

Legacy Business Registry Staff Report

HEARING DATE JUNE 24, 2019

EL TOREADOR FONDA MEXICANA RESTAURANT

Application No.: LBR-2015-16-054
Business Name: El Toreador Fonda Mexicana Restaurant
Business Address: 50 West Portal Avenue
District: District 7
Applicant: Esperanza Mahan, President/Owner
Nomination Date: June 30, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The family-run El Toreador Fonda Mexicana Restaurant (“El Toreador Restaurant” or “El Toreador”) was established by the Lepi family in 1957 at 50 West Portal Avenue. Originally, the Lepi family owned two El Toreador restaurants. The other was known as Sam’s El Toreador. In 1964, the Lepi family sold El Toreador Restaurant to Gonzalo Garcia and Sam’s El Toreador to a gentleman named Sam, whose last name is unknown, and it closed around 1990.

In 1980, Garcia sold the West Portal location to Esperanza and Laurence Mahan. At the time, the Mahans had a 2½ year old son and another child on the way. The couple reinvigorated the then-dark, plain restaurant. While Esperanza took charge of the cooking, Laurence had an eye for color and created a unique environment full of kitschy memorabilia. His vision was to create a fun, eclectic atmosphere that would attract both young and old.

El Toreador has been a destination restaurant since the early 1980s. Laurence served as host and built great rapport and loyalty with his customers. Since his death in 2011, Esperanza has been running the restaurant along with her two sons, who carry on the tradition of warm Mexican hospitality. El Toreador has maintained their high-quality food standards over the years with Chef Maria Guadalupe Silva, who has been with the restaurant for 32 years.

The business is located on the northwest side of West Portal Avenue between Ulloa and Vicente streets in the West Portal neighborhood.

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

50 West Portal Avenue from 1957 to Present (62 years)





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
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, the applicant has contributed to the history and identity of the West Portal 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:

- El Toreador Fonda Mexicana Restaurant is associated with Mexican cuisine.
The property has Planning Department Historic Resource status code of "B" (Unknown/Further Research Required) as the building is age-eligible for listing but has not been evaluated.
El Toreador Restaurant has been featured or mentioned in several news articles including, but not limited to, the following:
- 7x7, "Head for the Hills: What to Do on SF's 7 Original Hills" by James Vest, March 10, 2015.
- San Francisco Chronicle, "West Portal a small town in a big city" by Carl Nolte, March 8, 2014.
- Curbed San Francisco, "13 overlooked and forgotten murals of San Francisco" by Adam Brinklow, February 25, 2019.
- Lifehacker, "The Best Local Restaurants for Visitors to Go to Instead of Chains" by Heather Yamada-Hosley, July 24, 2017.
- El Toreador was featured on the KQED show "Check Please Bay Area" in April 2019.

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that El Toreador Fonda Mexicana Restaurant 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:

- Traditional regional Mexican dishes.
Exterior painted mural by Sirron Norris.
Interior murals painted by SF State University students.
Restaurant interior decoration, including Mexican art and dolls.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring Mexican cuisine.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include El Toreador Fonda Mexicana Restaurant currently located at 50 West Portal 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 JUNE 24, 2019

EL TOREADOR FONDA MEXICANA RESTAURANT

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-054
Business Name: El Toreador Fonda Mexicana Restaurant
Business Address: 50 West Portal Avenue
District: District 7
Applicant: Esperanza Mahan, President/Owner
Nomination Date: June 30, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR EL TOREADOR FONDA MEXICANA RESTAURANT, CURRENTLY LOCATED AT 50 WEST PORTAL AVENUE.

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 June 24, 2019, 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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CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes El Toreador Fonda Mexicana Restaurant 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 El Toreador Fonda Mexicana Restaurant:

Physical Features or Traditions that Define the Business:

- Traditional regional Mexican dishes.
Exterior painted mural by Sirron Norris.
Interior murals painted by SF State University students.
Restaurant interior decoration, including Mexican art and dolls.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain El Toreador Fonda Mexicana Restaurant on the Legacy Business Registry:

- Restaurant featuring Mexican cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-054
Business Name: El Toreador Fonda Mexicana Restaurant
Business Address: 50 West Portal Avenue
District: District 7
Applicant: Esperanza Mahan, President/Owner
Nomination Date: June 30, 2016
Nominated By: Supervisor Norman Yee

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

50 West Portal Avenue from 1957 to Present (62 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: May 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

June 30, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate the El Toreador restaurant at 50 West Portal Avenue to the Legacy Business Registry. The owner's contact info is below:

Esperanza Mahan
ranza1@aol.com
415-566-8104

El Toreador was established in 1957 and is a woman and minority-owned, family-friendly business run by Esperanza Mahan in West Portal. It is one of the only restaurants in West Portal offering authentic southern Mexican cooking and carries over 100 labels of imported and domestic beers from South and Central America. The restaurant has a colorful, playful and memorable interior and exterior due to the many parrots, bird cages, dolls, chairs and banners that decorate the walls and ceilings of the restaurant.

I am proud to nominate El Toreador to the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

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:		
EL TOREADOR RESTAURANT		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
ESPERANZA E. MAHAN		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
50 WEST PORTAL AVE SAN FRANCISCO, CA 94127		415 566-8104
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
ELTOREADORSF.COM	EL TOREADOR	

APPLICANT'S NAME	
ESPERANZA E MAHAN	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
PRESIDENT OWNER	
APPLICANT'S ADDRESS:	
[REDACTED]	
TELEPHONE:	
415 812-8104	
EMAIL:	
[REDACTED]	

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
50 WEST PORTAL AV S.F.	94127	1957
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1957 TO PRESENT	

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

ESPERANZA E MAHAN

Name (Print):

Date:

Signature:

ESPERANZA E. MAHAN 9-10-18



EL TOREADOR FONDA MEXICANA RESTAURANT

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.

El Toreador Fonda Mexicana Restaurant (“El Toreador Restaurant” or “El Toreador”) has been at the same West Portal location for more than 60 years. It was established by the Lepi family at 50 West Portal Avenue in 1957.

Originally, there were two El Toreador restaurants. The other was known as Sam’s El Toreador. Both were owned by the Lepi family.

In 1964, the Lepi family sold El Toreador Restaurant to Gonzalo Garcia and Sam’s El Toreador to a gentleman named Sam, whose last name is unknown. Sam’s El Toreador closed around 1990.

In 1980, Gonzalo Garcia sold the West Portal location to Esperanza and Laurence Mahan because he was moving to Seattle to buy another restaurant. Gonzalo was Mr. Mahan’s former brother-in-law. At the time that the purchase was made, Esperanza and Laurence had a 2½ year old son, with another child on the way. Those early days were quite difficult with a growing family and a new business. But the couple forged ahead and came up with a plan to reinvigorate the then-dark, plain restaurant. While Esperanza took charge of the cooking, Laurence had an eye for color and created an incredibly unique environment full of kitschy memorabilia from bygone days. His vision was to create a fun, eclectic atmosphere that would attract both young and old. When you walk into the restaurant, your eyes behold bursts of color everywhere! It has a truly festive atmosphere befitting the delicious Mexican fare it serves. It’s a fun place to take family and friends to celebrate any occasion.

El Toreador has been a destination restaurant since the early 1980s. Laurence served as host and built great rapport and loyalty with his customers. He welcomed them warmly and engaged them in conversation on every subject imaginable. Customers eagerly returned, especially those who had grown up in the neighborhood. They returned with their own children, family and friends.

Since the passing of Laurence in 2011, Esperanza has been running the restaurant along with her two sons. Although Laurence is gone, the warm and friendly atmosphere remains. His wife and sons carry on the tradition of warm Mexican hospitality.

El Toreador is fortunate to have maintained their high-quality food standards all these years. Chef Maria Guadalupe Silva has been with the restaurant for 32 years!

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

N/A

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

The business is a family-owned business, described here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. El Toreador was a family-owned business from 1957 to 1964 when owned by the Lepi family and from 1980 to 2011 when Esperanza and Laurence Mahan owned the business together. Today, Esperanza is the sole owner of the business, but she runs the business with her sons (Sheldon and Aaron Mahan).

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

The ownership history of El Toreador Restaurant is as follows:

1957 to 1964:	The Lepi Family
1964 to 1980:	Gonzalo Garcia
1980 to 2011:	Laurence and Esperanza Mahan
2011 to Present:	Esperanza Mahan

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

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application. The restaurant has been owned by the same family, the Mahan family, for 39 years.

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

The historic resource status of the building that houses El Toreador Restaurant is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

El Toreador contributes a festive atmosphere and warm southern Mexican hospitality to the West Portal neighborhood. The business features traditional regional dishes as well as many updated favorites. El Toreador offers over 100 labels of imported and domestic beer, Sabe margaritas and their refreshing house sangria. Customers can order in or take food to go. There are children's items on the menu, as well as vegetarian and vegan options available.

The restaurant exterior has brightly painted animal character graphics done by well-known San Francisco artist and illustrator Sirron Norris. The interior of the restaurant was painted by art students from San Francisco State University in the early 1980s. The restaurant interior has typical Mexican art with elaborate flora and fauna, and vibrantly colored birds.

For many years, the restaurant was the only place where people could purchase Mexican cuisine along West Portal Avenue. It caters to the neighborhood which is mainly European and Asian and serves consistently good Mexican food.

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

Laurence Mahan was president of the West Portal Merchant Association and received an award from Supervisor Wendy Nelder. Esperanza and Laurence were also active as members in the Golden Gate Restaurant Association.

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

El Toreador Restaurant has been featured or mentioned in several news articles including, but not limited to, the following:

- 7x7, "Head for the Hills: What to Do on SF's 7 Original Hills" by James Vest, March 10, 2015, <https://www.7x7.com/head-for-the-hills-what-to-do-on-sfs-7-original-hills-1787084057.html>
- San Francisco Chronicle, "West Portal a small town in a big city" by Carl Nolte, March 8, 2014, <https://www.sfgate.com/bayarea/nativeson/article/West-Portal-a-small-town-in-a-big-city-5300682.php>.
- Curbed San Francisco, "13 overlooked and forgotten murals of San Francisco" by Adam Brinklow, February 25, 2019, <https://sf.curbed.com/maps/sf-mural-map-hidden>.
- Lifehacker, "The Best Local Restaurants for Visitors to Go to Instead of Chains" by Heather Yamada-Hosley, July 24, 2017, <https://lifehacker.com/your-best-local-restaurants-for-visitors-to-go-to-inste-1797138693>.
- El Toreador was featured on the KQED show "Check Please Bay Area" in April 2019.

El Toreador received a Certificate of Honor from Supervisor Wendy Nelder in the 1980s. The restaurant was also featured in the SF Weekly's Best of the Bay about 20 years ago.

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

No.

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

El Toreador supports its community with charitable donations and food when asked to contribute. The restaurant has often been called upon to contribute to the local charities in the neighborhood and has risen to the occasion each time. They have been generous with donations to the American Society for the Prevention of Cruelty to Animals (ASPCA), the From Heart to Heart Foundation (De Corazón a Corazón), United Cerebral Palsy (UCP) of the Golden Gate, the Dianne Feinstein Elementary School and St. Ignatius (the local Catholic parish). El Toreador has contributed hundreds of dollars of food for 25 volunteer team members on Rebuilding Together Day in April 2019, refurbishing homes of seniors and those living with disabilities. Esperanza, who is originally from Colombia, has a special place in her heart for the Colombia Project, a nonprofit that helps Colombian refugees. She supports their good work every year with a donation.

Esperanza is active in the West Portal Merchant Association. She is also active in San Francisco's Carnival as a dancer for the last 8 years.

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

El Toreador is located in West Portal, a middle-class neighborhood that is primarily single-family private homes. It is a well-established, older neighborhood originally built in the 1920s-40s. It is ethnically made up of primarily European and Asian residents. It is a family-oriented community with many good schools. It borders on the more affluent St. Francis Woods neighborhood and the more ethnically diverse Sunset District neighborhood.

The restaurant is a "destination" restaurant because of its delicious food and unique décor. It pulls customers from all over the city, as well as from other areas outside the city. Out of town visitors have also discovered it.

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

The exterior of the building has murals and animal illustrations done by famous San Francisco artist Sirron Norris, who is well known for his cat portraits. The interior murals were done by art students from San Francisco State University in 1980s. Reminiscent of the colorful and festive nature of Mexico. Throughout the years, the owners have collected dolls from all around the world to add to the festive atmosphere.

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

If the business were to close, West Portal would lose the only full-service Mexican restaurant within the immediate area. There is one quick service restaurant that serves burritos to go and another restaurant that serves primarily Peruvian and South American cuisine, but neither has the Mexican cuisine or ambiance that El Toreador has. Its unique environment cannot be duplicated. West Portal residents would have to travel to the Mission to find the authentic cuisine that El Toreador serves. Quite honestly, there is no other Mexican restaurant quite like El Toreador in the entire city of San Francisco.

CRITERION 3

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

The restaurant has two very distinct features:

- Excellent authentic cuisine that is consistently good, matched with great service.
- A fun, explosive atmosphere decorated with unique memorabilia that is unmatched anywhere else in the city.

As stated on the El Toreador website, the restaurant has a festive atmosphere with warm southern Mexican hospitality. It offers traditional regional dishes as well as many updated favorites. They serve over 100 labels of imported and domestic beer along with Sabe margaritas and a refreshing house sangria. Whether you order in or take it to go, there is something for everyone at El Toreador. Children's items as well as vegetarian and vegan options are also available.

SF Weekly describes the restaurant as having a “bright palette of reds, greens, and yellows that smacks you upside the head as soon as you walk in the door. It’s decorated with birdcages, parrots, airplanes, chili peppers, dolls, serapes, and bulls' heads that drip from the ceiling. The restaurant has an infectious carnival spirit that's been packing 'em in for half a century. We primarily adore the food. El Toreador puts out enormous platters of Mexican comfort fare like plump, garlicky Veracruz-style shrimp with peppery grilled onions; a brisk and tongue-tingling pumpkin-seed mole; and a smoky, juicy Carne Asada. The mango-passionfruit margarita is rich and lusty, the house-made strawberry-guava nectar is even better, and don't forget the honey-cinnamon sopaipillas for dessert.”

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

The restaurant stays true to its origins of being a traditional Mexican restaurant that serves authentic cuisine. For the last 39 years, it has maintained an eclectic, fun atmosphere that its customers love. That atmosphere should never change. It is what their customers have come to love and expect.

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

The interior design, colorful painting and collection of Hollywood memorabilia is a sight to behold. It's distinctive to say the least!

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

Not applicable. The business has been owned by the same owner for 39 years.

RECEIVED NOV 05 2002

CITY AND COUNTY OF SAN FRANCISCO - OFFICE OF THE TREASURER & TAX COLLECTOR

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE

EXPIRATION DATE

02-28-2003

06-30-2003

CERTIFICATE NO. 129476	LOC. 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME EL TOREADOR FONDA MEXICANA RE		BUSINESS LOCATION 50 WEST PORTAL AVE	

TAXPAYER'S SIGNATURE: _____

OWNERSHIP SHELAAK RESTAURANT SERV INC
 DBA EL TOREADOR FONDA MEXICANA RES
 MAILING ADDRESS 50 WEST PORTAL AV
 CITY - STATE SAN FRANCISCO CA 94127-1304

DATE ISSUED: 10-31-2002

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P. O. BOX 7425, SAN FRANCISCO, 94120 - 7425

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR
LICENSE CERTIFICATE

ACCOUNT NO. 141232	CLASS H25	DESCRIPTION RESTAURANT	STARTING DATE 04/01/02	EXPIRATION DATE 03/31/03
BUSINESS LOCATION 50 WEST PORTAL AV			FEE PAID 674.00	
			TYPE	

SHELAAK REST. SERVICES INC.
 EL TOREADOR
 50 WEST PORTAL AVE.
 SAN FRANCISCO, CA 94127

DATE ISSUED 03/01/02

THIS IS NOT A BILL

GEORGE W. PUTRIS, ESQ.
TAX ADMINISTRATOR

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION
PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION

CITY AND COUNTY OF SAN FRANCISCO - OFFICE OF THE TREASURER & TAX COLLECTOR

BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE

EXPIRATION DATE

10-31-2002

12-31-2002

CERTIFICATE NO. 129476	LOC. 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME EL TOREADOR FONDA MEXICANA RE		BUSINESS LOCATION 50 WEST PORTAL AVE	

TAXPAYER'S SIGNATURE: _____

OWNERSHIP SHELAAK RESTAURANT SERV INC
 DBA EL TOREADOR FONDA MEXICANA RES
 MAILING ADDRESS 50 WEST PORTAL AV
 CITY - STATE SAN FRANCISCO CA 94127-1304

DATE ISSUED: 10-09-2001

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P. O. BOX 7425, SAN FRANCISCO, 94120 - 7425

1186495

ARTICLES OF INCORPORATION
OF
SHELAAR RESTAURANT SERVICES, INC.

FILED
In the office of the Secretary of State
of the State of California

JUL - 1 1985

MARCH FONG EU, Secretary of State

By Donna L. Cingh
Deputy

ONE: The name of this corporation is Shelaar Restaurant Services, Inc.

TWO: The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under the General Corporation Law of California other than the banking business, the trust company business, or the practice of a profession permitted to be incorporated by the California Corporations Code.

THREE: The name and address in this state of the corporation's initial agent for service of process is Laurence Mahan, 50 West Portal Avenue, San Francisco, California.

FOUR: This corporation is authorized to issue only one class of shares, which shall be designated "common" shares. The total number of such shares authorized to be issued is Five Thousand (5,000) shares.

Dated: June 19, 1985

Lawrence M. Kelly
LAWRENCE M. KELLY

I declare that I am the person who executed the above Articles of Incorporation, and that this instrument is my act and deed.

Lawrence M. Kelly
LAWRENCE M. KELLY



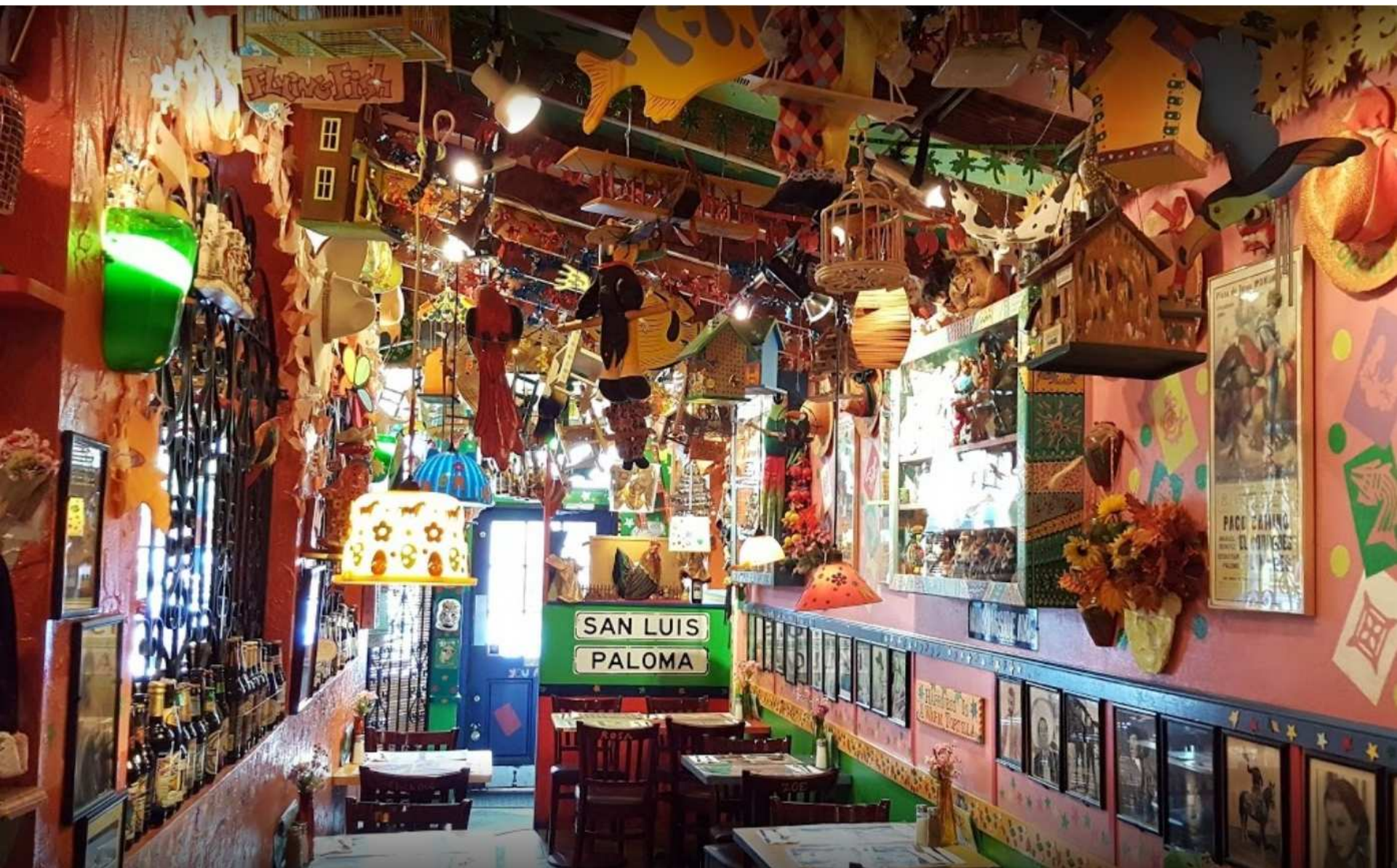
















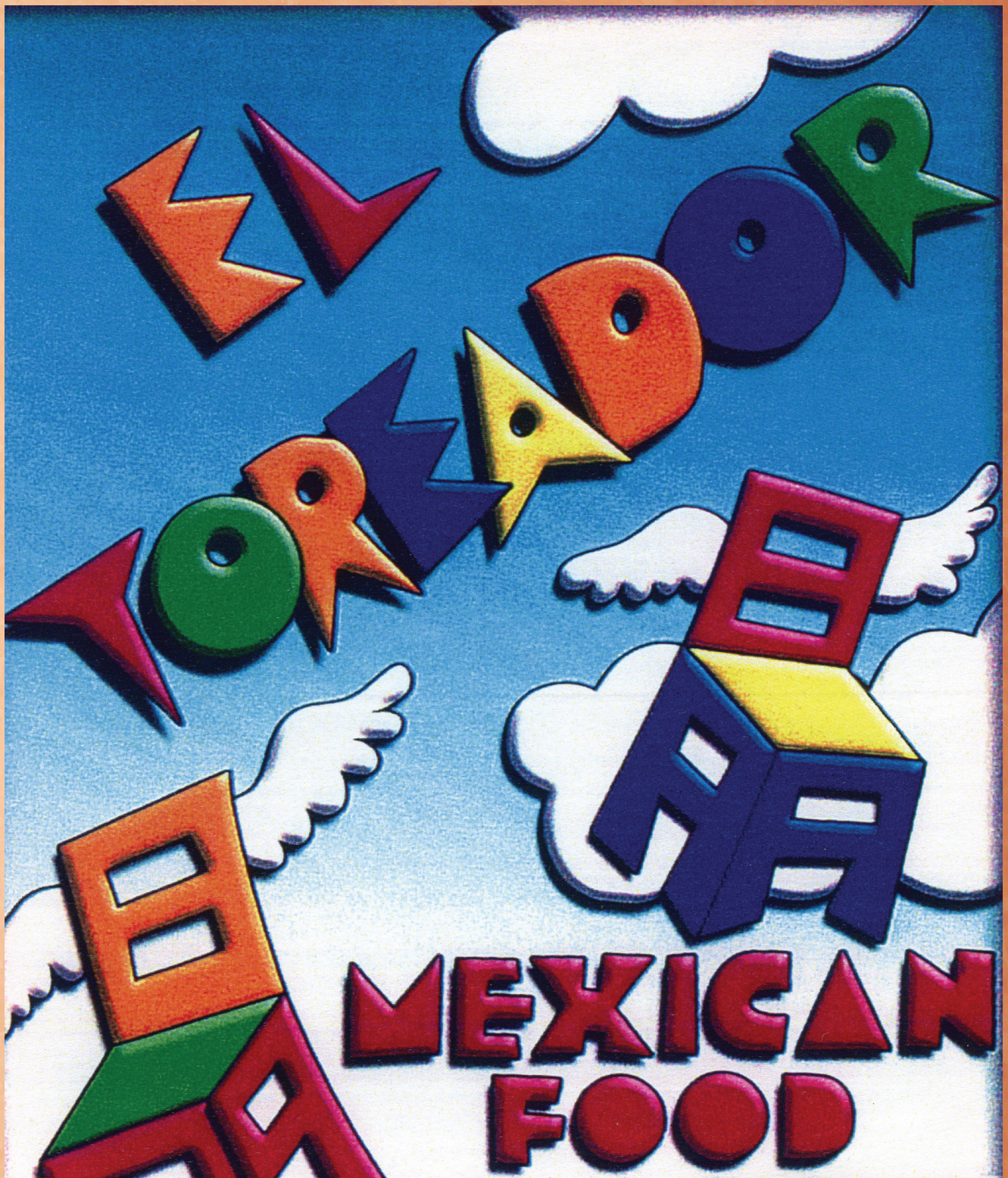












Dinner

Aperitivos

• **Guacamole** •

We use fresh Avocado with Tomatoes, Onions and Cilantro.
\$10.50
or Market Price

• **Nachos Verdes** •

Crisp Tortillas covered with Refried Beans, Green Sauce, and Jack Cheese, Garnished with Guacamole, Olives and Tomatoes.
\$9.75

• **Nachos Picante** •

Toasted Chips with Red Sauce, Mild Hot Chicken, Monterey Jack Cheese and Tomatoes.
\$10.25

• **Quesadilla** •

Flour Tortillas Filled with Melted Cheese, Onions
\$9.25
with Chicken or Machaca Beef
\$10.75
Crab Quesadilla \$14.25

Combination Dinner

Served with Soup, Refried Beans, Spanish Rice, Mexican-Style Salad, and Fresh Corn Tortillas. (upon request)

- | | |
|---|--|
| <p>1. Two Enchiladas.....\$14.25
<i>Enchilada: Choice of Prime Ground Beef, Seasoned Chicken or Monterey Jack Cheese</i></p> <p>2. Enchilada and Chile Colorado or Chile Verde\$14.95
<i>Enchilada: Choice of Prime Ground Beef, Seasoned Chicken or Monterey Jack Cheese. Chile: Pork simmered in a Red/or Green Sauce with Spices</i></p> <p>3. Enchilada and Tamale\$14.25
<i>Enchilada: Choice of Ground Beef, Seasoned Chicken or Jack Cheese. Chicken Tamale</i></p> <p>4. Enchilada and Taco (Crisp)\$14.25
<i>Enchilada: Choice of Ground Beef, Chicken or Jack Cheese. Taco: Shredded Beef or Chicken</i></p> <p>5. Enchilada and Relleno\$14.95
<i>Enchilada: Choice of Prime Ground Beef, Seasoned Chicken, or Jack Cheese. Relleno: Soufflé Style</i></p> <p>6. Enchilada and Tostada\$14.95
<i>Choice of Prime Ground Beef, Seasoned Chicken, or Monterey Jack Cheese (No Salad)</i></p> | <p>7. Taco and Chicken Tamale.....\$14.25
<i>Taco: Choice of Shredded Beef or Chicken</i></p> <p>8. Enchilada and Empalmada..... \$14.95
<i>Enchilada: Choice of Prime Ground Beef, Seasoned Chicken, or Monterey Jack Cheese. Empalmada: Chopped Ham or Chicken *See description below</i></p> <p>9. Taco (Crisp) and Tostada\$14.95
<i>Taco: Shredded Beef or Chicken. Tostada: Ground Beef, Seasoned Chicken or Monterey Jack Cheese (No Salad)</i></p> <p>10. Two Tacos (Crisp).....\$14.25
<i>Tacos are cooked in light Cottonseed Oil. Choice of Shredded Beef or Chicken</i></p> <p>11. Taco (Crisp) and Relleno\$14.25
<i>Taco: Choice of Shredded Beef or Seasoned Chicken. Relleno: Soufflé Style, topped with Rancher Sauce</i></p> <p>12. Relleno and Tostada OR Empalmada OR Tamale\$14.95
<i>Tostada: Prime Ground Beef, Seasoned Chicken or Monterey Jack Cheese. Relleno: Soufflé Style (No Salad)</i></p> |
|---|--|

Unos

Served with Refried Beans, Spanish Rice, Mexican-Style Salad and Fresh Corn Tortillas (No Soup)

Una Tostada

Crisp Corn Tortilla with Refried Beans and your choice of Beef, Chicken, or Jack Cheese. Topped with Lettuce, Red Sauce, Sour Cream, Guacamole, Tomato and Olives. (No Salad)
\$11.95

Una Enchilada

Corn Tortillas wrapped around your choice of filling: Prime Ground Beef, Seasoned Chicken or Jack Cheese.
\$11.75

Un Tamale

Fresh Corn Spread with Seasoned Chicken wrapped in a Corn Husk and Steamed. Topped with a Red Sauce.
\$11.75

***Una Empalmada**

A steamed Corn Tortilla with Melted Cheese and Choice of Chopped Ham or Seasoned Chicken. Topped with a steamed Tortilla and Fresh Guacamole.
\$11.95

Un Taco

Crisp Corn Tortilla stuffed with your choice of filling: Shredded Beef or Seasoned Chicken, fried in light Cottonseed Oil. Topped with Lettuce, Tomato and Olives.
\$11.75

Un Relleno

A mild Chile Pepper stuffed with Monterey Jack Cheese and dipped in Egg Batter (Soufflé Style) and topped with Ranchera Sauce.
\$11.75

Minimum Credit Card Charge \$10.00, thank you
3 Credit Cards per table under 6; 2 per table over 6.

Complimentary house salsa.
One bottle per table under 4,
Two per table over 4

20% Gratuity For 6 Or More

If you have Food Allergies, Please... Just Ask!
Our Food May Contain Peanut or Tree Nut Products

Grandes Mexicanos

Because we strive to provide our guests with excellent and efficient service, we must discourage substitutions. If any changes are made, a charge of \$2.95 or more will be added.

Served with Refried Beans, Spanish Rice, Mexican-Style Salad, Fresh Guacamole. Soup and Tortillas upon Request.

- | | |
|---|--|
| <p>13. Enchilada, Taco and Relleno\$17.95
<i>Enchilada: Prime Ground Beef, Seasoned Chicken or Jack Cheese.
Taco: Shredded Beef or Chicken.</i></p> <p>14. Enchilada, Taco and Chicken Tamale\$17.95
<i>Enchilada: Choice of Prime Ground Beef, Seasoned Chicken or Cheese. Taco: Choice of Shredded Beef or Chicken. Tamale steamed cooked and Prepared Daily.</i></p> | <p>15. Enchilada, Taco and Tostada\$17.95
<i>Enchilada: Ground Beef, Chicken, or Jack Cheese.
Taco: Shredded Beef or Chicken. Tostada: Ground Beef, Chicken, or Jack Cheese, with Refried Beans, Lettuce, Sour Cream, and Guacamole. (No Salad)</i></p> <p>16. Two Rellenos OR Two Tamales\$15.25
<i>Mild Chile Peppers stuffed with Jack Cheese dipped in Egg Batter (Soufflé Style) and topped with Ranchera Sauce. (No Guacamole)</i></p> |
|---|--|

\$6.00 Charge To Split Entrée

Central and Southern Mexican Dinners

Served with Soup, Refried Beans, Spanish Rice, Mexican-Style Salad, and Fresh Corn Tortillas, unless otherwise indicated.

- | | |
|---|--|
| <p>17. Flautas El Toreador\$14.95
<i>Two rolled crisp Tacos filled with Chicken or Shredded Beef, fried in light Cottonseed Oil, topped with Sour Cream and fresh Guacamole.</i></p> <p>18. Chalupitas (Little Boats)\$15.95
<i>Four small corn Tortillas delicately prepared with Seasoned Chicken, Verde Sauce, Sour Cream, Fresh Guacamole and grated Cheese.</i></p> <p>19. El Cozumel\$14.95
<i>One rolled crisp Taco filled with Chorizo, topped with Tomatillo Sauce, Sour Cream and Fresh Guacamole. One Enchilada Verde with Choice of Beef, Chicken or Cheese.</i></p> <p>20. Filete De Carne Asada\$18.75
<i>Top Sirloin marinated, charcoal broiled and cooked in its own natural juices. Served with an Enchilada topped with Tomatillo Sauce, Sour Cream and guacamole. Your choice of filling Beef, Chicken or Cheese.</i></p> <p>21. Gorditas\$15.75
<i>Two little plump Tortillas filled with Chorizo, Ground Beef or Seasoned Chicken, topped with Verde Sauce, Sour Cream, Fresh Guacamole and chopped Onion.</i></p> <p>22. Chimichangas\$15.25
<i>Two rolled Flour Tortillas fried in light Cottonseed Oil, filled with your choice of Shredded Beef or Seasoned Chicken. Topped with fresh Sour Cream and Guacamole.</i></p> <p>♥ Chayote Relleno\$14.95
<i>Tender Mexican Squash wrapped in Egg Batter & Topped with Sauce. Served with Whole Beans and White Rice.</i></p> | <p>23. Enchiladas Verdes or Rancheras\$14.95
♥ <i>Two Enchiladas cooked in a Verde Sauce or Ranchera Sauce with Sour Cream, Grated Cheese and Chopped Onion. Choice of Beef, Chicken or Cheese.</i></p> <p>24. Burrito Ranchero (Red) or Burrito Verde (Green)\$15.25
<i>Flour tortilla filled with chunks of Pork, cooked in a Red Chile Sauce or Green Sauce, topped with Jack Cheese.</i></p> <p>25. Fajitas (fa-hee-tas)\$22.95
<i>Strips of Seasoned Steak or Chicken served with Tortillas, Spanish Rice, Refried Beans and Condiments (Guacamole, Ranchera Sauce, Sour Cream, Olives). Combination of both Chicken and Steak Fajitas add \$3.95. For Two..... \$29.95</i></p> <p>26. Spinach Enchiladas\$15.25
♥ <i>Two Enchiladas filled with Fresh Spinach topped with Cheese, Green Sauce, Sour Cream and Green Onions. Served with White Rice and Black Beans.</i></p> <p>27. Chile Verde (Green) or Colorado (Red)\$15.95
<i>Chunks of Pork simmered in a Red or Green Sauce with Spices.</i></p> <p>28. Combinación Especial\$16.95
<i>Burrito filled with Chicken or Beef, Rice, Refried Beans and Cheese. With Your choice of a Taco, Relleno, Enchilada or a Chicken Tamale. (Rice and Beans already inside Burrito.)</i></p> <p>♥ Eggplant Enchiladas\$13.25
<i>Simmered in Ranchera Sauce topped with cheese. Served with white rice and black beans.</i></p> <p>♥ Relleno Poblano\$15.95
<i>Whole Chile Pepper Stuffed with Cheese and Chicken, wrapped in Egg Batter topped with Ranchera Sauce.</i></p> |
|---|--|

20 cents charge for to go Bags

Ask Your Server About El Toreador Beer Club

Minimum Credit Card Charge \$10.00, thank you
3 Credit Cards per table under 6; 2 per table over 6.

♥ For Healthier Entrées

Orders To Go, Must be Placed at the Same Time with your In House Order.

Al Fresco Salads

29. **Grilled Chicken with Almonds**.....\$14.95
The Perfect dish for the Health and Diet Conscious. Boneless, Skinless Grilled Chicken Breast served on top of lettuce, with Avocado, Red Onions and High Fiber Almonds.
30. **Shrimp Avocado Salad**.....\$15.95
Tender Sauteed Prawns over a bed of luscious Green and Red Lettuce. Served with Avocado and garnished with Tropical Fruit.
31. **Fajita Taco Salad**.....\$15.95
Crisp Flour Tortilla Shell filled with Achiote Seasoned Strips of Tender Chicken or Steak with Lettuce, Tomatoes, Guacamole, Grilled Onions, Cheese and Mild Bell Peppers.
32. **Fajita Steak or Chicken Quesadilla**..... \$15.25
Flour Tortilla stuffed with Cheese. Choice of Steak, or Chicken. Garnished with Guacamole, Sour Cream and Pico de Gallo.

Seafood Dishes

33. **Tostada Ole**..... \$14.95
Crab filled Tostada with Lettuce, Sour Cream, Guacamole, and Jack Cheese. Served with Spanish-Rice and Refried Beans. (Tostada is a Mexican Style Salad)
34. **Camarones Verdes or Rancheros**.....\$17.25
Tender Shrimp Sauteed in our Special Ranchera or Verde Sauce. Served with Spanish-Rice, Beans Salad and Tortillas.
35. **Camarones Al Mojo De Ajo**.....\$18.50
Veracruz Style Shrimp Sauted in butter with Garlic and Chile, Onions and Bell Peppers.
36. **Enchiladas Ole Two**.....\$18.75
Two Enchiladas filled with Crab sauteed in Butter. Topped with Green Tomatillo Sauce, Sour Cream, Jack Cheese and Guacamole.
One Enchilada..... \$13.95
37. **Crusted Basa Fillet with Chipotle Crema**.....\$15.25
Tender fish fillet seasoned and crusted with tortilla chips, served with salad, rice and beans

Burritos

All Burritos come with Pico de Gallo (Tomatoes, Onions, Jalapeno and Cilantro) (No Soup)

- The Mission Burrito**..... \$10.95
Flour Tortilla filled with Machaca Beef or Chicken, Cheese, Rice and Beans topped with Guacamole.
- ♥ **Vegetarian Burrito**.....\$10.50
Flour Tortilla stuffed with Cheese, Whole Beans, Rice and Sour Cream served with Salad.
- Carne Asada Burrito**.....\$11.95
Filled with Steak Meat, Cheese, Rice, Beans and Guacamole. Served with Salad.
- Carnitas Burrito**.....\$11.95
Marinated Pork with Cheese, Rice and Beans. Topped with Guacamole. Served with Salad.
- ♥ **Vegan Burrito**.....\$11.50
Wheat Tortilla stuffed with Steamed Vegetables, Rice and Beans. Served with Salad.

Fiesta Dinners

Served with Soup, Refried Beans, Spanish-Rice, Mexican-Style Salad, and Fresh Corn Tortillas upon request.

38. **Mole Poblano**..... \$16.25
Two Chicken Enchiladas topped with Sour Cream and our own Mole Sauce made with a unique blend of several different chiles, nuts, and spices with a hint of chocolate.
39. **Mole De Cacahuete**..... \$15.95
Two Chicken Enchiladas topped with Sour Cream and a blend of Peanuts, Chiles and Spices to make a Special Peanut Mole Sauce..
40. **El Pipian De Pollo**.....\$16.75
Grilled Breast of Chicken with an unique Mole Sauce of Pumpkin Seed, Chiles and Spices.

Children's Plates

10 Years Old and Under Only (Not available for Take Out)

- Enchilada**.....\$8.25
Choice of Ground Beef, Chicken or Jack Cheese. Served with Rice and Beans.
- Taco**.....\$8.25
Choice of Shredded Beef and Chicken. Served with Rice and Beans.
- Child Burrito**.....\$7.95
Rice, Bean and Cheese inside Flour Tortilla.
- Child Quesadilla**.....\$7.50
Melted Cheese topped with Olives and Tomatoes.

Burrito or Quesadilla with Meat will be charged regular price

Extras

- Fresh Flour or Corn Tortillas*.....\$0.20
Side of Sour Cream.....\$0.95
Side of Fresh Guacamole.....\$4.25
Side of Pico de Gallo.....\$3.25

Inquire as to charges for any other item requested.

Dessert

- A pleasant way to finish your meal...*
 Flan Sinaloa
A light Custard topped with Caramel Sauce and a dollop of Whipped Cream. \$6.25
- Sopapillas*
Lightly fried Flour Tortilla Chips topped with Honey and Cinnamon and Whipped Cream
 \$5.75

If you have Food Allergies, Please... Just Ask!

Our Food May Contain Peanut or Tree Nut Products

Egg specialties upon request \$13.75

Beverages

Enjoy your favorite Beer...

*El Toreador features 100 Brands of Imported and Domestic Beer.
See Beer List on the Table or Ask your Server.
(Subject to Availability)*

*Imported Beer \$6.25 Domestic Beer \$5.75 Micheladas \$8.50
Microbrewery & Large Premium Beers (Market Price)*

Margaritas

SABÉ

SABÉ BLANCO is a unique blend of blanco tequila from Mexico and premium sake from Japan. Mexican CRT (NOM) 1463

<i>Sabé Shot</i>	\$6.50
<i>Strawberry Daquiri</i>	\$8.25
<i>Regular Margarita</i>	\$8.00
<i>Strawberry Margarita</i>	\$8.25
<i>Mango Margarita/Passion Fruit</i>	\$8.25
<i>Blue Curaçao Margarita</i>	\$8.25
Other Fruit Flavors Available	
<i>Pina Colada</i>	\$8.25
<i>Virgin Margarita / Daquiri</i>	\$6.95
By the Pitcher	
<i>Regular</i>	\$21.00
<i>Tropical Fruit</i>	\$19.95
<i>Strawberry</i>	\$19.75
<i>Blue Curaçao</i>	\$18.95
<i>Piña Colada</i>	\$19.95
<i>Strawberry Daquiri</i>	\$19.75
<i>Mexican Coffee</i>	\$4.25

Sangria

With Citrus - Our Own Recipe

<i>Glass</i>	\$8.25
<i>Pitcher</i>	\$22.00

Wine

Copperidge

*(Napa Valley) Chardonnay, White Zinfandel,
Cabernet Sauvignon, and Merlot*

<i>Glass</i>	\$8.25
<i>Half Carafe</i>	\$13.75
<i>Carafe</i>	\$18.95
<i>Corkage Fee</i>	\$18.00

Complimentary house salsa.
One bottle per table under 4, two per table over 4
20% Gratuity For 6 Or More.

Mexican Fruit Nectar

Guava

Mango

Strawberry-Guava Nectar

Pineapple-Papaya

Other Flavors Available

\$4.95

Specialty Drinks

<i>Mexican Hot Chocolate</i>	\$4.25
<i>Horchata (Refreshing Rice-Milk)</i>	\$4.25
<i>Lemonade (only 2 refills)</i>	\$2.75

Beverages

Pepsi • Diet Pepsi • Sierra Mist

Large \$3.25, Soda Refill \$0.95

Mexican Coke \$3.75

**Brewed Regular & Decaf
Coffee, Hot Tea, Herb Tea**

\$2.95

Gourmet Root Beer

\$3.50

Brewed Regular & Mango Iced Tea

\$2.95 (only 2 refills)

Spring Mineral Waters

Perrier

\$2.95

Milk

\$2.95

San Pellegrino

\$3.25

*Jarritos, Mandarin Orange, Strawberry
other flavors available*

\$3.75

Minimum Credit Card Charge \$10.00, thank you
3 Credit Cards per table under 6; 2 per table over 6.

*If you have Food Allergies, Please... Just Ask!
Our Food May Contain Peanut or Tree Nut Products*

SF WEEKLY

Best of San Francisco

Food & Drink

Best Old-School Mexican Restaurant

El Toreador

Why do we adore El Toreador, the raucous, family-friendly Mexican joint half a block from the West Portal Muni station? Is it the bright palette of reds, greens, and yellows that smacks you upside the head as soon as you walk in the door? The birdcages, parrots, airplanes, chile peppers, dolls, serapes, and bulls' heads that drip from the ceiling and plaster every wall? The María Félix pinups? The 56 beers from Brazil, Peru, El Salvador, and Argentina? The infectious carnival spirit that's been packing 'em in for half a century? All that, yes — but we primarily adore the food. El Toreador puts out enormous platters of Mexican comfort fare like plump, garlicky Veracruz-style shrimp with peppery grilled onions; a brisk and tongue-tingling pumpkin-seed mole; and a smoky, juicy carne asada. The mango-passionfruit margarita is rich and lusty, the housemade strawberry-guava nectar is even better, and don't forget the honey-cinnamon sopaipillas for dessert.

Tags: [Food & Drink](#), [El Toreador](#)

Location Info

El Toreador

50 W. Portal, San Francisco [West Portal](#)

37.74038;-122.46649

☎ 415-566-8104

Video



<https://youtu.be/pAzRTCR2aVs>

El Toreador Restaurant in San Francisco serving the best Mexican Food

Welcome to El Toreador. Authentic Mexican cooking in West Portal since 1957. Come enjoy our festive atmosphere and warm southern Mexican hospitality. They offer traditional regional dishes as well as many updated favourites. With over 100 labels of imported and domestic beer. Los Cabo's margaritas and our refreshing sangria. Order in or take it to go, there is something for everyone at El Toreador. With children's items as well as vegetarian and vegan options available.

Published on December 12, 2015

By [Big Review TV](#)

Filing Date: May 23, 2019
Case No.: 2019-011979LBR
Business Name: El Toreador Fonda Mexicana Restaurant
Business Address: 50 West Portal Avenue
Zoning: West Portal Avenue NCD (Neighborhood Commercial District) Zoning District
26-X Height and Bulk District
Block/Lot: 2931/005
Applicant: Esperanza Mahan, President/Owner
50 West Portal Avenue
San Francisco, CA 94121
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

The family-run El Toreador Fonda Mexicana Restaurant (“El Toreador Restaurant” or “El Toreador”) was established by the Lepi family in 1957 at 50 West Portal Avenue. Originally, the Lepi family owned two El Toreador restaurants. The other was known as Sam’s El Toreador. In 1964, the Lepi family sold El Toreador Restaurant to Gonzalo Garcia and Sam’s El Toreador to a gentleman named Sam, whose last name is unknown, and it closed around 1990.

In 1980, Garcia sold the West Portal location to Esperanza and Laurence Mahan. At the time, the Mahans had a 2½ year old son and another child on the way. The couple reinvigorated the then-dark, plain restaurant. While Esperanza took charge of the cooking, Laurence had an eye for color and created a unique environment full of kitschy memorabilia. His vision was to create a fun, eclectic atmosphere that would attract both young and old.

El Toreador has been a destination restaurant since the early 1980s. Laurence served as host and built great rapport and loyalty with his customers. Since his death in 2011, Esperanza has been running the restaurant along with her two sons, who carry on the tradition of warm Mexican hospitality. El Toreador has maintained their high-quality food standards over the years with Chef Maria Guadalupe Silva, who has been with the restaurant for 32 years.

The business is located on the northwest side of West Portal Avenue between Ulloa and Vicente streets in the West Portal neighborhood. It is within the West Portal Avenue NCD (Neighborhood Commercial District) Zoning District Zoning District and a 28-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1957.

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

Yes. El Toreador Fonda Mexicana Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. El Toreador Fonda Mexicana Restaurant has operated continuously in San Francisco for 62 years.
- ii. El Toreador Fonda Mexicana Restaurant has contributed to the history and identity of the West Portal neighborhood and San Francisco.
- iii. El Toreador Fonda Mexicana Restaurant 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 Mexican cuisine.

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

No.

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

No. The property has Planning Department Historic Resource status code of "B" (Unknown/Further Research Required) as the building is age-eligible for listing but has not been evaluated. The building was constructed in 1925. The commercial buildings along this section of West Portal were constructed primarily from the early 1920s through the late 1930s. This corridor was surveyed by the Planning Department in 2016; however, the Department has not yet concluded whether the area would qualify as a historic district.

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. El Toreador Restaurant has been featured or mentioned in several news articles including, but not limited to, the following:

- 7x7, "Head for the Hills: What to Do on SF's 7 Original Hills" by James Vest, March 10, 2015.
- San Francisco Chronicle, "West Portal a small town in a big city" by Carl Nolte, March 8, 2014.
- Curbed San Francisco, "13 overlooked and forgotten murals of San Francisco" by Adam Brinklow, February 25, 2019.
- Lifehacker, "The Best Local Restaurants for Visitors to Go to Instead of Chains" by Heather Yamada-Hosley, July 24, 2017.
- El Toreador was featured on the KQED show "Check Please Bay Area" in April 2019.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 50 West Portal Avenue

Recommended by Applicant

- Traditional regional Mexican dishes
- Exterior painted mural by Sirron Norris
- Interior murals painted by SF State University students
- Restaurant interior decoration, including Mexican art and dolls

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JUNE 19, 2019

Case No.: 2019-011979LBR
Business Name: El Toreador Fonda Mexicana Restaurant
Business Address: 50 West Portal Avenue
Zoning: West Portal Avenue NCD (Neighborhood Commercial District) Zoning District
26-X Height and Bulk District
Block/Lot: 2931/005
Applicant: Esperanza Mahan, President/Owner
50 West Portal Avenue
San Francisco, CA 94121
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR EL TOREADOR FONDA MEXICANA RESTAURANT CURRENTLY LOCATED AT 50 WEST PORTAL AVENUE, BLOCK/LOT 2931/005.

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 June 19, 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 El Toreador Fonda Mexicana Restaurant 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 El Toreador Fonda Mexicana Restaurant.

Location(s):

- *50 West Portal Avenue*

Physical Features or Traditions that Define the Business:

- *Traditional regional Mexican dishes*
- *Exterior painted mural by Sirron Norris*
- *Interior murals painted by SF State University students*
- *Restaurant interior decoration, including Mexican art and dolls*

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 2019-011979LBR to the Office of Small Business June 19, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: