date:* July 5, 2017  
*Nominated By:* Supervisor Ahsha Safai

**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

10 Persia Avenue from 1996 to Present (21 years)

**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:** Pacitas Salvadorean Bakery is presently at risk for immediate displacement. The bakery's 5-year lease ended in December 2016, and it was not renewed by the property owner. The business is currently on a month-to-month lease. Pacitas is one of the commercial tenants located in the 400 London Street parcel, which is currently for sale. There are concerns about the future of the business at this location.

**DELIVERY DATE TO HPC:** July 6, 2017

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 11



City and County of San Francisco

**AHSHA SAFAI**  
安世輝

July 5, 2017

Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

**RE: LEGACY BUSINESS STATUS FOR PACITAS SALVADOREAN BAKERY**

Attention Legacy Business Program:

I am nominating Pacitas Salvadorean Bakery to represent District 11 in the Legacy Business Registry. Pacitas is a beloved women and minority owned enterprise located in an area commonly referred to as the "Heart of the Excelsior," or "The Persia Triangle." This thriving small business is renowned throughout the El Salvadorean Bay Area community for their hand crafted Salvadorean Bread, and one of the few businesses attracting repeat customers outside our neighborhood. Maria Paz Rodriguez, the owner/operator, is a shining example of the "American Dream." She immigrated to the United States in 1990 and Pacitas was opened for business in 1996. Her success through the Temporary Protection Status Immigration Program was profiled nationally by Univision. In 2011 she opened a second bakery in the East Bay, a feat rarely achieved by businesses originating in the Excelsior District.

In May my office was notified that 400 London Street, the property housing the bakery and other small businesses, was listed for sale. I directed my staff to work with Office of Employment and Workforce Development and the Excelsior Action Group to guide the business owners through any remedies available via city programs. Currently District 11 houses one Legacy Business, relocated into our District after displacement from Bernal Heights. Pacitas Salvadorean Bakery will be the first Legacy Business originating in District 11. Most importantly, Pacitas will be the first local business participating in a city-wide program intended to ameliorate effects of displacement.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ahsha Safai".

Ahsha Safai  
District 11 Supervisor

## 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:		
Pacitas Salvadorean Bakery		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Maria Paz Rodriguez		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
10 Persia Avenue San Francisco, CA 94112		(415) 452-8442
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Maria Paz Rodriguez	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
372 San Diego Avenue Daly City, CA 94014	(415) 713-1838
	EMAIL:

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

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



## 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
10 Persia Avenue	94112	12/16/1996
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	12/96 - Present	

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

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

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

Maria Paz Rodriguez 5.23.17 M.P. Rodriguez  
Name (Print): Date: Signature:

## **Pacitas Salvadorean Bakery Legacy Business Registry Application**

### **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.**

Pacitas Salvadorean Bakery opened in the Excelsior District in 1996. Business owner Maria Paz Rodriguez, who emigrated from El Salvador in 1990, worked in a bakery in San Francisco for 6 years, saving money during that time in order to open her own bakery.

Maria purchased an existing Italian-Cuban bakery at 10 Persia Avenue. She changed the name of the business to Pacitas, a nickname for Maria Paz also meaning “small raisins,” a name she thought of by herself. The first few months were a struggle, as Maria had little money to buy the business, however the property owner gave Maria time to stabilize the business and gain her footing. For the first several years, Maria solely operated the business, baking all of the bread and pastries, with the help of an assistant here and there.

In 1997, the business was featured by the Spanish-language channel Univision in an interview in favor of the Temporary Protection Status (TPS) immigration program, which provides amnesty applicants a workers permit and social security number, and helps to strengthen immigration applications from countries facing political difficulties. The interview was broadcast all over Univision’s range, including El Salvador, Miami, and other Latin American countries that receive the service. Pacitas was highlighted as a prime example of a small business owned by a Salvadoran immigrant, bringing the business to national prominence. It also increased the profile of the immigrant community in the Excelsior District of San Francisco. From this point on, community recognition of Pacitas Salvadorean Bakery by local residents skyrocketed, and the business greatly benefitted from increased sales.

Pacitas was the first bakery in the Excelsior to serve Salvadoran bread, a specific traditional handmade bread that cannot be machine processed. Whereas other Salvadoran bakeries are located in the Mission District, Pacitas caters to the sizable Salvadoran population in the Excelsior. Pacitas has been so successful that a second location opened in San Leandro in 2011.

Pacitas Salvadorean Bakery is presently at risk for immediate displacement. The bakery’s 5-year lease ended in December 2016, and it was not renewed by the property owner. The business is currently on a month-to-month lease. Pacitas is one of the commercial tenants located in the 400 London Street parcel, which is currently for sale. There are concerns about the future of the business at this location. Maria Paz Rodriguez has been working closely with Supervisor Safai’s Office, Working Solutions, the Excelsior Action Group, the Office of Economic and Workforce

Development and the Small Business Development Center in an effort to work with the property owner and leasing agent and solidify the status of the business as the sale moves forward. The hope is that Pacitas can remain at this location, although alternatives are being investigated. Inclusion of Pacitas Salvadorean Bakery on the Legacy Business Registry will help elevate the business profile as a desirable tenant for her current or any future landlord given the program's property owner incentives.

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

The business has been owned by Maria Paz Rodriguez since its inception in 1996. In 2000, Maria's brother arrived from El Salvador to help run the bakery. His wife shortly after followed and also supported the business. More siblings shortly followed, and currently three siblings operate the San Leandro location and two operate the San Francisco location.

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

N/A

**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 building is not registered on a historic resources registry.

## **CRITERION 2**

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

Pacitas is a local Salvadoran staple, as it was the first bakery of its kind in the Excelsior District. The Excelsior has a very strong Salvadoran community and thus the business ties into the identity of the neighborhood in a major way. As the business caters to this community, Maria Paz has seen many of her clients grow up and grow their families. Even those that have since moved to other parts of the Bay Area visit the bakery when they come to San Francisco, as it was a very memorable part of their community growing up. Pacitas not only attracts Salvadoran members of the community, but also residents across the diverse array of cultures residing in the neighborhood including Filipino, Chinese, African Americans, and other Central American nations such as Guatemalans, Mexicans, Nicaraguans, Hondurans, and many others. Even though the population of the Excelsior has changed over time, Pacitas still maintains constant business from local residents of all kinds.

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

Pacitas Salvadorean Bakery participates in local neighborhood events such as the Excelsior Festival, an annual festival that has occurred for 15 years that closes down Mission Street in partnership with Sunday Streets, and the Halloween Giveaway, which is a newer event in which trick or treaters are given reflective bracelets and visit local businesses to receive small gifts and candy. Additionally, they frequently partner with the Excelsior Action Group, a local economic development agency, to support small business and community events.

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

Pacitas is perhaps best known for its feature as a prime Salvadoran business on Univision. The purpose of the feature was to demonstrate an example of an immigrant-owned business that has excelled in the United States in the face of a very significant amnesty program being threatened with discontinuation. Pacitas has also been featured in print media, most notably the San Francisco Chronicle, of which the article currently hangs on the wall inside the bakery.

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

As the bakery is a local cornerstone, one of the most notable visitors to the shop was Gavin Newsom during his tenure as Mayor of San Francisco. His visit came amidst a trip to the Excelsior in which he visited many of the local businesses, Pacitas being one of them.

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

Pacitas is heavily involved in the community and makes donations to local churches and local schools in the community in the form of baked goods and monetary contributions. Pacitas also donates to youth programs hosted by the San Francisco Fire Department and Police Department similarly, by contributing bread and other baked goods to events and money to sustain these valuable community programs.

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

Pacitas Salvadorean Bakery, since its opening, has been serving primarily the residents of the Excelsior community. As a Salvadoran bakery, the business caters mainly to families in the neighborhood, mostly of Salvadoran descent but also across the wide variety of cultures that live in the Excelsior. Many community members also go to Pacitas for catering events such as quinceneras, weddings, communions, holiday parties, and other family-oriented events. Pacitas' most active time of the year is generally between Thanksgiving and Easter, as many of the local residents are Catholic or other sects of Christianity and celebrate the various holidays and events during this time.

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

The building in which the business is located is not on a historical register, however the building was initially built in 1900 making it an older structure in the neighborhood.

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

Over the past 20 years, Pacitas has been an essential part of the Excelsior District. Even as many families that grew up in the neighborhood have since moved to other parts of the Bay Area, they still come to the Excelsior just to visit Maria Paz and Pacitas as it was a defining piece of their childhoods. Without Pacitas, the community would be losing a destination that has stood on Persia Street for over 20 years and is exemplary of the Salvadoran population in the neighborhood.

### **CRITERION 3**

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

Pacitas is a bakery that has many of the characteristics you think of when a bakery comes to mind. It is a small space with only a few tables and chairs. Most patrons come in just to pick up their orders. The bakery has display cases to show the types of goods that are in stock that day, and a large bread oven in an upstairs kitchen, which fills the space with the aroma of Salvadoran bread. Aside from bread, Pacitas also sells other specific Salvadoran goods such as sodas, tamales (in a banana leaf rather than corn husk), Salvadoran sour cream, and other goods specific to El Salvador. A window display also enables passersby to see the goods in stock for the day at Pacitas as well.

**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)**

As bakeries have been an essential part of most civilizations, Pacitas exemplifies the traditions of baking in the Salvadoran style, specifically with regards to the Salvadoran bread that is baked on site. This particular product is handmade and cannot be processed with a machine. The bread is also baked on site daily and the aroma can be smelled from a block away. The ingredients also consist of specific recipes that are particular to El Salvador, especially the combination of ingredients which produces a specific flavor. A Salvadoran “quesadilla,” which differs from a Mexican quesadilla has a very particular mixture of cheese and bread that produces a type of cake. Many of the recipes also call for bran rather than wheat in the ingredients which is indicative of a Salvadoran style of baking.

**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.).**

Pacitas is very noticeable by its bright red awning and yellow lettering on the exterior of the building. The large windows also contain yellow lettering advertising the business to street traffic. The storefront is repainted often in order to maintain its vibrancy on the block. The display case in the window also serves to attract customers and is featured prominently on the storefront. On the second floor of the building, there are three large paintings that showcase the types of cakes that are available at the bakery as well, adjacent to the large windows that lead to the upstairs kitchen where the oven is located.



< Back to Search (For Sale) > CA > San Francisco > 94112 > 400 London St

Save Share

FOR SALE  
**\$2,180,000** ↓ ~~\$2,280,000~~  
Est. Mortgage \$9,367/mo [Get Pre-Qualified](#)

**400 London St**  
San Francisco, CA 94112 ([Excelsior](#))  
2,500 sqft lot size • Multi-Family



See 5 photos

**Map View**  
See the local terrain and how close this home is to parks and main streets.

**Street View**  
Take a virtual walk around the neighborhood.

**Crime**  
High crime relative to the rest of San Francisco county.

**Schools**  
63 Elementary Schools  
25 Middle Schools  
22 High Schools

- Patrick Man**  
(415) 668-9388  
LISTING AGENT  
★★★★★(0)  
2 Recent Sales
- Jaime Peraza**  
(650) 419-2460  
PREMIER AGENT  
★★★★★(31)  
18 Recent Sales
- Abbe, Colleen & John**  
(510) 454-8038  
PREMIER AGENT  
★★★★★(19)  
7 Recent Sales
- KENNY TRUONG, #FASTAGENT**  
(415) 521-1012  
PREMIER AGENT  
★★★★★(311)  
238 Recent Sales

Your Name

Phone

Email

I am interested in 400 London St, San Francisco, CA 94112.

☒ A confirmed lender will contact you.

**Request Info**

By sending, you agree to Trulia's [Terms of Use](#) & [Privacy Policy](#).

## Home Details for 400 London St

This well maintained mixed use property is well located in the busiest part of the Excelsior District. Only one block to Mission Street. Corner of Persia and London Street. Persia Street is the main artery of the bus line and traffic to connet the South and the North of the City. Three main commercial tenants on the ground floor and two units on top. Great opportunity to own this tropy building in the area

### Features of this property

Information last updated on 04/25/2017 12:00 AM:

Price: \$2,180,000 Status: For Sale MLS/Source ID: 455467



Speakers: Muted

# Food Safety Scorecard

This facility was inspected by the San Francisco Department of Public Health  
in accordance with the California Health and Safety Code.

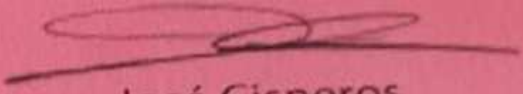
City & County of San Francisco  
Office of the Treasurer & Tax Collector

## License Certificate

1 Dr. Carlton B. Goodlett Place  
City Hall, Room 140  
San Francisco, CA 94102

Business Account Number 345865	Period Covered 04/01/2017 - 03/31/2018	Fee Paid \$1,082.00
Class Account H28 - 142956	Description TAKE OUT	
Business Name PACITAS SALVADOREAN BAKERY	Business Location 10 PERSIA ST	Permit Number 027427

RODRIGUEZ MARIA - PAZ  
10 PERSIA AVE  
SAN FRANCISCO CA 94112-2619

  
José Cisneros  
Treasurer

See reverse side for additional information  
Please post conspicuously at the business location

A copy of the most recent inspection report is required to be  
posted on the premises. For more information on food safety  
inspection reports, visit:

### How to Interpret Food Safety

Score	Operating Condition
> 90	Good



LOS PLANES  
de RENDIDOS  
415-585-8645

PACITAS SALVADOREAN BAKERY

OPEN  
PACITAS

OPEN  
PACITAS

SALVADOREAN BAKERY

Pink Lady Salon



# PACITA'S SALVADOREAN BAKERY

(415) 452-8442









# PACITAS *Salvador* Bakery.

## PASTELES REGULARES

PIÑA. MANGO, GUAYABA

MANZANA, PEACH, DURAZO

FRESA (JALEA o FRUTA NAT) LEC

BANANA (FRUTA NAT) CA

CREMA BANANA. CHOCOLA

## PA CANOLES TRES LECHES

REGULAR

TRES LECHES

TRES LECHES con RELEN

34.50

\$35.00

\$40.00

\$45.00



























A todos nuestros amigos  
en la Panaderia Pacitz's,

Muchísimas gracias por su  
donación muy generosa de  
pan para nuestra Rifa  
Rumboso! Que Rico!

Antonio

Antonio

Antonio

THANKS for  
help + sup

ANA

CALIFORNIA LEGISLATURE

# Assembly

## CERTIFICATE OF RECOGNITION

### PACITAS SALVADOREAN BAKERY

*Honoring outstanding contributions to our community,  
demonstration of a true holiday spirit, dedication to civic engagement,  
unwavering generosity, and continued success as a small business on  
the Persia Avenue Corridor, thereby benefitting the people of the  
City and County of San Francisco and the State of California.*

Assemblywoman

Fiona Ma

Speaker pro Tempore

Presented on December 16, 2011



*Filing Date:* August 2, 2017  
*Case No.:* 2017-008810LBR  
*Business Name:* Pacitas Salvadorean Bakery  
*Business Address:* 10 Persia Avenue  
*Zoning:* NCD (Excelsior Outer Mission Street Neighborhood Commercial District)/  
65-A Height and Bulk District  
*Block/Lot:* 6955/043  
*Applicant:* Maria Paz Rodriguez, Owner  
10 Persia Avenue  
San Francisco, CA 94112  
*Nominated By:* Supervisor Ahsha Safai, District 11  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Opened in 1996 by Salvadoran émigré, Maria Paz Rodriguez, Pacitas Salvadorean Bakery has served hand-crafted Salvadoran bread and pastries to residents of the Excelsior District for 21 years. It is located on the south side of Persia Avenue between Mission Street and London Street.

Maria Paz Rodriguez came to San Francisco in 1990, working in a bakery until she saved enough funds to open her own, which she named Pacitas Salvadorean Bakery. The business was the first to sell Salvadoran bread in the Excelsior District, and with the area's significant Salvadoran population, became an instant favorite (until that point, the only Salvadoran bakeries in San Francisco were located in the Mission District). Maria operated the business single-handedly for the first few years until her siblings joined her in San Francisco from El Salvador to help out with the business.

Pacitas' specialty is Salvadoran bread, which is traditionally made by hand of a bran-based recipe. Made onsite, Pacitas Salvadoran bread and other typical Salvadoran food items like tamales (characteristically wrapped in banana leaves), quesadillas, pupusas, sodas, sour cream, and cakes, are sold at the store or through large catering orders for events such as quinceñeras, weddings, communions, holiday parties, and other family events, especially during the fall and spring holiday seasons. The business also participates in community events such as the Excelsior Festival and the Excelsior Action Group, and frequently donates bread and pastries to community groups, churches, and schools for various events.

Pacitas received international attention when the Spanish-language television channel, Univision, ran a story about the Temporary Protection Status immigration program and featured Maria Paz Rodriguez and her successful small business as an example of someone who benefited from the program. That publicity resulted in even more customers.

The property in which it is located was recently listed for sale, leaving the bakery at risk for displacement. Should Pacitas Salvadorean Bakery be listed on the Legacy Business Registry, it would be the first to originate from District 11.



## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1996

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

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

- i. Though Pacitas Salvadorean Bakery has only been in operation for 21 years, it faces a significant risk of displacement.
- ii. Pacitas Salvadorean Bakery has contributed to the Excelsior District community's history and identity by supporting a significant aspect of Latino culture – Salvadoran culinary traditions – in a neighborhood with a large Salvadoran population.
- iii. Pacitas Salvadorean Bakery is committed to maintaining the physical features and traditions that define its craft of preparing Salvadoran bread, pastries, and specialty food items.

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

The business is associated with the Salvadoran culinary tradition of bread-making.

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

The property is considered a "Category B Property" indicating that it has not been previously evaluated by the Planning Department for potential historical significance.

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.?*

Pacitas and its owner, Maria Paz, were featured on the Univision station in a story about the United States' Temporary Protection Status immigration program. The date that the program aired is unknown.

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

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

- 10 Persia Avenue

#### **Recommended by Applicant**

- Location in the Excelsior District

- Onsite production of hand-crafted Salvadoran bread
- Offering of other Salvadoran specialty food items
- Display cases showing breads and pastries

**Additional Recommended by Staff**

No additional recommendations.



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE AUGUST 2, 2017

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

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PACITAS SALVADOREAN BAKERY, CURRENTLY LOCATED AT 10 PERSIA AVENUE (BLOCK/LOT 6955/043).**

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

**WHEREAS**, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business is at significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the history and identity of the Excelsior District and San Francisco's culinary heritage; 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 Pacitas Salvadorean 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 Pacitas Salvadorean Bakery:

***Location (if applicable)***

- 10 Persia Avenue

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

- Location in the Excelsior District
- Onsite production of hand-crafted Salvadoran bread
- Offering of other Salvadoran specialty food items
- Display cases showing breads and pastries

**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 2017-008810LBR 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: