

Legacy Business Registry Staff Report

HEARING DATE MARCH 11, 2019

LA MEDITERRANEE

Application No.: LBR-2018-19-026
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street, 288 Noe Street and 1624 Powell Street
District: Districts 2, 8 and 3
Applicant: Vanick Der Bedrossian, Part Owner
Nomination Date: January 23, 2019
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Levon Der Bedrossian opened La Mediterranee ("La Med") in 1979 at 2210 Fillmore Street between Clay and Sacramento streets in the Pacific Heights neighborhood. His Middle-Eastern and Mediterranean cuisine was inspired by his Armenian and Lebanese family recipes. The family run business is still headquartered at its founding location while it has expanded to three other sites, including one in Berkeley. When it was founded, Mediterranean cuisine was relatively unknown in the United States. San Franciscans were nonetheless curious to discover exotic Middle Eastern dishes such as lamb lule, hummus, pomegranate chicken and falafels, and the restaurant was a success from day one.

Levon opened the Castro location at 288 Noe Street in 1981, followed by the Berkeley location at 2936 College Avenue in 1982. He is still actively working at all locations, aided by his son Vanick (since 2007) and long-time partner Alicia Vanden Heuvel (since 1997). They opened their catering kitchen in North Beach in 2011 (1624 Powell Street) to help manage the growth of their catering business.

La Mediterranee is known for original recipes and healthy cooking techniques. Their food is made from scratch daily using the freshest and finest ingredients. They work with local purveyors, and fresh produce is of utmost importance. They believe that good service is an essential ingredient in the dining experience and they strive to provide service that is attentive while remaining informal.

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:

2210 Fillmore Street from 1979 to Present (40 years)
288 Noe Street from 1981 to Present (38 years)
1624 Powell Street from 2011 to Present (8 years)





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 Upper Fillmore and Castro neighborhoods' history and identity.

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:

- La Mediterranee is associated with Middle Eastern and Mediterranean cuisine
- La Mediterranee has contributed to the history and identity of San Francisco and its neighborhoods.
- The Fillmore and Noe street properties have a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the ages of the buildings, which were constructed in 1890 and 1937, respectively. The Powell Street property has a Planning Department Historic Resource status of "A" (Known Historic Resource) due to its listing in the North Beach survey. The Planning Department identified 2210 Fillmore Street as a contributor to an Upper Fillmore cluster of historically significant storefronts. The c. 1890 building is noted as an altered example of a Mediterranean Revival style. The building at 1624 Powell Street was identified in a North Beach survey conducted in 1984 as eligible for the California Register.
- The business is consistently voted "Best Middle Eastern" and "Best Mediterranean" in the Guardian and SF Weekly. A partial list awards includes:
 - **Best of the Bay Winner**, *San Francisco Bay Guardian*
Best Middle Eastern Restaurant 2014, 2013, 2011, 2010, 1997, 1996
 - **The Best Restaurants in America**, *Where the Locals Eat*
Best Middle Eastern Restaurant 2009
 - **Best Mediterranean Winner**, *The Examiner*
Best Mediterranean Restaurant 2018
 - **Best Middle Eastern Restaurant**, *Zagat, San Francisco Bay Area Restaurants Guide*
Best Middle Eastern Restaurant 2009, 2003
 - **First Place**, *The Jewish News Weekly of Northern California*
Best Middle Eastern Restaurant 2006
 - **Best of San Francisco**, *SF Weekly*
Best Middle Eastern Restaurant 2005
 - **Certificate of Honor**, *Board of Supervisors, City and County of San Francisco*
Recognition of Distinction and Merit, Levon Der Bedrossian 2004

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

Yes, La Mediterranee is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that La Mediterranee 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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Art-deco front door and stained glass "Le Billet Doux" window at 2210 Fillmore Street.
- Middle-Eastern and Mediterranean cuisine and scratch cooking.
- Employee benefits including bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules.
- Affordable prices.
- Copper panels made by the artist Carlos Basanta.
- Two bamboo mermaids made by a local San Franciscan artist.
- The sand-blasted wood sign made by a local artist named Trong Vu.

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 Mediterranean cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include La Mediterranee currently located at 2210 Fillmore Street, 288 Noe Street and 1624 Powell 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 MARCH 11, 2019

LA MEDITERRANEE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-026
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street, 288 Noe Street and 1624 Powell Street
District: Districts 2, 8 and 3
Applicant: Vanick Der Bedrossian, Part Owner
Nomination Date: January 23, 2019
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LA MEDITERRANEE, CURRENTLY LOCATED AT 2210 FILLMORE STREET, 288 NOE STREET AND 1624 POWELL 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 March 11, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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 La Mediterranee 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 La Mediterranee:

Physical Features or Traditions that Define the Business:

- Art-deco front door and stained glass "Le Billet Doux" window at 2210 Fillmore Street.
• Middle-Eastern and Mediterranean cuisine and scratch cooking.
• Employee benefits including bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules.
• Affordable prices.
• Copper panels made by the artist Carlos Basanta.
• Two bamboo mermaids made by a local San Franciscan artist.
• The sand-blasted wood sign made by a local artist named Trong Vu.

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

- Restaurant featuring Mediterranean cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 11, 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-2018-19-026
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street (and 288 Noe Street and 1624 Powell Street)
District: District 2 (and District 8 and District 3)
Applicant: Vanick Der Bedrossian, Part Owner
Nomination Date: January 23, 2019
Nominated By: Supervisor Rafael Mandelman

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

2210 Fillmore Street from 1979 to Present (40 years)
 288 Noe Street from 1981 to Present (38 years)
 1624 Powell Street from 2011 to Present (8 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: January 23, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

January 23, 2019

Re: Nomination of La Mediterranee Restaurant to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I am writing to nominate La Mediterranee to the Legacy Business Registry. For nearly forty years La Mediterranee ("La Med") has served fresh, full service, bargain priced meals at two San Francisco locations -- 2210 Fillmore Street, opened in 1979, and 288 Noe Street, opened in 1981.

Both locations were opened by La Mediterranee's founder, Levon Der Bedrossian, who with his son, Vanick, and partner Alicia Vander Heuvel continue to operate the restaurants today. When these restaurants originally opened, Mediterranean and Middle Eastern dishes like lamb lule, hummus, pomegranate chicken and falafel were new to the United States. Today, their San Francisco restaurants, as well as their North Beach catering kitchen and Berkeley location, can be counted on for their fresh, homemade, unique dishes served to longtime customers and new patrons alike.

La Med invests in their employees, many of whom have been with the businesses since the 1980s, offering bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules. They also invest in the community, donating food to non-profit organizations (e.g. KQED, SF Film Festival, KALW, Golden Thread Productions, Cutting Ball Theater, Jewish Film Festival) as well as many schools (e.g. Clarendon, Sherman and McKinley Elementary) and health care organizations such as Shanti and Women in Healthcare Technology.

Given their enduring presence in Pacific Heights and the Castro and their commitment to quality, affordable food and community engagement, I strongly believe that La Mediterranee would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

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

Rafael Mandelman
Member, San Francisco Board of Supervisors

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:		
La Mediterranee		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Levon Der Bedrossian		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2210 Fillmore Street San Francisco, CA 94115		((415))235-6864
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.cafelamed.com	La Mediterranee Fillmore	La Mediterranee Fillmore

APPLICANT'S NAME	
Vanick Der Bedrossian	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Part-owner	
APPLICANT'S ADDRESS:	TELEPHONE:
Same	[REDACTED]
	EMAIL:
	[REDACTED]

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0913071	—

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
2210 Fillmore Street	94115	1979
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1979-present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
288 Noe Street	94114	Start: 1981
		End: present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1624 Powell Street	94133	Start: 2011
		End: present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2936 College Ave, Berkeley	94705	Start: 1982
		End: present

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

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

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

Section Three:

Disclosure Statement.

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

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


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

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

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

VANICK DER BEDROSSIAN
Name (Print):

12/13/18
Date:


Signature:

LA MEDITERRANEE

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.

Levon Der Bedrossian opened La Mediteranee ("La Med") in 1979 at 2210 Fillmore Street with the goal of serving good food in a pleasant environment, with warm and friendly service. His Mid-East and Mediterranean cuisine was inspired by his Armenian and Lebanese family recipes. It remains the founding and headquartered location to this day.

During that era, Mediterranean cuisine was relatively unknown in the United States. San Franciscans were nonetheless curious to discover exotic Middle Eastern dishes such as lamb lule, hummus, pomegranate chicken and falafels, and the restaurant was a success from day one.

Levon opened the Castro location at 288 Noe Street in 1981, followed by the Berkeley location at 2936 College Avenue in 1982. He is still actively working at all locations, aided by his son Vanick (since 2007) and long-time partner Alicia Vanden Heuvel (since 1997). They opened their catering kitchen in North Beach in 2011 (1624 Powell Street) to help manage the growth of their catering business.

La Mediteranee is known for original recipes and healthy cooking techniques. Our food is made from scratch daily using the freshest and finest ingredients. We work with local purveyors, and fresh produce is of utmost importance. Our staff serves our customers with care and warmth. Good service is an essential ingredient in the dining experience. Our service is always attentive while remaining informal.

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

All the locations have been running continuously since opening.

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

All the locations are family owned and operated. Levon Der Bedrossian and his son Vanick Der Bedrossian are the two family members working together to keep the business going.

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

An ownership history of La Mediterranee is as follows:

1979 to Present: Levon Der Bedrossian

2007 to Present: Levon Der Bedrossian and Vanick Der Bedrossian

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

Not applicable.

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

The historic resource status of the buildings at 2210 Fillmore Street and 288 Noe Street are classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act. The 2210 Fillmore Street location boasts some noteworthy architectural elements. The restaurant's art-deco front door and stained glass "Le Billet Doux" window are original and of historical significance. The restaurant was a postcard shop back in the mid-1900s. "Le Billet Doux" is French for a love letter.

CRITERION 2

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

La Mediteranee has contributed to San Francisco and the historic Fillmore Street, Castro, and North Beach districts in many ways. The management team strives to uphold the restaurant's motto, "the smallest things make the biggest differences!"

The Middle Eastern and Mediterranean cuisine is inspired by Armenian and Lebanese family recipes. Each dish is made from scratch daily, using only the finest spices and freshest ingredients.

Patrons of the La Med restaurants tell the management team about their many joyous experiences at the restaurants. Some met their husband or wife on first dates at our restaurants, only to return regularly over the years with their children and grandchildren. Others speak to the unique energy in our restaurants. They are moved by the caring service, warm ambiance, and delicious food. Many say that we are a rare restaurant that remains the

same in a vastly changing city. They tell us it is comforting to see us remaining in operation over all of these years.

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

Our Castro location has consistently supported numerous LGBTQ events such as the Frameline Film Festival, Dining Out For Life and the Comfort & Joy festival.

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

Consistently voted "Best Middle Eastern" and "Best Mediterranean" in the Guardian and SF Weekly, locals and visitors alike find the budget-friendly café a place they can return to time and again for the comfort of a warm, delicious meal and a bright and friendly smile. Here is a partial list of awards:

Best of the Bay Winner, *San Francisco Bay Guardian*

Best Middle Eastern Restaurant 2014, 2013, 2011, 2010, 1997, 1996

The Best Restaurants in America, *Where the Locals Eat*

Best Middle Eastern Restaurant 2009

Best Mediterranean Winner, *The Examiner*

Best Mediterranean Restaurant 2018

Best Middle Eastern Restaurant, *Zagat, San Francisco Bay Area Restaurants Guide*

Best Middle Eastern Restaurant 2009, 2003

First Place, *The Jewish News Weekly of Northern California*

Best Middle Eastern Restaurant 2006

Best of San Francisco, *SF Weekly*

Best Middle Eastern Restaurant 2005

Certificate of Honor, *Board of Supervisors, City and County of San Francisco*

Recognition of Distinction and Merit, Levon Der Bedrossian 2004

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

No.

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

We are a family business, and we feel grateful to have a team of caring and dedicated staff. We strive to take care of them by offering bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules. We are an exception in the restaurant industry, investing time and resources to make sure our staff can build a lasting professional career with us. This is part of our business ethos. By investing in our staff, they work with more passion, which in turn benefits the business.

La Mediterranee has consistently been involved with charities, donating food for non-profits and cultural organizations throughout the last 40 years. A few organizations that La Med has supported are: KQED, the San Francisco Film Festival, KALW, Golden Thread Productions, the Cutting Ball Theatre, the Jewish Film Festival and many more. We donate to fundraisers for various schools in San Francisco such as Clarendon Elementary, Sherman Elementary, McKinley and the Glen Ridge Cooperative. We also regularly donate to health care nonprofits including Shanti and the Women in Healthcare Technology organization.

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

Our locations serve a diverse community made up of people across the socioeconomic spectrum. Since our cuisine is healthy, homemade and reasonably priced, we attract residents with less means looking for a special dining experience where they get enjoy good service at bargain prices. Others come more often, relying on us for a quick bite or to take food home to their families.

While many of our patrons are over 50 years old, we are also attracting a younger demographic thanks to our wide offering of vegan, gluten-free and healthy dishes.

Our Noe Street location has been proudly to serving the diverse Castro community over the last few decades.

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

The 2210 Fillmore Street location boasts some noteworthy architectural elements including the art-deco front door and stained glass "Le Billet Doux" window. Additionally, there are a number of copper panels made by the artist Carlos Basanta, who was a regular patron at La Med when he was living in San Francisco. Levon purchased these from the artist in the 1980s. Also, there are two bamboo mermaids hanging from the ceiling made by a local San Franciscan artist named Kent (surname unknown). Finally, the signage for the restaurant is a sand-blasted wooden panel made by a local artist named Trong Vu, who was amongst the first servers at La Med back in 1979.

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

The San Francisco community would greatly suffer if La Mediterranee were to disappear. La Med remains one of the rare bargain full-service restaurants in town serving up fresh, healthy and homemade Mediterranean specialties. Regular patrons often tell us about memories and life stories that happened in our restaurants. In today's turbulent economic climate, we remain a special place that has not changed very much over the years, and yet remains popular and loved by the San Francisco community. Our catering services have allowed us to be part of many joyous gatherings in San Francisco for many decades. We cater weddings for budget-conscious couples, conferences, parties and gatherings of all kinds for San Francisco residents.

CRITERION 3

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

La Mediterranee has always strived to provide homemade, healthy comfort food to the San Francisco community. Our service is always attentive while remaining informal. Our food is made from scratch daily using the freshest and finest ingredients. Since day one, we have been committed to taking care of our employees. We have many amongst our kitchen staff who have been with us for over 30 years, and a number of servers who have been greeting our customers since the 1980s.

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)

We strive to maintain the original recipes and healthy cooking techniques that define our restaurant. Our food is made from scratch daily using the freshest and finest ingredients. Ensuring we work with local purveyors and fresh produce is of paramount importance. Also, we strive to train our staff to serve our customers with care and warmth, as we believe that service is an essential ingredient in the dining experience. Our service is always attentive while remaining informal.

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.).

La Med has worked to preserve and maintain all the unique physical features at its locations. The 2210 Fillmore Street location boasts the original sand-blasted wood signage, which we had resurfaced and repainted rather than replaced. The art deco door custom-cut glass portion was shattered in a burglary a few years ago. Again, we chose to replace it with a matching piece of glass rather than replace the door with something more standard. The stained glass is regularly cleaned and maintained to ensure it is not corroding. We have called upon the artist named

Kent who made the mermaids so he could touch up portions of the artwork that had frayed over the years.

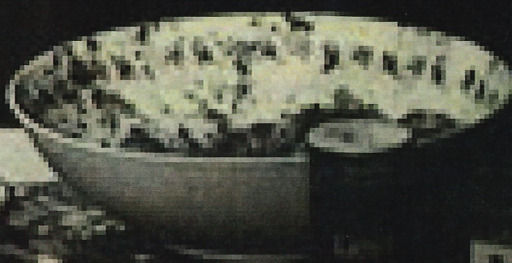
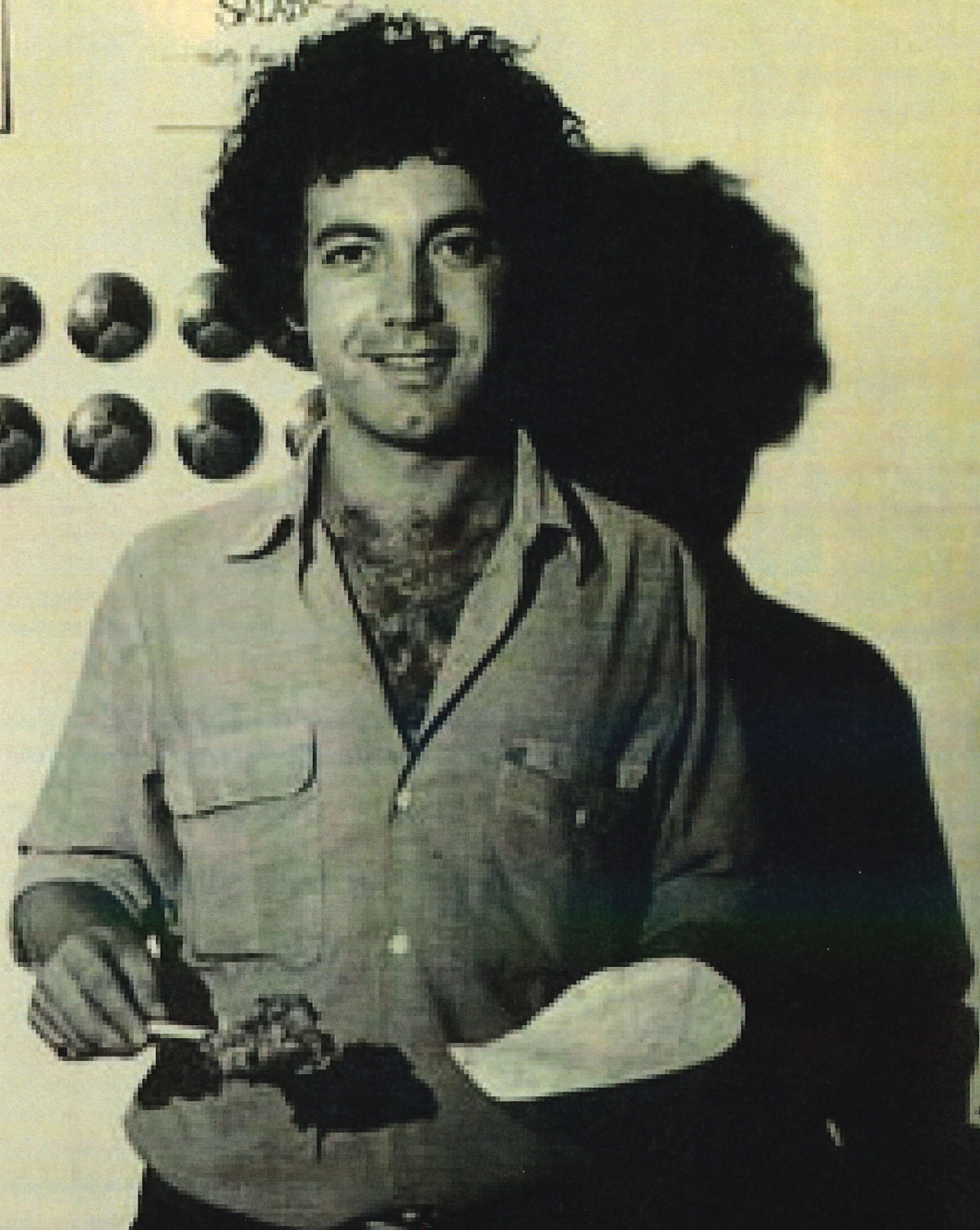
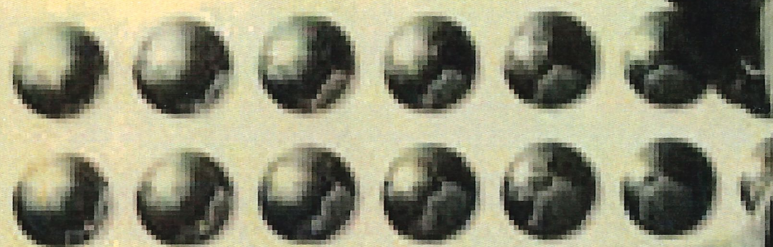
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art 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.

LEBANESE
KAFTA

ARMENIEN

POTAGE
SALAD





Fullmore



Red banner with white text and graphics, hanging from a utility pole.

EILEEN FISHER

EILEEN FISHER

la Mediterrane

Yoppi FROZEN YOGURT

2208





Café

la Méditerranée

la Méditerranée

DOM

la
Mediterranee



2210

SPECIALS

SALMON CAKE SALAD \$11.95

LAMB KEFTA KEBAB \$12.75

Rosewater Lemonade \$2.95

Gift Card Available !!

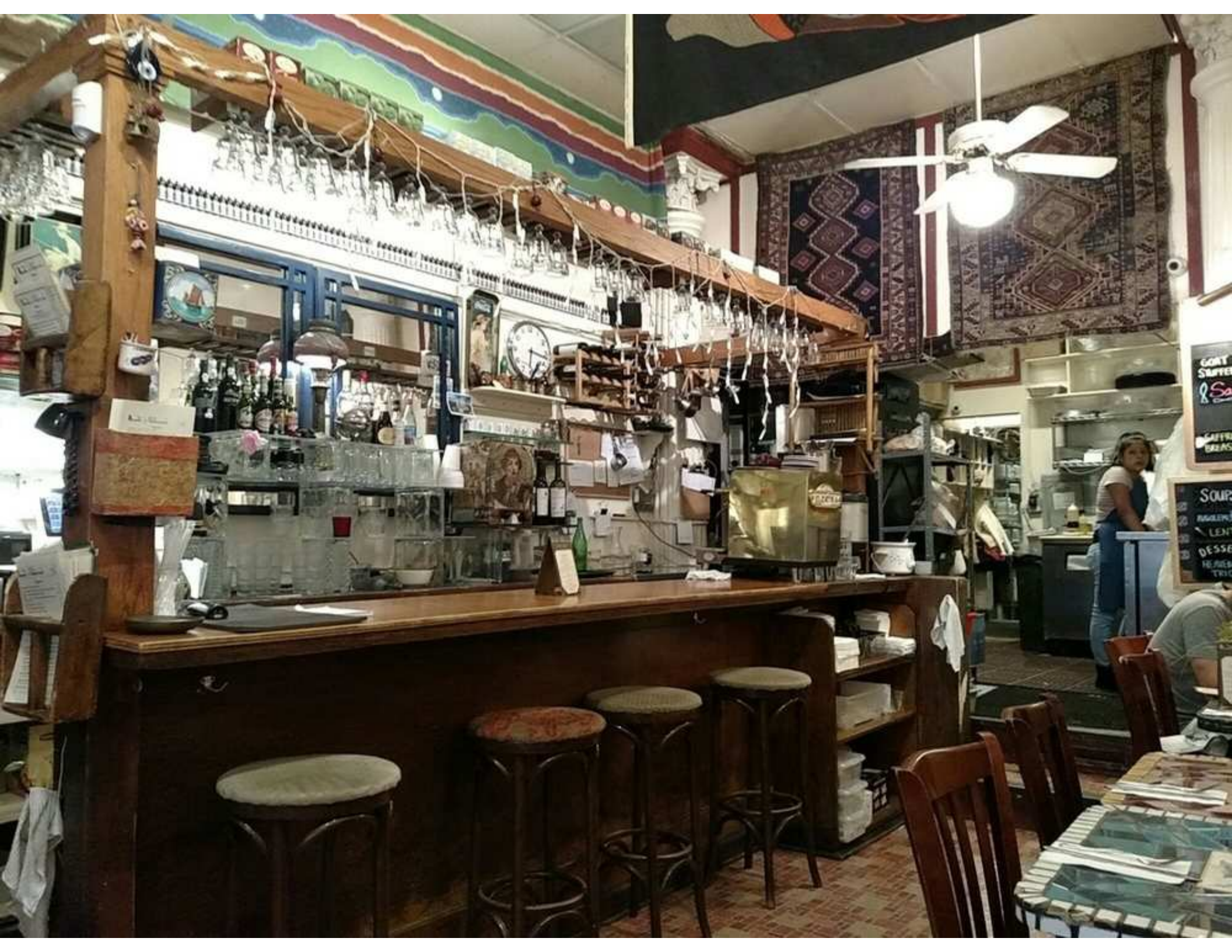
SOUP *du jour*

LENTIL

AVGOLEMONO

Menu rack containing several menu cards, including one labeled "MENUS".





SOUP
SANDWICHES
CAFFRE
BRASS

SOUP
BAGEL
LENT
DESSE
HEAL
TRIO





Fillmore
stained glass







Noe

Noë



la Méditerranée

Cafe - Restaurant - Catering





TOWN
PROPERTIES

la
mediterranee

la mediterranee

Cafe - Restaurant - Catering

MARINOCCI

286A

286

mediterranean

Cafe - Restaurant - Catering

285

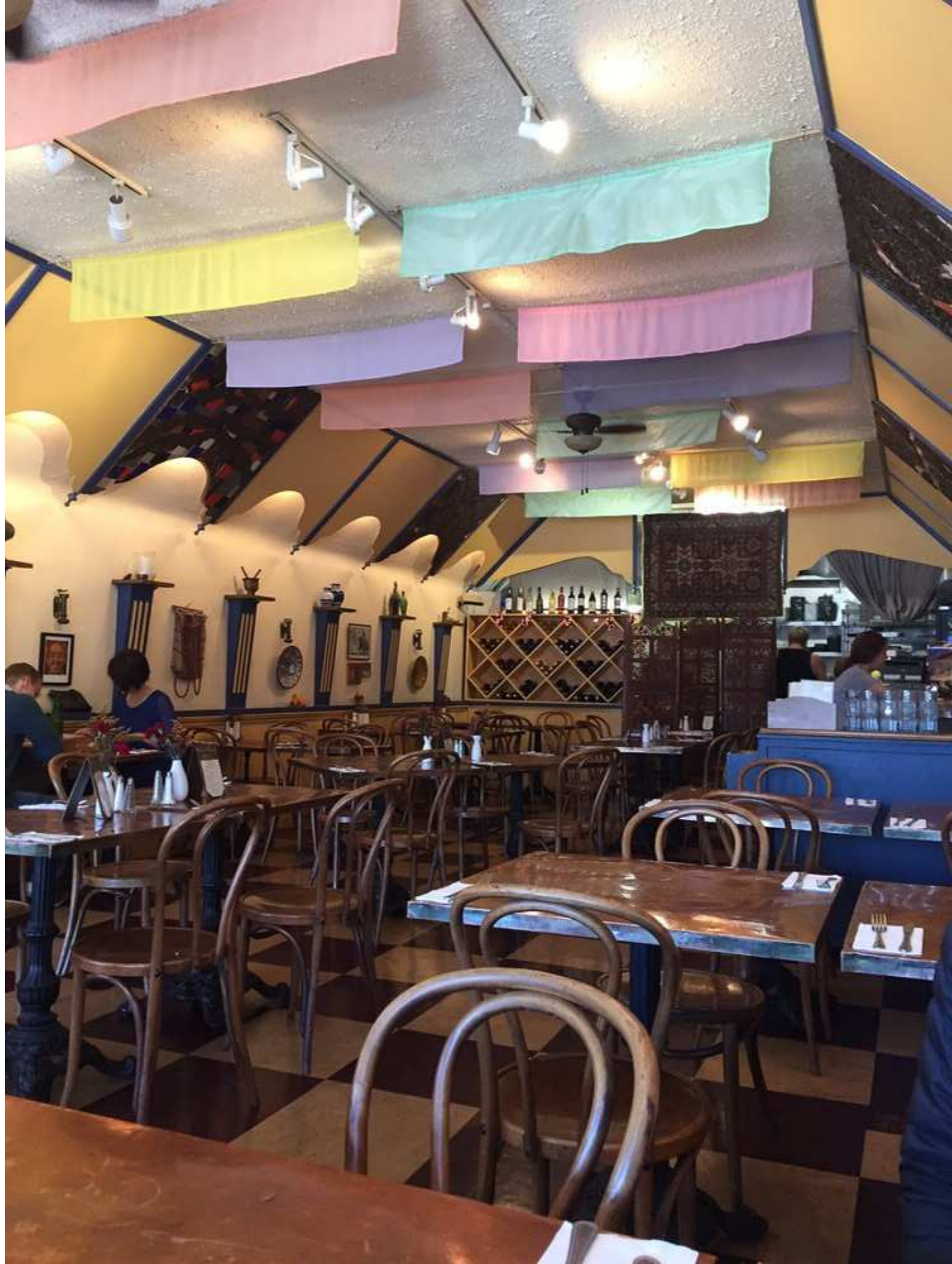


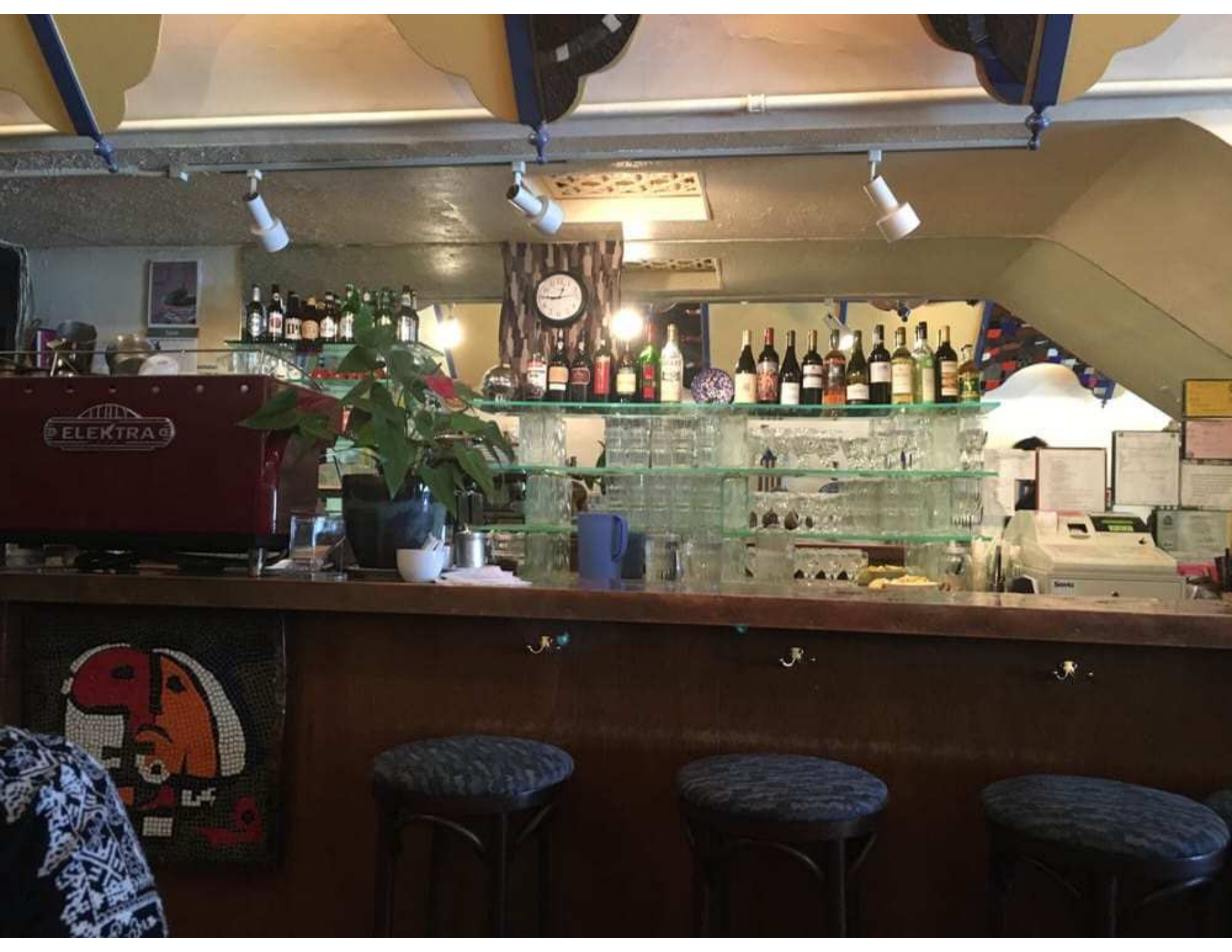
la
Mediterranee



Cajé



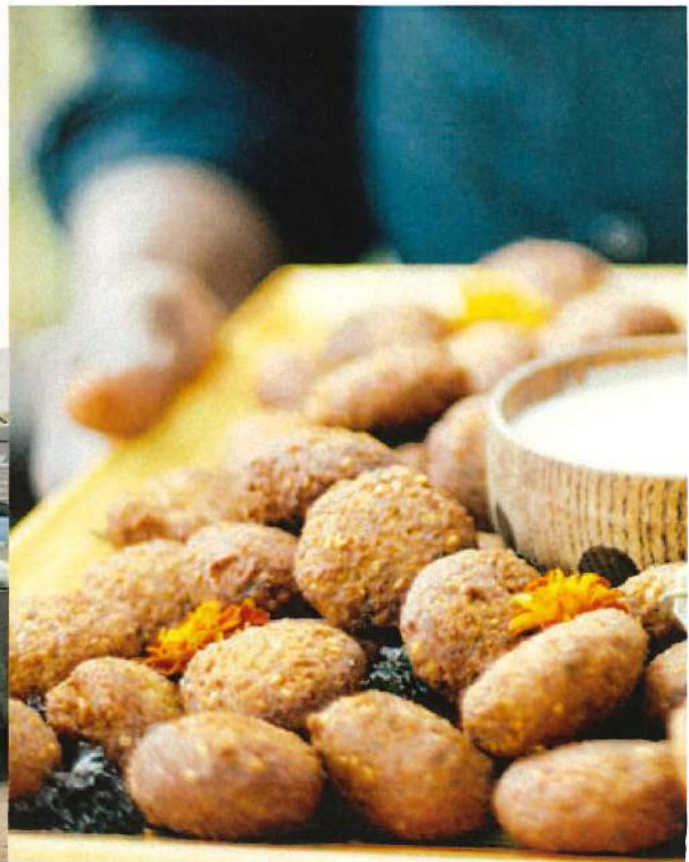




Powell



Powell





BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY
SAN FRANCISCO

ACCOUNT NO.	ISS	CLASS	DESCRIPTION
117145	000	00	RETAIL SALES
BUSINESS NAME LA MEDITERRANEE			
OWNER	ADDRESS SAN LEVON OCEAN BLVD LA MEDITERRANEE		
CARE OF	2210 FILLMORE ST		
CITY-STATE	SAN FRANCISCO CA		

REGISTRATION CERTIFICATE

SAN FRANCISCO

TAX DESCRIPTION	EXPIRATION DATE
2210 FILLMORE ST	04/20/79
DATE ISSUED	07/24/60
THAD BROWN TAX COLLECTOR	



La Mediterranee, 2210 Fillmore St. (at Sacramento), 921-2958. Breakfast, 8 a.m. to 11 a.m.; Lunch or Dinner, 11 a.m. to 10 p.m. Credit cards. Not to waste words—this is everything you could ever want in a cafe (except immediate seating). Mediterranean and Middle Eastern food. It was cool.

received, exciting no-tilton taken at leisure in a carefree place. If you don't walk out whole, it's because you left your heart there. Just say "Meza" (\$5.50 per for two or more), and let the fabulous desert them do the rest. Incomparable Dolmes (stuffed grape leaves) and hummus (marinated grape leaves stuffed with carrots and spice). Hummus (satiny puree of chickpeas).

Sampling Levantine cuisine now sweet

By ST. GEORGE'S
I've found the way to try two places of Levantine cooking. "Levant" is an acronym, and it is a good one. "Levantine" is "Levant Eastern" and describes the countries that are tied together with the sea of the Mediterranean. The geographic area covers the eastern coast of the Mediterranean, from the Nile delta, with a northward extension to the coast of the Black Sea. The Levant is a region of the world that is rich in history and culture. Both Dolmes, on Miller Avenue in the Valley and the new different La Mediterranee, a cafe on Fillmore Street in the City, are in the heart of the city.



Art
Collage
of early
Lo-Meal
pics



Hot Entrees

Served Hot in a Baking Pan

- Chicken Kebab Platter (cp) ... of chicken marinated & grilled with ve
- Chicken Pomegranate Platter ... seamless sliced chicken marinated & ... our tangy homemade pomegranate sau
- Lebanese Kibbeh Platter ... mainly raised lean ground beef & cracked wh
- Combination ... choose from a ... one item (small) ... small (serve ... limum ... serves 20

Salads

with our house made vinaigrette. Vegan options dressing available.

- Organic Mixed Greens, Cucumbers, Tomato & a sprinkle of Feta Cheese ... 7.50
- Organic Mixed Greens, Cucumbers, Tomato & Feta Cheese topped with Tabouleh ... 11.50
- Spinach with Walnuts, Olives, Tomato, Feta & Egg ... small 8.50 large 11.50
- Muhammara - Tomatoes & Cucumbers tossed with Olives, Herbs & Feta ... 10.50
- Spiced with Red Bell Peppers, Herbs, Lemon Juice, Olive Oil over ... with Tomato, Cucumbers & a sprinkle of Feta Cheese ... 11.50
- Muhammara, Baba Ghannouj, Tabouleh, Armenian Potato Salad, ... 12.50
- ... with Feta Cheese ... 12.50

la Mediterranee

Le Soleil Doux

Guest Number	Amount	Change
Date		03907

caviar

PASO A PASO

elamed.com



Appetizers

<i>Combination</i> – Hummos, Baba Ghanoush & Tabuleh	7.95
<i>Large Combination</i> – Hummos, Baba Ghanoush, Tabuleh, Dolma, Feta Cheese & Olives.	11.75
<i>Hummos, Baba Ghanoush, Tabuleh or Dolma</i>	each 7.50
<i>Djajiki</i> – Cucumber Yogurt Dip & <i>Harissa</i> – Tomato, Walnut, Roasted Red Pepper Dip served with Pita Chips.	8.50
<i>Falafel Appetizer</i> over Greens with Tahini.	7.50
<i>Warm Kalamata Olives & Feta Cheese.</i>	6.95
<i>Side of Pita Chips or Side of Fresh Veggies</i>	3.50

Soup du Jour

<i>Avgolemono</i> – Traditional Greek Lemon Chicken and Rice Purée	cup 4.95	bowl 6.50
<i>Vegetarian Soup du Jour</i> – See our Daily Selection	cup 4.95	bowl 6.50
<i>Cold Cucumber & Yogurt Soup</i>	cup 5.50	bowl 6.95
<i>Soup du Jour & Small Green Salad</i>	cup 11.25	bowl 11.95

Salads

All salads come with our house tomato vinaigrette. Vegan tahini dressing available.

<i>Small Green Salad</i> – Organic Mixed Greens, Cucumber, Tomato & a sprinkle of Feta Cheese	7.95
<i>Large Green Salad</i> – Organic Mixed Greens, Egg, Cucumber, Tomato & Feta Cheese topped with Tabuleh	13.50
<i>Spinach Salad</i> – A bed of Spinach with Walnuts, Onion, Tomato, Feta & Egg	small 9.50 large 13.50
<i>Armenian Tomato Salad</i> – Tomatoes & Cucumbers tossed with Olives, Herbs & Feta	12.50
<i>Lentil Salad</i> – Lentils tossed with Red Bell Pepper, Herbs, Lemon Juice, Olive Oil over a bed of Organic Mixed Greens, with Tomato, Egg, Cucumber & a sprinkle of Feta Cheese	13.50
<i>Salad Méditerranée</i> – Hummos, Baba Ghanoush, Tabuleh, Armenian Potato Salad, Lentil Salad & Organic Salad Greens with Feta Cheese	14.50
<i>Chicken Salad</i>	14.50
Skewer of Grilled Chicken over Organic Greens with Egg, Cucumber, Tomato & Feta Cheese	
<i>Fruit & Cheese Plate</i> – Seasonal Fresh Fruit & Cheeses.	small 8.50 large 12.50

Mediterranean Meza - \$21.50 per person
(minimum two people, or more)

A tasting of 10 House Specialties including Hummos, Baba Ghanoush, Tabuleh, Armenian Potato Salad, Dolma Grape Leaves, Levant Sandwiches, Lamb Lule, Chicken Cilicia Fillo, Spinach & Feta Fillo, Chicken Pomegranate and Rice Pilaf.
Vegetarian or Vegan selection also available

Specialties

Served with Choice of Green Salad or Armenian Potato Salad or Cup of Soup du Jour

<i>Middle Eastern Plate</i>	16.75
<i>Chicken Cilicia Fillo, Grecian Spinach & Feta Fillo, Levant Sandwich and choice of Lamb Lule or Chicken Pomegranate</i>	
<i>Vegetarian Middle Eastern Plate</i>	16.50
<i>Grecian Spinach & Feta Fillo, Cheese Karni Fillo, Dolma, Levant Sandwich or Falafel</i>	
<i>Chicken Pomegranate</i>	16.75
<i>Four Drumsticks marinated in Pomegranate Sauce, Baked with Wild Herbs, served over Rice Pilaf</i>	
<i>Chicken Kebab – Two Skewers of Marinated Chicken Grilled and served over Rice Pilaf.</i>	16.75
<i>Lamb Lule</i>	16.75
<i>Grass-fed Lean Ground Halal Lamb Meatballs with Parsley, Spices, Onions & Tomatoes over Rice Pilaf</i>	
<i>Lebanese Kibbeh – Lean Ground Beef & Cracked Wheat with Pine Nuts, Seasoned & Baked</i> . . .	16.75
<i>Saffron Chicken.</i>	16.75
<i>Sliced Halal Chicken Breast baked in a Saffron Lemon Sauce served over Rice Pilaf</i>	
<i>Falafel Sandwich</i>	14.50
<i>Crisp Falafel balls wrapped in Lavash Bread & grilled, served with Organic Greens & Tahini Sauce</i>	
<i>Chicken Shawarma Sandwich.</i>	15.50
<i>Spiced baked Chicken Sandwich, wrapped in Lavash Bread & grilled, served with a Cucumber Yogurt Sauce</i>	
<i>Quiche of The Day – Three slices of our Vegetarian Selection of the Day</i>	15.50
<i>Levant Sandwich</i>	15.50
<i>Four Vegetarian Lavash Bread Sandwiches with Herbed Cream Cheese and Fresh Vegetables</i>	
<i>Le Billet Doux –Combination of the Levant Sandwich and Quiche of the Day</i>	16.25



Anoush Ella! (may it be sweet)

NO SUBSTITUTIONS PLEASE – We are happy to split the bill in maximum four ways – Not responsible for lost items
A 4% fee added for San Francisco Employer Mandates – 18% service charge added for parties of 6 or more

Fillo Dough Specialties (handrolled & baked)

Served with Choice of Green Salad or Armenian Potato Salad or Cup of Soup du Jour

Grecian Spinach & Feta – A delicious mixture of Spinach, Onions, Garbanzo & Feta Cheese

Chicken Cilicia – Cinnamon-spiced Chicken with Chickpeas & Raisins

Levantine Meat Tart – Lean Ground Beef with Spices served with a Tomato Onion Sauce

Cheese Karni – Stuffed with Melted Mozzarella and Feta Cheeses, spiced with Herbs & Onions

Any combination of four pieces - \$16.50

Desserts

Heavenly Trio – Baklava, Datil Amandra, and Chocolate Mousse 8.50

Datil Amandra – Dates & Nuts rolled
in Fillo, served warm 6.95

Muhalabiye – Rosewater-infused
Pudding with Pistachios 6.95

Pistachio Nest – in Flaky Fillo 6.95

Baklava – Walnuts in Layered Fillo 6.95

Crème Brulée 6.95

Chocolate Mousse 6.95

Vegan Chocolate or Fresh Lemon Cake 6.95

Hot & Cold Beverages

Organic Lemonade 3.50

Iced Tea 3.50

Coke, Diet Coke, Flavored Sodas 3.50

Sparkling Water small 3.50 large 6.25

Apple Juice 3.75

Milk 3.75

Selection of Teas 3.50

Moroccan Sweet Mint Tea (hot or iced) 3.75

Middle Eastern Coffee 5.50

Espresso single 3.50 double 4.95

Cappuccino 4.95

Café Latte 5.25

Café Mocha 5.50

Hot Chocolate 4.95

House Coffee 3.50

Beer & Wine

Kotayk (Armenia) – **Mythos** (Greece) – **Almaza** (Lebanon) **Stella Artois** (Belgium)

Anchor Steam (San Francisco) 6.50 each

House wine – Burgundy or Chardonnay glass 7.95 1/2 litre 19.00 litre 32.00

Retsina – Greek White Table Wine aged in Pine Barrels glass 8.95

La Méditerranée Sangria glass 8.50 1/2 litre 19.00 litre 35.00

– Please see our Wine List for Specials by the Glass –

INSIDE SCOOP SF

GUIDES

La Mediterranee takes over Curly's Coffee Shop in North Beach

By **Paolo Lucchesi** on October 30, 2012 at 12:56 PM



Curly's into La Med.

Some North Beach folks mourned the loss of **Curly's Coffee Shop** earlier this year, but there's already some action at the defunct Powell Street storefront.

Popular Middle Eastern joint **La Mediterranee** has staked a claim to the space, with the hope of opening its fourth Bay Area location (the others are on Fillmore, on Noe and in Berkeley).

Vanick Der Bedrossian — whose father Levon founded La Mediterranee in 1979 — says that they will use the North Beach space as a catering kitchen, since they've outgrown catering capabilities at their tiny Fillmore location. They also want to open it as a restaurant, or even just a deli counter, but the city — not the ABC — has proven to be a roadblock in getting a liquor license in the earlygoing. Der Bedrossian says that the space is not zoned for a liquor license, and that it would be difficult to be open for dinner without one.

"We haven't started the appeal process, but we are going to look into it," he says. "Even for tenants in good standing, they have no explanation for why."

La Med: 1624 Powell St, between Green and Union; cafelamed.com

The Castro's La Mediterranee Turns 35 Today



Fri. September 9, 2016, 2:21pm

by **Alisa Scerrato**

@editcatsf (<http://twitter.com/editcatsf>)
website

(<http://editcatsf.blogspot.com/2016/04/editcat.html>)

Neighborhoods

Castro (</neighborhoods/castro>)

Today marks La Mediterranee (<https://www.cafelamed.com/>)'s 35th anniversary in the Castro. The restaurant at 288 Noe St. opened its doors on September 9th, 1981, as an expansion from its original location at 2210 Fillmore.

Hoodline sat down with co-owner Ellen Sinaiko, who has been with the business since day one. Sinaiko first moved to San Francisco in 1977, when she rented a studio for \$165 a month. In 1981, she trained for a single day at the Fillmore location before opening the Castro restaurant.



Ellen Sinaiko on the sidewalk patio.

"When you stay on the same corner for 35 years, it's natural that you just say to yourself, 'This area used to be so different,'" Sinaiko said. In the restaurant's early years, the AIDS crisis was at its height, and La Mediterranee lost countless friends and customers.

"It was a horrible time," said Sinaiko, "but there was also so much love. Out of something so devastating, the best came out of the community."

While the Castro struggles these days with the rental crisis and businesses coming and going, Sinaiko believes it's still a fun and vibrant neighborhood. "I try not to be grumpy about it," she said. "Yeah, rents are horrendous, and not a day goes by that people don't have the 'rent talk.' Things have changed—the neighborhood might have more of a mix than it used to, but it's still great when an old customer comes back and we talk about what the neighborhood used to be like back in the day. The Castro is still the Castro."

These days, her biggest challenge is holding onto front-of-house staff, due to the high cost of living in the city. "We used to have servers that stayed for 10 to 15 years, but that's not the case anymore," she said, noting that her kitchen staff has been more long-term and consistent.



The restaurant's interior.

As with all the La Mediterranee restaurants (there are also locations on Powell Street and in Berkeley), La Mediterranee Castro makes all its food fresh. The menu comes from partner Levon Der Bedrossian, whose roots are Lebanese/Armenian; the recipes are largely his grandmother's. Mike Levy, a New Yorker with a Middle Eastern background, is the third partner, and he runs the kitchen side of things.

The top selling items are the Middle Eastern plate and the hummus, which Sinaiko says is "pretty darn popular."



The Salad Mediterranee.

All the desserts are also homemade. Lana Nazarro, Levy's wife, started out working at La Mediterranee as a waitress, but over the past few years, she's become the baker for all the desserts—and bagels for Sunday brunch.

Sinaiko says they don't have huge plans for their 35th anniversary, although they did have a big party for their 25th. "We might high-five each other and say, 'Can you believe it?'"

[SF Insider](#) > [neighborhood food](#) > What Are Some of the Best Restaurants Near the Duboce Triangle in San Francisco?

What Are Some of the Best Restaurants Near the Duboce Triangle in San Francisco?

By [SF Insider](#)



Bordered by Castro Street, Duboce Avenue, and Market Street, **Duboce Triangle** is a small residential neighborhood in San Francisco. Despite its small size, this quiet neighborhood has plenty of restaurants nearby that offer diverse culinary options. Here's a look at some of the best restaurants near Duboce Triangle.

Related Articles

- 1 What Are Some of the Best Restaurants Near the Duboce Triangle in San Francisco?
- 2 Where Are the Best Places to Head for a Forest Knolls Dinner?
- 3 Where Can Diners Find a Great Crocker-Amazon Lunch?
- 4 A Little Russia Breakfast: Is There Any Better Way to Greet the Day?

La Mediterranee

La Mediterranee is a casual restaurant that serves a variety of Middle Eastern-Mediterranean dishes in a space with a cafe-like atmosphere. Recognized as the best Mediterranean and best Middle Eastern restaurant in the Bay Area, La Mediterranee's menu is mainly inspired from secret Lebanese and Armenian family recipes, which are recreated at the

restaurant from scratch using only fresh ingredients from local markets. Diners can start their meal with a large combination platter of feta cheese, dolma, tabouleh, baba ganoush, hummus and olives. For those soup lovers, they can start with options like avgolemono, a traditional Greek soup made with cold cucumber and yogurt soup or lemon chicken and rice puree. For the main course, diners can try a

house specialty such as the Levant sandwich, chicken kebabs or the chicken shawarma sandwich.

L'Ardoise Bistro

For those looking for a gourmet meal in the neighborhood, they can dine at **L'Ardoise Bistro**. This restaurant serves a variety of traditional French dishes in a small dining space with an intimate atmosphere. The restaurant has only 40 seats, so patrons are encouraged to make a reservation in advance. L'Ardoise Bistro is known for its excellent service and unique French dishes such as its pan roasted rack of lamb and duck confit.

Jasmine Garden Restaurant

Jasmine Garden is a Vietnamese restaurant known for serving a variety of delicious pho, a Vietnamese soup consisting of broth, rice noodles, meat and a few herbs. While not the neighborhood many would expect to find good pho, this Duboce Triangle restaurant will give diners the pick-me-up they have been looking for with some of the most delicious pho in San Francisco. All guests get their own plate of fresh basil, cilantro, mint and bean sprouts. They'll also get a large portion of their choice of meat to dump in the bowl. Diners can try the restaurant's spicy lemongrass-infused beef pho, called Bun Bo Hue, or its veggie pho infused with a flavorful punch.

Botellon

Located in the Castro district, this colorful restaurant offers stone heart pizzas, large-format neighborhood food and drinks in a dynamic, light-filled space with a 40-foot bar, banquettes, communal tables and lounge seats. It features modern rustic creations of California cuisine with Mediterranean flavors. It has a seasonal menu that offers a bold approach and variety in flavor. **Botellon** only uses fresh, locally produced, and organic ingredients. Diners can enjoy a small or large plate of house-made pasta, or a made-to-order pizza from its wood-burning stone hearth. The restaurant also offers a variety of cocktails, local and international wine and beer.

[Suggest a correction](#)

Fill more
News

FOOD & WINE

Nearing 40, La Med Still a Work of Heart

BY SHELLEY HANDLER

IN THE VERY affordable 1970s, the Fillmore was home to working artists, including photographer Edmund Shea. Best known for his collaboration with conceptual artist Bruce Conner and his book covers for neighbor and acclaimed writer Richard Brautigan, Shea's work can still be seen in the neighborhood today.

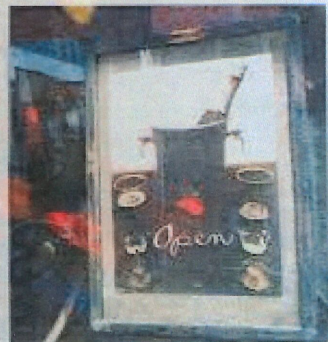
Approach La Mediterranee restaurant at 2210 Fillmore, and hanging just to the right of the door is a large framed photograph of a champagne bottle on ice, with *OPEN* splashed across it. On the reverse, the same bottle is shown upended in the ice bucket, with the message *CLOSED* directly below.

Though champagne might seem a bit upscale for this simple neighborhood spot, it reflects both Shea's quietly *bon vivant* lifestyle and owner Levon Der Bedrossian's desire for a place at once humble and indulgent. Shea moved easily between his artistic friends and San Francisco society, where his innate charm was not lost on the ladies. In its own way, La Mediterranee has the same cross-cultural ease — still, after almost 40 years, drawing a mix of creative locals and tony denizens of Pacific Heights.

Shea was a fixture at La Mediterranee's tiny bar, schmoozing with workers and customers and fueled by a steady flow of espresso. Der Bedrossian remembers Shea's high, infectious laugh and blue-eyed beam.

"You would hear that laugh across the room. He could talk with anyone, seemingly endlessly. He was a kind of neighborhood ambassador," Der Bedrossian says. "I was much more of an introvert, so I reached out to the neighborhood with my little cafe. It was both my business and my personal work of art. The first things I hung on the walls came from my apartment. This place has my sweat, my tears and my heart in it."

Shea brought me to the restaurant in its first year, 1979, and I was charmed by both the atmosphere and



La Mediterranee owner Levon Der Bedrossian (left) and the photograph by Edmund Shea that has been welcoming diners for

PHOTOGRAPHS BY SAUL LOEB

CONGRATULATIONS!

PEOPLE LOVE LA MEDITERRANEE ON YELP!

4 Stars!

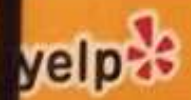
2017

1350
Reviews

Thank You
Friends!



JEREMY STOPPELMAN
CEO, YELP



"PEOPLE LOVE US ON YELP"

2017

Certificate of Honor

BOARD OF SUPERVISORS
City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

Levon Der Bedrossian

Thank you for making La Mediterranee a vital part of the culinary and civic life of San Francisco for the past 25 years.

The San Francisco Board of Supervisors extends its highest commendation and joins in your celebration of this joyous event.

Michela Alioto Tier
Supervisor Michela Alioto Tier
May 11, 2004



Filing Date: January 23, 2019
Case No.: 2019-001334LBR
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street (additional locations at 288 Noe Street and 1624 Powell Street)
Zoning: NCD (Upper Fillmore Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0629/020
Applicant: Vanick Der Bedrossian, Part Owner
2210 Fillmore Street
San Francisco, CA 94115
Nominated By: Supervisor Rafael Mandelman, District 8 (Business located District 2)
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Levon Der Bedrossian opened La Mediteranee (“La Med”) in 1979 at 2210 Fillmore Street. His Middle-Eastern and Mediterranean cuisine was inspired by his Armenian and Lebanese family recipes. The family-run business remains is still headquartered at its founding location while it has expanded to three other sites, including one in Berkeley. When it was founded, Mediterranean cuisine was relatively unknown in the United States. San Franciscans were nonetheless curious to discover exotic Middle Eastern dishes such as lamb lule, hummus, pomegranate chicken and falafels, and the restaurant was a success from day one.

Levon opened the Castro location at 288 Noe Street in 1981, followed by the Berkeley location at 2936 College Avenue in 1982. He is still actively working at all locations, aided by his son Vanick (since 2007) and long-time partner Alicia Vanden Heuvel (since 1997). They opened their catering kitchen in North Beach in 2011 (1624 Powell Street) to help manage the growth of their catering business.

La Mediteranee is known for original recipes and healthy cooking techniques. Their food is made from scratch daily using the freshest and finest ingredients. They work with local purveyors, and fresh produce is of utmost importance. They believe that good service is an essential ingredient in the dining experience and they strive to provide service that is attentive while remaining informal.

The original business is located on the east side of Fillmore between Clay and Sacramento streets in the Pacific Heights neighborhood. It is within an NCD (Upper Fillmore Neighborhood Commercial) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1979.

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

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

- i. La Mediteranee has operated continuously in San Francisco for 40 years.
- ii. La Mediteranee has contributed to the history and identity of San Francisco and its neighborhoods.
- iii. La Mediteranee is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with Mid-east and Mediterranean cuisine.

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

Yes. The Department identified 2210 Fillmore Street as a contributor to an Upper Fillmore cluster of historically significant storefronts. The c. 1890 building is noted as an altered example of a Mediterranean Revival style. 1624 Powell Street was also identified in a North Beach survey conducted in 1984 as eligible for the California Register.

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

No. The Fillmore and Noe street properties have a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the ages of the buildings, which were constructed in 1890 and 1937, respectively. The Powell Street property has a Planning Department Historic Resource status of "A" (Known Historic Resource) due to its listing in the North Beach survey.

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. The business is consistently voted "Best Middle Eastern" and "Best Mediterranean" in the Guardian and SF Weekly. A partial list awards includes:

- **Best of the Bay Winner**, *San Francisco Bay Guardian*
Best Middle Eastern Restaurant 2014, 2013, 2011, 2010, 1997, 1996
- **The Best Restaurants in America**, *Where the Locals Eat*
Best Middle Eastern Restaurant 2009
- **Best Mediterranean Winner**, *The Examiner*
Best Mediterranean Restaurant 2018
- **Best Middle Eastern Restaurant**, *Zagat, San Francisco Bay Area Restaurants Guide*
Best Middle Eastern Restaurant 2009, 2003
- **First Place**, *The Jewish News Weekly of Northern California*
Best Middle Eastern Restaurant 2006
- **Best of San Francisco**, *SF Weekly*

Best Middle Eastern Restaurant 2005

- **Certificate of Honor**, *Board of Supervisors, City and County of San Francisco*
Recognition of Distinction and Merit, Levon Der Bedrossian 2004

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2210 Fillmore Street
- 288 Noe Street
- 1624 Powell Street

Recommended by Applicant

- Art-deco front door and stained glass "Le Billet Doux" window at 2210 Fillmore Street
- Middle-Eastern and Mediterranean cuisine and scratch cooking
- Employee benefits including bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules
- Affordable prices
- Copper panels made by the artist Carlos Basanta
- Two bamboo mermaids made by a local San Franciscan artist
- The sand-blasted wood sign made by a local artist named Trong Vu

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 20, 2019

Case No.: 2019-001334LBR
Business Name: La Mediterranee
Business Address: 2210 Fillmore Street (additional locations at 288 Noe Street and 1624 Powell Street)
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Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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CA 94103-2479

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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 LA MEDITERRANEE CURRENTLY LOCATED AT 2210 FILLMORE STREET, (BLOCK/LOT 0629/020); 288 NOE STREET, (BLOCK/LOT 3561/014); AND, 1624 POWELL STREET (BLOCK/LOT 0117/014).

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 February 20, 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 La Mediterranee 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 La Mediterranee.

Location(s):

- 2210 Fillmore Street
- 288 Noe Street
- 1624 Powell Street

Physical Features or Traditions that Define the Business:

- Art-deco front door and stained glass "Le Billet Doux" window at 2210 Fillmore Street
- Middle-Eastern and Mediterranean cuisine and scratch cooking
- Employee benefits including bonuses, full health coverage, 401k benefits, flexible vacation and time-off schedules
- Affordable prices
- Copper panels made by the artist Carlos Basanta
- Two bamboo mermaids made by a local San Franciscan artist
- The sand-blasted wood sign made by a local artist named Trong Vu

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 2019-001334LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: