



Legacy Business Registry Staff Report

Hearing Date: December 12, 2022

PEKING RESTAURANT

Application No.: LBR-2022-23-020
Business Name: Peking Restaurant
Business Address: 1375 Noriega St.
District: District 4
Applicant: Diana Jih, Daughter of Owner
Nomination Letter Date: September 26, 2022
Nominated By: Supervisor Gordon Mar
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Peking Restaurant has been a community and culinary hub in the Outer Sunset since it opened in 1980. The restaurant serves authentic Chinese and Taiwanese cuisine including Hunan, Cantonese, Jiangzhe, Dim Sum, and Sichuanese options at affordable prices. When it opened, Peking Restaurant was one of the first and only places in San Francisco to offer traditional Taiwanese street food. Cuisine offerings include Chinese favorites like broccoli beef and chow mein, authentic Cantonese dim sum, and traditional Taiwanese breakfast offerings like sweet and savory soy milk with Chinese donuts. The menu has always stayed affordable with generous lunch specials that offer filling portions, free soup and egg roll appetizers, and fortune cookies and an orange slice with each meal. This array of culinary offerings attracts local neighborhood families and working-class San Franciscans as well as tourists seeking to try authentic Chinese cuisine.

Peking Restaurant was originally opened by Rong Hsun Jih in 1980. He opened the restaurant with his former wife after immigrating from Taiwan. Throughout the restaurant's 40 years, their family has helped with operations, including bussing tables, prepping food, and bundling take-out orders. In an effort to carry on the restaurant's legacy, Rong Hsun's stepdaughter plans to take over the restaurant once he retires.

Peking Restaurant is a true community-centered business. The owner hires many recent Asian immigrants who come together to share their respective cooking techniques and cultures. Additionally, he has always bought wholesale and retail produce from local community stores in the Sunset along Irving and Noriega streets. He prioritizes participating in and strengthening neighborhood connections between the business and its surrounding community.

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, Peking Restaurant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1375 Noriega St. from 1980 to Present (42 Years)

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





CRITERION 2

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

Yes, Peking Restaurant has contributed to the history and identity of the Outer Sunset 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 authentic Chinese and Taiwanese cuisine, including Hunan, Cantonese, Jiangzhe, Dim Sum, and Sichuanese varieties. When it opened, Peking Restaurant was one of the first and only places in San Francisco to offer traditional Taiwanese street food.
- Peking Restaurant is associated with the westward migration of Chinese Americans into the Sunset District. The owner described that Peking Restaurant has contributed to the evolving history of the Sunset district as a community of immigrants that has shifted over time from Irish Catholic to East Asian immigrants and Southeast Asian refugees.

The Draft Chinese American Historic Context Statement discusses the westward migration of Chinese Americans into the Sunset District. Peking Restaurant was part of this movement and has contributed to the evolving character of the neighborhood.

- The business is located within the boundaries of the Sunset Chinese Cultural District.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Peking Restaurant 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:

- Styles of cooking from Southern China and Taiwan.
- Traditional Taiwanese breakfast and street food offerings.
- Purchase of wholesale and retail produce from neighborhood businesses.
- Red and gold Chinese lettering and English lettering on signage.
- Friendly storefront with large windows.
- Cedar roof shingles.
- Chinese landscape scenes printed on paneling.
- Buddhist art and sculptures.

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.

- Restaurant featuring Chinese cuisine.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Peking Restaurant currently located at 1375 Noriega 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. _____

December 12, 2022

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Adopting findings approving the Legacy Business Registry application for Peking Restaurant, currently located at 1375 Noriega 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 December 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 Peking Restaurant 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 Peking Restaurant.

Physical Features or Traditions that Define the Business:

- Styles of cooking from Southern China and Taiwan.
- Traditional Taiwanese breakfast and street food offerings.
- Purchase of wholesale and retail produce from neighborhood businesses.
- Red and gold Chinese lettering and English lettering on signage.
- Friendly storefront with large windows.
- Cedar roof shingles.
- Chinese landscape scenes printed on paneling.
- Buddhist art and sculptures.

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

- Restaurant featuring Chinese cuisine.

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

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-020
Business Name: Peking Restaurant
Business Address: 1375 Noriega St.
District: District 4
Applicant: Diana Jih, Daughter of owner
Nomination Letter Date: September 26, 2022
Nominated By: Supervisor Gordon Mar

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

1375 Noriega St. from 1980 to Present (42 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: October 19, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 4

City and County of San Francisco

GORDON MAR

I hereby nominate Peking Restaurant, 1375 Noriega Street, to the Legacy Business Registry.

Peking Restaurant opened in 1980 in the Outer Sunset district of San Francisco. It has been open continuously for over 40 years under the same owner in the same location serving authentic Chinese and Taiwanese cuisine to residents and visitors to San Francisco. The restaurant serves as a proud community business opened by and hiring many recent Asian immigrants and acts as a reflection of the city's rich local culture.

The owner, Rong Hsun Jih, has always bought wholesale and retail produce from local community stores often also run by immigrants in the Outer Sunset along Irving and Noriega Streets for much of the restaurant's supplies. He also tries to source meat, seafood, and other take-out, laundering and cleaning services from local vendors as well to support those businesses as well as participating in and strengthening the neighborhood connections between the business and its surrounding community.

As a family-run small business, Rong's stepdaughter would like to preserve the restaurant's commitment to the neighborhood by continuing operations. Despite the challenges that the restaurant industry faced during the pandemic, she recognizes that Peking's legacy in the Outer Sunset makes it an integral part of the larger San Francisco community.

Sincerely,

Gordon Mar, District 4

September 26, 2022



Legacy Business Registry Application



Business Information

Business name: Peking Restaurant

Business owner name(s): Rong Hsun Jih

Identify the person(s) with the highest ownership stake in the business

Current business address: 1375 Noriega St, San Francisco, CA 94122

Telephone: (415) 665 – 2199

Email: pekingsf@gmail.com

Mailing address (if different than above):

Website: https://pekingrestaurantsf.business.site/

Facebook:

Twitter:

7-digit San Francisco Business Account Number (BAN): 0 9 4 8 6 7 2

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☒ **Immigrant-Owned Business**

☐ **Owned by Person with a Disability**

☐ **LGBTQ+-Owned Business**

☐ **Veteran-Owned Business**

☒ **Minority-Owned Business***

☐ **Woman-Owned Business**

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Diana Jih

Contact person title: Daughter of owner

Contact telephone: (415) 212 – 8537

Contact email: pekingsf@gmail.com

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.

Original San Francisco address: 1375 Noriega St. Zip Code: 94122

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1980 To: 2022

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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.

Name: Rong Hsun Jih

Signature:

Rong Hsun Jih

Date: 10/14/2022

PEKING RESTAURANT

Written Historical Narrative

INTRODUCTION

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

Peking Restaurant, located at 1375 Noriega Street in the Sunset neighborhood, has been open since 1980 under the original owner. The restaurant serves authentic Chinese and Taiwanese cuisine including Hunan, Cantonese, Jiangzhe, Dim Sum, and Sichuanese options at affordable prices. Cuisine offerings include Chinese favorites like broccoli beef and chow mein; authentic Cantonese dim sum steamed buns, pastries, and dumplings on the weekend; and traditional Taiwanese breakfast offerings like sweet and savory soy milk in which to dip Chinese donuts.

Peking Restaurant was one of the first and only places in San Francisco to offer traditional Taiwanese street food. This reflects the owner's Taiwanese heritage and his desire to give other immigrants a taste of home.

b. Describe who the business serves.

Peking Restaurant's dining, take-out, and delivery services cater to the many local families in the area as well as the primarily working-class residents nearby who hold a variety of professions like transit drivers, teachers, dentists, bar owners, etc. The menu has always stayed affordable to working class residents and families with generous lunch specials that offer filling portions, free soup and egg roll appetizers, along with fortune cookies and an orange slice with each meal. The larger size of the restaurant has also served large tourist companies who have brought visitors for banquet-style meals in the past to explore the Sunset and try authentic Chinese cuisine.

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

Authentic Chinese and Taiwanese cuisine.

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.

Peking Restaurant was founded in 1980 by Rong Hsun Jih in its present location at 1375 Noriega Street. Rong Hsun opened the restaurant with his former wife after immigrating to the United States from Taiwan. His two daughters helped in the restaurant prepping snow peas, busing tables, and bundling take-out menus when they were young. They continue to help with logistics and administration to this day. His current wife and stepchildren have also worked in front of the house starting in the late 1990s.

The restaurant has been continuously owned and operated primarily by Rong Hsun since it was founded. From 1997 to 1998, Rong Hsun brought on a partner, Yu Qin Geng, and from 1998 to 1999, Yen C Jong was a partner in the business. However, Rong Hsun maintained ownership in operations, menu development, and as head chef of the kitchen.

In 1999, the second partnership with Yen C Jong was dissolved, and Rong Hsun again operated the restaurant as a sole proprietorship.

To date, Rong Hsun has cooked for Peking Restaurant since it was founded in 1980. The restaurant serves as a proud community business opened by and hiring many recent Asian immigrants and acts as a reflection of the city's rich local culture. In addition to traditional Chinese food popular among long-time neighborhood customers, Peking Restaurant attracts tourists from far and wide who are venturing out of Chinatown for authentic Hunan, Cantonese, Jiangzhe, and Sichuanese options. Peking Restaurant offers traditional Taiwanese street food and has introduced salty soymilk and other delicacies to a new audience.

In an effort to carry on the restaurant's legacy, Rong Hsun's stepdaughter plans to continue the restaurant once he retires. As an immigrant-run business, she would like the business to continue to serve as a welcoming place for both immigrants who are pursuing work and those who are seeking a familiar taste of home.

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

1980 to 1997:	Rong Hsun Jih
1997 to 1998:	Rong Hsun Jih and Yu Qin Geng
1998 to 1999:	Rong Hsun Jih and Yen C Jong
1999 to Present:	Rong Hsun Jih

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

The COVID-19 pandemic caused significant changes to the operations of the restaurant and transitioned the dine-in, take-out, and delivery services to only take-out and delivery for several months off and on before dine-in restrictions were lifted in San Francisco.

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.

Peking Restaurant has contributed to the evolving history of the Sunset district as a community of immigrants that has shifted over time from Irish Catholic to East Asian immigrants and Southeast Asian refugees. Peking Restaurant adds to the long and proud legacy of cultural diaspora in San

Francisco as immigrants bring their local cuisines and share them with the existing community, which in the case of the Sunset consisted of second- and third-generation Irish- and Italian-Americans and first-generation East and Southeast Asian immigrants as well as surfers, hippies, techies, and countless other communities in San Francisco that have all contributed like Peking Restaurant to the changing character of the Sunset since the restaurant opened in 1980.

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

Peking Restaurant had to survive the COVID-19 pandemic by pivoting during the quarantine to all take-out and delivery and trying to provide income to its employees in a very uncertain economic time for all businesses as well as trying to keep its staff and customers safe during the pandemic.

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

The owner, Rong Hsun Jih, has always bought wholesale and retail produce for much of the restaurant's supplies from local community stores often also run by immigrants in the Sunset along Irving and Noriega streets. He also tries to source meat, seafood, and other take-out, laundering, and cleaning services from local vendors to support those businesses as well as participating in and strengthening the neighborhood connections between the business and its surrounding community.

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

Peking Restaurant has not been referenced in the media, business trade publications, or historical documents.

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

Peking Restaurant has not received any awards, recognition, or political commendations.

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

If Peking Restaurant were to close, employees and the owner who live nearby would lose their livelihood and possibly have to move out of San Francisco, further decreasing the already dwindling number of working-class residents within the city. There would also be a unique void of authentic Hunan, Cantonese, Jiangzhe, and Sichuanese food options in the neighborhood as well as traditional Taiwanese breakfast options, which are very difficult to find within San Francisco. It would be highly likely that the restaurant space would get renovated and rented by a chain restaurant or business that would diminish the rich history and identity of the Sunset and San Francisco as a community of diverse immigrants and small, local and unique businesses.

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?

The business has a friendly storefront with large windows, red and gold Chinese lettering on its signage as well as English, and cedar shingles on the roof that fit in with the sleepier, coastal architectural style typical of the Sunset neighborhood. The interior décor features traditional Chinese landscape scenes printed on paneling and Buddhist art and sculptures, creating an atmosphere that is both welcoming as well as celebrating Chinese art and history.

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

The styles of cooking dishes from Southern China and Taiwan were learned by Rong Hsun Jih when he lived and worked in kitchens in Taiwan and are taught and maintained in the kitchen. The cooking backgrounds and techniques of other cooks in the kitchen are also shared and taught. As a family-run small business, Rong Hsun's stepdaughter would like to preserve the restaurant's commitment to the neighborhood by continuing operations. Despite the challenges that the restaurant industry faced during the COVID-19 pandemic, particularly with anti-Asian sentiments, she recognizes that Peking Restaurant's legacy in the Sunset makes it an integral part of the larger San Francisco community.

c. What challenges is the business facing today?

The risk of displacement for a business such as Peking Restaurant is significant, particularly in the aftermath of the COVID-19 pandemic, which dramatically impacted small businesses in the food industry and saw extremely high rates of worker shortages.

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.

Restaurant featuring Chinese cuisine.

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 Planning Department Historic Resource Status of the building at 1345-1395 Noriega Street is "B - Unknown / Age Eligible.



國賓飯店

Peking Restaurant

(415) 665-5733

咖啡小

Cafe Bakery
生日蛋糕

國賓飯店

**PEKING
RESTAURANT**

國
賓

上
海
小
吃

國賓飯店

Peking Restaurant

☎ (415) 665-5733

Food To Go ☎ (415) 665-2199







LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: NOVEMBER 16, 2022

Filing Date: October 19, 2022
Case No.: **2022-010369LBR**
Business Name: Peking Restaurant
Business Address: 1375 NORIEGA ST
Zoning: NCD (NORIEGA STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District
Block/Lot: 2057/049
Applicant: Rong Hsun Jih
1375 Noriega St
Nominated By: Supervisor Gordon Mar
Located In: District 4
Staff Contact: Elena Moore – 628-652-7322
Elena.Moore@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Peking Restaurant has been a community and culinary hub in the Outer Sunset since it opened in 1980. The restaurant serves authentic Chinese and Taiwanese cuisine including Hunan, Cantonese, Jiangzhe, Dim Sum, and Sichuanese options at affordable prices. When it opened, Peking Restaurant was one of the first and only places in San Francisco to offer traditional Taiwanese street food. Cuisine offerings include Chinese favorites like broccoli beef and chow mein; authentic Cantonese dim sum; and traditional Taiwanese breakfast offerings like sweet and savory soy milk with Chinese donuts. The menu has always stayed affordable with generous lunch specials that offer filling portions, free soup and egg roll appetizers, and fortune cookies and an orange slice with each meal. This array of culinary offerings attracts local neighborhood families and working-class San Franciscans as well as tourists seeking to try authentic Chinese cuisine.

Peking Restaurant was originally opened by Rong Hsun Jih in 1980. Rong Hsun opened the restaurant with his former wife after immigrating from Taiwan. Throughout the restaurant's forty years, Rong Hsun's family has helped

with operations, including bussing tables, prepping food, and bundling take-out orders. In an effort to carry on the restaurant's legacy, Rong Hsun's stepdaughter plans to take over the restaurant once he retires.

Peking Restaurant is a true community-centered business. The owner hires many recent Asian immigrants who come together to share their respective cooking techniques and cultures. Additionally, he has always bought wholesale and retail produce from local community stores in the Sunset along Irving and Noriega streets. He prioritizes participating in and strengthening neighborhood connections between the business and its surrounding community.

The business's primary location at 1375 Noriega Street is a Category B (Unknown / Age Eligible) structure on the south side of Noriega Street between 20th and 21st Avenues in the Outer Sunset neighborhood. It is within the Noriega Street NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District. It is within the boundaries of the Sunset Chinese Cultural District and the Noriega Invest in Neighborhoods Initiative area.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1980.

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

Yes. Peking Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Peking Restaurant has operated continuously in San Francisco for 42 years.
- b. Peking Restaurant has contributed to the history and identity of the Outer Sunset neighborhood and San Francisco.
- c. Peking Restaurant 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 authentic Chinese and Taiwanese cuisine, including Hunan, Cantonese, Jiangzhe, Dim Sum, and Sichuanese varieties. When it opened, Peking Restaurant was one of the first and only places in San Francisco to offer traditional Taiwanese street food.

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

Peking Restaurant is associated with the westward migration of Chinese Americans into the Sunset District. The owner described that Peking Restaurant has contributed to the evolving history of the Sunset district as a

community of immigrants that has shifted over time from Irish Catholic to East Asian immigrants and Southeast Asian refugees.

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

No, however, it is located within the boundaries of the Sunset Chinese Cultural District.

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

No. However, the *Draft Chinese American Historic Context Statement* discusses the westward migration of Chinese Americans into the Sunset District of San Francisco. Peking Restaurant was part of this movement and has contributed to the evolving character of the neighborhood.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1375 Noriega Street (1980 – Present)

Recommended by Applicant

- Styles of cooking from Southern China and Taiwan
- Traditional Taiwanese breakfast and street food offerings
- Purchase of wholesale and retail produce from neighborhood businesses
- Red and gold Chinese lettering and English lettering on signage
- Friendly storefront with large windows
- Cedar roof shingles
- Chinese landscape scenes printed on paneling
- Buddhist art and sculptures

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. 1284

HEARING DATE: NOVEMBER 16, 2022

Case No.: 2022-010369LBR
Business Name: Peking Restaurant
Business Address: 1375 NORIEGA STREET
Zoning: NCD (NORIEGA STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
40-X Height and Bulk District
Block/Lot: 2057/049
Applicant: Rong Hsun Jih
1375 Noriega St
Nominated By: Supervisor Gordon Mar
Located In: District 4
Staff Contact: Elena Moore – 628-652-7322
Elena.Moore@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PEKING RESTAURANT CURRENTLY LOCATED AT 1375 NORIEGA STREET, BLOCK/LOT 2057/049.

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 November 16, 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 Peking Restaurant 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 Peking Restaurant,

Location(s):

Current Locations:

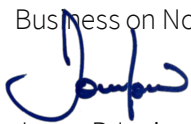
- 1375 Noriega Street (1980 – Present)

Physical Features or Traditions that Define the Business:

- Styles of cooking from Southern China and Taiwan
- Traditional Taiwanese breakfast and street food offerings
- Purchase of wholesale and retail produce from neighborhood businesses
- Red and gold Chinese lettering and English lettering on signage
- Friendly storefront with large windows
- Cedar roof shingles
- Chinese landscape scenes printed on paneling
- Buddhist art and sculptures

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 2022-010369LBR to the Office of Small Business on November 16, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Johns, So, Nageswaran

NOES: None

ABSENT: Foley, Matsuda

ADOPTED: November 16, 2022