

# Legacy Business Registry Staff Report

HEARING DATE JUNE 24, 2019

## HOCKEY HAVEN

*Application No.:* LBR-2018-19-063  
*Business Name:* Hockey Haven  
*Business Address:* 3625 Balboa Street  
*District:* District 1  
*Applicant:* Erin Massey, Owner  
*Nomination Date:* May 21, 2019  
*Nominated By:* Supervisor Sandra Lee Fewer  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Hockey Haven is a neighborhood sports bar established in the Outer Richmond district in 1949 by Rene Trudell. Trudell was a French Canadian who had played pro Hockey for the New York Rangers. When his professional hockey career came to an end, Trudell moved to San Francisco and opened Hockey Haven. Trudell ran the bar until he became disabled in a car accident, after which his wife Hilda took over the bar. In October 1989, a woman named Josephine Burns bought the bar. She was a local resident born and raised just 5 blocks from the bar on 43rd Avenue and Anza Street. Josephine married a man who was hired as a bartender, John Finlay, who ran the bar with her from the early 1990s until February 2018. He became more of the face of the bar as Josephine retreated in her later years to doing the books.

Present bar owner Erin Massey started working for Josephine and John Finlay a week after the terrorist attacks on September 11, 2001. Massey became the manager and the Finlay's "adopted daughter" very quickly as she shared the same passion regarding the business. In 2018, the Finlays offered Massey the opportunity to buy the bar, and she accepted. Erin is only the third owner in Hockey Haven's 70-year existence and is also the third woman to own this thriving neighborhood bar.

The business is located on the south side of Balboa Street between 37th and 38th avenues in the Outer Richmond 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:

3625 Balboa Street from 1949 to Present (70 years)

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





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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has contributed to the history and identity of the Outer Richmond neighborhood and San Francisco.

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

- The founder of Hockey Haven, Joseph Rene Edward Trudell (January 31, 1919 – July 25, 1984), known as Rene Trudell, is an historical person. Rene was a professional ice hockey player who played 129 games in the National Hockey League. Born in Mariapolis, Manitoba, Rene served in the Canadian Army and started his professional hockey career after his military service. He was the Right Wing for the New York Rangers from 1945-1948. He played in 7 leagues and 8 teams in his Hockey career. His nicknames were “Trudy” (from Trudell) and “Red” because he had red hair. He even has a street named after him in Winnipeg called “Trudell Bay.”
- 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 1949 and the storefront was later altered. The commercial buildings along this section of Balboa Street were constructed from the 1920s through the late 1940s, with most buildings dating from the 1920s. 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.
- Hockey Haven has been featured in Eater SF, Western Neighborhoods Project, Thrillist, San Francisco Chronicle (writer Herb Caen), San Francisco Examiner, SF Weekly, the Bold Italic and Richmond District Blog, and it has been mentioned on KNBR sports radio. Don Sherwood, a famous Bay Area disc jockey, mentioned Hockey Haven many times in the 1950s, as he was best friends with Rene Trudell. Hockey Haven was voted Best Dive Bar and Best Pool Table by SF Weekly in 2018.

### **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 Hockey Haven 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:

- Televised sports.
- “Wall of Fame” on one interior wall, including photographs of Rene Trudell.
- Monday Night Steak Dinner.
- Pool table.
- Outdoor garden.
- Pebble-dash front façade.
- Exterior sign.

### **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.

- Bar.





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**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Hockey Haven currently located at 3625 Balboa Street 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

HOCKEY HAVEN

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2018-19-063  
*Business Name:* Hockey Haven  
*Business Address:* 3625 Balboa Street  
*District:* District 1  
*Applicant:* Erin Massey, Owner  
*Nomination Date:* May 21, 2019  
*Nominated By:* Supervisor Sandra Lee Fewer  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR HOCKEY HAVEN, CURRENTLY LOCATED AT 3625 BALBOA STREET.

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

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on 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 Hockey Haven 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 Hockey Haven:

Physical Features or Traditions that Define the Business:

- Televised sports.
Wall of Fame on one interior wall, including photographs of Rene Trudell.
Monday Night Steak Dinner.
Pool table.
Outdoor garden.
Pebble-dash front facade.
Exterior sign.

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

- Bar.

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

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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-2018-19-063  
*Business Name:* Hockey Haven  
*Business Address:* 3625 Balboa Street  
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*Nomination Date:* May 21, 2019  
*Nominated By:* Supervisor Sandra Lee Fewer

**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

3625 Balboa Street from 1949 to Present (70 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 1



City and County of San Francisco

**SANDRA LEE FEWER**

李麗嫦 市參事

May 21, 2019

Regina Dick-Endrizzi  
Office of Small Business  
Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

For over 70 years, Hockey Haven has been the go-to local pub in the Outer Richmond, and served as a community hub that has been a constantly welcoming space for long-time residents, and new residents alike. I am thrilled to nominate Hockey Haven to the City's Legacy Business program. Tucked behind a simple facade is a bar that has preserved its charm and character despite the rapidly changing city and streetscape surrounding it. The devoted customer base comes not just for the drinks, the pool tables, the classic Monday Night Steak Dinner, nor the nostalgic jukebox but most importantly, many come for the sense of community that the bar staff and fellow patrons offer. Hockey Haven has been a community gathering space for many family reunions, rendezvous' among neighbors, and has respectfully served as a space for memorial gatherings.

The owners of this local institution all have demonstrated a strong passion and commitment to preserving the familiar (and familial) character and legacy of the business. They have also maintained and operated this as an affordable destination to serve the community. Beyond running a strong business, Hockey Haven has contributed to the Richmond District community by supporting the neighboring school and playground fundraisers and have been an active part of the merchant corridor. I cannot imagine the Richmond District without the Hockey Haven. I appreciate your consideration of their nomination to the Legacy Business program.

Sincerely,

*Sandra Lee Fewer*

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244 • San Francisco, California 94102-4689 • (415)  
554-7410 Fax(415) 554-7415 • TDD/TTY(415) 554-5227 • E-mail: Sandra.Fewer@sfgov.org

# 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.

|  |                          |  |
|--|--------------------------|--|
| <b>NAME OF BUSINESS:</b>   |                          |  |
| HOCKEY HAVEN   |                          |  |
| <b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b> |                          |  |
| ERIN MASSEY  |                          |  |
| <b>CURRENT BUSINESS ADDRESS:</b>   | <b>TELEPHONE:</b>        |  |
| 3625 BALBOA STREET   | [REDACTED]               |  |
| S.F. CA 94121  | <b>EMAIL:</b>            |  |
|  | [REDACTED]               |  |
| <b>WEBSITE:</b>  | <b>FACEBOOK PAGE:</b>    | <b>YELP PAGE</b>   |
|  | HOCKEY HAVEN             | HOCKEY HAVEN   |
| <b>APPLICANT'S NAME</b>  |                          |  |
| ERIN MASSEY  | <input type="checkbox"/> | Same as Business   |
| <b>APPLICANT'S TITLE</b>   |                          |  |
| OWNER  |                          |  |
| <b>APPLICANT'S ADDRESS:</b>  | <b>TELEPHONE:</b>        |  |
| [REDACTED]   | [REDACTED]               |  |
|  | <b>EMAIL:</b>            |  |
|  | [REDACTED]               |  |
| <b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>  |                          | <b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b> |
| 1080766  |                          |  |
| <b>OFFICIAL USE: Completed by OSB Staff</b>  |                          |  |
| <b>NAME OF NOMINATOR:</b>  |                          | <b>DATE OF NOMINATION:</b>                               |
|  |                          |  |

## 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.

|   |   |                               |
|---|---|-------------------------------|
| <b>ORIGINAL SAN FRANCISCO ADDRESS:</b>                              | <b>ZIP CODE:</b>                          | <b>START DATE OF BUSINESS</b> |
| 3625 BAUBOA STREET  | 94121                                     | 1949                          |
| <b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>      | <b>DATES OF OPERATION AT THIS LOCATON</b> |                               |
| <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes | 1949-current 69 YEARS                     |                               |

|   |                  |                           |
|---|------------------|---------------------------|
| <b>OTHER ADDRESSES (if applicable):</b> | <b>ZIP CODE:</b> | <b>DATES OF OPERATION</b> |
|   |                  | Start:                    |
|   |                  | End:                      |

|   |                  |                           |
|---|------------------|---------------------------|
| <b>OTHER ADDRESSES (if applicable):</b> | <b>ZIP CODE:</b> | <b>DATES OF OPERATION</b> |
|   |                  | Start:                    |
|   |                  | End:                      |

|   |                  |                           |
|---|------------------|---------------------------|
| <b>OTHER ADDRESSES (if applicable):</b> | <b>ZIP CODE:</b> | <b>DATES OF OPERATION</b> |
|   |                  | Start:                    |
|   |                  | End:                      |

|   |                  |                           |
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| <b>OTHER ADDRESSES (if applicable):</b> | <b>ZIP CODE:</b> | <b>DATES OF OPERATION</b> |
|   |                  | Start:                    |
|   |                  | End:                      |

|   |                  |                           |
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| <b>OTHER ADDRESSES (if applicable):</b> | <b>ZIP CODE:</b> | <b>DATES OF OPERATION</b> |
|   |                  | Start:                    |
|   |                  | End:                      |

|   |                  |                           |
|---|------------------|---------------------------|
| <b>OTHER ADDRESSES (if applicable):</b> | <b>ZIP CODE:</b> | <b>DATES OF OPERATION</b> |
|   |                  | 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.

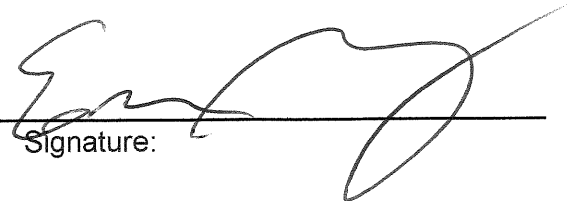
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

ERIN MASSEY

Name (Print):

Date:

Signature:



## **HOCKEY HAVEN**

### **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.**

Hockey Haven is a bar at 3625 Balboa Street in the Outer Richmond district of San Francisco. It was established in 1949. The bar is located between 37th and 38th avenues across from the Balboa Theater.

The founder of Hockey Haven was named Rene Trudell. He was married at the time to a woman named Hilda. Rene was French Canadian and had played pro Hockey for the New York Rangers. When his professional hockey career came to an end, he moved to San Francisco and opened Hockey Haven.

Rene Trudell ran the bar, but after a few years he got in a terrible car accident at Devil's Slide and became a paraplegic. His wife Hilda then took over the bar and owned it until 1989, nearly 40 years.

In October 1989, a woman named Josephine Burns bought the bar. She was a local resident born and raised just 5 blocks from the bar on 43rd Avenue and Anza Street. Josephine married a man who was hired as a bartender, John Finlay, who ran the bar with her from the early 1990s until February 2018. He became more of the face of the bar as Josephine retreated in her later years to doing the books.

Present bar owner Erin Massey started working for Josephine and John Finlay a week after the terrorist attacks on 9/11/2001. Erin became the manager and the Finlay's "adopted daughter" very quickly as she shared the same passion regarding the business. Josephine always told Erin that when it became time for them to sell the bar, they would ask Erin to take over. On February 7, 2018, Erin's dream came true, and she purchased the business. After 17 years of managing and tending bar, Erin was elated to become the owner and to continue the Hockey Haven traditions. Erin was only the third owner in Hockey Haven's 70-year existence and also the third woman to own this thriving neighborhood bar.

Sadly, Josephine passed away from cancer two weeks after Erin purchased the bar and was never really able to see Erin's dream come true. She was a wonderful woman who taught Erin a lot about business and even more about life.

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

Hockey Haven has operated continuously since it opened in 1949.

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

Hockey Haven is not a family-owned business, described as a business in which two or more members within the management team are drawn from the owning family.

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

The initial liquor/business license was Rene Trudell and Spiro Vanhandreas. Spiro Vanhandreas came off the license in 1955, and Steve D. Chibidakis was added. No information is available on Spiro or Steve. Rene got into his accident in 1959. He was 40 years old. His wife Hilda took over on the business. In those days, a woman could not bartend unless she owned the bar. Hilda ran and owned the bar from 1959 to 1989. Josephine Burns (later known as Josephine Finlay) owned the bar from 1989 to 2018. Her husband John Finlay was never on the license. The current owner of the bar is Erin Massey.

The ownership history of Hockey Haven is as follows:

|                 |   |
|-----------------|---|
| 1949 to 1955    | Rene Trudell and Spiro Vanhandreas                |
| 1955 to 1959    | Rene Trudell and Steve D. Chibidakis              |
| 1959 to 1989    | Hilda Trudell                                     |
| 1989 to 2018    | Josephine Burns (later known as Josephine Finlay) |
| 2018 to Present | Erin Massey                                       |

**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 for 30+ years is included in this Legacy Business Registry application.

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



The historic resource status of the building at 3625 Balboa Street 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.**

Many connections are made at Hockey Haven. At the bar, customers make friends, share experiences, make employment connections, fall in love, have wedding receptions, celebrate birthdays and have memorial gatherings for friends who have passed away. These connections made are possible due to the healthy social venue that the establishment provides. Hockey Haven has become a cultural hub.

The long history of treating customers like family resonates with people. A lot of change is happening in San Francisco, and the bars owners – past and present – have taken pride in staying the same. There used to be at least four bars on this block in the 1960s, but today Hockey Haven is the only remaining bar in this business district. Only the Balboa Theater still exists from the original businesses on the block.

As gentrification threatens the people and landscape of our community, Hockey Haven remains a place where one can come and share a pint with other local skilled tradesman such as Sam the firefighter, Steve the coastguard, Special Ed teacher Rob, coach Kevin of St. Thomas Apostle, Officer Smally, fellow business owners like Amy & Joe, Matt the fisherman, lifeguard James, Phu the Muni driver, Jon the lamp maker, Greg the plumber and other Hockey Haven regulars such as these. And when Jon the lamp maker, who has been forced out of the Richmond due to rising rent costs, wants to reconnect with his community, he comes back to Hockey Haven.

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

Since 1989, Hockey Haven has been hosting a Monday Night Steak Dinner that includes a ribeye steak, baked potato and salad. The bar also keeps with tradition by hosting loyal customers for Thanksgiving.

Hockey Haven is a destination for people who attend New Year's Eve, SF Beer Week, the Super Bowl, St. Patrick's Day, the San Francisco Giants Opening Day, the Balboa Street Fair, Hardly Strictly Bluegrass, Outside Lands, Balbooa Fright Fest (Halloween street fair) and the Balboa Theatre. Hockey Haven is a meeting place for Kelly's Cove reunions, Meet Ups, the Women Owned Business Organization, the Western Neighborhoods Project and even funeral receptions. Hockey Haven also does coordinated events with St Thomas the Apostle Catholic School and Lafayette Elementary School.

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

Hockey Haven has been featured in Eater SF, Western Neighborhoods Project, Thrillist, San Francisco Chronicle (writer Herb Caen), San Francisco Examiner, SF Weekly, the Bold Italic and Richmond District Blog, and it has been mentioned on KNBR sports radio. Don Sherwood, a famous Bay Area disc jockey, mentioned Hockey Haven many times in the 1950s, as he was best friends with Rene Trudell.

Hockey Haven was voted *Best Dive Bar* and *Best Pool Table* by SF Weekly in 2018.

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

The founder of Hockey Haven, Joseph Rene Edward Trudell (January 31, 1919 – July 25, 1984), known as Rene Trudell, is an historical person. Rene was a professional ice hockey player who played 129 games in the National Hockey League. Born in Mariapolis, Manitoba, Rene served in the Canadian Army and started his professional hockey career after his military service. He was the Right Wing for the New York Rangers from 1945-1948. He played in 7 leagues and 8 teams in his Hockey career. His nicknames were “Trudy” (from Trudell) and “Red” because he had red hair. He even has a street named after him in Winnipeg called “Trudell Bay.”

In the 1950s, Joe Dimaggio’s brother Vince Dimaggio owned a bar on the corner of 38<sup>th</sup> and Balboa. It was first called DiMaggio’s and then Vince’s. Some of my older Hockey Haven locals say that Marilyn Monroe would come into Hockey Haven. There is a 20”x30” portrait of Marilyn Monroe in Hockey Haven to commemorate her visits.

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

Hockey Haven donates to St.Thomas Apostle. Balboa Theatre staff meets in Hockey Haven’s backyard beer garden for staff meetings. Hockey Haven donated to the Cabrillo Playground and has a commemorative tile in the playground. The bar is a member of the Balboa Merchants Group and attends City meetings in the Richmond District.

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

Hockey Haven is a neighborhood sports bar. There are six televisions with surround sound. The bar opens at 10 a.m. and closes at 2 a.m. Most of the patrons in the morning and daytime are older. These are the bar’s most loyal customers who depend on Hockey Haven for a social outlet in their later years. Most are retired. As the day progresses to evening and night, patrons get younger. The bar caters to all ages equally (over 21 of course). Hockey Haven is a place where you’ll find a 95-year-old Korean War veteran sitting next to a 25-year-old tech industry worker. Most patrons of Hockey Haven currently live or once lived in the neighborhood. Most of the locals live in the neighborhood. However, when people move out of the neighborhood they usually make a visit to say hello and enjoy their old bar again.

Hockey Haven has stood the test of time due to its importance to the neighborhood and community. It acts as a pivotal social venue for the neighborhood. The bar is what is commonly referred to as a “third place” for nearby residents, a social establishment separate from the two usual social environments of home (“first place”) and the workplace (“second place”). Hockey Haven is a place where people see their friends, relax, watch sports and connect with other people in the neighborhood. Hockey Haven treats its locals very well and operates with integrity. Hockey Haven’s employees want the customer experience at the bar to be more than just a drink. They listen. Most people want their “third place” to be a place they can relax, exhale and have some fun.

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

Hockey Haven has a “Wall of Fame” on one of the interior walls that is full of photographs of locals through the years who have held honorable jobs: war pilots, mounted police officers, firefighters, civil servants, etc. The bar has some Irish memorabilia that is culturally significant since there are a lot of Irish patrons.

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

Everything the owners of Hockey Haven have built through the years is now cherished by many. The bar’s motto, “keeping it local since 1949,” demonstrates the bar’s connection to the neighborhood. Hockey Haven continues to provide a place that the patrons can afford, enjoy and feel comfortable in. A lot of bars that were similar to Hockey Haven have shut down due to rent increases by landlords, making way for more expensive bars. Hockey Haven is not of that mind set, and the owner would like to keep the establishment as it’s always been. The formula works. If Hockey Haven were to close, a valuable neighborhood bar would be lost.

### **CRITERION 3**

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

Hockey Haven is a neighborhood sports bar. The bar plays sports most of the time. There are six televisions and surround sound for the big games. Hockey Haven is not specifically a hockey bar, but does show the San Jose Sharks when they are on. Most of the patrons prefer football, basketball or baseball. Most of the locals call Hockey Haven the “HoHa.” There is a pool table, which is very popular. It may be the only pool table in the Outer Richmond. Hockey Haven also has an outdoor garden that is used for barbecues and special events.

**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)**

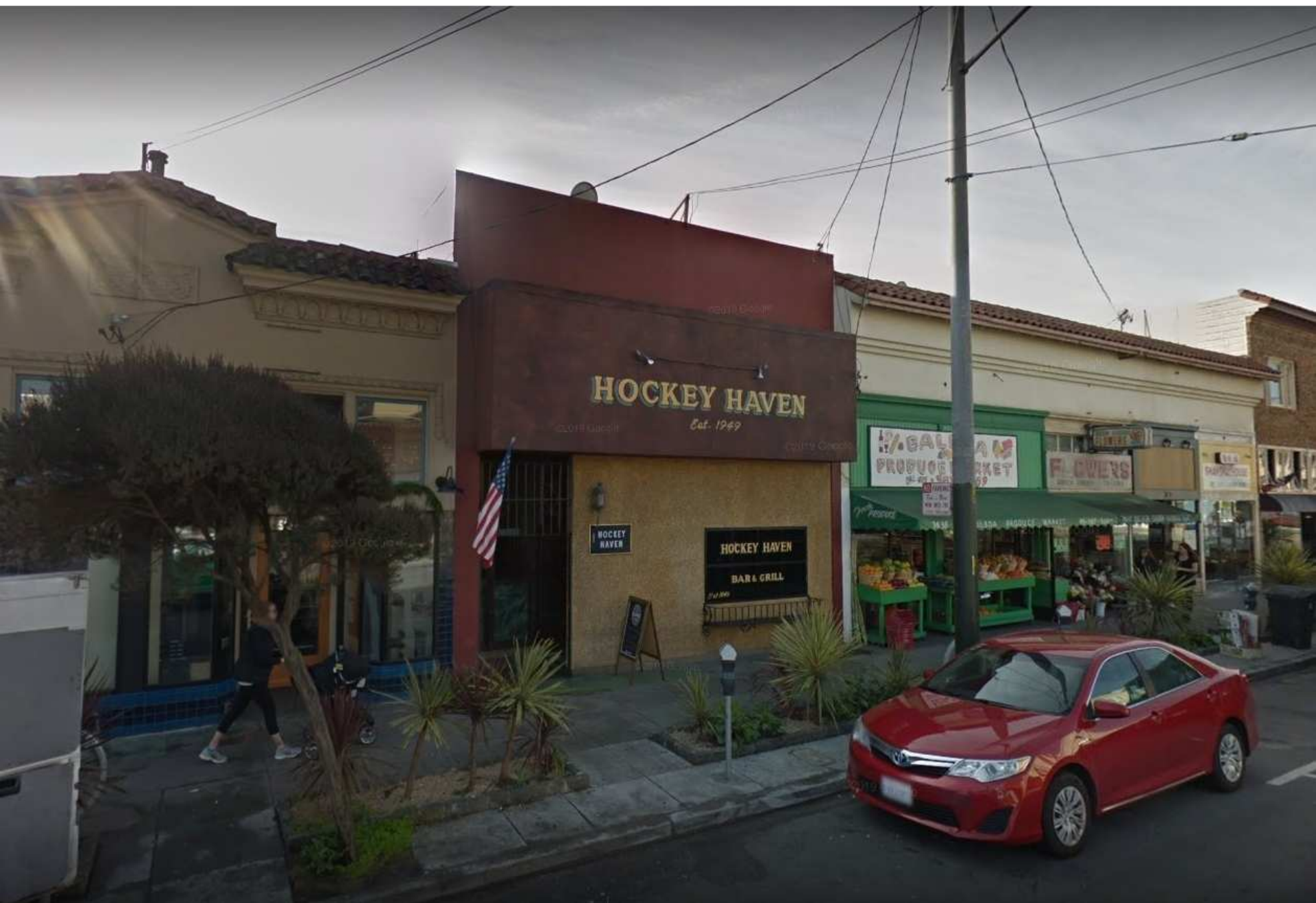
Hockey Haven is committed to maintaining the historical traditions that define the business, which is a neighborhood bar. It's a place where you can walk in with \$20 and buy a drink, play a game of pool, put some music on the jukebox, have friendly conversations and be welcomed by your name the next time you come back.

**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.).**

Hockey Haven is one of the oldest businesses on Balboa Street, which is demonstrated in its 1950s rock façade to its '50s meets '60s meets '70s interior. In Hockey Haven's physical features, you can see the mark of every decade. The bar has had the same exterior signage for 30 years, and the owner, Erin Massey, plans on keeping it. The bar also has a rock façade front exterior wall that is unique. There is a photograph of Hockey Haven founder Rene Trudell in his New York Rangers uniform located on the Wall of Fame.

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

Documentation that demonstrates the current owner has maintained the physical features or traditions that define the business are included in this Legacy Business Registry application.





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Est. 1949

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HAVEN

HOCKEY HAVEN

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HOCKEY HAVEN  
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**HOCKEY HAVEN**

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*Est. 1949*

















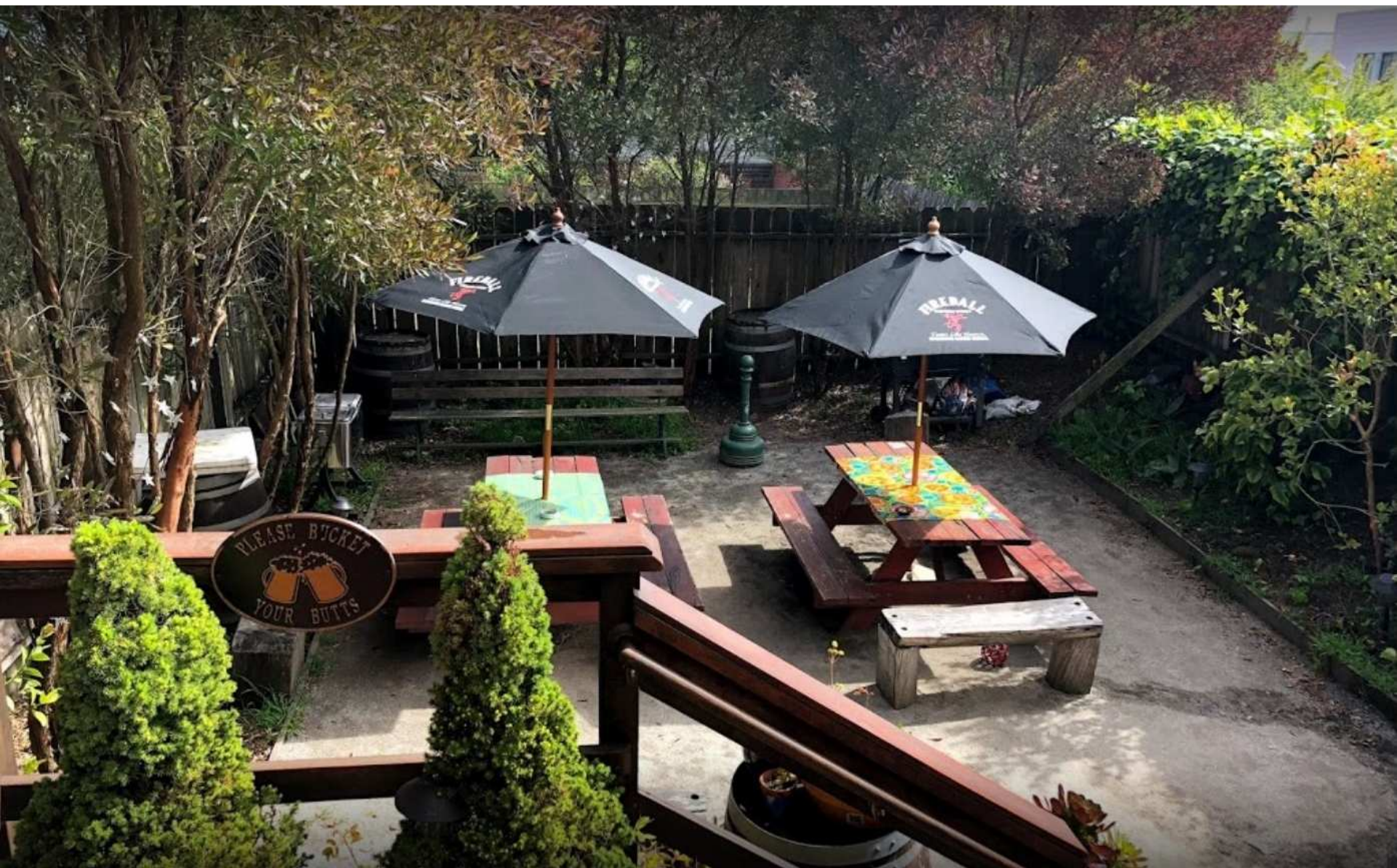




















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AUGUST



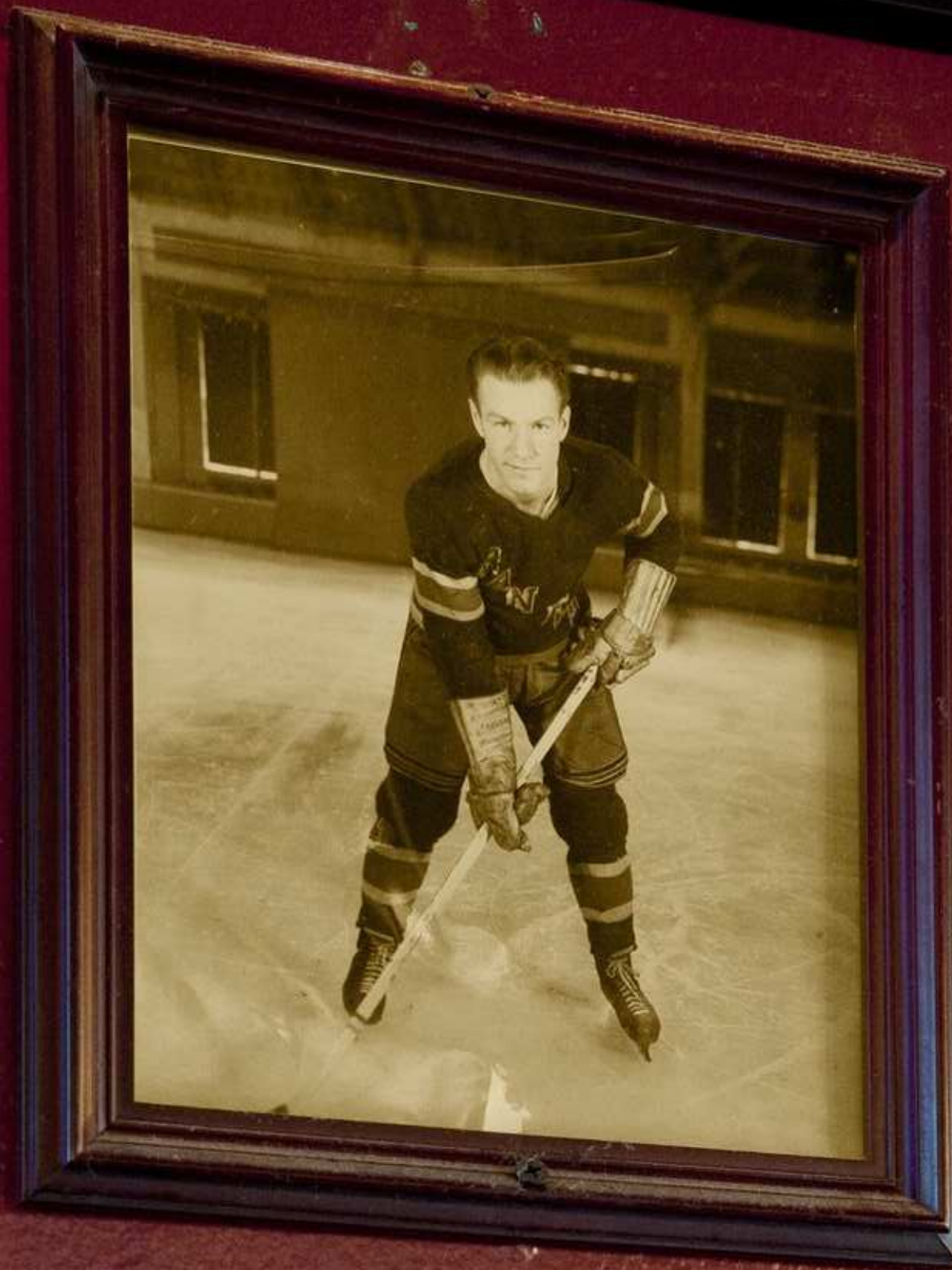
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ITALIAN STATION

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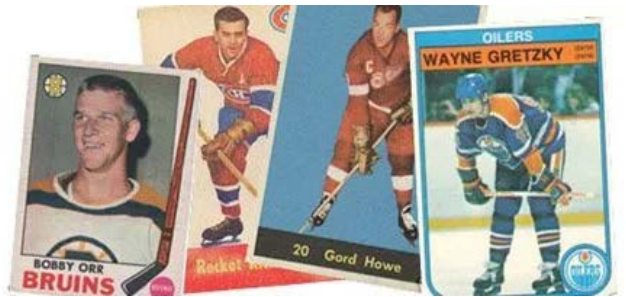
**CHEERS NICO!!**







## Greatest Hockey Legends.com The Hockey History Blog



# Rene "Trudy" Trudell

---

Rene "Trudy" Trudell came out of Mariapolis, Manitoba with a reputation as a fine skater and stickhandler. But his NHL career was grounded before it even started, thanks to World War II.

Trudell, who actually played a season in Harringay, England, enrolled with the Canadian military. Stationed in Winnipeg he continued to star at hockey with the RCAF Bombers. He served there for four years before finally getting a chance at the NHL.

Not a lot hockey playing World War II veterans cracked NHL lineups after their service was done. The NHL had found a new wave of younger talent, and welcomed back many of the old familiar names, making it tough for a player like Trudell to crack a line up. But crack a line up he did, playing with the New York Rangers for two and a half seasons.

Trudell, a cousin of Chicago Black Hawks forward Lou Trudel, died on March 19th, 1972. He had moved to San Francisco and opened a restaurant.

Posted by Joe Pelletier at 3:18 PM

# Rene Trudell

**Rene Trudell** (born January 31, 1919 in [Transcona, Manitoba](#)- died July 25,1984) is a retired professional [ice hockey forward](#) who played 129 games in the [National Hockey League](#). He played with the [New York Rangers](#).

He played junior hockey for the [Kildonan Stars](#), [St. James Canadians](#), and [Portage Terriers](#) from 1935 to 1939.

Trudell turned pro with [Great Britain's Harringay Racers](#) in 1939-40 and then returned to [North America](#) to play for the [Toledo Babcocks](#) in 1940-41. In 1941-42 Trudell played for the senior [Yorkton Terriers](#) and then spent three seasons with the [Winnipeg RCAF](#) team.

In 1945-46 he went to play for the [New York Rovers](#) where he scored 61 points in 40 games. That earned him a 16 game callup to the [New York Rangers](#). He played the next two seasons for the Rangers.

In 1948 he was traded to the [Toronto Maple Leafs](#) but did not make the [NHL](#) team. Instead his rights were sold to the [Springfield Indians](#) where he played in 1948-49. Trudell retired at the end of the season.

In the [NHL](#) (all with the New York Rangers) Trudell scored 24 goals and 28 assists in 129 games.

## References [Edit](#)

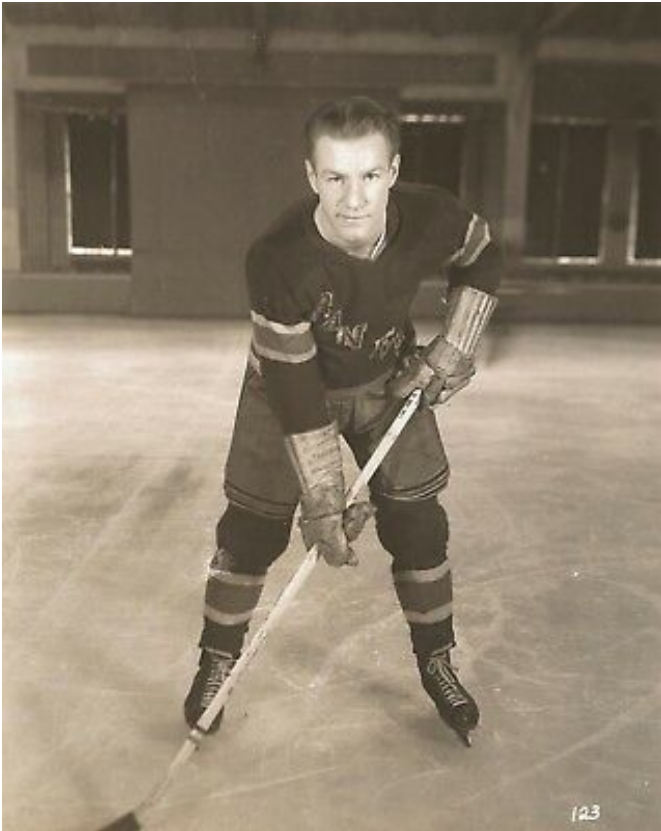
- [Rene Trudell's career stats](#) at [The Internet Hockey Database](#)

Retrieved from "[https://icehockey.fandom.com/wiki/Rene\\_Trudell?oldid=373846](https://icehockey.fandom.com/wiki/Rene_Trudell?oldid=373846)"

Categories: [Born in 1919](#) | [Canadian ice hockey players](#) | [New York Rangers players](#) | [Harringay Racers players](#) | [Toledo Babcocks players](#) | [Yorkton Terriers players](#) | [Winnipeg RCAF players](#) | [New York Rovers players](#) | [Springfield Indians players](#) | [Retired in 1949](#) | [Portage Terriers players](#) |







Published in San Francisco Chronicle on Feb. 2, 2018

# JOSEPHINE BURNS FINLAY

## Obituary



### Josephine Burns Finlay

Age 69, died on Jan 31, 2018 at home. She was a lifetime resident in the Richmond District of S.F. and business owner. Jo will be lovingly remembered by her husband John Finlay of 24 years, son David (Lara), brother John, sisters Mary, Patty (Bill), Pat, niece Dani (Jerry), stepdaughters, Terez and Natal, grandchildren Larkin, Madison, John Luke, great niece Emily, great nephews Maysn, Eric, Joe; staff at Hockey Haven, long time friends Carmel, Erin

The Funeral Service will be held Saturday, 1:30 PM, Feb 3, 2018, at the Evergreen Mortuary McAvoy O'Hara Co, Geary Blvd. 10th Ave. S.F.

Donations may be made in memory of Josephine Burns Finlay to Kaiser Hospice 4131 Geary Blvd., S.F., CA 94118



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## BOARD OF DIRECTORS MEETING— March 18, 1980

Opened with the Pledge of Allegiance. Roll Call: Eighteen (18) present, two (2) excused (Geary & Hebel); one (1) absent (Pera).

### SPECIAL ORDER

Captain Joe Flynn addressed the Board and requested that funds be allocated for the Stonestown YM-CA Youth Camping Program. M/Wright S/Chignell to donate \$200.00 to the YMCA Youth Camping Program. Passed 16-yes and 1-abstain (Bell).

Mike Nevin addressed the Board to seek an endorsement and contribution for Pat Johnson who is running for the Assembly in the 26th District, Stockton. Action deferred to New Business.

Don Brewer addressed the Board charging the President and Editor with tampering with his articles. A response to these charges was printed in the March issue of the Policeman.

Attorney Saltsman gave a report on the lawsuit which has been filed in Superior Court challenging the mandatory clause of the disability policy election being held by the City. Copy of the suit on file at the P.O.A. business office.

**PRESIDENT'S REPORT:** President Barry gave an oral report on the status of the Federal Litigation case and related matters, all of which appear in written form in the March issue of the POLICEMAN.

**VICE-PRESIDENT'S REPORT:** Vice-President Chignell reported that he is working on the C.O.P.S. endorsement convention which will be held during April in Sacramento.

**SECRETARY'S REPORT:** Secretary Casciato requested that all directors seek volunteers for the Easter Seal Telethon to be held on March 22nd and 23rd.

**TREASURER'S REPORT:** Treasurer Patterson presented a written report which will appear in the April issue of the POLICEMAN M/Toomey S/Dempsey to approve the report. Passed by voiced vote.

M/Patterson S/Hammell that we advance the I.U.P.A. three (3) months of dues and that commencing April 1st we will payone half dues to the I.U.P.A. until the advance is repaid.

C.O.P.S. Report by Jerry Crowley — The State endorsement convention will be held in April and it is important that we attend and speak to the legislators and candidates on a forum basis.

## Wicker Products

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## Miscellaneous

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**OUR LADY OF THE VISITATION**  
Thank you SFPOA

M/Patterson S/Hammell to give the President and Editor authority to remove materials from articles which might be libelous. Motion to table, M/Schmidt S/Toomey. Passed 9-yes and 8-no; 1 abstain. Original motion tabled.

Federal Litigation report by Brother Ballentine regarding the status of the Monitor Meetings. Articles to appear in the POLICEMAN newspaper.

### NEW BUSINESS

M/Casciato S/Huegle to donate \$125.00 to the Fishermans and Seamens Memorial Fund. Passed, 16-yes and 1-no.

M/Chignell S/Huegle that we purchase a table of ten (10) cost of \$200.00 for the March 29th fund raiser for Pat Johnson and that the check be presented personally to the candidate by the President or the designated representative. Passed, 15-yes and 0-no.

M/Huegle S/Rapagnani that the P.O.A. purchase three (3) tickets to the Chief's dinner on March 29th at Bimbo's, cost of \$90.00. Passed 11-yes and 5-no.

M/Casciato S/Hammell to approve Barry, Chignell, Casciato, Patterson, Pera, Amiot, Doherty, Toomey, Hammell, Gannon and Rapagnani as delegates to the San Francisco Labor Council and that Joe Toomey be named the designated representative to the Council. Passed, 16-yes and 0-no.

M/Wright S/Simms that the firm of Solomon and Saltsman be paid \$40,000 for the work done on the '77 wage suit from the common fund when the case reaches a successful conclusion. The common fund will be between \$5 - 7½ million. Passed, 15-yes and 1-abstain.

Memorandum of Understanding Special Meeting, April 9th at noon for M.O.U.  
General Membership Meeting was cancelled — No quorum.

Submitted,  
Croce A. Cascito  
Secretary



Lt. Stephen B. Spelman, after serving thirty years in the San Francisco Police Department has announced his retirement from the force. His service years included assignments at the Bureau of Identification, Accident Investigation Bureau, Juvenile Bureau, Ingleside Station, Mission Station and Richmond Station. He was the first police officer assigned on a full time basis to the Police Activities League. He started working with the youth of San Francisco 22 years ago when he formed a Pop Warner football team in the Mission District and has continued his efforts through the PAL.



In his association with the PAL, he has served as Vice-President, President and currently serves as Executive Director of that organization which will allow him to stay in touch with his former fellow-officers and the many friends of PAL. In addition to these offices, he has served as Director of the Soap Box Derby, Vice-President of the California Joe DiMaggio Baseball Conference, Treasurer of the California Police Activities Leagues, Commissioner of the Northern California Youth Football Conference, Chairman of the Pacific A.A.U. Junior Olympic Boxing Programs and the Junior Olympic Track & Field Trials held each year in San Francisco.

Lt. Spelman is a native San Franciscan, a graduate of the University of San Francisco and past President of the Marina Lions Club. He is married to his wife Joan and they have five children.

Lt. Spelman founded the PAL Law Enforcement Cadet Program in 1967 in cooperation with the San Francisco Police Department which provides an educational program for high school students who are interested in Law Enforcement as a career.

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<http://www.outsidelands.org/richmond-life-1950s.php>



## Growing Up in the Richmond in the 1950s

by Victor F. Berardelli  
February 2010

The **Richmond District** was a "wasteland" reclamation typical of the pre-World War I era. It was mostly shale and sand dunes cascading down to the Pacific Ocean on its west. As Scotsman John McLaren turned sand dunes into Golden Gate Park, entrepreneurs seized the opportunity to develop housing to its north for the displaced of the Great Earthquake of '06.

Throughout the country in those days, real estate developers built streetcar lines to bring people from town to their housing lots. In any American city, the outermost end of the line had an amusement park, primarily as a way to lure folks from the inner city. San Francisco was no different. **Playland** was all that was needed for someone downtown to jump on the **B Geary streetcar line**. The developers hoped that people crowded in the inner city would see the houses closer to the beach

and the fantasy world and consider buying one of their houses. Obviously, it worked in reverse. Once there, they could see how easy it was to reach work in "the city."

After World War II, in my era, the Richmond District became the first stop melting pot for aspiring middle class families climbing out of the more densely-populated ethnic enclaves. So Italians fled North Beach for "the avenues" and the Irish fled the Mission and Latinos fled Guerrero Street and Ukrainians fled Fillmore and Russians fled Divisadero and Chinese fled Grant Avenue.



*Lafayette School, Anza and 37th Avenue, 1927 - Courtesy of Paul Trimble*

We all melded into a community of equals at [Lafayette School](#), the public school center of the community at 36th and Anza. We had our ethnic ways at home but Americanized in the school yard. My mother would pack an Italian eggplant sandwich in my lunch which I'd swap with Paul for a pastrami or Pedro for an empanada. (Funny how today we'll gladly pay \$20 in a deli for comfort food which we swapped off as kids!) Our differences taught us that we were similar. As David joked, "The only difference between your Italian mother and my Jewish mother is a black dress."

I had my first crush in Kindergarten on Tanya who was Queen to my King of the Maypole. But I jilted her for a crush on the first grade teacher Miss Giovachinni who, to a five or six year old, was as beautiful as Jane Russell and nicer because she would tie your shoe.

We learned what framed us as we swapped war stories. My father fought at Leyte Gulf and the Solomon Islands. Joel's dad landed at Anzio. And we learned the ugly side of the war. Steve's father never made it back and he only knew him from photos. Michel, who spoke English with an accent, escaped Europe as a baby in his fleeing mother's arms. Howard's grandmother sat morose in her rocking chair when you'd go to his house after school and, one day, I learned the reason when the sleeve of her sweater slipped up and I saw numbers tattooed on her forearm.

In the late-40s and early-50s, teachers were assigned to the school in their neighborhoods. So we learned to behave on the streets because Miss Geeson might see us cavorting on Balboa Street and say something to our mothers at PTA.



*Mrs. Gilchrist's kindergarten class - Courtesy of Chris Newton.*

Mrs. Pope was one of those overly-pious superstitious Irish Catholics who would go to Mass every morning at St. Thomas the Apostle on her walk to teach at Lafayette. If a Catholic kid in her class did good in a test, she would slip them a holy card or a medal. If she found out we played hookey from after school Catechism classes for public school kids over at St. Thomas School, she'd call our parents. My Jewish buddies couldn't laugh, however, because Mrs. Bauer would jump all over them if she found out they skipped Hebrew School at Temple and would tell their parents at B'Nai Brith meetings. At least the Catholics or Jews could walk to Catechism class or Bar Mitzvah lessons. The poor Chinese kids had to take a bus across town to Chinese classes and the Greeks had to go all the way near [Stonestown](#) for their Greek lessons.

Balboa Street was our first educational street experience. We hung out as a group and simply walked the street to explore and learn and we flirted with the girls in the parochial school uniforms who sent mixed messages - on the one hand aloof, on the other intrigued at our exotic differences.

On Saturdays we jumped on our Schwinn's and formed a bike brigade. If someone double-dog dared you, we'd ride all the way down to Playland and then have to pedal back up hill until we hit the crest at 40th.

Sometimes we got into mischief. We delighted in putting pennies in the streetcar tracks to watch the sparks fly as the huge metal wheels ground into them and then reclaimed the concave copper as our trophy. That was tame to our pastime of walking the residential avenues for a spirited game of ring-run where we'd ring a doorbell and run and hide to giggle as people opened their doors and gaped finding nobody there. On a triple double-dog dare, we'd scoop up some dog poop and put it in a paper bag which we would set on fire on the front stoop as we rang the bell. For adolescent fourth and fifth graders it seemed especially funny to watch a homeowner panic, start stomping the flames only to discover they were stepping in crap!

We played ball in the streets. Oncoming cars were defensive backs and we'd run up the street with the football and dodge them at the last minute by jumping between parked cars. A sewer grate in the middle of the street was home plate. I remember once hitting a home run off Kevin's pitch. Well, it would have been a homerun except that I hit the ball so hard it knocked down a power line sending us scampering for hiding places at home. I had caused a six-square-block power outage and was sure that PG&E would find out and have the police arrest me!

Hide and Seek was a favorite because we always made my obnoxious kid brother or Jack's mouthy sister IT. While they closed their eyes and counted, we disappeared around the corner and took off for parts unknown.

We played war games with one "army" starting around 40th Avenue and one on 33rd and we would advance toward Lafayette School, which we proclaimed a fort to be taken. Stale miniature Tootsie Roll pieces were the weapon of choice (although Jujubes shot with a slingshot were great, too) until the day I let one go with the strongest toss my arms ever threw and I got Charlie right between the eyes. He ran home crying to his mother. This prompted Cathy's dad, who was a cop, to put on his tough face, round us up and scare us. The choice, he said, was either go to the precinct and get booked for Juvie or be turned over to our fathers. Were he serious, we'd probably willingly go to the police station rather than have the old man punish us. Cathy's dad was a good guy, though, and he'd let us off with the infamous cliché, "And don't let me ever catch you doing it again." He was especially liked around Fourth of July because all of the firecrackers he confiscated from the pachucos, he gave to his daughter. In exchange for a daring 10-year-old hug and a kiss, she would give us some to set off. That made her one of the most popular girls in the neighborhood. I haven't seen her since I was 12 and often wondered with those skills what she bartered when she got older!



3701 Balboa at 38th Avenue, 1951. - San Francisco Assessor's Department

The commercial strip extended from 33rd to 39th. There were three food markets which gave us our first jobs as delivery boys, two pharmacies, some beauty parlors, an old fashioned pharmacy with a soda counter, a Bank of America branch, a five and dime, the Sugar Bowl bakery, Frosty Bossy ice cream, a gas station, Vince DiMaggio (the youngest of the baseball clan) owned a bar at 38th and Balboa and we kids peeked in the door to see the baseball memorabilia. A former San Francisco Shamrock player owned a bar called Hockey Haven which didn't seem too sporting and was a place where kids' drunken uncles and a certain Irish priest were seen to stagger out. There was a Firestone Tire store which later turned into a ladies' dress shop.

The **Balboa Theater** was our cultural center. Saturday afternoon kids' matinee was only a quarter and you got a black-and-white B-movie like "Superman and the Mole Men," a serial like Boston Blackie or Hopalong Cassidy and a couple of Tom & Jerry or Mighty Mouse cartoons. Merchants had promotions where our parents got tickets for a drawing when they made purchases. I won my first Schwinn bicycle at a Saturday matinee drawing.



SFMRY B-line streetcar #139 passes the Balboa Theatre and Pam's Pantry. - Courtesy of Jack Tillmany.

In the middle of the block between 37th and 38th was a penny candy and joke store run by a short fat man of unknown eastern European accent named Luke. We'd walk in to be greeted by a cranky, "What do you want, keeds?" As we grew older, we learned that behind the curtain in the middle of the store was a great array of dirty magazines which was the cause of his nervousness when we entered innocently to buy a root beer sucker or a joy buzzer. Around 12 or 13, he'd let you wonder through the curtain for your first glimpse of a picture of a lingerie-clad lady. Rumors spread in the

schoolyard that under the counter he had magazines which showed even more but you had to be in high school to see those.

In good weather, the gang would walk down to Golden Gate Park and explore. We'd feed ducks at Spreckle's Lake, learn fishing at the fly-casting pools, pet the horses at the stables, and watch the polo games and the harness drivers training for the Bay Meadows season. We were too young to know what horny meant but we got the gist every year when we'd lean on the chain-link fence and watch the stags rutting ritual in the buffalo paddock. We got educated in the park too because the Steinhardt Aquarium and museums were free admission in those days, so we could see artworks and eels and Middle Ages armor on an afternoon hike from home.

When we got old enough to ride the bus on our own, around 12, we'd go downtown and do the same roaming ritual from Powell and Market up to Union Square. Or, we'd go down to the Embarcadero and watch them unload Matson passenger ships or cargo freighters with exotic flags from places in the Pacific which were little known to us. It gave us the wanderlust to see that big world out there. The city was a gigantic playground and exploratorium.

About that same age, we got real excitement when the Giants left New York and we got to see our Major League heroes like Willie Mays and Stan Musial up close and personal at Seal's Stadium all the way across town on Bryant Street. The right-field bleacher seats were only 90-cents and sold first come-first served until sold out. I got up every morning at 4 a.m. to deliver the San Francisco Examiner (I learned early that the biggest tips came if everybody got their paper by 6:30 a.m.) and, during summer school vacation, I'd take a quick shower, pack a brown bag lunch and grab the bus. On a big game day when Warren Spahn or Sandy Koufax was in town to pitch against the Giants, tickets would sell out by 11 a.m. We'd get inside, stake out a seat on the long wooden benches and watch batting practice from the outfield.

It also gave us our first window on the Negro culture as we'd have to get off the 31 Balboa bus and transfer to the 22 on Fillmore Street, which went to the ballpark. The transfer point was outside the Cincinnati Barbecue & Lounge and, as I stood waiting for the Balboa bus on the way home from a game, I got my first introduction to jazz as I heard the wail of a be-bop sax played by one of the dudes inside or a Coltrane record. The folks didn't seem menacing to me at all. They were no different than the Italians in North Beach except they had cooler music than O Sole Mio playing on the jukebox.

San Francisco was two things in the 50s: a food city and a music city. Even neighborhood restaurants were better than the biggest eatery in smaller big cities. And the radio dial was our window to the outside world. We had Hawthorne spinning the pop Top 40 of the Temptations, Everly Brothers, the Shirelles on KYA and we had Don Sherwood on KSFO introducing us to irreverent humor between Frank Sinatra and Catarina Valenti records and Nick & Noodnick did crazy comedy character sketches on KROW between Elvis and Fats Domino. And the city was opinionated. Ira Blue, who took my on-air call as a precocious 12-year-old and gave me the first fire in my belly to go into radio, would castigate the 49ers defense in one breath and the Board of Supervisors for a stupid law in the other.

Change comes to everything. San Francisco is no different.

It first went through a period when it became Disneyland with a Permanent Population. Its economy made the exodus from the onerous regulations and high taxes to the extent that its tourism mystique was all that it had left. But it wasn't even locals anymore as national chains invaded Fisherman's Wharf. And it took a singer from Brooklyn to croon about leaving his heart in San Francisco!

And on my last stroll down Balboa Street, some 50 years later, all that was left were the memories of places long gone.

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<https://richmondsfblog.com/2010/11/04/food-news-michelin-rated-eateries-hockey-haven-breakfast-at-lous/>

# RICHMOND DISTRICT BLOG

NEWS, INFO, PHOTOS, VIDEOS & HISTORY ABOUT THE RICHMOND DISTRICT  
NEIGHBORHOOD OF SAN FRANCISCO

## Food news: Michelin-rated eateries, Hockey Haven, breakfast at Lou's, new opening at 1801 Clement

Posted on November 4, 2010 by Sarah B.

A few food and beverage related items from this past week...

### Richmond District restaurants rate with Michelin

Congratulations to [Aziza](#) (5800 Geary) who maintained their single star rating in the **2011 MICHELIN Guide San Francisco, Bay Area & Wine Country**. Michelin's maximum star rating is 3, and characterizes 1 star as "a very good restaurant in its category".



Michelin also released a new list of [Bib Gourmand picks](#), aka good eating on a budget. Congratulations are in order for three Clement Street restaurants that each represent different corners of the world – [Chapeau!](#) (French), [Burma Superstar](#) (Burmese) and [Troya](#) (Turkish and Mediterranean).

### Irish coffee & steak dinners at the Hockey Haven

The [SF Examiner](#) had a brief Q&A with the bartender at Balboa Street's [Hockey Haven](#), a neighborhood sports bar across from the movie theater. Erin Massey has bartended at the "Ho-Ha" for 9 years where she says she sometimes feels more like a liquid therapist to the tight-knit community that frequents the only bar in the outer blocks of Balboa.



Massey gives high marks to the Haven's Irish Coffee ("one of the best in town"), made with coffee from [Simple Pleasures Cafe](#) up the block. The bar also serves steak dinners on Monday nights during football season. "Jeff 'The Chef,' who is a cook at the Cliff House, has been doing it for 12 years. Recently we served our 10,000th steak."

### Lou's Cafe breakfast sandwich "fit for a world-champion appetite"

Lou's Cafe [opened up earlier this year](#) at 5017 Geary near 15th Avenue and they have a reputation for tasty sandwiches and good coffee. [SFWeekly](#) spotlighted the cafe's \$4.49 breakfast sandwich with "ham, bacon (or both), scrambled eggs, American cheese, and hash browns, all on ciabatta" bread. The cafe opens at 8am but the sandwich is available all day.

### Izakaya Ju-Ku coming to 1801 Clement

[Eater SF](#) reports that what was once Ristorante Tiziano will soon be occupied by Izakaya Ju-Ku. "An Eater tipster tells us friends and family soft-opening-like activity was happening earlier this week, so the formal opening should happen any day now." No word on the cuisine or menu items yet. Keep an eye on it for us and if you see it open, let us know!

Sarah B.

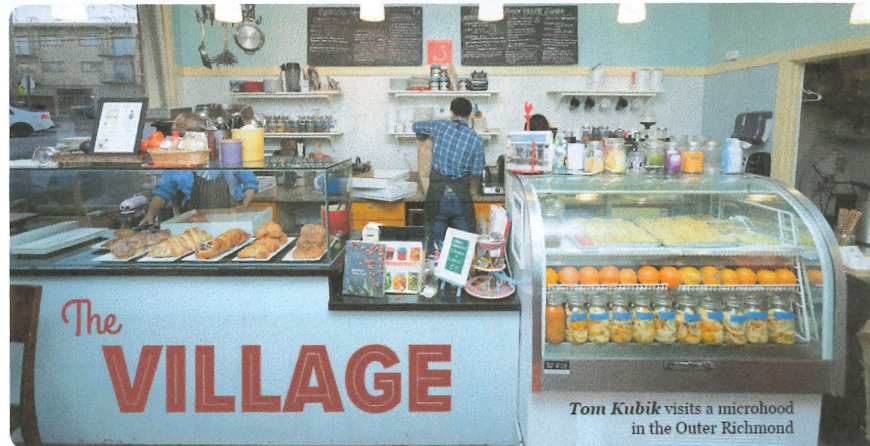


# The Village — The Bold Italic — San Francisco



The Bold Italic Editors [Follow](#)

Feb 27, 2013 · 9 min read



Deep in the heart of the Outer Richmond, buried amongst the exceptionally wide streets lined with two-story houses lives a quaint, tight-knit community on Balboa Street that prefers the sounds of the ocean during the still night. The hills are bicycle friendly and the crashing waves of the Pacific can be seen from the crosswalks. Those who favor low rent and a high quality of living have sparked a renaissance that may bring life to this Balboa Street strip like it hasn't seen since its development in the late-nineteenth century. San Francisco business owners are discovering the potential in this microhood, making it a fresh destination in the city.

As a photographer and outdoor enthusiast, I am naturally drawn to this neighborhood that is surrounded on three sides by some of San Francisco's favorite destinations: Lands End, Golden Gate Park, and Ocean Beach. The people are affable, but skeptical of outsiders. One of the residents I talked to described the hood as a village, adding, "People are real out here, and you gotta prove yourself." But I also found that the denizens here are a lively, spirited, and diverse group appreciative of their neighborhood and quick to point you in the direction of their favorite places.

## Hockey Haven

Hockey Haven, affectionately dubbed Ho-Ha, originally opened in 1949, and I can say with confidence that the only things that have changed since then are the TVs, the felt on the pool table, and a Golden Tee 2013 video game machine. The beer selection is tops, sporting several California microbrews on tap, in addition to a handsome bottle selection. Erin Massey, the manager and 11-year veteran of the bar, expertly poured beers and kept the rowdy bunch in check during my visit. Come here for a refreshing dive bar experience with awesome bartenders and local characters.



<https://thebolditalic.com/the-avenues-will-always-be-cooler-than-your-hood-the-bold-italic-san-francisco-a520276fd493>

# The Avenues Will Always Be Cooler Than Your ‘Hood—The Bold Italic—San Francisco



The Bold Italic Editors

Feb 1, 2015

*By Sierra Hartman*



When I found my apartment on 30th Avenue, I thought I had hit the jackpot. Most other people I knew in the city felt differently, though. Going by their descriptions of the Outer Richmond, I may as well be living on a barge anchored off of Ocean Beach. Four years later, I am more confident than ever



that they were, oh, so wrong. All the misinformed newcomers can duke it out over the \$5,000/month studios in the eastern 'hoods, but we here in the Avenues are doing just fine. If you don't already believe me, here are a few reasons why.

### **Traffic and Parking**



Not only are the roads infinitely more sensible than those in the rest of the city (they're numbered east to west and alphabetized north to south), but also there are just fewer people driving out here. On a bad day, I might have to park two blocks away. I've had friends from the East Bay try to meet me in the Mission and just go home because there was no place to park. That's absurd.

The worst traffic you'll encounter out here is 19th Avenue at rush hour, and you might be 10 minutes late to wherever you're going. I once made the mistake of driving through the FiDi at rush hour, and it took me two hours to get from Bush to Harrison. That's not just San Francisco bad; [that's Los Angeles bad](#).

## Beach Access



With few exceptions, everyone who lives on or near a numbered avenue can go sofa to sand in less than 10 minutes. If you grew up in Hawaii, you might not be too keen on our version of beaches, but don't be too quick to write them off.

Ocean Beach has some respectable surf spots all year round, and you can have [bonfires right on the sand](#). Baker Beach is one of the only places where it's still cool to be naked in SF, and it's usually sheltered from the wind on blustery days. China Beach, while far from being a secret, is a secluded gem of the city. If you can't have fun at any of these beaches, you probably don't belong outside.



## Neighborly Goodness



I realize that this one is subjective and not totally exclusive to the west side of the city. I have a sneaking suspicion, though, that no matter how many \$9 lattes you buy every day, your Valencia Street barista won't remember your name for more than 30 seconds at a time.

When I walk past the parklet in front of Simple Pleasures on Balboa Street, I often know at least half the people there. On New Year's Eve, the bartender at Hockey Haven gave out champagne to everyone in the bar just before midnight. The guys at Chino's Taqueria refused to let me pay for anything for nearly a year after I assisted there during a [photo shoot](#). All the people around here seem like neighbors instead of just people I happen to live near.

## Parkland



Golden Gate Park is one of the best urban parks in the US, if not *the* best. It's bigger than NYC's Central Park and hosts a laundry list of amazing concerts and events every year. While everyone else is waiting in bus-stop lines and paying [\\$470 for an Uber car](#) to get home from Outside Lands, the west-side locals can simply walk home.

As if that weren't enough, the Avenues are home to a number of other parks, including [Grand View Park](#), [Pine Lake Park](#), [Stern Grove](#), and [Lands End](#), each with treasures of their own. One of the things I love most about this city is its easy access to the outdoors. This is true all over the city but nowhere more so than in the Avenues.



## Affordability



San Francisco may be growing more and more expensive by the hour, but the effects are being felt much harder in the cool-kid neighborhoods than out here in the Avenues. The Outer Richmond and Sunset have [some of the lowest rents](#) outside of Bayview-Hunters Point and proportionately affordable amenities.

I can get a full breakfast for two, with tip, for \$20 at the greatest little hole in the wall you'll ever find in San Francisco. I've never had to wait in line for a drink at any of my neighborhood bars, and a \$4 pint is a good deal anywhere. The few restaurants that I would consider expensive are absolutely worth it, and you'll still never see a line out their doors like you would at restaurants in the Mission. If you're dying to know where these places are, don't waste your time on Yelp; just ask your friend in the Avenues. Even if they're not the same places I'm talking about, they'll know some that are just as good.



## Our 17 Favorite Dive Bars in San Francisco

**With names like Bender's, The Knockout, and Gangway, it should be pretty self-evident that SF's dive bars are all about getting faded on the cheap—and having fun.**

by [Munchies Staff](#)

Nov 30 2016, 5:00pm

No matter which city you're in, you're going to want to know where to duck out, hide out for a while in poorly lit rooms, and drink draft beer.

That's why we've put together a list of San Francisco's best dives, as part of our [MUNCHIES Guide to San Francisco](#). But with this information comes great responsibility. These are neighborhood institutions where outsiders can sometimes be greeted with suspicion—at these spots, do not ask for a white Negroni or a sage leaf in your drink.

With names like Bender's, The Knockout, and Gangway, this should seem pretty self-evident. But as long as you're respecting basic dive bar etiquette, you'll be on your way to that special place that only Jameson and beer on tap can take you to.





**Hockey Haven:** *If you want to step into a sports bar universe untouched by the sands of time or the looming influence of techies and Animal Collective fans, Hockey Haven is your spot. You will not see anyone you know there, ever, unless you tell too many people about this paradise where you can be left alone to get wasted and yell at flat-screen TVs with old drunken strangers.*

<https://thebolditalic.com/tbis-5-best-san-francisco-s-coolest-dive-bars-4f6efa54e838?gi=b5309ba3835a>



## TBI's 5 Best: SF Dive Bars

### Bottom's up

The Bold Italic Editors

Sep 28, 2018



Photo courtesy of Yelp / [Horacio J](#)

On foggy, chilly San Francisco nights, there's nothing quite like the urge to cozy up in a bar in your favorite knit sweater (unless you're sober, of course). Fortunately, for city boozers, San Francisco is home to a handful of idyllic dive bars. You know, the ones that don't try so hard to be hipster, where you can actually drink without suffering from much financial regret the next day. Yes, these dive bars still exist in the city despite gentrification, and while their interior designs aren't always worthy of an Instagram post, they definitely are on a Saturday night spent with homies.

## 1. Tempest

Located in SOMA on Natoma Street, Tempest has become a popular spot for those who work and live in the area. The pool table, affordable drinks and open-air albeit dark atmosphere keep regulars and newcomers satisfied. Beware of crowds, as the place can get busy on weekend nights, so if you want a table, it's best to get there on the early side (which means more drinking).

**TBI tip:** Satisfy your munchies by stopping by Box Kitchen next door for tasty taquitos.

## 2. Hockey Haven

A true neighborhood gem located deep in the Richmond between 38th and 37th Avenues on Balboa Street. At first glance, one would think it's a dirty and rundown watering hole, but one's mind can be quickly changed after one drink. This place is basically the Cheers, if you will, of its corner in San Francisco. If you go there enough, everybody will know your name.

**TBI tip:** Catch a movie at the Balboa Theatre right across the street before or after.

### 3. Buddha Lounge

This dive bar can be found in Chinatown on Grant Avenue. Tucked away on an unsuspecting street away from the touristy part of Chinatown, Buddha Lounge has loyal regulars who adore their favorite Buddha Bar bartender. Head's up: it is a cash-only establishment.

**TBI tip:** Order the Buddha Beer.

### 4. Ted's

Ted's is located in the questionable part of SOMA across the street from the Hall of Justice on Bryant Street, but that's no reflection of the fun you'll have at this drinking establishment. Ted's makes for a great time, and the best part of the bar is the owner, Ted. Cheap drinks and a jukebox—what else could you ask for?

**TBI tip:** Get to know Ted.

### 5. Kilowatt

Cocktails, pool tables and darts—oh my. Kilowatt is a Mission favorite located in the middle of all the cool spots on 16th and Valencia Streets. Kilowatt serves local, reasonably priced brews and is appropriately dark and dingy at all times of the day.

**TBI tip:** Stop by Pakwan when you get hungry.



To Whom It May Concern —

Although a native of the Ingleside district, I'm an adopted member of the Richmond district.

I was hired as the boys' PE teacher at St. Thomas Apostle School (39th and Balboa) in 1971. I happily explored my new surroundings and vowed to visit the Hockey Haven on my 21st birthday, which I did in 1973.

I began a 30 year career in the San Francisco Fire Department in 1981 and amongst my colleagues the Hockey Haven was regarded as one of the top neighborhood bars in the City. Their opinions had less to do with the beverages being served than with the people who own, operate, and frequent the HH. I'm reminded of the slogan from the hit TV series, "Cheers - where everybody knows your name."

My friend and teaching partner at St. Thomas, Kevin Murphy passed away last June at the age of 56. He had lived in the neighborhood since 1981 and like me, celebrated HIS 21st birthday in the Hockey Haven as well. He was a regular and when I eulogized him, it would not have been complete without a mention of this neighborhood landmark.

I told the crowd that he was now frequenting the Heavenly Hockey Haven, but I cannot imagine that it's any more special than the original safe haven at 3625 Balboa St.

Please consider legacy status for this City treasure. It would mean so much to so many.

Joe Hallisy  
San Francisco

To whom it concerns

I am writing this letter in support of Erin Massey's bid to have the Hockey Haven added to the legacy business registry.

The motto of the Hockey Haven is 'Keeping it local since 1949'. I have been keeping it local since 1996, when I immigrated from Ireland to the outer Richmond.

When I first came to San Francisco I did not know anyone. The Hockey Haven played an important part in my life. I made lifelong friends and work connections at the Hockey Haven and was embraced by a community that now has become family.

I'm a huge football fan and have been watching football at the Hockey Haven for the past 22 years. I was at Monday night steak night September 10th 2001 and returned to the Hockey Haven the following day to be with friends while the horror of 9/11 unfolded on television.

I met my husband at the Hockey Haven. We married at City Hall, had our wedding lunch at the Cliff House and our celebratory drinks at the Hockey Haven, where our neighborhood toasted our health and happiness.

I've been privileged to have attended the Hockey Haven Thanksgiving celebration over the years. This celebration is generously held for members of the community with no nearby family. who might otherwise spend the holiday alone, and are given the opportunity to get together at the Hockey Haven and feel a sense of community and family.

The outer Richmond neighborhood would be greatly diminished if the Hockey Haven were to fall victim to gentrification or to close. Erin Massey has demonstrated over the past 17 years that she is committed to having the Hockey Haven remain the same. The Hockey Haven is a very important social focal point of the neighborhood. You're made feel welcome and can socialise and meet your neighbors in a safe and friendly environment.

The Hockey Haven is a longstanding community serving business that is invaluable to the outer Richmond. From group baseball trips to Pac Bell park, community BBQs, local bands playing in the back garden and all sorts of celebration get together.

If the Hockey Haven were to cease business it would be a very sad day for the community of the outer Richmond. The addition of the Hockey Haven to the business legacy register will be a step in the right direction in ensuring the Hockey Haven continues serving it's community for another 70 years.

Yours Sincerely

Sandra Meagher

  
SF, CA 94121





Ancient and Honorable Order of E Clampus Vitus Yerba Buena #1

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San Mateo, CA 94402

Erik Cummins  
Noble Grand Humbug #71  
E Clampus Vitus, Yerba Buena #1

[REDACTED]  
San Francisco, CA 94114  
[REDACTED]

Wednesday, January 9, 2019

Greetings—

I am the Humbug of E Clampus Vitus, a fraternal organization focused on the preservation of Western history.

Today, I write to you on behalf of the Hockey Haven in support of the application by owner Erin Massey to designate the bar as an official San Francisco Legacy Business.

The Hockey Haven officially came to our attention 10 years ago when we wrote an article about it for the *San Francisco Examiner*. That article described the bar as a congenial and cozy gathering place for the community of the outer Richmond and the Balboa corridor.

Today, we have an even greater appreciation of the history of this establishment. So much so that our organization will designate this venerable bar in April as an official “Watering Hole.”

The reason has to do with much more than the welcoming nature of the bar, its owners and its patrons. The Hockey Haven is also an historic landmark of the outer Richmond. Alongside its neighbor, the Balboa Theater, it has been a recognized destination since 1949.

We believe that the Hockey Haven fully deserves to be designated as a Legacy Business, which is defined by City Ordinance No. 29-15 as one of “the longstanding, community-serving businesses that so often serve as valuable cultural assets.”

From our perspective, the Hockey Haven meets all the criteria of a Legacy Business, including being in business for more than 30 years without interruption; having contributed to the neighborhood's history and/or identity, and having maintained the physical features or traditions that define the business, which we believe Erin Massey has achieved.

If you would like more information, please contact me at the above number or email.

Yours,

--Erik Cummins

*Filing Date:* May 23, 2019  
*Case No.:* 2019-011977LBR  
*Business Name:* Hockey Haven  
*Business Address:* 3625 Balboa Street  
*Zoning:* NC-2 (Neighborhood Commercial, Small Scale) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1607/023  
*Applicant:* Erin Massey, Owner  
3625 Balboa Street  
San Francisco, CA 94121  
*Nominated By:* Supervisor Sandra Fewer, District 1  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org

## **BUSINESS DESCRIPTION**

Hockey Haven is a neighborhood sports bar established in the Outer Richmond district in 1949 by Rene Trudell. Trudell was a French Canadian who had played pro Hockey for the New York Rangers. When his professional hockey career came to an end, Trudell moved to San Francisco and opened Hockey Haven. Trudell ran the bar until he became disabled in a car accident, after which his wife Hilda took over the bar. In October 1989, a woman named Josephine Burns bought the bar. She was a local resident born and raised just 5 blocks from the bar on 43rd Avenue and Anza Street. Josephine married a man who was hired as a bartender, John Finlay, who ran the bar with her from the early 1990s until February 2018. He became more of the face of the bar as Josephine retreated in her later years to doing the books.

Present bar owner Erin Massey started working for Josephine and John Finlay a week after the terrorist attacks on September 11, 2001. Massey became the manager and the Finlay's "adopted daughter" very quickly as she shared the same passion regarding the business. In 2018, the Finlays offered Massey the opportunity to buy the bar, and she accepted. Erin is only the third owner in Hockey Haven's 70-year existence and is also the third woman to own this thriving neighborhood bar.

The business is located on the south side of Balboa Street between 37<sup>th</sup> and 38<sup>th</sup> avenues in the Outer Richmond neighborhood. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District Zoning District and a 40-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1949.

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

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

- i. Hockey Haven has operated continuously in San Francisco for 70 years.

- ii. Hockey Haven has contributed to the history and identity of the Outer Richmond neighborhood and San Francisco.
  - iii. Hockey Haven 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?*

No.

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

Yes. The founder of Hockey Haven, Joseph Rene Edward Trudell (January 31, 1919 – July 25, 1984), known as Rene Trudell, is an historical person. Rene was a professional ice hockey player who played 129 games in the National Hockey League. Born in Mariapolis, Manitoba, Rene served in the Canadian Army and started his professional hockey career after his military service. He was the Right Wing for the New York Rangers from 1945-1948. He played in 7 leagues and 8 teams in his Hockey career. His nicknames were “Trudy” (from Trudell) and “Red” because he had red hair. He even has a street named after him in Winnipeg called “Trudell Bay.”

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 1949 and the storefront was later altered. The commercial buildings along this section of Balboa Street were constructed from the 1920s through the late 1940s, with most buildings dating from the 1920s. 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. Hockey Haven has been featured in Eater SF, Western Neighborhoods Project, Thrillist, San Francisco Chronicle (writer Herb Caen), San Francisco Examiner, SF Weekly, the Bold Italic and Richmond District Blog, and it has been mentioned on KNBR sports radio. Don Sherwood, a famous Bay Area disc jockey, mentioned Hockey Haven many times in the 1950s, as he was best friends with Rene Trudell. Hockey Haven was voted Best Dive Bar and Best Pool Table by SF Weekly in 2018.

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 3625 Balboa Street

#### **Recommended by Applicant**

- Televised sports
- “Wall of Fame” on one interior wall, including photographs of Rene Trudell



- Monday Night Steak Dinner
- Pool table
- Outdoor garden
- Pebble-dash front façade
- Exterior sign

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JUNE 19, 2019

*Case No.:* 2019-011977LBR  
*Business Name:* Hockey Haven  
*Business Address:* 3625 Balboa Street  
*Zoning:* NC-2 (Neighborhood Commercial, Small Scale) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1607/023  
*Applicant:* Erin Massey, Owner  
3625 Balboa Street  
San Francisco, CA 94121  
*Nominated By:* Supervisor Sandra Fewer, District 1  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR HOCKEY HAVEN CURRENTLY LOCATED AT 3625 BALBOA STREET, BLOCK/LOT 1607/023.**

**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 Hockey Haven 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 Hockey Haven.

**Location(s):**

- *3625 Balboa Street*

**Physical Features or Traditions that Define the Business:**

- *Televised sports*
- *“Wall of Fame” on one interior wall, including photographs of Rene Trudell*
- *Monday Night Steak Dinner*
- *Pool table*
- *Outdoor garden*
- *Pebble-dash front façade*
- *Exterior sign*

**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 2019-011977LBR to the Office of Small Business June 19, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: