

Legacy Business Registry Staff Report

HEARING DATE JANUARY 13, 2020

ECLECTIC COOKERY

Application No.: LBR-2019-20-015
Business Name: Eclectic Cookery
Business Address: 103 Horne Avenue
District: District 10
Applicant: Scott Madison, Owner
Nomination Date: October 11, 2019
Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Eclectic Cookery is a time-shared commercial kitchen and commissary located in Bayview Hunter Point Naval Shipyard. It is San Francisco's first and largest commissary kitchen. It was established in 1984 by California Culinary Academy graduates Scott Madison and Bill Roberts who partnered with investors Susan Heller and Ksiel Sztundel.

Once established, the concept of sharing a commercial kitchen soon expanded. Understanding the needs of other caterers and wholesale food production businesses, the initial concept shifted to a business model that would directly support food industry entrepreneurs by providing them with an affordable, permitted commercial kitchen. Eclectic Cookery began to lease kitchen and storage space while also providing support in navigating the various steps to be a licensed and permitted food business. This business model was successful. Since 1984 Eclectic Cookery has provided services to nearly 500 local food-based businesses, including support for mobile food vendors.

The original founders and heirs retain ownership of Eclectic Cookery, with the exception of Ksiel Sztundel, who passed away in 2018. Scott Madison and Bill Roberts manage daily operations. CEO Susan Heller contributes to long range planning and management strategy.

The primary business address is located on the southeast side of Horne Avenue between Fisher Avenue and Robinson Drive in the Hunters Point Naval Shipyard.

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

103 Horne Avenue from 1984 to Present (35 years).





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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

Yes, Eclectic Cookery has contributed to the history and identity of Hunters Point 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 cooking.
The business is located in the historic Hunters Point Naval Shipyard in Dry Dock #2, constructed in 1903.
Eclectic Cookery has unique role as a support service to local food providers.
SF's small food merchants find room to grow at Hunters Point's Eclectic Cookery
Uncovering San Francisco's Food Truck Frenzie
Exclusive: FivePoint lays groundwork for Shipyard retail
5 Places to Get Your Food Business Started
North America Noodle, food truck incubator
Pride in an Industrious Past
Artists Look to Anchor at Hunters Point Shipyard

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

Yes, Eclectic Cookery is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Eclectic Cookery 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:

- Time-shared kitchen and commissary services.
Guidance to entrepreneurs.
The character of adaptability.

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.

- Commissary kitchen.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Eclectic Cookery currently located at 103 Horne Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE JANUARY 13, 2020

ECLECTIC COOKERY

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2019-20-015
Business Name: Eclectic Cookery
Business Address: 103 Horne Avenue
District: District 10
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Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ECLECTIC COOKERY, CURRENTLY LOCATED AT 103 HORNE .

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 January 13, 2020, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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BE IT RESOLVED that the Small Business Commission hereby includes Eclectic Cookery 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 Eclectic Cookery:

Physical Features or Traditions that Define the Business:

- Time-shared kitchen and commissary services.
Guidance to entrepreneurs.
The character of adaptability.

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

- Commissary kitchen.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 13, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2019-20-015
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Business Address: 103 Horne Avenue
District: District 10
Applicant: Scott Madison, Owner
Nomination Date: October 11, 2019
Nominated By: Supervisor Shamann Walton

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

103 Horne Avenue from 1984 to Present (35 years).

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

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

NOTES: N/A

DELIVERY DATE TO HPC: November 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 10



City and County of San Francisco

SHAMANN WALTON

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October 11, 2019

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

Eclectic Cookery
Attn: Jenny Wong
103 Horne Ave, San Francisco, CA 94124
Re: Legacy Business Nomination for Eclectic Cookery

To Whom It May Concern:

I am writing to express my support for Jenny Wong's application to recognize Eclectic Cookery as a Legacy Business.

Since it first opened in 1984, Eclectic Cookery, San Francisco's first and largest commissary kitchen located in Bayview Hunter Point Naval Shipyard, has directly supported food industry entrepreneurs by providing time shared kitchen and commissary services to small food businesses that do not need or cannot afford to operate their own facility. Eclectic Cookery has provided over 17,000 square feet of commercial kitchen space to nearly 500 local food-based businesses, including support for caterers, bakers, food product manufacturers and mobile vendors.

Eclectic Cookery provides a service that may be invisible to the general public but is critical to local food entrepreneurs. This community would be qualitatively be diminished if Eclectic Cookery ceased to exist. Dozens of San Francisco based small businesses would relocate to costlier and less equipped facilities outside of San Francisco while others would never find a path to profitability without the support given by Eclectic Cookery's management team. Eclectic Cookery has helped hundreds of customers establish and grow their food businesses for 30+ years and will continue to do so with support from the City.

Thank you for your consideration.

A handwritten signature in blue ink, appearing to read "Shamann Walton".

Supervisor Shamann Walton, District 10

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:		
Eclectic Cookery		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Scott Madison, Bill Roberts and Susan Heller		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
103 Horne Avenue SF CA 94124		(415-822-8788
		EMAIL:
		eclecticcookery@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
eclecticcookery.com	N/A	

APPLICANT'S NAME	
Scott Madison	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
owner	
APPLICANT'S ADDRESS:	
103 Horne Avenue SF CA 94124	
TELEPHONE:	
(415-822-8788	
EMAIL:	
eclecticcookery@gmail.com	

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

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
103 Horne Avenue	94124	1984
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1984 - 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:
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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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.

SCOTT MADISON
Name (Print):

10/17/19
Date:

Scott Madison
Signature:

ECLECTIC COOKERY

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.

Eclectic Cookery, located at 103 Horne Avenue, is a time shared commercial kitchen and commissary located in Bayview Hunter Point Naval Shipyard. It is San Francisco's first and largest commissary kitchen.

Established in 1984, the idea of building a successful catering business by sharing a kitchen facility was the brainchild of California Culinary Academy graduates Scott Madison and Bill Roberts who partnered with investors Susan Heller and Ksiel Sztundel.

The shuttered Hunters Point Naval Shipyard proved to be an ideal location. It's isolated but well populated with numerous large unused buildings. Eclectic Cookery found a home in a 1,000 square foot former Marine Corps galley. This building was partially equipped with commercial grade foodservice equipment, but the building required significant system repairs and upgrades. Water and gas lines were installed, largely by the original team.

Once established, the concept of sharing a commercial kitchen soon expanded. Understanding the needs of other caterers and wholesale food production businesses, the initial concept shifted to a business model that would directly support food industry entrepreneurs by providing them with an affordable, permitted commercial kitchen. Eclectic Cookery began to lease kitchen and storage space while also providing support in navigating the various steps to be a licensed and permitted food business. This business model was successful. The original 1,000-square-foot galley eventually expanded to 11,000 square feet.

Kitchen #1. As part of the greater Shipyard redevelopment, the original galley building was replaced in 2017 with a new custom designed 10,600-square-foot building. Kitchen #1 has three cooking lines, separate bakery, multiple prep spaces, ample dry and cold storage accommodate a great variety of food businesses. The food truck/cart service yard provides easy access to potable and cleaning water, grey water discharge, recycling, composting, cooking oil and debris disposal.

Kitchen #2 opened in 1985. This 2,550-square-foot kitchen serves mainly caterers with cooking, refrigeration and dry storage capacity.

Kitchen #3 is a bakery/commissary that opened in 1998 and remodeled in 2013. This 2,000-square-foot facility, located five minutes from the Shipyard, serves food processors such as bakers, juicers and beverage brewers not requiring open flame cooking appliances.

Today, Eclectic Cookery's three commissaries provide over 17,000 square feet of commercial kitchen space. Since 1984 Eclectic Cookery has provided services to nearly 500 local food-based businesses, including support for mobile food vendors.

The original founders and heirs retain ownership of Eclectic Cookery, with the exception of Ksiel Sztundel, who passed away in 2018. Scott Madison and Bill Roberts manage daily operations. CEO Susan Heller contributes to long range planning and management strategy.

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

Eclectic Cookery has not experienced a break in service since opening in 1984. The redevelopment of the Shipyard has not and will not affect the business.

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

Eclectic Cookery was not established as a "family-owned" business. The original founders still retain control and actively manage the business.

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

Three of the original four owners are still directly involved with the business. Susan Heller, Scott Madison and Bill Roberts. Ksiel Sztundel is recently deceased.

The ownership history of (the business) is as follows:

1984 to 2018: Scott Madison, Bill Roberts, Susan Heller and Ksiel Sztundel

2018 to Present: Scott Madison, Bill Roberts and Susan Heller

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

Not applicable.

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

The historic resource status of the building 101-103 Horne Avenue is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act.

Eclectic Cookery is located within the former Hunters Point Naval Shipyard. The Shipyard played a vital role in the wartime economy during WWII and was a major employer within the Bayview Hunters Point neighborhood. The building, known as “Dry Dock #2; Hunters Point Annex” was constructed in 1903.

CRITERION 2

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

Although Eclectic Cookery has been in business since 1984, its direct contribution to the Bayview Hunters Point area is difficult to quantify. Eclectic Cookery exclusively services a non-retail segment of the food industry. Therefore, the general public does not have direct access to the various type of products produced at the facility. However, the effect that Eclectic Cookery has had within the local food service industry is substantial. With nearly 500 businesses utilizing Eclectic Cookery over the years, hundreds of jobs on the site and in support of catering functions can be linked back to production at Eclectic Cookery. Many of the businesses utilizing Eclectic Cookery are ‘start ups’ with ownerships as diverse as San Francisco.

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

Eclectic Cookery was among the scores of small businesses and hundreds of artists at Hunters Point Shipyard opposing the USS Missouri Homeporting Project, a controversial issue between 1985 and 1989 when the Shipyard was placed on the Base Closure List. Owner Scott Madison was a leader of the organization that convinced Mayor Art Agnos and Congresswoman Nancy Pelosi to advocate turning the Shipyard over to the city to protect the small businesses and artist studios located there.

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

Eclectic Cookery has unique role as a support service to local food providers. The business has been profiled or mentioned in local newspapers and referenced on numerous websites as a resource that helps food entrepreneurs start and grow their business.

Following are articles and websites that reference Eclectic Cookery:

- “SF’s small food merchants find room to grow at Hunters Point’s Eclectic Cookery”
San Francisco Chronicle
February 10, 2018
<https://www.sfchronicle.com/bayarea/nativeson/article/SF-s-small-food-merchants-find-room-to-grow-at-12593789.php>
- “Uncovering San Francisco's Food Truck Frenzie”
Wine Oh TV
May 18, 2012
<https://www.youtube.com/watch?v=pUi6ez2MrW4&feature=youtu.be>
- “Exclusive: FivePoint lays groundwork for Shipyard retail”
San Francisco Business Times
September 28, 2017
<https://www.bizjournals.com/sanfrancisco/news/2017/09/28/fivepoint-fph-lennar-shipyard-retail-san-francisco.html>
- “5 Places to Get Your Food Business Started”
KQED
October 12, 2018
<https://www.kqed.org/bayareabites/130730/5-places-to-get-your-food-business-started>
- “North America Noodle, food truck incubator”
San Francisco Chronicle
July 14, 2012
<https://www.sfgate.com/food/article/North-America-Noodle-food-truck-incubator-3705620.php>
- “Pride in an Industrious Past”
FivePoint
<https://thesfshipyard.com/history/>
- “Artists Look to Anchor at Hunters Point Shipyard”
The Potrero View
October, 2015
<https://www.potreroview.net/artists-look-to-anchor-at-hunters-point-shipyard/>

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

Eclectic Cookery’s Scott Madison was appointed to the Mayor's Hunters Point Shipyard Citizens Advisory Committee (which led community participation in redevelopment planning from 1991 to the present), chairing the CAC in the years when plans were being finalized. As of 2019, he is the only original CAC appointee still serving.

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

Eclectic Cookery helps put entrepreneurs in touch with the many small business assistance resources available through non-profit organizations and government programs. They have contact information for the local, state and federal government agencies having a role in licensing businesses, issuing resale permits and registering businesses as employers. After 30+ years of providing time-shared kitchen services to hundreds of new and small food businesses, Eclectic Cookery is familiar with many of the obstacles they may encounter. They assist caterers, bakers, mobile food vendors, food product manufacturers and more. They help get businesses started and provide the facilities and equipment to enable businesses to operate.

Eclectic Cookery offers a unique benefit to individuals and businesses from the Bayview Hunters Point neighborhood. A portion of the lease/application fee is waived for food entrepreneurs from the 94124 and 94134 neighborhoods. This reduced rate demonstrates Eclectic Cookery's commitment to support residents and entrepreneurs within the community. Currently there are 12 active Bayview Hunters Point residents utilizing Eclectic Cookery. This does not include workers employed by individuals businesses that may also live in the Bayview Hunters Point neighborhood.

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

Eclectic Cookery is a small business incubator that exclusively serves the non-retail segment of the local food industry. From this perspective the "community" it serves are local food entrepreneurs. Eclectic Cookery has supported this community since 1984.

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

Not applicable.

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

Eclectic Cookery provides a service that may be invisible to the general public but critical to local food entrepreneurs. This community would be qualitatively be diminished if Eclectic Cookery ceased to exist. Dozens of San Francisco based small businesses would either relocate to costlier and less equipped facilities outside of San Francisco while others would never find a path to profitability without the support given by Eclectic Cookery's management team.

CRITERION 3

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

Since 1984, Eclectic Cookery has provided time shared kitchen and commissary services to small food businesses that do not need or cannot afford to operate their own facility. Their customers include caterers, bakers, food product manufacturers and mobile vendors. Eclectic Cookery is the Bay Area's oldest and largest operator of time shared kitchens, and has helped hundreds of customers establish and grow their food businesses for 30+ years.

Kitchen #1: Their new custom designed 10,600-square-foot flagship facility (opened in mid-2017), is located at Hunters Point Shipyard in San Francisco's Bayview District. Its three cooking lines, separate bakery, multiple prep spaces, ample dry and cold storage accommodate a great variety of food businesses. The food truck/cart service yard provides easy access to potable and cleaning water, grey water discharge, recycling, composting, cooking oil and debris disposal.

Kitchen #2: Also in Hunters Point Shipyard, this 2550-square-foot kitchen serves mainly caterers with cooking, refrigeration and dry storage capacity.

Kitchen #3: This 2000-square-foot facility, located 5 minutes from the Shipyard, serves food processors such as bakers, juicers and beverage brewers not requiring open flame cooking appliances.

Eclectic Cookery has 30+ years' experience in the kitchen rental business. They share their expertise and help guide entrepreneurs through the process of starting and maintaining a commercial food business. Their practical experience as well as their knowledge of purveyors of food service supplies, equipment and appliances is always available. They also provide contact information for the local, state and federal government agencies having a role in licensing food businesses, obtaining a resale permit and registering as an employer.

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)

Eclectic Cookery started as an idea that supported a few, but adapted to a business model that helps many. Over the years, Eclectic Cookery grew to meet the ever-changing needs of its clients, which in turn are constantly changing to meet the evolving tastes of their customers. Adapting to support local businesses on their path to profitability is the historic tradition that defines Eclectic Cookery. Adaptation that supports collective profitability and viability as a business model should not change.

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.).

Not applicable.

d. When the current ownership is not the original owner and has owned the business for less than 30years; 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 time shared commercial kitchen and commissary for 30+ years is included in this Legacy Business Registry application.







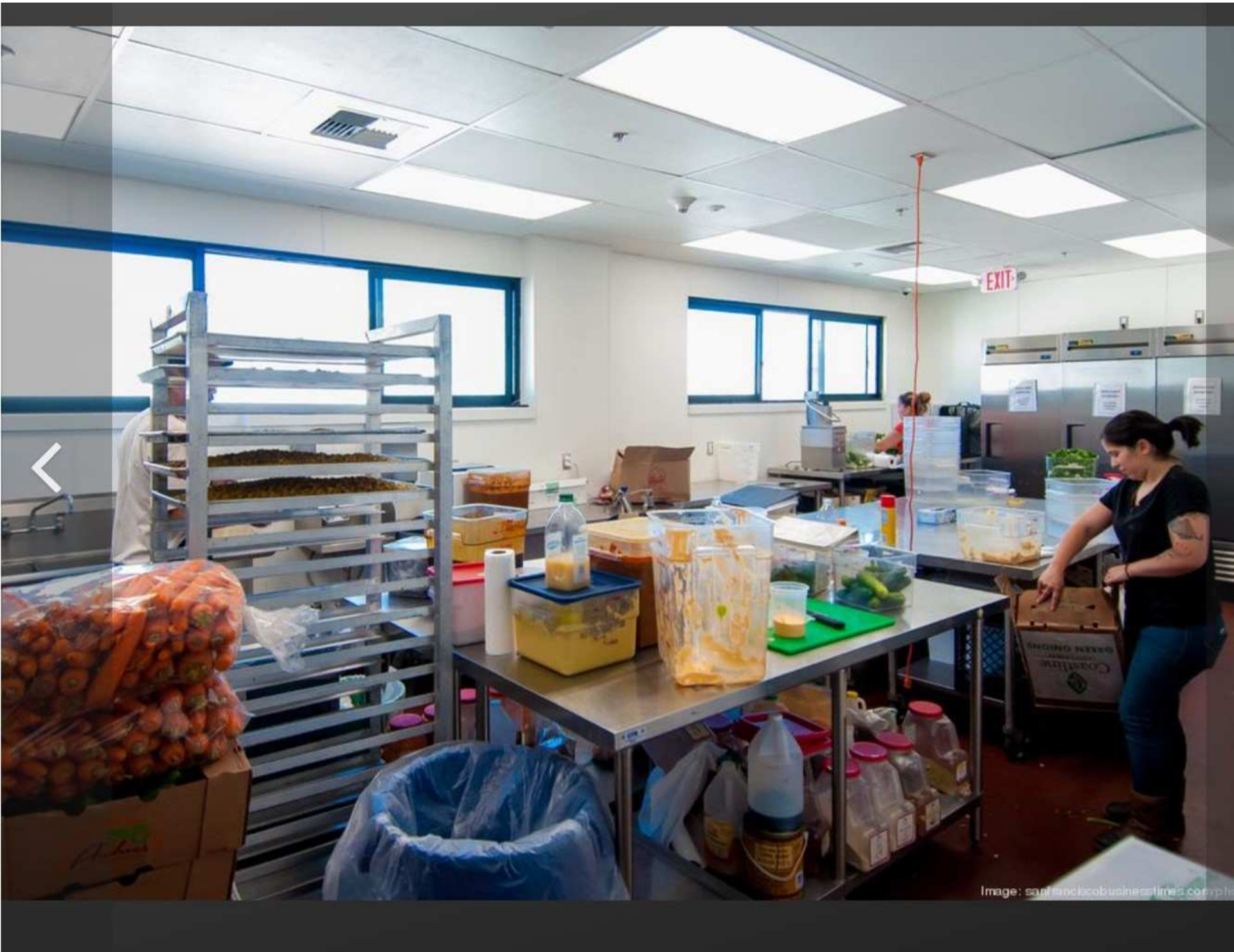


Image: sanfranciscobusinessonline.com

Crews work in one of Eclectic Cookery's "prep rooms."











Thanks!... for contacting Eclectic Cookery. Since 1984 Eclectic has provided licensed, inspected food processing facilities to hundreds of small businesses. Here's a quick summary of what we do and what you need do to join our family of food entrepreneurs...

Services: Eclectic operates three commissary facilities in San Francisco's exciting, sunny Bayview District, two of them in historic Hunters Point Shipyard. Our customers include caterers, bakers, food product manufacturers, mobile vendors, juicers and production operations servicing retail outlets. In our 34+ years of doing business our customers have done just about everything in the world of food. In addition to providing flexible scheduling and affordable, well equipped kitchen facilities, our friendly, experienced staff is always ready to help solve small business problems with advice about planning, start-up financing, product sourcing, process improvement and purveyor selection. Our business is helping your business.

Rates: We license use of our facilities by the month and by the hour. Our basic hourly rate is \$15.50/person/hour. There is a minimum charge of \$95.00 per use, though we have a "Frequent User Rate" for customers using the facility 3 or more times/calendar month for periods less than the hourly equivalent of the minimum charge. Monthly fees typically involve a discount from the hourly rate, and are figured on a case by case basis. We can offer a quote based on your crew size, hours per shift and shifts per week.

Most newer clients choose to work by the hour until their business is predictable and they know they will use the hours in the monthly schedule they would be paying for. In either case, there is an annual \$450 membership fee, and a deposit is required: \$250 for hourly clients; last month fee & security for monthly clients.

Mobile vendors: For mobile food vendors, there is a \$206 minimum monthly charge that includes water in & out, sanitation, recycling, composting, grease & oil disposal, plus 10 hours of kitchen time. (Eclectic does not offer approved, secure overnight parking facilities.)

Dry and cold storage is included in the hourly fee while working in the kitchen. However many customers license dry and cold storage by the month.

Dry storage: Among dry storage options, the basic unit is a Metro-type wire shelf, typically with 4 shelves (18" X 48") on six foot poles @ \$72/mo; the same shelf enclosed and lockable @ \$82.50/mo; and the same shelf in a larger enclosure @ \$87.50/mo. Our main facility

also offers lockable cubicles of various sizes. The most economical storage is our warehouse space, just minutes away from all three of our commissaries. Useful for catering equipment and bulk supplies not needing to be readily accessible in the kitchen, it offers chain link cages of various sizes and is approved for food product storage.

Cold storage: Walk-in refrigeration is \$120/mo. for an approx. 17 cu.ft. space and \$62/mo for half that. Reach-in coolers and freezers are \$120/mo. per door.

Documentation and Permits:

Eclectic customers must present a current business license (aka business registration). Each business must have one certified Food Manager on staff; a certificate is required. It is recommended that prep personnel have Food Handler certificates.

SF Health Dept. requires that all customers selling food products to the public be licensed by SFDPH or registered with California Dept. of Public Health. We can refer you to the agency and permit appropriate for your business and assist with the application process. Info on obtaining City permits and Food Manager and Food Handler certificates can be found on the SFDPH web site. Info on the Processed Food Registration program is found on the California Dept. of Public Health website.

Insurance: All clients must have business liability insurance naming Eclectic Cookery as an additional insured, plus a waiver of subrogation. See our short list of brokers (below) patronized by some of our clients.

We cannot always accommodate everyone immediately, but occupancy changes regularly. We are always happy to discuss your needs with you. Please give a call to 415-822-8788 to do that and/or to make an appointment to visit the facility (it is generally easier to have that conversation by phone or in person rather than by serial emails). Note that access to our shipyard facilities is restricted; you must have an appointment and a pass to be allowed onto the property. Please do not just "drop in!"

We are excited that **our new 10,700 sf facility**, replacing our largest kitchen, **opened August, 2017**. It features 50% more cooking space, all new cooking appliances, refrigeration and other equipment. The facility was custom designed and built to accommodate multiple food businesses.

Insurance brokers: All of these brokers sell insurance for small businesses and are familiar with our requirements.

Kenneth S. Baron & Co., 415-391-4920

Barbary Insurance Brokerage: Jerry Becerra, 415-788-4700

Pennbrook Insurance: Clay, 415-820-2212

SEEKING LOCAL CULINARY
ENTREPRENEURS!!

ECLECTIC COOKERY MENTORSHIP PROGRAM

For anyone who aspires to have a small
food business

Eclectic Cookery is San Francisco's first, largest and best equipped commissary business. We supply the kitchens, cooking equipment and cold/dry storage space needed to operate a small food business.

PROGRAM DETAILS:

- Eclectic Cookery will donate the use of our facility and the benefit of our considerable experience.
- We will fund the necessary permits and assist with bookkeeping help and business planning.
- We will provide marketing and public relations consulting and web-site design.
- A \$500 stipend for the purchase of equipment will be given to the person selected.

REQUIREMENTS:

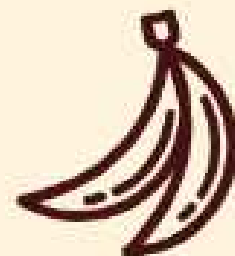
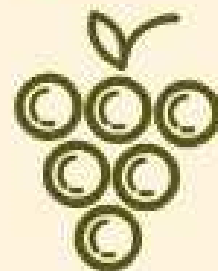
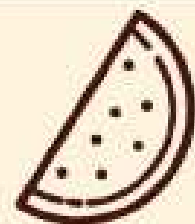
1. Must be a resident of the Bayview/Hunters Point Community
2. A demonstrated passion for Culinary Arts
3. The willingness to commit time as a mentee

For More Information:

Contact: eclecticcookery@gmail.com

OR GO TO <https://forms.gle/bL8csHQ1C9AtRgoE7> to COMPLETE APPLICATION

APPLICATION DEADLINE: JUNE 21, 2019



Noodle shop, plus incubator

By Jon Bonné

For an overview of the 49 Square Mile project, go to sfg.ly/49miles. Now we're delving further into each neighborhood, 1 square mile each week.

Some squares in our 49-mile trek are gimmes. Throw Ferry Plaza in your midst and you have an embarrassment of riches. As we wander into Square 42, we run straight into the very definition of food desert.

In large part that's because much of this square is dominated by the remains of the Hunters Point shipyard — now a massive redevelopment and construction site where even a catering truck is a rare sight.

Mostly there are the remains of eateries now gone, like Cafe Lola and the Golden Anchor Coffee Shop. Even for the artists still in residence at the shipyard, found behind a guard post, there are scant few options for chow. No taco trucks, no bodegas, nada.

And yet, lest you think the city isn't being fed from this quadrant, our winner here, North America Noodle Co., is tucked into a final stretch of Quesada Avenue before Lennarville begins. It is neighbor to a handful of food-supply businesses and warehouses, all using the barren space to their advantage.

Here, a crew of Chinese and Latino workers churn out fresh noodles by machine and by hand. They, and dumpling wrappers, are distributed through the Bay Area, and with some skilled haggling, you can buy them direct on site, typically in wholesale-size orders.

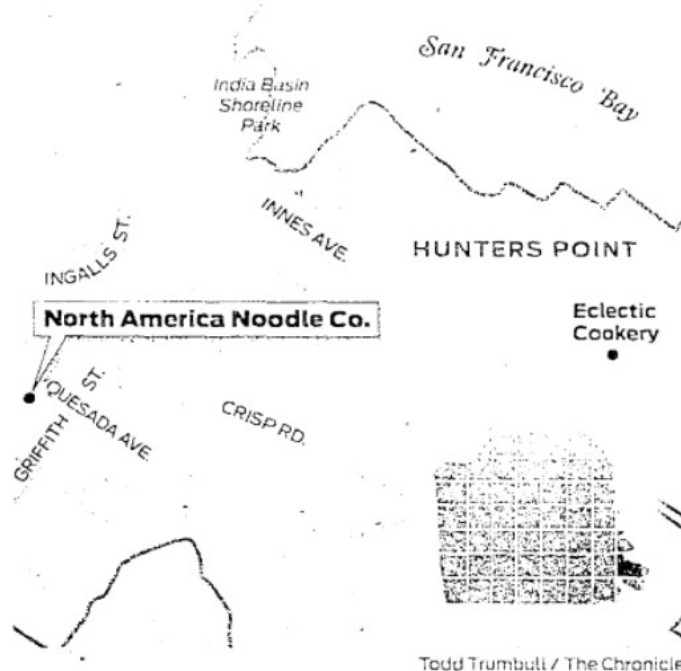
But further north, beyond the shipyard's guard post in Building 110, lies a catalyst for a lot of familiar San Francisco names. Here, Eclectic Cookery has operated its commercial kitchens since 1984, providing not only a spot for growing food businesses to cook their wares and store their provisions, but also an incubator for culinary startups since well before La Cocina was launched. Currently the food-truck boom



42

Plenty of room for innovators

Go to www.sfgate.com/food for a video of this square.



has added to Eclectic's roster, including such purveyors as Fins on the Hoof and Brass Knuckle. Casey's Pizza and the newly launched Del Popolo pizza truck prepare dough here, and the ever-expanding Curry Up Now truck uses the kitchens for prep as well.

Because all mobile food vendors need a brick-and-mortar commissary to be licensed, Eclectic's 10,000 square feet of space have housed about 60 food producers. That has included such caterers as Jane Hammond Events and Wolfgang Puck's operation, the early pastry efforts from Blue Bottle Coffee, and Meals on Wheels.

That's not to say these operations have many neighbors. While the shipyard hosted as many as 100 businesses when co-owner Scott Madison and his partners arrived 28 years ago, everything from a mushroom farm to sheet metal shops — “the wild west of entrepreneurship,” Madison says — that has dwindled to almost zero as the Navy has slogged forward with its extensive remediation efforts. (Much of the shipyard is a Superfund site.)

“They couldn't kick us out but

they didn't make it easier for us to stay here,” Madison says.

And so, in an old Marine Corps commissary, the city's food trucks — and a handful of ambitious new businesses like the empanada maker El Porteno — prepare their comestibles each day in a 24-hour operation that is run with near-military precision. At least, that is, until Eclectic moves to a new spot on the shipyard, and building 110 fades into the past.

As redevelopment plans inch forward, there will be new houses — and accompanying restaurants — to bring culinary life back to Hunters Point.

Meantime, the city's food obsession, mobile and otherwise, is being fed by a corner of San Francisco that has been all but abandoned.

North America Noodle Co., 1175 Quesada Ave. (near Crisp Road); (415) 558-9360.

Eclectic Cookery, Building 110, Hunters Point Shipyard; (415) 822-8788. eclecticcookery.com.

Jon Bonné is The San Francisco Chronicle wine editor. E-mail: jbonne@sfgchronicle.com. Twitter: @jbonne

Todd Trumbull / The Chronicle



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



Artists Look to Anchor at Hunters Point Shipyard

Published on October, 2015 — in News — by Jessica Zimmer

As new residents settle into freshly built market-rate housing located at the former Hunters Point Shipyard, artists who have long maintained studios in the area are also anticipating a move, just a parcel away. Lennar Urban, developer for the Shipyard, is required by the City's Office of Community Infrastructure and Investment (OCII) to construct 106,000 square feet of creative workspace to replace six buildings that're destined to be demolished. Lennar has to create a separate space for Eclectic Cookery, a commercial kitchen used by food trucks and catering businesses.

Construction is already underway for the Cookery. The new artists' building is scheduled to be completed by the fall of 2017. To develop the new structure Lennar must first level a steep slope on a parcel far from the Bay.

Lennar is also planning to build Innovation Alley, a technology innovation space where artists, creatives, and students will interact. The Alley will house programs offered by San Francisco State University and the San Francisco Unified School District. In addition, Lennar and the artists may collaborate on a community arts center, where artists could offer classes and exhibit their work.

According to Kofi Bonner, regional vice president for Lennar Urban, "We started working with the artists to create a permanent space for them several years ago. Our goal was not only to retain but expand and enhance their programs," including the seasonal Open Studios. Although the artists "love the current situation, change is inevitable," he said. "I came at this thinking we could definitely work with the artists to create something that would be very beneficial and a cornerstone of the community. The rest is really tactics, how do you do it."

"Starting construction on the Arts Complex at Hunters Point Shipyard is a significant achievement for the site's redevelopment," said Tiffany Bohee, OCII's executive director. "These new facilities will ensure a permanent place for the Shipyard's 300 artists."

Marti McKee, president of the Board of Directors of Shipyard Trust for the Arts (STAR), said approximately 140 artists are eligible to relocate to the new space. "The rent rate for the new building will be \$1.11 per square foot, which is about twice as much as what people were paying before. Some people have downsized. Others saw it as an opportunity to get a bigger studio."

Some artists will remain at their current rates of between 50 to 75 cents per square foot, with the longest-standing tenants having first call on the lowest charges. According to McKee, STAR has raised funds to support artists who have difficulty paying higher rates. Solar panels on the new building's roof will also lower costs. "The savings in electricity will be used to help artists who couldn't afford to move," said McKee.

“Every studio will have walls, a window, and a door,” said McKee. “The studios will range from 120 to 1,500 square feet and have mechanical ventilation. The buildings will have bathrooms and heat. Right now, some of the current studios do not have running water.”

Jim Gleeson, an oil and watercolor painter who has been at the Shipyard since 2008, is excited to move into the new building. “I like the idea of consolidation,” he said. “Congestion will be an obvious concern. This will impact the solitude that we have known out there. On the other hand, more people will know where we are.” Gleeson said he hopes more businesses move to the Shipyard. He’d like to see the site become a mix of residential homes, commercial space, and artists.

John DiPaolo, an oil painter who has been at the Shipyard since 1985, said he looks forward to getting a studio with heat and water. He’ll miss the quiet the Shipyard now provides. “It’s a wonderful place. It’s a refuge. When I first came here, there was an active shipyard. You used to see the school buses with the guys in the hard hats,” he said.

DiPaolo had a surreal experience during his first days at the Shipyard. The owner of the AAA Shipyard, which ran ship repair operations at the site, was a cowboy. He’d imported a herd of cows from Texas. “When I first came here, I saw a cow with horns. All of a sudden, it just disappeared around the corner. I thought I was going crazy, but then I turned the corner and saw three more,” said DiPaolo.

Lorna Kollmeyer, an artist who creates traditional ornamental plaster work, said she’ll be getting a lot less space for more money. “That’s a drag,” said Kollmeyer. In her spare moments Kollmeyer takes her dogs for a swim between the old submarine causeways. When Lennar begins to demolish and later build, “it’ll be a lot more like being in an urban situation.” Yet Kollmeyer is thankful that provisions have been made for the artists’ community to remain. “It’ll be good to have heat. We’ve been freezing in our studio for 30 years. If you were really cold, you just put a heater next to you and would stay in one place,” said Kollmeyer.

Julian Billotte, a frame maker and restorer of gilded objects, has a unique perspective on the Shipyard. He’s a master tenant, a lessor who can rent out space to other artists as subtenants.

This arrangement will end once the building he occupies is destroyed. Billotte plans to have studio space in the new structure, but will move the “bones” of his gilding operation north to Santa Rosa.

“I grew up in Potrero Hill, and my dad had a studio at the bottom of the hill at American Can Company. He lost it, and that’s when we moved out to the Shipyard. The attraction of the Shipyard was its proximity to Potrero Hill.” According to Billotte, the Shipyard has always been an oasis of nature in the City. Artists could see hawks, jackrabbits and coyotes, and be inspired by the light and water. “It was half wild, even more so before the cleanup for development,” said Billotte. “The average artist has been here 10 to 20 years. People who come stay because of the affordability and really great studios. There hasn’t been much like it in the City in the past 15 years.”

Scott Madison, owner of Eclectic Cookery, which has been at the Shipyard since 1984, is amused that his new space will be only 300 yards away from where the kitchen is currently located. “The downside is we’re losing about 1,000 square feet of space, mainly storage space. Since we rent individual rooms in the building we currently occupy, we don’t have to pay for hallways and common space. In the new building, we’ll be paying for the entire space,” said Madison. Madison’s main kitchen serves 60 customers, fifteen of which are food trucks that use the Cookery’s facility as a commissary. “Everybody needs storage space, for refrigerated to non-refrigerated supplies,” he said.

The Cookery will get a slightly expanded cooking facility. Lennar will also build it a new kitchen and replace much of its equipment. “It’d be nuts to walk away from this, unless the economic situation of increased rent doesn’t work. We don’t know how much higher the rent will be. That’s something we’re very anxious to learn,” said Madison.

There’s been speculation that Google is interested in Shipyard space to relocate Youtube from its San Bruno office or house new projects. When contacted by the *View*, Google had no comment.

Madison said much of the space at the Shipyard would be a good fit for small industrial and mechanical businesses. “The Navy just left and left a lot of machinery installed in the

buildings. Metal-cutting, wood-cutting machinery. At one point, there were 92 little businesses out here besides the artists. They're all gone," said Madison.

According to Madison, the Shipyard doesn't need a great deal of additional clean-up from industrial pollution and contamination to clear it for commercial development. He'd like to see some of the space become a source of jobs for Bayview residents. "A lot of people who live and work here cannot afford the housing they are building," said Madison. Condominiums ranging from 992 to 1,587 square feet in size are on offer for between \$600,000 and \$930,000. Creating blue collar businesses could help Bayview's historically African-American neighborhood retain its population. "That would be very important, both economically and sort of spiritually," said Madison.

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A R C H I V E S

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<https://www.sfchronicle.com/bayarea/nativeson/article/SF-s-small-food-merchants-find-room-to-grow-at-12593789.php#photo-15048857>

San Francisco Chronicle

Local // Native Son

SF's small food merchants find room to grow at Hunters Point's Eclectic Cookery

February 10, 2018



1 of 8. Nima Romney, owner of the Soul Bowl'z food truck, makes barbecue sauce at Eclectic Cookery. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle

The old Hunters Point Naval Shipyard is one of the last places you would expect to find small operators cooking up big dreams in the food business. But this is the headquarters of Eclectic Cookery, a communal kitchen operation that is part food community and part incubator for new ideas in the booming Bay Area food scene.

Eclectic Cookery has been around awhile — it started in 1984 with a few clients renting kitchen and storage space. In August, it moved to a new building in the shipyard and now has 86 tenants in small food operations, from an African American-owned soul food truck to a one-person granola producer who hopes to turn Garrett’s Granola into a big deal.

“I want to produce the best granola in the world,” said Garrett Lamb, who is the owner and sole business partner in Garrett’s Granola. “I make it, I package it and I deliver it,” he said. He sells his granola to offices, tech companies and in stores. Garrett’s Granola comes in several flavors, including one called Dark and Stormy, which has “subtle hints of molasses and blue agave.”

The product, advertised as handmade in San Francisco, is not cheap—Dark and Stormy is \$9.50 for a 12-ounce bag — but it earns five stars on Yelp.



2 of 8. Garrett Lamb, owner of Garrett’s Granola, combines granola buckets at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle

Lamb's is one of the smallest of the small operations that use Eclectic Cookery. Like many others, his is a startup business, one he developed out of his fondness for cooking. He likes Eclectic Cookery because "It's a place where everyone shares everything, including ideas. It's a community," he said.

Sometimes it's a struggle. "I make a living at it, but it's hard," Lamb said. Most mornings, he drives for Lyft to make extra money. "I give granola samples to the customers," he said. "A good marketing experience."

More typical of the tenants in the food business is Trop Bon Catering, run by Sang Ae Leblon, who was born in Korea, grew up in France and started the business in San Francisco five years ago. She was making bulgogi in one of the communal kitchens the other morning. She has just expanded her operation to provide meals in jars to the Volcano Kimchi booth at the Ferry Plaza. Leblon and Aruna Lee, who owns Volcano Kimchi, got to know each other at Eclectic Cookery. "We help each other here," Leblon said, "It's the perfect place to start your business."



3 of 8. Sang Ae Leblon of Trop Bon, a catering service, prepares dishes at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle



4 of 8. Eclectic Cookery in Hunters Point is a communal kitchen used by food truck owners, caterers and other food operations. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle

The Bay Area is a food mecca, with all kinds of niche markets. Some of them are tenants at Eclectic — operations like Pampa BBQ, a caterer specializing in Argentine gaucho food — including empanadas made from “a very old recipe,” according to Francisco Galvez, Pampa’s CEO. There are also firms like Shoulder Dancing, which makes a packaged Ethiopian food, sold in high-end stores. “We cook and package the food here,” said Wonde Haileselassie, who runs the operation.

Up on the second floor are separate areas for baking and chocolate operations. You might say that Basel Bazlamit represents the high end of the operations at Hunters Point. He is a chocolatier, another sole operator, with a company called Basel B.

“I do everything from the concept to the finished product,” he said. He even designs the boxes. He was busy the other afternoon, mixing chocolate in a climate-controlled area. “Not too hot, not too cold,” he said. His Le Darkness line of chocolates comes in 10 flavors. There is a Le Darkness truffle box, all 10 flavors, “not just a sampler, but a way of life.” The price: \$66.

On the ground floor is a more familiar food sight. Here Nima Romney and an assistant are getting set to load up her food truck: Soul Bowl'z, which operates in San Francisco and Oakland. She does a lot of the preparation at Eclectic Cookery, slicing and peeling, getting the chicken ready. "I have a deep fryer and a grill on the truck," she said. "It's like a kitchen. We can make jambalaya to order."

But the communal kitchen is her home port. "It is convenient. It's wonderful."

Eclectic Cookery is a commercial operation, not open to the public. A communal kitchen like this was the brainchild of Bill Roberts and three partners, who saw the need for some sort of cooking, storage and base operation for the hundreds of food merchants who were small, but thought big. And in recent years the mini food scene boomed — farmers' markets, brewpubs, high-end food stores.



5 of 8. Desmond Fuller cleans the inside of a Soul Bowl'z food truck outside of Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle

“It’s really taken off,” said Roberts, who spent years as a chef at the Palace Hotel.

One cloud on the horizon is the discovery of more contamination from the old industrial shipyard at Hunters Point. However, the Eclectic Cookery partners say their operation is nowhere near the contaminated area. “This place is the future, like Mission Bay not long ago, like Dogpatch,” Roberts said. “The city is coming our way.”

Carl Nolte is a San Francisco Chronicle columnist. His column appears every Sunday. Email: cnolte@sfchronicle.com Twitter: @carlnoltesf



6 of 8. Francisco Galvez, CEO of Pampa BBQ, cuts sirloin for empanada filling at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle



7 of 8. Nima Romney, owner of Soul Bowl'z food truck, makes barbecue sauce at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle



8 of 8. Sous chef Nicholas Samayoa of Full Scoop prepares food boxes at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle



Francisco Galvez, CEO of Pampa BBQ, cuts sirloin for empanada filling at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle



Sahar Murad makes a hummus for at Eclectic Cookery in Hunters Point. Photo: Brian Feulner / Brian Feulner / Special to The Chronicle

TOP 5 REASONS BAYVIEW IS THE PLACE TO BE IN 2018

FEBRUARY 13TH 2018



The City by the Bay is full of iconic sights, incredible landmarks and a rich, diverse culture. San Francisco's distinct neighborhoods bring all of this to life, attracting people from all over the world – and our very own Bayview neighborhood is no exception!

Bayview is known for many things, including its creative visionaries, phenomenal local businesses ([a la Flora Grubb](#)), repurposed collaborative spaces and vibrant community spirit. Fun fact: for two years in a row, Bayview won the *SF Curbed*, Curbed Cup, an annual award for San Francisco's "Neighborhood of the Year."

The celebrated neighborhood is definitely a place to live, play, work and connect – and here are our top 5 reasons why:

A Vibrant Home for Artists and Creatives

The San Francisco Shipyard is home to one of the nation's largest artist communities in the United States; more than 250 artists in working studios. A brand new building is being developed with the intent to house amazing studios, a gallery and space for artists, musicians and writers.

The Eclectic Cookery is Heating Up

The Cookery found a new home in a renovated space on the eastern edge of The SF Shipyard. This shared-use commercial kitchen rents its facilities out to caterers, restaurants, mobile food trucks and more. This is a great space for cooks, bakers, and artisan producers!

Revitalized Storefront at The SF Shipyard

The Storehouse at The San Francisco Shipyard is a specialty general store where delightful conversation, delicious food, aromatic craft coffee and San Francisco sundries reside. It is nestled on the waterfront with a welcoming environment that reflects its lively community. This is a great place to grab a cup of coffee and do some work or catch up with a friend!

Crafted Scene and Bars

The legendary Sam Jordan's Bar and Grill and some fresh faces on the block – including Seven Stills and Laughing Monk Brewing – blend both past and present. Bayview's breweries attract people from all over, both beer aficionados and those just looking for a great spot on a Sunday afternoon.

A Global Cuisine Hub

The diversity in culture is also reflected in the Bayview food scene. You can expect southern style cuisine from Auntie April's Restaurant and All Good Pizza serves up Neapolitan style brick over pizza with an all-good rep!

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KQED Food

BAY AREA BITES

5 Places to Get Your Food Business Started

Patrick Wong
Oct 12, 2018



The Bay Area is where start-ups come to be born, (hopefully) thrive, and, in unfortunate cases, die. Whether it's hardware, software, or somewhere in between, surviving in the Bay as an entrepreneur is a tough thing to do. And when it comes to food, it's even tougher. Faced with a mountain-high pile of permitting and regulations to figure out, skyrocketing rent costs, and increasingly difficult to hire skilled labor—all on top of a razor-thin profit margin—making a food startup work is not an easy thing to do. That's not to say it's impossible of course—a good idea and a lot of grit can get you far, but a lack of resources can really stymie the progress.

Thankfully, there are places in the Bay that aim to champion the budding food entrepreneurs that are here, providing them with space, equipment, and even mentoring to help them achieve their food dreams. We're taking a look at five Bay Area co-working spaces that are giving food start-ups a literal home to grow into successful businesses. Success stories like Azalina's, Kika's Treats, and Minnie Bells are testaments to how vital it is to have spaces providing this type of support in such a rough business landscape like San Francisco.

Eclectic Cookery

[103 Horn Ave](#)

San Francisco, CA 94124



Eclectic Cookery is outfitted with industrial equipment for members to use. (Eclectic Cookery)

Nestled in the Shipyard and the Bayview, [Eclectic Cookery](#) is a hidden culinary gem in otherwise food desert-y neighborhoods.

Founded by a team of friends who all worked in the food and hospitality industries, Eclectic has been around for a few decades and has weathered the Bay with countless food entrepreneurs, providing coworking kitchen space among its few kitchens in the Shipyard and Bayview.

All of their kitchens provide commercial equipment and can be used for full-on production, recipe testing, or simply to store professional-grade equipment that cannot be kept at home. Eclectic Cookery members pay an annual fee and a modest hourly rate to use the kitchen with any storage fees on top of that, and they have access to the kitchens every day and any time of the day.

Members are accepted on a constantly rolling basis, where several members have been around for years and call Eclectic their home base for their businesses.

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Filing Date: November 25, 2019
Case No.: 2019-021951LBR
Business Name: Eclectic Cookery
Business Address: 103 Horne Avenue
Zoning: Hunters Point Redevelopment Plan
HP Height and Bulk District
Block/Lot: 4591C/010
Applicant: Scott Madison, Owner
103 Horne Avenue
San Francisco, CA 94124
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Eclectic Cookery is a time-shared commercial kitchen and commissary located in Bayview Hunter Point Naval Shipyard. It is San Francisco's first and largest commissary kitchen. It was established in 1984 by California Culinary Academy graduates Scott Madison and Bill Roberts who partnered with investors Susan Heller and Ksiel Sztundel.

Once established, the concept of sharing a commercial kitchen soon expanded. Understanding the needs of other caterers and wholesale food production businesses, the initial concept shifted to a business model that would directly support food industry entrepreneurs by providing them with an affordable, permitted commercial kitchen. Eclectic Cookery began to lease kitchen and storage space while also providing support in navigating the various steps to be a licensed and permitted food business. This business model was successful. Since 1984 Eclectic Cookery has provided services to nearly 500 local food-based businesses, including support for mobile food vendors.

The original founders and heirs retain ownership of Eclectic Cookery, with the exception of Ksiel Sztundel, who passed away in 2018. Scott Madison and Bill Roberts manage daily operations. CEO Susan Heller contributes to long range planning and management strategy.

The primary business address is located on the southeast side of Horne Avenue between Fisher Avenue and Robinson Drive in the Hunters Point Naval Shipyard. It is within the Hunters Point Redevelopment Plan and HP Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1984.

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

Yes. Eclectic Cookery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Eclectic Cookery has operated continuously in San Francisco for 35 years.
- ii. Eclectic Cookery has contributed to the history and identity of Hunters Point and San Francisco.
- iii. Eclectic Cookery is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the art of cooking.

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

Yes. The business is located in the historic Hunters Point Naval Shipyard in Dry Dock #2, constructed in 1903.

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

No. However, the Capp Street property has a Planning Department Historic Resource status codes of "A" (Historic Resource Present) due to its identification as a historic resource through project evaluation (Case No. 2009.0475E).

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

No.

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

Yes. Eclectic Cookery has unique role as a support service to local food providers. The business has been profiled or mentioned in local newspapers and referenced on numerous websites as a resource that helps food entrepreneurs start and grow their business.

Following are articles and websites that reference Eclectic Cookery:

- "SF's small food merchants find room to grow at Hunters Point's Eclectic Cookery" San Francisco Chronicle February 10, 2018
- "Uncovering San Francisco's Food Truck Frenzie" Wine Oh TV May 18, 2012
- "Exclusive: FivePoint lays groundwork for Shipyard retail" San Francisco Business Times September 28, 2017
- "5 Places to Get Your Food Business Started" KQED October 12, 2018
- "North America Noodle, food truck incubator" San Francisco Chronicle July 14, 2012
- "Pride in an Industrious Past" FivePoint
- "Artists Look to Anchor at Hunters Point Shipyard" The Potrero View October, 2015

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 103 Horne Avenue

Recommended by Applicant

- Time-shared kitchen and commissary services
- Guidance to entrepreneurs
- The character of adaptability

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: DECEMBER 18, 2019

Filing Date: November 25, 2019
Case No.: 2019-021951LBR
Business Name: Eclectic Cookery
Business Address: 103 Horne Avenue
Zoning: Hunters Point Redevelopment Plan
HP Height and Bulk District
Block/Lot: 4591C/010
Applicant: Scott Madison, Owner
103 Horne Avenue
San Francisco, CA 94124
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ECLECTIC COOKERY CURRENTLY LOCATED AT 103 HORNE AVENUE, BLOCK/LOT 4591C/010.

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 December 18, 2019, 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 Eclectic Cookery 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 Eclectic Cookery.

Location(s):

- *103 Horne Avenue*

Physical Features or Traditions that Define the Business:

- *Time-shared kitchen and commissary services*
- *Guidance to entrepreneurs*
- *The character of adaptability*

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 2019-021951LBR to the Office of Small Business December 18, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: