



# Legacy Business Registry Staff Report

Hearing Date: September 28, 2020

## FARLEY'S

*Application No.:* LBR-2019-20-001  
*Business Name:* Farley's  
*Business Address:* 1315 18th Street  
*District:* District 10  
*Applicant:* Chris Hillyard, General Manager/Co-Owner  
*Nomination Date:* July 1, 2019  
*Nominated By:* Supervisor Shamann Walton  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Farley's is a coffee shop that was originally owned by Roger Hillyard, who opened the store on Valentine's Day in 1989. Farley's continues to sell coffee and tea paraphernalia and is located at 1315 18th Street in the Potrero Hill Neighborhood. The concept for Farley's started when Hillyard was not able to find a replacement glass insert for his French Press. That circumstance led him to start the creative and community process to open a store that sold coffee and tea goods. Farley's is open daily to serve customers, 364 days a year, and has been noted as one of the best cafés in America by Bon Appetit magazine in 1994. Today, Farley's is run by Roger's son and daughter-in-law, Chris and Amy Hillyard.

Farley's role in the Potrero Hill Neighborhood has been much more than just a simple coffee shop; it is "Community in a Cup," as their slogan states. Farley's has been an integral part of the Potrero neighborhood ever since they served as a central gathering spot for the community during the aftermath of the 1989 Loma Prieta earthquake. Farley's continues to host events for the Potrero Hill neighborhood, as well as hold space for many other community groups, such as book clubs, knitting groups, art classes, stand-up specials and live music and poetry performances. Farley has been involved in and hosted a variety of community focused events. Two noteworthy events Farley hosts are the Pet Parade and the Safe and Sane Firework show. These events are free and for the community to celebrate the joys of Potrero Hill. Farley's stays open Thanksgiving Day and raises money for the local neighborhood food bank. Farley's makes a point to help feature local artists and give them a space to showcase their art and continuously centers their business around creating a safe place to have public engagement and discussions.

Farley's has expanded their "Community in a Cup" reach and opened an East Bay location in 2009 after the success of their Potrero Hill location.

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

1315 18th Street from 1989 to Present (31 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](http://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, Farley's has contributed to the history and identity of the Potrero 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 art of coffee making and coffee paraphernalia.
- The business's location has a Planning Department Historic Resource status codes of "B" (Unknown / Age Eligible) because the location is age-eligible but has not been evaluated. Although prior to Farley's, the building was home to a butcher shop. Several tables were made from the original marble countertop. It was also home to the Prisoner's Rights Union before being vacant for an unknown time and then becoming the home to Farley's.
- Farley's has served as a local gathering space for over 30 years. Farley's was a communal gathering spot for the Potrero Hill community after the 1989 Loma Prieta Earthquake. From that point onward, it was used as a community gathering spot to not only meet up, but to discuss Potrero Hill neighborhood issues. Farley's has hosted a variety of community events like their annual Easter egg decorating contest, pet parades, movie night, and live music. They are a supporter of community events, including music, poetry, movie nights, fireworks show and pet parade. It is a space that helps host multiple clubs, discussions and meetings, including the Live Oak School 5th grade reading club.
- Farley's was an early supporter of a parklet, which has extended "Community in a Cup" into this outdoor gathering space.
- Farley's is featured in various listings of top cafés in the city. Farley's has won numerous "Best of" awards and was recognized as one of the best cafés in America by Bon Appetit magazine in 1994.

## CRITERION 3

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

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

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Farley's 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:

- A place to buy coffee, tea, hot chocolate, pastries, snacks and coffee beans.
- Space for community engagement and civic dialogue.
- Central gathering spot for the Potrero Hill community.
- "Community in a Cup."
- Farley Logo: logo was taken from the sole remaining photograph of Jack Farley (Roger Hillyard's unknown grandfather).
- Red Exterior Paint color.
- Marble tabletops created from the butcher shop located at the site.

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## **CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

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

- Coffee shop.

## **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Farley's currently located at 1315 18th Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program

### **Legacy Business Program**

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# Small Business Commission

Resolution No. \_\_\_\_\_

September 28, 2020

## FARLEY'S

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*District:* District 10  
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*Nomination Date:* July 1, 2019  
*Nominated By:* Supervisor Shamann Walton  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Farley's, currently located at 1315 18th Street.**

**WHEREAS**, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

**WHEREAS**, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the neighborhood's history and identity; and

**WHEREAS**, the subject business is committed to maintaining the physical features and traditions that define the business; and

**WHEREAS**, at a duly noticed public hearing held on September 28, 2020, 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 Farley's 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 Farley's.

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Physical Features or Traditions that Define the Business:

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- Farley Logo: logo was taken from the sole remaining photograph of Jack Farley (Roger Hillyard’s unknown grandfather).
- Red Exterior Paint color.
- Marble tabletops created from the butcher shop located at the site.

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

- Coffee shop.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 28, 2020.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

**Legacy Business Program**  
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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2019-20-001  
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*District:* District 10  
*Applicant:* Chris Hillyard, General Manager/Co-Owner  
*Nomination Date:* July 1, 2019  
*Nominated By:* Supervisor Shamann Walton

**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

1315 18<sup>th</sup> Street from 1989 to Present (31 years)

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

Yes  No

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes  No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** August 19, 2020

Richard Kurylo  
Program Manager, Legacy Business Program

## Legacy Business Program

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Member, Board of Supervisors  
District 10



City and County of San Francisco

**SHAMANN WALTON**

華頌善

July 1, 2019

Office of Small Business  
Attn: Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, California 94102

Farley's  
Attn: Chris Hillyard  
1315 18<sup>th</sup> Street  
San Francisco, CA 94107

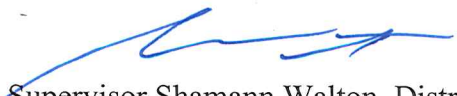
Re: Legacy Business Nomination for Farley's

To Whom It May Concern:

I am writing to express my support for Chris Hillyard's application to recognize Farley's as a Legacy Business.

San Francisco has always been a City that embraces community and the entrepreneurial spirit of its citizens. Farley's, on the outside, is a popular community coffee shop in San Francisco with another location in Oakland. On the inside, the coffee shop opens itself for various events catered to the Potrero Hill and Dogpatch neighborhood: non-profits and city agency meetings, book clubs, knitting clubs, and open-mic nights. Since taking roots in the neighborhood in 1989, Farley's continues positively impact the community through hosting the annual Pet Parade and Costume Contest and the Fourth of July Safe and Sane Firework show. By bringing the community together for 30 years, Farley's is a community focal point between small businesses, culture, and its people in the Potrero Hill-Dogpatch community.

Thank you for your consideration.

  
Supervisor Shamann Walton, District 10

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415) 554-7670  
Fax (415) 554-7674 • TDD/TTY (415) 554-5227 • E-mail: Shamann.Walton@sfgov.org

# Section One:

## Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>	
Farley's	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Chris Hillyard and Amy Hillyard	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
1315 18th Street San Francisco, CA 94107	(415) 648-1545
	<b>EMAIL ADDRESS:</b>
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	
	<b>MAILING ADDRESS – ZIP CODE:</b>
<b>WEBSITE ADDRESS:</b>	
www.farleyscoffee.com	
<b>FACEBOOK PAGE:</b>	
www.facebook.com/FarleysSF	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Chris Hillyard	
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
General Manager / Co-Owner	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0459557	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>	

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
1315 18th Street	94107	2/14/1989
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	30 years	

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
N/A		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:



## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

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

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Chris Hillyard

5/3/19



Name (Print):

Date:

Signature:

## **FARLEY'S**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

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

Farley's is a coffee shop located at 1315 18th Street in the Potrero Hill neighborhood.

Farley's opened on Valentine's Day in 1989 and officially celebrates its anniversary every St. Patrick's Day. Farley's was owned and operated by Roger Hillyard until 2012, at which point, Roger's son and daughter-in-law, Chris & Amy Hillyard, assumed ownership and run it to this day. Farley's is a true family-business.

The inspiration for Farley's came one foggy morning in the Richmond District when Roger was washing his French press and broke the glass insert. He thought to himself, "Where can I buy a replacement part?" His next thought was, "Nowhere. That's what I'll do. I'll open a shop that sells coffee beans and coffee paraphernalia!" And after that eureka moment, the creative and community process that formed Farley's began.

In 1989, when Roger Hillyard opened a coffee shop on Potrero Hill, he intended to open a simple retail space to sell coffee beans and paraphernalia. Early in Farley's existence, the 1989 Loma Prieta Earthquake devastated San Francisco and few people had electricity and running water. Farley's was fortunate enough to be able to operate and remained open during this difficult time. At that point, the people of Potrero Hill claimed Farley's as their community gathering space and "Community in a Cup" was born.

Roger ran Farley's for 22 years. He not only served coffee, he created a space for the community to gather. Farley's hosted Easter egg decorating contests, musicians and poets, family movie nights, the annual fireworks show on Independence Day and the annual pet parade and costume contest – the most popular event! In many ways, Roger was the unofficial "mayor of the hill" for the 22 years he ran Farley's.

In 2009, Chris Hillyard (Roger's son) and Amy Hillyard opened Farley's East in Oakland with a vision to create a space where Farley's special brand of "Community in a Cup" could take root for the people of Oakland. In 2019, Farley's celebrated 30 years in San Francisco and 10 years in Oakland, serving the people of both communities. Farley's remains true to its roots and its commitment to making Potrero Hill and Oakland better places to live and work.

The current Farley's location on Potrero Hill is the original San Francisco location.



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

Farley's has operated continuously since opening in 1989 and remains open 364 days a year, only closing on Christmas Day.

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

Farley's has always been a "family-owned" business. Originally owned and operated by Roger Hillyard, Roger's son and daughter-in-law, Chris and Amy Hillyard, took over the business in 2012 and run it to this day. Both Darby and Cyrena Hillyard, Chris' siblings, are involved in Farley's business operations as well.

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

The ownership history of Farley's is as follows:

1989 to 2012: Roger Hillyard  
2012 to Present: Chris and Amy Hillyard

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

Not applicable.

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

The historic resource status of the building that houses Farley's is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act. The building was originally home to a butcher shop. Several tables in the café were made from the original marble countertops found on site. After the butcher shop, the site became home to the Prisoners Rights Union and then sat vacant for an unknown period of time before Farley's found its home.

## **CRITERION 2**

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

Farley's has been a central gathering spot for the Potrero Hill community since 1989. The Loma Prieta Earthquake galvanized the neighborhood to come together, and Farley's remained open during the tumultuous days following the earthquake to provide a neighborhood gathering point. From that day forward, it seems all the Potrero Hill neighborhood decisions get made at Farley's.

In addition, Farley's is an original member and supporter of the Potrero Dogpatch Merchants Association and a longtime advertiser in The Potrero View.

Farley's community parklet on 18<sup>th</sup> Street has widespread support and use from the customers of neighboring businesses. The vibrant parklet serves as a mini-park for the neighborhood as people bring their children and dogs to the area to enjoy it.

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

Farley's has hosted Easter egg decorating contests, musicians, poets, movie nights, fireworks shows and an annual pet parade. Farley's serves as host of the Live Oak School 5th grade reading club, which visits the café every December with 30 fifth-grade students discussing their books over hot chocolate. In addition, Farley's is a supporter of events and functions at The NABE (Potrero Hill Neighborhood House).

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

Farley's is regularly featured in various listings of top cafés in the city. Farley's has won numerous "Best of" awards and was recognized as one of the best cafés in America by Bon Appetit magazine in 1994.

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

Farley's is named after Jack Farley who disappeared without a trace in 1921. The mysterious disappearance was never solved, and as a tribute to his unknown grandfather, Roger Hillyard named the cafe after Jack Farley. The iconic Farley's logo was taken from the sole remaining photograph of Jack Farley, his wife Hazel and his baby boy Norman (Roger's father).

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

Farley's has run numerous community focused events, all free of charge, throughout its existence. The two most notable events include the Pet Parade and the Safe and Sane Fireworks show. These events, run at considerable expense, provide an outlet for the community to come together and celebrate all that is good about living in a small neighborhood.

In addition to sponsoring free-events, Farley's regularly hosts community focused gatherings including book-clubs, knitting groups, comedy night, art classes and more.

Further, Farley's regularly features local artists, giving them an opportunity to showcase their talents. Nonprofits are also given display space, and fundraisers seeking donations are never turned-down.

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

Farley's is open 6:30 am-8:30 pm Monday through Friday and 7:30 am-8:30 pm on weekends. Farley's exists and maintains extensive operating hours in order to best serve the Potrero Hill community. The only day Farley's closes is Christmas Day; the café is open on Thanksgiving to serve the community and raise funds for the SF-Marin Foodbank.

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

Not applicable.

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

If Farley's were to close, Potrero Hill would no longer have a community-based cafe, an essential element to all communities. Many long-time and even new residents view Farley's as a de-facto community hall that hosts discussion groups about issues relevant to the community, planning meetings for the neighborhood, book clubs, knitting groups, stand-up comedy and virtually every other type of meeting.

**CRITERION 3**

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

Farley's is a café where customers can buy coffee, tea, hot chocolate, pastries, snacks and coffee beans. Although the business is a café, the core of Farley's is its function as a community gathering spot for people to meet and engage in civic dialogue.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

The business will always serve coffee and tea in an affordable and accessible manner allowing people to come in the cafe and be part of the community.

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

Farley's was an early sponsor of a parklet in San Francisco. The parklet has become a part of the Farley's fabric as it offers a true neighborhood outdoor gathering spot, in addition to the café inside.

**d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.**

Not applicable.

FARLEY'S:

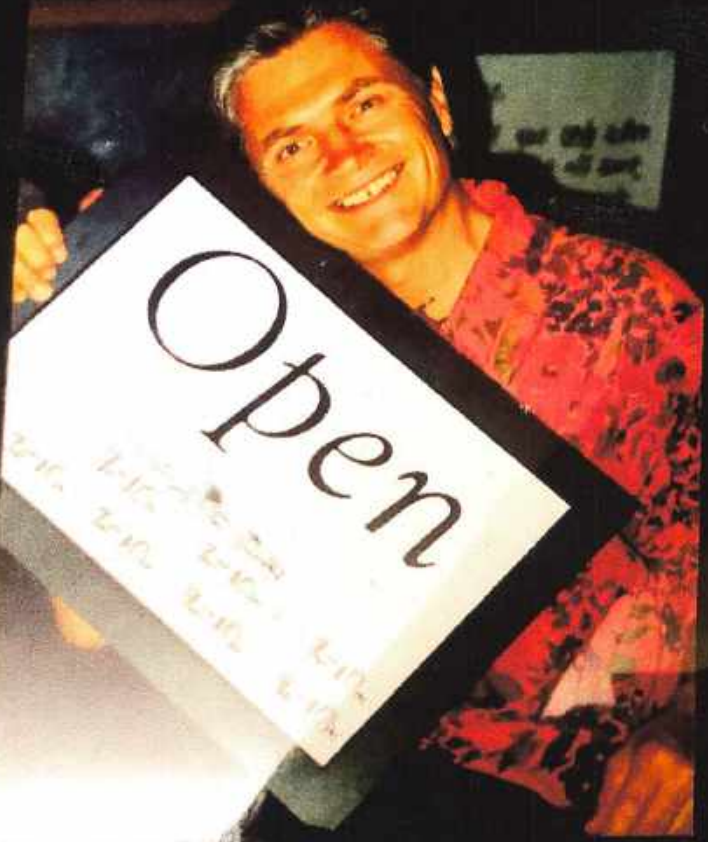
CONSTRUCTION STARTED	8/3/88
FIRE	11/11/88
OPENED	2/14/89
GRAND OPENING	3/17/89



11/2



11/11



**GRAND OPENING**

### St. Pat's Day

- the 17th o' March -

- Poetry
- Clowns
- Live Irish Music
- Jugglers
- Games and Prizes

2 to 10 PM

1515 18th Street SF CA 94107  
415/648-1545



VERY 1ST DAY  
OPEN  
10AM - 2PM



**GRAND OPENING**

# St. Pat's Day

- the 17th o' March -

Poetry  
Clowns  
Live Irish Music  
Jugglers  
Games and Prizes

2 to 10 PM

1515 18th Street SF CA 94107  
415/648-1545

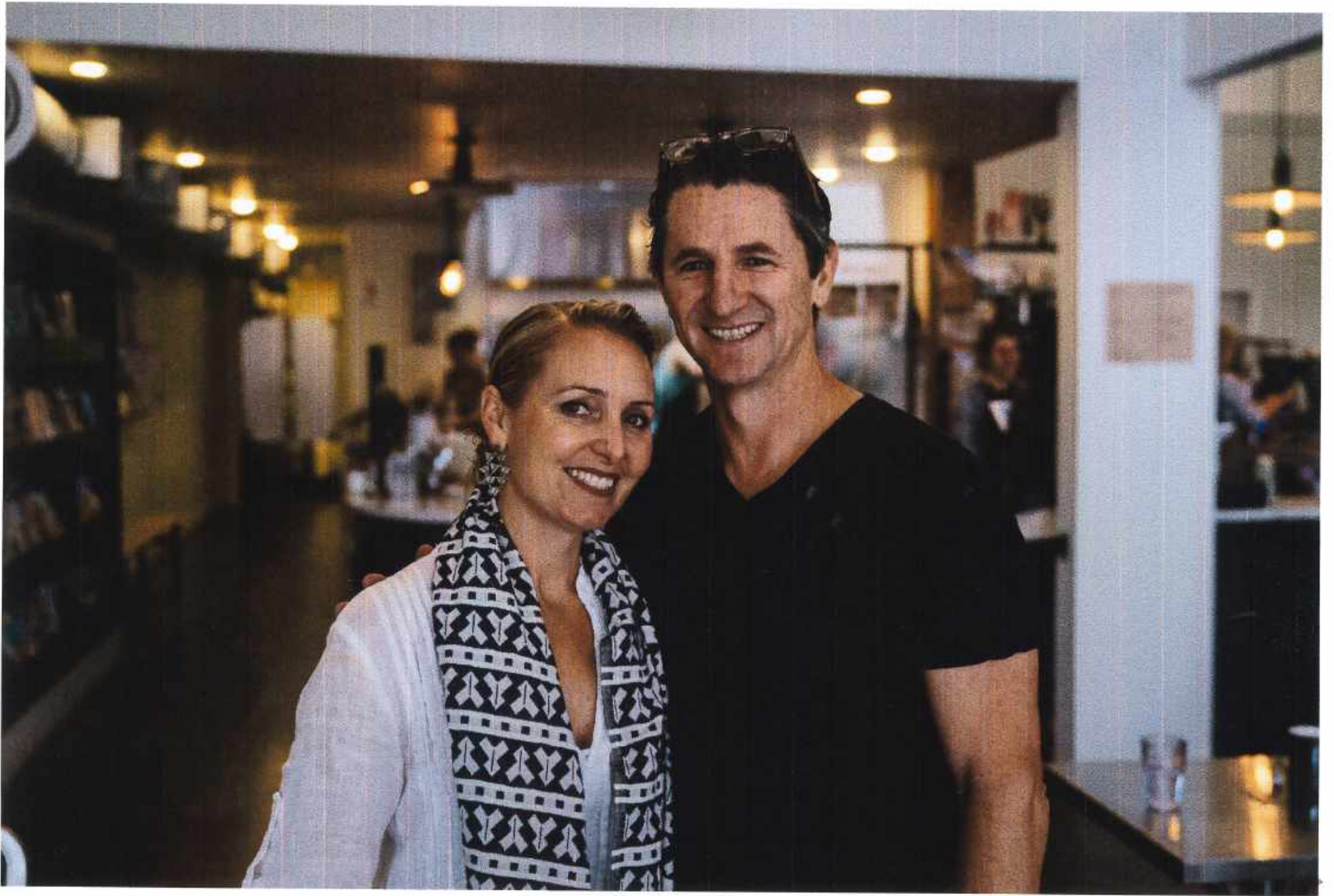


VERY 1ST DAY  
OPEN  
10AM-2PM













FARLEY'S







# FARLEY'S



SPRING  
DRINKS

---

VIETNAMESE  
ICED COFFEE  
&  
MINT LEMONADE

“COMMUNITY IN A CUP”

*Since 1989*



# FARLEY'S



Stay safe, healthy & neighborly.

Let's stay healthy together.

FARLEY'S POTRENS

FARLEY'S EAST

Stay safe, healthy & neighborly.

Stay safe, healthy & neighborly.





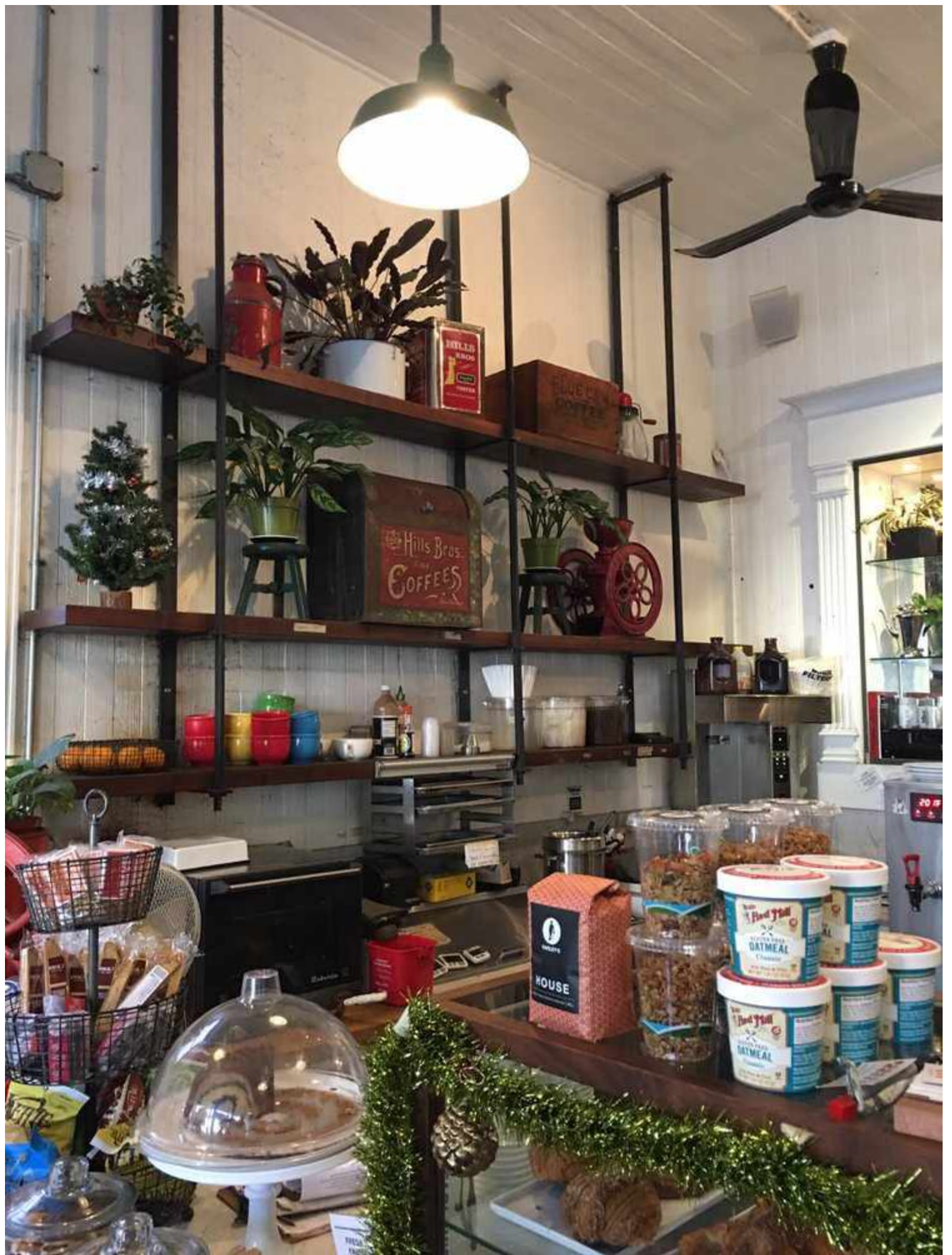
HILLS  
BROS  
COFFEE

WE FEED COMMUNITY

HOUSE  
HOUSE  
HOUSE

Various bottled drinks including juices and beer.





















FARLEY'S

## GREEN DRAGON BLEND

### GREEN DRAGON:

Roasted just a hair into the dark area, The chocolaty notes are accentuated in the profile as it heightens the viscosity - adding to the body. Nuts, milk chocolate, cinnamon and slight citrus are present.

#### What's in It?

*Fair Trade Organic:* Honduras, Peru & Mexico



FARLEY'S

## ZEN BLEND

ROASTED BY REAL PEOPLE IN OAKLAND | 12 oz.

### ZEN BLEND:

This cup has a nice tangy acidity, a raw sugar sweetness, marzipan/custard, grapey, slightly malty. Juicy Body.

#### What's in It?

Organic: Nicaragua, Colombia



Registered Business Locations - San Francisco

1315 18th st

Location Id	Business Account Number	Ownership Name	DBA Name	Street Address	City	State	Source Zipcode	Business Start Date
0184522-01-001	0184522	Hillyard Roger W	Farleys	1315 18th St	San Franc...	CA	94107	02/14/1989
0459557-01-001	0459557	Grace Skye LLC	Farley's	1315 18th St	San Franc...	CA	94107	06/01/2011

Showing all rows



## BEST PLACE TO BROWSE THROUGH MAGAZINES

SOME OF us are, quite frankly, magazine addicts. If we had enough money we would subscribe to dozens of monthly publications. Of course we *don't* have enough money, so we spend hours furtively huddled over the magazine section in bookstores, waiting for the proprietor to tap us on the shoulder and ask us to buy something or get out. At Farley's on Potrero Hill, browsing is not only encouraged, but expected.

All the usual Bay Area coffee bar items are available, with a corner set aside for Farley's wide variety of national, local and hard-to-find publications. The spacious front is filled with nice little tables and plenty of light. When asked if they ever kicked anyone out for excessive browsing, the counterperson said, "Oh no, you can even take magazines to the tables if you promise not to spill anything on them." So if you're feeling the need for a great selection of quickly consumable reading material in a wonderful setting, head over to Farley's.

*Farley's, 1315 18th St., 648-1545.  
Hours: Mon.-Fri., 7 am-10 pm; Sat.  
and Sun., 9 am-10 pm.*

S.F. BAY GUARDIAN

7-18-90



# BON APPÉTIT

JANUARY 1994 \$2.95 AMERICA'S FOOD AND ENTERTAINING MAGAZINE

## The BEST of the YEAR

### The Best:

## Coffee Bars

THERE SEEMS TO BE A COFFEE BAR ON EVERY CORNER THESE DAYS, WITH NEW PLACES popping up week after week, in city after city. They may take different forms, from stylish espresso bars offering a quick caffeine jolt on the run, to relaxed settings with tables and poetry readings. But the good ones—old and new—all have one element in common: superlative coffee that has been custom roasted and blended. Here are just a few of our favorite spots.

**Atlanta.** Aurora Coffee serves what some think is the only rich, full-bodied coffee in the city. On workdays, the business crowd packs into the espresso bar downtown; on weekends, families hang around the original location in the Virginia-Highland section of town. 230 Peachtree Street, NW, 404-524-1515, and 992A North Highland Avenue, 404-892-7158.

**Boston.** One of the city's premium coffee emporiums, The Coffee Connection is now dispensing from a gleaming, grand cafe near its original location on Newbury Street. The new establishment may be showier, but the individually dripped, steeped or steam-brewed coffee from 35 types of beans is as high in quality as ever. 350 Newbury Street, 617-859-5751, and other locations; for mail order, call 800-284-5282.

**Chicago.** Located in chic Water Tower Place, Sacred Grounds is a sleek espresso bar filled with marble. The espresso beans are from Seattle's Torrefazione Italia (see the end of our list). Area shoppers and office workers line up for lattes and cappuccinos in winter and Thai iced coffee in summer. Mezzanine level, 835 North Michigan Avenue, 312-335-3663.

**Houston.** There's no sign in front for Brasil; instead, look for a large, airy gallery space with a Brazilian flag outside. Inside, you'll find paintings by Brazilian artists and haute coffee drinks—hot or iced. 2604 Dunlavy Street, at the corner of Westheimer Road, 713-528-1993.

**Los Angeles.** The walls of Arrosto Coffee Company and Espresso Bar in Santa Monica are decorated with photos of

ally try out the new places, such as Caribou down the street, but they always come back for the rich, smooth cappuccinos. 3001 Hennepin Avenue, 612-824-1360, and other locations.

**San Francisco.** For quality coffee time on Saturday mornings, go to Farley's. You'll see bikers, local artists and yuppie couples and their kids all hanging out together in this sunny Potrero Hill cafe. Besides excellent coffee, there are always magazines to read and weekly entertainment, including musicians, storytellers and poets. 1315 18th Street, 415-648-1545.

**Seattle.** This coffee-drinker's paradise is where the acclaimed Starbucks chain got started, but many local java aficionados remain true to Torrefazione Italia. The Bizzarri family—who were coffee roasters in their native Perugia—serve smooth espresso in hand-painted Italian cups. 320 Occidental Avenue South in Pioneer Square, 206-624-5773, and 622 Olive Way, 206-624-1429; for mail order, call 800-827-2333.

—By Laurie Werner



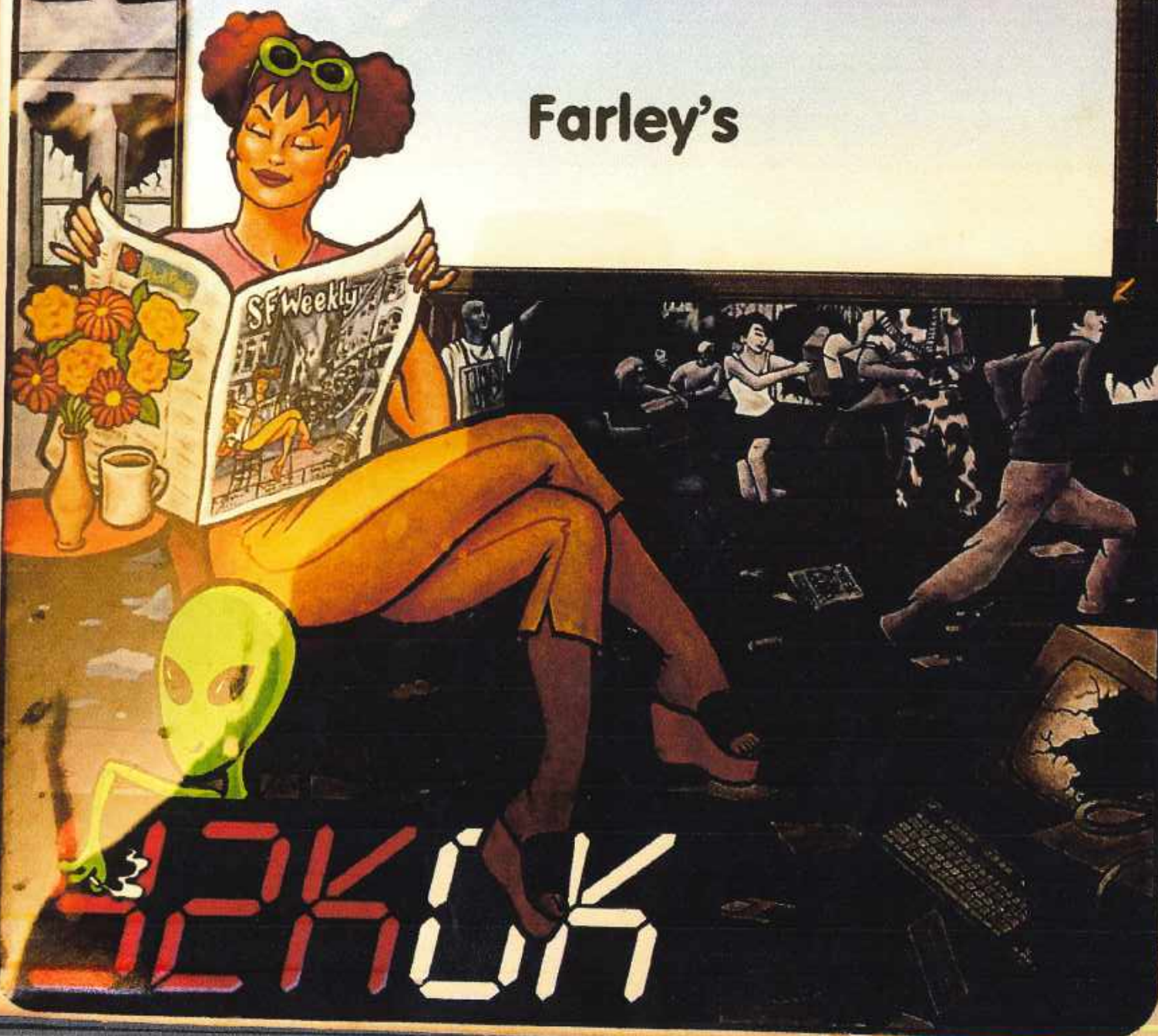


42K04

22 Items, 499.9 MB available

# Best Window Seat in a Coffeehouse Without a View of Starbucks

## Farley's





# Haunts on the Hill

Over the past couple of years, the restaurant scene on Potrero Hill has exploded. Three of the most popular restaurants come from the same set of partners. Chef Ola Fendert oversees the menus for all three.

At **Chez Papa**, 1401 18th St. (at Missouri), (415) 824-8210, think small plates of French food — tiny lamb chops with ratatouille; potato and artichoke salad in grain mustard vinaigrette; deep-fried smelts with lemon slices — and a wine list featuring reasonably priced Rhones.

Down the block, a tiny offshoot, **Chez Maman** at 1453 18th St. (415) 824-7166, spe-

cializes in savory and sweet crepes and deep bowls of composed salads like the ones you find at cafes on busy Parisian street corners.

I always begin or end a visit to Potrero Hill at **Farley's**, 1315 18th St. (at Texas), one of my favorite coffeehouses. The coffee is strong and deep, and the variations well made. The space, in a spacious Victorian cottage furnished with distressed wooden floors, beat up chairs and tables, but elegantly painted wainscoting and walls hung with work from local artists, makes for a comfortable and peaceful environment.

— Patricia Unterman



15th Anniversary

COMMUNITY IN A CUP

FARLEY'S

a great place to be

caffeine • latte • music • crayons • scrabble • motorcy  
ogs • kids • events • newstand • art • caffeine • latte  
crayons • scrabble • motorcycles • dogs • kids • ev  
stand • art • caffeine • latte • music • cray  
motorcycles • dogs • kids • events • news  
• latte • music • crayons • scrab  
• events • newstand • art

1315 18th. St. Potrero Hill, SF  
415-648-1545  
M-F 6:30AM-10PM S-Su 8AM-10PM

[www.farleyscoffee.com](http://www.farleyscoffee.com)



**artisan coffee blends**



**loose-leaf teas**

**sweet & savory treats**



**vegan too!**



**plenty of free parking**




**Over 400 magazine titles**




**free wi-fi**



**ART** and window box collections

events, comedy, and live music 



**non-fat, whole, or soy milk**





**outdoor seating**



**kids welcome**



**Find it all at your neighborhood coffeehouse.**

**FARLEY'S**   
community in a cup

1315 18TH STREET (415) 648-1545 WWW.FARLEYSOFFEE.COM  
MON-FRI 6:30 AM-10 PM SAT 7:30 AM-10 PM SUN 8 AM-10 PM



# AT FARLEY'S IN AUGUST ♦♦



Thursday the 2<sup>ND</sup>: "TRUE STORIES"  
STORYTELLING WITH Ron Jones

Tuesday the 7<sup>TH</sup>: "JAZZ FOR THE HOMELESS"  
VIDEO BENEFIT WITH LIVE JAZZ +  
S.F. PREMIERE OF WORK IN PROGRESS

Thursday the 9<sup>TH</sup>: RECEPTION FOR THE ARTIST  
OF THE MONTH ~ HANNAH NORMAN  
SHOWING LITHOGRAPHS AND DRAWINGS

Tuesday the 14<sup>TH</sup>: "WORD PARTY" poetry read  
by DONNA M. LANE, DANIELLE WILLIS,  
and Potrero Hill's own SHEILA IRVINE

Tuesday the 21<sup>ST</sup>: BLUES WITH  
BIG BONES & PAUL PEMA

all events begin at 8:00 pm  
donations accepted





**FARLEY'S**

# OCTOBER EVENTS

**WED.  
2**

Live music by Stolie, a musical entertainer and entrepreneur with over 100 published songs, a multi-instrumentalist and arranger, loop-pedal artist, and bilingual traveling performer

**7:30-8:30**

**TH.  
3**

Joins us for our monthly comedy show with some of the Bay Area's up and coming comedians. SRGO Productions and your host Sergio Novoa have gathered a diverse lineup ready to make you laugh

**7-8:30**

**WED.  
9**

Meet A Typer - Come and try out any and all of a select group of vintage manual typewriters with event curator, Edward Pollard.

**3-5**

**SUN.  
13**

Meet A Typer plus Tune-Up Clinic - Bring in your typewriter for a tune-up or donation!

**3-5**

**TH.  
17**

Live music with Ben Barnes is always a surprise. Ben and his friends play many different styles, including acoustic rock/singer songwriters, Olde Tyme Fiddle bands, classical pieces, jazz combos!

**7:30-8:30**

**THU.  
24**

Live performance by (Singer) James Everett, a native of San Francisco with a sound and performance style that's reminiscent to the Rat Pack days fused with sprinkles of R&B, Jazz, Pop and Neo-Soul.

**7:30-8:30**

**FRI.  
25**

Family Movie Night!

**6:30-8:30**

**SAT.  
26**

30TH ANNUAL PET PARADE AND COSTUME!

**1-2:30**

**SAT.  
26**

Movie Night for adults

**6:30-8:30**

**SUN.  
27**

Art opening for Open Studio artists Elizabeth Medrano and Lutz Hornischer

**4-6**



## Farley's serves coffee with a side of community

A product of the '60s, he strives to provide refuge as well as treats

By **Sam Whiting** Updated 1:33 pm PDT, Saturday, March 22, 2014



IMAGE 1 OF 12

[Buy Photo](#)

Roger Hillyard, who founded Farley's coffeehouse in 1989, thanks Judi Dennehy for visiting the Potrero Hill coffeehouse.

When **Leah Hunter** rented an apartment on Potrero Hill, she learned how things worked in her building and her neighborhood. If she needed to find someone, the first place to look was Farley's, next door.

Five years later, Hunter calls the 18th Street coffeehouse her "supplemental living room," and it is not an

exaggeration now that her primary living room has been partitioned into a second bedroom.

"Oh, by the way, I met my daughter's father here in Farley's," is how she describes that encounter as she begins this St. Patrick's Day Monday, which, coincidentally, is the 25th anniversary of the opening of Farley's. To mark it, there are bagpipers, Irish stew and music into the night.

"I am a coffee shop denizen," says Hunter, 38, a magazine writer. "I hit all of the coffee shops in the city, but this one has a unique character."

There might be others that hold an annual employee art show, or sponsor a local nonprofit each month, with window display and a fundraiser. But it is unlikely that any place but Farley's maintains an apartment upstairs just for friends who happen to be in-between.

"It's beautifully furnished, and they like the idea of having it be a refuge for people," says **Margaret Snow**, the person who lives there now. "It's an instant community."

Farley's is not a coffee roaster and is not the kind of place where each individual cup is a half-hour procedure as the beans are grown, ground, brewed and poured. Farley's buys from **De La Paz** on Mission Street, and founder **Roger Hillyard**'s initial idea was just to sell the beans and let his customers make their own coffee.

"Even before we opened, it became apparent that just selling beans wasn't going to work," says Hillyard, whose qualifications for the job included being stage manager for the **San Francisco Mime Troupe** and doing psychedelic light shows for the Jefferson Airplane and the **Grateful Dead** while working for **Chet Helms** and the Family Dog.

He was more in tune with nightlife than morning life, and on his first day, St. Patrick's Day, 1989, he opened at 2 in the afternoon, as if this were a campus coffeehouse in the '60s.

"It was quiet. Not too many people came in," recalls Hillyard, 72, a youthful man with an easy laugh, especially at his own expense. He'd named the joint for his grandfather, **Jack Farley**, who'd walked out the door one day and never come back, having "died or disappeared," Hillyard says. Farley may have been that kind, but Farley's isn't.



"From day one, it has been responsive to the people," Hillyard says.

## Turning over reins

One thing the people wanted was a coffeehouse that opened before 2 p.m., so on the day after the Loma Prieta earthquake, he finally bent to the will and opened at 6:30 a.m. This meant he had to wake up at 5:30 a.m. to come downstairs from his apartment, two floors above the store.

For 22 years, he made this commute. Then in 2011 he turned the store, and the apartment, over to his son Chris, 43, and Chris' wife, Amy, who also run Farley's East, in Oakland, and Farley's on 65th, in Emeryville.

Roger Hillyard moved to the **San Francisco Zen Center**, and he no longer gets up at 5:30. He gets up at 3:50. By the time he arrives to visit his friends at Farley's, he has put five hours into mindfulness, which opens him up to fresh insights.

Here is one: "My best skill was allowing Farley's to be what it wanted to be, a community center. Coffee is just the medium that allows it to be."

Among the attractions of Farley's is that it is elevated three steps off the sidewalk and gets good light through its double wood-and-glass doors and big bay windows. The floors are wood, painted green, and the place still feels like the butcher shop it once was.

On a bookcase by the door are shelves of journals that are numbered, though not in chronological order. They are for customers young and old to write and draw in. They hold poems, art, confessions and all manner of personal expression.

On the day that Farley's opened, **Lynne Miller** parked his '53 Norton motorcycle out front and came in for a latte and an oatmeal cookie. Twenty-five years later, he is still roaring up on the Norton, except for St. Patrick's Day, when he drives the car, due to his kilt and bagpipes. His daughter, Hannah, used to ride on the back of the bike. Then came the day Hannah didn't need a ride home. She'd been hired as a barista.

## 'This felt warm and homey'

Kim Pabilonia lives across the street, and when her kids Adan and Jaclyn were young, she used to come in twice a day. Then Pabilonia and her husband, **Mitch Shaw**, moved the family to Paris, where she pursued a career as a fine arts painter. Two years ago, they

returned to 18th Street and walked into Farley's like they'd never left. She was given a solo show in celebration.

"There are thousands of cafes in Paris," she says, "but not with the spirit of this place."

When Leah Hunter arrived from Appalachia, by way of a failed marriage in the East Bay, "I didn't know where else I was welcome," she says, "but this felt warm and homey."

She decided to host an "orphans' brunch" on Christmas and came into Farley's on Christmas Eve looking for orphans. She chatted up one man and issued an invite. He was unable to attend but available otherwise.

Their daughter, **Cecilia Hunter-Kallus**, is now 3. Her co-parents don't live together, but they know where to find each other - at Farley's. It is easier than texting.

**Online:** To watch a short video on Farley's journals, go to: <http://bit.ly/1fAlsEN>.

Sam Whiting is a **San Francisco Chronicle** staff writer. E-mail: [swhiting@sfchronicle.com](mailto:swhiting@sfchronicle.com) Twitter: [@samwhitingsf](https://twitter.com/samwhitingsf)

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**H E A R S T**







SERVING THE POTRERO HILL, DOGPATCH, MISSION BAY, & SOMA  
NEIGHBORHOODS SINCE 1970

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## Farley's Celebrates 30 Years of Coffee Community

*Published on February, 2019 — in News/Potrero Hill — by Paul  
James*

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**F**arley's, a cozy coffee shop located at 1315 18th Street, was founded by Roger Hillyard after he was unable to find a retailer that sold a glass insert replacement for his broken French press. He decided to open a coffee and tea paraphernalia store, which he named after his grandfather, Jack Farley, who disappeared in 1921.

“This coming St. Patrick's Day is our 30th Anniversary,” the coffee shop's manager, Carly Apuzzo, explained. “Originally, it was supposed to open sometime around Valentine's Day, and right before the café was supposed to open there was a fire here. So, they had to shut everything down and hustle to get it all working again and were able to open by the end of March.”

Farley's went from vending coffee merchandise – opening at around 2 p.m., closing at 10 p.m. – to selling beverages after the 1989 Loma Prieta earthquake. For days afterwards Potrero Hill was one of the few neighborhoods that had access to electricity and water. Hillyard noticed a lot of people hanging around, not too sure what to do with their time. He started opening at 6:30 a.m. and offering coffee. From that point on, Farley's became the community's coffee shop.

In 2008, Roger Hillyard passed the shop's ownership to his son, Chris Hillyard, who operates it with his wife, Amy Hillyard.

Roger, who works at the San Francisco Zen Center, still frequents the cafe for a Gibraltar and donut.

In the face of constant change on Potrero Hill, Farley's feels somewhat timeless. "Some of these people have been coming here since we opened," Apuzzo said. "As the neighborhood has changed, Farley's has kind of changed with the neighborhood. But it's always remained a consistent place where people can come for music, art events, poetry, and two of our staff members even do a podcast together. Not just for the customers who come here, but even the people who work here, it's a very supportive environment."

According to Apuzzo, customer experience is a top priority as she marshals the café into the future. For instance, there are no electrical outlets; WiFi access is restricted to two hours. "This seems a little counterintuitive because it's sort of like, 'if you care for the customers, why would you limit something like that?' But we want people to come here and utilize the space as a place to hang out with people and talk and meet people and interact," said Apuzzo. "Not just get glued onto staring at a screen. So, even though we appreciate people who use Farley's as a workplace, we don't want it to feel like a dominant workplace for those just looking to spend some time with friends or family."

Farley's goal is to bring people together, which starts with warm, welcoming, baristas. Apuzzo won't just hire anyone who knows how to make a decent beverage. "It's not about skills. It's about personality," she said. "When I'm hiring somebody, I'm not looking for questions and answers, I'm looking for a conversation. I think it's important for people to be curious and passionate and have interests outside of their work. You can teach somebody to make a cup of coffee, but it's very difficult to teach someone how to care about people."

Farley's nurtures a host of unique traditions. The Saturday before Halloween the shop invites people to dress up their dogs and take a stroll from Connecticut to Texas streets, ending in a competition in which all participants receive a trophy. "The pet parade is a big one," Apuzzo said. "Since St. Patrick's Day is our anniversary, we always have bagpipers and Irish musicians play outside. And one of the co-owners, Amy Hillyard, runs the kitchen at Farley's east [their Oakland location]; she usually makes a huge thing of stew and Irish soda bread and Guinness cupcakes."



For Christmas, Santa can be found on the parklet outside Farley's greeting children. During the Fourth of July, the coffee shop puts on a fireworks display. And from this Valentine's Day to St. Patrick's Day, Farley's will have a month of events. "Giveaways every single day for 30 days to celebrate 30 years of Farley's," said Apuzzo. "So, I would say people should check out our website. We'll also have an event flyer up in the café which will say what we're going to do every day. From February to March, it's going to be a very busy month."

BY DAVID FARLEY ON 6/2/19 AT 5:28 PM EDT

### 3. Farley's



Farley's (1315 18th St).  
FARLEY'S

Maybe the most ideal neighborhood coffee house in San Francisco, Farley's has been a Potrero Hill fixture and favorite since it opened in March 1989. The coffee here is above average but come here for the great local vibe. Plus, we love the name!

1315 18<sup>th</sup> St.



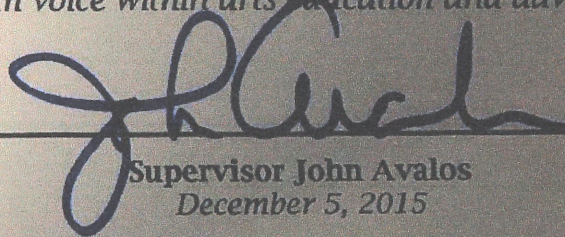
# Certificate of Honor

BOARD OF SUPERVISORS  
City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

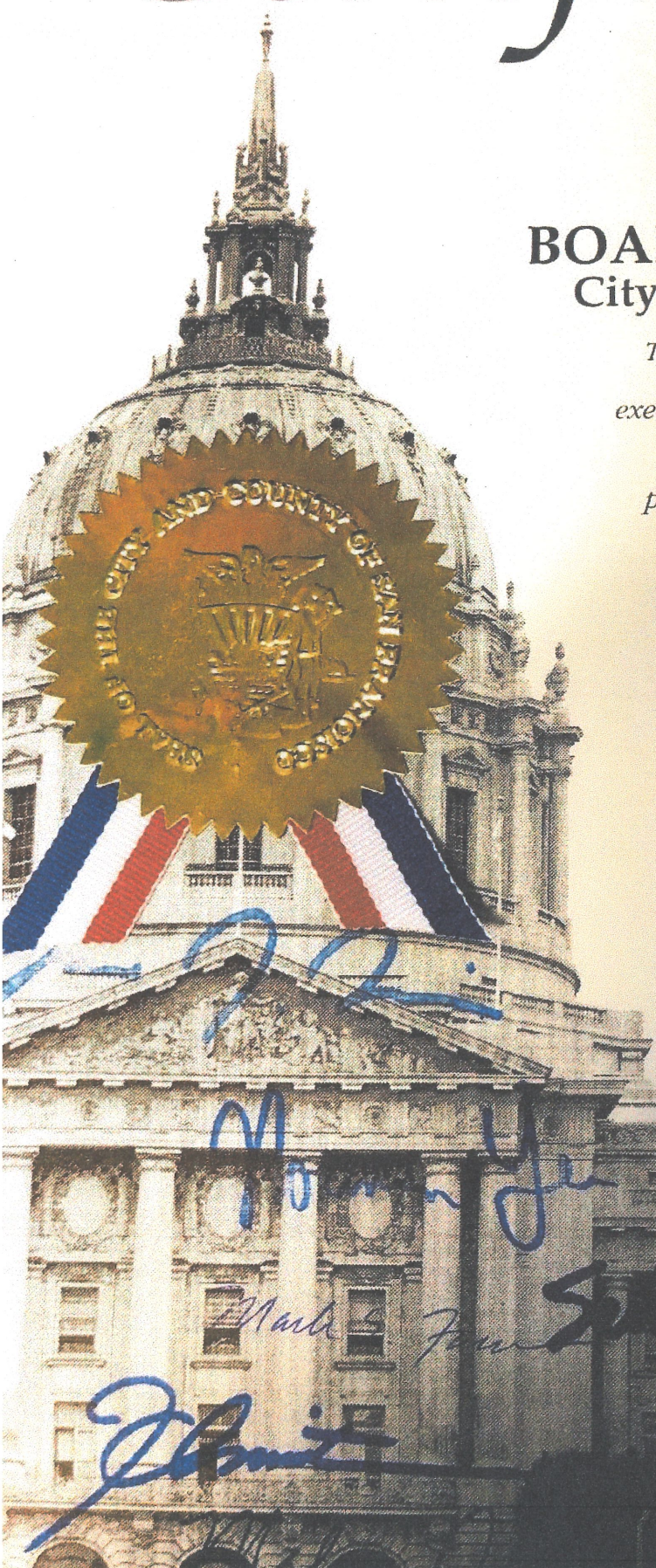
## Farley's Coffee

*In the recognition of your participation in the 2015 Youth Arts Summit, an unprecedented gathering of young artists, representing the next generation's most innovative artists, architects, musicians, performers, and writers. Thank you for your role in helping to build leadership and youth voice within arts education and advocacy.*



---

Supervisor John Avalos  
December 5, 2015







Mr. Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

August 2, 2019

RE: Letter of Recommendation for Farley's Legacy Business Application

Dear Richard,

I'm writing to personally recommend Farley's for addition to the San Francisco Legacy Business Registry. The original Potrero Hill location just celebrated its 30th anniversary, and it has served as an essential community gathering place for all these years. Farley's is a family business, now managed by the founder's son, Chris Hillyard. When I first moved to San Francisco 17 years ago, I spent countless hours in the Potrero Hill cafe, drinking coffee, writing in my journal, and perusing their famous collection of patron journals, in which visitors contribute poems, personal stories, anecdotes and drawings. I think Farley's is a worthy addition to the San Francisco Legacy Business Registry.

All the best,

Mark Dwight  
Founder/Owner, Rickshaw Bagworks, Inc.  
Commissioner, SF Small Business Commission  
mark@rickshawbags.com  
(415) 846-2962





August 5, 2019

Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

**Re: Support for Farley's Becoming a Legacy Business**

Dear Legacy Business Program,

*The Potrero View* enthusiastically supports Farley's application to become a Legacy Business. Farley's has been an integral part of the Potrero Hill community for more than 30 years, contributing to the fabric of the neighborhood and providing a gathering spot and hosting events.

A recent *View* article summarizes Farley's awesomeness:

**Farley's Celebrates 30 Years of Coffee Community**

*Published on February, 2019 by Paul James*

Farley's, a cozy coffee shop located at 1315 18th Street, was founded by Roger Hillyard after he was unable to find a retailer that sold a glass insert replacement for his broken French press. He decided to open a coffee and tea paraphernalia store, which he named after his grandfather, Jack Farley, who disappeared in 1921.

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1459 18th Street, Number 214 San Francisco, CA 94107 415.643.9578

[www.potreroview.net](http://www.potreroview.net)

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Sincerely,

*Steven Moss*

Steven Moss  
Publisher/Editor





“While filming is good for our business in that there are financial benefits, it also brings exposure to the cafe that we wouldn't get otherwise. And the cafe fills a role that the location scouts are looking for. We are a quintessential neighborhood cafe and there's not a lot of those around anymore. So I'm proud of the fact that we're still here and we have the cafe that we started 30 years ago.”

-Chris Hillyard, Owner of Farley's Coffee  
1315 18th St in San Francisco.

**FILM  
SF**



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: September 16, 2020**

Filing Date: August 19, 2020  
**Record No.:** 2020-007532LBR  
**Business Name:** **Farley's**  
Business Address: 1315 18<sup>th</sup> Street  
Zoning: NC-2 (NEIGHBORHOOD COMMERCIAL, SMALL SCALE) Zoning District  
40-X Height and Bulk District  
Block/Lot: 4037/002  
Applicant: Chris Hillyard  
1315 18th Street  
Nominated By: Supervisor Shamann Walton  
Located In: District 10  
Staff Contact: Elton Wu - 628-652-7415  
[Elton.Wu@sfgov.org](mailto:Elton.Wu@sfgov.org)

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

## Business Description

Farley's is a coffee shop that was originally owned by Roger Hillyard, who opened the store on Valentine's Day in 1989. Farley's continues to sell coffee and tea paraphernalia and is located at 1315 18<sup>th</sup> Street in the Potrero Hill Neighborhood. The concept for Farley's started when Hillyard was not being able to find a replacement glass insert to his French Press. That circumstance led him to start the creative and community process to open a store that sold coffee and tea goods. Farley's is open daily to serve customers, 364 days a year, and has been noted as one of the best cafés in America by Bon Appetit magazine in 1994. Today, Farley's is run by Roger's son and daughter-in-law, Chris and Amy Hillyard.

Farley's role in the Potrero Hill Neighborhood has been much more than just a simple coffee shop; it is "Community in a Cup", as their slogan states Farley's has been an integral part of the Potrero neighborhood ever since they served as a central gathering spot for the community during the aftermath of the 1989 Loma Prieta earthquake. Farley's continues to host events for the Potrero Hill



neighborhood, as well as hold space for many other community groups, such as , book clubs, knitting groups, art classes, stand-up specials and live music and poetry performances. Farley has been involved in and hosted a variety of community focused events. Two noteworthy events Farley hosts are the Pet Parade and the Safe and Sane Firework show. These events are free and for the community to celebrate the joys of Potrero Hill. Farley's stays open Thanksgiving Day and raises money for the local neighborhood food bank. Farley's makes a point to help feature local artists and give them a space to showcase their art and continuously centers their business around creating a safe place to have public engagement and discussions. Farley's has expanded their "Community in a Cup" reach and opened a East Bay location in 2009, after the success of their Potrero Hill location.

The business is in a Category B (Unknown / Age Eligible) structure on the south side of 18th Street between Texas Street and Missouri Street in the in the Potrero District. It is within the NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

## Staff Analysis

### REVIEW CRITERIA

1. *When was business founded?*

The business was founded in 1989.

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

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

- i. Farley's has operated continuously in San Francisco for 31 years.
- ii. Farley's has contributed to the history and identity of the Potrero neighborhood and San Francisco.
- iii. Farley's 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 art of coffee making and coffee paraphernalia.

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

No. Although prior to Farley's, the building was home to a butcher shop. Several tables were made from the original marble countertop. It was also home to the Prisoner's Rights Union before being vacant for an unknown time and then becoming the home to Farley's.

Farley's was a communal gathering spot for the Potrero Hill community after the 1989 Loma Prieta Earthquake. Farley's from that point onward was used as a community gathering spot to not only meet up, but to discuss Potrero Hill neighborhood issues.

Further, Farley's was an early supporter of a parklet, which has extended "Community in a Cup" into this outdoor gathering space.

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

No. The business's location has a Planning Department Historic Resource status codes of "B" (Unknown / Age Eligible) because the location is age-eligible but has not been evaluated. A historic resource evaluation exceeds the scope of this Legacy Business Application.

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

No. However Farley's has served as a local gathering space for over thirty years. Ever since the 1989 Loma Prieta earthquake, Farley's was a communal gathering spot to discuss Potrero Hill neighborhood issues. Farley's has hosted a variety of community events like their annual Easter egg decorating contest, pet parades, movie night, and live music. They are a supporter of community events, including music, poetry, movie nights, fireworks show and pet parade. It is a space that helps host multiple clubs, discussions and meetings, including the Live Oak School 5<sup>th</sup> grade reading club.

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

Farley's is featured in various listings of top cafés in the city. Farley's has won numerous "Best of" awards and was recognized as one of the best cafés in America by Bon Appetit magazine in 1994.

## Physical Features or Traditions that Define the Business

### LOCATION(S) ASSOCIATED WITH THE BUSINESS:

- 1315 18<sup>th</sup> Street from 1989 – Present (31 years)
- 33 Grand Ave, Oakland, CA 94612 2009- Present (11 Years)

### RECOMMENDED BY APPLICANT

- A place to buy coffee, tea, hot chocolate, pastries, snacks and coffee beans
- Space for community engagement and civic dialogue
- Central gathering spot for the Potrero Hill community

### ADDITIONAL RECOMMENDED BY STAFF

- "Community in a Cup"
- Farley Logo: logo was taken from the sole remaining photograph of Jack Farley (Roger Hillyard's unknown grandfather)
- Red Exterior Paint color
- Marble tabletops created from the butcher shop located at the site

## Basis for Recommendation

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



## **ATTACHMENTS**

Draft Resolution

Legacy Business Registry Application:

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



# HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1136

**HEARING DATE: SEPTEMBER 16, 2020**

**Record No.:** 2020-007532LBR  
**Business Name:** Farley's  
**Business Address:** 1315 18<sup>th</sup> Street  
**Zoning:** NC-2 (NEIGHBORHOOD COMMERCIAL, SMALL SCALE) Zoning District  
40-X Height and Bulk District  
**Block/Lot:** 4037/002  
**Applicant:** Chris Hillyard  
1315 18th Street  
**Nominated By:** Supervisor Shamann Walton  
**Located In:** District 10  
**Staff Contact:** Elton Wu - 628-652-7415  
[Elton.Wu@sfgov.org](mailto:Elton.Wu@sfgov.org)

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FARLEY'S CURRENTLY LOCATED AT 1315 18TH STREET, BLOCK/LOT 4037/002.**

**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 September 16, 2020, 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 1315 18TH ST 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 1315 18TH ST.

**Location(s):**

- *1315 18th Street in San Francisco (1989 to present)*
- *33 Grand Ave, Oakland, CA 94612 (2009- Present)*

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

- A place to buy coffee, tea, hot chocolate, pastries, snacks and coffee beans
- Space for community engagement and civic dialogue
- Central gathering spot for the Potrero Hill community
- “Community in a Cup”
- Farley Logo: logo was taken from the sole remaining photograph of Jack Farley (Roger Hillyard’s unknown grandfather)
- Bright red exterior paint
- Marble tabletops

**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 September 16, 2020.



Jonas P. Ionin  
Commission Secretary

AYES: Black, Foley, Johns, Pearlman, So, Matsuda, Hyland

NAYS: None

ABSENT: None

ADOPTED: September 16, 2020