



Legacy Business Registry Staff Report

Hearing Date: February 27, 2023

PEÑA PACHAMAMA

Application No.: LBR-2022-23-029
Business Name: Peña Pachamama
Business Address: 1630 Powell St.
District: District 3
Applicant: Quentin Navia
Nomination Date: December 20, 2022
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Peña Pachamama, located at 1630 Powell Street in the heart of the tourist-friendly North Beach neighborhood, is a magical world music restaurant dedicated to Pachamama, the living Mother Earth. Comprised of a restaurant, bar, and performance space, it's a site of community gathering, multiethnic entertainment, and organic and plant-based cuisine.

Peña Pachamama, founded by two-time Latin Grammy nominees Quentin and Eddy Navia, was officially established on January 10, 1995. The business, however, has a history dating back to 1991 and earlier. Quentin and Eddy first set up Peña Pachamama in 1991 as a pop-up at the Cowell Theater and in the Fort Mason event center. In the spirit of Latin American peñas (cultural and recreational associations), Bolivian food was served and musical entertainment provided. They rented restaurant tables with white tablecloths, bought an artificial tree, dressed the Andean dancers as waiters, and put real Bolivian whiskey with glasses on the tables. They even bought stage platforms to create a stage onstage. Then they would invite some of the audience members to join them at the tables, and they would get people up dancing as they do today at Peña Pachamama. After three decades of touring internationally, Quentin and Eddy established a home for Peña Pachamama at its present North Beach location in 1999, where it secured a business license and entertainment permit. Joined by other great musical groups, musicians, and dancers, they create a little piece of South American carnival all year long.

Under its present incarnation as the Peña Pachamama, the business serves great food, including tasty traditional Bolivian tapas like Plantains and Salteñas (Bolivian empanadas). They also offer healthy and delicious cooked plant-based or live-food organic samplers and substantial dinner entrees like gluten-free lasagna. To keep diners entertained during dinner, Peña Pachamama showcases artists and performances weekly. The restaurant space features the original speakeasy, with a fireplace and view of Coit Tower. The upstairs room (and downstairs, too) can be used for meetings and parties – Peña Pachamama handles the food, music, dancing; you just bring the guests.

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

1630 Powell St. from 1999 to Present (24 Years)

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City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
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CRITERION 2

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

Yes, Peña Pachamama has contributed to the history and identity of the North Beach 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:

- Peña Pachamama sustains a spirit of community conviviality, entertainment, and service at its North Beach location. They keep the calendar packed with fantastic artists and sounds from all over the world, including Bolivia, Cuba, Spain, Hawaii, Argentina, and styles like Spanish Flamenco, Cuban Salsa, Mexican Son, and Brazilian Samba. Peña Pachamama also specializes in Bolivian and Peruvian inspired vegan and organic cuisine such as the traditional Bolivian tapas like Plantains and Salteñas (Bolivian empanadas).
- Born in Bolivia, Eddy Navia was a founding member of the legendary Bolivian group SAVIA ANDINA, with whom he has 35 recordings. SAVIA ANDINA was a major force in bringing Andean music into mainstream South American culture and toured throughout the world, even hitting the Top 40 charts. Eddy has eight other solo recordings and was nominated for two Latin Grammys. Quentin Navia was a touring musician and founding member of SUKAY, the pioneers of Andean music in North America. Eddy and Quentin Navia can be seen at the restaurant almost every Saturday with the Pachamama Band.

Former San Francisco mayor and Speaker of the California Assembly Willie Brown held events at Peña Pachamama and celebrated New Year's there. Jazz and pop musicians including Chuchito Valdés, Steve Miller, Mickey Hart, and Buddy Guy have come for the music and joined the performing. (Pianist Valdés went on to Grammy-nominated collaborations with Eddy Navia.) Among Peña Pachamama's celebrated satisfied visitors (some of who left notable quotes) are the late comedian Robin Williams and U.S. Vice President Kamala Harris.

- The Planning Department Historic Resource Status of the building at 1626-1630 Powell Street is "A – Historic Resource Present." The property was determined to be eligible for listing in the National Register or the California Register in a 1984 survey. The two-story location now housing the Peña Pachamama was built in 1911, just five years after the great San Francisco Earthquake. The building has a treasured neighborhood history as a speakeasy, set up during Prohibition in 1918, and as a destination restaurant thereafter. The interior of the building suffered neglect after the closing of Amelio's, but the owners of Peña Pachamama, before and after they took occupancy, cleaned up the interior, established a stage area on the first floor, and refurbished the water heater and the woodwork and chandeliers on the second floor, rendering both floors available for extended celebrations such as weddings. The front door was replaced with a vintage structure.
- There have been a number of features and articles about the business including the following publications: The San Francisco Chronicle, San Francisco Examiner, Oakland Tribune, Santa Rosa Press-Democrat, San Francisco Bay Guardian, San Francisco Weekly, San Francisco magazine, Rough Guide to San Francisco Restaurants, Common Ground, and Los Tiempos.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Peña Pachamama 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:

- Multicultural and international food service and entertainment.
- Site for celebrations, meetups, and tour visits.
- Signage with logo.
- Bolivian decorative elements in the interior such as Papel Picado and traditional costumes and masks from the Bolivian Carnaval of Oruro.
- Stage area and dancefloor necessary for live performances.

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 entertainment.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Peña Pachamama currently located at 1630 Powell 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. _____

February 27, 2023

PEÑA PACHAMAMA

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Business Address: 1630 Powell St.
District: District 3
Applicant: Quentin Navia
Nomination Date: December 20, 2022
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Peña Pachamama, currently located at 1630 Powell 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 February 27, 2023, 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 Peña Pachamama 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 Peña Pachamama.

Physical Features or Traditions that Define the Business:

- Multicultural and international food service and entertainment.
- Site for celebrations, meetups, and tour visits.
- Signage with logo.
- Bolivian decorative elements in the interior such as Papel Picado and traditional costumes and masks from the Bolivian Carnaval of Oruro.
- Stage area and dancefloor necessary for live performances.

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

- Restaurant featuring entertainment.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 27, 2023.

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-2022-23-029
Business Name: Peña Pachamama
Business Address: 1630 Powell St.
District: District 3
Applicant: Quentin Navia
Nomination Received: December 20, 2022
Nominated By: Supervisor Aaron Peskin

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

1630 Powell St. from 1999 to Present (24 Years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
_____ ☒ Yes _____ No

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
_____ ☒ Yes _____ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?
_____ ☒ Yes _____ No

NOTES: Peña Pachamama's lease has ended, and the business is concerned about a rent increase and not being offered a new lease. The Legacy Business Program's Rent Stabilization Grant could be helpful in securing a new long-term lease.

DELIVERY DATE TO HPC: December 21, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

December 20, 2022

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6134

Dear Director Tang,

I am pleased to nominate Peña Pachamama for inclusion on the Legacy Business Registry.

Established by two-time Latin Grammy nominees, Eddy and Quentin Navia in 1991, Peña Pachamama started as a roving music and culture event that performed throughout San Francisco, from North Beach to the San Francisco Symphony to Fort Mason. In 1999, the Navia's leased the venue at 1630 Powell Street, converting it into a popular live music and event venue that also doubles as a restaurant specializing in Bolivian and Peruvian inspired vegan and organic cuisine. Peña Pachamama's South American Carnival ambiance, unique menu offerings and affordable pricing have attracted patrons from all over the world.

The venue at 1630 Powell Street has a storied history, first as a notorious speakeasy, and then later operating as a popular Italian eatery, Amelio's, and later Correnti's. Peña Pachamama is the only small business in San Francisco, though, that combines South American vegetarian cuisine with live Bolivian music, providing a unique entertainment destination in the heart of North Beach. Peña Pachamama has hosted many notable guests, including Kamala Harris and the late comedian Robin Williams, as well as restaurant regulars like former Mayor Willie Brown.

Peña Pachamama would benefit from being added to the Legacy Business Registry, and it is my pleasure to nominate it for inclusion based on its arts and culture operations pre-dating its current brick and mortar location.

Sincerely,

A handwritten signature in black ink that reads "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Peña Pachamama

Business owner name(s): Quentin Navia and Eddy Navia

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

Current business address: 1630 Powell Street, San Francisco CA, 94133

Telephone: (415) 646 – 0018

Email: emailpachamama@gmail.com

Mailing address (if different than above): 3450 Sacramento Street, #523, San Francisco, CA 94118

Website: https://www.penapachamama.com

Facebook: @pachamamacenter

Twitter: @penapachamama

7-digit San Francisco Business Account Number (BAN): 0 9 3 7 2 5 0

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: Quentin Navia

Contact person title: Owner

Contact telephone: () –

Contact email:

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: 1630 Powell St. Zip Code: 94133

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

Dates at this location: From: 1999 To: Present

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:

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.

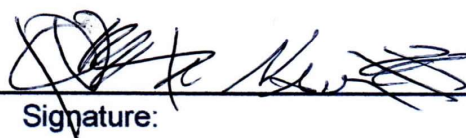
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Quentin Navia

8/31/22



Name (Print):

Date:

Signature:

PEÑA PACHAMAMA

Written Historical Narrative

INTRODUCTION

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

Peña Pachamama, located at 1630 Powell Street in the heart of the tourist-happy North Beach neighborhood, is a magical world music restaurant dedicated to Pachamama, the living Mother Earth. Comprised of a restaurant, bar, and performance space, Peña Pachamama is what the San Francisco Weekly calls “the friendliest, most inviting night spot in the city.” It’s a site of community gathering, multiethnic entertainment, and organic and plant-based cuisine – a little island of the future where those who enter her doors are forever transformed by the spirit of the music and dance that takes them in.

b. Describe who the business serves.

Peña Pachamama is ideally located to serve walk-in locals, customers driving in from around the city and the Bay Area, and tourists traveling from across the globe. The exotic but comfortable ambience and affordable pricing welcome couples and families of all backgrounds, as well as groups and businesses for special get-togethers. And it functions as a performance venue and gathering place for numerous musicians and artists.

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

Fine organic food and entertainment in a fun setting.

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.

Peña Pachamama, founded by Quentin and Eddy Navia, was officially established with the City and County of San Francisco on January 10, 1995. The business, however, has a history dating back to 1991 and earlier.

Born in New York, Quentin – at the time Quentin Badoux – lived in San Francisco in the late 1960s. In 1972, she moved to Montreal, Canada, where she began to learn and perform music of the Andes. She travelled by land for 15 months from the north of Ecuador to the south of Bolivia studying the folklore and music she loved. After returning from South America, Quentin and another musician formed SUKAY, and they brought two musicians from Bolivia to join them.

Quentin moved the group to San Francisco in 1978. Their first performance that year was in the Herbst Theatre, where SUKAY continued to do yearly home seasons through 1990. Eddy and Quentin met in 1989 when Eddy brought his famous Bolivian group SAVIA ANDINA to perform in Herbst Theatre. Eddy had recorded 35 albums with his group who were a major force bringing Andean music into the mainstream in South America and Europe, hitting Top 40 charts, performing in the Olympia in Paris, and touring through Russia, Japan, Australia, United States, Central America, and other European countries. Eddy Navia, considered one of Bolivia's great composers and a living legend on the charango, a Bolivian string instrument, went on to become SUKAY's artistic director and Quentin's husband in 1990. He received two Latin Grammy nominations in 2012 and 2013 for his compositions and performance on the charango and also a Cuban Grammy nomination for Best Instrumental recording. For this, the government of Bolivia presented Eddy the Lifetime Achievement Award, an honor bestowed upon him in recognition of his musical virtuosity and his long history as a musical "ambassador" for his beloved home country.

SUKAY was invited in 1979 to be on the California Arts Council's touring roster. As Quentin was creating a workbook and video on how to make and play the flutes of the Andes, the CAC suggested that she apply for a grant for the project. They founded a non-profit, Chamberworks, to be their fiscal agent. In the 1990s, the non-profit was handed over to SUKAY and it became Chamberworks SUKAY. The music group continued to receive grants from the Hotel Tax Fund (Grants for the Arts), the San Francisco Arts Commission, and CAC to help fund the home season, SUKAY office, administration, and musical work composing and touring.

While continuing their careers as performing artists in the Andean music group SUKAY, Quentin and Eddy first set up Peña Pachamama in 1991 as a pop-up at the Cowell Theater and in the Fort Mason event center. In the spirit of Latin American peñas (cultural and recreational associations), Bolivian food was served and musical entertainment provided. They rented restaurant tables with white tablecloths, bought an artificial tree, dressed the Andean dancers as waiters, and put real Bolivian whiskey with glasses on the tables. They even bought stage platforms to create a stage onstage. Then they would invite some of the audience members to join them at the tables, and they would get people up dancing as they do today at Peña Pachamama. It was so successful that everyone wanted to be onstage, which prompted angry shouts from the stage manager: "No more people onstage!" and "Is that real whiskey onstage?" They had continuing problems with the theater management.

Things were even more difficult in their biannual presentations in the Fort Mason event center where they had to set up a curtained dressing room at the side of the heavy stage platforms for the dancers to change costumes. The Bolivian community would cook, and clean-up lasted all night. This led Quentin and Eddy to look for a more permanent space in beloved North Beach where Quentin had lived in her youth.

After three decades of touring internationally, Quentin and Eddy established a home for Peña Pachamama at its present North Beach location in 1999, where it secured a business license and entertainment permit. Joined by other great musical groups, musicians, and dancers, they create a little piece of South American carnival all year long. The two-story restaurant at 1630 Powell Street near Washington Square Park sits at the site of one of San Francisco's most

important speakeasies. Under the restrictions on the sale of alcohol during Prohibition, the site allowed the North Beach neighborhood to continue a tradition of celebration dating back to its “Barbary Coast” designation in the previous century.

After liquor and wine were made legal again, the speakeasy was reimagined as the beloved Italian eatery Amelio’s, one of the most city’s most popular restaurants. Film legends Clark Gable and Carole Lombard and baseball legend Babe Ruth rendezvoused in the upstairs dining room. Later, at the same location, movie siren Marilyn Monroe and Yankees slugger Joe DiMaggio (who was raised in North Beach) enjoyed their wedding dinner. Other mid-century celebrity diners included Gary Cooper, Bing Crosby, Dean Martin, and Rocky Marciano. Over the next couple of decades, the politically prominent Kennedy family, including brothers John and Robert, dined there frequently.

In 2007, Quentin and Eddy thought that the non-profit, which they were no longer operating, could be revived for the musical programs at Peña Pachamama. For a short time, they had the non-profit name legally changed to Peña Pachamama Cultural Center. But after meeting with and receiving advice from people they knew from Grants for the Arts as well as Linc King, vice-president and manager of Beach Blanket Babylon, on the difficulty in trying to separate accountability for a for-profit restaurant and its non-profit musical programs, Quentin and Eddy decided to dissolve the non-profit.

Under its present incarnation as the Peña Pachamama, the business serves great food once more, including tasty traditional Bolivian tapas like Plantains and Salteñas (Bolivian empanadas). They also offer healthy and delicious cooked plant-based or live-food organic samplers and substantial dinner entrees like gluten-free lasagna. To keep diners entertained during dinner, Peña Pachamama showcases artists and performances weekly. The restaurant space features the original speakeasy, with a fireplace and view of Coit Tower. The upstairs room (and downstairs, too) can be used for meetings and parties – Peña Pachamama handles the food, music, dancing; you just bring the guests.

Although Peña Pachamama is technically less than 30 years old, it still meets the requirements for Legacy Business Registry because the business has significantly contributed to the history and identity of North Beach and San Francisco and if not included in the Registry, the business would face a significant risk of displacement. Peña Pachamama’s lease has ended, and the business is concerned about a rent increase and not being offered a new lease. The Legacy Business Program’s Rent Stabilization Grant could be helpful in securing a new long-term lease.

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

1995 to Present: Quentin and Eddy Navia

Quentin and Eddy Navia have functioned as co-owners of the Peña Pachamama from its original creation to the present day.

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

There has been no cessation of operations since Peña Pachamama was founded, even during the COVID-19 pandemic. During the pandemic, the business did not close and continued to serve take out and deliveries. They had online performances and created a very successful Zoom fundraiser with performances by the greatest musicians and groups in Bolivia. Funds benefitted artists and musicians in Bolivia. The results of this are shared on Facebook at BOLIVIA UNIDA POR SUS ARTISTS (<https://www.facebook.com/BoliviaUnidaPorSusArtistas/>).

Joining with artists from Bolivia for online performances raised \$4,435 U.S. dollars (30,627 Bolivianos. The Facebook site shows the artists in need and their families who received the monies raised.

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.

Peña Pachamama sustains a spirit of community conviviality, entertainment, and service at its North Beach location. They keep the calendar packed with fantastic artists and sounds from all over the world, including Bolivia, Cuba, Spain, Hawaii, Argentina, and styles like Spanish Flamenco, Cuban Salsa, Mexican Son, and Brazilian Samba. In fact, there are few facilities anywhere in the city consistently showcasing entertainment with full service dining, and precious few eateries for the vegan, organic, raw, and gluten-free communities.

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

Born in Bolivia, Eddy Navia is one of the greatest exponents and master virtuosos of the Charango, a traditional Bolivian stringed instrument. He became Pachamama and SUKAY's artistic director in 1990, and writes most of their new material. Eddy was a founding member of the legendary Bolivian group SAVIA ANDINA, with whom he has 35 recordings. SAVIA ANDINA was a major force in bringing Andean music into mainstream South American culture and toured throughout the world, even hitting the Top 40 charts. Eddy has eight other solo recordings and was nominated for two Latin Grammys.

Quentin Navia was a touring musician and founding member of SUKAY, the pioneers of Andean music in North America. The group performed at Carnegie Hall, Lincoln Center's Avery Fisher Hall, Calgary Center for the Performing Arts, The Smithsonian Institution, and thousands of venues in between. With a background in graphic design, Quentin worked at WPIX TV 11 in New York City and later became an Art Director for American Conservatory Theatre under William Ball. When describing her first experience in hearing the zampoñas or panpipes being played, Quentin explains, "That sound went right to the heart of me."

Quentin and her legendary husband, Eddy Navia, opened Peña Pachamama in the late 1990s, and it became a gathering place for West Coast artists, musicians, poets, dancers, and performers.

Eddy and Quentin Navia can be seen at the restaurant almost every Saturday with the Pachamama Band. Former San Francisco mayor and Speaker of the California Assembly Willie Brown held events at Peña Pachamama and celebrated New Year's there. Jazz and pop musicians including Chuchito Valdés, Steve Miller, Mickey Hart, and Buddy Guy have come for the music and joined the performing. (Pianist Valdés went on to Grammy-nominated collaborations with Eddy Navia.) Among Peña Pachamama's celebrated satisfied visitors (some of who left notable quotes) are the late comedian Robin Williams and U.S. vice president Kamala Harris.

Peña Pachamama has been the meeting place of the associated Pachamama Alliance, an international offshoot of the environmentally activist Rainforest Network.

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

Every year, high school students from as far away as Vancouver, British Columbia, have come for the experience of international fun and food provided by Peña Pachamama. From the immediate community, Miramonte High School and Acalanes High School have bused in for field days. Local raw and vegan groups gather at the restaurant to discuss shared interest in the diet and cuisine purveyed by Peña Pachamama from its kitchen and its manufacture of kale chips. In support of community performing arts, the business welcomed performances by the San Francisco Shakespeare Festival, and co-owners and musicians Eddy and Quentin Navia provided incidental music for the plays. The local production of *Forever Tango* was able to present its mix of music and dance at Peña Pachamama.

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

Among the many local and other media publishing features, society news, and reviews of activity at the Peña Pachamama are the *San Francisco Chronicle* (multiple), the *San Francisco Examiner*, the *Oakland Tribune*, the *Santa Rosa Press-Democrat*, the erstwhile *San Francisco Bay Guardian*, the *San Francisco Weekly*, *San Francisco* magazine, the *Rough Guide to San Francisco Restaurants*, *Common Ground*, and *Los Tiempos* (Bolivia).

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

More the once, Peña Pachamama has been picked as Best of the Bay by readers of the *San Francisco Bay Guardian*. The business' kale chips, prepared on-site and shipped from the second-floor offices, won in the category of Best Raw Snacks at the Los Angeles Food Expo. Peña Pachamama benefitted from a pair of fundraisers, one organized by legendary event designer Stanlee Gatti, which was promoted among the city's top-drawer social circles; the other was sponsored by now-governor Gavin Newsom when he was still mayor of San Francisco, and by former Mayor Willie Brown.

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

Were Peña Pachamama to lose its current location, the neighborhood of North Beach, and by extension the city of San Francisco, would lose one of the few commercial sites maintaining the spirit of entertainment and food service, which the neighborhood became known for in the social and cultural era of the Beats in the 1950s and 1960s. Other groups promoting healing, such as wellness coaches who've conducted Pilates sessions on the second floor, would have to seek out similar accommodation elsewhere. Also lost would be a favorite site for celebrations of weddings and birthdays, as well as a meetup place for the city's Andean/South American community, the Latin Chamber of Commerce, and for banks and major corporations such as Wells Fargo, Apple, and Genentech, who've sought a relaxed alternative to their offices. Gone would be a favorite stop on Sidewalk Tours, organized out of New York City, and Go West Tours on tours from as far away as France, seeking the flavor and color of North Beach.

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 two-story location now housing the Peña Pachamama was built in 1911, just five years after the great San Francisco Earthquake. The building has a treasured neighborhood history as a speakeasy, set up during Prohibition in 1918, and as a destination restaurant thereafter. The interior of the building suffered neglect after the closing of Amelio's, but the owners of Peña Pachamama, before and after they took occupancy, cleaned up the interior, established a stage area on the first floor, and refurbished the ancient water heater and the woodwork and chandeliers on the second floor, rendering both floors available for extended celebrations such as weddings. The front door was replaced with a vintage structure.

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

Peña Pachamama provides both food service and multicultural, international entertainment, as well as a site for celebrations, meetups, and tour visits.

c. What challenges is the business facing today?

Aside from the primal need to secure occupancy, Peña Pachamama, like other in-person services, is in the process of rebounding from 18 months without its trademark musical entertainment. Flamenco matinees have been newly established to attract customers. Outreach to organizations and corporations that have frequented the business needs to be reestablished. Towards this end, and in reaction to changes in the media and in publicity,

Peña Pachamama must modernize and enhance its promotion over social media from its second-floor offices.

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 entertainment.

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 1626-1630 Powell Street is "A - Historic Resource Present." The property was determined to be eligible for listing in the National Register or the California Register in a 1984 survey.

A low-angle photograph of a three-story red building with ornate bay windows. The building features white columns and decorative moldings. A red awning is attached to the front of the building, displaying the name 'Peña Pachamama' and the address '1630'. The sky is blue with some clouds.

Peña Pachamama
1630







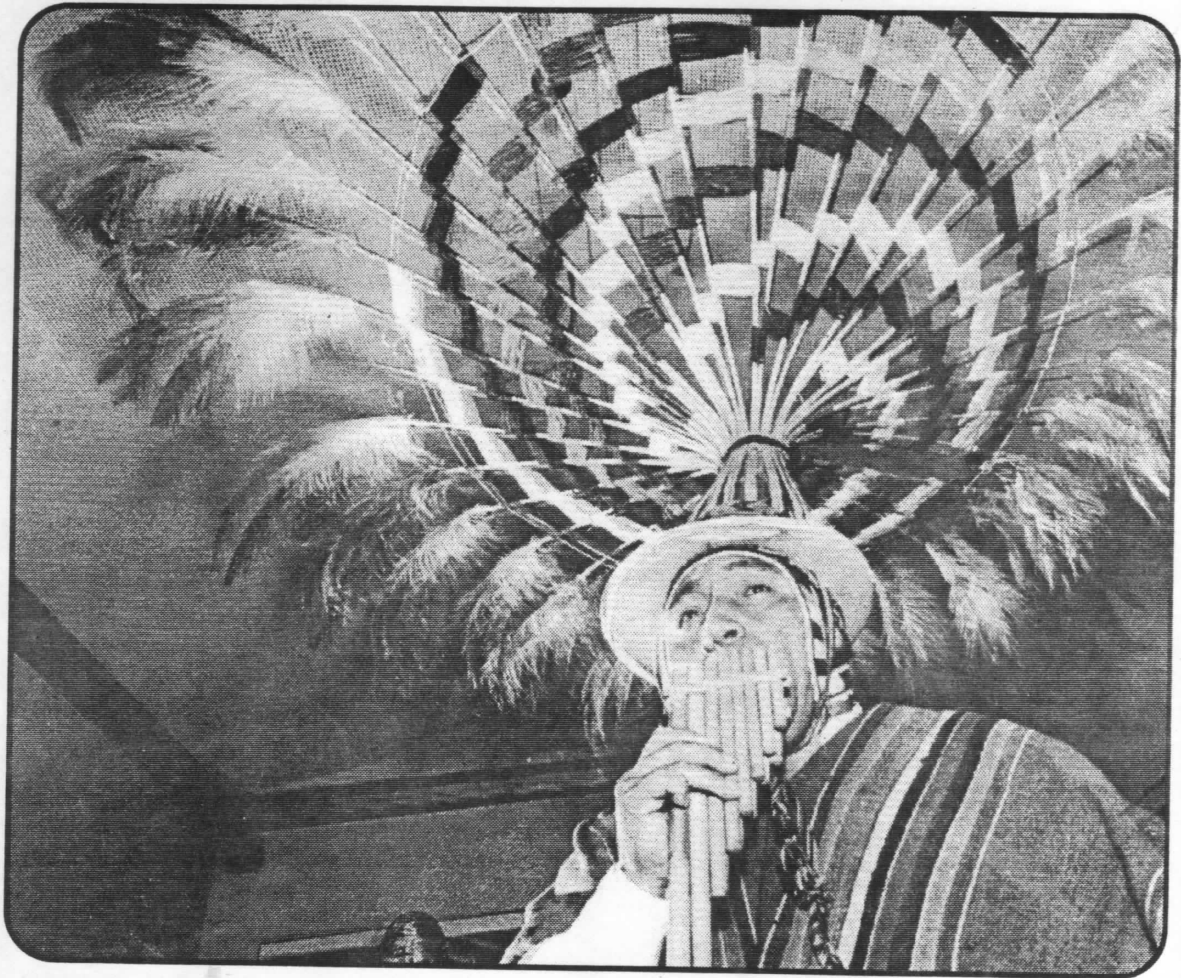












Isaac Lopez

Food *Sukay performs at Peña Pacha Mama, site of the Best Organic Bolivian Cuisine and Floor Show.*

Best Organic Bolivian Cuisine and Floor Show

Until recently, if you wanted to nibble on a Bolivian salteña pastry or sup on Andean groundnut soup in the Bay Area, your best bet would have been to make it yourself. But now fans of Bolivian cuisine can head to **Peña Pacha Mama**, a new restaurant in North Beach that aims to be a center for Andean culture. Owned by musicians Quentin Howard and Eddy Navia, Peña Pacha Mama is also home to their band Sukay, which performs there Friday and Saturday nights. "After touring for twenty-four years, we decided we wanted to settle down," says Howard, who was born in Brooklyn and who trained as a graphic artist before becoming a musician. The cuisine is organic, she says, "because that's what I eat myself, and I wouldn't want to serve anyone something I wouldn't eat." Certain spices and specialty foods, such as freeze-dried potatoes, are imported from Bolivia. Howard and

BEST OF THE BAY WINNER

Navia also plan to show Andean art in an upstairs gallery. In true family style, Sukay's members contribute to the restaurant's operation — panpipe player Isaac Lopez doubles as a prep chef and still has enough after-dinner energy to don a huge feathered headdress and dance around the room while playing his pipes. Reactions on a recent Friday night were good: "The food is very authentic," said Marcela Barrenechea, a Bolivian-born pastry chef who'd driven down from her home in Sonoma. Although she had trouble choosing between the silpancho (breaded prime-beef filet) and the falso conejo (crusted eggplant in spicy sauce), Barrenechea opted for the latter because, she said, "it's what my mother makes, so this is almost like going home." 1630 Powell, S.F. (415) 646-0018.

THE SAN FRANCISCO BAY
GUARDIAN
The Best of the Bay... Every Week

Cornerstones

BY TALIA SALEM

NorthBeach



Talia is a high-spirited member of The City Star who has her eye on The City and ear to the people. She is a San Francisco native with a background in communications from UCLA and speaks multiple languages. Contact her at talia@thecitystarsf.com.

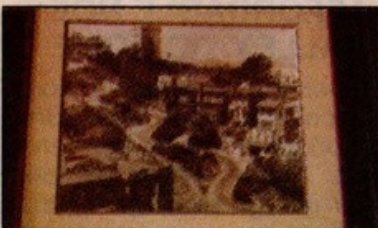
MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY



The Mark Reuben Vintage Gallery



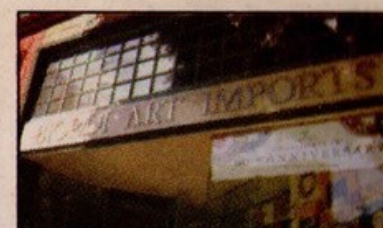
Molinari Delicatessen



AB fits



Peña PachaMama



Biordi Art Imports

Peña PachaMama

Step into another world at this lively restaurant which grew out of two musicians' love of music. Bolivian transplant Eddy Navia recorded 35 albums as a top player of the Charango — a Bolivian string instrument — before he and his wife Quentin opened

corporate two things they felt were meant to be together — music and food — thus giving

"Every aspect of Peña PachaMama is a performance."

birth to Peña PachaMama.

This melodious duo strives to use the best ingredients in their Bolivian offerings from grass-fed beef to organic produce. Try the Tapas Sampler with their signature Salteñas, the traditional beef Silpancho or stop in for organic vegan Sunday brunch. And wash down their flavorful dishes with Eddy's sangria.

Quentin says, "Every aspect of Peña PachaMama is a performance; backstage is the kitchen, the food is props and the serving staff is the entertainment."

And it is, with music every night and their staff, even Eddy and Quentin, dancing, singing and playing along. Enjoy Spanish Flamenco on Thursdays; feast your eyes on Carnaval Del Mundo on Saturdays; let Georges Lammam and his Middle Eastern dancers entice you on Sundays and new to the line-up are Jazz Mondays.



Make sure to put on your dancing shoes because people will be moving all night long — and if you don't volunteer yourself, someone might do it for you. So come in, Eddy and Quentin welcome you for evening seasoned with South American flavor.

Peña PachaMama
1630 Powell St.
(415) 646-0018
Closed Tuesdays



Quentin and Eddy Navia

Peña PachaMama. They toured together in a traveling musical troupe, Sukay, when they decided to park their bags in S.F. and in-

A Little Piece of South American Carnaval all year long

The Peña Pachamama is a magical oasis of organic non-GMO plant-based food, as well as great [music, dance and performance](#).

Robin Williams declared the wildly rhythmic nightspot "The kind of place even the Amish would dance." (SF Chronicle)



Peña Pachamama Reviews

"...This has to be the friendliest, most inviting night spot in the city."—July 2002, SF Weekly

"Sukay offered two delightful evenings with traditional music of South America...the group played exuberant hour-long sets delighting the audience..."—Joshua Kosman, SF Chronicle

"The Tastes & Sounds of South America in North Beach!"—"Voted Best of the Bay"—SF Bay Guardian



EAT + DRINK TRAVEL NEIGHBORHOODS OUTDOOR ADVENTURES CULTURE STYLE LOCALS WE LOVE

Saving the Samba at Pena Pachamama

By **7x7 Editors** May 27, 2009

Like us on Facebook



Hot times up in North Beach last week at the 10th anniversary celebration of [Pena Pachamama](#), which remains a sizzling spot of bold, beautiful music.

This restaurant-nightclub opened in 1999 by musicians **Quentin Navia** and her husband, **Eddy Navia**, the musician-composer who reigns as king of the Bolivian charango and founder of the world music group [Sukay](#).

Now, this good-time gang of musicians, artists and dancers, has transformed itself into the non-profit Pena Pachamama Center.

"When we first opened, no one told us that 90 percent of restaurants fail in the first year," said Quentin Navia, laughing at the memory. "The neighborhood chefs who often stop here after work later told me that they all took bets on how long we'd last!"

Turning to their most stalwart supporters (former Mayor **Willie Brown**, Mayor **Gavin Newsom**, event designer **Stanlee Gatti**, SF Protocol Director **Matthew Goudeau**, **Susan Brown**, **Alex Hinds**) for assistance, the event raised \$10K in support of this newly christened cultural center.

"I just love the music," enthused Gatti. "Whether it's new style or old style, the music played here is hard to find anywhere else."

In fact, when Gatti celebrated a surprise 50th birthday at this bodega, so wild was the dancing that guest **Robin Williams** declared of Pena Pachamama: "This is the kind of place that would make even the Amish dance!"

Those rollicking rhythms featured here most nights (where a colorful Carnavale-style floor show is featured during dinner), run the gamut from Bolivian, Andean, Spanish with a pinch of the Pacific Islands and include native and costumed dancers.

And it was the music that swept this crowd of Swells onto the dance floor -- either by choice or by sweet persuasion from one of the fantastic Flamenco dancers.

"San Francisco is a city of 'it' places. And Pena Pachamama has always been one of those places in the city," declared Mayor Brown. "It's been happening here even before Pena Pachamama when this place used to be a speakeasy, then Amelio's Restaurant."

"I just wish," said Brown, with a twinkle in his eye, "That we owned the building, too!"

PEÑA PACHAMAMA VIDEO



Peña Pachamama Overview

<https://vimeo.com/758154530/7c269e975f>

Published on October 7, 2022

Featuring performances and commentary from Robin William, Mayor Willy Brown, and more.

PEÑA PACHAMAMA VIDEO

(Article and video in Spanish)



La Peña Pachamama un restaurante donde degustarás comida típica Sudamericana

<https://www.telemundoareadelabahia.com/noticias/local/la-pena-pachamama-un-restaurante-donde-degustaras-comida-tipica-sudamericana/2225946/>

Published on May 18, 2022
Posted by Telemundo 48

Desde hace 25 años, el restaurante La Peña Pachamama ha llevado arte, cultura y deliciosa comida sudamericana a los residentes de San Francisco.

“Y hace 25 años que hemos abierto este restaurante Peña Pachamama con la idea de mostrar a la audiencia del Área de la Bahía el estilo de peñas que se hacen en Sudamérica”, explicó Eddy Navía, dueño del negocio.

Peña es un lugar donde la gente se reúne para ver arte y cultura, fotografía, film y cine, mientras que Pachamama es igual a la madre tierra, según Eddy.

“En este restaurante, la comida está inspirada en la comida boliviana y sudamericana sobre todo”, explicó Eddy.

Sin embargo, también cuentan con una versión vegana de todos los platos que sirven.

Además de degustar los deliciosos platillos que cocinan en el lugar, los clientes también tienen la oportunidad de conversar con Eddy quien es uno de los grandes exponentes de la música con charango y fundador del grupo Savia Andina.

La Peña Pachama esta ubicado en un edificio que tiene historia.

En la época de 1954 funcionaba un restaurante llamado Amelio's que era muy popular y frecuentado por personalidades reconocidas como Clark Hable, Carole Lombard y los Kennedy.

Durante la pandemia, La Peña Pachamama se vio afectada por lo que sus dueños debieron reinventarse y empezaron a producir botanas embolsadas.

“Estos prácticamente nos ha ayudado a poder sobrellevar todos los daños que estaba causando la pandemia”, afirmó Eddy.

Y a pesar de las dificultades, Quentin Navía, esposa de Eddy y dueña del restaurante asegura que se aprendieron cosas buenas.

“Esta pandemia nos da un regalo de tiempo, que cada persona tiene hartos tiempo, para reflexionar que quiere hacer con su vida”, expresó Quentin.

Make Peña Pachamama a Legacy Landmark Location in the City of San Francisco



For over 25 years Peña Pachamama at 1630 Powell Street has been a gathering place for great world music and dance. SUKAY had been presenting Peña Pachamama at Fort Mason Center, at Cowell Theatre annually since 1990 until transforming this space into a magical, musical venue in the heart of San Francisco's tourist-happy North Beach neighborhood. The diversity of creative arts are what makes San Francisco unique.

Peña Pachamama is in danger of losing this location which was built in 1911, housed one of San Francisco's most important speakeasies and became one of the most beloved restaurants in the city where Joe DiMaggio and Marilyn Monroe had their wedding dinner. The Kennedys, Babe Ruth, Rocky Marciano, Gary Cooper, Dean Martin, Clark Gable and Carole Lombard were frequent guests. Losing Peña Pachamama would be the loss of a unique musical art space and organic plant-based restaurant/Latin peña in our City.

Help us to establish Peña Pachamama as a Legacy Business through your words of support. Robin Williams on stage in Peña Pachamama said "This place is amazing . . . this is the kind of place that would make even the Amish dance"

Please **sign this petition!**

“San Francisco is a city of 'it' places. And Peña Pachamama has always been one of those places in the city,” -Hon. Mayor Willie Brown, *7x7 Magazine*

“I just love the music, whether it's new style or old style, the music played here is hard to find anywhere else.” -Stanlee Gatti, California Arts Council, venerated event designer

“For our Mother Earth and all of us, North Beach's Peña Pachamama: the cuisine, the music, and the atmosphere all say the same thing, love is the way.” -Dr. Will Tuttle, author *The World Peace Diet*

Samples of the over 600 petition responses:

I've been there. The place is a gem and the San Francisco Bay Area needs it. SF has an excess of trendy, expensive, hipper-than-thou eateries. We can't afford to lose this unpretentious gathering place with honest, healthful food. -Bahrbe Edahl

This is a San Francisco icon. Please keep open. -Stacy Stevens

Peña is a beloved SF institution, this is so needed! -Melissa McMillan

I LOVE PENA PACHAMAMA! a true North Beach staple. We must protect this historic space and all of it's beautiful music, food, and history. -Leslie Patinsky

As a tourist I visit every time I'm in town and I recommend to all my friends. -Gustavo Guadagnini

Peña pachamama is one of kind and part of what makes north beach so special. Also delicious food and incredible music. Not many places you can have vegan and even live cuisine! -Mariah Chen

Pena Pachamama is a wonderful place with fantastic food, great service and out of this world entertainment! This place deserves to be a legacy! -Leilani Chun

Pena Pachamama is a wonderful place with fantastic food, great service and out of this world entertainment! This place deserves to be a legacy! -Joni West

I'm signing this petition to preserve the continuity of a legendary place in the city of San Francisco. Andean music icon Eddy Navia and his wife Quentin show us every nigh the unique fusion of Bolivian Andean music,dance, vegan food, and international music and dance guests. The experience of locals and strangers is unique. We must embrace and preserve Pena Pachamama for future generations to come. -Mirtha Carballo

This wonderful place has great significance in the community of enjoyment entertainment arts historic value please consider -Ricky Aguilar

I was exposed to Peña Pachamama on a high school field trip, and have returned once since. Both experiences were fabulous and soul-enriching. The food was delicious. I'm once again surprised that Peña Pachamama hasn't hit a blast of hype and become one of the many classic SF events/experiences that now consistently muster weeks/months-long waitlists—especially considering how genuine of an experience it is. A lot of people are totally unaware of this gem. I would also be unaware of it, if it were not for a savvy high school Spanish language teacher. It really deserves to be an SF Legacy Landmark; The City would feel palpably less alive and diverse without it. -Brian Carlton



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JANUARY 18, 2023

Filing Date: December 21, 2022
Case No.: 2022-012789LBR
Business Name: Peña Pachamama
Business Address: 1630 Powell St
Zoning: NCD (NORTH BEACH NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 0117/015
Applicant: Quentin Navia and Eddy Navia
3450 Sacramento St
San Francisco, CA
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Jordan Hallman - 628-652-7527
Jordan.Hallman@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Peña Pachamama, located at 1630 Powell Street in the heart of the tourist-happy North Beach neighborhood, is a magical world music restaurant dedicated to Pachamama, the living Mother Earth. Comprised of a restaurant, bar, and performance space, it's a site of community gathering, multiethnic entertainment, and organic and plant-based cuisine.

Peña Pachamama, founded by two-time Latin Grammy nominees, Quentin and Eddy Navia, was officially established with the City and County of San Francisco on January 10, 1995. The business, however, has a history dating back to 1991 and earlier. Quentin and Eddy first set up Peña Pachamama in 1991 as a pop-up at the Cowell Theater and in the Fort Mason event center. In the spirit of Latin American peñas (cultural and recreational associations), Bolivian food was served and musical entertainment provided. They rented restaurant tables with white tablecloths, bought an artificial tree, dressed the Andean dancers as waiters, and put real Bolivian whiskey with glasses on the tables. They even bought stage platforms to create a stage onstage. Then they would invite

some of the audience members to join them at the tables, and they would get people up dancing as they do today at Peña Pachamama. After three decades of touring internationally, Quentin and Eddy established a home for Peña Pachamama at its present North Beach location in 1999, where it secured a business license and entertainment permit. Joined by other great musical groups, musicians, and dancers, they create a little piece of South American carnival all year long.

Under its present incarnation as the Peña Pachamama, the business serves great food once more, including tasty traditional Bolivian tapas like Plantains and Salteñas (Bolivian empanadas). They also offer healthy and delicious cooked plant-based or live-food organic samplers and substantial dinner entrees like gluten-free lasagna. To keep diners entertained during dinner, Peña Pachamama showcases artists and performances weekly. The restaurant space features the original speakeasy, with a fireplace and view of Coit Tower. The upstairs room (and downstairs, too) can be used for meetings and parties – Peña Pachamama handles the food, music, dancing; you just bring the guests.

The business's primary location at 1630 Powell Street is a Category A (Unknown / Age Eligible) structure on the east side of the street between Union Streets and Beach Blanket Babylon Blvd. in the North Beach neighborhood. It is within the North Beach Neighborhood Commercial Zoning District and a 40-X Height and Bulk District. 1630 Powell Street was identified as eligible for listing on the California Register or National Register in the 1984 North Beach Survey.

Staff Analysis

Review Criteria

1. *When was business founded?*

Although the business was officially founded in 1995 and has operated from its brick-and-mortar location since 1999, Peña Pachamama has a history dating back to 1991 when it began as a pop-up in San Francisco.

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

Yes. Peña Pachamama has operated in San Francisco for more than 20 years but less than 30 years, and has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement and has been culturally present in San Francisco since 1991, 32 years:

- a. Peña Pachamama has operated continuously in San Francisco for 24 years.
- b. Peña Pachamama has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- c. Peña Pachamama 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. Peña Pachamama sustains a spirit of community conviviality, entertainment, and service at its North Beach location. They keep the calendar packed with fantastic artists and sounds from all over the world,

including Bolivia, Cuba, Spain, Hawaii, Argentina, and styles like Spanish Flamenco, Cuban Salsa, Mexican Son, and Brazilian Samba. Peña Pachamama also specializes in Bolivian and Peruvian inspired vegan and organic cuisine such as the traditional Bolivian tapas like Plantains and Salteñas (Bolivian empanadas).

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

Yes. Born in Bolivia, Eddy Navia was a founding member of the legendary Bolivian group SAVIA ANDINA, with whom he has 35 recordings. SAVIA ANDINA was a major force in bringing Andean music into mainstream South American culture and toured throughout the world, even hitting the Top 40 charts. Eddy has eight other solo recordings and was nominated for two Latin Grammys. Quentin Navia was a touring musician and founding member of SUKAY, the pioneers of Andean music in North America.

Eddy and Quentin Navia can be seen at the restaurant almost every Saturday with the Pachamama Band. Former San Francisco mayor and Speaker of the California Assembly Willie Brown held events at Peña Pachamama and celebrated New Year's there. Jazz and pop musicians including Chuchito Valdés, Steve Miller, Mickey Hart, and Buddy Guy have come for the music and joined the performing. (Pianist Valdés went on to Grammy-nominated collaborations with Eddy Navia.) Among Peña Pachamama's celebrated satisfied visitors (some of who left notable quotes) are the late comedian Robin Williams and U.S. Vice President Kamala Harris.

The two-story location now housing the Peña Pachamama was built in 1911, just five years after the great San Francisco Earthquake. The building has a treasured neighborhood history as a speakeasy, set up during Prohibition in 1918, and as a destination restaurant thereafter. The interior of the building suffered neglect after the closing of Amelio's, but the owners of Peña Pachamama, before and after they took occupancy, cleaned up the interior, established a stage area on the first floor, and refurbished the ancient water heater and the woodwork and chandeliers on the second floor, rendering both floors available for extended celebrations such as weddings. The front door was replaced with a vintage structure.

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

The Planning Department Historic Resource Status of the building at 1626-1630 Powell Street is "A - Historic Resource Present." The property was determined to be eligible for listing in the National Register or the California Register in a 1984 survey.

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

As of the date of this executive summary this property has not been mentioned in a historical context statement.

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

Yes. There have been a number of features and articles including *San Francisco Chronicle*, *San Francisco Examiner*, *Oakland Tribune*, *Santa Rosa Press-Democrat*, *San Francisco Bay Guardian*, *San Francisco Weekly*, *San Francisco magazine*, *Rough Guide to San Francisco Restaurants*, *Common Ground*, and *Los Tiempos*.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1630 Powell Street (1999 – Present)

Recommended by Applicant

- Multicultural and international food service and entertainment
- Site for celebrations, meetups, and tour visits

Additional Recommended by Staff

- Signage with logo
- Bolivian decorative elements in the interior such as Papel Picado and traditional costumes and masks from the Bolivian Carnaval of Oruro
- Stage area and dancefloor necessary for live performances

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
- Additional Photographs from Applicant



HISTORIC PRESERVATION COMMISSION

RESOLUTION NO. 1298

HEARING DATE: JANUARY 18, 2023

Case No.: 2022-012789LBR
Business Name: Peña Pachamama
Business Address: 1630 POWELL STREET
Zoning: NCD (NORTH BEACH NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 0117/015
Applicant: Quentin Navia and Eddy Navia
3450 Sacramento St
San Francisco, CA
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Jordan Hallman - 628-652-7527
Jordan.Hallman@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PENA PACHAMAMA CURRENTLY LOCATED AT 1630 POWELL STREET, BLOCK/LOT 0117/015.

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 more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; 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 January 18, 2023, 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 Pena Pachamama 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 Pena Pachamama.

Location(s):

Current Locations:

- 1630 Powell Street (1999 – Present)

Physical Features or Traditions that Define the Business:

- Multicultural and international food service and entertainment
- Site for celebrations, meetups, and tour visits
- Signage with logo
- Bolivian decorative elements in the interior such as Papel Picado and traditional costumes and masks from the Bolivian Carnaval of Oruro
- Stage area and dancefloor necessary for live performances

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 2022-012789LBR to the Office of Small Business on January 18, 2023.



Jonas P. Ionin

Digitally signed by Jonas P. Ionin
DN: cn=Jonas P. Ionin, o=San Francisco Planning Commission

Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: January 18, 2023