



Legacy Business Registry Staff Report

Hearing Date: September 12, 2022

Pop's Bar

Application No.: LBR-2022-23-003
Business Name: Pop's Bar
Business Address: 2800 24th Street
District: District 9
Applicant: Michael Krouse, Owner
Nomination Letter Date: July 19, 2022
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Pop's Bar in the Mission Neighborhood has transformed from an underground bar to a local neighborhood bar. It sells crafted mixed drinks, liquor, beers, and other merchandise. Pop's Bar was originally named "Pop's Club House" in 1937 by Carl Joseph Saxsenmeier and was located at 2830 24th Street. Because of the legacy of multiple business owners, there is no concrete history of the origins of the bar. Based on the business owners, the business was originally operated as the "Clubhouse" and Saxsenmeier was a bootlegger during Prohibition.

After five different business proprietors, in 1970 the business was being run and operated by Bob Griffin, Connie Griffin, and Jacqueline Griffin. They decided to move to its present-day location, 2800 24th Street, and rename the business to "Pop's Bar." After 5 other business proprietors, the business is now owned and operating by Tom Tierney and Michael Krouse.

Through the business' legacy, Pop's Bar has served a range of communities who have lived around this area, which includes an underground bar in the 1930s, an Irish post- World War II flyboy bar in the 1940s and 1950s, to the Calle 24 community in the present. The business has always adapted its services and targeted patrons based on the business owners of that time to better serve their community.

Regardless of the business owner, Pop's Bar has been a community meeting spot or "watering hole" for the neighborhood. In addition, a constant has been the neon sign reading "Pop's" hanging outside. Today, Tierney and Krouse aims to serve everyone in the neighborhood. Pop's Bar even opens at 6:00 AM to provide a space for the those working graveyard or non-regular schedule jobs to decompress after a long night shift. The bar is used as a gathering space for the community and has hosted weddings, memorial services, and other themed nights.

Additionally, Pop's Bar reaches out to the local artists for their contribution to the bar. The business connects with them to create their online apparel store. During the COVID-19 pandemic, they had local artists and designers design and create their outdoor seating area and parklet.

CRITERION 1

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

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Yes, Pop's Bar has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2830 24th Street from 1937 to 1970 (33 Years)

2800 24th Street from 1970 to Present (52 Years)

CRITERION 2

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

Yes, Pop's Bar has contributed to the history and identity of the Mission neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the underground bars of the 1930s and was an Irish post-World War II flyboy bar in the 1940s and 1950s.
- The property has been surveyed and given a Department Resource Status Code of "Category A" for its status as an individual resource. The current business owners reconstructed the interior of the store to a mix of Art Deco and the style of the 1970s. The business was previously owned by Walt Brennan, who was the grand-uncle of Governor Gavin Newsom.
- The business location at 2800 24th Street was surveyed in 2010 as part of the South Mission Historic Resource Survey and was found eligible for the California Register as an individual resource.
- There have been a number of features and articles on Pop's Bar throughout its history, including writeups in the San Francisco Chronicle, SF Weekly, Bay Area Guardian, and more. Please see the Legacy Business Application (attached) for additional articles. The business was also featured in the 1945 film *Fallen Angel* starring Linda Darnell and Dana Andrews. In addition, the business has received a commendation from The California State Assembly in 2017 for their contribution to Calle 24.

CRITERION 3

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

Yes, Pop's Bar is committed to maintaining the physical features and traditions that define its business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Pop's Bar qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- The Restored interior combination of 1970's and Art Deco, including pink, black and white checkered linoleum flooring and intricate wallpaper.
- Red Neon Sign that reads "Pop's."
- Neighborhood "living room."
- A place welcoming of all.

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CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Bar.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Pop's Bar currently located at 2800 24th Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

September 12, 2022

POP'S BAR

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Applicant: Michael Krouse, Owner
Nomination Letter Date: July 19, 2022
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Adopting findings approving the Legacy Business Registry application for Pop's Bar, currently located at 2800 24th 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; 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 on 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 12, 2022, 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 Small Business Commission hereby includes Pop's Bar in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Pop's Bar.

Physical Features or Traditions that Define the Business:

- The Restored interior combination of 1970s and Art Deco, including pink, black and white checkered linoleum flooring and intricate wallpaper.
- Red Neon Sign that reads "Pop's."
- Neighborhood "living room."
- A place welcoming of all.

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

- Bar.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 12, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-23-003
Business Name: Pop's Bar
Business Address: 2800 24th Street
District: District 9
Applicant: Michael Krouse Owner
Nomination Letter Date: July 19, 2022
Nominated By: Supervisor Hillary Ronen

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

2830 24th Street from 1937 to 1970 (33 Years)
2800 24th Street from 1970 to Present (52 Years)

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: n/a

DELIVERY DATE TO HPC: July 20, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

To: Small Business Commission
From: Hillary Ronen, San Francisco County Board Supervisor, District 9
Subject: Pop's Bar Legacy Business Application
Date: 7/19/22

Dear Small Business Commission,

My name is Hillary Ronen, San Francisco County Supervisor for the City's 9th District, where San Pop's bar is located. I am proud to submit a letter in support of Pop's bar application to become a legacy business.

Over the many years of my work in the Mission, I have known Pop's to be a place of community, where all people are welcome. This was especially evident when new management came in and worked with the Latino Cultural District, where Pop's is located to develop its menu and price schedule to make it accessible to the local and long-term residents of the Mission. This is just the type of business that serves the community and why the Legacy Business Program exists, and I am happy to nominate and support Pop's to become a Legacy Business.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen
Supervisor, District 9

Section One:

Business / Applicant Information.

Please 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:	
Pop's Bar	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Michael Krouse and Tom Tierney	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
2800 24th Street	(415) 872-5160
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input type="checkbox"/> Same as Business Address	502 Divisadero Street, San Francisco, CA
	MAILING ADDRESS – ZIP CODE:
	94117
WEBSITE ADDRESS:	
www.popsf.com	
FACEBOOK PAGE:	
@popsbar	
TWITTER NAME:	
@popsbar	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Michael Krouse	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner-Operator	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
484015	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
201203710021	

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
2830 24th Street	94110	1937
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		DATES OF OPERATION AT THIS LOCATION
		1937 to 1970

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
327 Balboa Street (Possibly unrelated business)		Start: 1937
		End: 1959 or 1960

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2800 24th Street	94110	Start: 1970
		End: 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:
		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.

Name (Print):

Date:

Signature:

Michael KROUSE

7-20-2020



POP'S BAR

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Pop's Bar, presently located at 2800 24th Street in the Mission District, was founded in 1937.

It was first thought that Pop's Bar was opened in 1947 by World War II gunner Jack O'Connor returning home from the South Pacific. The story was that his father helped him open the bar, hence the name Pop's. This date was eventually proved wrong by the finding of a published photograph from San Francisco Heritage dated March, 27, 1941.

In recent years, little was known about Pop's Bar prior to 1947 until one day Brian Saxsenmeier, the grandson of the original owner, came in and told the bar owners that his grandfather Carl Joseph Saxsenmeier AKA Pops was the real Pops. Through a records search, this story was proved correct. The founding year of the bar appears to be 1937. Prior to 1937, rumor has it that Carl Saxsenmeier ran a business named the Clubhouse and was a bootlegger during Prohibition.

In the *San Francisco Telephone Directory*, Pop's first appears in the 1937 edition as Pop's Tavern in two locations: 2830 24th Street in the Mission and 327 Balboa Street in the Inner Richmond. For the 24th Street location, the business name changed to Pop's Club House in the 1938 edition. In the *Polk's Crocker-Langley San Francisco City Directory*, the business first appears in the 1938 edition as Pop's Club House located at 2820 24th Street. The second business on Balboa Street does not appear under the name "Pop's" in that directory.

It is unknown whether Pop's Tavern at 327 Balboa Street in the Inner Richmond was related to the 24th Street – and present day – business. It is believed that the two businesses were different. Per the *San Francisco Telephone Directory*, "Pop's Tavern" on Balboa Street was renamed "Pop's" in the 1953 edition, and the business last appeared in the 1959 edition, so it apparently closed in 1959 or 1960.

A history of the ownership and locations of Pop's Bar is as follows:

1937 to 1941

Pop's opens at 2820 or 2830 24th Street. Carl Joseph Saxsenmeier AKA Pops was the founder of the bar.

1941 to 1947

Pop's Club House was sold to Jack Pryal in 1941.

1947 to 1951

Jerry O'Connor (Pops) and Jack O'Connor (Son) owned the bar.

Jack got married sold the bar. Then Jack got divorced opened up the New Hearth bar (presently called "The Hearth") at 4701 Geary Blvd.

1951 to 1957

Charlie Leahy was the owner of the Pop's Club House. He sold the bar when he married the daughter of the owners of St. Francis Fountain.

1958 to 1967

There were three owners of Pop's Club House during this time: Buff "Red" Volkmeir, Walt Brennan (the grand uncle of Gavin Newsom), and Albert Beurgelson.

1967 to 1982

Bob and Connie Griffin & Jacqueline Griffin were the Pop's Club House owners.

1970

Pop's Club House moved down the block to its current location at 2800 24th Street and was re-named "Pop's Bar."

1982 to 1985

The Castillo Family owned Pop's Bar.

1985 to 1994

Bradlee J. Fitzgerald was the owner of the business.

1994 to 2003

Frances Prieto was the bar owner.

2003 to 2014

Malia Spanyol and Harmony Urmston owned Pop's Bar.

2014 to Present

In 2014, Tom Tierney and Michael Spike Krouse bought Pop's Bar from Malia Spanyol and Harmony Urmstrom. The escrow through the Alcohol Beverage Control Board lasted approximately 6 months. During this process, Tom and Michael already knew that Pop's Bar was a beloved neighborhood bar and institution and had no intention of changing the name. While very few people knew of its history and long-standing tradition, the new owners were aware of its many different lifestyles and owners.

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

The business has been operating continually except for times of repairs. In 2014, the bar was closed for 6 months while the current owners made extensive repairs. In March 2020, the city and the state mandates forced all bars to close due to the COVID pandemic. The bar was closed for 15 months and allowed to reopen on June 20, 2021.

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

This is not a family-owned business. The ownership has changed numerous times throughout the bar's history.

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

The ownership history of Pop's Bar is as follows:

1937 to 1941:	Carl Joseph Saxsenmeier
1941 to 1947:	Jack Pryal
1947 to 1951:	Jerry O'Connor and Jack O'Connor
1951 to 1957:	Charlie Leahy
1958 to 1967:	Buff "Red" Volkmeir, Walt Brennan, and Albert Beurgelson
1967 to 1982:	Bob Griffin, Connie Griffin, and Jacqueline Griffin
1982 to 1985:	The Castillo Family
1985 to 1994:	Bradlee J. Fitzgerald
1994 to 2003:	Frances Prieto
2003 to 2014:	Malia Spanyol and Harmony Urmston
2014 to Present:	Tom Tierney and Michael Spike Krouse

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building at 2800 24th Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The property, constructed in 1865, was evaluated in the South Mission Historic Resource Survey in 2010 and appears to be eligible for the California Registry as an individual property. The building is a two-story, wood frame, mixed-use building designed in the Stick-Eastlake style.

CRITERION 2

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

Today, people think of 24th Street as the Latino Cultural District, but the neighborhood has changed over the years before becoming a Latino district. Pop's Bar celebrates all the history that it has built over the years. In the 1930s as an underground, illegal bar; in the 1940s and 1950s as an Irish post-WWII flyboy bar. Charlie Leahy in the 1950s was known for late night parties until he found his wife working the soda fountain across the street. Walt Brennan in the late 1950s and 1960s used to host baseball fans before and after Seals games in the 16th Street stadium. Bob and Connie and Jackie Griffin ran a classic neighborhood bar and were responsible for moving the bar and the sign down the street. In the 1980s, the Castillo Family bought the building for \$130,000. They ran the bar for three years and sold it to Bradlee Fitzgerald who was a biker. Rumor has it they had a firing range on the inside and used to shoot into hay bails. In 1994, Pop's Bar was owned by Frances Prieto and mainly served the many Latinos in the area. From 2003 to 2013, Malia and Harmony catered to the lesbian community, and the bar was also frequented by skateboarders and punk rockers.

Since the current owners purchased Pop's Bar in 2014, they have remained diligently committed to being an integral part of the 24th Street community and neighborhood. Especially in a time of rapid change and gentrification, it is important for locations and businesses like Pop's Bar to exist. The bar caters to all – rich and not so rich.

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

The 2020 shutdown and reopening restrictions took a significant toll on the core business. Pop's Bar believes that the best way to survive these times is to find creative ways to partner with and serve the community. Pop's Bar is fortunate to know several talented multicultural artists in the community, many of whom are considered among the bar's best clientele. During these trying times, local artists were hurting, and Pop's Bar was committed to partnering with them to find creative outlets and a source of income during the pandemic. Through their newly created on-line store, Pop's Bar partnered with local artists to create one-of-a-kind designs for their parklet, their outdoor seating area, and their Pop's online apparel store with unique artist creations. Pop's Bar will always continue their partnership with these local artists, giving them an opportunity to sell their art, helping the artist, the community, and the longevity of the iconic watering hole and neighborhood staple, Pop's Bar.

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

Pop's Bar was most recently mentioned in the San Francisco Chronicle on Sunday May 22, 2022 on page A2 in Carl Nolte's "Native Son" article. He wrote, "Pop's is a bar that has been on the corner for 75 years or so. The only nod to history in Pop's is a framed picture of a car wreck that happened up the street in 1941. If there is poetry in ordinary things, this corner has it."¹

Pop's was included in an advertisement in a San Francisco Seals program from the 1950s. The Seals were a minor league baseball team that played in the Pacific Coast League from 1903 until

¹ <https://www.sfchronicle.com/bayarea/nativeson/article/S-F-street-artist-s-eye-brings-Mission-17188870.php>

1957 before transferring to Phoenix, Arizona.² They played at Seals Stadium at 16th and Bryant streets where a Safeway and strip mall currently are located.

Pop's Bar has won numerous "Best of" awards in both the SF Weekly and the Bay Area Guardian newspapers, including Best Bloody Mary and Best Staff. They have also won Best Dive Bar; however, the owners prefer to call Pop's Bar a "neighborhood bar."

Pop's Bar received a commendation from The California State Assembly signed by David Chiu in October 2017 in recognition of Pop's 80th anniversary and applauding the business' significant contribution to Calle 24 for over eight decades.

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

Walt Brennan, a co-owner of Pop's Bar from 1958 to 1967, was the grand uncle of Governor Gavin Newsom.

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

The idea of a neighborhood bar, THIS neighborhood bar, is crucial to the survival of the neighborhood, and the people who live in it. This iconic bar is one of a few places that one can gather and feel comfortable among strangers to share feelings, thoughts, life's heartaches, and life's best offerings. Pop's celebrates individuality, community, and expression through art and music, and good old-fashioned bar conversation.

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

Pop's Bar is a gathering place for a vibrant and colorful blue-collar neighborhood. The bar shares good and bad times with members of their tight knit community. For more than eight decades, Pop's has been the gathering place for the community to celebrate weddings, to mourn the loss of loved ones, and everything in between.

Pop's Bar opens early every day at 6 a.m. to cater to the hard-working staff of San Francisco General Hospital. They work from 7 p.m. to 7 a.m., and many of them simply need a drink to decompress after a stressful shift. The early morning patronage of Pop's Bar was covered in an article by AltaOnline.com writer Lou Bustamante in a San Francisco Chronicle article titled "Beer For Breakfast" published on November 21, 2018³:

"I'm sitting at the bar at Pop's in San Francisco's Mission District with a shot of tequila and a can of Tecate beer dressed with lime, salt and chile pepper. Pop's calls this combination the Calle 24, the Spanish name for 24th Street, where the bar resides. There are a few other patrons here besides me, mostly regulars, including a trio engaged in lively chatter that fills the room. It seems like a typical bar scene, except for one small detail:

² [https://en.wikipedia.org/wiki/San_Francisco_Seals_\(PCL\)](https://en.wikipedia.org/wiki/San_Francisco_Seals_(PCL))

³ <https://www.sfchronicle.com/bayarea/article/Beer-for-breakfast-Patrons-get-early-start-in-13412552.php>

"It's 6:30 in the morning.

"Ever since the repeal of Prohibition, bars in California have legally been allowed to open at 6 a.m., and a small handful in San Francisco actually do. What do people do at bars at the break of dawn? Well, it's not unlike what people do at bars at other times. As you might imagine, there are people drinking in the morning because they have a problem with alcohol. But in a recent early-morning bar crawl, I also met a lot of interesting people who were there for very different reasons.

"When Mike Krouse and Tom Tierney bought the 81-year-old Pop's six years ago, they didn't initially have plans to open early. But San Francisco General Hospital is only a few blocks away, and the bar quickly found an early-morning market among those working the graveyard shift.

"After a year of being in business, we saw a large group of people that had few choices when they wanted to relax after a hard night,' says Tierney, adding that it isn't just hospital workers who come in, but many others who don't work normal hours: firefighters, police, bus drivers, baggage handlers, bakers, warehouse workers."

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

Pop's Bar has changed ownership many times, yet always remained the Pop's Bar name. This is likely due to the amazing neon sign that remains working and intact today.

When we bought it in 2013, it was in dire need of repair. So much so that we had to rebuild everything. We took on the project as a restoration, and it was not themed whatsoever. We rebuilt everything in the exact location as it stood when it moved to the location in 1971. The back-bar was copied off a bar built in the art deco time, while we kept the floor exactly the way it appeared in the 1970s, crazy colored linoleum, and wild wallpaper. We repaired the old neon sign and made it glow again. We found old match books and brought back the original logo. And in doing all this we created a bar that remains welcoming and accommodation to all walks of like. Every customer base that used to frequent Pops bar has remained welcome and celebrated by memorabilia on the wall that celebrates the 80-year history of Pop's Bar.

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

Pop's Bar is the living room for the 24th Street corridor. If Pop's Bar were to shut down, that community gathering place would be gone. Pop's Bar could not exist anywhere else, nor should it ever attempt to do so.

CRITERION 3

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

Pop's Bar is an 85-year-old iconic San Francisco bar located in the heart of the Latino Cultural District. Tom Tierney and Michael Krouse are the most current proprietors in a long line of owners dating back to the bar opening in 1937. The most essential feature of Pop's Bar has long been the spirit of 24th & York streets. And while the recent days of COVID had left this neighborhood "living room" empty, quiet, and dark, the spirit of Pop's is alive through the belief that the bar has seen its way through these trying times with the strength and resilience of the 24th Street community.

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)

Any bar that has lasted 80+ years should not be changed. The current owners are committed to keeping Pops Bar just the way it is. In fact, their motto is "Going Nowhere Fast."

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The current owners diligently restored Pop's Bar's interior to maintain the integrity of the 85-year-old institution. In addition, they annually repair the neon sign out-front. This sign has been featured in numerous publications and photography annuals.

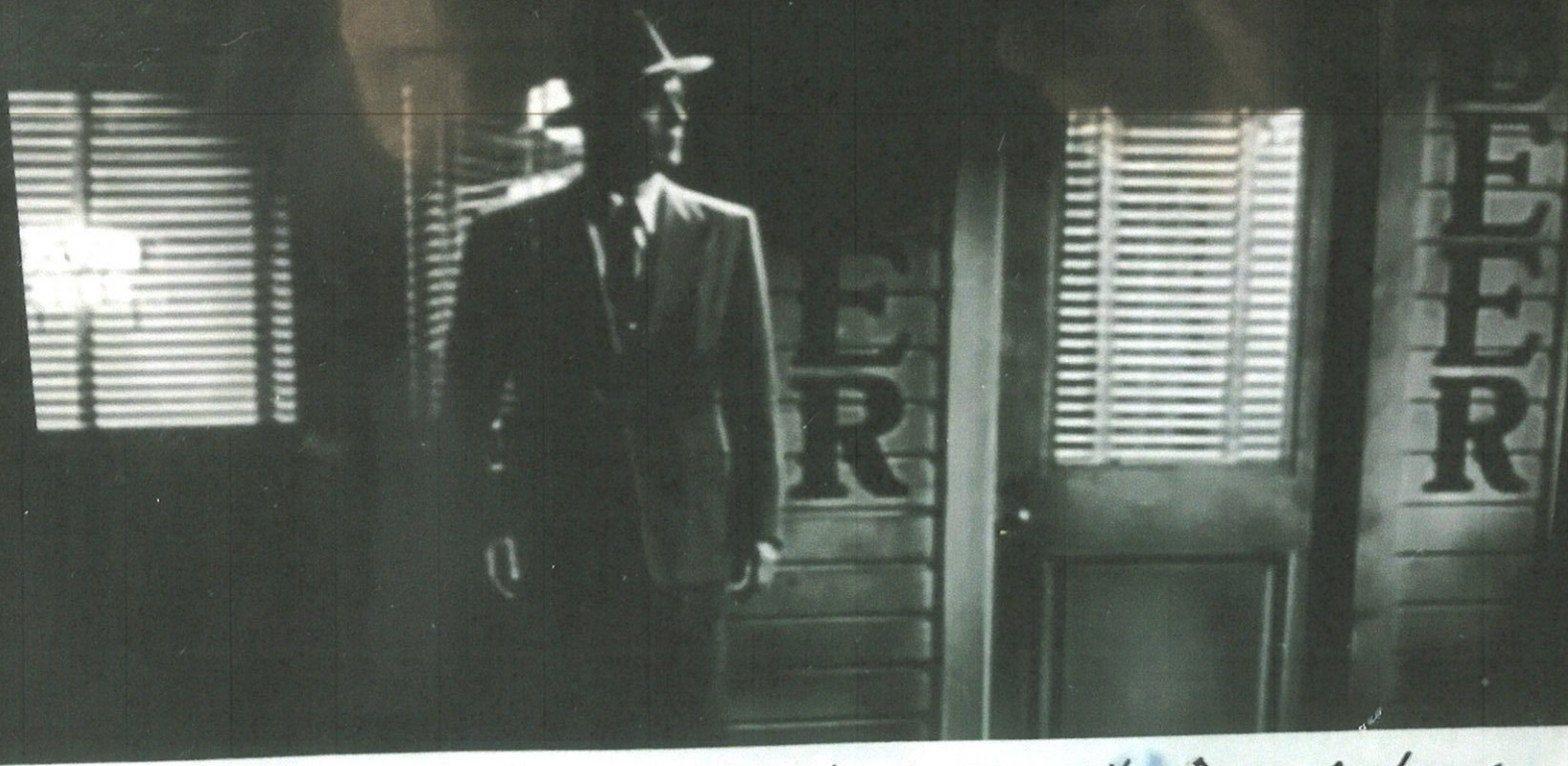
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art 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.

Documentation that demonstrates the business has been a bar for 30+ years is included in this Legacy Business Registry application.

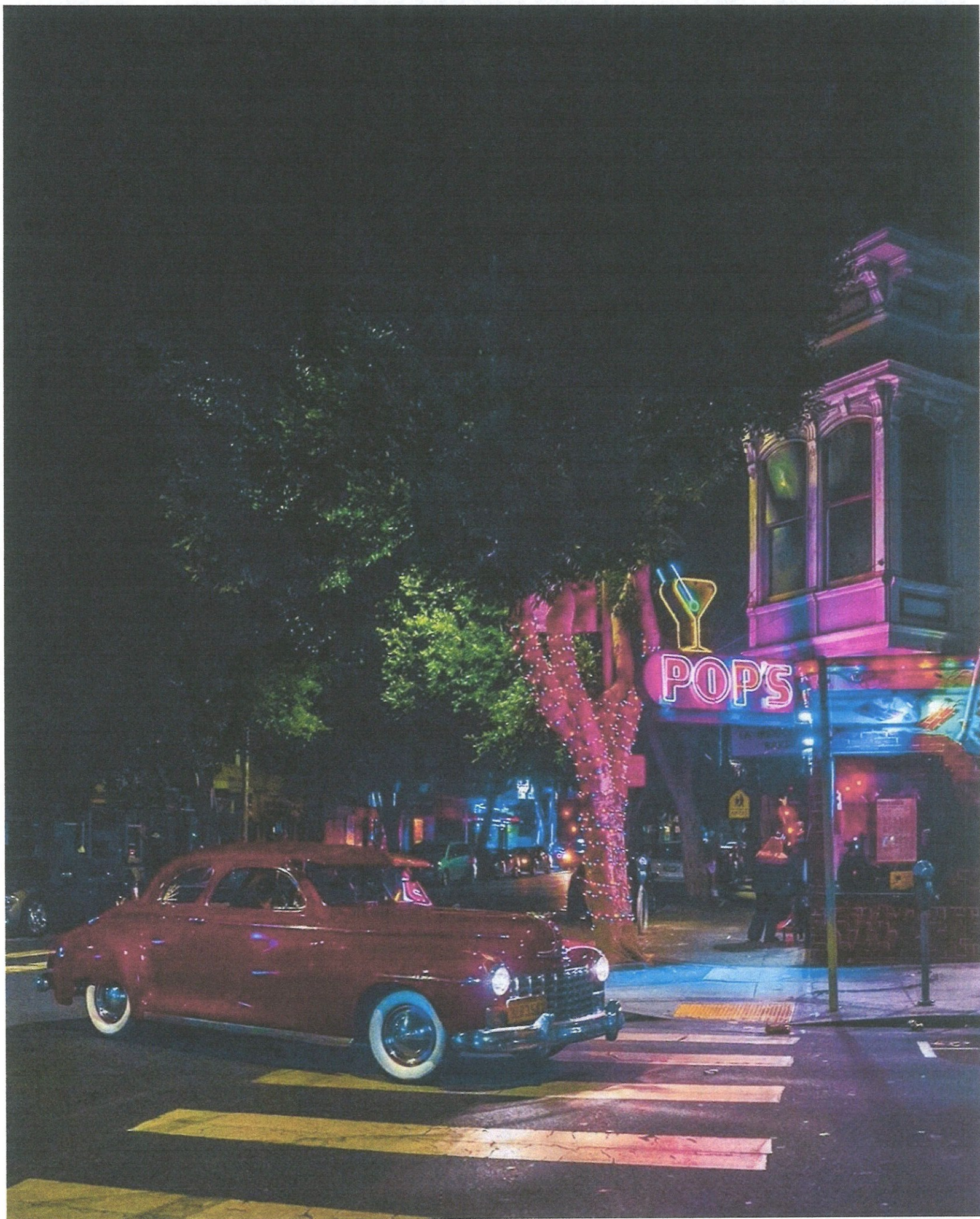


1941 SF Heritage image

POP'S

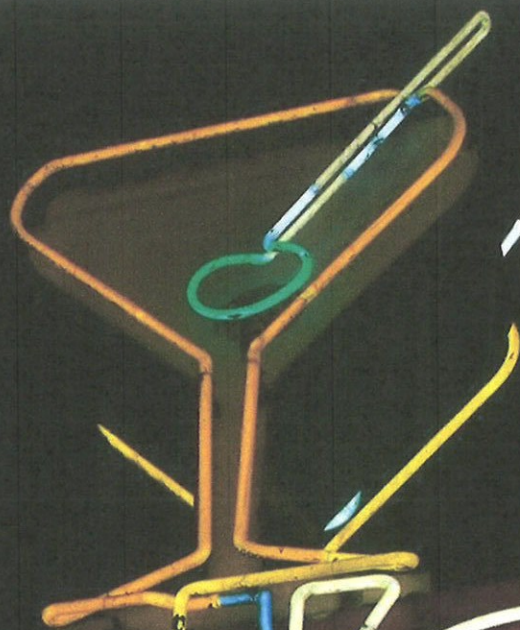


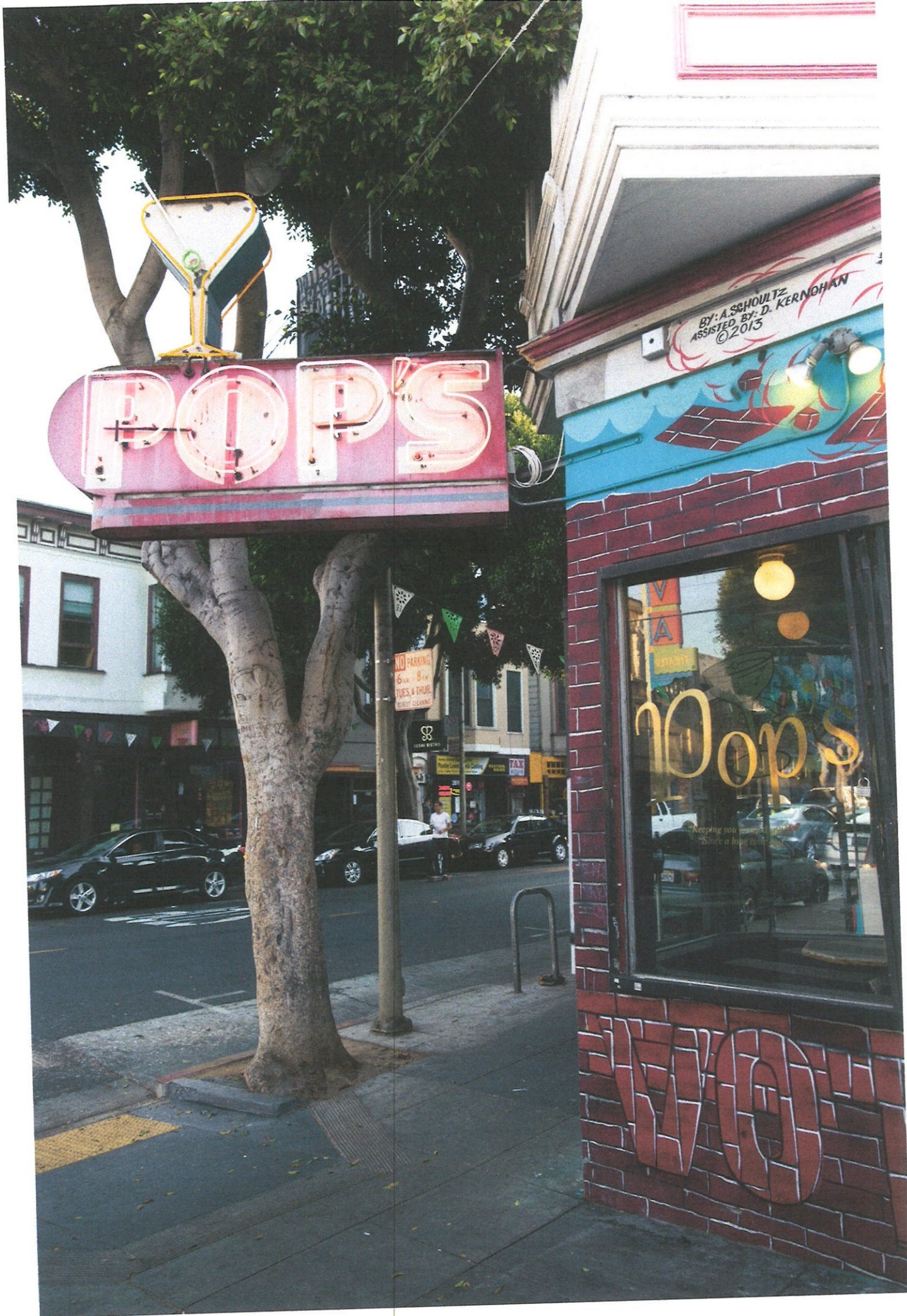
1945 Film - 'Fallen Angel' - starring Linda Darnell + Dana Andrews.





POPS









The Bold Italic Editors

Sep 15, 2014 · 3 min read ★ · [Listen](#)



Sneak Peek Inside New Pop's Bar — The Bold Italic — San Francisco



Pop's Bar has been a fixture of the Mission for as long as it was legal to drink (and secretly since it wasn't legal). Carl Joseph Saxsenmeier, who everyone called "Pops," was a bootlegger and ran a "clubhouse" during Prohibition. When Prohibition ended in the early '30s he opened Pop's Bar. It has changed ownership virtually every decade since Saxsenmeier opened the bar on 24th Street, but it remained in continuous operation for 80 years, until it was sold in 2013 to Michael Krouse and Tom Tierney, and closed for remodel.

I've lived on the same block as Pop's since the last owners, Malia Spanyol and Harmony Urmstrom, bought it in 2003. Naturally I was nervous when they put the bar up for sale. What would become of the local dive? Would it be made over with reclaimed wood, Edison bulbs, and a "mixologist" behind the bar?! Would the new feel of the spot be totally out of touch with the hood?



Last week the side door was ajar as I walked home. My curiosity forced me to walk in and steal a peek at what was going on inside. I was greeted warmly by the new owners and a fantastically restored interior. I was surprised and relieved to see that the new design takes its cue from Pop's long, rich past but keeps the last incarnation's best elements.



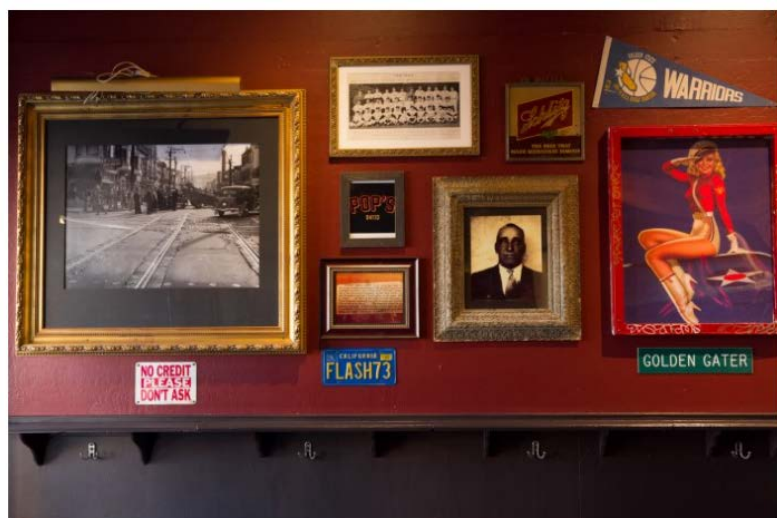
The bar has kept the old sticker covered tables, pink and black Marmoleum tile floor, and kitschy aqua exterior.



A new wooden bar imagines what the original 1930s bar would have looked like.



The gold logo and motto in the windows were resurrected from a 1940s original Pop's matchbook.



The walls are filled with iconic images of pop culture and local legends throughout time — many in frames that bear old Pop's graffiti.



You can play “Where’s Waldo?” and hunt for Andy Warhol among historic figures on the new foil wallpaper.



The 1970s neon sign has been restored and glows anew!



New and old patrons alike are invited to see the restored Pop's for themselves at its grand reopening this coming Thursday, September 18.

[24TH STREET](#), [BUSINESS](#), [EVENTS](#), [FEATURED](#), [FRONT PAGE](#), [MOBILE](#), [NEWSLETTER](#), [SNAPS](#), [TODAY'S MISSION](#), [TOPICS](#)

SF Mission's Pop's Bar celebrates 80 years

 by JULIAN MARK
OCTOBER 24, 2017



Legend has it that Pop's Bar has been peddling booze on 24th Street since the dark days of prohibition, so it should come as no surprise that the neighborhood institution is turning 80.

On Tuesday morning, a few patrons were scattered around the bar, and one of the bartenders was whipping up a special cure — a dash of bitters on a lemon wedge — for a customer with the hiccups.

Looking around at the wooden bar, the checkered Marmoleum floors, and the throwback decor, it's not hard to imagine the bar's rich history — even though Pop's had its true beginnings several doors down, where World Pioneer Video now operates.

The earliest record of Pop's goes back to 1937. Then, it was owned and operated by Carl Joseph Saxsenmeier, who went by "Pops." But rumor has it that during the Prohibition Era, Saxsenmeier ran his establishment as a speakeasy called Pop's Clubhouse.

Over the next three decades, the bar changed ownership five times, and eventually landed in the hands of the Bob and Connie Griffin, who moved the bar to the corner 24th and York in 1971.

Tom Tierney and Mike Krouse bought the bar in 2013, and even though the duo has steered the bar through a remodeling, Tierney says Pop's has retained its blue-collar, neighborhood charm.

Pop's will be throwing a party to celebrate the milestone at the bar at 5 p.m. Wednesday, but in preparation, we caught up with Tierney to talk about owning one of the most classic bars in the Mission.

Is there a funniest moment you remember since opening?

The only thing I can say is, it's a fun fuckin' bar. We do things from hip-hop nights to trivia nights to "emo" nights. I'm not saying it's always super crazy, but it's a really fun time.

There was that one time. It was our first year, and the Giants won the World Series. We didn't really know what that was gonna bring. We're a sports bar with a bunch of T.V.s., and we were blown away by how many people were packed into the bar. We had to rent extra chairs. But the day we won, I had never experienced such a celebration. There were drum circles, and low riders, and cops with sirens. It was one of the most fun street parties I had ever seen. That was really one time I realized this was right place for us.

Why do you open so early — 6 a.m.?

The hospital is right up the street. We get a fair amount of shift workers from hospitals and warehouses down the street. Some get off at 7 a.m. Just like you and me, they enjoy getting a pop after work.

Any changes in the neighborhood since you took over?

The neighborhood is struggling with some of issues that city is struggling with. There's a lot of money coming into the neighborhood. It's a conflict with what it has always been — blue-collar. How do you keep a legitimate neighborhood bar in a transitioning neighborhood? It's always our goal to make everyone comfortable. If you walk in any day or night, you'll see everyone represented. You have lawyers talking to skate kids about politics.

Why buy the bar?

We bought it because saw a lot of potential to be part of the neighborhood. When it went up for sale, we took a look around and said, "We could add something special to this bar." I always have a desire to be part of something bigger. I didn't know what that meant until recently. I know it seems cheesy, what draws me to neighborhood is the people and family. It feels like family whenever I come in.



JULIAN MARK

✉ julian.mark@missionlocal.com

Julian grew up in the East Bay and moved to San Francisco in 2014. Before joining Mission Local, he wrote for the East Bay Express, the SF Bay Guardian, and the San Francisco Business Times.

More by Julian Mark

BAY AREA

Beer for breakfast

It's got to be 5 p.m. Somewhere.

Lou Bustamante, AltaOnline.com

Nov. 21, 2018



1 of 6



Since the repeal of Prohibition in 1933, California bars have been permitted to open at 6 a.m.

Altaonline.com

I'm sitting at the bar at Pop's in San Francisco's Mission District with a shot of tequila and a can of Tecate beer dressed with lime, salt and chile pepper. Pop's calls this combination the Calle 24, the Spanish name for 24th Street, where the bar resides. There are a few other patrons here besides me, mostly regulars, including a trio engaged in lively chatter that fills the room. It seems like a typical bar scene, except for one small detail:

It's 6:30 in the morning.

Ever since the repeal of Prohibition, bars in California have legally been allowed to open at 6 a.m., and a small handful in San Francisco actually do. What do people do at bars at the break of dawn? Well, it's not unlike what people do at bars at other times. As you might imagine, there are people drinking in the morning because they have a problem with alcohol. But in a recent early-morning bar crawl, I also met a lot of interesting people who were there for very different reasons.

When Mike Krouse and Tom Tierney bought the 81-year-old Pop's six years ago, they didn't initially have plans to open early. But San Francisco General Hospital is only a few blocks away, and the bar quickly found an early-morning market among those working the graveyard shift.

"After a year of being in business, we saw a large group of people that had few choices when they wanted to relax after a hard night," says Tierney, adding that it isn't just hospital workers who come in, but many others who don't work normal hours: firefighters, police, bus drivers, baggage handlers, bakers, warehouse workers.

The most surprising thing I discovered the differences in the morning clientele and atmosphere were from bar to bar. At Gino & Carlo in North Beach, the bar feels more like a cafe. The place is full of locals and regulars sitting around reading the paper, drinking coffee — and beers or shots. The bar banter is dominated by sports and car talk, with plenty of teasing.

I asked John, the bartender, what working at Gino & Carlo early in the morning is like.

"It's the same annoying faces every day," he said with a just-kidding smirk.

The atmosphere at Gino & Carlo changes throughout the day, with customers using it as a sort of community center. Older men and people getting off overnight work show up in the morning, retirees pop in at midday and in the afternoon, and young people dominate at night. Everyone knows each other, and I felt somewhat shy about asking too many questions as a stranger, feeling like I was crashing a private gathering. The eavesdropping is fantastic, though, particularly if you want dirt on the neighborhood.

Written By
Lou Bustamante

CALIFORNIA LEGISLATURE

Assembly

CERTIFICATE OF RECOGNITION

Pop's Bar *80th Anniversary*

This certificate is presented to Pop's Bar in recognition of your 80th Anniversary in San Francisco. The California Legislature applauds your significant contributions to Calle 24 for over eight decades, your ongoing commitment to featuring San Francisco's longest happy hour, and your much anticipated weekly trivia nights and guest Bay Area DJs.



David Chiu
Assemblymember David Chiu
17th Assembly District

October 25, 2017



June 27, 2018

Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlet Place
San Francisco, 94102

Re: Pops Bar

To who it may concern:

Calle 24 is in full support of Legacy Status for Pops Bar at 2800 24th St. San Francisco, Ca 94110 with in the Calle 24 Latino Cultural District.

Michael Krouse and Tom Tierney have made every effort to maintain and pay respect to Pops history by rebuilding the 80 years of character that Pops has accumulated. They have brought the history of the bar back to life in its walls. Pictures of prior owners and its connection to the history and identity of the neighborhood is now show cased.

They have built a strong connection in the neighborhood by providing space for events in the bar and out. They provide opportunities for local bands and DJ's to spin or perform and are respected and loved by many.

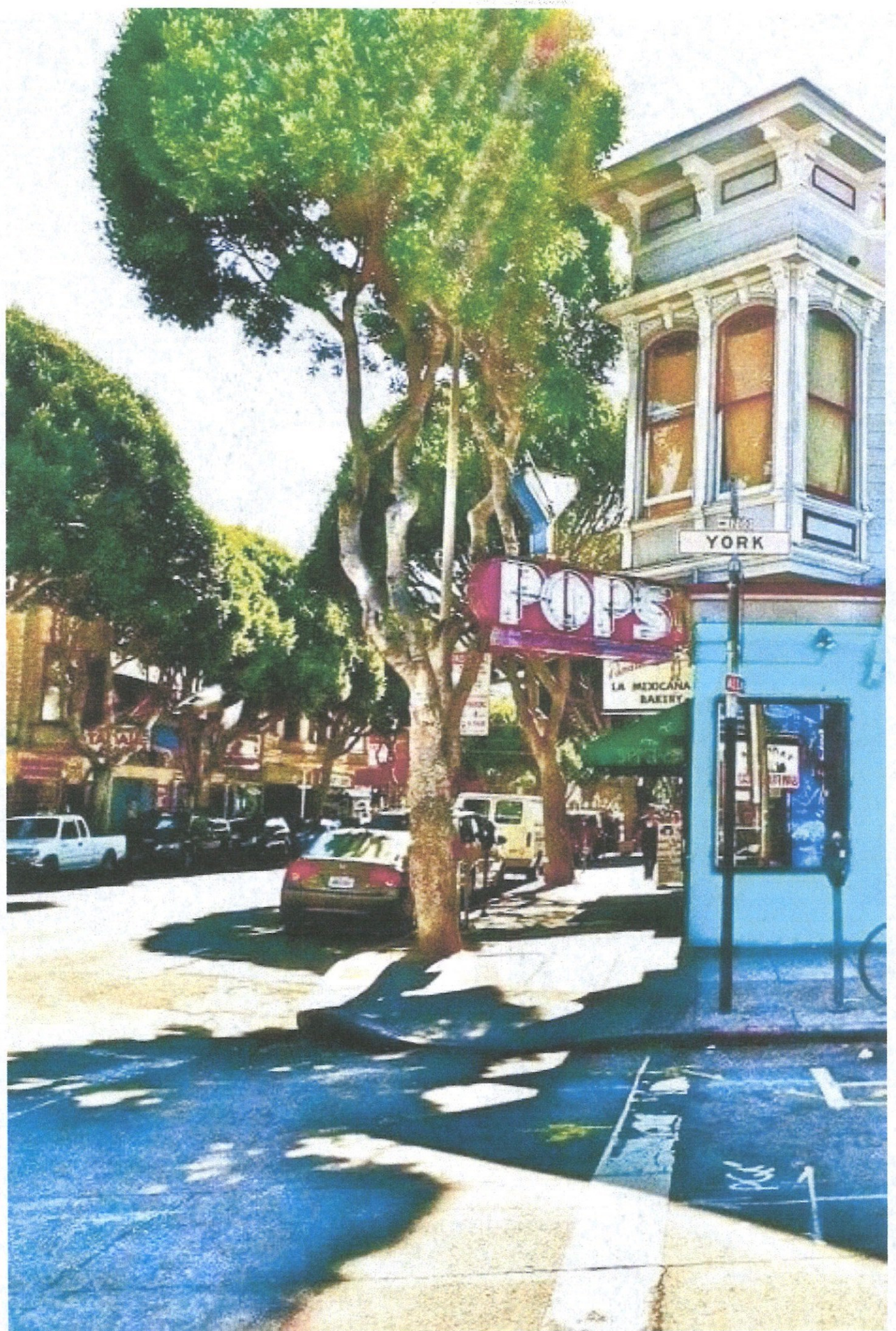
Pops bar is an important cultural asset in Calle 24 that needs to be protected for future generations to enjoy. A local watering whole for everyone is now unique in this ever-changing Mission District.

If you have any questions please feel free to contact us at info@calle24sf.org or Erick@calle24sf.org.

Sincerely,

Erick Arguello
Founder and President

www.calle24sf.org





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: AUGUST 17, 2022

Filing Date: July 20, 2022
Case No.: 2022-007220LBR
Business Name: Pop's Bar
Business Address: 2800 24th Street
Zoning: NCT (24TH-MISSION NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
MISSION ALCOHOLIC BEVERAGE SPECIAL USE SUBDISTRICT
FRINGE FINANCIAL SERVICE RESTRICTED USE DISTRICT
CALLE 24 SPECIAL USE DISTRICT
55-X Height and Bulk District
Block/Lot: 4209/014
Applicant: Michael Krouse and Tom Tierney
2800 24th St
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Pop's Bar in the Mission Neighborhood has transformed from an underground bar to a local neighborhood bar. Pop's Bar is a bar that sells crafted mixed drinks, liquor, beers, and other merchandise. Pop's Bar was originally named "Pop's Club House" by Carl Joseph Saxsenmeier and was located at 2830 24th Street. Because of the legacy of multiple business owners, there is no concrete history of the origins of the bar. Based on the business owners, the business was originally operated as the "Clubhouse" and Saxsenmeier was a bootlegger during Prohibition. After five different business proprietors, in 1970, the business was being run and operated by Bob Griffin, Connie Griffin, and Jacqueline Griffin. They decided to move to its present-day location, 2800 24th Street, and rename the business to "Pop's Bar". After 5 other business proprietors, the business is now owned and operating by Tom Tierney and Michael Spike Krouse.

Through the business' legacy, Pop's Bar has tried to serve their community. The business has served a range of communities who have lived around this area, which includes an underground bar in the 30's, an Irish post- World War II flyboy bar in the 40's and 50's, to the Calle 24 community in the present. The business has always adapted its services and targeted patrons based on the business owners of that time to better serve their community. Regardless of the business owner, Pop's Bar has been a community meeting spot or "watering hole" for the neighborhood. In addition, a constant has been the neon sign reading "Pop's" hanging outside. Today, Tierney and Krouse aims to serve everyone in the neighborhood. Pop's Bar even opens at 6:00 AM to provide a space for the those working graveyard or non-regular schedule jobs to decompress after a long night shift. The bar is used as a gathering space for the community and has hosted weddings, memorial services, and other themed nights.

Besides trying to serve the community, Pop's Bar reaches out to the local artists for their contribution to the bar. Pop's Bar has connected with them to create their online apparel store. During the COVID-19 pandemic, they had local artists and designers design and create their outdoor seating area and parklet. Tierney and Krouse make an effort to connect with local artists and provide them with opportunities to sell their art and demonstrate their skills.

The business is in a Category A (Historic Resource Present) structure on the north side of 24th Street between York Street and Bryant Street in the Mission District within the South Mission Historic Resource Survey area. It is in the NCT (Neighborhood Commercial Transit) - 24th – Mission Neighborhood Commercial Transit District, Calle 24 SUD, Mission Alcoholic Beverage Special Use Subdistrict, Fringe Financial Service Restricted Use District, and 55-X Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1937.

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

Yes. Pop's Bar qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Pop's Bar has operated continuously in San Francisco for 85 years.
- b. Pop's Bar has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Pop's Bar is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the underground bars of the 1930's and was an Irish post- World War II flyboy bar in the 40's and 50's.

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

Yes. The property has been surveyed and given a Department Resource Status Code of “Category A” for its status as an individual resource. The current business owners reconstructed the interior of the store to a mix of art-deco and the style of the 1970’s.

The business was previously owned by Walt Brennan, who was the grand-uncle of Governor Gavin Newsom.

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

Yes, the business location at 2800 24th Street was surveyed in 2010 as part of the South Mission Historic Resource Survey and was found eligible for the California Register as an individual resource.

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

No, not as of the date of this Executive Summary.

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

Yes. There have been a number of features and articles on Pop’s Bar throughout its history, including write-ups in the San Francisco Chronicle, SF Weekly, Bay Area Guardian, and more. Please see the Legacy Business Application (attached) for additional articles. The business was also featured in the 1945 Film, Fallen Angel, starring Linda Darnell and Dana Andrews. In addition, the business has received a commendation from The California State Assembly in 2017 for their contribution to Calle 24.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2800 24th Street (1970 – Present)

Previous (No Longer Extant) Locations:

- 2830 24th Street (1937 – 1970)

Recommended by Applicant

- The Restored interior combination of 1970’s and Art Deco, including pink, black and white checkered linoleum flooring and intricate wallpaper
- Red Neon Sign that reads “Pop’s ”
- Neighborhood “living room”
- A place welcoming of all

Additional Recommended by Staff

- The original Pop’s logo
- Framed photos of pop culture icons, Historic photographs, and other memorabilia

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1263

HEARING DATE: AUGUST 17, 2022

Case No.: 2022-007220LBR
Business Name: Pop's Bar
Business Address: 2800 24th Street
Zoning: NCT (24TH-MISSION NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
MISSION ALCOHOLIC BEVERAGE SPECIAL USE SUBDISTRICT
FRINGE FINANCIAL SERVICE RESTRICTED USE DISTRICT
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55-X Height and Bulk District
Block/Lot: 4209/014
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2800 24th Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR POP'S BAR CURRENTLY LOCATED AT 2800 24TH STREET, BLOCK/LOT 4209/014.

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 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 August 17, 2022, 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 Pop's Bar qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Pop's Bar.

Location(s):

Current Locations:

- 2800 24th Street (1970 – Present)

Previous (No Longer Extant) Locations:

- 2830 24th Street (1937 – 1970)

Physical Features or Traditions that Define the Business:

- The Restored interior combination of 1970's and Art Deco, including pink, black and white checkered linoleum flooring and intricate wallpaper
- Red Neon Sign that reads "Pop's "
- The original Pop's logo
- Framed photos of pop culture icons, Historic photographs, and other memorabilia
- Neighborhood "living room"
- A place welcoming of all

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 2022-007220LBR to the Office of Small Business on August 17, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, So, Nageswaran, Matsuda

NOES: None

ABSENT: Johns

ADOPTED: August 17, 2022