



# Legacy Business Registry Staff Report

Hearing Date: November 14, 2022

## ROYAL BAKERY

*Application No.:* LBR-2022-23-016  
*Business Name:* Royal Bakery  
*Business Address:* 4773 Mission St.  
*District:* District 11  
*Applicant:* Laura Nuno, Manager  
*Nomination Letter Date:* September 21, 2022  
*Nominated By:* Supervisor Ahsha Safaí  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Royal Bakery, currently located at 4773 Mission St. in the Excelsior neighborhood, was first established in 1925 by Pellegrino Matteucci, John Mazzini, Jack Cima, Mario Cafferata, and Rudolph Paladini. The business, originally called Royal Baking Company, was first located in the North Beach neighborhood, but after 1935 had relocated to its present location in the Excelsior District. Two other locations were briefly opened on Filbert Street and Columbus Avenue between 1936 and 1940.

In 1982, Sara Monroy purchased the Royal Baking Company from the Italian owners. Her husband and experienced baker, Isaac Monroy, an immigrant from Guanajuato, Mexico, also worked at the bakery. After Sara's passing in 1996, Isaac took over the business and changed the name to New Royal Bakery. Today, Mr. Monroy's wife, Juana Nuno Chavez, and his stepdaughter, Laura Nuno attend to day to day operations. Laura's son Javier Garcia and her brother Juan Ramirez also work at the bakery. The business, just as it has historically, is known for its quality variety of classic French and Italian breads and pastries.

Royal Bakery is located in a Landmark Building, which is known for its distinctive Art-Deco design and usage of two large double-brick Dutch ovens that have been in service since 1935. In addition, the murals on the outside of the building are well known to residents of the Excelsior neighborhood.

### 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, Royal Bakery has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1503 Grant Ave. from 1925 to 1935 (10 Years)  
4773 Mission St. from 1935 to Present (87 Years)  
704 Filbert St. from 1936 to 1937 (1 Year)  
705 Columbus Ave. from 1937 to 1940 (3 Years)

### CRITERION 2

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

#### Legacy Business Program

Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





Yes, Royal Bakery Company has contributed to the history and identity of the Excelsior 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 classical French and Italian bread baking techniques
- Royal Bakery is located in a Landmark Building – San Francisco Landmark No.290 – which is known for its distinctive Art-Deco design and usage of two large double-brick Dutch ovens that have been in service since 1935. In addition, the murals on the outside of the building are well known to residents of the Excelsior neighborhood.

From the Article 10 Landmark Designation Fact Sheet: “The Royal Baking Company Building is significant for its association with the history of the Italian-American community of San Francisco and that community’s early twentieth-century suburban expansion to the Excelsior District; for its association with San Francisco’s important twentieth-century macaroni and bread-baking industries; and finally, for its unique commercial façade, a striking mix of Storybook and Art Deco styles.”

- Royal Bakery’s building was a shooting location in the 1979 film Time After Time. The film, directed by Nicholas Meyer, shows author H.G. Wells having built a time machine to search for a utopian future, but instead is used by Jack the Ripper to escape into the future and arrive at present day San Francisco. The film starred Malcolm McDowell as H.G. Wells and Mary Steenburgen. The brief scene shown in the film uses the interior of the Royal Bakery shop where characters have a conversation in front of the window looking out onto Mission Street.
- Royal Bakery was featured in A New City Landmark Rises in the Excelsior, by Woody LaBounty of San Francisco Heritage in Heritage News, January-March 2020: <https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

### CRITERION 3

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

Yes, Royal Bakery Company is committed to maintaining the physical features and traditions that define the business.

### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Royal 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:

- Diminutive windows.
- Bulkhead stone and stucco parapet.
- Art Deco storefront.
- Murals including prominent “Last Supper” mural.
- Baking operations.

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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.

- Bakery.

## **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Royal Bakery currently located at 4773 Mission St. 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. \_\_\_\_\_

November 14, 2022

## ROYAL BAKERY

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*Applicant:* Laura Nuno, Manager  
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*Nominated By:* Supervisor Ahsha Safaí  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Royal Bakery, currently located at 4773 Mission St.**

**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 November 14, 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 Royal Bakery 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 Royal Bakery.

Physical Features or Traditions that Define the Business:

- Diminutive windows.
- Bulkhead stone and stucco parapet.
- Art Deco storefront.
- Murals including prominent “Last Supper” mural.
- Baking operations.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Royal 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 November 14, 2022.

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Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2022-23-016  
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*Business Address:* 4773 Mission St.  
*District:* District 11  
*Applicant:* Laura Nuno, Manager  
*Nomination Letter Date:* September 21, 2022  
*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

1503 Grant Ave. from 1925 to 1935 (10 Years)  
4773 Mission St. from 1935 to Present (87 Years)  
704 Filbert St. from 1936 to 1937 (1 Year)  
705 Columbus Ave. from 1937 to 1940 (3 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:** September 21, 2022

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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Member, Board of Supervisors  
District 11



City and County of San Francisco

**AHSHA SAFAÍ**  
安世輝

September 19, 2022

Richard Kurylo  
Legacy Business Program  
Office of Small Business  
City and Country of San Francisco  
1 Dr. Carlton B. Goodlett Place, Room 140  
San Francisco, CA 94102

RE: LEGACY BUSINESS STATUS FOR ROYAL BAKERY COMPANY

Attention Legacy Business Program:

I am nominating Royal Bakery Company (also known as “Royal Bakery”) to represent District 11 in the San Francisco Legacy Business Directory. Royal Bakery, currently located at 4773 Mission Street in the Excelsior neighborhood, was established in 1935 by owners Pellegrino Matteucci, John Mazzini, Jack Cima, Mario Cafferata, and Rudolph Paladini. It originally began its business at Filbert Street in the North Beach neighborhood, but it soon became a staple in the Excelsior neighborhood once it opened. During the 1970s, Royal Bakery offered a piece of Italian culture to the Excelsior neighborhood, offering grissini, pannettone, buccellato, focaccia, and “special Italian cookies.” It was recognized as one of the city’s foremost purveyors of French and Italian breads.

In 1997, Isaac Monroy, who moved to San Francisco from Guanajuato, Mexico, took ownership of Royal Bakery from its original owners. In the late 1970s, he worked for an Italian-French bakery where he learned the trade. Since Monroy took ownership of the bakery, it has been known as the “New” Royal Bakery, and their main specialty is their French Bread. Royal Bakery currently supplies bread and baked goods to many restaurants along Mission Street, as well as to hotels and restaurants in San Francisco and Daly City.

Royal Bakery Company is located in a Landmark Building. In June 2020, the resolution to initiate landmark designation for the Royal Baking Company Building was unanimously approved by the San Francisco Board of Supervisors. The building is known for its distinctive Art-deco architectural design and usage of two large double-brick Dutch ovens that have been operating since 1935. In addition, the murals on the outside and inside the building are recognizable to residents in the Excelsior neighborhood. The “Last Supper” mural on the front of

Member, Board of Supervisors  
District 11



City and County of San Francisco

**AHSHA SAFAÍ**  
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the building, which was commissioned by owner Isaac Monroy in 2007, has become a part of the fabric of the neighborhood.

The historic nature and the impact this business has made for the Excelsior community make Royal Bakery Company an ideal District 11 representative in the San Francisco Legacy Business Directory.

Sincerely,

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

Ahsha Safai  
District 11 Supervisor



# 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.

<b>NAME OF BUSINESS:</b>	
Royal Bakery	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Juana Nuno Chavez	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
4773 Mission Street San Francisco, CA 94112	(415) 334-7756
	<b>EMAIL ADDRESS:</b>
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input type="checkbox"/> Same as Business Address	25 San Juan Ave., San Francisco, CA
	<b>MAILING ADDRESS – ZIP CODE:</b>
	94112
<b>WEBSITE ADDRESS:</b>	
<b>FACEBOOK PAGE:</b>	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Laura Nuno (Mel Flores, sponsor)	(415) 334-7756
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
Manager	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0482059	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>	

## 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
1503 Grant Ave.	94133	1925
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<b>DATES OF OPERATION AT THIS LOCATION</b>
		1925-1935

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
4773 Mission St.	94133	Start: 1935
		End: Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
704 Filbert St.	94112	Start: 1936
		End: 1937

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
705 Columbus Ave.	94133	Start: 1937
		End: 1940

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. A business deemed not current 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 grants through the Legacy Business Program.

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.

Mel Flores

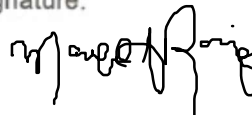
October 4, 2021

Name (Print):

Date:

Signature:

Maribel Ramirez, Executive Director, EAG



# **ROYAL BAKERY**

## **Written Historical Narrative**

### **INTRODUCTION**

#### **a. Describe the business. What does it sell or provide?**

Royal Bakery located at 4773 Mission Street in the Excelsior District, formerly known as Royal Baking Company, is renowned for baking bread in its namesake Royal Baking Company Building. Baking bread is its essential feature, its defining character, and its reason for being. The business uses two large double-brick Dutch ovens that were installed in 1935 and are still operating and fully functioning after all these years.

Royal Bakery makes other baked goods like cookies, biscotti, focaccia, panettone at Christmas, and columba at Easter. All are wonderful, but their bread, especially their French bread, is the staple at Royal Bakery and remains the most important item.

#### **b. Describe who the business serves.**

If you eat French bread in a restaurant in San Francisco, the odds are it was baked at the Royal Bakery. This is partly because many of the commercial bakeries in the city have closed. The Royal Bakery also serves many of the small restaurants along the Mission Street corridor in the Excelsior District.

#### **c. In about 2-5 words (15-30 characters), describe what the business is known for.**

French bread and rolls.

### **CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years**

#### **a. Provide a short history of the business, including locations and owners.**

Based on interpretation in reviewing archival telephone directories, Royal Bakery was founded in 1925 at 1503 Grant Avenue in the North Beach neighborhood as Royal Baking Company. The business first showed up in the Crocker Langley Directory in 1925 along with five named individuals associated with the business: Peter Matteucci, John Molinari, Frank Traverso, John Mazzo, and Henry Perodelli. It is assumed these were the co-owners of the business.

Per the telephone directories, Royal Baking Company had moved to two different locations by 1936: 4773 Mission Street in the Excelsior District and 704 Filbert Street in North Beach.

In 1935, the owner of the building at 4769-4773 Mission Street in the Excelsior District, Ambrose B. Frank, advertised the building as “splendid for Super Market, Department Store, Furniture, 5-10 & 15¢ Store, Music and Radio, Auto Sales Room, Cookies, Cracker and Food.” His last three suggestions proved the most accurate when he quickly came to terms with the Royal Baking Company. In October 1935, Frank filed a permit application to install two large double-brick Dutch ovens at 4773 Mission Street, and the Royal Baking Company applied for a sign permit the following month.<sup>1</sup>

The business may have moved to 704 Filbert Street at the same time it moved to 4773 Mission Street in 1935, although it is possible it moved to 704 Filbert Street in 1936.

It is unknown if there were any ownership changes between the company’s founding in 1925 and the mid-1930s. According to San Francisco Heritage, the Royal Baking Company owners at the time were Pellegrino Matteucci, John Mazzini, Jack Cima, Mario Cafferata, and Rudolph Paladini, which are different individuals than those mentioned in the 1925 telephone directory. Per San Francisco Heritage, the owners kept a North Beach location open as a branch of their company for several years, but four of the five lived within half a mile of the Excelsior location, and soon the entire business was run on Mission Street.<sup>2</sup> Per the telephone directories, the North Beach branch of the business had moved from 704 Filbert Street to 705 Columbus Avenue in 1937, and the Columbus Avenue storefront closed in 1940 leaving only the 4773 Mission Street branch from 1941 to the present.

In the San Francisco Telephone Directory, but not the Crocker-Langley San Francisco City Directory, there was a business named “Royal Bakery” located at 2899 Mission Street from 1923 to 1945. It is assumed this was a different business than Royal Baking Company.

In 1982, Sara Monroy purchased the Royal Baking Company in her name from the Italian owners who had moved the business from North Beach to the Excelsior. Sara was married to Isaac Monroy, who was already working at the bakery while it was still under the original Italian ownership. Isaac Monroy had moved to San Francisco from Guanajuato, Mexico. Between 1976 and 1978, he worked for an Italian-French bakery where he learned the trade.

Per the telephone directory, Royal Baking Company changed its name to Royal Bakery in 1996.

In 1996, Sara Monroy passed away, and her husband Isaac Monroy inherited the bakery. In the telephone directory, the business again changed its name, this time to New Royal Bakery.

Today, since Mr. Monroy is getting older, Mr. Monroy's wife Juana Nuno Chavez and his step-daughter Laura Nuno attend to the day-to-day operations. Laura's son Javier Garcia and her brother Juan Ramirez also work at the bakery.

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<sup>1</sup> “A New City Landmark Rises in the Excelsior,” by Woody LaBounty, San Francisco Heritage, *Heritage News*, January-March 2020, Page 5, <https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

<sup>2</sup> Ibid.

Per OpenData SF, the name of the business is currently Royal Bakery.

**b. Provide the ownership history of the business in a consolidated year-to-year format.**

1925 to Unknown:	Peter Matteucci, John Molinari, Frank Traverso, John Mazzo, and Henry Perodelli
Unknown to Unknown	Unknown
Unknown to 1982:	Pellegrino Matteucci, John Mazzini, Jack Cima, Mario Cafferata, and Rudolph Paladini
1982 to 2006:	Sara Monroy
2006 to 2013	Isaac Monroy
2013 to Present:	Juana Nuno Chavez

**c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.**

There was a gap in service in the late 1990s after the death of some of the Italian owners and the property and business went through a transition.

**CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community**

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

Royal Bakery is directly related to the city's Italian heritage and its influence in the Excelsior District.

While North Beach is the best-known center of Italian-American life in San Francisco, the Excelsior District in the Outer Mission has a relevant history almost as old. Truck farmers known as giardinieri (gardeners) from Liguria, Tuscany, and other parts of Italy leased land in the area as far back as the 1850s, growing lettuce, cabbage, and artichokes alongside hog farmers and dairy ranchers.<sup>3</sup>

The Excelsior grew in the aftermath of the 1906 Earthquake and Fire, as displaced San Franciscans from the city's core moved into less-affected outlying areas. Real estate broker Ambrose B. Frank considered himself a pioneer and key figure in the neighborhood's post-earthquake growth. He opened his real estate office at 4607 Mission Street in 1907, and by the 1930s he was "hailed by his neighbors as the mayor of the district," according to the San

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<sup>3</sup> "A New City Landmark Rises in the Excelsior," by Woody LaBounty, San Francisco Heritage, *Heritage News*, January-March 2020, Page 4, <https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

Francisco Examiner. In 1935, Frank had the “new modern type” building at 4769-4773 Mission Street constructed without an identified architect, but with a long list of local contractors and suppliers. Italians and Italian-Americans remained the neighborhood’s dominant ethnic group, with many businesses on Mission Street and Geneva Avenue featuring signs in the window assuring customers they spoke Italian (Si Parla Italiano).<sup>4</sup>

In the 1970s, as Latino and Filipino populations overtook the Italian community as dominant ethnic groups of the Excelsior, the Royal Baking Company continued as an island of Italian culture, offering grissini, panettone, buccellato, focaccia, and “special Italian cookies” while being recognized as one of the city’s foremost purveyors of French and Italian breads.<sup>5</sup>

Today the “New Royal Bakery,” a descendant business of the Royal Baking Company storefront at 4773 Mission Street, no longer carries baked Italian specialty goods, but the company’s connection with San Francisco’s baking industry, and its significant association to the city’s Italian-American community, make the business and its building deserving additions to the city’s registry of significant historic resources.<sup>6</sup>

**b. Is the business associated with significant people or events, either now or in the past?**

Royal Bakery’s building was a shooting location in the 1979 film *Time After Time*. The film, directed by Nicholas Meyer, shows author H.G. Wells having built a time machine to search for a utopian future, but instead is used by Jack the Ripper to escape into the future and arrive at present day San Francisco. The film starred Malcolm McDowell as H.G. Wells and Mary Steenburgen. The brief scene shown in the film uses the interior of the Royal Bakery shop where characters have a conversation in front of the window looking out onto Mission Street.

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

The owners live and work in the Excelsior District. They supply bread and other baked goods to many restaurants along Mission Street as well as to hotels and restaurants in San Francisco and Daly City.

**d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?**

Royal Bakery was featured in “A New City Landmark Rises in the Excelsior,” by Woody LaBounty of San Francisco Heritage in *Heritage News*, January-March 2020:  
<https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

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<sup>4</sup> “A New City Landmark Rises in the Excelsior,” by Woody LaBounty, San Francisco Heritage, *Heritage News*, January-March 2020, Page 5, <https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

<sup>5</sup> *Ibid*, Page 6.

<sup>6</sup> *Ibid*.

**e. Has the business ever received any awards, recognition, or political commendations?**

In 2008 the Royal Bakery was named bakery of the year. Unfortunately, the certificate has been destroyed, so the granting organization is unknown.

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

"If Royal Bakery were to close, it would be a sad day. San Francisco is rapidly losing old buildings in the district as the race to build housing has reached District 11. The building housing Royal Bakery has been sold, but since it has been protected somewhat by the landmarking, the community is hopeful. Keeping a bakery functioning and operating in the "Royal Baking Company" building is really important. Otherwise it becomes just a fake facade and a feeble nod to the community's cultural history.

**CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business**

**a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?**

On June 16, 2020, the resolution to initiate landmark designation for the Royal Baking Company building at 4767-4773 Mission Street in the Excelsior District was unanimously approved by the San Francisco Board of Supervisors. Built in 1935, the Royal Baking Company building is significant not just for its unusual and distinctive architectural design but also for its connection to the Italian-American community and the history of San Francisco's important bread-baking and macaroni-manufacturing industries.

Following is an excerpt from *Heritage News* by Woody LaBounty of San Francisco Heritage:

"(Since 1935), the Royal Baking Company building's distinctive three-pointed parapet has ruled Mission Street as an abstract sunburst, a figurative mountain range, or, perhaps most appropriately, a metaphorical crown....

"The Royal Baking Company property at 4769-4773 Mission Street between Russia and Persia Avenues appears from the front to be two separate structures, but is actually an unusual mix of commercial façade styles sharing a single building. Metapan Pupuseria, a Salvadoran restaurant occupying 4769 Mission Street, has a Storybook-style façade resembling a gabled country cottage with false chimneys, a shallow tiled-roof parapet, small-scale non-operable windows, and a rustic stone bulkhead. Next door, the New Royal Bakery at 4773 Mission Street occupies one bay of a larger Art Deco façade with



green-and-yellow polychromatic terra-cotta tile and an upper register of molded banding, fanned reliefs, curved recesses, and the three-pointed parapet. In addition to the two storefront businesses, a plumbing company currently rents space in the rear of the building, which occupies all of the 100-by-108.5-foot lot.

“In late 2019, the property was put on the market for \$1.6 million as part of a probate sale. District 11 Supervisor Ahsha Safaí, concerned for its future, directed the San Francisco Planning Department to initiate a landmark designation. San Francisco Heritage (co-authored) the nomination....”<sup>7</sup>

Today, the Royal Baking Company building retains some of the architectural elements from when the Excelsior was as an Italian outpost. The false diminutive windows, bulkhead stone, and other elements of the original Storybook-style treatment remain at the Metapan Pupuseria storefront. A corrugated metal roll-up door has replaced the former wooden garage doors to the alley, but it has been painted with a mural featuring martyred El Salvadoran priest and saint Óscar Romero.<sup>8</sup>

The murals on the outside and inside the building are notable. Isaac Monroy, the business owner, commissioned the murals in 2007 and 2009. Monroy still lives in the Excelsior and attends Corpus Christi Church. The artists were local people. In 2007, Benedicto Brigada painted murals of pastoral bread-making scenes and the biblical Last Supper in the parapet recesses and across the glass brick in-fill of the ground floor window openings. He also created paintings inside the building. In 2009, Francis Santana painted one of the interior murals.

“The Last Supper” can be seen as a curiosity because of its religious theme. It is not what one thinks of as a “San Francisco-type” mural. But it reflects Monroy’s personal beliefs and directly ties into the theme of bread — as a biblical reference to the “loaves and fishes.” The Excelsior is a culturally traditional part of town. People understand and appreciate the reference, and it has become part of the fabric of neighborhood.

**b. In a few words, describe the main business activity you commit to maintaining.**

Royal Bakery is committed to continuing to provide “daily” bread and other delicious quality baked goods to San Francisco and the greater Bay Area.

**c. What challenges is the business facing today?**

A current challenge that the business is facing is increased expenses for baking ingredients such as flour, which has more than doubled in cost. The same is true for other basic ingredients such as margarine and yeast.

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<sup>7</sup> “A New City Landmark Rises in the Excelsior,” by Woody LaBounty, San Francisco Heritage, *Heritage News*, January-March 2020, Page 4, <https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

<sup>8</sup> Ibid, Page 6.

During the reduced business environment through the COVID pandemic, earning adequate revenue proved difficult, and the business was unable to pay all of their rent. Additionally, the PG&E expenses have increased and have exceeded \$5,000 monthly, which they have also gotten behind on, since business recovery has been slower than expected.

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**Legacy Business Program staff will add the following details:**

**a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.**

Bakery.

**b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The building at 4767-4773 Mission Street has a Planning Department Historic Resource Status of "A - Historic Resource Present." It is San Francisco Landmark Number 290:

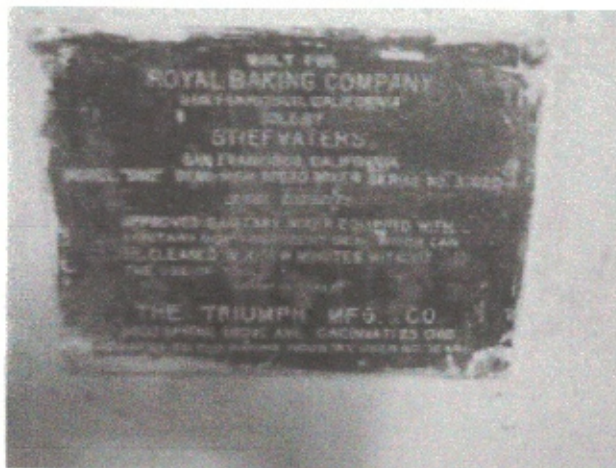
[https://sfplanninggis.org/docs/landmarks\\_and\\_districts/LM290.pdf](https://sfplanninggis.org/docs/landmarks_and_districts/LM290.pdf).



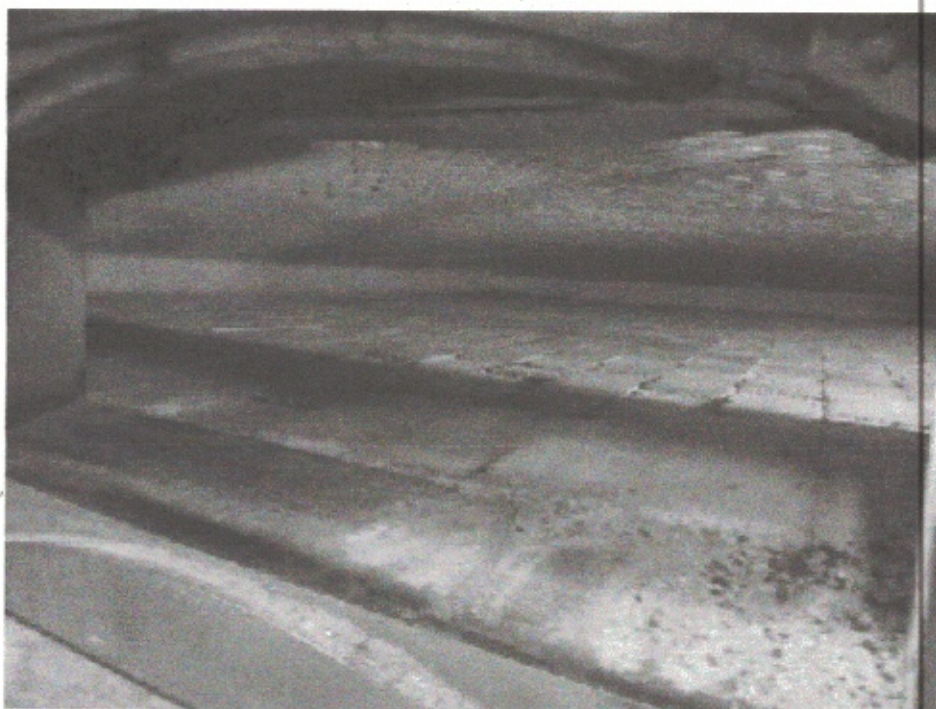








Original 1935 plaques for bake oven and mixer at Royal Baking Co., September 2021.  
Photo courtesy of Lisa Dunseth.



Double-brick Dutch oven interior, September 2021. Photo courtesy of Lisa Dunseth.



Royal Bakery murals, interior, September 2021. Photos courtesy of Lisa Dunseth.





















Juana Nuno Chavez and Laura Nuno in front of Royal Bakery, September 2021. Photo courtesy of Lisa Dunseth.



Juana Nuno Chavez and Laura Nuno inside Royal Bakery, September 2021. Photo courtesy of Lisa Dunseth



Royal Bakery-Isaac Monroy mural, September 2021.  
Photo courtesy of Lisa Dunseth



Royal Bakery bread and bread bags, September 2021.  
Photos above, courtesy of Lisa Dunseth.



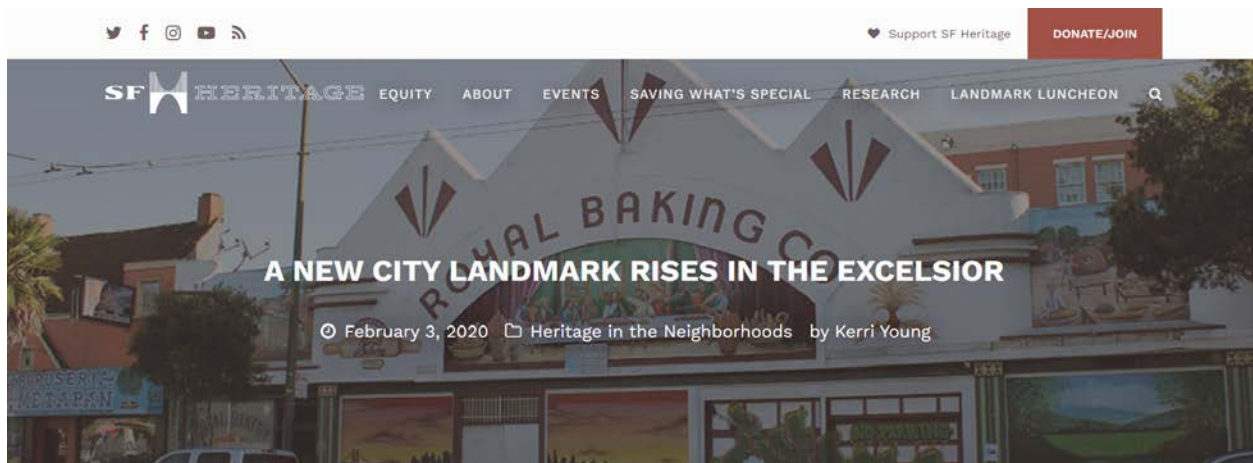


Photo by David Bricker, Heritage Archives | Royal Baking Co. building at 4769-4773 Mission Street, taken November 1990.

*A version of this story appears in the January-March 2020 issue of Heritage News.*

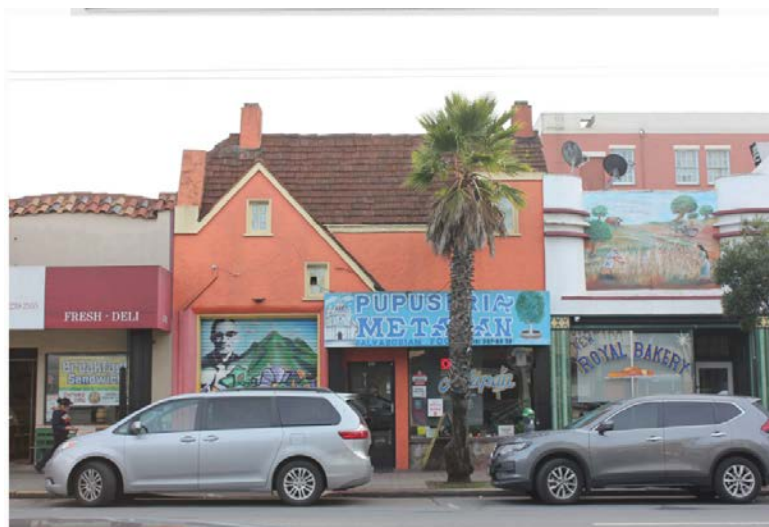
## **A New City Landmark Rises in the Excelsior** **By Woody LaBounty**

For 84 years, the Royal Baking Company building's distinctive three-pointed parapet has ruled Mission Street as an abstract sunburst, a figurative mountain range, or, perhaps most appropriately, a metaphorical crown. Now the Excelsior District's neighborhood icon, built in 1935, is on track for designation as a San Francisco City Landmark.

The Royal Baking Company property at 4769-4773 Mission Street between Russia and Persia Avenues appears from the front to be two separate structures, but is actually an unusual mix of commercial façade styles sharing a single building. Metapan Pupuseria, a Salvadoran restaurant occupying 4769 Mission Street, has a Storybook-style façade resembling a gabled country cottage with false chimneys, a shallow tiled-roof parapet, small-scale non-operable windows, and a rustic stone bulkhead. Next door, the New Royal Bakery at 4773 Mission Street occupies one bay of a larger Art Deco façade with green-

and-yellow polychromatic terra-cotta tile and an upper register of molded banding, fanned reliefs, curved recesses, and the three-pointed parapet. In addition to the two storefront businesses, a plumbing company currently rents space in the rear of the building, which occupies all of the 100-by-108.5-foot lot.

In late 2019, the property was put on the market for \$1.6 million as part of a probate sale. District 11 Supervisor Ahsha Safaí, concerned for its future, directed the San Francisco Planning Department to initiate a landmark designation. San Francisco Heritage co-authored the nomination. The Royal Baking Company building is significant not just for its unusual and distinctive architectural design but also for its connection to the Italian-American community and the history of San Francisco's important bread-baking and macaroni-manufacturing industries.



Top: The Royal Baking Company's original Storybook-style façade at 4769 Mission St. on August 27, 1935 (Fang Family San Francisco Examiner Photograph Archive Negative Files, Banc Pic 2006.029:092906\_03–Neg, Box 623, The Regents of the University of California, The Bancroft Library, University of California, Berkeley) Bottom: The façade in December 2019 (Heritage Photo).

While North Beach is the best-known center of Italian-American life in San Francisco, the Excelsior District in the Outer Mission has a relevant history almost as old. Truck farmers known as *giardinieri* (gardeners) from Liguria, Tuscany, and other parts of Italy leased land in the area as far back as the 1850s, growing lettuce, cabbage, and artichokes alongside hog farmers and dairy ranchers. The streets and European-capital street names of the Excelsior District were created as part of an 1869 homestead association, but true infrastructure, transportation, and building activity didn't arrive until decades after the platting of the district map. Into the early twentieth century, a great deal of the Outer Mission and Excelsior remained agricultural fields with a few scattered home sites and Italian families of the thinly populated area had to travel hours to attend mass in North Beach. In 1898, an Italian National Church, Corpus Christi, was founded on the modern-day corner of Alemany Boulevard and Santa Rosa Avenue, and the first branch of the Bank of Italy was established on Mission Street a mile north of the Excelsior District in 1907.

The Excelsior grew in the aftermath of the 1906 Earthquake and Fire, as displaced San Franciscans from the city's core moved into less-affected outlying areas. Real estate broker Ambrose B. Frank considered himself a pioneer and key figure in the neighborhood's post-earthquake growth. He opened his real estate office at 4607 Mission Street in 1907, and by the 1930s he was "hailed by his neighbors as the mayor of the district," according to the San Francisco Examiner. In 1935, Frank had the "new modern type" building at 4769-4773 Mission Street constructed without an identified architect, but with a long list of local contractors and suppliers. Italians and Italian-Americans remained the neighborhood's dominant ethnic group, with many businesses on Mission Street and Geneva Avenue featuring signs in the window assuring customers they spoke Italian (*Si Parla Italiano*). When Ambrose Frank's building was completed, two Italian-affiliated businesses moved in.

### **Making Macaroni**

In 1935, Gaetano Ferrigno, Vice President, stockholder, and member of the Board of Directors of the Golden Grain Macaroni Company, decided he wanted out of the company.

Legally known as Gragnano Products, Golden Grain made macaroni, vermicelli, egg noodles, and semolina products at 966-970 Bryant Street and was the largest of some dozen macaroni manufacturers in San Francisco, most based near the Italian population of North Beach. Bread and bakery products, including the making of pasta, was the third-ranked industry in San Francisco by annual value in the early 1930s.

In an acrimonious split with his relatives, Ferrigno arranged to be bought out of Gragnano Products to launch his own competitive business. He chose A. B. Frank's new Mission Street building for the Sorrento Macaroni Company, leasing 5,000 square feet. It wouldn't be the first macaroni factory in the area; the Green Valley Macaroni Factory had operated just across the street at 4736 Mission Street from about 1914 to 1923. (Green Valley was a promoted alternative name for the Excelsior in the 1910s.)

The Storybook-style storefront at 4769 Mission Street served as Sorrento's sales space while an alleyway behind the rustic garage doors accessed the macaroni factory in the back of the full lot. Sorrento Macaroni, while never reaching the commercial success of the company Ferrigno left, stayed in business into the 1970s. Angelo Ferrigno, Gaetano's son, later made the 4769 Mission Street storefront into the Sorrento Delicatessen.

## Baking Bread

After securing the lease for the Sorrento Macaroni Company, Ambrose Frank advertised the remaining 4,500 square feet of the building as “splendid for Super Market, Department Store, Furniture, 5-10 & 15¢ Store, Music and Radio, Auto Sales Room, Cookies, Cracker and Food.” His last three suggestions proved the most accurate when he quickly came to terms with the Royal Baking Company, which leased the ell of the building not occupied by Sorrento Macaroni. Frank filed a permit application to install two large double-brick Dutch ovens in October 1935, and the Royal Baking Company applied for a sign permit the following month.

Royal Baking Company had been in business at 704 Filbert Street in North Beach before joining the Excelsior’s Italian-American community. While the owners, Pellegrino Matteucci, John Mazzini, Jack Cima, Mario Cafferata, and Rudolph Paladini, kept the Filbert Street location for a few years as a branch of their company, four of the five lived within half a mile of the new location and soon the entire business was run on Mission Street.



Heritage Photos | (Top) Interior of the New Royal Bakery at 4773 Mission St. during business hours; (bottom) a glimpse into the bakery floor. December, 2019.



Owners and partners over the years have included members of the Italian and Basque communities, with Royal Baking daily supplying bread to restaurants across San Francisco and Daly City and selling to local customers at the Mission Street storefront. In the 1970s, as Latino and Filipino populations overtook the Italian community as dominant ethnic groups of the Excelsior, the Royal Baking Company continued as an island of Italian culture, offering grissini, panettone, buccellato, focaccia, and “special Italian cookies” while being recognized as one of the city’s foremost purveyors of French and Italian breads.

## **A New Landmark**

In recent years both Heritage and the San Francisco Planning Department’s preservation staff have made a concerted effort to bring the protections and recognition of City Landmark status to traditionally overlooked neighborhoods, and identify important but under-represented cultural affiliations and building types. Despite these efforts, only seven of the 288 properties designated San Francisco City Landmarks are within a mile and a half of Persia Avenue and Mission Street, the heart of the Excelsior. Four of those seven have received designation just within the last four years. A similar circle around 16th and Mission Streets would capture a dozen landmarks, and in older parts of the city many more.

Balboa High School (#205) and the Alemany Emergency Hospital (#227) are the only two landmarks that could be considered within the broader Excelsior neighborhood, although each technically lies within the boundaries of Geneva Terraces. The Royal Baking Company building has the potential to be the first designated City Landmark of the Excelsior District proper.

Introduction of the nomination is scheduled will go before the Historic Preservation Commission on February 3, 2020, and landmark status could be conferred by the Board of Supervisors as soon as summer 2020. Outside of a few modifications, including the replacement of the alley doors, the integrity of 4769-4773 Mission Street façade is high.

With its distinctive architectural design, its connection with San Francisco’s baking and macaroni industries, and its significant association to the city’s Italian-American community, the Royal Baking Company building is a deserving addition to the city’s registry of significant historic resources.



*Heritage Photo | Exterior of the New Royal Bakery, featuring the original tile work.*





# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: October 19, 2022**

*Filing Date:* September 21, 2022  
*Case No.:* 2022-009231LBR  
*Business Name:* Royal Bakery  
*Business Address:* 4773 Mission Street  
*Zoning:* NCD (EXCELSIOR OUTER MISSION STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
65-X Height and Bulk District  
*Block/Lot:* 6084/021  
*Applicant:* Laura Nuno  
4773 Mission Street  
*Nominated By:* Supervisor Ahsha Safai  
*Located In:* District 11  
*Staff Contact:* Branden Gunn - (628) 652-7367  
Branden.Gunn@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Royal Bakery, currently located at 4773 Mission Street in the Excelsior neighborhood, was first established in 1925 by Pellegrino Matteucci, John Mazzini, Jack Cima, Mario Cafferata, and Rudolph Paladini. The business, originally called Royal Baking Company, was first located in the North Beach neighborhood, but after 1935 had relocated to its present location in the Excelsior District. Two other locations were briefly opened on Filbert Street and Columbus Avenue between 1936 and 1940.

In 1982, Sara Monroy purchased the Royal Baking Company from the Italian owners. Her husband and experienced baker, Isaac Monroy, an immigrant from Guanajuato, Mexico, also worked at the bakery. After Sara's passing in 1996, Isaac took over the business and changed the name to New Royal Bakery. Today, Mr. Monroy's wife, Juana Nuno Chavez, and his stepdaughter, Laura Nuno attend to day to day operations. Laura's son Javier Garcia and her brother Juan Ramirez also work at the bakery. The business, just as it has historically, is known for its quality variety of classic French and Italian breads and pastries.

Royal Bakery is located in a Landmark Building, which is known for its distinctive Art-Deco design and usage of two large double-brick Dutch ovens that have been in service since 1935. In addition, the murals on the outside of the building are well known to residents of the Excelsior neighborhood.

## Staff Analysis

### Review Criteria

1. *When was business founded?*

The business was founded in 1925.

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

Yes. Royal Bakery Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Royal Bakery Company has operated continuously in San Francisco for 97 years.
- b. Royal Bakery Company has contributed to the history and identity of the Excelsior neighborhood and San Francisco.
- c. Royal Bakery Company 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. Classical French and Italian techniques.

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

Yes. Royal Bakery is located in a Landmark Building, which is known for its distinctive Art-Deco design and usage of two large double-brick Dutch ovens that have been in service since 1935. In addition, the murals on the outside of the building are well known to residents of the Excelsior neighborhood.

From the *Article 10 Landmark Designation Fact Sheet*: “The Royal Baking Company Building is significant for its association with the history of the Italian-American community of San Francisco and that community’s early twentieth-century suburban expansion to the Excelsior District; for its association with San Francisco’s important twentieth-century macaroni and bread-baking industries; and finally, for its unique commercial façade, a striking mix of Storybook and Art Deco styles.”

Moreover, Royal Bakery’s building was a shooting location in the 1979 film *Time After Time*. The film, directed by Nicholas Meyer, shows author H.G. Wells having built a time machine to search for a utopian future, but instead is used by Jack the Ripper to escape into the future and arrive at present day San Francisco. The film starred Malcolm McDowell as H.G. Wells and Mary Steenburgen. The brief scene shown in the film uses the interior of the Royal Bakery shop where characters have a conversation in front of the window looking out onto Mission Street.

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

Yes, the site is listed as a San Francisco Landmark No.290.

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.?*

Royal Bakery was featured in *A New City Landmark Rises in the Excelsior*, by Woody LaBounty of San Francisco Heritage in Heritage News, January-March 2020:

<https://www.sfheritage.org/wp-content/uploads/2020/01/JanuaryHN2020.pdf>.

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

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

**Current Locations:**

- 4773 Mission Street (1935-present)

**Previous (No Longer Extant) Locations:**

- 1503 Grant Avenue (1925-1935)
- 704 Filbert Street (1936-1937)
- 705 Columbus Street (1937-1940)

**Recommended by Applicant**

- Diminutive windows
- Bulkhead stone and stucco parapet
- Art Deco storefront
- Murals including prominent “Last Supper” mural
- Baking Operations

**Additional Recommended by Staff**

- None

### **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. 1276**

**HEARING DATE: OCTOBER 19, 2022**

*Case No.:* 2022-009231LBR  
*Business Name:* Royal Bakery  
*Business Address:* 4773 Mission Street  
*Zoning:* NCD (Excelsior Outer Mission Street Neighborhood Commercial District) Zoning District  
65-X Height and Bulk District  
*Block/Lot:* 6084/021  
*Applicant:* Laura Nuno  
4773 Mission Street  
*Nominated By:* Supervisor Ahsha Safai  
*Located In:* District 11  
*Staff Contact:* Branden Gunn - (628) 652-7367  
[Branden.Gunn@sfgov.org](mailto:Branden.Gunn@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROYAL BAKERY CURRENTLY LOCATED AT 4773 MISSION STREET (PRIMARY ADDRESS), BLOCK/LOT 6084/021.

**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 October 19, 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 Royal 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 Royal Bakery.

*Location(s):*

Current Locations:

- 4773 Mission Street (1935-present)

Previous (No Longer Extant) Locations:

- 1503 Grant Avenue (1925-1935)
- 704 Filbert Street (1936-1937)
- 705 Columbus Street (1937-1940)

*Physical Features or Traditions that Define the Business:*

- Diminutive windows
- Bulkhead stone and stucco parapet
- Art Deco storefront
- Murals including prominent “Last Supper” mural
- Baking operations

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 2022-009231LBR to the Office of Small Business on October 19, 2022.



Jonas P. Ionin  
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Nageswaran, Matsuda  
NOES: None  
ABSENT: None  
ADOPTED: October 19, 2022