



Legacy Business Registry Staff Report

HEARING DATE AUGUST 8, 2016

TOY BOAT DESSERT CAFE

Nomination Date: November 19, 2015
Application No.: LBR-2015-16-002
Business Name: Toy Boat Dessert Café
Business Address: 401 Clement Street
District: District 1
Applicant: Jesse & Roberta Fink, Owners
Nominated By: Supervisor London Breed
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Toy Boat Dessert Café is a restaurant serving a variety of food and a wide selection of ice creams and desserts to the Inner Richmond District on Clement Street between 5th Avenue and 6th Avenue. The café began in 1982 as a place that welcomed both the old and young communities of the Inner Richmond District. The store itself contains an eclectic collection of pop culture memorabilia, all of which are for sale.

CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF 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:

401 Clement Street from 1982-Present (34 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 Richmond 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:

- While the business itself is not specifically unique to San Francisco, the café has, over the years, become a platform for neighborhood and community activities. It has offered itself as a gathering space for the members of the community to indulge in good food and great desserts and has also become a hub for politicians to reach out to the community and become acquainted with the Richmond District. Toy Boat Dessert Café has remained a constant core of the Richmond District.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- The business has been cited in the following publications:
 - SF Gate, 6/18/2011, "Jesse Fink keeps charm in, chains off Clement," by Nellie Bowles.
 - Hoodline News Online, 4/12/2016, "A Chat With Jesse Fink of the Inner Richmond's Toy Boat Dessert Café," by Stephen Jackson.

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

Yes, the subject business is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Toy Boat Dessert Café 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:

- Storefront and façade that dates to the 1900s along Clement Street, including the windows, doors, and band of transom windows.
- Original 1982 projecting sign at the front façade.
- Interior shelving and toy displays.
- Decorative checkered tiling along interior walls.
- Checkered tiles along floor of interior.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Toy Boat Dessert Café currently located at 401 Clement Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program





San Francisco Small Business Commission Draft Resolution

HEARING DATE AUGUST 8, 2016

TOY BOAT DESSERT CAFE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Nomination Date: November 19, 2015
Application No.: LBR-2015-16-002
Business Name: Toy Boat Dessert Café
Business Address: 401 Clement Street
District: District 1
Applicant: Jesse & Roberta Fink, Owners
Nominated By: Supervisor London Breed
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR TOY BOAT DESSERT CAFE, CURRENTLY LOCATED AT 401 CLEMENT STREET.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on August 8, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED that the San Francisco Small Business Commission hereby includes Toy Boat Dessert Café in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT FURTHER RESOLVED that the San Francisco Small Business Commission recommends safeguarding the below listed physical features and traditions at Toy Boat Dessert Café:

Physical Features or Traditions that Define the Business

- *Storefront and façade that dates to the 1900s along Clement Street, including the windows, doors, and band of transom windows*
- *Original 1982 projecting sign at the front façade*
- *Interior shelving and toy displays*
- *Decorative checkered tiling along interior walls*
- *Checkered tiles along floor of interior*

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 8, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

Member, Board of Supervisors
District 1
市參議員、第一區



City and County of San Francisco

ERIC MAR
馬兆光

November 19, 2015

Regina Dick-Endrizzi
Director
Office of Small Business
Via Email: regina.endrizzi@sfgov.org

Re: The Toy Boat's Application to the Legacy Business Registry

Dear Ms. Dick-Endrizzi,

I am writing this letter in strong support of the Toy Boat Dessert Café's application to be a designated Legacy Business. Since 1982, the Toy Boat has served the Richmond District as one of the landmark destinations for our neighborhood and one of the community building stalwarts that generations of Richmond residents have patronized with their families.

In addition, Jesse Fink, the founder and operator of the Toy Boat, has served as a member and past president of the Clement Merchants Association and, in that role, has been instrumental in the revitalization of the Inner Clement business corridor. He has also fought successfully to protect the interests of all small business in the Richmond and throughout the City.

The tremendous selection of ice creams and desserts is only part of the Toy Boat's charm. Jesse's incredible collection of pop culture memorabilia and child-friendly atmosphere have made it a favorite of San Francisco kids and a unique experience for all of its patrons. Its business model also prioritizes local hiring and has resulted in countless neighborhood teenagers getting their first work experience in Jesse's shop.

There is no other business like the Toy Boat in the Richmond District and, I would venture to say none other like it in all of San Francisco. It has that unique quality that makes neighborhoods distinct and special and I am proud to nominate it as the Richmond District's first legacy business.

Sincerely,

A handwritten signature in blue ink, appearing to read "Eric Mar", with a stylized flourish extending from the end.

Eric Mar
Supervisor District 1

APPLICATION FOR

Legacy Business Registration

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

1 Current Owner / Applicant Information

NAME OF BUSINESS:		
TOY BOAT DESSERT CAFE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jesse + ROBERTA FINK		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
401 CLEMENT ST.	(415) 751-7505	
	EMAIL:	
	TOYBOATCAFE@GMAIL	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
	TOYBOATDESSERTCAFE	TOY BOAT DESSERT CAFE

APPLICANT'S NAME	
Jesse + Roberta FINK	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
SOLE OWNERS	
APPLICANT'S ADDRESS:	TELEPHONE:
401 CLEMENT ST	(415) 751 7505
	EMAIL:
	TOY BOAT CAFE@GMAIL

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
- 0134630 - (1982)	-

BACKGROUND INFORMATION	
Founding Location:	401 Clement St.
Current Headquarters Location:	S-A-A.
Operating in San Francisco since:	1982

NAME OF NOMINATOR:	DATE OF NOMINATION:
ERIC MAX	Nov. 15, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION:
401 CLEMENT ST.	94118	1982 →
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

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

3. Eligibility Criteria

Attach the business's historical narrative.

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

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

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.

Jesse Fink

Nov. 16, 2015

J Fink

Name (Print):

Date:

Signature:

I am writing this letter to apply for the inclusion of my business, Toy Boat Dessert Cafe, as a Legacy Business in the Legacy Business Registry. Below I will specify why I feel I qualify for this.

I opened Toy Boat Dessert Cafe with my wife Roberta in July 1982. Our goal was to open a business that catered to both the young and the old....and in between. We found the Inner Richmond to be a perfect location: a neighborhood, not gentrified, filled with families both young and old, ethnically and culturally diverse....This was the place! AND of course a landlord who would offer us a suitable lease, which we obviously have renewed a few times over the past 33 years with multiple members of the family. Renewing a suitable lease is always stressful..."will my lively hood be snapped away"?

I believe our landlords kept renewing our lease because they realized "what we were doing at Toy Boat" that we were not simply a business but an integral part of the community.

We have been involved with the schools, going to classes and reading to the kids for holidays and at random times. Many of the children would recognize me "Hey, your the Ice Cream Guy" We regularly donate to many schools for their annual auctions because we feel it is our responsibility as part of our community and the greater community. I would personally go from store to store hanging Halloween paintings in as many store windows as possible. Toy Boats windows are decorated with kids art work for Halloween, Christmas & Chanukah and Thanksgiving

I have employees working at Toy Boat who had their 1st ice cream cone at The Boat....past employees who return as Parents, Doctors, Professors, Landscape Architects...the list goes on and on. Couples come in and tell me how they had their first date at Toy Boat and are soooo glad we are still here! Residents who came to Toy Boat for years, had to move away for multiple reasons, and were soooo happy when they returned to visit that we are still here.

I recently had a visit from a young woman who is a nurse. She would come to Toy Boat with her Dad when she was a kid. He unfortunately passed away at a young age.

I new him and her as regular customers. I told her what a wonderfull man he was. How He looked forward to coming to The Boat with her, watched her ride on our mechanical horse Butterscotch. She cried.....no one had ever told her about her Dad that way, with those memories. This is what happens when you have a business for 33 years and become part of a neighborhood. There are many stories! The Grandmother who came from Viet Nam for her grand daughters high school graduation. Her daughter took her from the airport (her first time on a plane) to Toy Boat. This was GREAT, I loved it! There are many customers who I grew to know. Customers who I made Toy Boat their "safe place". A young individual who had emotional problems and would be institutionalized occasionally. She once told me how she always came to Toy Boat when "getting out"...she felt so welcome and safe there!

Then there was Bernice, who lived down the block. Bernice came to Toy Boat everyday for maybe 20 years for coffee in the morning. After operations, falls, she would come back to The Boat. We became her link to society. Eventually she became very frail, was in and out of the hospital. I and some of my employees would visit her. I helped her pay her bills, did her laundry occasionally. I contacted social services eventuallyWe had a memorial

for Bernice at Toy Boat.

I was President of the Merchants Association for about 7 years. I was the Go To Guy

for many of the Asian merchants who had problems with City Hall....with bullying inspectors, even inspectors who had merchants on their hands and knees out of fear, scraping gum of the side walk ...or else! I would contact the appropriate individual at City Hall and have the problems taken care of.

I kept Starbucks out of the neighborhood, fearing the Inner Richmond could become another gentrified neighborhood with no identity. This was done with the help of the neighborhood residents who loved Clement Street and did not want it to become another strip mall.

Visitors come from all over the world, all over the country and comment on what a wonderful area the Inner Richmond is. How their neighborhoods "used to be like this, then all the old businesses were replaced one by one by chain stores"!

Toy Boat has been called "the Hub" of the neighborhood. Though I am not President of the Merchants Ass. any longer, I repeatedly have people refer to me as The Mayor of Clement.

Clement Street has gone through many changes over the past 33 years. The City of San Francisco has gone through many changes. Toy Boat has remained a constant. A business where everyone feels welcome. Old, young, English speaking, non English speaking. Robin Williams would frequent The Boat, many politicians, Art Agnos came looking for a certain football board game from the 60's, Nancy Pelosi likes Chocolate Ice Cream.

Many politicians running for office have used Toy Boat as a platform to reach out to the community.

Travel Books like Fodors site Toy Boat as a must to visit when in San Francisco.

Reporters, researchers, all contact Toy Boat because they know We have been here the longest, we have endured, we are a vital part of this neighborhood.

Why should we become a Legacy Business, because we ARE what this Legacy Business Registry is all about.

There have been many articles about Toy Boat Dessert Cafe. Simply Google Jesse Fink/ Toy Boat Dessert Cafe...Most notably is the article **Jesse Fink keeps charm in, chains off Clement...**this sums it up.

Many businesses on Clement Street are run by absentee owners, are parts of large chains with little or no neighborhood connection.

I am in Toy Boat everyday....I know the neighborhood, the neighborhood knows me.

We are a great part of what makes San Francisco a Great City and what makes Clement Street a great street.

Thanking you in advance



Jesse Fink

Owner Toy Boat Dessert Cafe

A few last additions....

I received a Certificate of Honor from The City of San Francisco "Merchant of The Month signed by Willie Brown.

I received a Certificate of Honor from The City of San Francisco Board of Supervisors signed by Tom Ammiano

I received a Certificate of Honor from The City of San Francisco Board of Supervisors signed by Michael Yaki

I received a Certificate of Recognition from The California State Assembly signed by Kevin Shelley

I received a Certificate of Merit from The S.F. Fire Fighters Toy Program



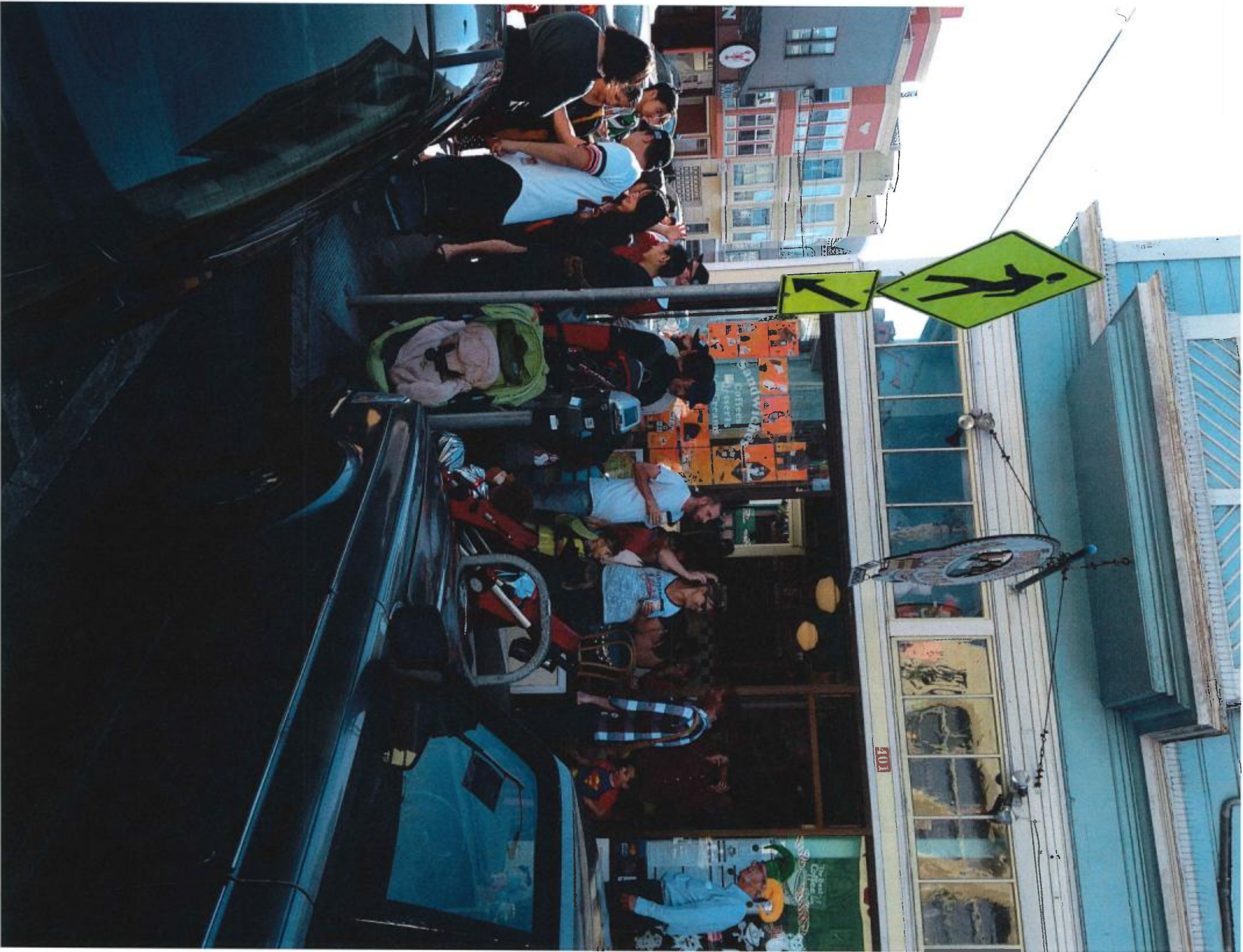














Filing Date: June 20, 2016
Case No.: 2016-008456LBR
Business Name: Toy Boat Dessert Café
Business Address: 401 Clement Street
Zoning: NCD (Inner Clement Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 1437/001
Applicant: Jesse & Roberta Fink, Owners
401 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Toy Boat Dessert Café is a restaurant serving a variety of food and a wide selection of ice creams and desserts to the Inner Richmond District on Clement Street between 5th Avenue and 6th Avenue. The café is located at the ground floor of a two-story, mixed-use, Italianate style building that was previously used as a saloon, as noted in the 1915 Sanborn Map. The café began in 1982 as a place that welcomed both the old and young communities of the Inner Richmond District. The store itself contains an eclectic collection of pop culture memorabilia, all of which are for sale.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1982

2. *Is the business unique to San Francisco?*

While the business itself is not specifically unique to San Francisco, the café has, over the years, become a platform for neighborhood and community activities. It has offered itself as a gathering space for the members of the community to indulge in good food and great desserts and has also become a hub for politicians to reach out to the community and become acquainted with the Richmond District. Toy Boat Dessert Café has remained a constant core of the Richmond District.

3. *Is the business associated with culturally significant events?*

No.

4. *Is the business associated with culturally significant persons?*

No.

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

No.

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

Unknown. The 1900s property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

7. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

8. *Is the business mentioned in a local historic context statement?*

No.

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

Yes. SF Gate, 6/18/2011, "Jesse Fink keeps charm in, chains off Clement," by Nellie Bowles; Hoodline News Online, 4/12/2016, "A Chat With Jesse Fink of the Inner Richmond's Toy Boat Dessert Café," by Stephen Jackson.

Physical Features or Traditions that Define the Business

Recommended by Staff

- Storefront and façade that dates to the 1900s along Clement Street, including the windows, doors, and band of transom windows
- Original 1982 projecting sign at the front façade
- Interior shelving and toy displays
- Decorative checkered tiling along interior walls
- Checkered tiles along floor of interior



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 767

HEARING DATE: JULY 20, 2016

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2016-008456LBR
Business Name: Toy Boat Dessert Café
Business Address: 401 Clement Street
Zoning: NCD (Inner Clement Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 1437/001
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Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR TOY BOAT DESSERT
CAFE, CURRENTLY LOCATED AT 401 CLEMENT STREET (BLOCK/LOT 1437/001).**

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

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

WHEREAS, the subject business has contributed to the Richmond 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 July 20, 2016, 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 Toy Boat Dessert Cafe 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

- *Storefront and façade that dates to the 1900s along Clement Street, including the windows, doors, and band of transom windows*
- *Original 1982 projecting sign at the front façade*
- *Interior shelving and toy displays*
- *Decorative checkered tiling along interior walls*
- *Checkered tiles along floor of interior*

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 2016-008456LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 20, 2016.



Christine L. Silva
Acting Commission Secretary

AYES: Hyland, Hasz, Johnck, Johns, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: None

ADOPTED: July 20, 2016