



Legacy Business Registry Staff Report

Hearing Date: August 24, 2020

ANNIE'S HOT DOGS

Application No.: LBR-2019-20-016
Business Name: Annie's Hot Dogs
Business Address: 1330 25th St.
District: District 10
Applicant: Catherine Schoop, Owner
Nomination Date: November 5, 2019
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Annie's Hot Dogs has been serving their franks and red onion sauce from mobile food stands for over 37 years. The original and current owner, Catherine Schoop, founded her hot dog stand in 1983 after relocating to San Francisco from her native Brooklyn, NY, with her then-two-year-old son to start a new life. Annie's Hot Dogs was originally founded as "New York Frankfurter" and was located in front of the Ferry Building. In addition to being one of the first hot dog stands, the business may have also been one of the first Mobile Food Facilities in the city, although conclusive evidence has not been provided or found.

The business has had multiple locations throughout the city, for varying durations, including cart stations at: The Ferry Building Promenade at Folsom Street; throughout the Financial District, at Powell and Market, Ellis and Market, and Stockton and O'Farrell; Pier 39 (becoming a member of the Fisherman's Wharf Merchants Association in 1984); throughout the Mission at 4th and Mission, Beale and Mission, Spear and Howard, and Ecker and Mission; 101 Embarcadero; 55 Fulton St. in Hayes Valley; and Civic Center Plaza.

While opening a coffee cart and hot dog cart in the Civic Center Plaza, Catherine Schoop decided to change the business's name to "Annie's Hog Dogs" to rebrand the company and represent itself more accurately: as a San Francisco-based local business, not a New York establishment. Annie's got its permits for Golden Gate Park in 2003 and began operating three carts within the park's boundaries. In 2014, Annie's relocated its kitchen commissary to the Potrero Hill/Dogpatch neighborhood, at 1330 25th Street, where it is still located.

Today, Annie's Hot Dogs has nine cart locations throughout San Francisco, with most located within Golden Gate Park. Since 1983, Annie's Hot Dogs has supplied every Fleet Week and Gay Pride with hot dog carts, and was present at the 1985, 1988, 1989, and 1995 San Francisco 49ers Super Bowl parades. Willie Brown helped the Annie's secure locations in front of the X-Games in the 1990s, and Annie's was part of Mayor Gavin Newsom's activation of Civic Center Plaza in 2007-2008, setting up a hot dog stand in the middle of the plaza near the garage entrance. Annie's was also present in the SF Giants World Series parades of 2010, 2012, and 2014.

Annie's is committed to maintaining the historic traditions that define the business, such as high-quality ingredients and affordable prices, as well as its locally famous "red onion sauce" and entrepreneurial spirit. Catherine has been making her very own red onion sauce recipe for 37 years, and Catherine's son, David, has carried on the tradition of being a creator by making his own bottled beverage called "Refresca."

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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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, Annie's Hot Dogs has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

The Ferry Building RM, 1 Ferry Building from 1983 to 1990 (7 years)
101 The Embarcadero from 1990 to 2000 (10 years)
555 Fulton Street, #115 from 2000 to 2014 (14 years)
1330 25th Street from 2014 to Present (6 years)

CRITERION 2

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

Yes, Annie's Hot Dogs has contributed to the history and identity of San Francisco's mobile foodways.

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 appears to have been the first hot dog cart in San Francisco and may have been one of the first Mobile Food Facilities in San Francisco. Additionally, Annie's has been able to offer tourists and locals a quick, affordable meal at some of the most iconic locations throughout the city. Therefore, it is significant for its contributions to the city's culture as a street food vendor.
- The business is a mobile food facility, with nine (9) cart facilities located throughout the city. The main business address and kitchen commissary is currently located at 1330 25th Street, which is a property that has a Planning Department Historic Resource status codes of "C" (Not a Historic Resource) due to its construction date of 1983.
- Annie's Hot Dogs has been featured in many local publications and has received the following honors:
 - Voted "Best Hot Dog", San Francisco Chronicle, 1986.
 - Featured on KTVU during Game 7 of the World Series in 2014.
 - Seen in the following major-motion picture movies: Nash Bridges; 48 Hours; Venom; Ant Man; Ant Man 2.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Annie's Hot Dogs 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:

- Mobile Food Facility offering quick, on-the-go hot dogs and snacks.
- Cart's red and white color scheme.

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- Red “Annie’s” sign with “Proudly serving San Francisco in 1983.”
- Original “red onion sauce” (created by Catherine 37 years ago).
- Original “Refresca” drink (created by Catherine’s son, David).

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring street food.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Annie's Hot Dogs currently located at 1330 25th St. 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. _____

August 24, 2020

ANNIE'S HOT DOGS

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Business Address: 1330 25th Street
District: District 10
Applicant: Catherine Schoop, Owner
Nomination Date: November 5, 2019
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Annie's Hot Dogs, currently located at 1330 25th 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 August 24, 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 Annie's Hot Dogs 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 Annie's Hot Dogs.

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Physical Features or Traditions that Define the Business:

- Mobile Food Facility offering quick, on-the-go hot dogs and snacks.
- Cart's red and white color scheme.
- Red "Annie's" sign with "Proudly serving San Francisco in 1983."
- Original "red onion sauce" (created by Catherine 37 years ago).
- Original "Refresca" drink (created by Catherine's son, David).

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Annie's Hot Dogs on the Legacy Business Registry:

- Restaurant featuring street food.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 24, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2019-20-016
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District: District 10
Applicant: Catherine Schoop, Owner
Nomination Date: November 5, 2019
Nominated By: Supervisor Matt Haney

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 X Yes No

The Ferry Building RM, 1 Ferry Building from 1983 to 1990 (7 years)
101 The Embarcadero from 1990 to 2000 (10 years)
555 Fulton Street, #115 from 2000 to 2014 (14 years)
1330 25th Street from 2014 to Present (6 years)

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

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

NOTES: Business locations indicated are the headquarters locations. A list of locations of the individual hot dog carts is included in the Legacy Business Registry application.

DELIVERY DATE TO HPC: July 21, 2020

Richard Kurylo
Program Manager, Legacy Business Program

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Member, Board of Supervisors
District 6

City and County of San Francisco

MATT HANEY

November 5, 2019

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Dick-Endrizzi,

I am honored to nominate Annie's Hot Dogs, a thirty-six-year-old hot dog cart business with locations all across the city, for San Francisco's Legacy Business Program.

Annie's Hot Dogs was founded in March of 1983 by Catherine Schoop, a single mother and entrepreneur from Brooklyn who fell in love with San Francisco. Being a native New Yorker, she noticed that San Francisco didn't have a single hot dog cart. Determined to be the first to fill that hole in the market, she quickly relocated and before long established her first contract with the Port of San Francisco. Since 1983, Annie's Hot Dogs has worked every single Fleet Week and Gay Pride, the 1985, 1988, 1989, and 1995 San Francisco 49ers Super Bowl parades, and the SF Giants World Series parades of 2010, 2012, and 2014.

Annie's Hot Dogs is a unique part of the San Francisco Landscape and a wonderful success story, well deserving of the distinction and honor of Legacy Business status.

Please contact Catherine or David Schoop, 415-246-4235, info@annieshotdogs.com, to inform them of their nomination.

Thank you for your consideration,

A handwritten signature in blue ink, appearing to read "Matt Haney".

Matt Haney

Section One:

Business / Applicant Information. 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:		
Annie's Hot Dogs		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Catherine Schoop		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1330 25th St. San Francisco, CA 94107		((415))246-4235
		EMAIL:
		info@annieshotdogs.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.annieshotdogs.com	https://www.facebook.com/Annies-Hot-Dogs-Pretzels-SF-219407780808/	https://www.yelp.com/biz/annies-hot-dogs-and-pretzels-san-francisco-6?osq=Annie%2

APPLICANT'S NAME	
	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0143153	1176072

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

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
The Ferry Building RM, 1 Ferry Building	94111	March 1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	03/1983 - 09/1990	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
101 The Embarcadero	94105	Start: 09/1990
		End: 10/2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
555 Fulton St. #115	94102	Start: 10/2000
		End: 01/2014

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1330 25th St.	94107	Start: 01/2014
		End: 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:

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.

Catherine Schoop 10/18/2019

Name (Print):

Date:

Signature:



Annie's Hot Dogs & Snacks

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.

Annie's Hot Dogs was started in March of 1983 under the name The New York Frankfurter company of CA, Inc. Catherine Schoop opened the business and is still the owner.

One year earlier in 1982, Catherine was on a business trip to San Francisco from her native Brooklyn, and she realized there were no hot dog carts on the street in San Francisco. She spent the rest of the trip exploring the city looking for signs of food carts in the city, but she didn't find any. While exploring San Francisco, she fell in love with the city. Recently separated from her husband, she moved herself and her 2-year-old son David to San Francisco to start Annie's Hot Dogs (NY Frankfurter) and start a new life.

The original location of the business was in front of the Ferry Building. The business had a contract with the Port of San Francisco, and the kitchen commissary was located inside the Ferry Building.

The second location of the business was at 101 The Embarcadero. It was opened on July 14, 1983, and it was located at Ferry Building Promenade at the foot of Mission Street.

The third location of the business was at Ferry Building Promenade at Folsom Street and was opened on August 30, 1983.

Around this time, the business began operations at three locations in the Financial District through police peddler permits: Powell And Market, Ellis and Market and Stockton and O'Farrell.

The business had multiple locations throughout the city at one point or another, including one at Pier 39 for a year, which enabled the business to become a member of the Fisherman's Wharf Merchants Association in 1984. There were also locations at 4th and Mission streets, Beale and Mission streets, Spear and Howard streets, and Ecker and Mission streets.

After seven years in the Ferry Building, New York Frankfurter made way for renovations in the Ferry Building and moved to the Agriculture Building (101 Embarcadero) in 1990. It stayed there until the year 2000 when New York Frankfurter gave the space back to the Port so Amtrak could move there.

In 2000, New York Frankfurter moved to 555 Fulton St. in Hayes Valley, including its kitchen commissary. It was around this time that the business opened up a couple new locations: the coffee cart at Civic Center Plaza and the hot dog cart at Civic Center Plaza. It was also at this time when Catherine changed the name of NY Frankfurter to Annie's Hot Dogs. The reason behind the name change was to rebrand the company so it didn't sound like the business was in New York. At this point in its history, Catherine and the company now named Annie's Hot Dogs had been doing business in San Francisco for 17 years and were very much immersed in the culture of the city of San Francisco.

Annie's got its permits for Golden Gate Park in 2003. There were locations at JFK and 8th, Conservatory of Flowers and Spreckels Lake. Annie's Hot Dogs lost those permits in 2007 because the business was outbid by four times by a company called Happy Belly, but Happy Belly was out of business by 2009, and Annie's was back at those locations in 2009.

In 2014, to make way for high rise luxury condos, Annie's had to move its kitchen commissary to the Protrero Hill/Dogpatch neighborhood.

Today, Annie's Hot Dogs is located at the Carousel in Golden Gate Park, the music concourse, the Conservatory of Flowers, JFK and 8th, Civic Center Plaza, Spreckels Lake, Ellis and Market, Powell and Market and Stockton and O'Farrell.

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

During its 36 years of operations, Annie's Hot Dogs has never ceased its operations at any point for more than six months.

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

Since the beginning, Catherine Schoop has owned the business and operated it under her supervision as a single mother. Her son, David, now works there as well. They both continue to run the business together day in and day out.

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

Not Applicable

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 location at Powell and Market streets at the cable car turnaround right next to the old ticket sales booth has been Annie's location since 1983, making the business an integral part of that community. At one time, that booth was a San Francisco Police Department booth.

CRITERION 2

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

Annie's Hot Dogs was the first hot dog cart in San Francisco and one of the first, if not the first, Mobile Food Facilities to ever start in San Francisco. David Schoop basically grew up working at Powell and Market, serving local customers and tourists every day for over 20 years.

Annie's Hot Dogs was at Herb Caen Day at the Ferry Building in 1996, and David at 16 years old served Herb himself a hot dog with sauerkraut and Annie's locally-famous red onion sauce, which Catherine has been making herself since 1983.

As the first, or one of the first, mobile food facilities in San Francisco, Annie's was at the Ferry Building from 1983-1990, then in the agriculture building from 1990-2000. Annie's has been a member of the Fisherman's Wharf Merchants Association since 1984, and Catherine is one of the only female business owners at many of those meetings.

In 2000, Annie's moved to 555 Fulton St. in Hayes Valley and became a staple in that neighborhood doing events for San Francisco Public Works at the African American Arts Complex.

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

Annie's Hot Dogs has worked every single Fleet Week in San Francisco since 1983 on Port property at Marina Green. The business worked every LGBT Pride Parade and Festival from 1985 to present day. Annie's was on Market street for the 1985, 1988, 1989 and 1995 San Francisco 49ers Super Bowl parades and the 2010, 2012 and 2014 San Francisco Giants parades. Willie Brown helped the business get locations in front of the X Games in the 1990s because Annie's is a small, woman-owned business. Annie's was part of Mayor Gavin Newsom's activation of Civic Center Plaza in 2007-2008, setting up in the middle of the plaza near the garage entrance. Currently, Annie's Hot Dogs is a member of The San Francisco Chamber of Commerce. David has participated as a mentor for the youth of San Francisco for over a decade mentoring kids through programs like Seven Teepees and Enterprise for Youth.

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

Annie's Hot Dogs were written up in the Chronicle in 1986 and voted Best Hot Dog. David was featured on KTVU during Game 7 of the World Series in 2014, where Annie's had a cart and watched the Giants clinch while in Kansas City. Annie's had its carts in a lot of movies and shows over the years, including Nash Bridges, 48 Hours and most recently Venom, Ant Man and Ant Man 2. There were additional films, as producers love to have the carts in scenes throughout the city.

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

When's Annie's Hot Dogs first open the business in 1983, Catherine met with Mayor Dianne Feinstein. Mayor Willie Brown would come by the cart for a hot dog at Civic Center. Annie's also served a slew of famous people throughout its 37 years in San Francisco, including Will Clark, Barry Bonds, Jerry Rice, Ronnie Lott, Huey Lewis on multiple occasions, Herb Caen, James Harden, E-40, B-Legit, Kevin Nealon and Dave Chappelle. No one person is more significant than the thousands of local San Franciscans Annie's serves monthly though.

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

Annie's Hot Dogs is very active in the community. Annie's was an active participant in Food Runners San Francisco, which picks up excess perishable and prepared food from businesses such as restaurants, caterers, bakeries, hospitals, event planners, corporate cafeterias and hotels and delivers it directly to neighborhood food programs. Annie's also donates food to Oshun Women's Drop-in Center, and Annie's has hosted birthday parties for free for underprivileged children at Compass Clara House. David Schoop, Vice President and Catherine's son, also mentors' young adults throughout the city through various programs like Seven Teepees and Enterprise for Youth.

The business has applied for Mayor Breed's Opportunities For All program. The business has paid all of its licensing and taxes for 37 years without stopping and has only ever operated within the city limits. The business still engages with Food Runners and drops off excess food to shelters. And Annie's gives away food on a daily basis to some of our houseless neighbors on Market Street.

Also, Annie's employs local San Francisco residents. Most of its small workforce has been with Annie's for over 10 years. There aren't a lot of small businesses left in the food service industry in San Francisco, and not a lot of people can afford to live in San Francisco working for small businesses, but Annie's has been able to find ways to retain its employees and maintain the business.

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

On a daily basis, Annie's serves a lot of tourists on Market Street and in Golden Gate Park. They also serve a lot of local children at the Carousel in Golden Gate Park and throughout the park in general. They serve many local workers downtown, at Civic Center Plaza and in Golden Gate Park as well. The customer base is very much a melting pot like San Francisco.

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

Annie's Hot Dogs was in the Ferry Building for seven years before its renovation. Probably its most culturally significant location is at Powell and Market streets at the historic cable car turnaround. Annie's is also located between the two museums in Golden Gate Park and at the carousel in Golden Gate Park.

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

Annie's is one of the first mobile food facilities to begin operation in San Francisco, a small business that was started by a single mother in 1983 and has never ceased operating within the city. Catherine was one of few woman business owner throughout the 1980s, 1990s and unfortunately still to this day even as she is now a senior citizen. The community of San Francisco needs to have more women business owners to demonstrate to girls that they can be entrepreneurs in a male dominated part of the economy. If you look at the mobile food facilities currently in operation in San Francisco, there are very few women owners. Catherine wants to be recognized as a Legacy Business in this wonderful city so the story of a single mother being an entrepreneur and raising a son in San Francisco can be told to young women looking to do the same thing.

CRITERION 3

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

Annie's Hot Dogs is known to most residents simply as "Annie's." The business is known for its red tents and red onion sauce throughout its 37 years doing business in the city, especially now since Annie's has been operating in Golden Gate Park in multiple locations for almost two decades. The residents of the city know that they can get a quality hot dog and snack whenever they see a red Annie's sign. The business has never failed a health department exam and has never been shut down for any reason over 37 years. It speaks to Annie's quality. The business' history of providing good food at a good price to the locals of San Francisco is what Annie's is known for.

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)

Annie's Hot Dogs is committed to maintaining the historical traditions that define the business, like high quality and affordable prices, as well as its famous red onion sauce and entrepreneurial spirit. Catherine has been making red onion sauce with her own recipe for 37 years. David has carried on the tradition of being a creator by creating his own bottled beverage called Refresca. They are delicious organic agua frescas.

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.).

Annie's has had red and white colors for over 10 years, and its menu has stayed the same for quite some time. Annie's will always continue to make sure its carts are clean and refurbished, and its signage reading "Proudly serving San Francisco since 1983" is always prominently displayed.

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. Catherine has owned the business herself since its inception as a single mother of a 2-year-old. Her son, David, is now 39, and they work together, but Catherine still maintains full ownership.









ORGANIC ICED TEA
WATERMELON CUBES
REFRESH
ORGANIC ICED TEA

ORGANIC ICED TEA
GRAPEFRUIT CUBES
REFRESH
ORGANIC ICED TEA

91080
New Fall Drinks



CAL HOT DOG COMPANY
OWN HOUSEMADE
SAUCE RECIPE

ANNIE'S
HOT DOGS & SNACKS

selection of new altera-
stores. I picked this stand for two reasons:
Vantage point for people-watching. Best P
VOTED BE
IN SAN F
HOT SOFT PR
CHURRO



SERVING SAN FRANCISCO SINCE 1983

HOT DOGS • PRETZELS • ICE CREAM • DRINKS

~ORGANIC~
STRAWBERRY MINT

REFRESCA
AGUAS FRESCAS

USDA
ORGANIC

Always in
GLASS
BOTTLES

...ER IS BETTER
...ET HER STANDARDS, ANNIE'S
...HER OWN RED ONION SAUCE
...H, LOCAL INGREDIENTS

Häagen-Dazs

Nestlé



WWW.ANNIESHOTDOGS.COM
SAN FRANCISCO, CA 94107

CB2

CB2





Registered Business Locations - San Francisco



Based on [Registered Business Locations - San Francisco](#)

This dataset includes the locations of businesses that pay taxes to the City and County of San Francisco. Each registered business may have multiple locations and each location is a single row. The Treasurer & Tax Collector's Office collects this data through business registration.

[More Views](#)

Location Id	Business Account Number	Ownership Name	DBA Name	Street Address	City	State	Source Zipcode	Business Start Date	Business End Date
0143153-02-001	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs & Pretzels	555 Fulton St 115	San Francisco	CA	94102	08/10/1983	
0143153-03-001	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs	555 Fulton St 115	San Francisco	CA	94102	08/10/1983	
1035712-08-151	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs	1330 25th St	San Francisco	CA	94107	08/10/1983	
1037005-08-151	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs	1080 Iowa St	San Francisco	CA	94107	08/10/1983	
1243845-01-201	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs	101 Stockton St	San Francisco	CA	94108	08/10/1983	
1243875-01-201	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs	800 Market St	San Francisco	CA	94102	08/10/1983	
1243876-01-201	0143153	Ny Frankfurter Co Of Ca Inc	Annie's Hot Dogs	870 Market St	San Francisco	CA	94102	08/10/1983	

PERMIT TO OPERATE

AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

A 15554

AUTHORIZING conduct of the following class of

ISSUED

Business: Push Cart - Cart #1

August 30, 1983

Name and Address below:

New York Frankfurter Co. of Calif.
DBA: NEW YORK FRANKFURTER CO. OF CALIF.
Ferry Building Promenade at Folsom Street
San Francisco, CA 94111

~~XXXXXX~~

Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

DEPARTMENT OF PUBLIC HEALTH

City and County of San Francisco

George Bush

Inspector

Jack E. Coyne

Bureau Director

Dell Hall

Principal Inspector

Merwyn F. Silverman MD

Director of Public Health

DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102

*Push Cart
Central Office*

List of Annie's Hot Dog Cart Locations Past and Present

Ferry Building 1983-2002

Embarcadero and Mission 1982-2002

Embarcadero and Folsom 1983-2000

Pier 39 1984-1985

Beale and Mission 1987-1990

Spear and Howard 1987-1990

4th and Mission 1987-1990

Ecker and Mission 1987-1990

Asian Art Museum 2001-2004

Childrens Museum at Yerba Buena (Zeum) 2000-2006

Ellis and Market 1985-present

Powell and Market 1985-present

Stockton and O'Farrell 1985-present

Civic Center plaza 2000-present

JFK and 8th Ave (Golden Gate Park) 2003-2007, 2009-present

Conservatory of Flowers (Golden Gate Park) 2003-2007, 2009-present

Spreckels Lake (Golden Gate Park) 2003-2007, 2009-present

Music Concourse 2009-present

Carousel at Golden Gate Park 2012-present

ANDERSON



RAVE REVIEW!!

Concession stands have a stimulating conviviality among downtown merchants. They'd get pale-faced patrons out of shady saloons and into the streets; they'd foster goodwill and communication among the coterie of San Rafael business types, lawyers and judges who beat regular and familiar paths to darkened downtown beaneries.

I'm something of a hot dog expert myself, and I salute the tube steak as an example of the perfect lunch.

Nutritious without being excessive, varied in a compact package, the hot dog possesses all the hand-sized ingredients of a gourmet

shops, cafes and all the assorted nooks and crannies Fourth Street has to offer, and while I sense a feeling of commerce and brotherhood in action along the sidewalk, there's a quietude, a lack of bustle, that doesn't quite make Fourth Street — as the critics say — *work*.

(At all costs do I avoid entering Rafael Book & News, for I'd never get out of there.)

what make Fourth Street work as an urban village alive with happy humans are hot dog stands.

My vote for the finest stand in the Bay Area is the one in front of the Golden Gate Ferry Terminal along San Francisco's Embarcadero.

Its logo has it from New York, but for two bucks you can get the finest Chicago-style red hot this side of Wrigley Field. A plump sausage sits bathed in mustard, relish, onions, cheddar cheese, chili peppers, tomatoes, red pepper and pickles.

It is — here's another one from those critics — *to die for*.

If you're about to hop aboard the

(the Marina and easily the The County.

With all the garnish wai spread, the have a cha reason — the

The all-be anything, to buns are simp

You've got buns have a veritable gar thora of pick get the point.

At Petrin margin is s more than a a hint of c sloppy red h

Maybe so column to th New York-C in front of tl he'll get a franchise alo

The rejuv San Rafael v

Oyster

Happy National Hot Dog Day!!! The Best Hot Dogs EVER

Jane Reynolds
July 23, 2014

We're celebrating all kinds of culinary holidays at the Oyster offices this week, and of course we can't turn down an excuse to chow down on a hot dog -- loaded with the works, please. So in honor of today being National Hot Dog Day, we've rounded up a few of our favorite spots across the states to feast on this American staple. Sorry, baseball game not included.

Annie's Hot Dogs, San Francisco



[San Francisco](#)'s Union Square is home to tons of food carts and stands serving tasty treats, and Annie's is one of the most popular. Grab a dog, some chips, a soda, and a seat on the steps of the square; it's a prime spot for people-watching. With all the money saved on your cheap eats, you can stay at the nearby [Sir Francis Drake](#), which may be upscale but also packs a solid value; rooms are large and modern, and freebies include bike rentals and in-room yoga mats.

Annie's Hot Dogs & Pretzels

Party & Event Price List

Hot Dog Cart Rental

Small Hot Dog Party Cart w/ 2 full size restaurant pans	\$200.00
Large Hot Dog Cart w/ 3 full size restaurant pans	\$300.00

Hot Dogs & Sausages

New York Style Hot Dog (100% Beef) with natural casing	\$3.25 ea
Jumbo ¼ lb Hot Dog	\$3.75 ea
Polish Sausage ¼ lb	\$3.75 ea
Hot links ¼ lb	\$3.75 ea
Tofurky Dog (veggie)	\$3.95 ea
Chicken Apple Sausage.....	\$4.25 ea

Toppings included in price: Sweet Relish, Fresh Chopped Onions, Sauerkraut, NY Red Onion Sauce, Jalapeno Peppers, Ketchup, Brown & Yellow Mustard, and Mayonnaise.

Other Cart Rentals

Ice cream Cart	\$200.00
Popsicles	\$2.00 ea
Drumsticks.....	\$2.50 ea
Its It.....	\$2.50 ea
Haagan-Dazs Ice cream Bars	\$3.00 ea
Ice Cream Cones & Sundaes	Call for Prices

Large Popcorn Cart	\$200.00
Popcorn (per serving)	\$1.50 ea

Cotton Candy Cart	\$200.00
Cotton Candy (per serving)	\$2.00 ea

Churro & Pretzel Carts	\$200.00
Pretzels & Churros	\$2.00 ea

Beverages

Coke, Diet Coke & Sprite	\$1.25 ea
Orange Soda, Root Beer & Bottled Water	\$1.25 ea
Snapple & Vitamin Water	\$2.00 ea

Servers - \$150.00 (Four Hours)

Delivery – Free in the city of San Francisco. Due to high fuel cost, deliveries outside of San Francisco will be assessed on a per contract basis

... Prices subject to change without notice ...

Annie's Hot Dogs & Pretzels 415-847-1726 cell

1330 - 25th Street - San Francisco, CA 94107 www.annieshotdogs.com

email - info@annieshotdogs.com

Annie's Hot Dogs & Pretzels

Pictures of Party Carts



Small Hot Dog Party Cart-\$200.00 each



Ice Cream Cart -\$200.00 each



Large Hot Dog Party Cart-\$300.00 each
6 Feet wide by 3 Feet Deep and 93 inches High



Pretzel and Churro Cart - \$200.00 each
4 Feet wide by 32 inches deep and 67 inches high



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Executive Summary

HEARING DATE: AUGUST 19, 2020

Filing Date: July 22, 2020
Case No.: 2020-006871LBR
Business Name: Annie's Hot Dogs
Business Address: 1330 25th Street, San Francisco, CA 94107 (Primary Address)
Zoning: PDR-1-G (Production, Distribution, & Repair -1- General) Zoning District
40-X Height and Bulk District
Block/Lot: 4226/022
Applicant: Catherine Schoop
1330 25th Street
San Francisco, CA 94107
Nominated By: Supervisor Matt Haney
Located In: District 10
Staff Contact: Katie Wilborn - (415) 575-9114
katherine.wilborn@sfgov.org
Recommendation: Adopt a Resolution to Recommend Approval

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

Annie's Hot Dogs and Snacks, known to most residents simply as "Annie's", has been serving their franks and red onion sauce from mobile food stands for over 37 years. The original and current owner, Catherine Schoop, founded her hot dog stand in 1983 after relocating to San Francisco from her native Brooklyn, NY with her then-two-year-old son to start a new life. Annie's Hot Dogs was originally founded as "New York Frankfurter" and was located in front of the Ferry Building (1983). In addition to being one of the first hot dog stands, the business may have also been one of the first Mobile Food Facilities in the city, although conclusive evidence has not been provided or found. The business has had multiple locations throughout the city, for varying durations, including cart stations at: The Ferry Building Promenade at Folsom Street (1983); throughout the Financial District, at: Powell and Market, Ellis and Market, and Stockton and O'Farrell (1983); Pier 39 (becoming a member of the Fisherman's Wharf Merchants Association in 1984); throughout the Mission at 4th and Mission streets, Beale and Mission streets, Spear and Howard streets, and Ecker and Mission streets (1984); 101 Embarcadero (1990); 55 Fulton in Hayes Valley (2000, where a cart and the kitchen commissary was located); and multiple stands within Civic Center Plaza (2000).

In 2000, the "New York Frankfurter" company had been serving San Franciscans and tourists alike for 17 years. While opening a coffee cart and hot dog cart in the Civic Center Plaza, Catherine Schoop decided to change the business's name to "Annie's Hog Dogs," to rebrand the company and represent itself more accurately: as a San Francisco-based, local business, not a New York establishment.

Annie's got its permits for Golden Gate Park in 2003 and began operating three carts within the park's boundaries. By 2014, to make way for residential development at 55 Hayes Valley, Annie's relocated its kitchen commissary to the Potrero Hill/Dogpatch neighborhood, at 1330 25th Street, where it is still located.

Today, Annie's Hot Dogs has nine cart locations throughout San Francisco, with most located within Golden Gate Park. Since 1983, Annie's Hot Dogs has supplied every Fleet Week and Gay Pride with hot dog carts, and was present at the 1985, 1988, 1989, and 1995 San Francisco 49ers Super Bowl parades. Willie Brown helped the Annie's secure locations in front of the X-Games in the 1990s, and later, in 2007-2008, Annie's was part of Mayor Gavin Newsom's activation of Civic Center Plaza, setting up a hot dog stand in the middle of the plaza near the garage entrance. Annie's was also present as the SF Giants World Series parades of 2010, 2012, and 2014. Annie's Hot Dogs is currently a member of The San Francisco Chamber of Commerce and Catherine's son, David, has participated as a mentor for the youth of San Francisco for over a decade, mentoring kids through programs like Seven Teepees and Enterprise for Youth. Annie's is committed to maintaining the historic traditions that define the business, such as high-quality ingredients and affordable prices, as well as its locally famous "red onion sauce" and entrepreneurial spirit. Catherine has been making her very own red onion sauce recipe for 37 years, and Catherine's son, David, has carried on the tradition of being a creator by making his own bottled beverage called "Refresca."

The business's main location (the kitchen commissary) is located in a Category C (No resource Present / Not Age Eligible) structure on the north side of 25th street between Pennsylvania Avenue and Iowa Streets in the Potrero Hill neighborhood. It is within the PDR-1-G (Production, Distribution, & Repair -1- General) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in March of 1983

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

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

- i. Annie's Hot Dogs has operated continuously in San Francisco for 37 years.
- ii. Annie's Hot Dogs has contributed to the history and identity of San Francisco's mobile foodways.
- iii. Annie's Hot Dogs 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 appears to have been the first hot dog cart in San Francisco and may have been one of the first Mobile Food Facilities in San Francisco. Additionally, Annie's has been able to offer tourists and locals a quick, affordable meal at some of the most iconic locations throughout the city.

Therefore, it is significant for its contributions to the city's culture as a street food vendor.

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

No.

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

No. The business is a mobile food facility, with nine (9) cart facilities located throughout the city. The main business address and kitchen commissary is currently located at 1330 25th Street, which is a property that has a Planning Department Historic Resource status codes of "C" (Not a Historic Resource) due to its construction date of 1983.

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

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

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

Yes. Annie's Hot Dogs has been featured in many local publications and has received the following honors:

- Voted "Best Hot Dog", San Francisco Chronicle, 1986.
- Featured on KTVU during Game 7 of the World Series in 2014
- Seen in the following major-motion picture movies:
 - Nash Bridges
 - 48 Hours
 - Venom
 - Ant Man and Ant Man 2

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Nine (9) Present Locations:

- 1330 25th Street (commissary kitchen location; 2014 – present)
- Cart locations:
 - Ellis and Market (1985-present)
 - Powell and Market (1985-present)
 - Stockton and O'Farrell (1985-present)
 - Civic Center Plaza (2000-present)
 - JKF and 8th Ave, Golden Gate Park (2003-2007, 2009-present)
 - Spreckels Lake, Golden Gate Park (2003-2007, 2009-present)
 - Music Concourse, Golden Gate Park (2009-present)
 - Carousel, Golden Gate Park (2012-present)

Recommended by Applicant

- Mobile Food Facility offering quick, on-the-go hot dogs and snacks

- Cart's red and white color scheme
- Red "Annie's" sign with "Proudly serving San Francisco in 1983"
- Original "red onion sauce" (created by Catherine 37 years ago)
- Original "Refresca" drink (created by Catherine's son, David)

Additional Recommended by Staff

- None

BASIS FOR RECOMMENDATION

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No. 1130

HEARING DATE: AUGUST 19, 2020

Filing Date: July 22, 2020
Case No.: 2020-006871LBR
Business Name: Annie's Hot Dogs
Business Address: 1330 25th Street (and (9) kiosks throughout the city)
Zoning: PDR -1 G (Production, Distribution, & Repair – 1 – General) Zoning District 40-X Height and Bulk District
Block/Lot: 4226/022
Applicant: Catherine Schoop
1330 25th Street
San Francisco, CA 94107
Nominated By: Supervisor Matt Haney
Located In: District 10
Staff Contact: Katie Wilborn - (415) 575-9114
katherine.wilborn@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ANNIE'S HOT DOGS CURRENTLY LOCATED AT 1330 25TH STREET, BLOCK/LOT 4226/022 (PRIMARY ADDRESS), AND NINE (9) KIOSKS LOCATED AT: GOLDEN GATE PARK'S CAROUSEL, MUSIC CONCOURSE, SPRECKLES LAKE, AND THE CONSERVATORY OF FLOWERS; JFK AND 8TH STREET; CIVIC CENTER PLAZA; ELLIS AND MARKET STREETS; POWELL AND MARKET STREETS; AND STOCKTON AND O'FARRELL STREETS.

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 37 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 August 19, 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 Annie’s Hot Dogs 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 Annie’s Hot Dogs.

Location(s):

Nine (9) Present Locations:

- Kitchen Commissary:
 - 1330 25th Street (2014 – present)

- (8) Cart locations:
 - Ellis and Market (1985-present)
 - Powell and Market (1985-present)
 - Stockton and O’Farrell (1985-present)
 - Civic Center Plaza (2000-present)
 - JKF and 8th Ave, Golden Gate Park (2003-2007, 2009-present)
 - Spreckels Lake, Golden Gate Park (2003-2007, 2009-present)
 - Music Concourse, Golden Gate Park (2009-present)
 - Carousel, Golden Gate Park (2012-present)

Physical Features or Traditions that Define the Business:

- *Mobile food facility offering quick, on-the-go hot dogs and snacks*
- *Cart’s red and white color scheme*
- *Red “Annie’s” sign with “Proudly Serving Sn Francisco since 1983”*
- *Original “red onion sauce” (created by Catherine 37 years ago)*
- *Original “refresca” drink (created by David, Catherine’s son)*

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 2020-006871LBR to the Office of Small Business August 19, 2020.

Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: Recommendation for Approval