



Legacy Business Registry Staff Report

Hearing Date: September 23, 2024

NEW INDIA BAZAR

Application No.: LBR-2023-24-012
Business Name: New India Bazar
Business Address: 1107 Polk St.
District: District 3
Applicant: Auro Bhatt, Owner
Nomination Date: October 26, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

New India Bazar is an Indian grocery store offering Indian products and staples like lentils, spices, baked foods, and everyday groceries. As the first Indian grocery store in the Bay Area, the business has become a community center for local residents to meet and socialize. Restaurants, neighbors, and Bay Area residents frequent the business for their vegan and vegetarian meals and spices.

The original owner, Kuldeep Kalra, opened the business in 1987. Ami and Auro Bhatt bought the business from Kuldeep Kalra in 1996, the same year their eldest son was born. Their sons Soham and Hari grew up in the business and spent their college breaks helping their parents.

The Bhatt family speaks four major Indian languages and always prepare a month in advance of every significant Indian holiday. Customers can expect the business to have religious and festive items in stock and provide multilingual assistance for non-English speaking customers. The business has watercolors in stock for Holi, sparklers for Diwali, and specially made sweets for Karwa Chauth.

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, New India Bazar has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1107 Polk St. from 1987 to Present (37 years)

CRITERION 2

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

Yes, New India Bazar has contributed to the history and identity of the Polk Gulch neighborhood and San Francisco.

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

- The business is associated Indian cuisine and holidays.

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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www.legacybusiness.org





- The Polk Street property is located within the California Register-eligible Lower Nob Hill Apartment Hotel Historic District - Addition.
- The business has been referenced in the San Francisco Chronicle, KRON 4, Alaska Air's "Taste of India" YouTube channel, various cookbooks, and other local publications.
- With regard to racial and social equity, New India Bazar is an immigrant, minority, and woman-owned business. The business donates supplies and food to the International Society for Krishna Consciousness of the Bay Area, Inc. (ISKCON Berkeley); BAPS Shri Swaminarayan Mandir, San Francisco; Bhartiya Mandal Hall, Indian Student Association at San Francisco State University; and the Ratha-Yatra Festival. The business was a center point for donations and contributions for the victims of the tsunami in India and Sri Lanka in 2004.

CRITERION 3

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

Yes, New India Bazar is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that New India Bazar 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:

- "New India Bazaar" sign.
- Indian groceries and spices.

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.

- Grocery store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include New India Bazar currently located at 1107 Polk St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

September 23, 2024

NEW INDIA BAZAR

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Adopting findings approving the Legacy Business Registry application for New India Bazar, currently located at 1107 Polk St.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 23, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes New India Bazar 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 New India Bazar.

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Physical Features or Traditions that Define the Business:

- “New India Bazaar” sign.
- Indian groceries and spices.

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

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 23, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2023-24-012
Business Name: New India Bazar
Business Address: 1107 Polk St.
District: District 3
Applicant: Auro Bhatt, Owner
Nomination Date: October 26, 2023
Nominated By: Supervisor Aaron Peskin

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

1107 Polk St. from 1987 to Present (37 years)

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

Yes No

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

Yes No

NOTES: NA

DELIVERY DATE TO HPC: August 19, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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City and County of
San Francisco



Board of Supervisors,
President

AARON PESKIN
佩斯金市參事

October 26, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
SF City Hall, 1 Dr. Carlton B. Goodlet Place, Room 110
San Francisco, CA 94102

Dear Director Tang,

I write to nominate New India Bazar, located at 1107 Polk Street, for the Legacy Business Registry.

New India Bazar is a unique family-owned business that has been selling a diverse and affordable inventory of imported Indian, Pakistani and Sri Lankan groceries, seasonings, spices, and dry goods items in Lower Polk since 1992. They also offer Bollywood film rentals and other arts, culture and entertainment products. They have attracted quite a loyal following of local chefs and restaurateurs who buy their wholesale products, as well as strong patronage from neighbors in the Lower Polk and Tenderloin communities, who appreciate that New India Bazar accepts EBT as payment.

New India Bazar's owners and staff are also dedicated supporters of local charities, donating time, money, and resources to community-based organizations like the BAPS Hindu Temple, the Bharati Mandiya Hall Community Center, and the Indian Students' Association at San Francisco State University. New India Bazar has received recognition from many prominent media outlets and publications, including the San Francisco Chronicle and KRON-4, and has earned notable mentions in numerous cookbooks.

New India Bazar would benefit greatly from being added to the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: New India Bazar

Business owner name(s): Mrs. Ami A Bhatt and Mr. Auro C Bhatt

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

Current business address: 1107 Polk Street, San Francisco, CA 94109

Telephone: (415) 928 - 4553

Email: newindiabazar1107@gmail.com

Mailing address (if different than above):

Website: https://nibsf.com

Facebook: https://www.facebook.com/newindiabazarsf

Twitter:

7-digit San Francisco Business Account Number (BAN): 0 9 5 0 2 2 7

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

Immigrant-Owned Business

Owned by Person with a Disability

LGBTQ+-Owned Business

Veteran-Owned Business

Minority-Owned Business*

Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Mr. Auro Bhatt

Contact person title: Owner

Contact telephone: () -

Contact email: newindiabazar1107@gmail.com

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: **Zip Code:**

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

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

Other address (if applicable): **Zip Code:**

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

Other address (if applicable): **Zip Code:**

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

Other address (if applicable): **Zip Code:**

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

Other Address (if applicable): **Zip Code:**

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

Other address (if applicable): **Zip Code:**

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

Applicant Disclosures

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

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

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

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

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

Name: Mr. Auro C Bhatt

Signature: *auro bhatt*

Date: 9/20/2023

NEW INDIA BAZAR

Written Historical Narrative

INTRODUCTION

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

New India Bazar is an Indian grocery store and community cornerstone. While the inventory only boasts staples and imported Indian products like lentils, spices, baked goods, and other everyday Indian groceries, the business itself is a community center for Indians from around the city to congregate, run into old friends, or just hang out and speak their mother tongue.

b. Describe whom the business serves.

New India Bazar has been serving San Franciscans since 1987. Their main clientele are their immediate neighbors, who stop by for one or two items to complete their meals or a snack on their way home. Their greater reach extends down the Peninsula, with customers as far as Colma and Burlingame. In addition, they are a premiere location for vegan and vegetarian diners who can relish in the multitude of options to allow people to have tasty, fulfilling, Indian vegetarian meals.

A significant portion of New India Bazar's patrons are nearby restaurants, ranging from the hole-in-the-wall late night eats to the opulent, five-star eateries of SoMa. The neighborhood restaurateurs know they may rely on New India Bazar when they run out of spices before a dinner rush or urgently need a large portion of paneer before the weekend.

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

Large, diverse, and complete Indian grocery inventory.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

New India Bazar has been located at 1107 Polk Street for the entirety of its existence. Local legend has it that New India Bazar was the *first* Indian grocery store in the entire Bay Area, opened by a Punjabi family in the 1980s. The business first appears in the telephone directory in 1987. The original owner was Mr. Kuldeep Kalra.

In 1996, Kuldeep sold the business to Ami and Auro Bhatt, who have run the business like a son. Indeed, their firstborn son was also born in 1996, and both the business and their eldest were

raised together. The most long-standing customers can still recall seeing a fat, smiling baby sit in the window of the shop as his mother, Ami, tended to the customers.

New India Bazar has since been supported by Ami and Auro's two sons, Soham and Hari, who worked through their college years, sacrificing their summer and winter breaks to allow their parents their own time off.

As the Bhatt family approaches their 30th anniversary as owners of the business in 2026, they're very excited for the next 30.

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

1987 to 1996	Mr. Kuldeep Kalra
1996 to Present	Mrs. Ami Bhatt and Mr. Auro Bhatt

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

New India Bazar has been in continuous operation, at the same location, for its entire history.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

The Indian Identity is not only one of food, but of language, religion, and tradition, each more important than the last. Every year, New India Bazar prepares nearly a month in advance for every significant Indian holiday, from Diwali to Navratri to Holi to Rakhi. Friends and neighbors of the business always know that New India Bazar will let them know when the holidays will be celebrated well ahead of time, and they will have the necessary religious and festive items for them. These can range from watercolors for Holi to sparklers for Diwali to specially-made sweets for Karwa Chauth. In addition, the Bhatt family boasts the ability to speak four major Indian languages, which allows an incredible amount of accessibility for their customers who do not feel comfortable with English.

Until 2004, New India Bazar was the only Indian grocery store in San Francisco, and their impact upon their community during those years has been immeasurable. Furthermore, their impact to the greater Indian community has been subtle, but constant. They routinely donate supplies and food to the International Society for Krishna Consciousness of the Bay Area, Inc. (ISKCON Berkeley); BAPS Shri Swaminarayan Mandir, San Francisco; Bhartiya Mandal Hall, Indian Student Association at San Francisco State University; and even the well-known Ratha-Yātrā Festival that takes over all of Golden Gate Park in August.

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

New India Bazar has catered for Indian megastars when they filmed in San Francisco and is frequented by various local personalities such as NBC's Raj Mathai and India Currents' Laxmi and is a frequent haunt of a handful of well-known individuals who have asked not to be named.

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

New India Bazar's commitment to the local and city community has been a constant for many years. Their contributions take the form of volunteering, donations, groceries, and supplies. Their most frequent contributions are to the BAPS Hindu temple in San Francisco, the Bhartiya Mandal Hall Community Center, the ISKCON temple in Berkeley, and the Indian Student Association at San Francisco State University. Their contributions were noted by KRON-4 when their store was a centerpoint for donations and contributions for the victims of the tsunami in India and Sri Lanka in 2004.

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

New India Bazar has been written about in the San Francisco Chronicle, appeared on KRON-4, featured in Alaska Air's "Taste of India" YouTube channel, mentioned in multiple cookbooks, and written about in countless other local publications.

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

New India Bazar has been recognized by BAPS San Francisco for their charitable and cultural contributions from 2014 onwards.

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

Reliability has been one of the most important characteristics of New India Bazar. Not only do they always have the necessities and groceries to maintain a culturally Indian household and kitchen, they have done so even through the COVID pandemic, which saw numerous and significant shortages of major foods. In addition, their customers have come to rely on their existence at the same location and the same hours for many years, so much so that their cheekiest clientele will call the business owners' cell phones when they are late to open the business, or will mark their calendars if they close the business for a birthday.

Closing or relocating New India Bazar would pose a significant threat to the stability of the local community who will be forced to alter their lives to accommodate a major absence in their daily lives. Some of New India Bazar's customers are elderly, or cannot speak English, or never knew the address – only how to find it. They may not be able to locate the business again if they move. A large portion of New India Bazar's customers are also digitally disconnected, in

that the business does not need to rely on modern marketing or communication techniques such as the internet or email, as word-of-mouth is so prevalent.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

A commissioned neon sign has hung in the store's window for years, and it actually misspells the name of the store as "New India Bazaar."

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

New India Bazar is committed to remaining an Indian grocery store.

c. What challenges is the business facing today?

Some of the most significant challenges New India Bazar faces stem from the changing of the city. The unhoused congregate in the alley, and their refuse and debris is often littered along the sidewalks, forcing the business to devote time and resources to keeping the general neighborhood clean. In addition, parking spaces have been replaced with bicycle lanes and an electric bike station, which has in turn made it difficult for their customers and vendors to find parking.

Legacy Business Program staff will add the following details:

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

Grocery store.

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

The Planning Department Historic Resource Status of the building at 1101-1127 Polk Street is "A - Historic Resource Present." The building is a contributor to the eligible Lower Nob Hill Apartment Hotel Historic District.



Post

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RANGOLI COLOUR
RED
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RANGOLI COLOUR
WHITE
300 g / 10.5 oz

RANGOLI COLOUR
YELLOW
300 g / 10.5 oz

RANGOLI COLOUR
...
300 g / 10.5 oz



FENI LACHHA
Crispy Vermicelli

RELISH WITH WARM SWEET MILK & DRY FRUITS

NET WEIGHT : 250g e 8.81oz

Pula Grea
Pula Grea Sindoora
NET WT. 50g/1.76oz

EXPERT QUALITY
Pratiksha
STICKER KUMILAM

RELIANCE

HARSHINI

San Francisco

Lower Nob Hill

Tenderloin

Retail & Industry ▾

New India Bazaar Celebrates 20th Year On Polk Street

By **David-Elijah Nahmod**

Published on August 29, 2016

Inside the small storefront of **New India Bazaar** (1107 Polk St.), you'll find a wide variety of Indian products, including breads, frozen foods, spices, pastries, sweets, flours and rice, cooking oils, teas, hair care products and oils, soaps, herbs, gifts, artistic statues, and even **Ayurvedic medicines**. The store is celebrating its 20th anniversary this year.

"These kinds of stores serve a niche market," said owner and Bombay native Auro Bhatt, who noted that his business is deeply important to many of his customers. "You can't find these products at Safeway."



Auro Bhatt, owner of New India Bazaar.

"I find all the Indian groceries I need here," said Palak, a regular customer who declined to give her last name. "It's close to home; everything I need is right here in the neighborhood—bars, restaurants, everything."

Bhatt moved to the United States 28 years ago; before he emigrated, the 53-year-old family man was a travel agent. "I came for the adventure," he said. "Life was less adventurous in India."



Auro Bhatt unloads a shipment of products at his store.

He opened the store for his wife to run 20 years ago, "but then she got busy with family, and so I took over." He's been at the helm for the past 15 years, and told us he has grown fond of the neighborhood.

"There's always a lot of foot traffic," he said. "It's easy for my customers to get here—it's close to downtown and close to City Hall."

As we chatted, numerous customers wandered in and out of the store. One customer, speaking in English, inquired about home deliveries—Bhatt told her that

there was a \$50 minimum on delivery orders. Another customer spoke with Bhatt in Hindi.



Hair care products from India.

Though Bhatt feels secure in his regular customer base, he sees the neighborhood beginning to change. "Smaller stores are closing, rents are still going up, a lot of new building is going on," he said.

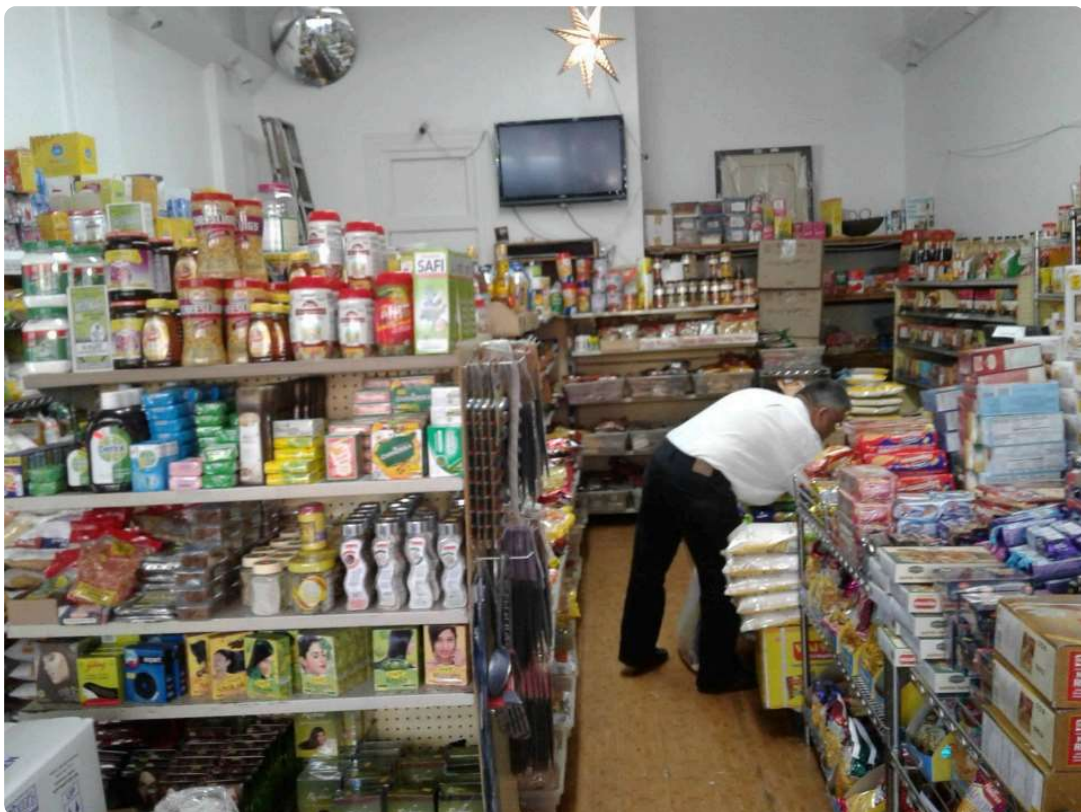
He also spoke of the area's ever-escalating homeless problem, pointing to the homeless shelter a block away, at Polk and Geary.

"I don't mind the shelter being there," he said. "But they move the people out onto the street during the day.

Yesterday, a homeless guy came into the store and was aggressive. I can handle it, but my customers get offended. It's a problem when my wife is around."

Bhatt feels one solution is to allow the homeless to remain in the shelters during the day, and to set up permanent locations for services such as mobile showers and restrooms, "so they know where to go," he said.

He also spoke of the city's affordable housing crisis, going so far as to say that there's "no such thing" as affordable housing in SF. "Everyone wants to make money," he said. "There's no equality. It's a big issue that can't be answered by a person like me."



Bhatt searches for a product for a customer.

Even as he acknowledges the area's problems, Bhatt does his part to make the community a better place for the people who live here.

"We sponsor Indian festivals," he said, noting his involvement with the Gujarati Mandal Hall, a center for the local Indian community at O'Farrell and Jones.

"Sometimes we donate food to the festivals and participate in them. We print calendars and distribute them—we sponsored the UCSF Heart Walk a few months ago."

Not everyone who shops at New India Bazaar hails from Bhatt's native land: he said that 20–30 percent of his customer base are non-Indians.

"It brings India to San Francisco," said Bhatt's 16-year-old son Soham as he prepared to begin his work shift. "You can find everything here—it's a home away from home. It's calm here and it smells nice."

New India Bazaar is open seven days a week from 10–8pm. Home deliveries (within San Francisco) are free with a minimum purchase of \$50. There is also a 5 percent student discount with valid student ID.

Certificate of Recognition

THIS CERTIFICATE IS PRESENTED TO

New India Bazar

In appreciation of your
Outstanding Dedication and Commitment.





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: SEPTEMBER 18, 2024

Filing Date: August 18, 2024
Case No.: 2024-007651LBR
Business Name: New India Bazar
Business Address: 1107 Polk Street
Zoning: NCD (POLK STREET NEIGHBORHOOD COMMERCIAL) Zoning District
130-E Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0691/002
Applicant: Auro Bhatt
1107 Polk Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Maggie Dong - 628.652.7426
Maggie.Dong@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

New India Bazar is an Indian grocery store offering Indian products and staples like lentils, spices, baked foods, and everyday groceries. As the first Indian grocery store in the Bay Area, the business has become a community center for local residents to meet and socialize. Restaurants, neighbors, and Bay Area residents frequent the business for their vegan and vegetarian meals and spices.

The Bhatt family speaks four major Indian languages and always prepare a month in advance of every significant Indian holiday. Customers can expect the business to have religious and festive items in stock, and provide multilingual assistance for non-English speaking customers. The business has watercolors in stock for Holi, sparklers for Diwali, and specially-made sweets for Karwa Chauth.

The original owner, Kuldeep Kalra, opened the business in 1987. Ami and Auro Bhatt bought the business from Kuldeep Kalra in 1996, the same year their eldest son was born. Their sons Soham and Hari grew up in the business and spent their college breaks helping their parents.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1987.

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

Yes. New India Bazar qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. New India Bazar has operated continuously in San Francisco for 37 years.
- b. New India Bazar has contributed to the history and identity of the Downtown/Civic Center neighborhood and San Francisco.
- c. New India Bazar 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 Indian cuisine and holidays.

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

The Polk Street property is located within the California Register-eligible Lower Nob Hill Apartment Hotel Historic District – Addition.

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

No.

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

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

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

Yes. The business has been referenced in the San Francisco Chronicle, KRON-4, Alaska Air's "Taste of India" YouTube channel, various cookbooks, and other local publications.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic

Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

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

New India Bazar is an immigrant, minority and woman-owned business. The business donates supplies and food to the International Society for Krishna Consciousness of the Bay Area, Inc. (ISKCON Berkeley); BAPS Shri Swaminarayan Mandir, San Francisco; Bhartiya Mandal Hall, Indian Student Association at San Francisco State University; and the Ratha-Yatra Festival. The business was a center point for donations and contributions for the victims of the tsunami in India and Sri Lanka in 2004.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1107 Polk Street (1987 – Present)

Recommended by Applicant

- “New India Bazaar” sign
- Indian groceries and spices

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement

- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: SEPTEMBER 18, 2024

Case No.: 2024-007651LBR
Business Name: New India Bazar
Business Address: 1107 POLK ST (Primary Address)
Zoning: NCD (POLK STREET NEIGHBORHOOD COMMERCIAL) Zoning District
 130-E Height and Bulk District
Block/Lot: 0691/002
Applicant: Auro Bhatt
 1107 Polk Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Maggie Dong - 628.652.7426
Maggie.Dong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR NEW INDIA BAZAR CURRENTLY LOCATED AT 1107 POLK ST; BLOCK/LOT 0691/002.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 18, 2024, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that New India Bazar 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 New India Bazar.

Locations

Current Locations:

- 1107 Polk Street (1987 – Present)

Physical Features or Traditions that Define the Business

- New India Bazar sign
- Indian groceries and spices

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on September 18, 2024.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 18, 2024