Legacy Business Registry Staff Report

Hearing Date: June 24, 2024

ROBERTS CORNED MEATS, INC.

Application No.:	LBR-2023-24-044
Business Name:	Roberts Corned Meats, Inc.
Business Address:	1030 Bryant St.
District:	District 6
Applicant:	Gregory J. Dixon, Vice President
Nomination Date:	May 1, 2024
Nominated By:	Supervisor Matt Dorsey
Staff Contact:	Richard Kurylo and Michelle Reynolds legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Roberts Corned Meats, Inc. is a wholesale meat distributor and retailer specializing in the processing and manufacturing of cured beef and pork, including corned beef, corned pork, bacon, and ham. The business was founded by George Henry “G.H.” Roberts at 136 Fifth Street in 1910. G.H. Roberts had left his New Zealand homeland to escape the family’s corned meats business. He relented after arriving in San Francisco. Believing that his family's method of injecting the meat was superior to the soaking method used in the United States at the time, he went into business to prove himself with a better product.

At the time, he worked in the basement of a meat company where he bought the meat from the company upstairs and cured it downstairs. He would butcher, portion, and trim the corned beef when it was fully cured and then wrap it up for sale. His first customer was San Francisco General Hospital. After some success, G.H. Roberts opened his own facility in 1919 in the present location of the business at 1030 Bryant Street. Roberts Corned Beef has been continuously operating ever since. Then-Mayor Gavin Newsom declared March 17, 2010, as "Roberts Corned Meats Day" here in San Francisco, helping to commemorate their 100th anniversary.

Roberts Corned Meats is a 5th-generation family-owned business, the oldest corned beef company in San Francisco, and one of the oldest meat businesses in general in the Bay Area. The business continues to focus on the same traditions that brought them this far: incredible ingredients and a love for great food. Famous for their in-house corned beef, Roberts Corned Meats also offers dozens of other incredible products to discerning chefs, restaurants, grocery markets, distributors, and the meat-loving public. Among Roberts Corned Meats’ most loyal customers are the San Francisco Fire Department and San Francisco Police Department, who come by for corned beef year-round and have been loyal customers since the business was founded.

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, Roberts Corned Meats, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

136 Fifth St. from 1910 to 1919 (9 years)
1030 Bryant St. from 1919 to Present (105 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, Roberts Corned Meats, Inc. has contributed to the history and identity of the South of Market neighborhood and San Francisco.

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

- The business is associated with the cured meats craft. Roberts Corned Meats uses a simple cure without garlic or phosphates. The brine is injected into the meat rather than soaking the meat for 30 days, which makes it too salty. Brine injection cuts the cure time to two days and cures the meat more thoroughly. Roberts Corned Meats sells legendary povi masima, a rich marbled cut of corned beef that comes from the fatty end of the brisket. The whole brisket is brined and then cut into 4/5-lb pieces. It has long been considered a delicacy in Samoa and neighboring islands, often enjoyed at celebrations and large gatherings. They have been selling povi masima since the mid-1980s and have seen it gain in popularity over that time. They are proud to provide it to their customers.

- The building was included in several survey areas, including the South of Market Area Historic Resource Survey (2011), where it received a California Historical Resource status code of “7R” (identified in reconnaissance level survey: not evaluated), and the South of Market Area Plan Survey (2005), where it was identified as having “Not Significant.” However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of “B” (Unknown / Age Eligible).

- There have been a number of features and articles on Roberts Corned Meats. The turkey on the façade of the building at 1030 Bryant Street was stolen once and written about in Herb Caen's San Francisco Chronicle column in 1976. SFGATE covered the business 1999, “Corned Beef Company is No Turkey,” and they ranked Roberts’ corned beef #1 in a 2013 article, “Roberts Corned Beef for St. Patrick's Day.” Roberts Corned Meats has also won "Purveyor of the Year" a few times from the Chef's Association of America.

- With regard to racial and social equity, Roberts Corned Meats was founded by a New Zealand immigrant and owned by his family through five generations. Roberts Corned Meats has given to many organizations over the years through food donations such as the Little Sisters of the Poor and many Catholic Church groups throughout the city. The business also helps the San Francisco Police Officers Association and Sheriff's Department with their annual Thanksgiving turkey giveaways.

CRITERION 3

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

Yes, Roberts Corned Meats, Inc. is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Roberts Corned Meats, Inc. 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.

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Physical Features or Traditions that Define the Business:

- Manufacturing and sales of cured meats.
- Giant turkey that hangs above the building.
- Green trim on building.
- Neon window sign “Roberts Shamrock Brand.”

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.

- Production of corned meats.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Roberts Corned Meats, Inc. currently located at 1030 Bryant St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

June 24, 2024

ROBERTS CORNED MEATS, INC.

Application No.:	LBR-2023-24-044
Business Name:	Roberts Corned Meats, Inc.
Business Address:	1030 Bryant St.
District:	District 6
Applicant:	Gregory J. Dixon, Vice President
Nomination Date:	May 1, 2024
Nominated By:	Supervisor Matt Dorsey
Staff Contact:	Richard Kurylo and Michelle Reynolds legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Roberts Corned Meats, Inc., currently located at 1030 Bryant 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 June 24, 2024, 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 Roberts Corned Meats, Inc. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Roberts Corned Meats, Inc..

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SAN FRANCISCO
OFFICE OF SMALL BUSINESS

Physical Features or Traditions that Define the Business:

- Manufacturing and sales of cured meats.
- Giant turkey that hangs above the building.
- Green trim on building.
- Neon window sign “Roberts Shamrock Brand.”

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Roberts Corned Meats, Inc. on the Legacy Business Registry:

- Production of corned meats.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2024.

_____
Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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SAN FRANCISCO
OFFICE OF SMALL BUSINESS

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2023-24-044
Business Name: Roberts Corned Meats, Inc.
Business Address: 1030 Bryant St.
District: District 6
Applicant: Gregory J. Dixon, Vice President
Nomination Date: May 1, 2024
Nominated By: Supervisor Matt Dorsey

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?
____X____Yes _____No

136 Fifth St. from 1910 to 1919 (9 years)
1030 Bryant St. from 1919 to Present (105 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
____X____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?
____X____Yes _____No

NOTES: NA

DELIVERY DATE TO HPC: May 8, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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1 Dr. Carlton B. Goodlett Place
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SAN FRANCISCO
OFFICE OF SMALL BUSINESS

City and County
of San Francisco

MATT DORSEY
麥德誠

Board of Supervisors,
District 6

May 1st, 2024

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Tang,

Since 1910, Roberts Corned Meats, Inc. has been a trusted provider of premium fresh and cured meats to the foodservice community across the San Francisco Bay Area. Specializing in the processing and manufacturing of cured beef and pork, including corned beef, corned pork, bacon, ham, and more, they have established a reputation for excellence. As both a wholesale meat distributor and a retailer serving the public, Roberts Corned Meats, Inc. remains committed to the same timeless traditions that have propelled them forward: sourcing incredible ingredients and a genuine passion for delivering exceptional food.

Since its establishment in 1919, Roberts Corned Meats, Inc. has been an integral part of the South of Market community. The iconic brick building located on Bryant between 9th and 10th streets has become a landmark in the area, distinguished by the trademark giant turkey that hangs above the signage. This beautiful and classic structure serves as a familiar sight to many residents and visitors alike, symbolizing the longstanding presence and contribution of Roberts Corned Meats, Inc. to the local community.

Roberts Corned Meats has served customers across multiple generations, with visitors returning time and again to purchase their renowned corned beef. Every day, individuals walk through the doors sharing stories of how their parents, grandparents, and in some instances, great-grandparents frequented the store to procure corned beef and other delectable meats from the counter.

I believe that inclusion of Roberts Corned Meats on the Legacy Business Registry would be a fitting acknowledgment of its enduring impact on San Francisco's cultural tapestry. Thank you for considering this nomination.

Sincerely,

MATT DORSEY

City Hall, Room 244 • 1 Dr. Carlton B. Goodlett Place • San Francisco, CA 94102-4689 • +1 (415) 554-7970 • matt.dorsey@sfgov.org

Legacy Business Registry
Application

SAN FRANCISCO
OFFICE OF SMALL BUSINESS

Business Information

Business name: Roberts Corned Meats, Inc.

Business owner name(s): Deborah Dixon Ward; Gregory J. Dixon

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

Current business address: 1030 Bryant St., San Francisco, CA 94103

Telephone: (415) 621 – 2624 **Email:** rcm@robertscornedmeats.com

Mailing address (if different than above)**:**

Website: www.robertscornedmeats.com

Facebook: www.facebook.com/robertscornedmeats **Twitter:**

7-digit San Francisco Business Account Number (BAN)**:** 0 0 2 4 1 1 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**
- ☐ **LGBTQ+-Owned Business**
- ☐ **Minority-Owned Business***
- ☐ **Owned by Person with a Disability**
- ☐ **Veteran-Owned Business**
- ☐ **Woman-Owned Business**

**Minority is defined as one 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: Gregory J. Dixon

Contact person title: Vice President

Contact telephone: (415) 621 – 2624 **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: 136 Fifth St. **Zip Code:** 94103

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

Dates at this location: From: 1910 **To:** 1919

Other address (if applicable): 1030 Bryant St. **Zip Code:** 94103

Dates at this location: From: 1919 **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:**

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: GREGORY J. DIXON

Signature: 

Date: 09/15/23

ROBERTS CORNED MEATS, INC.
Written Historical Narrative

INTRODUCTION

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

Roberts Corned Meats, Inc. has provided the foodservice community here in the San Francisco Bay Area with the finest in quality fresh and cured meats since 1910. They specialize in the processing and manufacturing of cured beef and pork, such as corned beef, corned pork, bacon, ham, etc. They also act as a wholesale meat distributor and sell retail to the public. The business continues to focus on the same traditions that brought them this far: incredible ingredients and a love for great food.

b. Describe whom the business serves.

The business serves the public at their facility on Bryant Street and serves many foodservice businesses around the Bay Area such as restaurants, delis, hotels, meat companies, foodservice distributors, caterers, and local markets.

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

World famous corned beef.

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.

Roberts Corned Meats, Inc. was established in 1910 by New Zealander George Henry "G.H." Roberts at 136 Fifth Street in the basement of a meat company. (An SFGATE article dated March 10, 1999, identified the meat company as Schweitzer Meat Co., but Schweitzer was not included in the 1918 San Francisco City Directory, so it may have been a different company at the time. An envelope from 1932 found online does show Schweitzer & Co. Inc. with an address of 136-148 Fifth Street.) G.H. Roberts bought meat from the company upstairs and formulated his own brine/cure that he would eventually use to cure the fresh beef with needle injection followed by soaking barrels. He would butcher, portion, and trim the corned beef when it was fully cured, then wrap it for sale. His first customer was San Francisco General Hospital.

After some success, G.H. Roberts opened his own facility in 1919, per Planning Department records, in the present location of the business at 1030 Bryant Street.

In 1902, G.H. Roberts had married a widowed woman named Margaret Dixon when they met in Little Rock, Arkansas. She had two boys from her previous marriage. Margaret's eldest son from her previous marriage (Dixon) was named James Ernest Dixon (born late 1891 or early 1892). His nickname, and the name he commonly went by, was "Dick." Her youngest son was born later that year on December 27, 1892, and his full name was Robert Henry Dixon, but he went by “Henry.” (According to a 1910 census document, the family was still in Little Rock, AR, as of April 15, 1910, and it listed James as 18 and Henry as 17. The assumption is that James was either born in the very early months of 1892 (Jan/Feb) or in late 1891.)

The family moved from Arkansas to San Francisco in 1910. G.H. Roberts established the business shortly after their arrival in the same year.

Both boys – Dick and Henry – worked at the family business, but Dick passed away at some point (maybe in the 1920s), so he never owned the business. Henry, the younger son, took over the business in 1933 upon the death of his stepdad, G.H. Roberts.

Henry Dixon passed Roberts Corned Meats on to his son William Dixon (3rd generation) in 1950.

A partnership was established during the tenure of William Dixon. William owned the majority of the company, while James Dixon (4th generation) and Jack Offenbach owned smaller portions. Jack left the company and William retired in 1980, leaving James as the sole owner of the business. Roberts Corned Meats changed from a partnership to a corporation in 1980.

In 2006, James retired and handed over the reins to his eldest daughter Deborah and son Gregory (5th generation). Debbie ran the business while her brother Greg took on a more prominent role in 2017. Today, they run the business together with hopes of eventually passing it down to the sixth generation.

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

1910 to 1933:	G.H. Roberts
1933 to 1950:	Robert Henry Dixon (Henry)
1950 to Early-1970s:	William Robert Dixon
Early-1970s to 1980:	Partnership: William Robert Dixon; James William Dixon; Jack Offenbach
1980 to 2006:	Corporation: James William Dixon
2006 to 2017:	Corporation: Deborah Dixon Ward
2017 to Present:	Corporation: Deborah Dixon Ward; Gregory James Dixon

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

None.

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.

Roberts Corned Meats, Inc. has been a staple in the South of Market community since 1919. The beautiful old classic brick building on Bryant between 8th and 9th streets featuring a trademark giant turkey that hangs above the signage on the building is a familiar sight to many in the area.

Roberts Corned Meats is the oldest corned beef company in San Francisco, perhaps the entire West Coast, and one of the oldest meat businesses in general in the Bay Area.

Founder G.H. Roberts left his New Zealand homeland to escape the family's corned meats business. He relented after arriving in San Francisco. Believing that his family's method of injecting the meat was superior to the soaking method used in the United States at the time, he went into business to prove himself with a better product. Roberts Corned Meats uses a simple cure without garlic or phosphates. The brine is injected into the meat rather than soaking the meat for 30 days, which makes it too salty. Brine injection cuts the cure time to two days and cures the meat more thoroughly.[1]

Famous for their in-house corned beef, Roberts Corned Meats also offers dozens of other incredible products to discerning chefs, restaurants, grocery markets, distributors, and the meat-loving public. Among Roberts Corned Meats' most loyal customers are the San Francisco Fire Department and San Francisco Police Department, who come by for corned beef year round and have been loyal customers since the business was founded.

Roberts Corned Meats sells legendary povi masima, a rich marbled cut of corned beef that comes from the fatty end of the brisket. The whole brisket is brined and then cut into 4/5-lb pieces. It has long been considered a delicacy in Samoa and neighboring islands, often enjoyed at celebrations and large gatherings. They have been selling povi masima since the mid-1980s and have seen it gain in popularity over that time. They are proud to provide it to their customers.

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

Roberts Corned Meats is known for making the best corned beef and is therefore synonymous with the St. Patrick's Day holiday. The business also helps the San Francisco Police Officers Association and Sheriff's Department with their annual Thanksgiving turkey giveaways.

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[1] "Corned Beef Company is No Turkey," by Maria Cianci, SFGATE, March 10, 1999, https://www.sfgate.com/food/article/Corned-Beef-Company-is-No-Turkey-2943047.php

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

Roberts Corned Meats has given to many organizations over the years through food donations such as the Little Sisters of the Poor and many Catholic Church groups throughout the city. They were involved in the St. Patrick's Day parade years ago, as well.

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

Over the years, Roberts Corned Meats has been on TV and in articles numerous times. The turkey on the façade of the building at 1030 Bryant Street was stolen once and written about in Herb Caen's San Francisco Chronicle column in 1976. SFGATE wrote an article about the business around St. Patrick's Day in 1999, and they ranked Roberts' corned beef #1 in an article in 2013. Eye on the Bay did a piece on the business around 2007. Following are several notable media references:

- *"Corned Beef Company is No Turkey"*
  SFGATE
  March 10, 1999
  https://www.sfgate.com/food/article/Corned-Beef-Company-is-No-Turkey-2943047.php

- *"Roberts corned beef for St. Patrick's Day"*
  SFGATE
  March 18, 2013
  https://www.sfgate.com/food/tasterschoice/article/roberts-corned-beef-for-st-patrick-s-day-4358602.php

- *"The Sentinel Is Giving Away Free Corned Beef Sandwiches on St. Patrick's Day"*
  Eater San Francisco
  March 16, 2022
  https://sf.eater.com/2022/3/16/22978441/st-patricks-day-best-corned-beef-sandwich-san-francisco-sentinel-free

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

Then-Mayor Gavin Newsom declared March 17, 2010, as "Roberts Corned Meats Day" here in San Francisco, helping to commemorate their 100th anniversary. Roberts Corned Meats has also won "Purveyor of the Year" a few times from the Chef's Association of America.

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

Customers of multi generations have visited Roberts Corned Meats to buy corned beef. People walk in every day telling the owners how their parents, grandparents, and in some cases great grandparents all came into the store to buy corned beef and other delicious meats from the counter. Beyond the 10 or so employees that have been with the business for many years who would lose their job and healthcare, San Francisco would definitely lose a piece of its fabric and identity if Roberts Corned Meats were to close.

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?

Founder G.H. Roberts "christened his corned beef 'Turkey Brand,' thereby hooking into the perception of a high-end Sunday dinner. Nostalgically, Turkey Brand is still associated with the company, but in the early 1980s, the company patented Shamrock Brand to replace it. 'Turkey was too confusing,' says Deborah Dixon Ward, vice president of sales and fifth generation of Dixons in the family business."[2]

The building at 1030 Bryant Street is a classic old brick building with green trim and has a neon sign in the window and a giant turkey that hangs above the building and its signage. They are very recognizable features to many.

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

Roberts Corned Meats is committed to supplying food businesses and the public with the greatest corned beef and always maintaining their high level of customer service.

c. What is the plan to keep the business open in the long term beyond the current ownership?

As of now, the owners plan on keeping the traditions and business going as long as possible. They always plan on passing Robert Corned Meats down to future generations but are unsure of their desires as they are still young.

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[2] "Corned Beef Company is No Turkey," by Maria Cianci, SFGATE, March 10, 1999, https://www.sfgate.com/food/article/Corned-Beef-Company-is-No-Turkey-2943047.php

d. What challenges is the business facing today?

The challenges are obviously immense for a small business in today's world. All business costs have skyrocketed and are at levels where it is very difficult to maintain a profitable business. Taxes, insurance, and healthcare are becoming too much. Raising prices only hurts the other small businesses they sell to. The challenges are many, but with growth and a good product which Roberts Corned Meats is known for, it is believed they can manage them to an extent. Costs do need to eventually come down for the business to survive though.

Legacy Business Program staff will add the following details:

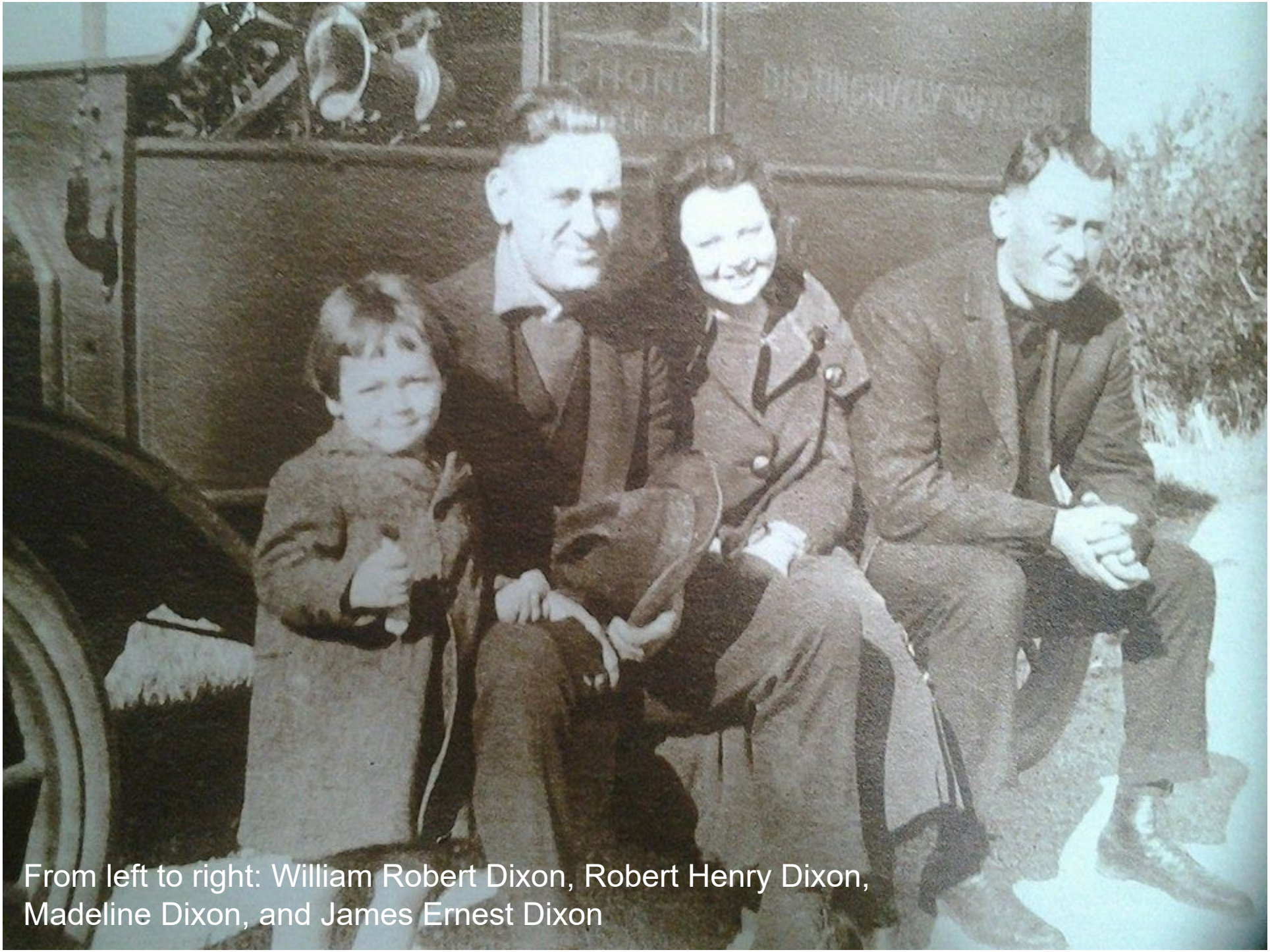
a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Manufacturing and sales of cured meats.

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 1030 Bryant Street is “B - Unknown / Age Eligible.” Per the San Francisco Planning Department, the building “is a 2-story, concrete frame commercial building designed in a 20th-Century Industrial style. The rectangular-plan building, clad in brick, is capped by a flat roof. The foundation is not visible. The primary façade faces east and includes 3 structural bays. Entrances include a flush metal door surmounted by a glazed, divided transom and paired flush wood doors. Typical fenestration consists of fixed, plate-glass aluminum-sash windows. Architectural and site features include an integral garage with a roll-up metal door, paneling, a stringcourse and cornice, a turkey sculpture on a metal bracket, a sign reading "Roberts Turkey Brand Corned Meats," a parapet with coping, and a flagpole. The north façade features windows and secondary entrances in brick segmental arches. The building appears to be in good condition.”

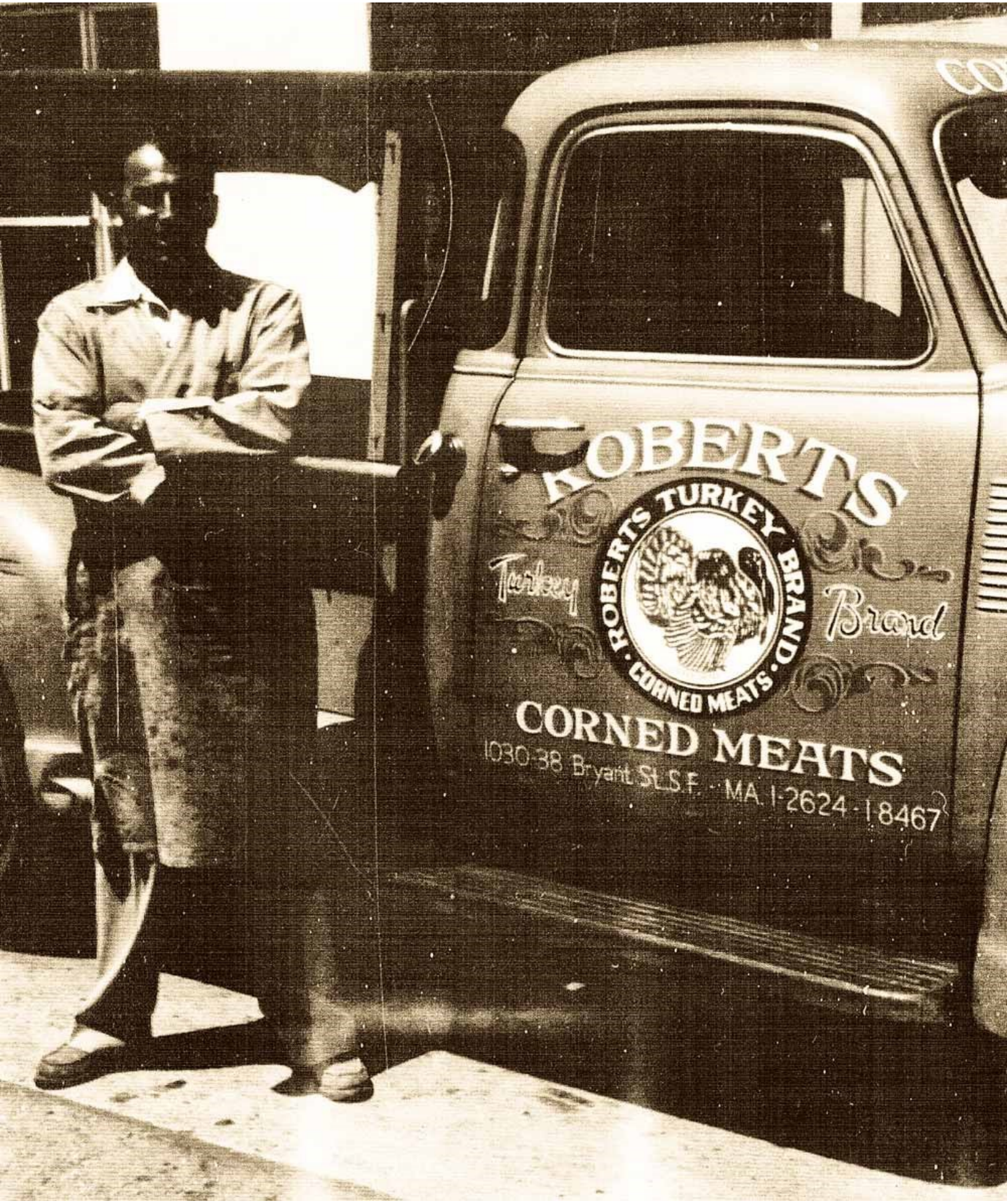
George Henry “G.H.” Roberts



From left to right: William Robert Dixon, Robert Henry Dixon, Madeline Dixon, and James Ernest Dixon


William Robert Dixon
PHONE
SUTTER 62
CORNED
DISTINCTIVE


James William Dixon


ROBERTS
Turkey
ROBERTS TURKEY BRAND
CORNED MEATS
Brand
CORNED MEATS
1030-38 Bryant St. S.F. - MA 1-2624 - 1-8467


ROBERTS Turkey Brand CORNED MEATS
1030
ROBERTS CORNED MEATS, INC.
415-621-2624
brooke gray photography


We Sell Wholesale Meats
ROBERTS
CORNED MEATS
415-621-2624
PAT'S PLACE SF
SCHWARZ


ROBERTS
CANNED MEATS
INC.
PASS
COVID-19
Stay 6 feet apart
Welcome


ROBERTS
CORNED MEATS
INC.
415-621-2624
PASS
5000 B

Get it!

and you won't forget it

CORNED BEEF

THIS MEAT CONTAINS NOT MORE THAN
14 GRAINS OF SALT PETRE TO THE LB.

NET WEIGHT 6 LBS.

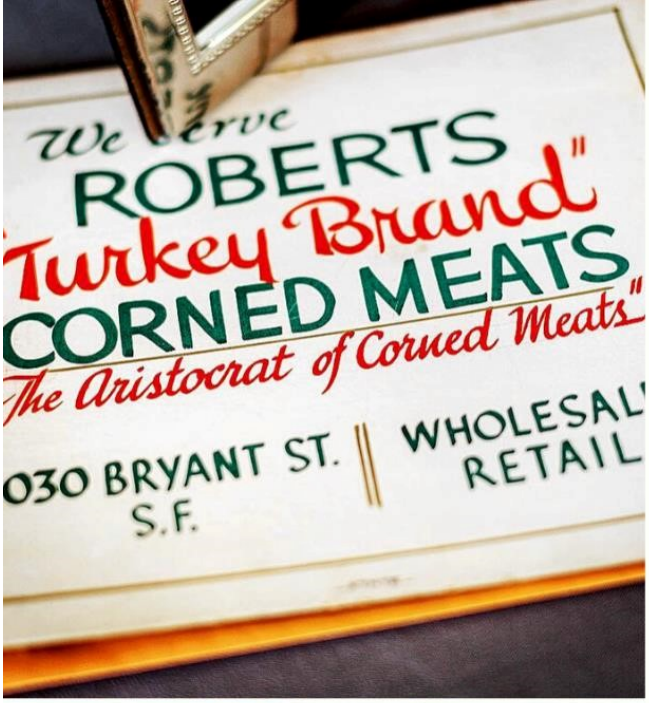
PACKED IN NEW ZEALAND EXPRESSLY FOR

G. H. ROBERTS

1030-38 BRYANT STREET SAN FRANCISCO.

EMPTY CONTENTS WHEN CAN IS OPENED


ROBERTS
COATED WITH SPICES
CORNED BEEF BRISKET
ROBERTS SHAMROCK BRAND
CORNED MEATS
TAINS UP TO A 25% SOLUTION OF WATER, SALT, SUGAR, SODIUM ERYTHORBATE, SODIUM NITRITE.
COOKING INSTRUCTIONS:
Remove corned beef from package and place fat-side up art stock pot or Dutch oven. Fill pot with water until meat by ½ inch; cover pot. Bring water to a boil over high heat, bout 10 to 15 minutes. Reduce heat and simmer 2 to 3 hours until fork tender.
aximum tenderness, thinly slice meat across the grain.
CORNED MEATS, INC. • SAN FRANCISCO, CA 94103
Nutrition
Serving Size
Servings Per
Amount Per Serv
Calories 170
Total Fat 12g
Saturated Fat 3
Cholesterol 40
Sodium 1170mg
Total Carbohydr
Potassium 240mg
Protein 15g
Vitamin A 0%
Calcium 2%
* Not a significant s sugar of Vitamin C.
* Percent Daily Value on a 2,000 calorie
Safe Handling
THIS PRODUCT WA INSPECTED AND PA POULTRY. SOME FO CONTAIN BACTERIA ILLNESS IF THE PRODU COOKED IMPROPE PROTECTION, FOLLOW INSTRUCTIONS.
KEEP REFR THAW IN RE OR MICRO
KEEP RAW SEPARATE WASH WOR (INCLUDING UTENSILS, A TOUCHING RA
COOK
KEEP HO REFRIGE IMMED
GUS'S
COMMUNITY MARKET
235301 045393
CORNED BEEF BRISKET
SAFE HANDLING INSTRUCTIONS
THIS PRODUCT WAS PREPARED FROM INSPECTED AND PASSED MEAT AND/OR POULTRY. SOME FOOD PRODUCTS MAY CONTAIN BACTERIA THAT COULD CAUSE ILLNESS IF THE PRODUCT IS MISHANDLED OR COOKED IMPROPERLY. FOR YOUR PROTECTION, FOLLOW THESE SAFE HANDLING INSTRUCTIONS:
KEEP REFRIGERATED OR FROZEN.
THAW IN REFRIGERATOR OR MICROWAVE.
KEEP RAW MEAT AND POULTRY SEPARATE FROM OTHER FOODS. WASH WORKING SURFACES (INCLUDING CUTTING BOARDS), UTENSILS, AND HANDS AFTER TOUCHING RAW MEAT OR POULTRY.
KEEP HOT FOODS HOT. REFRIGERATE LEFTOVERS IMMEDIATELY OR DISCARD.
COOK THOROUGHLY.
Packed On
Mar 13, 23
Best Before
Apr 12, 23
Apr 12, 23
Net Wt/Ct
4.13 lb
Unit Price
$10.99/lb
Total Price
$45.39
1530 HAIGHT STREET SAN FRANCISCO, CA 94117
415.255.0643 GUSSMARKET.COM



ESTABLISHED IN 1910

SAN FRANCISCO

Bryan's Grocery
Woodlands Market
Mollie Stone's
Andronico's Market
Gus' Markets
Faletti Foods
Avedano's

MARIN

United Markets
Woodlands Market
Mollie Stone's
Harvest Market
Andronico's Market

WINE COUNTRY

Glenn Ellen Markets
Sonoma Market

EAST BAY

Lunardi's Market
Andronico's Market

PENINSULA/SOUTH BAY

Mollie Stone's
Lunardi's Market
Andronico's

FROM THE SOURCE!

1030 Bryant Street, SF
415-621-2624
cornbf@aol.com


ROBERTS
CORNED BEEF BRISKET
SINCE 1910
ROBERTS
CORNED BEEF BRISKET
SINCE 1910
DAN G.


Finest quality cuts
ROBERTS
CORNED BEEF
BRISKET


CORNED BEEF
ROBERTS Turkey Brand CORNED MEATS
1000
BRYANT
1030
ROBERT'S
Turkey Brand
CORNED MEATS
SINCE
1910
HOURS

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 **of** 2 **Resource Name or #:** (Assigned by recorder) **1030 BRYANT ST**

P1. Other Identifier:

***P2. Location:** ☐ **Not for Publication** ☑ **Unrestricted**

***a. County:** San Francisco

***b. USGS Quad:** San Francisco North, CA **Date:** 1995

c. Address: 1030 BRYANT ST **City:** San Francisco **ZIP** 94103

d. UTM Zone: **Easting:** **Northing:**

e. Other Locational Data: Assessor's Parcel Number 3757 027

***P3a. Description:** (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

1030 Bryant Street is located on a 55' x 75' rectangular lot on the southwest corner of Bryant and Converse streets. Built in 1919, 1030 Bryant Street is a 2-story, concrete frame commercial building designed in a 20th-Century Industrial style. The rectangular-plan building, clad in brick, is capped by a flat roof. The foundation is not visible. The primary façade faces east and includes 3 structural bays. Entrances include a flush metal door surmounted by a glazed, divided transom and paired flush wood doors. Typical fenestration consists of fixed, plate-glass aluminum-sash windows. Architectural and site features include an integral garage with a roll-up metal door, paneling, a stringcourse and cornice, a turkey sculpture on a metal bracket, a sign reading "Roberts Turkey Brand Corned Meats," a parapet with coping, and a flagpole. The north façade features windows and secondary entrances in brick segmental arches.

The building appears to be in good condition.

***P3b. Resource Attributes:** (List attributes and codes) HP8. Industrial Building

***P4. Resources Present:** ☑ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other

P5a. Photo

P5b. Description of Photo:
View of primary (east) and north façades. 3/14/2008

***P6. Date Constructed/Age:**
☑ Historic ☐ Prehistoric ☐ Both
1919 SF Assessor's Office

***P7. Owner and Address**
DIXON JAMES W
% ROBERTS CORNED MEATS INC
1030 BRYANT ST
SAN FRANCISCO CA 94103

***P8. Recorded By:**
Page & Turnbull, Inc. (DL/CD)
724 Pine Street
San Francisco, CA 94108

***P9. Date Recorded:** 3/17/2008

***P10. Survey Type:**
Reconnaissance

***P11. Report Citation:** (Cite survey report and other sources, or enter "None")
Eastern Neighborhoods SOMA Survey

***Attachments:** ☐ NONE ☐ Location Map ☐ Sketch Map ☑ Continuation Sheet ☐ Building, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (list):

View of north façade.
Source: Page and Turnbull

https://www.sfgate.com/food/article/Corned-Beef-Company-is-No-Turkey-2943047.php

SFGATE

FOOD

Corned Beef Company is No Turkey

By Maria Cianci

March 10, 1999

OLD LABEL: The Turkey Brand label was used at Roberts from 1910 into the '40s.

"Everyone is Irish on St. Patrick's Day," says Jim Dixon, president of Roberts Corned Meats in San Francisco. At this time of year, the small retail shop of his plant swarms with customers seeking corned beef. "The whole street is lined with customers. We sell three times as much corned beef in March as we do all the rest of the year," says Dixon, who provides Bay Area hotels, restaurants and retail stores with the meat that has become synonymous in America with St. Patrick's Day.

Roberts is the oldest corned beef company in San Francisco and, says Dixon, the fourth generation at the helm, the best. A lot of other businesses must think so, too. Tommy's Joynt in San Francisco has been a customer for 42 years, Lefty O'Douls at Union Square for 35 years. And the San Francisco Fire Department is staunchly loyal.

"The fire department buys two pounds per person," Dixon says. A normal serving, before cooking, is one pound.

CHOICE BRISKETS

Roberts corns choice briskets, for the most part, using a simple cure without garlic or phosphates. The recipe is "absolutely the same one that G. H. (his great grandfather, the founder) used," Dixon says. And, the brine is still injected into the meat, a mechanized version of the method G. H. pioneered in San Francisco. "Before then, they used to soak the meat for 30 days, which made it very salty," says Dixon. Brine injection cuts the cure time to two days and cures the meat more thoroughly.

The Roberts story begins in 1910 when George Henry Roberts, a New Zealander, left his homeland to escape the family corned meats business. He relented after arriving in San Francisco.

Believing his family's method of injecting the meat to be superior to the soaking method used in the U.S. at the time, he went into business to prove himself with a better product. He rented basement space from the Schweitzer Meat Co. and sold to the Presidio and hospitals, Dixon says. By 1915, Roberts moved his business to

a building he purchased on Bryant between Eighth and Ninth streets, and has been there ever since.

San Franciscans may remember the company's original "Turkey Brand" label, a puzzling name for corned beef.

The story goes that in Roberts' early business days, sailors arrived in San Francisco sick from a lack of fresh vegetables after having been at sea for months. They traded hunks of their highly salty beef and pork provisions to the Italians and Irish for vegetables from their gardens. These working-class San Franciscans, many of whom weren't able to afford the customary turkey for Sunday dinner, got a hankering for the taste of salted meat. Roberts christened his corned beef "Turkey Brand," thereby hooking into the perception of a high-end Sunday dinner.

LABEL CONFUSION

Nostalgically, Turkey Brand is still associated with the company, but in the early 1980s, the company patented Shamrock Brand to replace it. "Turkey was too confusing," says Deborah Dixon Ward, vice president of sales and fifth generation of Dixons in the family business.

Today, Roberts corns about 70,000 pounds of beef a month as well as a small amount of fresh leg of pork. Corned pork can be cooked in the same way as corned beef, simmered in water for about three hours.

The Dixons swoon over glazed corned beef and pork. After simmering, the beef or pork is baked with a sugar-mustard glaze so every bite has a tangy-sweet hint. The recipe is on the company's label.

Retail markets carrying Roberts corned beef include Mollie Stone's throughout the Bay Area; Apple markets in Novato and Moraga; United Markets in Marin; and Falletti's Foods in Burlingame. Wholesale customers include Joe's restaurants throughout the Bay Area; St. Francis Hotel, Mel's Drive-In and Sears

Fine Foods restaurant, all in San Francisco; Brothers Delicatessen and Restaurant in Burlingame; and Brennan's in Berkeley.

Jim toys with the idea of retirement in a few years, and if so, Deborah will continue to run the business, perhaps with her brother, Gregory, now in college. If the Dixons have anything to do with it, the Irish-American tradition of corned beef and cabbage will have a local source for many years to come.

ROBERTS CORNED MEATS

1030 Bryant St. (between Eighth and Ninth streets), San Francisco; (415) 621-2624

Open 8-11:30 a.m. and 12:30-3 p.m. Monday-Friday.

History: New Zealander George Henry "'G.H." Roberts founded this corned meats business, the oldest in San Francisco, in 1910, later bringing his stepsons, Henry and Jim Dixon, into the business. Henry's descendants, Jim Dixon and his daughter Deborah Dixon Ward, run the business today. According to Jim Dixon, G.H. was the first in the U.S. to use the technique of injecting corned beef with brine.

Specialty: Phosphate-free corned beef.

The Look: A very simple storefront retail counter for purchasing corned beef fronts a small production plant.

March 10, 1999
By Maria Cianci

Proclamation

City and County of San Francisco

WHEREAS, established in 1910, Roberts Corned Meats, the oldest corned beef company in San Francisco, celebrates it's 100th year as a successful family-owned and operated business with its roots deeply tied to the community; and

WHEREAS, San Francisco is a renowned epicenter for culinary innovation and the restaurant home to many celebrated chefs on both the national and international levels; it is befitting that Roberts Corned Meats are also recognized for their contribution to our City as a destination for the everyday "foodie" to those with more discerning tastes who want to experience great food options and dining choices; and

WHEREAS, March 17th is St. Patrick's Day and with corned beef tied to this holiday by the residents of this great city as the staple to commemorate the day, it is a great way to acknowledge the oldest corned beef company in San Francisco on it's 100th anniversary; and

WHEREAS, Roberts Corned Meats, and a variety of other small, family-owned and operated businesses exist in San Francisco because of long-time, loyal customers such as the San Francisco Police and Fire Departments; and

WHEREAS, Roberts Corned Meats promotes access to unique, culturally associated food products such as corned beef which complements San Francisco's committed to cultural diversity ; now

THEREFORE BE IT RESOLVED, that I, Gavin Newsom, Mayor of the City and County of San Francisco, in recognition of the centennial anniversary of their founding and in celebration of St. Patrick's Day, do hereby proclaim March 17, 2010 as…

ROBERTS CORNED MEATS DAY

In San Francisco!

IN WITNESS WHEREOF, *I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.*

Gavin Newsom
Mayor

San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JUNE 5, 2024

Filing Date:	May 8, 2024
Case No.:	2024-004139LBR
Business Name:	Roberts Corned Meats, Inc.
Business Address:	1030 Bryant Street
Zoning:	SALI (Service/Arts/Light Industrial) Zoning District 40/55-X Height and Bulk District
Cultural District:	SOMA Pilipinas Leather & LGBTQ
Block/Lot:	3757/027
Applicant:	Gregory J Dixon 1030 Bryant Street
Nominated By:	Supervisor Matt Dorsey
Located In:	District 6
Staff Contact:	Elizabeth Mau – (628) 652-7583 Elizabeth.Mau@sfgov.org
Recommendation:	Adopt a Resolution to Recommend Approval

Business Description

Roberts Corned Meats is a wholesale meat distributor and retailer serving the public specializing in the processing and manufacturing of cured beef and pork, including corned beef, corned pork, bacon, and ham, founded by George Henry "G.H." Roberts at 136 Fifth Street in 1910. G.H. Roberts had left his New Zealand homeland to escape the family's corned meats business. He relented after arriving in San Francisco. Believing that his family's method of injecting the meat was superior to the soaking method used in the United States at the time, he went into business to prove himself with a better product. At the time, he worked in the basement of a meat company, where he bought the meat from the company upstairs and cured it downstairs. He would butcher, portion, and trim the corned beef when it was fully cured and then wrap it up for sale. His first customer was San Francisco General Hospital. After some success, G.H. Roberts opened his own facility in 1919 in the present location of the business at 1030 Bryant Street. Roberts Corned Beef has been continuously operating ever since. Then-Mayor Gavin

Newsom declared March 17, 2010, as "Roberts Corned Meats Day" here in San Francisco, helping to commemorate their 100th anniversary.

Roberts Corned Meats is a 5th-generation family-owned business, the oldest corned beef company in San Francisco, and one of the oldest meat businesses in general in the Bay Area. The business continues to focus on the same traditions that brought them this far: incredible ingredients and a love for great food. Famous for their in-house corned beef, Roberts Corned Meats also offers dozens of other incredible products to discerning chefs, restaurants, grocery markets, distributors, and the meat-loving public. Among Roberts Corned Meats' most loyal customers are the San Francisco Fire Department and San Francisco Police Department, who come by for corned beef year-round and have been loyal customers since the business was founded.

The businesses' primary location, the warehouse located at 1030 Bryant Street, is in a Category B (Unknown / Age Eligible) structure on the northwest corner of Converse Street the South of Market neighborhood. It is within the SALI (Service/Arts/Light Industrial) Zoning District and a 40/55-X Height and Bulk District; the Western SoMa and the Priority Equity Geographies Special Use Districts; and the SoMa Pilipinas and Leather and LGBTA Cultural Districts. 1030 Bryant was included in several survey areas, including the South of Market Area Historic Resource Survey (2011), where it received a California Historical Resource status code of "7R" (identified in reconnaissance level survey: not evaluated), and the South of Market Area Plan Survey (2005), where it was identified as having "Not Significant." However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of "B" (Unknown / Age Eligible).

Staff Analysis

Review Criteria

1. ***When was business founded?***

   The business was founded in 1910.

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

   Yes. Roberts Corned Meats qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

   a. Roberts Corned Meats has operated continuously in San Francisco for 114 years.

   b. Roberts Corned Meats has contributed to the history and identity of the South of Market neighborhood and San Francisco.

   c. Roberts Corned Meats is committed to maintaining the physical features and traditions that define the organization.

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

   Yes. The business is associated with the cured meats craft. Roberts Corned Meats uses a simple cure without garlic or phosphates. The brine is injected into the meat rather than soaking the meat for 30 days, which makes

it too salty. Brine injection cuts the cure time to two days and cures the meat more thoroughly. Roberts Corned Meats sells legendary povi masima, a rich marbled cut of corned beef that comes from the fatty end of the brisket. The whole brisket is brined and then cut into 4/5-lb pieces. It has long been considered a delicacy in Samoa and neighboring islands, often enjoyed at celebrations and large gatherings. They have been selling povi masima since the mid-1980s and have seen it gain in popularity over that time. They are proud to provide it to their customers.

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

   No. The building was included in several survey areas, including the South of Market Area Historic Resource Survey (2011), where it received a California Historical Resource status code of "7R" (identified in reconnaissance level survey: not evaluated), and the South of Market Area Plan Survey (2005), where it was identified as having "Not Significant." However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of "B" (Unknown / Age Eligible).

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

   No.

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

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

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

   Yes. There have been a number of features and articles on Roberts Corned Meats. The turkey on the façade of the building at 1030 Bryant Street was stolen once and written about in Herb Caen's San Francisco Chronicle column in 1976. SFGATE covered the business 1999, "Corned Beef Company is No Turkey," and they ranked Roberts' corned beef #1 in a 2013 article, "Roberts Corned Beef for St. Patrick's Day." Roberts Corned Meats has also won "Purveyor of the Year" a few times from the Chef's Association of America.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted Resolution No. 1127 centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Roberts Corned Meats was founded by a New Zealand immigrant and owned by his family through five generations. Roberts Corned Meats has given to many organizations over the years through food donations such as the Little Sisters of the Poor and many Catholic Church groups throughout the city. The business also helps the San Francisco Police Officers Association and Sheriff's Department with their annual Thanksgiving turkey giveaways.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1030 Byrant Street (1919 – Present)

Previous (No Longer Extant) Locations:

- 136 5th Street (1910 – 1919)

Recommended by Applicant

- Manufacturing and sales of cured meats
- Giant turkey that hangs above the building
- Green trim on building
- Neon window sign “Roberts Shamrock Brand”

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution
Legacy Business Registry Application:

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

San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1397

HEARING DATE: JUNE 5, 2024

Case Number:	2024-004139LBR
Business Name:	Roberts Corned Meats, Inc.
Business Address:	1030 Bryant Street
Zoning:	SALI (Service/Arts/Light Industrial) Zoning District 40/55-X Height and Bulk District
Cultural District:	SOMA Pilipinas Leather & LGBTQ
Block/Lot:	3757/027
Applicant:	Gregory J Dixon 1030 Bryant Street
Nominated By:	Supervisor Matt Dorsey
Located In:	District 6
Staff Contact:	Elizabeth Mau – (628) 652-7583 Elizabeth.Mau@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROBERTS CORNED MEATS CURRENTLY LOCATED AT 1030 BRYANT ST, BLOCK/LOT 3757/027.

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 June 5, 2024, 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 Roberts Corned Meats 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 Roberts Corned Meats.

Location(s):

Current Locations:
- 1030 Byrant Street (1919 – Present)

Previous (No Longer Extant) Locations:
- 136 5th Street (1910 – 1919)

Physical Features or Traditions that Define the Business:

- Manufacturing and sales of cured meats
- Giant turkey that hangs above the building
- Green trim on building
- Neon window sign "Roberts Shamrock Brand"

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 to the Office of Small Business on June 5, 2024.

Richard Sucre
Acting Commission Secretary

AYES: Baldauf, Campbell, Foley, Wright, Vergara, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: June 5, 2024