

# Legacy Business Registry Staff Report

HEARING DATE MARCH 11, 2019

## MON SING NOODLE CO.

*Application No.:* LBR-2018-19-023  
*Business Name:* Mon Sing Noodle Co.  
*Business Address:* 1950 Innes Avenue, #3  
*District:* District 10  
*Applicant:* Connie L. Kong, Owner  
*Nomination Date:* December 26, 2018  
*Nominated By:* Supervisor Malia Cohen  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Mon Sing Noodle Co. established in 1932, is an artisanal family-owned noodle shop makes fresh noodles using traditional noodle-making methods. It specializes in egg noodles and includes a product line of Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The business caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area.

Mon Sing Noodle Co. is located at 1950 Innes Avenue, #3 on the north side of Innes between Selby Street and the Caltrain right-of-way in the Bayview neighborhood. The business was originally located at 56 Beckett Alley. It's believed that the noodle shop relocated to 1392 Pacific Ave. near Chinatown in 1951. While the shop remained at the Pacific Ave. location until 1994, Mon Sing Noodle Co. may have operated under another business name, Noodle Manufacturing Co., from 1954 to 1977 as listed in Polk's Crocker-Langley San Francisco City Directory. In 1978, the noodle shop went back to its original business name, Mon Sing Noodle Co.

The current owners, the Kong Family, have a long history with the business and the craft of noodle-making. Husband and wife team, Aaron and Connie Kong, purchased the noodle shop from Man Wing Lau and Ronald Cheung in 1989. Aaron and Connie wanted to continue the family's noodle business that was started by Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, in Hong Kong.

At the time when the Kongs purchased Mon Sing Noodle Co., the noodle shop only specialized in egg noodles and its famous old-style noodles. The father and son team, Man Kaw and Aaron, introduced new noodles and products made famous in Hong Kong and distinctive to mainland China. Mon Sing Noodle Co. was the one of the first noodle factories in Northern California to make fresh wonton noodles, a Hong Kong favorite. By word of mouth, new chefs began calling Aaron for custom orders. A few years later, Aaron and Connie expanded their business and bought another well-established noodle factory, Tin Wah Noodle Co. in 1994.

**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:

56 Beckett Allen from 1932 to 1951 (19 years)  
1392 Pacific Avenue from 1951 to 1995 (44 years)  
1950 Innes Avenue, #3 from 1995 to Present (24 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 Bayview neighborhood's 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:

- Mon Sing Noodle Co. is associated with the craft of noodle making.
- Mon Sing Noodle Co. has contributed to the history and identity of San Francisco.
- The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in 1964. However, the property is located within the boundaries of the African American Arts and Cultural District.
- Mon Sing's "homemade" noodles, including their famous shui mein, are mentioned in a number of restaurant reviews and books.

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

Yes, Mon Sing Noodle Co. 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 Mon Sing Noodle Co. 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:

- Selection of Asian, Middle Eastern and Italian noodles, wraps and pastas.
- Vintage noodle making machinery, including mixers, rollers, and cutters.
- Master noodle makers.

**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.

- Manufacturing of noodles.





SAN FRANCISCO

**OFFICE OF SMALL BUSINESS**

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Mon Sing Noodle Co. currently located at 1950 Innes Avenue, #3 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

MON SING NOODLE CO.

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

*Application No.:* LBR-2018-19-023  
*Business Name:* Mon Sing Noodle Co.  
*Business Address:* 1950 Innes Avenue, #3  
*District:* District 10  
*Applicant:* Connie L. Kong, Owner  
*Nomination Date:* December 26, 2018  
*Nominated By:* Supervisor Malia Cohen  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR MON SING NOODLE CO., CURRENTLY LOCATED AT 1950 INNES AVENUE, #3.

**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 Mon Sing Noodle Co. 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 Mon Sing Noodle Co.:

Physical Features or Traditions that Define the Business:

- Selection of Asian, Middle Eastern and Italian noodles, wraps and pastas.
• Vintage noodle making machinery, including mixers, rollers, and cutters.
• Master noodle makers.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Mon Sing Noodle Co. on the Legacy Business Registry:

- Manufacturing of noodles.

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-2018-19-023  
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*District:* District 10  
*Applicant:* Connie L. Kong, Owner  
*Nomination Date:* December 26, 2018  
*Nominated By:* Supervisor Malia Cohen

**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?       X       Yes                      No

56 Beckett Allen from 1932 to 1951 (19 years)  
1392 Pacific Avenue from 1951 to 1995 (44 years)  
1950 Innes Avenue, #3 from 1995 to Present (24 years)

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** January 23, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



President, Board of Supervisors  
District 10



City and County of San Francisco

**MALIA COHEN**  
**馬莉亞郭嫻**

December 26, 2018

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

Mon Sing Noodle Co.  
Attn: Kong Family  
1950 Innes Avenue #3  
San Francisco, California 94124

Re: Legacy Business Nomination for Mon Sing Noodle Co.

To Whom It May Concern:

I am writing to express my support for Connie Kong's application to recognize Mon Sing Noodle Company as a Legacy Business.

The craft of noodle-making has been a family tradition of the Kong family. They make more than a hundred pounds of noodles daily, which are used in restaurants not only in San Francisco but throughout the Bay Area.

As development in the Bayview continues to grow, it is crucial that we support businesses like Mon Sing Noodle Company. The rich history of this business makes it a critical component of the San Francisco community.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Malia".

Malia Cohen  
President, 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.

<b>NAME OF BUSINESS:</b>		
Mon Sing Noodle Co.		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Connie L. Kong		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1950 Innes Ave. #3 San Francisco, CA 94080		((415))282-8822
		<b>EMAIL:</b>
		monsingnoodlecompany@gmail.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
monsingnoodlecompany.wordpress.com	NA	NA

<b>APPLICANT'S NAME</b>	
Ginger Kong	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
Business Owner's Daughter	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( [REDACTED] )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>

<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.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
56 Beckett Alley	94133	1932
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	1932-1951	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1392 Pacific Ave.	94109	Start: 1951
		End: 1995

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1950 Innes Ave. #3	94124	Start: 1995
		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:

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.

**Ginger Kong**

December 21, 2018



Name (Print):

Date:

Signature:

## MON SING NOODLE CO.

### 民生麵廠

#### 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.**

Mon Sing Noodle Co. in San Francisco was established in 1932.

Mon Sing Noodle Co. specializes in egg noodles and includes a product line of Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The business caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area. Their noodles are served in Bay Area's favorite eateries including a number of award-winning restaurants.

Mon Sing Noodle Co. was originally located at 56 Beckett Alley. It's believed that the noodle shop relocated to 1392 Pacific Ave. near Chinatown in 1951. While the shop remained at the Pacific Ave. location until 1994, Mon Sing Noodle Co. may have operated under another business name, Noodle Manufacturing Co., from 1954 to 1977 as listed in Polk's Crocker-Langley San Francisco City Directory. In 1978, the noodle shop went back to its original business name, Mon Sing Noodle Co.

The current owners, the Kong Family, have a long history with the business and the craft of noodle-making. Husband and wife team, Aaron and Connie Kong, purchased the noodle shop from Man Wing Lau and Ronald Cheung in 1989. Aaron and Connie wanted to continue the family's noodle business that was started by Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, in Hong Kong.

At the time when the Kongs purchased Mon Sing Noodle Co., the noodle shop only specialized in egg noodles and its famous old-style noodles. The father and son team, Man Kaw and Aaron, introduced new noodles and products made famous in Hong Kong and distinctive to mainland China. Mon Sing Noodle Co. was the one of the first noodle factories in Northern California to make fresh wonton noodles, a Hong Kong favorite. This traditional noodle was met with warm embrace by chefs all around and inspired new dishes. By word of mouth, new chefs began calling Aaron for custom orders. The Kongs were ahead of their time.

A few years later, Aaron and Connie expanded their business and bought another well-established noodle factory, Tin Wah Noodle Co. in 1994. Mon Sing Noodle Co. has since relocated to 1950 Innes Ave. #3, next to its sister company in the Bayview neighborhood.

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

Mon Sing Noodle Co. has been in continuous operation since husband and wife team, Aaron and Connie Kong, purchased the business in 1989.

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

Noodle-making has been a family tradition for the Kong Family. Prior to immigrating to the United States, Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, owned a noodle shop in Hong Kong. They made fresh egg noodles, wonton noodles and rice noodles daily.

Aaron grew up in the noodle business. When Aaron was born, his mother, Mow Ying Gong, would bring him to the noodle shop while she helped out. Employees at the noodle factory would take turns watching over young Aaron. To keep the baby from crying, staff tied his bassinet to the other end of a bamboo stick while they made jook sing noodles and gently rocked the baby to sleep. Aaron was destined to become a master noodle-maker.

When Man Kaw immigrated to the United States, he worked odd jobs before continuing his trade at Tin Wah Noodle Co. in the 1980s. Fast forward a couple of years, Aaron and his family immigrated to the U.S. and had purchased another noodle factory, Mon Sing Noodle Co. Man Kaw and Aaron, the father and son team, managed daily operations while Connie handled administrative duties for the business. Each morning, Aaron started shop at 4:00 a.m. and greeted a line of customers with fresh noodles by 7:00 a.m. This disciplined work routine was from years of learning from working at a noodle factory.

The Kong Family purchased Tin Wah Noodle Co. in 1994.

Over the years, Aaron and Connie's children, Peter and Ginger Kong, began helping out at the shop. After school and weekends, Peter followed Aaron on deliveries while Ginger assembled and packed orders for deliveries. Eventually, Peter learned family recipes for making noodles. As a fourth-generation noodle maker, Peter would later carry on the family tradition and take over operations. Customers are very fond of the Kong family, watching both Peter and Ginger grow up in the business.

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

The ownership history of Mon Sing Noodle Co. is as follows. The business ownership from 1932-1953 is unclear.

1932 to 1953:	(Unknown)
1954 to 1970	Mrs. Oy Yip Lee
1971 to 1987:	Holm Lee and Fred Lee
1987 to 1989:	Man Wing Lau and Ronald Cheung
1989 to 2018:	Aaron H. Kong and Connie L. Kong
2018 to Present:	Connie L. Kong

**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.**

Aaron and Connie Kong purchased Mon Sing Noodle Co. in 1989. Company logo and archives show Mon Sing Noodle Co. was established in 1932.

**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.**

Mon Sing Noodle Co. is currently located at 1950 Innes Ave. #3 in San Francisco's Bayview neighborhood. The building is an industrial warehouse built in 1964.

Prior to its current location, Mon Sing Noodle Co. was located at 1392 Pacific Ave. in San Francisco through the 1980s.

## **CRITERION 2**

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

Mon Sing Noodle Co. manufactures egg noodles, Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The artisanal family-owned noodle shop makes fresh noodles using traditional noodle-making methods passed down by generations. Each batch is concoction of family recipes and rolled out in vintage machinery that require a master noodle maker to adjust its proper thickness and texture. This craft takes years to master.

Mon Sing Noodle Co. represents family, from the family making the noodles to families enjoying them. Customers are part of the Mon Sing family. Customers travel from afar to order Mon Sing's noodles, especially during the holidays. Perhaps, Mon Sing's noodles are reminiscence of something their mom used to make at family gatherings. In many cultures, noodles represent

long-life. Long-time customers come back to purchase noodles for their birthdays. For the Kongs, it is a time to catch up with old friends.

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

Mon Sing Noodle Co. has been a humble part of everyday lives. Mon Sing's noodles are served throughout Bay Area restaurants including some award-winning restaurants.

Mon Sing Noodle Co. and its sister company Tin Wah Noodle Co., also owned by the Kong Family, are possibly two of the oldest noodle factories in San Francisco still in business.

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

Mon Sing Noodle Co. is the little known secret among seasoned Bay Area chefs through word of mouth. Their "homemade" noodles, including Mon Sing's famous shui mein (水麵), are mentioned in a number of restaurant reviews and books. Mon Sing's shui mein is a San Francisco original and dates back to the origins of the noodle shop.

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

n/a

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

The Kong Family have made it a mission to donate noodles in times of need whether of hunger or in the wake of natural disaster. They donated to Enmanji Buddhist Temple fundraiser in 2018 and On Lok senior centers on occasions.

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

Mon Sing Noodle Co. caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area. Through these institutions, the business serves generations of families. Once available only in San Francisco's Chinatown, Mon Sing's noodles have reached the Greater San Francisco Bay Area and other states through increased manufacturing and distribution. Their noodles have transcended beyond Asian culture.

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

The vintage machinery used to make the noodles are culturally significant. The mixers, rollers, and cutters were passed down through generations of artisanal noodle makers at Mon Sing Noodle Co. Made in the United States and in Asia, the vintage machinery is no longer in

production. The craft of operating these heavy machines requires a master noodle maker to orchestrate the gear settings by the feel of the dough. Unlike automated machinery, the vintage machinery gives Mon Sing's noodle makers full control to the quality of the final product. Each batch of noodles is heavily dependent on the skillfulness of its noodle maker, understanding the texture and characteristics of each type of noodle. The artisanal noodle maker must know which direction and how many times each noodle sheet is folded and pressed through the rollers to create the chewiness and bite of the noodle.

Over the years, Aaron designed and crafted new noodle-making tools to ease operations. He designed a machine to cut through layers of noodle sheets with one press. His innovation is in use throughout the noodle shop.

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

Mon Sing Noodle Co. is a respected family-owned establishment. Using recipes passed down generations, Mon Sing's noodles are a favorite with chefs at heart. Their specialty noodles can only be found at Mon Sing. It would be a lost craft to the culinary community without their artisanal noodles.

### **CRITERION 3**

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

Mon Sing's specialty noodles and generations of customers speak volume on its business. The company manufactures noodles, wraps, and pastas using traditional noodle-making methods rolled out in vintage machinery.

**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)**

Mon Sing Noodle Co. is committed to maintaining the noodle-making tradition that defines the business. Noodle-making is an art form. Mon Sing Noodle Co. takes pride in producing fresh noodles using traditional methods. Recipes passed from generations cannot be replicated by others. They continue to share their passion in noodle-making and reintroduce old-style noodles to a new generation.

**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.).**

From the outside, Mon Sing Noodle Co. may just be an ordinary industrial warehouse next to the San Francisco Produce Market. The magic happens inside. Upon entrance, you see pallets of fresh ingredients in a clean environment. You can hear the Kongs and their trained staff working meticulously in the workroom, making hundreds of pounds of noodles daily.

**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.**

Mon Sing Noodle Co. has been family-owned since the Kongs purchased the business in 1989. As described, the Kongs has an extensive history in noodle-making dated back to Aaron's grandfather and father in Hong Kong.



Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Business License Certificate, 1994-95.

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR						
ACCOUNT NO.		CLASS	DESCRIPTION	STARTING DATE	EXPIRATION DATE	FEE PAID
[REDACTED]		F01	FOOD PRODUCT & MKTNG	09/01/94	08/31/95	[REDACTED]
BUSINESS LOCATION			UNIT COUNT	TYPE		
1392 PACIFIC AV						
OWNER	AARON H. KONG			DATE ISSUED	09/09/94	
DBA	MON SING NOODLE CO.			** THIS IS NOT A BILL **		
CARE OF MAILING ADDRESS	1392 PACIFIC AVE.			THAD BROWN		
CITY-STATE	SAN FRANCISCO, CA 94109			TAX COLLECTOR		

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

8101306XX (4/92)

Department of Public Health Permit to Operate, 1990.

## PERMIT TO OPERATE

### AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

B 11078

AUTHORIZING conduct of the following class of  
**FOOD PRODUCT AND MARKETING ESTABLISHMENT**

Business: Grocery ISSUED January 9, 1990

Name and Address below:

Aaron H. Kong  
dba: MON SING NOODLE CO.  
1392 Pacific Ave.  
San Francisco, CA 94109

EXPIRES: \_\_\_\_\_

THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

*Richard S. Kishner*  
\_\_\_\_\_  
Inspector

*William D. Long*  
\_\_\_\_\_  
Principal Inspector

**DEPARTMENT OF PUBLIC HEALTH**  
City and County of San Francisco

*Ben Gale*  
\_\_\_\_\_  
Bureau Chief

*David W. [Signature]*  
\_\_\_\_\_  
Director of Public Health

DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102

F 1602 B      Display this Permit prominently. This margin may be trimmed for standard 6 x 8 frame.



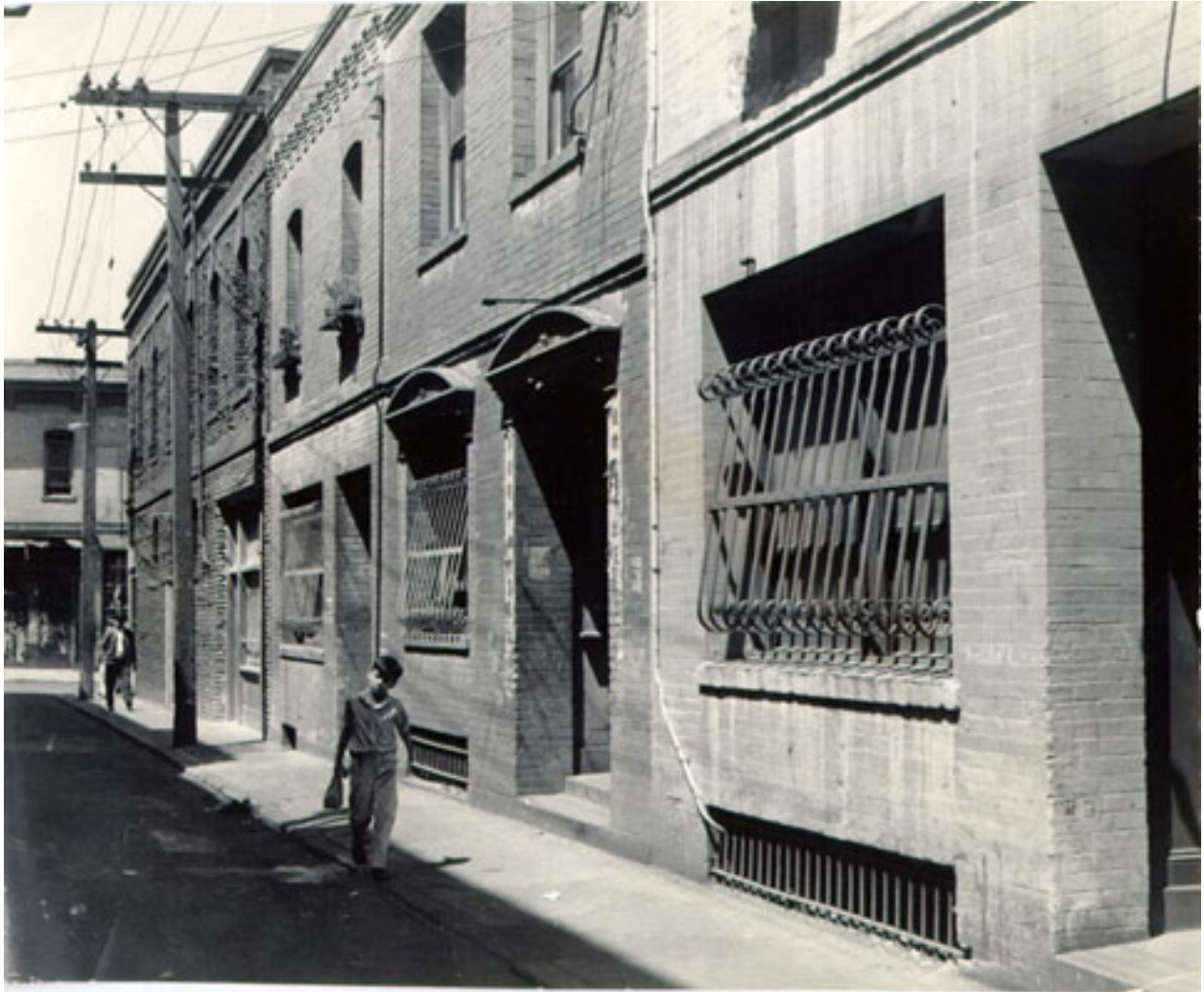
**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

Historic photos of Pacific/Hyde Street dated 1920 and 1921 prior to Mon Sing Noodle Co. moving there. Mon Sing Noodle Co. relocated to 1392 Pacific Ave. in the 1950s from 56 Beckett Alley. (OpenSFHistory / wnp36.02389.jpg and OpenSFHistory / wnp36.02466.jpg)



**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Historic photo of Beckett Alley post 1906. Mon Sing Noodle Co. was located at 56 Beckett Alley around 1948.**





**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Current exterior photo of Mon Sing Noodle Co., Dec. 2018. (Photo by Ginger Kong)**



**Mon Sing Noodle Co.**  
1950 Innes Ave. #3  
San Francisco, CA 94124



Image capture: Sep 2017 © 2019 Google









**Mon Sing Noodle Co.**  
1950 Innes Ave. #3  
San Francisco, CA 94124

Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Current exterior photo of Mon Sing Noodle Co. signage. (Photo by Ginger Kong)





**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

Current interior photo of Mon Sing Noodle Co. signage. The Kong Family from left to right: Ginger Kong, Connie Kong and Peter Kong.



Mon Sing Noodle Co. logo.



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**Artisanal noodle-maker cutting pasta sheets by hand. (Photo by Ginger Kong)**



**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Vintage noodle cutter.** (Photo by Ginger Kong)



**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Vintage mixer.** (Photo by Ginger Kong)



**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Vintage roller.** (Photo by Ginger Kong)



**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Interior photo of Mon Sing Noodle Co. at 1392 Pacific Ave. location, 1992. (Photo by Aaron Kong)**





**Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)**

**Aaron and Connie Kong at the noodle shop**



**Three generations of noodle-makers. From left to right: Peter Kong, Man-Kaw Gong, and Aaron Kong.**







Legacy Business Registry Application: Mon Sing Noodle Co. (民生麵廠)

Packaging (Current)





*Filing Date:* January 23, 2019  
*Case No.:* 2019-001337LBR  
*Business Name:* Mon Sing Noodle Co.  
*Business Address:* 1950 Innes Avenue, #3  
*Zoning:* PDR (Production, Distribution, and Repair) Zoning District  
80-E Height and Bulk District  
*Block/Lot:* 5250/005  
*Applicant:* Ginger Kong, Owner's Daughter  
1950 Innes Ave. #3  
San Francisco, CA 94080  
*Nominated By:* Supervisor Malia Cohen, District 10  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Mon Sing Noodle Co. in San Francisco, established in 1932, is an artisanal family-owned noodle shop makes fresh noodles using traditional noodle-making methods. It specializes in egg noodles and includes a product line of Asian noodles, wonton wraps, potsticker wraps, eggroll wraps, sui mai wraps, Middle Eastern pasta, and Italian pasta. The business caters to wholesalers, restaurants, and culinary institutions throughout the Greater San Francisco Bay Area.

Mon Sing Noodle Co. was originally located at 56 Beckett Alley. It's believed that the noodle shop relocated to 1392 Pacific Ave. near Chinatown in 1951. While the shop remained at the Pacific Ave. location until 1994, Mon Sing Noodle Co. may have operated under another business name, Noodle Manufacturing Co., from 1954 to 1977 as listed in Polk's Crocker- Langley San Francisco City Directory. In 1978, the noodle shop went back to its original business name, Mon Sing Noodle Co.

The current owners, the Kong Family, have a long history with the business and the craft of noodle-making. Husband and wife team, Aaron and Connie Kong, purchased the noodle shop from Man Wing Lau and Ronald Cheung in 1989. Aaron and Connie wanted to continue the family's noodle business that was started by Aaron's grandfather, Chip T. Gong, and father, Man Kaw Gong, in Hong Kong.

At the time when the Kongs purchased Mon Sing Noodle Co., the noodle shop only specialized in egg noodles and its famous old-style noodles. The father and son team, Man Kaw and Aaron, introduced new noodles and products made famous in Hong Kong and distinctive to mainland China. Mon Sing Noodle Co. was the one of the first noodle factories in Northern California to make fresh wonton noodles, a Hong Kong favorite. By word of mouth, new chefs began calling Aaron for custom orders. A few years later, Aaron and Connie expanded their business and bought another well-established noodle factory, Tin Wah Noodle Co. in 1994. Mon Sing Noodle Co. has since relocated to 1950 Innes Ave. #3, next to its sister company in the Bayview neighborhood.

The original business is located on the north side of Innes Avenue between Selby Street and the Caltrain right-of-way in the Bayview neighborhood. It is within an PDR (Production, Distribution, and Repair) Zoning District and within an 80-E Height and Bulk District.



## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1932.

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

Yes. Mon Sing Noodle Co. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Mon Sing Noodle Co. has operated continuously in San Francisco for 87 years.
- ii. Mon Sing Noodle Co. has contributed to the history and identity of San Francisco.
- iii. Mon Sing Noodle Co. 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 the craft of noodle making.

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

No.

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

No. The property has a Planning Department Historic Resource status of "B" (Properties Requiring Further Consultation and Review) due to the age of the building, which was constructed in 1964.

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

No. However, the property is located within the boundaries of the African American Arts and Cultural District.

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

Yes. Mon Sing's "homemade" noodles, including their famous shui mein, are mentioned in a number of restaurant reviews and books.

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

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

- 1950 Innes Avenue

#### **Recommended by Applicant**

- Selection of Asian, Middle Eastern and Italian noodles, wraps and pastas
- Vintage noodle making machinery, including mixers, rollers, and cutters
- Master noodle makers

#### **Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

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

HEARING DATE: FEBRUARY 20, 2019

*Case No.:* 2019-001337LBR  
*Business Name:* Mon Sing Noodle Co.  
*Business Address:* 1950 Innes Avenue, #3  
*Zoning:* PDR (Production, Distribution, and Repair) Zoning District  
80-E Height and Bulk District  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MON SING NOODLE CO. CURRENTLY LOCATED AT 1950 INNES AVENUE, #3, (BLOCK/LOT 5250/005).**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on 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 Mon Sing Noodle Co. 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 Mon Sing Noodle Co.

***Location(s):***

- *1950 Innes Avenue*

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

- *Selection of Asian, Middle Eastern and Italian noodles, wraps and pastas*
- *Vintage noodle making machinery, including mixers, rollers, and cutters*
- *Master noodle makers*

**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 2019-001337LBR to the Office of Small Business. February 20, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: