



Legacy Business Registry Staff Report

Hearing Date: November 8, 2021

BLUE DANUBE COFFEE HOUSE

Application No.: LBR-2021-22-005
Business Name: Blue Danube Coffee House
Business Address: 306 Clement Street
District: District 1
Applicant: Jimmy Hsu, Owner
Nomination Letter Date: September 15, 2021
Nominated By: Supervisor Connie Chan
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Blue Danube Coffee House (“Blue Danube”) is a local coffee shop located in the Inner Richmond Neighborhood since 1979. Blue Danube sells all coffee beverages, beer and wine, juices, breakfast items, salads, and sandwiches. There is also an assortment of pastries and desserts from local Bay Area bakers. Blue Danube Coffee House was started by Roger Bernhardt. In 1989, Roger sold the business to an unknown second owner. The second owner then sold the business to another owner at an unspecified year. Around 2000, the business was then sold to Sue and Chang Sung. The business was then sold to the current storeowner, Jimmy Hsu in 2003. Jimmy has changed the different food and style of the coffee shop to fit his style and current trends, but he aims to keep the comfortable atmosphere the shop has provided for the community.

Blue Danube Coffee House aspires to be a friendly and welcoming environment. The Blue Danube staff aims to “take care of people.” Jimmy believes that “the heart of any business is its relationship with its customers.” He has had multiple long-term interactions and relationships with frequent customers and aims to make a unique coffee house experience for his customers with a bohemian-style coffee shop. Blue Danube includes artwork and vibrant colors to distinguish itself from other coffee shops.

Blue Danube Coffee House embraces and welcomes the multicultural backgrounds of the community and works with them. Blue Danube sources multiple ingredients from local grocers and businesses. The business makes donations to local schools like Roosevelt Middle School and various preschools. Blue Danube also promotes and donates to neighborhood events like the Artwalk and the Clementine Holiday Stroll Week. Within the store, there are designated display spaces for local artist to display their work. The artist also receives all the proceeds from their sales. Blue Danube has weekly events for comedy night, music, and poetry reading nights. They are also a venue for wedding receptions, graduation ceremonies, and birthday parties. In addition, they have hosted multiple political and community outreach events. Blue Danube was used by Kamala Harris and Gavin Newsom in 2004, Members of the Board of Supervisors like Sandra Fewer and Eric Mar, liaisons from the Mayor’s Office of Neighborhood Services, and the ACLU.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

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Yes, Blue Danube Coffee House has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

306 Clement Street from 1979 to Present (42 years).

CRITERION 2

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

Yes, Blue Danube Coffee House has contributed to the history and identity of the Inner Richmond 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.
- Business patrons include Nancy Pelosi, Gavin Newsom, Kamala Harris, Chris Isaak, John Cho, and many more well-known people.
- Blue Danube Coffee House has been cited in multiple publications like Richmond SF Blog, SF Gate, Marin Magazine, and SF Eater.

CRITERION 3

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

Yes, Blue Danube Coffee House is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Blue Danube Coffee House 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:

- Large interior mirror that has been passed down from the original owner in 1979
- Folding and sliding windows at the exterior
- Two restored Blue Danube signs
- The blue steel Blue Danube store signage
- Originally designed dining tables
- Displays local visual artists on a rotational basis
- Bohemian-style interior
- Blue and yellow exterior color palette
- Maintains and continues to collect volumes of visitors' stories and written contributions on their location's bookshelves

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.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Blue Danube Coffee House currently located at 306 Clement 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. _____

November 8, 2021

BLUE DANUBE COFFEE HOUSE

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District: District 1
Applicant: Jimmy Hsu, Owner
Nomination Letter Date: September 15, 2021
Nominated By: Supervisor Connie Chan
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Adopting findings approving the Legacy Business Registry application for Blue Danube Coffee House, currently located at 306 Clement 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 November 8, 2021, 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 Blue Danube Coffee House on 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 Blue Danube Coffee House.

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Physical Features or Traditions that Define the Business:

- Large interior mirror that has been passed down from the original owner in 1979.
- Folding and sliding windows at the exterior.
- Two restored Blue Danube signs.
- The blue steel Blue Danube store signage.
- Originally designed dining tables.
- Displays local visual artists on a rotational basis.
- Bohemian-style interior.
- Blue and yellow exterior color palette.
- Maintains and continues to collect volumes of visitors' stories and written contributions on their location's bookshelves.

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

- Coffee shop.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 8, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-005
Business Name: Blue Danube Coffee House
Business Address: 306 Clement Street
District: District 1
Applicant: Jimmy Hsu, Owner
Nomination Letter Date: September 15, 2021
Nominated By: Supervisor Connie Chan

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

306 Clement Street from 1979 to Present (42 years).

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

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

NOTES: NA

DELIVERY DATE TO HPC: October 6, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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CONNIE CHAN

陳詩敏

第一區市參事

September 15, 2021

Dear Director Dick-Endrizzi,

I am proud to nominate Blue Danube Coffee House to the SF Legacy Business Registry, a business founded in 1979. As a neighborhood establishment, Blue Danube is an always-welcoming hub in the Richmond. While much of the Clement corridor has been changing and evolving, much of the charm, eclectic character and bohemian-style of Blue Danube has remained a welcomed-constant over the decades, serving a corridor anchor.

Blue Danube has long supported local artists and performers by providing space for arts, poetry, music and comedy. The furniture and interior of the cafe features unique colors, arts, and the work of artists, and truly creates a one-of-a-kind environment that celebrates the local-color of the neighborhood. Blue Danube is regarded as a neighborhood hub where locals regularly rendezvous morning coffees, an afternoon coffee-break, or just to pause and soak in the surroundings through the large folding windows that allows its sidewalk seating and Clement Street to function as an extension of the cafe, and vice-versa. Even through the difficulty and challenges of the pandemic, Blue Danube has continued to be a genuine neighborhood destination, and pivoted to create a movable-commercial parklet, allowing it to continue serving the Richmond.

Perhaps what distinguishes Blue Danube a cherished neighborhood coffee house is the commitment the owner, Mr. Jimmy Hsu, has for its customers and employees, and their investment in helping surrounding businesses, the Clement corridor and its merchant association thrive. As much as coffee is a mainstay in many of our daily routines, Blue Danube is a mainstay of the Clement Street corridor, and undoubtedly will continue to be a neighborhood gem.

Thank you for your consideration of their application for Legacy Business status.

Sincerely,

A handwritten signature in black ink, appearing to be "Connie Chan", with a stylized flourish at the end.

Connie Chan

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.

NAME OF BUSINESS:	
Blue Danube Coffee House	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Jimmy Hsu	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
306 Clement Street San Francisco, CA 94118	(415) 221-9041
	EMAIL ADDRESS:
	bluedanubeSF@yahoo.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.bluedanube.square.site	
FACEBOOK PAGE:	
NA	
TWITTER NAME:	
NA	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Jimmy Hsu	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner	bluedanubeSF@yahoo.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0371345	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
306 Clement Street	94118	1979
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1979 to Present	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
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OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
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		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

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

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

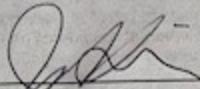
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

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

Jimmy Hsu
Name (Print)

9/29/20
Date


Signature

BLUE DANUBE COFFEE HOUSE

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.

Blue Danube Coffee House ("Blue Danube"), located at 306 Clement Street, was established in 1979 by Roger Bernhardt, a professor at Golden Gate University.

Blue Danube appeared in the 1980 San Francisco city directory (the 1979 directory is unavailable), and local merchants and customers attest to founding of Blue Danube in 1979, including the original owner, Roger. Not much is known about Roger, although he does return to Blue Danube every Father's Day with his sons, Jason and John Bernhardt, to reminisce the great memories they had when he owned it. Roger officially advertised the fictitious business name "Blue Danube Coffee House" in the San Francisco Bay Guardian in October and November 1985.

Roger sold the business in 1989 to an unknown second owner. The second owner sold the business in an unknown year to an unknown third owner.

In 1999 or 2000, spouses Sue and Chang Sung took over Blue Danube Coffee House as the fourth owners. Not much is known about the couple as owners aside from their Korean heritage. Sue and Chang Sung moved to Las Vegas after selling the business in 2003.

The fifth and current owner of the business is Jimmy Hsu, who took over ownership of Blue Danube Coffee House on September 26, 2003. Jimmy was passionate and determined to own his own business. When the opportunity arose to buy the business from Sue, he knew this was his chance to make his dreams come true.

Jimmy was dedicated to transforming what was a unique coffee shop of its time to what it is today – a beloved, stable establishment in the Inner Richmond. Jimmy was unafraid to change the business with time and add value to the business with regard to products and services. Since 2003, customer traffic and sales have tripled.

Jimmy says that he is one of the lucky people that loves going to work. Since he has purchased the coffee shop in 2003, he has never woken up and not felt like going to work.

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

Blue Danube Coffee House was closed for one year and two months (from March 2015 to May 2016) due to plumbing damage.

During the coronavirus pandemic in 2020-2021, Blue Danube was closed for approximately three days from March 17-19, 2020. The business stayed open with truncated hours after that until January 2021. The business received no rent breaks from the landlord whatsoever.

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

No, Blue Danube Coffee House is not a “family-owned business,” defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.” The business is sole proprietorship.

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

The ownership history of Blue Danube Coffee House is as follows:

1979 to 1989:	Roger Bernhardt (1st owner)
1989 to Unknown:	Unknown (2nd owner)
Unknown to 1999 or 2000:	Unknown (3rd owner)
1999 or 2000 to 2003	Sue Sung and Chang Sung (4th owner)
2003 to Present	Jimmy Hsu (5th owner)

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.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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 at 306 Clement Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act. There are no known special features of the business location.

CRITERION 2

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

Blue Danube Coffee House was one of the original neighborhood coffee shops in San Francisco before the Starbucks coffee phenomenon made coffee shops more mainstream. Blue Danube staff creates a friendly and welcoming environment that keeps people coming back, and patrons value the cozy atmosphere.

The business supports local artists by providing display space for their artwork for two to three months at a time. The artists receive 100% of the proceeds from their sales. Blue Danube has also hosted music sessions, book signings, poetry readings, and comedy nights.

Since Jimmy Hsu took over ownership of Blue Danube Coffee House in 2003, the neighborhood has gradually changed. Old and new businesses have come and gone. There have been economic booms and busts. Minimum wage has increased from \$10.74 to \$16.32 per hour. Jimmy has met the many challenges and made necessary adjustments to improve the business over time. One thing that has remained constant is the way Jimmy takes care of his staff and customers. The heart of any business is its relationship with its customers. As long as Blue Danube continues to do what they have always done – taking care of people – the coffee house will continue to operate for as long as it physically can.

Some of the best moments in Jimmy's ownership of Blue Danube Coffee House are the multiple customers who visit the coffee shop and share their stories about meeting their spouses there. They are always happy that Blue Danube is still in business. That's when Jimmy shares his story that he, too, met his wife at the coffee house.

Jimmy has seen new born babies in their first outings in the neighborhood who are now going off to college. Some still coming back to say hi to Jimmy every time they are back home with their families.

Following are some things customers have said about Blue Danube:

- *"This place is great! Easy to relax all morning and their California Wrap was amazing! Great croissants too! The atmosphere makes you feel like in Prague."* -Paige G
- *"An SF local told me about this Outer Richmond hidden gem. It's a great place to work on projects if you have 100% charged devices and don't really need internet. Personally, I feel SF is way to plugged in and it's a nice way to just work without any crazy emails and notification sounds and distractions. I like the juices (apple, celery, beets, etc.). A healthy way to enjoy my \$6 instead of other coffee competitor places that force you to buy overpriced coffee."* -Star
- *"Great food and coffee, tried the French toast, best I've ever had. Ideal place to spend a day working from home."* -Kashitij P.

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

Blue Danube Coffee Shop has hosted many events since it was founded in 1979.

The business has hosted many political events. In 2004, Kamala Harris and Gavin Newsom used the business location to address the city after winning their elections. Supervisors Sandra Fewer and Eric Mar have hosted many events at Blue Danube for public outreach meetings. Blue Danube has also served as a venue for liaisons from the Mayor's Office of Neighborhood Services with the business community in Richmond District in September 2019: <https://www.onerichmondsf.com/calendar/2019/9/18/office-of-mayor-london-breed-in-the-richmond-district>. The ACLU has also hosted events at Blue Danube featuring round table discussions.

The business has been a hot spot for up-and-coming comedians to perform their craft. There are rotating weekly events between comedy, music, and poetry reading nights. In addition, artists host opening and closing events during their time of display. Urban legend has it that Richard Pryor and Robin Williams used to roam Clement Street in their heyday and may have even performed impromptu acts in the neighborhood establishments from time to time.

Blue Danube has hosted private wedding receptions, graduation ceremonies, and birthday parties. The business has also appeared on television shows and commercials.

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

Blue Danube Coffee House has been referenced in numerous publications including, but not limited to, the following:

- Richmond SF Blog
- SF Gate (2014) Snacks and Paperbacks: San Francisco's best bookstore/cafe combos
- Sky Ticket – Enjoy San Francisco's Coffee Culture at these Excellent Cafes
- Marin Magazine (2017)
- Trip Advisor
- Lonely Planet
- Hoodline
- Dog Trekker
- Trip.com
- Next Door
- Winnie
- Work From
- Time Out
- AirBnB
- SF Eater 24
- 7x7 Magazine
- SF Station
- Dog Friendly
- Breakfast at Epiphany
- Places I've Eaten

- Film Food and Other Fun Things
- The Travel Mechanic (2014)
- DK Eyewitness Travel Guide San Francisco & Northern California

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

Many politicians and celebrities have visited Blue Danube Coffee House, including Nancy Pelosi, Gavin Newsom, Kamala Harris, Chris Isaak, John Cho, as well as other athletes, writers, actors, musicians, and TV/radio personalities, just to name a few.

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

Blue Danube sources mainly from local grocers. The business makes yearly contributions to local schools – such as Roosevelt Middle School and various pre-schools – and events that promote the neighborhood like the Artwalk and Clementime holiday stroll week. Blue Danube has hosted events to support its local supervisors during election periods, as well as for Supervisor Sandra Fewer to provide information in building of the One Richmond program in 2019.

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

It is estimated that 80 percent of Blue Danube’s clients live in the Inner Richmond neighbor, and the business is fortunate to have become part of their daily coffee routine. Blue Danube Coffee House takes pride in embracing all cultural backgrounds, ages, genders, and more at the business. Inner Richmond is incredibly diverse, and the adjacent Census Tract (No. 156) most closely matches the city with regard to demographics.¹ The deeper roots of the neighborhood are rich in Chinese and Russian cultures. Blue Danube Coffee House has carried on the tradition of being an artsy, colorful bohemian-style establishment from the beginning. Since Jimmy Hsu became the owner in 2003, the business has added his personal touch of design and style. The business has changed its food and beverage offerings to adapt to the new trends, as well as improve on the traditional items that customers have loved for decades. Jimmy is proud to say he has created a comfortable atmosphere and offerings that welcomes the multi-cultural background that make-up the Inner Richmond community today.

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

The main long-standing fixture at the Blue Danube Coffee House is a large antique mirror that is holdover from owner to owner since the beginning of business in 1979.

¹ <https://www.sfchronicle.com/sf/bayarea/heatherknight/article/What-s-the-most-San-Francisco-neighborhood-in-16305232.php>

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

Because Blue Danube Coffee House provides services to customers of a wide variety of cultures, ages, and diverse backgrounds, losing the business would drastically reduce an establishment that embraces and celebrates all walks of life.

CRITERION 3

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

Blue Danube Coffee House sells all coffee beverages, beer and wine, smoothies, and fresh juices, along with fresh-made breakfast, salads, and sandwiches. An assortment of pastries and desserts from local Bay Area bakers are also available. The majority of ingredients and salad dressings are house made. And Blue Danube sources directly from local grocery merchants in the Richmond district.

Since its opening in 1979, Blue Danube Coffee House has been a unique business in the Richmond District. Blue Danube has always been a bohemian-style coffee shop, whereas most coffee shops have been modernized to mirror one another. The artwork, interior design, vibrant colors, and vibe are second to none in comparison to other coffee shops in San Francisco. Blue Danube provides unparalleled comfort and charm that is not often available in today's coffee culture.

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)

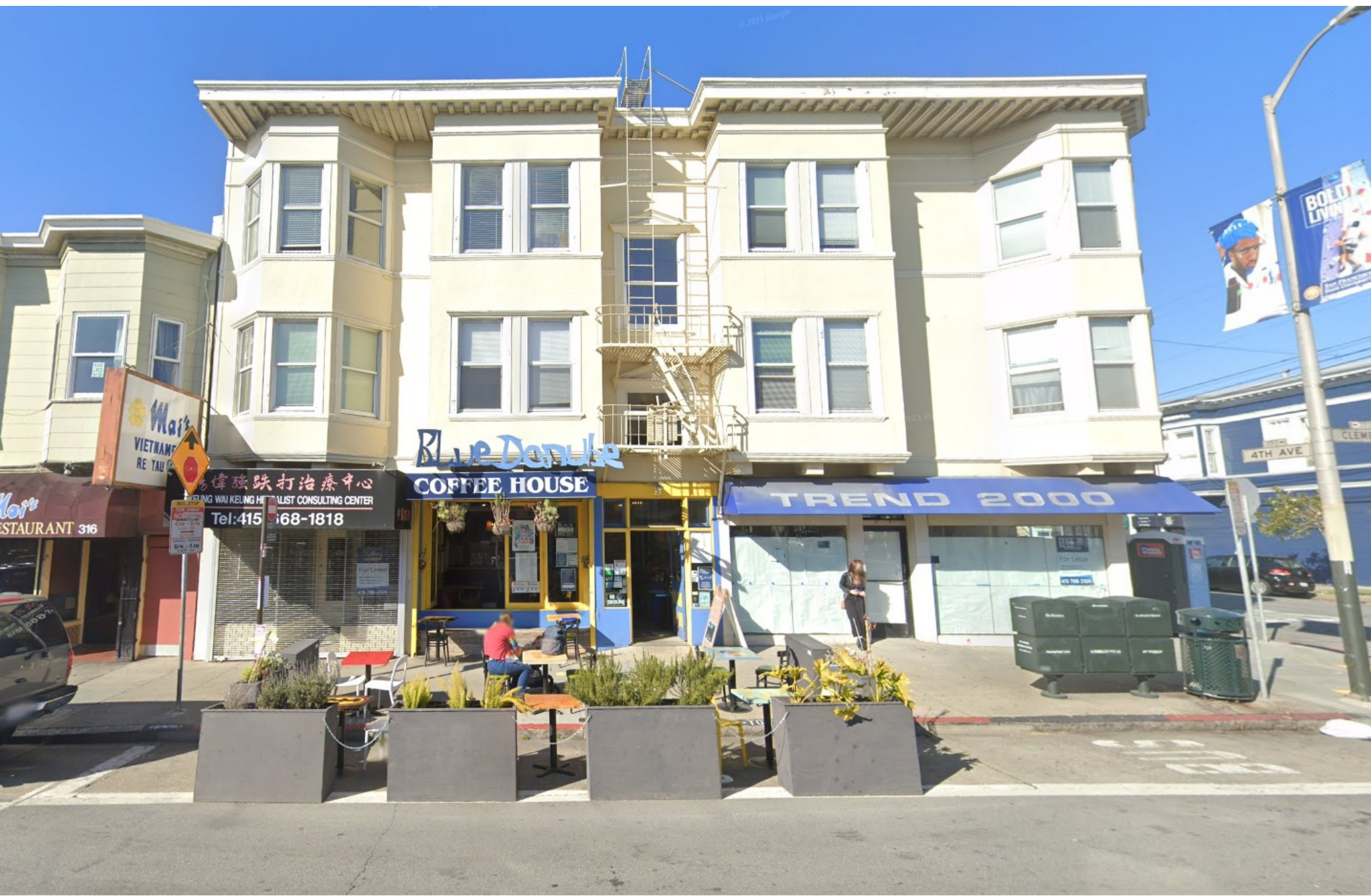
Change is inevitable in life, and Blue Danube must adapt to those changes to stay up-to-date with technology and keep the business sustainable. That said, there are a number of historical traditions that define the business. The core philosophy of the business is excellent customer services and high-quality products. In addition, there are over 40 volumes of journals on the Blue Danube bookshelf dating back to 1999 in which customers can write or draw to express their daily thoughts. The rotating display of artwork on the walls by local artists has been adopted since Jimmy Hsu became the owner in 2003. By allowing the artists to display and sell their work for zero commission, Blue Danube supports local artists while enhancing the ambiance of the coffee shop.

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.).

The Blue Danube's biggest interior physical feature is the giant mirror that stands behind the couch, which was retained from the original owner during their time of operation. Another notable feature are the large folding windows in front of the store that opens up the entire store front. On any given day, the tables by the window are be sure to be occupied. Hanging in the middle of the establishment are two original hand painted Blue Danube signs that were restored by Jimmy Hsu when a customer donated them in 2003. In addition, the steel Blue Danube sign on top of the awning was created by a local artist in the 1980s and still stands strong today. Lastly, each dining table is carefully curated and designed with original artwork designed by Jimmy.

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.

Documentation that demonstrates the business has been a coffee house for 30+ years is included in this Legacy Business Registry application.



© 2023 Google



4TH AVE

Ma's
VIETNAMESE
RESTAURANT

Ma's
RESTAURANT 316

馬偉強跌打治療中心
WAI KEUNG WAI KEUNG CHIROPY
THERAPIST CONSULTING CENTER
Tel: 415-668-1818

Blue Donut
COFFEE HOUSE

TREND 2000





Riverdale

COFFEE HOUSE

the Blue Danube

中
Tel: 415-668-1818



ZAGAT RATED
NO SMOKING

Blue Danube Café
BREAKFAST ♦ FRESH JUICES
COFFEE & TEA ♦ SALADS
SANDWICHES ♦ BEER & WINE
DESSERTS ♦ SMALL EATS













Chai Latte 3.50 4.00
Depth Charge 2.75 3.75
Espresso 2.00 2.75
Hot Chocolate 2.90 3.30
Hot Tea 2.25 3.25
House Coffee 1.75 2.25
Cappuccino 3.00 3.75
Latte 2.25 3.00
Mocha Mint 3.25 4.50
Vanilla Hot Chocolate 4.00
Apple Cider 3.50 3.85
Mocha 3.75 4.50
Iced Latte 1.50

REFRESHER (Caramel, Java, Mint)
PEAR-A-DEW (Blue Raspberry, Orange)
SMOOTHIES \$4.95
The Hulk (MANGO, SPINACH, BANANA, FRUIT BLEND)
Strawberry Bliss (STRAWBERRY, BANANA, COCOA)
Fruity Monkey (MANGO, BANANA, BLUE RASPBERRY)
Yellow Crush (MANGO, BANANA, JUICE & ICE)
Choco Mint (BANANA, COCOA, MINT, BERRY BLEND)
Bright Eye (MANGO, BANANA, COCOA, JUICE & ICE)
Purple Rain (BLUE RASPBERRY, BANANA, COCOA, JUICE & ICE)
Bonanarama (MANGO, COCONUT, BERRY BLEND)
LOAD TEA / MILK SHAKE \$4.95

Fruit Bowl
Humana
Pita Melt
Steamed S

1103 Vacant	3 King E	gifts & gourmet foods 387-3747	502 Apartments	722a Mac
1104 Firkney G	4 Lunsford Denise	Yum Yum Tree sandwich shop	1 Williams Edith	722 Schav
1105*York A	5 Herndon John 751-2710	752-8272	2*Sung J M	724 Vacar
1106*Hisao Akimoto	111 Pottery By Myra Kaplan 752-4018	Gray Naomi Associates 387-5440	3*Webster Jim 752-5484	724a Godi
1107*Newman Carla	114 Lacampagne Pierre 756-9021	Vacant	4*Dias T 752-5693	726 Cal N
1108 Vacant	115 Omadako The gro 752-9282	Polliwogs children's clos & gifts	503 Bun N Burger Restaurant restr	728 Reilly
1109*Srikanth Babu	116 Plow & The Stars The irish pub	221-5588	221-7768	731 Miz I
1110*Morseman Gladys	751-1122	Lee Ken Realty real est broker	506 Green Apple Bookstore The	733 Vand
1201*Wheeler Jack	117 Project Title Xvi Inc 668-3630	668-2012	387-4918	736 Blue
1202 Vacant	120a Sherwood Craig 752-1037	Clement Street Wine & Gourmet	507 Park Presidio Radio Television	738 Yogu
1203*Chan L T	120b Noakes C A 387-7857	Shop 221-9040	221-0441	739 Deed
1204 Coleman-Goff Inc 921-5973	121 Dewan Jasmin H	Glistery Lane jwlrly & gifts	512 Fotomat Corp film development	Serv
1205*Vasso Edmund B	1*Appel Moisey 751-1776	387-3796	387-5854	740 Colise
1206*Matsuda H	2 Evy	304 City Girls 387-7838	512a No Return	221-
1207 Ahern Thos S 563-1896	123*Iwata Yasuhiro 752-7821	306 Blue Danube Coffee House	514 Vacant	742 Allen
1208 Vacant	124 Lou's Clement Florist 668-6074	221-9041	514a Commercial Realty 221-1221	743 Colise
1209 Lutermauer Oskar F	125 Sylvia's Continental Restr 221-3131	308 Tea Leaves t shirts ret 387-5383	516*Ebb Roger 221-6424	744 Fram
1210*Farr J K 929-1440	126 Le Saint Tropez Restr 387-0408	309 Five Happiness Restaurant	517 Caspian The cocktail lounge	746 Franl
1301*Burr Edwin M	127 Signature The custom furn	387-1234	387-0505	750 Burl
1302*Hedstrom J C 921-7816	668-1790	311 Vacant	518 No Return	221-
1303*Matsunaga Hirokichi	129 Chui David 386-8036	315a Jones Robt L 752-9576	519 Kiku Beauty Salon 221-3134	753 Cazde
1304*Eshoo P	129b Kam Hing Trading Co (Ofc)	221-3096	386-6128	754 See's
1305 Waltz A C 567-0847	386-8036	316 Mai's Vietnamese Restaurant	520a Business Control Service 221-2424	9TH AV
1306 Stuart D	130 Le Saint Tropez Cocktails 387-0408	221-3096	Mooser & Kavanagh Realtors	800 Hamt
1307*Kaywanfar Shahram	132 Griffith Jim Corp (Ofc) 668-8587	317 Jehovah's Witnesses Kingdom Hall	752-4922	801 Impe
1308*Jones Clemmie	Heymes M E & Co import export	church 752-1919	K & K S Co import-export	802 Lee's
1309 Vacant	751-0247	320*Tran Lan ©	386-5688	804 Healy
1310 Harrington W C	Stern Robt S lwyr 386-1555	322 Stein Richard phys 387-3541	521 Schubert's Bakery 752-1580	806 Goldf
1401*Hooks J 567-4603	133 Vacant	Scotton Bruce psychiatrist 752-2539	522 Natural Sound stereophonic equip	808 Colise
		Scotton Nancy F psychiatrist		810 Johni

San Francisco (San Francisco County, Calif.) city directory

by R.L. Polk & Co



Publication date: 1974
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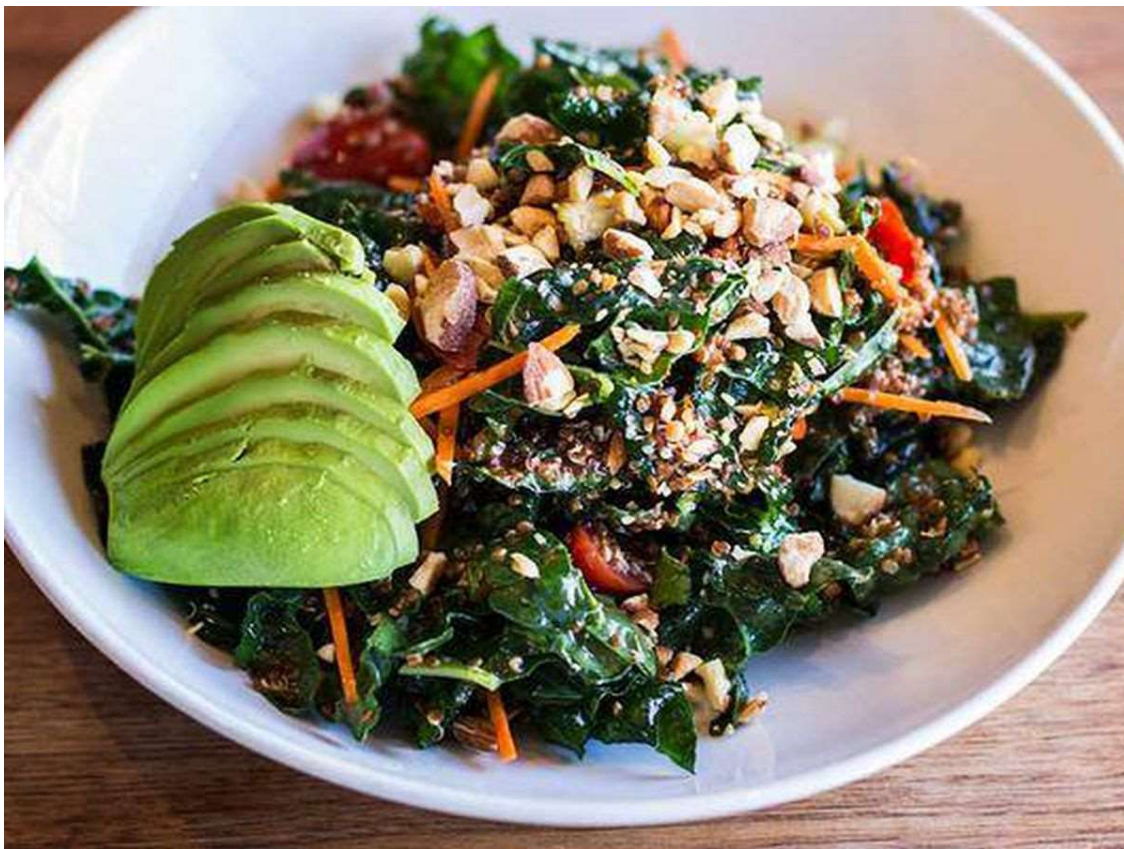
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10 Coffee Shops That Offer More Than Just Croissants

Salads, grain bowls, juices, and more

by [Renee Frojo](#) Jan 3, 2017, 12:32pm PST



[Renee Frojo](#)

With the typical cafe sustenance selection revolving around cinnamon buns, buttery croissants, and sugary muffins, it's tough to not indulge while getting your daily caffeine fix. And while there's no denying that those chocolate-dipped biscotti pair perfectly with your almond milk cappuccino, there are plenty of places serving up more nourishing

options for the health conscious. To keep your day on track in this hotbed of temptation, we've rounded up **a list of spots ideal for a morning brew or afternoon coffee break that also subscribe to eating clean.**

Whether you're looking for a pick-me-up during a jog along the Embarcadero (in which case, be sure to check out the all-organic fare at The Plant), or hoping to pair your cup of coffee with a snack that will start the day off right (like the avocado toast at Réveille Coffee Co.), or simply hoping to catch up with friends without wrecking your diet (a salad at Tartine Manufactory, anyone?), there are plenty of places that offer a health-conscious alternative.

Looking for the hottest coffee shops in the city, food be damned? Head [right this way](#).

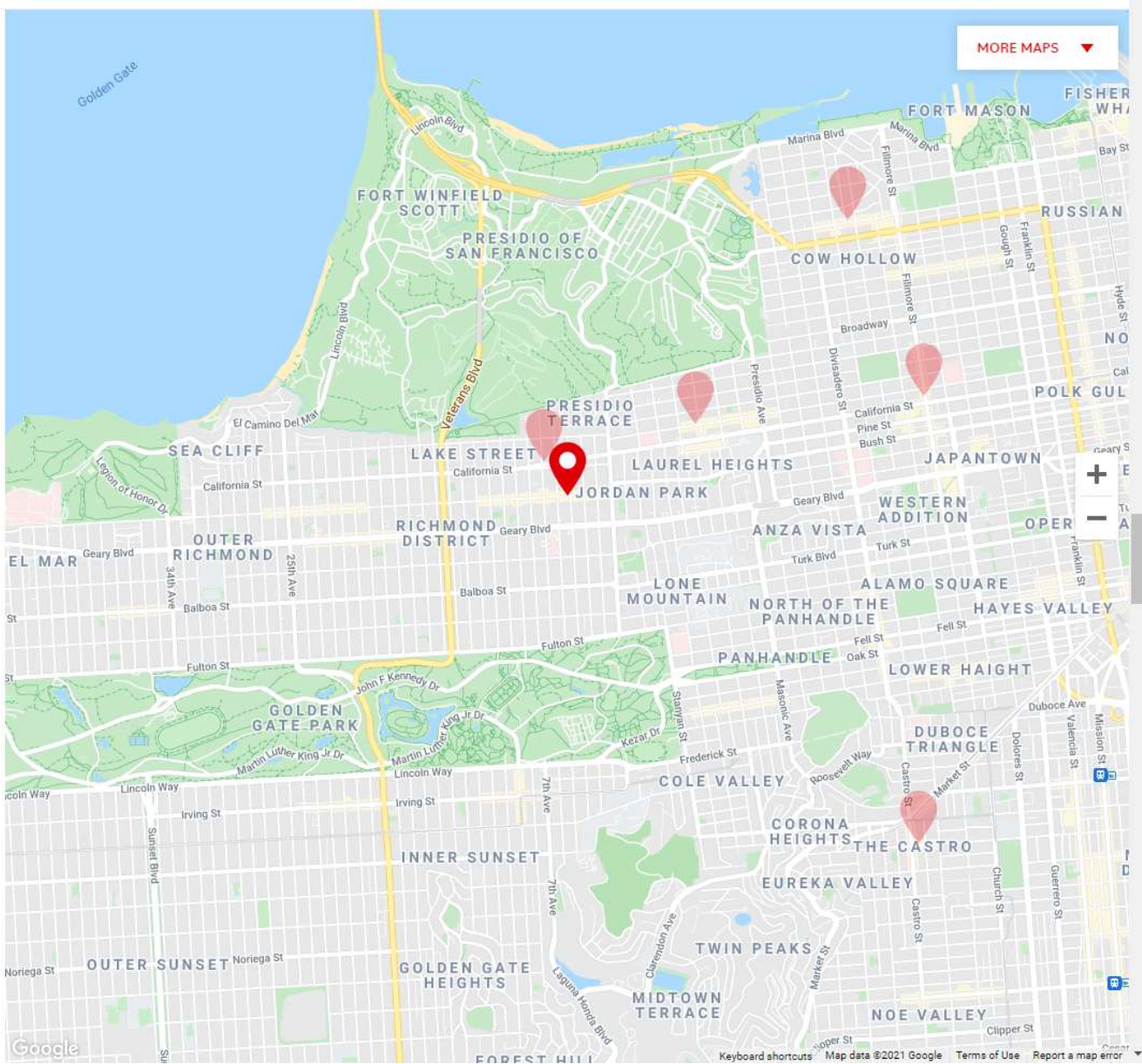
Blue Danube Coffee House

306 Clement St
San Francisco, CA 94118
(415) 221-9041

While it might not look like much from the outside, this casual coffee shop is a neighborhood favorite amongst Richmond District residents. It's a cozy spot with plush couches and donated books that make it an inviting space to sip your morning coffee and enjoy creative salads, wraps and sandwiches. There's also a little outdoor seating to soak up some Vitamin D while getting that buzz.



[Elaine M./Yelp](#)



[OPEN IN GOOGLE MAPS](#)

Eat This, Not That!

RESTAURANTS

13 Coziest Coffee Shops in San Francisco

Love working from coffee shops? We've got you covered.



BY **JULIA GUERRA**
DECEMBER 12, 2019
[Rebecca C./Yelp](#)

"How do you take your coffee?" People automatically assume that question is in reference to details like creamer or soy, or whether you want two sugars or Stevia. But when you're trying to figure out a place to grab a coffee, especially in a city like San Francisco, it's less about the milk and sweeteners and more about the ambiance of the cafe you're buying from.

It all comes down to preference: There are hipster hot-spots, modern hubs with spacious seating arrangements, and to-go counters if you're in a hurry. But some of the best scenes are cozy coffee shops in San Francisco that offer a great cup o' joe with a side of a homey atmosphere.

Below, we've categorized the coziest coffee shops in San Francisco by neighborhood. Whether you're a local looking for a quiet corner to study or you're a tourist passing through, pop into any of these mellow spots to get your caffeine fix and chill for a while.

Blue Danube Coffee House



[Louis Suo L./Yelp](#)
 306 Clement Street, San Francisco, CA 94118

Locals and travelers alike appreciate Blue Danube Coffee House in the Richmond District for its excellent service, friendly staff, fantastic menu, and eclectic style. Chandelier light fixtures, a grandiose vanity mirror, a turquoise ladder bookshelf, and the funky art donning the walls and wooden tabletops give the place a homey feel in the literal sense.

Plus, the menu features everything you could want from a breakfast/brunch/lunch spot, from coffee to smoothies to bagels with cream cheese and lox.

SoloSophie

Travel + Culture Est. 2015

March 10, 2021
by Sophie Nadeau

If you're looking for the best coffee in San Francisco, then you've come to the right place! After all, whenever I find a new cafe I love, I immediately want to share it. So, whether you're an SF local or simply just visiting, here are 9 great cafes in San Francisco you must visit on your next trip to the Californian city!

When travelling in a new city, a coffee shop can be the perfect stop to recharge, enjoy a treat and take in the surroundings. And, if you're a local in San Francisco, finding a new great cafe is like coming upon a hidden treasure; it's a new spot to meet friends, read a good book or simply watch the world go by.

A great cafe will also make you feel right at home, like your living room but better because it serves intricately created coffees and delicious bites you probably don't have the time to make at home.



Blue Danube Coffee House

Address | 306 Clement St, San Francisco, CA 94118

Blue Danube is the local's cafe. Located on Clement Street, this is the place to go every Saturday morning to get to know your neighbours. With an art-funk vibe, Blue Danube serves up some seriously good food and drinks. Their smoothies are the perfect post-yoga pick me up.

And the coffee always goes well with a good book, newspaper or even the occasional live music! Blue Danube is an old school coffee house where the hours can easily pass the morning (*and well into the night*) on the comfy couch! Nearby Green Apple Books is easily one of the best bookstores in San Francisco.



SOPHIE NADEAU

Travel Writer & Culture Blogger

Bonjour, ciao, and welcome to my little corner of the internet! For the past five years, I've been writing about the weird and wonderful on this travel and culture blog, with a particular focus on history, hidden gems, and offbeat adventures in Europe and beyond.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: November 3, 2021

Filing Date: October 6, 2021
Case No.: 2021-010305LBR
Business Name: Blue Danube Coffee House
Business Address: 306 Clement Street
Zoning: NCD (INNER CLEMENT STREET NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 1429/019
Applicant: Jimmy Hsu
306 Clement Street
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Blue Danube Coffee Shop (Blue Danube) is a local coffee shop located in the Inner Richmond Neighborhood since 1979. Blue Danube Coffee House sells all coffee beverages, beer and wine, juices, breakfast items, salads, and sandwiches. There is also an assortment of pastries and desserts from local Bay Area bakers. Blue Danube Coffee Shop was started by Roger Bernhardt. In 1989, Roger sold the business to an unknown second owner. The second owner then sold the business to another owner at a unspecified year. Around 2000, the business was then sold to Sue and Chang Sung. The business was then sold to the current storeowner, Jimmy Hsu in 2003. Jimmy has changed the different food and style of the coffee shop to fit his style and current trends, but he aims to keep the comfortable atmosphere the shop has provided for the community.

Blue Danube Coffee Shop aspires to be a friendly and welcoming environment. The Blue Danube Coffee Shop staff aims to “take care of people”. Jimmy believes that “the heart of any business is its relationship with its customers.” Jimmy has had multiple long-term interactions and relationships with frequent customers. He aims to make a

unique coffee house experience for his customers with their bohemian-style coffee shop. Blue Danube includes artwork and vibrant colors to distinguish themselves from other coffee shops.

Blue Danube Coffee Shop embraces and welcomes the multicultural backgrounds of their community and works with them. Blue Danube sources multiple ingredients from local grocers and businesses. The business makes donations to local schools like Roosevelt Middle School and various preschools. Blue Danube also promotes and donates to neighborhood events like the Artwalk and the Clementine Holiday Stroll Week. Within the store, there are designated display spaces for local artist to put up their work. The artist also receives all the proceeds from their sales. Blue Danube has weekly events for comedy night, music, and poetry reading nights. They are also a venue for wedding receptions, graduation ceremonies and birthday parties. In addition, they have hosted multiple political and community outreach events. Blue Danube was used by Kamala Harris and Gavin Newsom in 2004, Members of the Board of Supervisors like Sandra Fewer and Eric Mar, liaisons from the Mayor's Office of Neighborhood Services, and the ACLU.

The business is located in a Category B (Unknown / Age Eligible) structure on the north side of Clement Street between 4th Avenue and 5th Avenue. It is within the Inner Clement Street Neighborhood Commercial District (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1979.

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

Yes. Blue Danube Coffee House qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Blue Danube Coffee House has operated continuously in San Francisco for 42 years.
- b. Blue Danube Coffee House has contributed to the history and identity of the Inner Richmond neighborhood and San Francisco.
- c. Blue Danube Coffee House 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, or tradition?

Yes. The business is associated with the art of coffee-making.

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

Patrons include Nancy Pelosi, Gavin Newsom, Kamala Harris, Chris Isaak, John Cho, and many more.

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

No. The Clement Street property was surveyed in 1978 as part of the Foundation for San Francisco Architectural Heritage and determined to contain contextual importance to the area. The property is also located within an ongoing Neighborhood Commercial Corridors Historic Resource Survey.

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

No. The business is not have mentioned in local historic context statements.

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

Yes. Blue Danube Coffee House has been cited in multiple publications like Richmond SF Blog, SF Gate, Marin Magazine, SF Eater.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 306 Clement Street (1979 – Present)

Previous (No Longer Extant) Locations:

- none

Recommended by Applicant

- Large interior mirror that has been passed down from the original owner in 1979
- Folding and Sliding Windows at the exterior
- Two Restored Blue Danube Signs
- The Blue Steel Store Signage “ Blue Danubu”
- Originally designed Dining Tables

Additional Recommended by Staff

- Displays local visual artists on a rotational basis
- Bohemian- Style Interior
- Blue and Yellow Exterior Color Palette
- Maintains and continues to collect volumes of visitors’ stories and written contributions on their location’s bookshelves

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 DRAFT RESOLUTION NO.

HEARING DATE: November 3, 2021

Case No.: 2021-010305LBR
Business Name: Blue Danube Coffee House
Business Address: 306 Clement Street
Zoning: NCD (INNER CLEMENT STREET NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 1429/019
Applicant: Jimmy Hsu
306 Clement Street
Nominated By: Supervisor Connie Chen
Located In: District 1
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BLUE DANUBE COFFEE HOUSE CURRENTLY LOCATED AT 306 CLEMENT ST, BLOCK/LOT 1429/019.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on November 3, 2021, 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 Blue Danube Coffee House 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 Blue Danube Coffee House.

Locations

Current Locations:

- 306 Clement Street (1979 – Present)

Previous (No Longer Extant) Locations:

- none

Physical Features or Traditions that Defines the Business

- Large interior mirror that has been passed down from the original owner in 1979
- Folding and Sliding Windows at the exterior
- Two Restored Blue Danube Signs
- The Blue Steel Store Signage “ Blue Danubu”
- Originally designed Dining Table
- Displays local visual artists on a rotational basis
- Bohemian- Style Interior
- Blue and Yellow Exterior Color Palette
- Maintains and continues to collect volumes of visitors’ stories and written contributions on their location's bookshelves

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 2021-010305LBR. to the Office of Small Business November 3, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: November 3, 2021