

Legacy Business Registry Staff Report

HEARING DATE MAY 13, 2019

BUTTER BAR & RESTAURANT

Application No.: LBR-2018-19-048
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
District: District 6
Applicant: Vlad Cood of Pure Entertainment LLC, Managing Member / Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Butter Bar & Restaurant (Butter) opened on May 21, 1999. Butter was created by brothers Carlton and Chris Solle, who were two of San Francisco's top house music promoters and leaders in the verging electronic music and dance industry that has since established itself as the global standard. During their nightlife promoting efforts, they developed the concept for a cozy theme bar that would be a home to the city's nightlife community and for the industry's DJs, promoters and producers to have a place they could call their own.

The brothers rallied promoters and artists to invest and support their bar concept in hopes of creating San Francisco's first DJ House-Bar, solely dedicated to promoting the house-techno sound. Butter was financed through a crowd-funding campaign decades before the term and concept were ever coined as a way of funding ventures through micro investments from a captive audience. Because it was funded by the best actors in the dance-music community, it became the informal home for the growing industry.

The brothers purchased Bee's Kitchen, a long time Chinese restaurant, and secured a long-term lease under the name Pure Entertainment LLC. In 2003, the Solle Brothers decided to pursue other adventures and turned over ownership of Butter to their partners. At that time, a good deal of the shareholder interest pool consolidated. As a result, Oliver Paine, the original general manager, and bar manager Marco Ligman, took over. They continued operating Butter until 2009 when their ownership interests were again consolidated by Vlad Cood who became Butter's operator and primary shareholder.

The business is located on the west side of 11th Street between Folsom and Harrison streets in the South of Market neighborhood. It is within a WMUO (WSOMA Mixed Use-Office) Zoning District.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

No, the applicant has not operated in San Francisco for 30 or more years.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

354 11th Street from 1999 to Present (20 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, had no break in San Francisco operations exceeding two years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes. Butter Bar & Restaurant has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the SoMa neighborhood and, if not included on the Registry, would face a significant risk of displacement.

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 SoMa 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:

- Butter Bar & Restaurant is associated with the tradition of DJ house music.
- Butter Bar & Restaurant has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- The property has a Planning Department Historic Resource status of "B" (Requires Further Research / Age Eligible) because of its age (1906). The property is immediately adjacent to the boundary of the Western SoMa Light Industrial and Residential Historic District developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significance: 1906-1936.
- Butter has received national and global press coverage. Butter has appeared in programs aired on the Food Network, Travel Channel and DIY Network and Discovery Network; it's been a question on Jeopardy; it is listed in nearly every Moon, Lonely Planet and Frommer's travel guide book over the past two decades; and it is the undisputed place of origination for the Red Bull Vodka cocktail. Butter is a San Francisco tourist destination. Locally, Butter has been written about in the San Francisco Examiner, San Francisco Chronicle, SF Weekly, SF Bay Guardian, 7x7, 944, Gloss, Bay Fashion, Club Scene, Lotus, Excelerator and more.

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

Yes, Butter Bar & Restaurant is committed to maintaining the physical features and traditions that define the organization.





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HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Butter Bar & Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- “Trashy-chic” style.
- Winnebago interior decoration.
- Airstream trailer kitchen.
- Island bar layout.
- Overhead projections on walls and multitude of kitsch and drink memorabilia.
- Microwaved menu items.
- Signature drinks.
- Marquee sign.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Bar.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Butter Bar & Restaurant currently located at 354 11th 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 MAY 13, 2019

BUTTER BAR & RESTAURANT

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-048
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
District: District 6
Applicant: Vlad Cood of Pure Entertainment LLC, Managing Member / Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BUTTER BAR & RESTAURANT, CURRENTLY LOCATED AT 354 11TH 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 May 13, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Butter Bar & Restaurant in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Butter Bar & Restaurant:

Physical Features or Traditions that Define the Business:

- "Trashy-chic" style.
• Winnebago interior decoration.
• Airstream trailer kitchen.
• Island bar layout.
• Overhead projections on walls and multitude of kitsch and drink memorabilia.
• Microwaved menu items.
• Signature drinks.
• Marquee sign.

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

- Bar.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 13, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-048
Business Name: Butter Bar & Restaurant
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Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney

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

354 11th Street from 1999 to Present (20 years).

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
 _____ Yes _____ No

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: Butter faces landlord-tenant issues that it hopes to resolve in a positive manner. Upon the former property owners' passing, their affairs were left in the hands of individuals with fewer ties to the property and the neighborhood and its colorful history. It's the hope of Butter that the new property owners will take pride in the Legacy Business status honoring the business, thus unifying divisions and minimizing the possibility of future displacement.

DELIVERY DATE TO HPC: April 3, 2019

Richard Kurylo
 Program Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

MATT HANEY

March 28, 2019

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Dick-Endrizzi,

I am honored to have the privilege of nominating Butter, located at 354 11th Street in SOMA, for San Francisco's Legacy Business Program.

Butter is a staple of our city's nightlife scene, with a legendary food menu, chill vibe, and good music. At a time when more and more nightlife venues are being pushed out of San Francisco by rising rents and expanding residential and office development, Butter deserves all the recognition and protections that the Legacy Business Program and City of San Francisco have to offer.

Please contact Vlad Cood, 415-863-5964, vlad@smoothasbutter.com, to inform them of their nomination.

Thank you for your consideration,

Matt Haney

A handwritten signature in blue ink, appearing to read "Matt Haney", with a long horizontal flourish extending to the right.

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:		
Butter Bar & Restaraunt		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Pure Entertainment LLC - Vlad Cood & Marco Ligman		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
354 11th street, SF CA 94103		((415))863-5964
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.smoothasbutter.com	facebook.com/SFButter	yelp.com/biz/butter

APPLICANT'S NAME	
Vlad Cood of Pure Entertainment LLC	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Managing Member / Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
354 11th street SF CA 94103	[REDACTED]
	EMAIL:
	[REDACTED]

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
326518	97540863

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
354 11th street	94103	1/1/1997
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	10/1/1998 - 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
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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.

Vlad Cood

2/19/19



Name (Print):

Date:

Signature:

THE BUTTER BAR AND RESTAURANT

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

The Butter Bar & Restaurant (Butter), located at 354 11th Street in SoMa, is an authentic and quintessential San Francisco born business that honors its heritage through the creativity and ingenuity that makes the city a groundbreaking cultural mecca. The business registration began on January 1, 1999 (its official start date), and the bar opened on May 21, 1999. Butter is an ideal candidate for the Legacy Business Registry having made history, served its community, cherished its traditions and proudly represented its San Francisco roots on a national and global level.

Butter was the brainchild of brothers Carlton and Chris Solle in the late 1990s. They were two of San Francisco's top house music promoters and leaders in the verging electronic music and dance industry that has since established itself as the global standard. During their nightlife promoting efforts, they'd always talked about creating a cozy theme bar that would be a home to the city's nightlife community and for the industry's DJs, promoters and producers to have a place they could call their own; for the people, by the people.

Together, Chris and Carlton rallied many of the promoters and artists of that time to band together to invest and support their bar concept in hopes of creating San Francisco's first DJ-House-Bar, solely dedicated to promoting the house-techno sound and the community that spawned it. They named the concept "Butter" for the simplest reason ... who doesn't like butter? Financed by a nucleus of San Francisco's most prolific promoters and artists of that time, Butter was crafted as the city's very first themed bar-restaurant by the many movers and shakers of the city's dance and music community. Online, Butter lives at www.SmoothAsButter.com and still maintains its original and vintage HTML website ... simply for nostalgia purposes to honor its heritage.

The Solle brothers extended the opportunity to be an investor in Butter to just about everyone in the nightlife community. Years ahead of its time, Butter was financed through a crowd-funding campaign decades before the term and concept were ever coined as a way of funding ventures through micro investments from a captive audience. Because it was funded by the best actors in the dance-music community, it became the informal home for the growing industry. It was as if everyone owned a piece of the place and was a true community co-op family style venture.

From the 1950s until 1998, the location was the home of "Bee's Kitchen," which was operated by a noble Chinese American family named Hom. The Homs worked hard as employees at Bee's and

were eventually able buy the restaurant and the property from the original proprietors. Carlton spent many months eating at Bee's till he finally convinced Frank and Katie Hom into selling him their family restaurant so he could create a place as worthy for his extended family – the San Francisco dance and music community. Carlton was vigilantly persistent, and at some point in mid-1998, Frank and Katie decided it was time to retire Bee's and make room for a fresh and youthfully oriented business to utilize the space and continue serving the neighborhood.

Carlton and Chris seized the moment! They rallied their dedicated supporters from the nightlife community and raised the necessary funding to purchase Bee's Kitchen and secure a long term lease under the name Pure Entertainment LLC. And thus, in mid-1998, Butter was born. After a fresh remodel, Butter opened for business in May 1999 and has seamlessly operated against much adversity, and without any interruption, since day one.

In 2003, the Solle Brothers decided to pursue other adventures and turned over ownership of Butter to their partners. At that time, a good deal of the shareholder interest pool consolidated. As a result, Oliver Paine, the original general manager, and bar manager Marco Ligman, took over. They continued operating Butter until 2009 when their ownership interests were again consolidated by Vlad Cood who became Butter's operator and primary shareholder. Since then, Vlad has dedicated himself to make sure the lights have stayed on, night after night, week after week, year after year ... as they have since 1999.

Even today, the lights shine just as bright, yet Butters future is not guaranteed. Like a growing number of San Francisco businesses, Butter has faced, and continues to face, landlord-tenant issues that it hopes will resolve in a positive manner. Upon Frank and Katie Homs' passing, their affairs were left in the hands of individuals with fewer ties to the property and the neighborhood and its colorful history. It's the hope of Butter that the property owners will take pride in the Legacy Business status honoring the business, thus unifying divisions and minimizing the possibility of future displacement. This would enable Butter to continue its mission to uphold its traditions, keep its family together and rejoice in servicing its community.

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

Butter has seamlessly operated since opening its doors on May 21, 1999, to present day.

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

Butter is a family owned and operated business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. The majority interest in Pure Entertainment LLC dba Butter is owned by business operator Vlad Cood and his wife Jennifer Cood.

The staff members and shareholders of the business, many of whom have worked at Butter for 15 to 20 years, as an extended family who share in the glory of successes and the struggles of hardships together as a family unit.

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

Pure Entertainment LLC dba Butter is the ownership entity that has always owned and operated the Butter Bar. The ownership history of Pure Entertainment LLC is as follows:

1999 to 2003:	Majority owners: Carlton Solle and Chris Solle
2003 to 2009:	Majority owners: Oliver Paine and Marco Ligman
2009 to Present:	Majority owners: Vlad Cood and Jennifer Cood

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

Documentation of the existence of the business verifying it has been in operation for 20+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 354-358 11th Street that houses the Butter Bar & Restaurant, built in 1906, is classified by the Planning Department as "Category B, Unknown / Age Eligible" with regard to the California Environmental Quality Act. The property is the only Edwardian building on the block that survived the Great 1906 San Francisco Earthquake, entirely due to the good fortune that it was under construction during the horrific event. Therefore, it may well qualify for historic preservation status.

CRITERION 2

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

Upon opening its doors in May of 1999, Butter became an instant success. Butter immediately began serving deep fried fanfare, as well as serving its role as an informal office, conference room and watering hole for all of the city's roaming nomad nightlife promoters. They all came here, regularly and often. Butter was where the nights started, and it was where promoters would come during the day to network ideas and foster relationships that sparked new and exciting ventures.

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

Many serendipitous introductions have taken place at the bar, and the collective ideas from those chance encounters blossomed into businesses models operating successfully today. It's impossible to know or list them all, but it's not hard to trace the roots of many technology and social media ventures, artist collectives, app developers and other post "dot-bomb" success stories to random encounters at Butter, mainly through staff introductions. Butter is a unique contributor to the entertainment on 11th Street and a place where entrepreneurs and innovators have come to network.

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

Despite its small size, Butter is a goliath based on national and global press coverage. Butter has appeared in programs aired on the Food Network, Travel Channel and DIY Network and Discovery Network; it's been a question on Jeopardy; it is listed in nearly every Moon, Lonely Planet and Frommer's travel guide book over the past two decades; and it is the undisputed place of origination for the Red Bull Vodka cocktail. Butter is a San Francisco tourist destination. Locally, Butter has been written about in the San Francisco Examiner, San Francisco Chronicle, SF Weekly, SF Bay Guardian, 7x7, 944, Gloss, Bay Fashion, Club Scene, Lotus, Excelerator and more. Following is a sample:

- Supercall.com – How to Make a Red Bull Vodka, According to the Bar That Invented It – July 2018
<https://www.supercall.com/culture/how-to-make-red-bull-vodka-original-bar>
- Punchdrink.com – The Life and Times of the Vodka Red Bull – June 2018
<https://punchdrink.com/articles/life-times-red-bull-vodka-drink-history/>
- KPIX 5 CBS - Best Black Wednesday Bars In San Francisco – Nov 2016
<https://sanfrancisco.cbslocal.com/2016/11/15/best-black-wednesday-bars-in-san-francisco/>
- KRON 4 - First Annual Yelp Awards: Winner for Best Production Design – Feb 2014
<https://youtu.be/z1jed-Co0U>
- SF Station.com – San Francisco's Best Pre-Party Destinations Before a Night of Clubbing – Sept 2013
<https://www.sfstation.com/guides/san-francisco-best-pre-party-spots-before-clubbing/>
- SF Weekly – Best White-Trash Diner – May 2008
<http://www.sfweekly.com/best-of-san-francisco/best-white-trash-diner/>

In addition, numerous social media blogs and articles about Butter pop up regularly on the national and international circuit, and over the past 20 years, Butter's themed DJ-Bar concept has been highly mimicked, with a similar or identical format imitated in many variations worldwide.

In addition to the amount of local, national and online press Butter receives, it has also been honored annually for its achievements by Zagat, and there have been numerous recognitions by SF Best of the Bay and its peers, including the following:

- SF Nitey Awards – Nominated for Best Small Nightclub – 2017
- SF Nitey Awards – Nominated for Best Neighborhood Bar – 2016
- SF Nitey Awards – Nominated for Best Dive Bar – 2015
- San Francisco A List Award – Winner of Best Dive Bar – Feb 2013

Despite all its accolades, and the undisputed fact that Butter was the very first place in San Francisco specifically designed as a kitschy restaurant with a DJ station behind the bar, Butter has never lost its humble roots. Butter's slogan of "Two Turntables and a Microwave!" was then, and still is now, Butter's original catch phrase, and holds as true to form today as it was two decades ago.

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

Of the many prolific figures associated with Butter over the past 20 years, in direct and ancillary rolls, Vlad Cood stands out the most. Vlad had been an ancillary part of Butter from its inception, as well as a primary nightlife industry figure in the country in his time. He was a dance music promoter from the original days of the San Francisco underground scene. Among his many achievements were the orbital success of his production company, Feel Good Entertainment, and his ownership and operations of the Whisper Dance Lounge and other bars and restaurants in the city. To his peers, Vlad was considered the pioneer of the San Francisco rave scene. He was the promoter that coined P.L.U.R. (Peace+Love+Unity+Respect) and the paramount driving force behind the huge over-ground rave movement that inspired a ragtag community of underground party organizers to begin producing massive permitted music festivals, circa 1992 to 2002, which were the predecessors of today's global electronic dance music (EDM) movement. Much of Vlad's success and influence was attributed to him being the "voice of the scene" through his daily "Buzz-Line" reports from 1991-2003. In addition, Vlad was the master leaseholder of the legendary and infamous Home Base, a 250,000-square-foot warehouse adjacent to the Oakland Coliseum where he produced his globally renowned "Feel Good Missives" from 1995-2000. These enormous monthly gatherings were enjoyed by 10,000 to 30,000 attendees at each monthly event for 5+ years. With his dedicated staff of 300+ strong, he created incredible community dance experiences that were reproduced globally and are now memorialized the world over.

Vlad may have been a larger than life figure at that time, but he was always an affirmative believer in maintaining traditions and bringing strangers together as family through music and dancing. Thereby he was the most suitable and qualified operator to assume that vanguard role at Butter.

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

Butter demonstrates its commitment to the community through ongoing community engagement, stewardship of its place in San Francisco nightlife history and hosting community outreach and benefit events.

Through its managing member, Vlad Cood, Butter is highly engaged in city government. It was a driving force behind the San Francisco Late Night Coalition in the mid '90s, which became the lobbying backbone for the establishment of the San Francisco Entertainment Commission. It was a founding member of the California Music and Culture Association (CMAC). It was also the organizational driving force behind the Western SoMa Entertainment District, a trade union of 25+ clubs, bars, restaurants and event spaces that operate in and around the 11th Street entertainment corridor.

Butter was also a core member of the SoMa Leadership Council spearheaded by the late Jim Meko that was responsible for the drafting and adoption of the first ever community organized rezoning and redistricting plan mandated by the San Francisco Planning Commission. Butter's participation and perseverance at the monthly meetings for over six years was significantly responsible for preserving entertainment in Western SoMa as a right of use. Butter's diligence insulated the entertainment venues from being phased out to residential development by reclassifying residential property on the 11th Street corridor as conditional use and restricting future residential development on the block.

Butter continues to be actively represented in city government through Vlad Cood. He is involved with entertainment and tourism at the district and citywide levels and attends Police Commission meetings and Entertainment Commission annual summits. Vlad rarely misses the bi-weekly Entertainment Commission hearings. He is a member of the San Francisco Bar Alliance and has his finger on the pulse of most other entertainment industry forums and functions. Vlad is often referred to as the "Mayor of 11th Street" because of his connections and associations with all the other entertainment venues and his pacifist efforts to find common ground between the residents and the stakeholders of the community so that everyone can live and work together in harmony.

As a recent example of community outreach, Butter held a memorial for a local homeless man named Modesto who was killed in a hit and run at the intersection of 9th and Howard streets on September 18, 2018. Modesto made the block of 11th Street between Folsom and Harrison streets his home for the last 25 years and was a daily fixture in the neighborhood. In addition to having a public memorial open to everyone – local residents and local homeless alike – Butter facilitated donations in Modesto's name totaling \$5,500 to the Episcopal Community Services Sanctuary Shelter operating on 8th and Howard streets to help the homeless of SoMa. Butter additionally dedicated a plaque on its parklet bench in honor of Modesto's memory. A picture of the plaque is included in this Legacy application.

Butter is also an avid donator of gift certificates to local elementary and middle schools for their annual charitable auctions. Butter maintains an open door policy for any legitimate nonprofit organization that wishes to hold a fundraiser at Butter on a pro bono basis without any hesitation, or a neighborhood group that needs a place to host a meeting or a community gathering. Over the

years, Butter has participated in hundreds of such benefit events and assisted in raising hundreds of thousands of dollars and countless amounts of outreach for all these worthwhile causes.

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

Operating now for 20+ years as a contributor to the 11th Street entertainment corridor – never going dark and always open to all – is what’s made Butter a definitive San Francisco institution and epicenter for the San Francisco dance-music-nightlife community. It’s estimated that in 20+ years, over 1.2 million visitors have walked through Butter’s doors, taken pictures and shared those memories in the multi-millions on social media globally. It’s also estimated that Butter has attributed to thousands of people coupling up after meeting here, and child conceptions in the hundreds after nights spent at Butter.

Every week, Butter throws a five-night party that’s been raging continuously for 20 years; with an amazing vibe and an untarnished safety record. To operate ~75,000 hours at this level of intensity without a major incident is quite the achievement in and of itself. Butter has been doing this systematically, without wavering from its incepted music format and anti-establishment theme, all while operating fearlessly and unapologetically, since day one. In the San Francisco nightlife industry, Butter continues to set the bar to the highest standards for how this multicultural city brings people together through music and dancing.

Butter thrives as a centerpiece of the 11th Street Club Corridor, SoMa’s entertainment sector. While most of the venues in and around the Corridor have turned over ownership and established new brands, some numerous times, only a few have stayed true and certain, including Slim’s, DNA Lounge, SF Eagle and Butter. All three establishments aside from Butter are already on the Legacy Businesses Registry, as well as Lone Star Saloon and The Stud a few blocks away. All of these longstanding venues are what the Western SoMa Entertainment District has been built around. Despite Butter being the smallest of all, many memorable shows at Slim’s or sensational nights of dancing DNA Lounge start with drinks at Butter.

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

Butter is gloriously bawdy, with a checkerboard floor, aluminum siding and neon signs adding to the trashy-chic vibe.¹ The most prominent elements impossible to miss include the gigantic Winnebago crashing through the front of the bar, the Airstream trailer converted to a kitchen, the island bar layout, the overhead projections on the walls and the sensory overload of kitsch and drink memorabilia that embellishes every nook and cranny in the place.

In 2012, Butter was granted the first parklet permit when the program began and still has the longest city parklet of 42 linear feet permitted in the city. It is the only curbside parklet on 11th Street, offering the neighboring residents some charm and needed character as a small outcropping of nature in a mostly concrete neighborhood.

¹ Thrillist, Julie Cerick, <https://www.thrillist.com/venue/drink/san-francisco/bar/butter>.

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

People are also amazed to see the same staff working behind the bar every time they are here. Butter has had very little employee turnover since it opened. Staff members, the heart and soul of Butter, consider themselves family, and truly are the soul of Butter's essence and operations.

Even though some staff have moved on, and remain dearly missed, much of the staff is the opening crew from 1999. Butter's roots run deep to the best parts of the house music scene, representing a family and community essence. It's why at Butter, they never say thank you or good-bye ... they always say, "Butter Luv's Ya!"

It's impossible to duplicate Butter in a city that is becoming increasingly transient in the digitally virtual age. Butter is not just a high energy party bar on the weekends, but a real life social service agency bringing people together daily for fun times in an age of digital disengagement. Twenty years from now, people will still be coming to Butter and leaving with the same good-vibe feelings and memories. For that reason, there is nothing more important to Butter than to uphold its identity and commitment to maintaining its unconventional food, unique beverage and original music themes so it can live up to its traditions and ideals of being a one-of-a-kind place in a one-of-a-kind city for its one-of-a-kind neighbors and customers. For Butter to have survived and thrived as long as it has, all while maintaining its integrity and enhancing its character without losing its way, deserves recognition so it can inspire others to stay true to their inceptions and follow their dreams. It's why recognizing Butter as a Legacy Business will aid it in representing the love that is San Francisco for a long time to come.

CRITERION 3

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

Butter's character is well defined and perpetuated through its support and maintenance of its time honored traditions and heritage. It's these unique features and physical elements that comprise Butter's makeup and lend extensively to its public notoriety.

Butter is a quirky dive bar offering deep-fried Twinkies, Jell-O shots and tater tots with a consistently lively clientele, cheap drinks and late night karaoke.² Butter is unparalleled in their application of the latest in radiated cuisine – tasty, home-cooked selections just like your babysitter used to make. Utilizing multiple microwaves, their trailer chef is capable of a dazzling array of dishes skillfully prepared using just the right power settings and timing sequences. Butter's bar has a constant eye on providing the perfect complimentary beverage pairings to their unique cuisine. They serve only the freshest Pabst Blue Ribbon on tap and a wide selection of 16 oz. tallboy canned beers. Also available at Butter are a host of cocktails prepared with nutritious

² Thrillist, Julie Cerick, <https://www.thrillist.com/venue/drink/san-francisco/bar/butter>.

grape and strawberry sodas for their increasingly health conscious clientele. Butter also features their infamous and most generous pour of Red Bull and vodka in town.

Every operating night, no less than a handful of guests share with the staff just how much they love Butter, and the meaning and place it holds in their lives and hearts. They show staff their Butter tattoos, tell them how long they've been going to the bar and share stories of how they met their significant other there. They love that Butter stands true to its roots, has never changed and always delivers a good time.

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)

In keeping with tradition, Butter still proudly represents its original food menu served out of an Airstream trailer that was converted into its kitchen. Butter's internal food truck has been slinging out trailer treats a decade before the food truck craze was even born. Butter's food menu has stayed the same since day one and features Butter's signature microwaveable and deep fried treats such as deep fried Twinkies and PBJ's. Butter is also the only restaurant that has been offering the original and authentic White Castle brand cheeseburger sliders on the entire West Coast since 1999. In San Francisco, only at Butter can one ingest a genuine White Castle cheeseburger served out of a vintage Airstream trailer inside of a full service bar-restaurant.

The signature drink menu has never changed either, and is represented on the same double-sided, hand-painted menu board that has been there since opening day. The original hand drawn drink logo menu proudly hangs in the center of the island bar, both being signature elements of Butter. At one time, the island bar was popular, but rarely are new bars constructed around the bar itself. The center island bar is one of the things that make Butter such a unique and authentic reflection of vintage Americana at its finest. And certainly, no "White-Trash-Americana-Trailer-Park-Theme-Microwave-Food-Serving-Island-Bar" could be complete without a Luau themed cocktail like Butter's own "Tiki Trash" made with coconut rum and Hawaiian Punch! In addition to its famous theme drinks are Butter's infamous Jell-O shots. They're made fresh daily in multiple flavors with a time tested secret recipe that makes them firm yet highly potent.

The stars of the show have always been Butter's signature drinks. They have always been made the same way, using unusual mixers such as canned grape and strawberry soda, Hawaiian Punch, Sunny Delight and Tang. Butter's specialty cocktails, mixed by Butter's "intoxicologists" have been poured the same consistent way since opening day. And Butter has been doing all this long before mixology cocktails bars ever existed as a mainstream fad. Butter's drinks are consistently strong and delicious original formulas, and several have been covered as drink features in industry periodicals as well as the subject of many online blogs, countless hangovers and even covered in song lyrics by a few well known pop artists.

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.).

In addition to having a full size 1950s Airstream trailer (“The Trailer”) inside the bar serving as its kitchen, Butter also has the entire front half of an authentic Winnebago recreational vehicle (“The RV”) mounted inside the bar. This intense sensory overload of kitsch and signage, along with customers’ independent embellishment contributions, make the decor elements at Butter one-of-a-kind in the known universe!

Butter is best known as the original birthplace of the R.V., aka the immortal Red Bull Vodka and its “Perfect Pour.” At the time Butter was being formed, Red Bull was hardly the global energy drink conglomerate it is today. It has truly come a long way in the last 20 years as well. In 1997, Red Bull was being sold out of the backs of cars by its local distributors on college campuses. Through Red Bull’s efforts to break into the rave scene at the time, the local reps were introduced to Butter at its early days of formation, and the concept of using Red Bull as a mixer with a vodka to create an energy club cocktail for late night dancing was institutionalized right here at Butter – and has since become a global phenomenon.

Butter proudly maintains its original marquee sign outside the building reflecting its shared bond with Red Bull. In fact, Butter is the only on-site alcohol serving establishment in the nation that is allowed to maintain a cobranded Red Bull sign on the front of its premises. And just like the logo-menu tagline reads, “an R.V. the size of a Winnebago,” Butter has an actual 1974 Winnebago Brave, which was the artistic basis for the R.V. drink logo on its drink menu, reconstructed inside the bar itself. Butter’s R.V. has been the backdrop for countless selfies and group pictures galore.

Even though the Winnebago in the bar is paralleled from the drink logo, people don’t always make the connection between the full sized RV in the bar and the R.V.’s (Red Bull Vodka’s) origin. Perhaps it’s due to the fact that drinking Red Bull Vodkas has become a bit passé with today’s revelers. But at Butter, you don’t order the “Perfect Pour” because the drink is ironic, you drink it because it’s iconic! By its own design, to stay true to its humble underground roots as an anti-establishment venue, Butter has relatively downplayed its drink fame of inventing the Red Bull Vodka. It’s one of those understated facts that make it so unpretentious, and why people love and respect Butter.

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

Documentation that demonstrates the business has been a bar/restaurant for 20+ years is included in this Legacy Business Registry application.

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 1

Resource Name or #: (Assigned by recorder) 354 - 356 11TH ST

P1. Other Identifier:

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 354 - 356 11TH ST

City: San Francisco

ZIP 94103

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 3521 008

*P3a. Description: (Describe resource and major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

354 - 356 11th Street is located on a 30' x 65' rectangular lot on the south side of 11th Street, between Folsom and Harrison streets. Built in 1906, 354 - 356 11th Street is a 2-story wood-frame mixed-use building that has been altered from its original Edwardian style. The rectangular building, clad in wood shiplap siding and smooth stucco, is capped by a flat roof. The foundation is concrete. The primary façade faces north and includes 3 bays. Typical fenestration consists of fixed plate-glass wood-sash windows and double-hung wood-sash windows on angled bays. Entrances feature partially-glazed flush metal doors and a metal roll-up door surmounted by a corrugated awning.

The building appears to be in good condition.

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple Family Property, HP6. 1-3 Story Commercial Building

*P4. Resources Present: Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Description of Photo:

North facade of 354 - 356 11th Street. 11/5/2007

*P6. Date Constructed/Age:

Historic Prehistoric Both

1906 SF Assessor's Office

*P7. Owner and Address

HOM FOOK NING & SHUI KING KW
652 10TH AVE

SAN FRANCISCO CA 94118

*P8. Recorded By:

Page & Turnbull, Inc. (CB)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 11/5/2007

*P10. Survey Type:

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "None")

Eastern Neighborhoods SOMA Survey

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (list):

A Brief Pictorial History of Butter

Butter Original Sign & The Front of the Building from Opening Day in May 1999

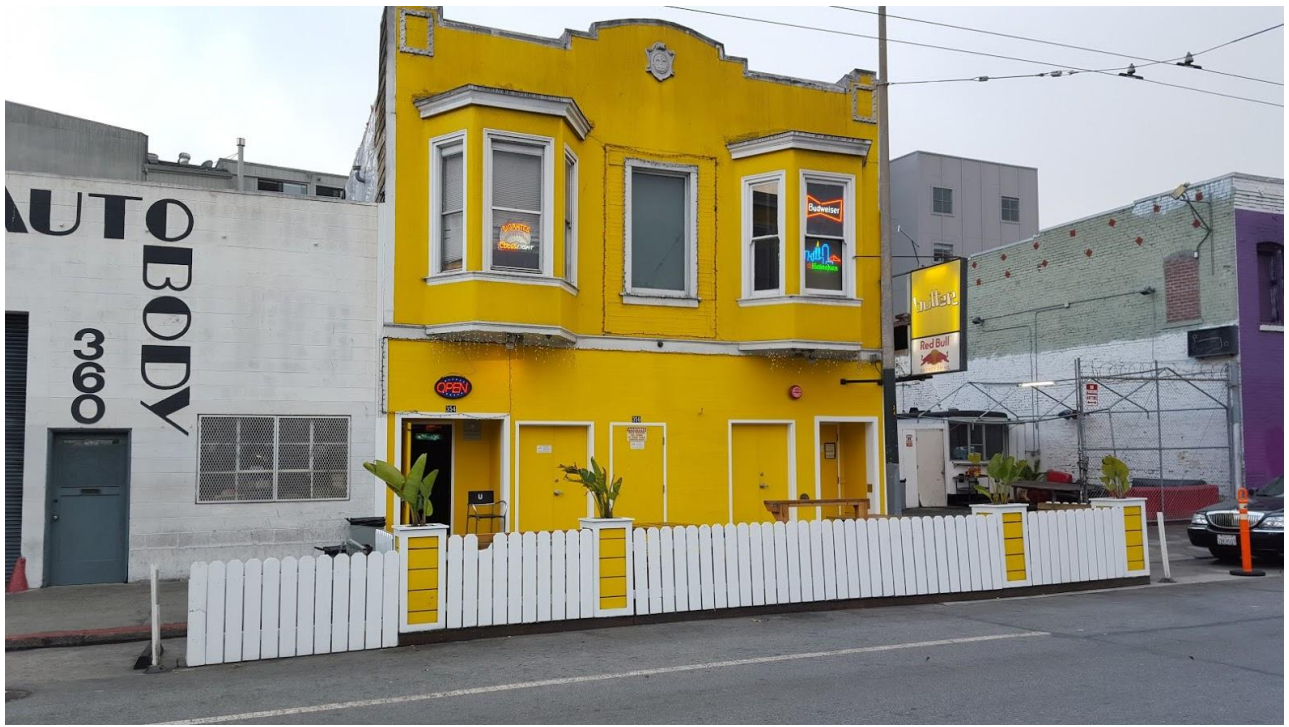


Butter circa 2009



Today's' Butter in 2019





Butter's Neighborhood Community Parklet since 2010





This Bench is Dedicated to the Enduring Memory of
Modesto Fegurdo aka Cuba aka Castro

October 4th 1943 – September 18th 2018

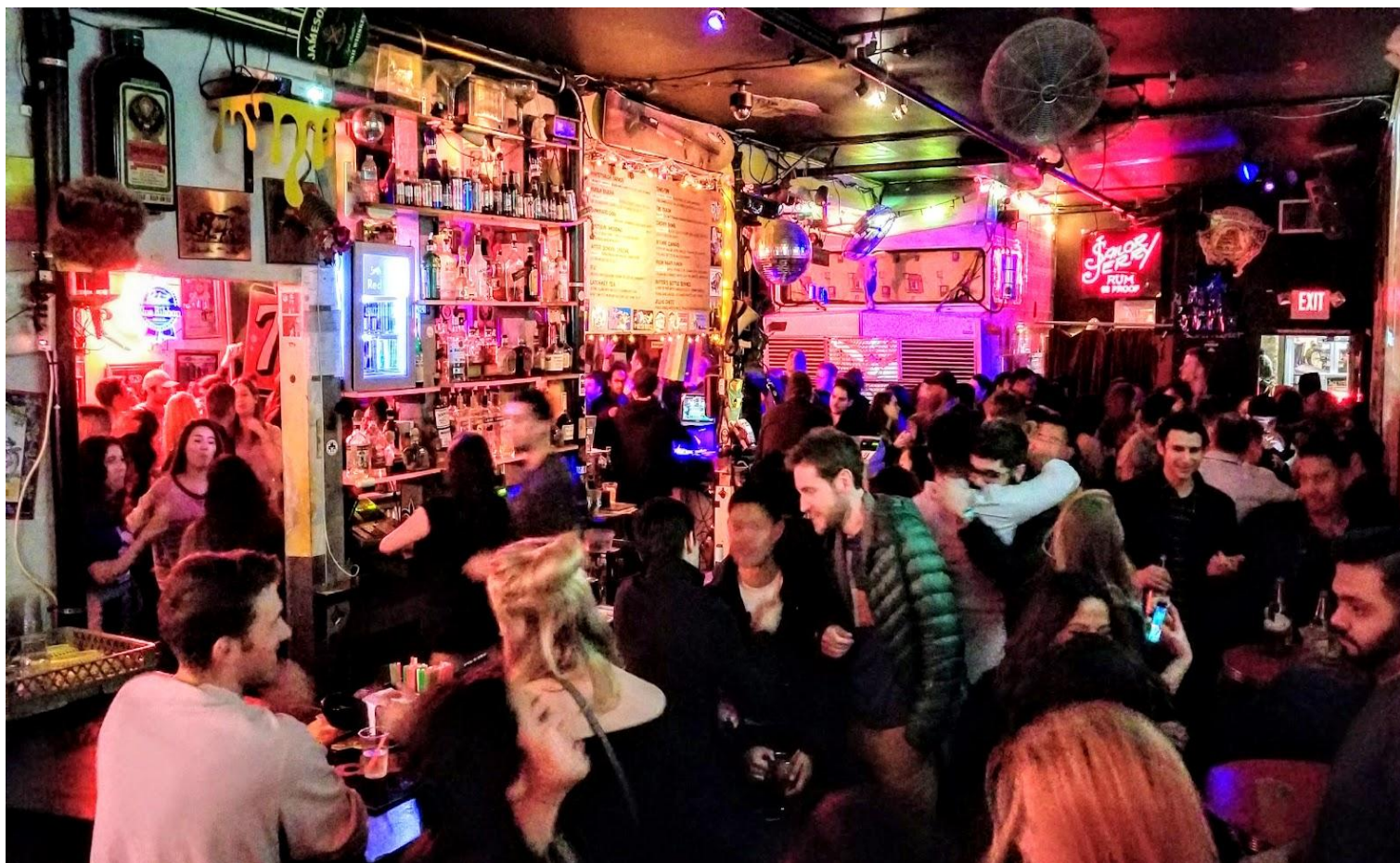
With his charming character and prankster grin,
He played his role to keep it fun, safe and cleaner than himself
for 20+ years on this block and will be missed but never forgotten.

"Water is for fish – I need a Beer!" – Modesto

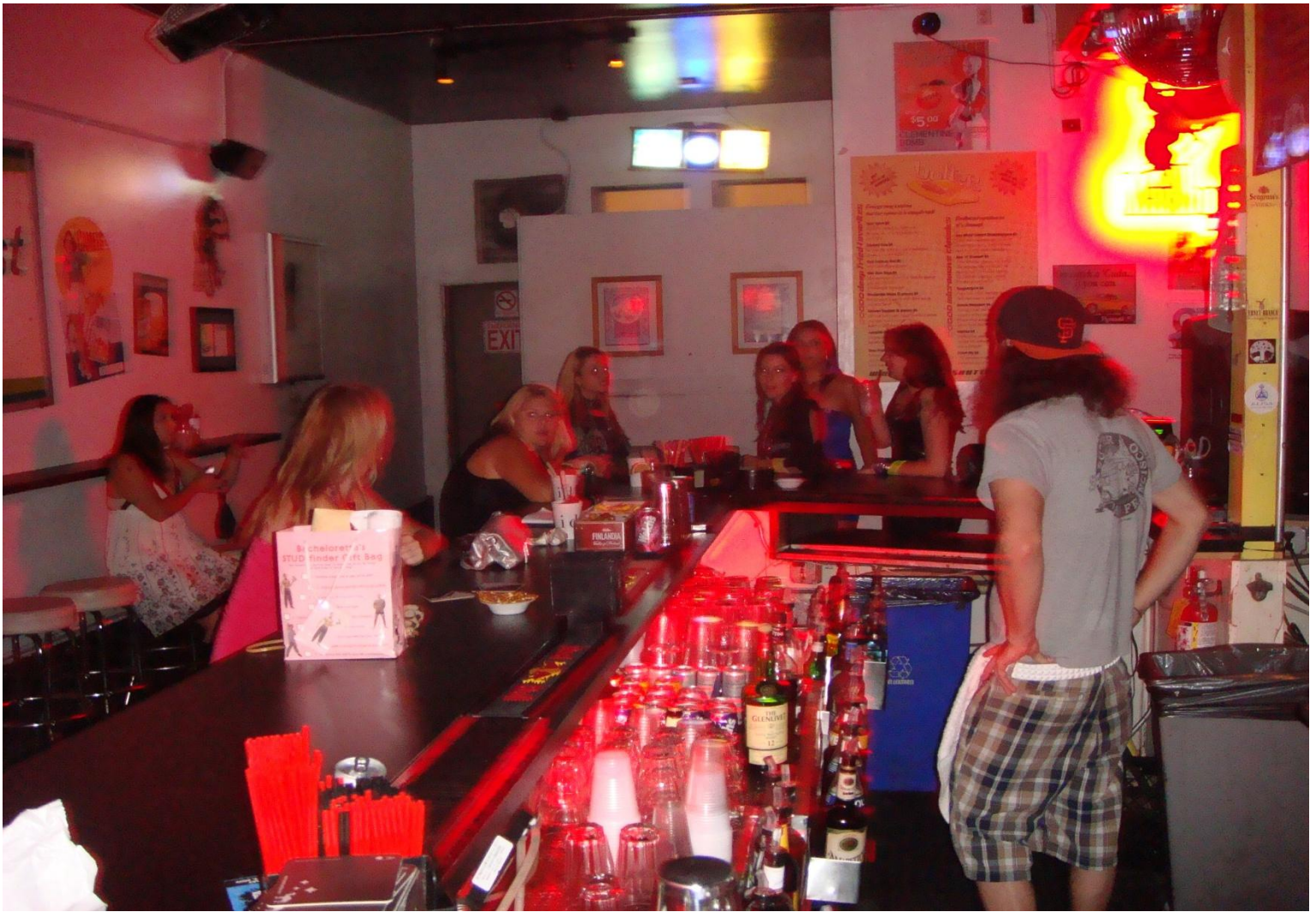
Butter way back Then....



How Butter is Now....



Butter Then...



Butter Now....



Butter Then....



Butter Now....



Butter Then...



Butter Now...



Why's there an RV in here? Cause the Redbull Vodka was here first!

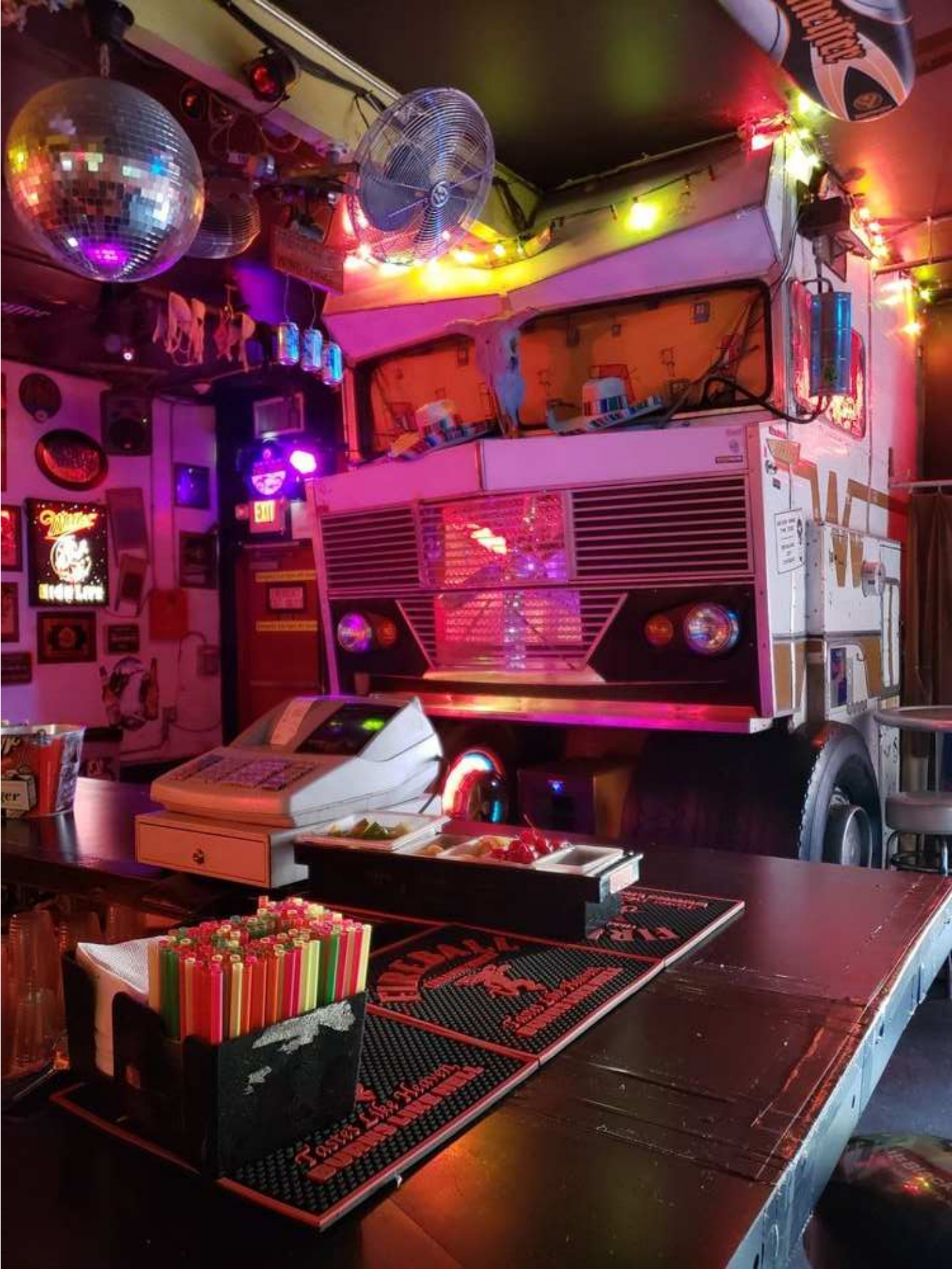


This RV was driven to Butter - it was the identical Winnebago used for the R.V. Drink Menu Logo.



A little chop shop action... and the R.V. was rebuilt inside Butter in 2009.





This is what the RV Looks like Today inside Butter.



The Invitation to Butter's Grand Opening on May 21st, 1999:



This is Butters 'Then and Now' Same Menu : 1999-2019 - 20 years of Delicious!

\$3
SELF-D
SHOTS



Spaghetti-O's + Franks \$3
Just like Pabst's babysitter would make

Mac & Cheese BITES \$5
Cheesy, Creamy & Boney Bits of Heaven

Deep Fried Twinkie or P.B.'n'I.
Small to Sweet, Hot, Frito, Spicy!

\$5

00000 deep fried favorites

Everything tastes better when it's deepfried!

- Tater Tots® \$3**
BUTTER's classic Low Carb* treat. We cook 'em up crispy just like the lunch lady.
- Cheesy Tots \$4**
Let your tots swim in a sea of processed cheese for an extra buck!
- Chili Cheesy Tots \$5**
Why stop with just cheese?
- Mini Corn Dogs \$4**
Bite size pieces of corn dog. Ideal for sharing with your friends... or keeping all to yourself.
- Mozzarella Sticks (6 pieces) \$4**
Perfect when dipped in fresh-from-the-jar marinara sauce.
- Chicken Nuggets (8 pieces) \$5**
We hand select each nugget to ensure quality and taste. Your choice of Ranch or BBQ dippin' sauce.
- Jalapeño Poppers (6 pieces) \$4**
Our executive chef recommends pairing poppers with a tall can of Coors Light®.
- Deep Fried Twinkie \$5**
Battered, rolled in crushed graham crackers, and fried!!! We at BUTTER feel that arteries were meant to be clogged.

00000 microwave classics

- Reheated cuisine at it's finest!*
- Two White Castle® Cheeseburgers \$3**
These mini cheeseburgers are world renowned for giving revelers a solid base for a long night of festivities.
- Mac 'n' Cheese® \$3**
A true American classic. This orange colored pasta tops the list as "the favorite food" of America's youth. Try it with our signature cocktail: The Afterschool Special!
- Spaghettios® \$4**
Pasta from a can, real fresh like your babysitter used to make!
- Beanie Weenies® \$4**
Cocktail franks and beans smothered in a savory hickory smoked sauce. Perfect when washed down with a pint of Pabst Blue Ribbon®.
- Nachos \$4**
Tortilla chips covered with warm canned cheese. Get authentic and enjoy them with a Corona®.
- Frito® Pie \$5**
Chili and cheese ladled over Fritos®, if you're looking for a belly bomb, this is it!

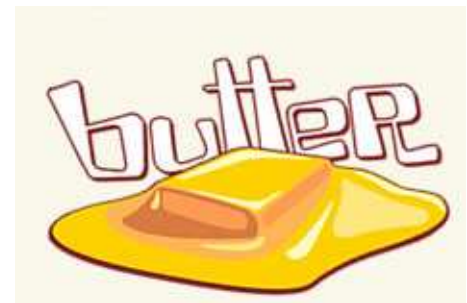
WWW.SMOOTHASBUTTER.COM

Butter's Original 'Then and Now' Drink Board in its Center Island Bar!



Butter's All-Time Signature drink logos





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DEEP FRIED FAVORITES

Tater Tots® \$3

BUTTER's classic Low Carb* treat. We cook 'em up crispy just like the lunch lady.

Cheesy Tots \$4

Let your tots swim in a sea of processed cheese for an extra buck!

Chili Cheesy Tots \$5

Why stop with just cheese?

Mini Corn Dogs \$4

Bite size pieces of corn dog. Ideal for sharing with your friends... or keeping all to yourself.

Mozzarella Sticks (6 pcs.) \$4

Perfect when dipped in fresh-from-the-jar marinara sauce.

Chicken Nuggets (8 pcs.) \$5

We hand select each nugget to ensure quality and taste. Your choice of Ranch or BBQ dippin' sauce.

Jalapeño Poppers (6 pcs) \$5

Our executive chef recommends pairing poppers with a tall can of Coors Light®.

Deep Fried Mac and Cheese \$5

Take the american classic, compress it into small bite size nuggets, and submerge it into 360 degree oil. Delish!

Deep Fried Twinkie \$5

Battered, rolled in crushed graham crackers, and fried!!! We at BUTTER feel that arteries were meant to be clogged.

Deep Fried PB&J \$5

Yes, really!

Twinkies - \$1

Moist golden sponge cake with creamy goodness inside.

MICROWAVE FAVORITES

Two White Castle® Cheeseburgers \$3

These mini cheeseburgers are world renowned for giving revelers a solid base for a long night of festivities.

Mac 'n' Cheese® \$3

A true American classic. This orange colored pasta tops the list as "the favorite food" of America's youth. Try it with our signature cocktail: The Afterschool Special!

Spaghettios® \$4

Pasta from a can, real fresh like your babysitter used to make!

Beanie Weenies® \$4

Cocktail franks and beans smothered in a savory hickory smoked sauce. Perfect when washed down with a pint of Pabst Blue Ribbon®.

Nachos \$4

Tortilla chips covered with warm canned cheese. Get authentic and enjoy them with a Corona®.

Frito® Pie \$4

Chili and cheese ladled over Fritos®. If you're looking for a belly bomb, this is it!

* Yeah, right.

Whitetrash Driver

Vodka and Original Florida Style Sunny-D®. Packed with vitamins!



This Space Intentionally Left Blank.

R.V.

This ain't no Winnebago.
Red Bull® and vodka. And lots of it.

Junkyard Dog

Stoli Vanil® and Thomas Kemper
Root Beer® on Draught. Woof! Woof!

Shotgun Wedding

A shot of JD and a cold Bud tall boy! A marriage made in
heaven. RIGHT?

After School Special

Vodka & grape soda. Jai's favorite!

Latch-Key Tea

A Long Island with strawberry soda instead of cola. It's
OK, Mom and
Dad don't get home 'till 6.

Tang-Tini

Absolut Mandrin®, Triple Sec, OJ in a Tang® rimmed
glass.

Tiki Trash

Coconut Rum and Hawaiian Punch. It's a luau in a glass!

Cherry Bomb

Seagram's Black Cherry vodka & Squirt over ice...
Light Fuse and Run Away!

Bitchin' Camaro

92 Proof Sailor Jerry spiced rum & Dr. Pepper.
This will get your motor runnin'!

Prom Night Punch

Seagram's Apple Vodka, 7-Up, Cranberry Juice, and a
splash of romance. We've got the limo till midnight!

Butter's Bottle Service

A pint of PBR and a mini bottle of Fernet Branca riding
side saddle. Yo Dawg! That's Livin Large!

Hubba Bubba

Seagram's Wild Grape Vodka, Squirt, and a splash of
cranberry. What else is there to say?

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354 11th Street - San Francisco, CA | [Contact Us!](#) | 415 863-5964

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Butter's Kitchen Snack Airstream Trailer – as built in 1999



Butter's Snack trailer - still in service every night - 20 years later in 2019!



Butter's Favorite Crowd Pleasers... served every night!



butter

354 11TH STREET • SOMA

SMOOTHASBUTTER.COM  FACEBOOK.COM/SFBUTTER

BIRTHPLACE

OF THE

RED BULL VODKA



ENJOY OUR SIGNATURE DRINKS!



butter

354 11th Street
San Francisco, USA

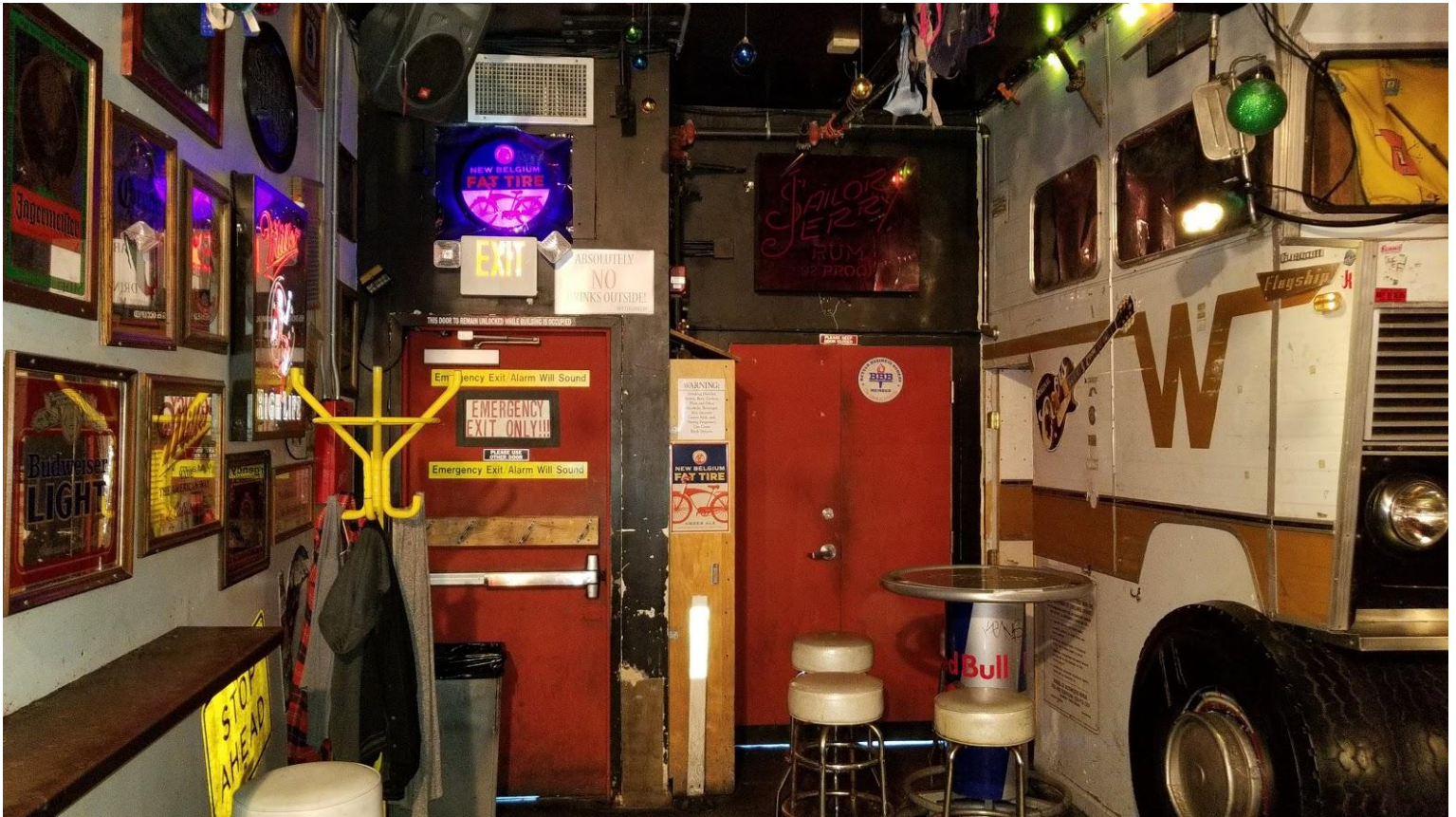
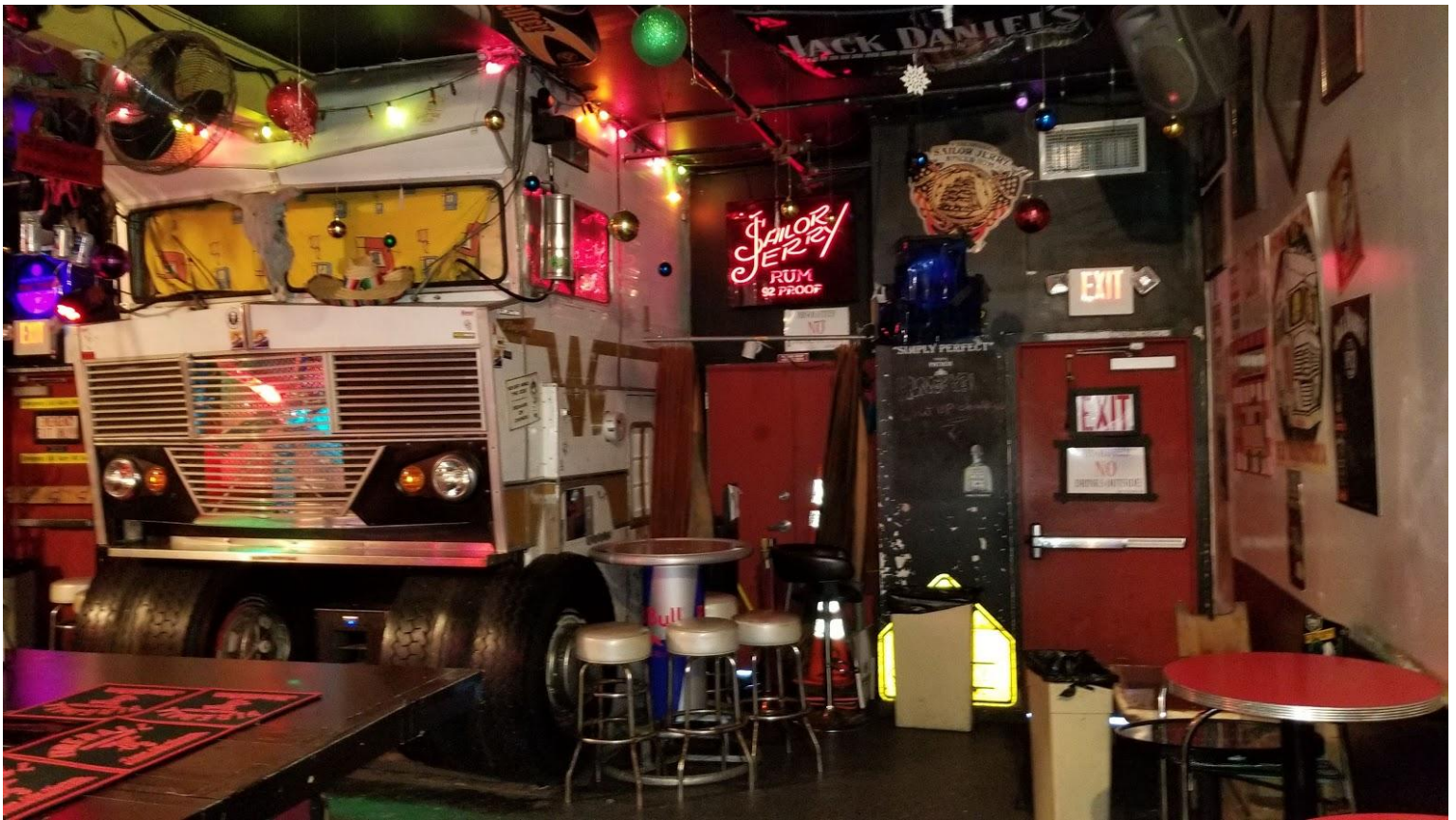
www.smoothasbutter.com

Current Pictures of the Butter Bar









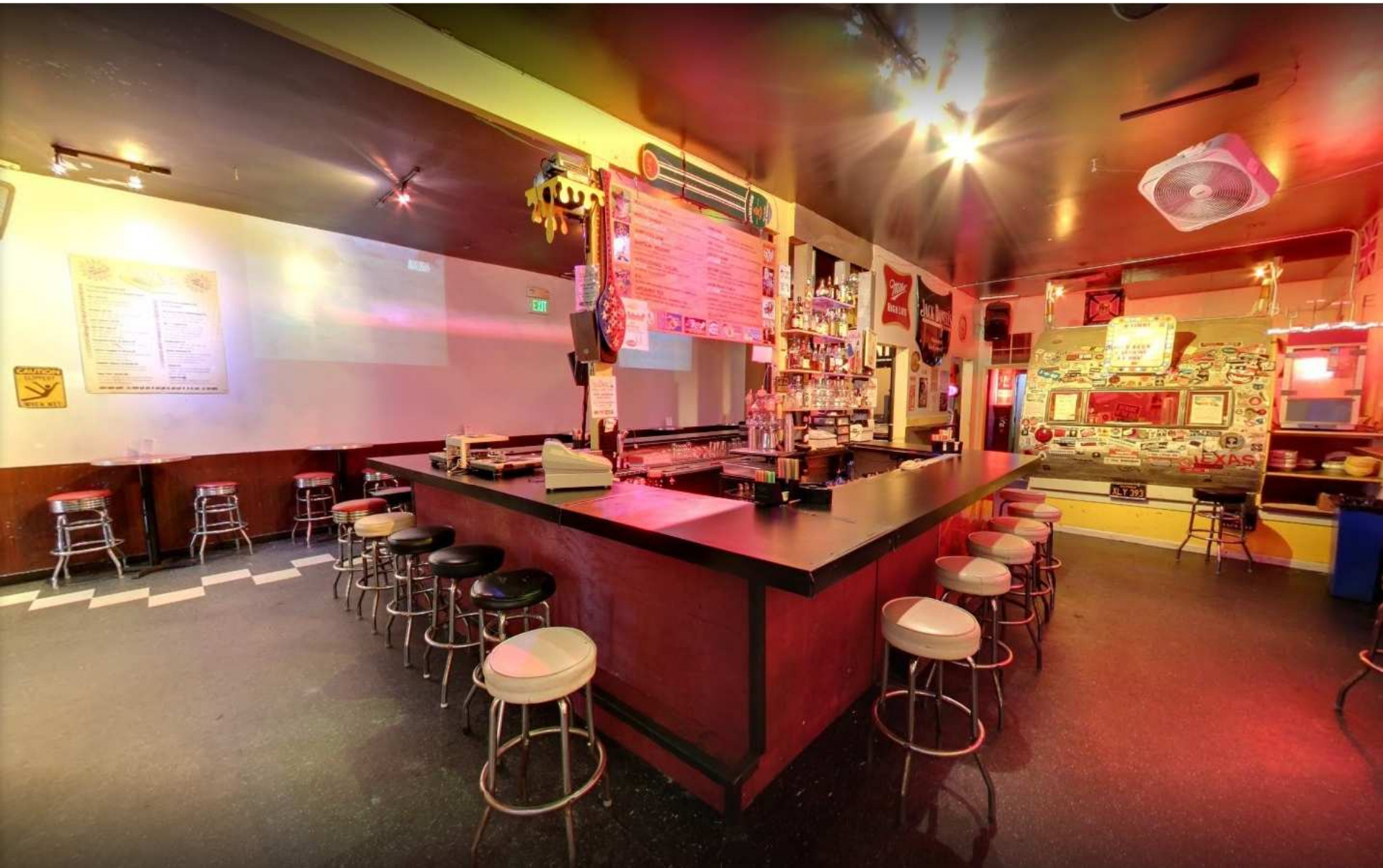


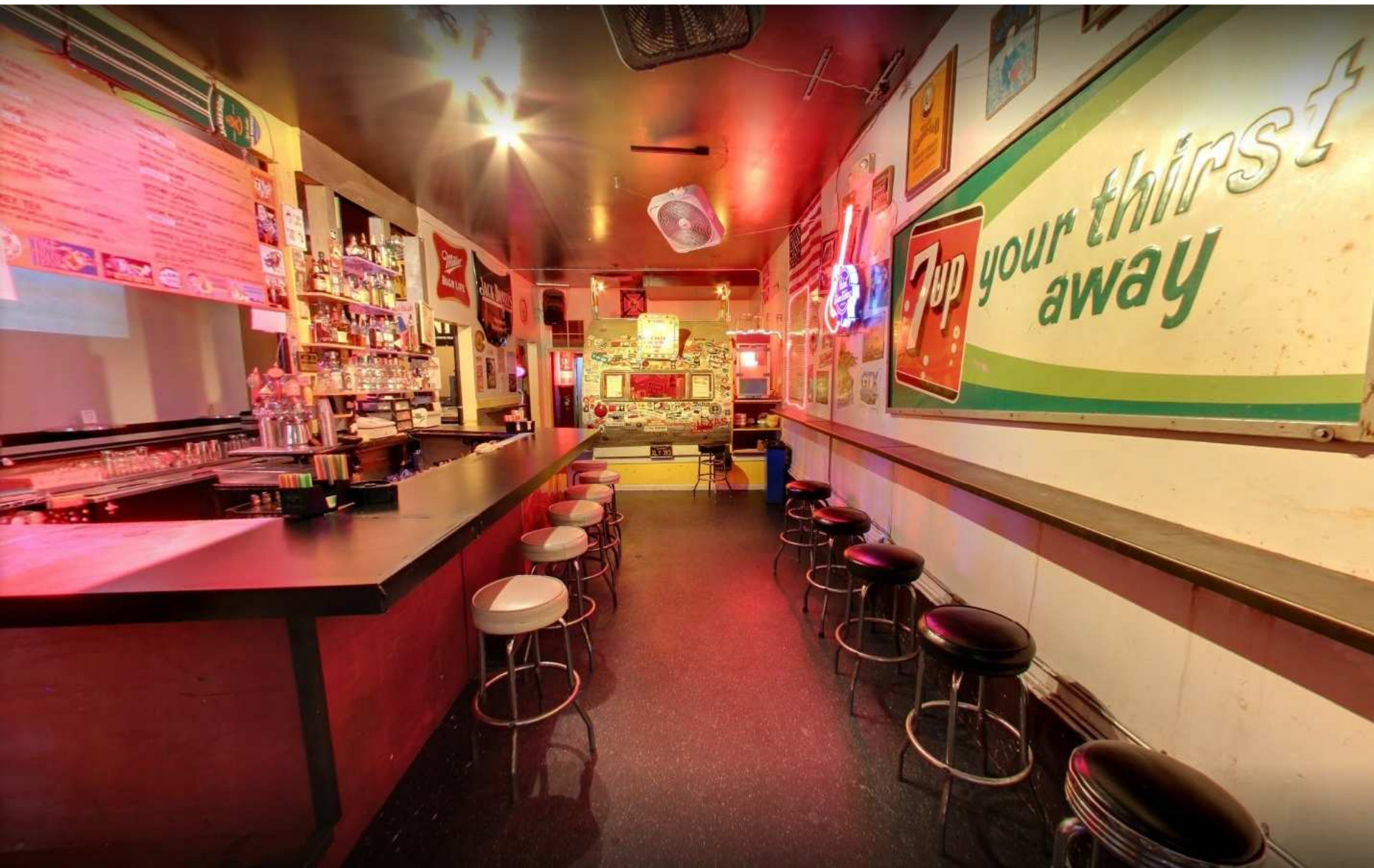
CASH ONLY

350 11th Street
San Francisco, CA
(415)

Menu board with various food items and prices. The board is divided into sections, including "Breads & Pastries", "Salads", "Sandwiches", "Wraps", "Burgers", "Pasta", "Desserts", and "Beverages". A "CASH ONLY" sign is visible on the board.

WARNING
NO
TRESPASSING

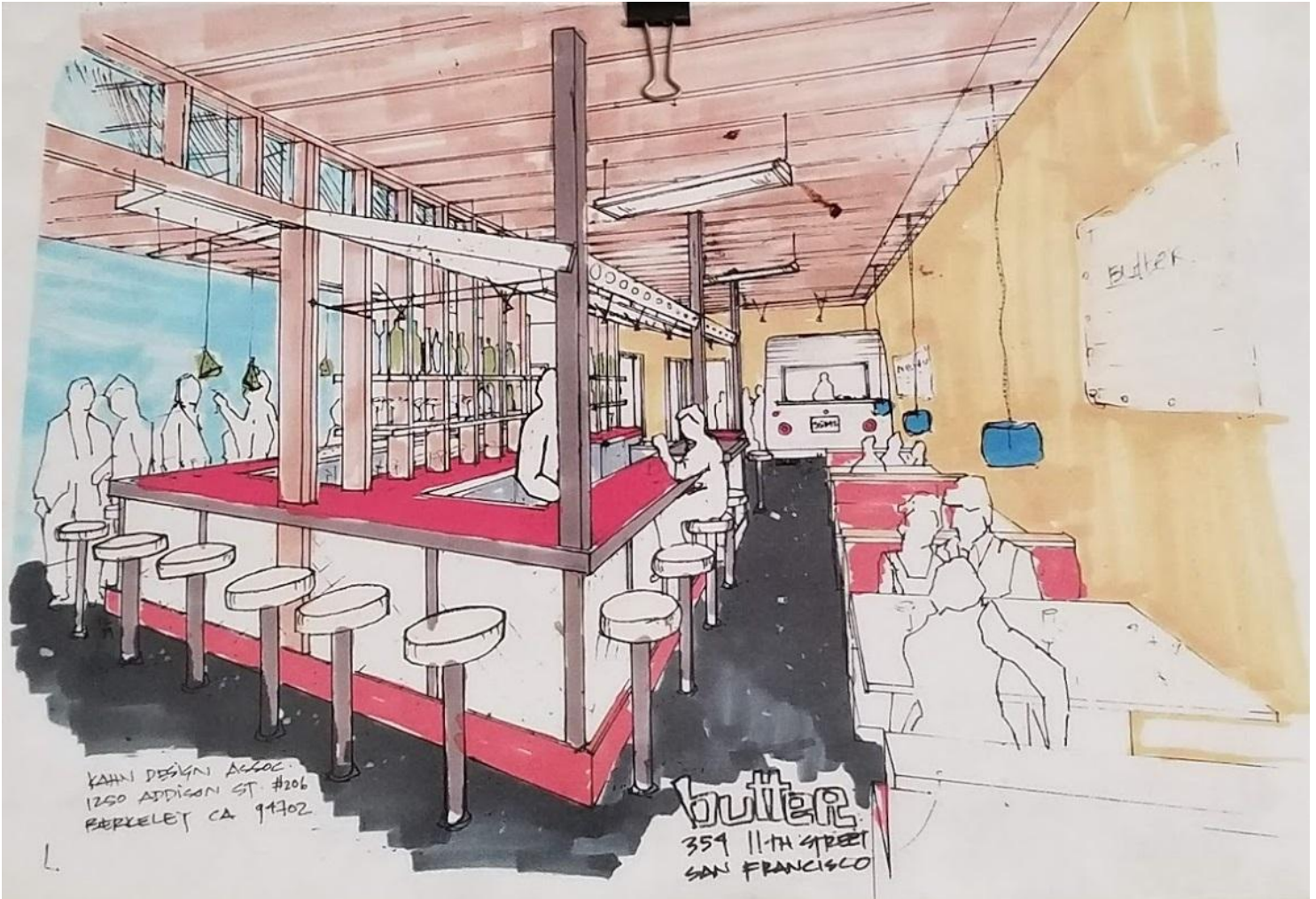






Section 5 : Ephemera & Memorabilia

The original artist concept rendering of the Butter Bar - 1999



Original Butter Food & Drink menu from 1999


food	drink	food	drink	food	drink
<p>Tater-Tots \$2 We cook 'em so you can soak them in catsup mmmmm.</p> <p>Nachos \$3 Get authentic and try them with a Corona.</p> <p>Corn Dog \$2 You may look funny eatin' 'em, but they sure taste great!</p> <p>Wings-O-Fire \$3 Even better washed down with a Pabst Blue Ribbon.</p> <p>Beanie Weenies \$3 Cocktail franks and beans in a savory hickory BBQ sauce.</p> <p>Mac'N'Cheese \$3 "Mac-a-roni, Butter's San Francisco Treat"</p> <p>Frito Chili Pie \$3 White trash nachos: Fritos smothered in a hearty chili with cheese!</p> <p>Spaghettios \$3 Pasta from a can...Real fresh, like your babysitter used to make.</p> <p>Sliders \$3 2 per plate: strait from White Castle!</p> <p>French Bread Pizza \$4 Not french, not even Italian, whatsupwitdat?</p> <p>TV Dinners \$6 Roasted Turkey, Salisbury Steak, or try the Blue Plate Special!</p>	<p>Whitetrash Driver \$6 Vodka and Original Florida Style Sunny-D. Packed with Vitamins!</p> <p>R.V. \$7 This ain't no Winnebago, Red Bull and Vodka.</p> <p>Junkyard Dog \$6 Stoll Vani and Thomas Kemper Root Beer on Draught. Woof! Woof!</p> <p>Shotgun Wedding \$6 A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?!</p>	<p>Tater-Tots \$2 We cook 'em so you can soak them in catsup mmmmm.</p> <p>Nachos \$3 Get authentic and try them with a Corona.</p> <p>Corn Dog \$2 You may look funny eatin' 'em, but they sure taste great!</p> <p>Wings-O-Fire \$3 Even better washed down with a Pabst Blue Ribbon.</p> <p>Beanie Weenies \$3 Cocktail franks and beans in a savory hickory BBQ sauce.</p> <p>Mac'N'Cheese \$3 "Mac-a-roni, Butter's San Francisco Treat"</p> <p>Frito Chili Pie \$3 White trash nachos: Fritos smothered in a hearty chili with cheese!</p> <p>Spaghettios \$3 Pasta from a can...Real fresh, like your babysitter used to make.</p> <p>Sliders \$3 2 per plate: strait from White Castle!</p> <p>French Bread Pizza \$4 Not french, not even Italian, whatsupwitdat?</p> <p>TV Dinners \$6 Roasted Turkey, Salisbury Steak, or try the Blue Plate Special!</p>	<p>Whitetrash Driver \$6 Vodka and Original Florida Style Sunny-D. Packed with Vitamins!</p> <p>R.V. \$7 This ain't no Winnebago, Red Bull and Vodka.</p> <p>Junkyard Dog \$6 Stoll Vani and Thomas Kemper Root Beer on Draught. Woof! Woof!</p> <p>Shotgun Wedding \$6 A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?!</p>	<p>Tater-Tots \$2 We cook 'em so you can soak them in catsup mmmmm.</p> <p>Nachos \$3 Get authentic and try them with a Corona.</p> <p>Corn Dog \$2 You may look funny eatin' 'em, but they sure taste great!</p> <p>Wings-O-Fire \$3 Even better washed down with a Pabst Blue Ribbon.</p> <p>Beanie Weenies \$3 Cocktail franks and beans in a savory hickory BBQ sauce.</p> <p>Mac'N'Cheese \$3 "Mac-a-roni, Butter's San Francisco Treat"</p> <p>Frito Chili Pie \$3 White trash nachos: Fritos smothered in a hearty chili with cheese!</p> <p>Spaghettios \$3 Pasta from a can...Real fresh, like your babysitter used to make.</p> <p>Sliders \$3 2 per plate: strait from White Castle!</p> <p>French Bread Pizza \$4 Not french, not even Italian, whatsupwitdat?</p> <p>TV Dinners \$6 Roasted Turkey, Salisbury Steak, or try the Blue Plate Special!</p>	<p>Whitetrash Driver \$6 Vodka and Original Florida Style Sunny-D. Packed with Vitamins!</p> <p>R.V. \$7 This ain't no Winnebago, Red Bull and Vodka.</p> <p>Junkyard Dog \$6 Stoll Vani and Thomas Kemper Root Beer on Draught. Woof! Woof!</p> <p>Shotgun Wedding \$6 A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?!</p>
dessert	dessert	dessert	dessert	dessert	dessert
<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>	<p>Twinkies \$1 Moist golden sponge cake with creamy goodness inside.</p> <p>Ho-Ho \$1 Spiraling Swiss Chocolate Cake with white filling of joy.</p> <p>Ding Dong \$1 Pretty much a Ho-Ho shaped like a hockey puck!</p>

Only known pictures to exist of Bee's Kitchen before it became Butter.



Bee's Kitchen - Dining Menu - Circa 1990's

<p style="text-align: center;">BREAKFAST MENU</p> <p>HAM and EGGS - potatoes, toast & jelly 4.95</p> <p>BACON and EGGS - potatoes, toast & jelly ... 4.95</p> <p>SAUSAGE and EGGS - potatoes, toast & jelly . 4.95</p> <p>TWO EGGS - potatoes, toast & jelly 3.85</p> <p>PLAIN OMELETTE - potatoes, toast & jelly 3.65</p> <p>HAM OMELETTE - potatoes, toast & jelly 4.95</p> <p>CHEESE OMELETTE - potatoes, toast & jelly .. 4.35</p> <p>TWO EGGS, POACHED on Buttered Toast 3.65</p> <hr/> <p>HOT CAKES (3) - syrup and butter 4.15</p> <p>HOT CAKES (2) - syrup and butter 3.55</p> <hr/> <p>BACON and HOT CAKES - syrup and butter 4.95</p> <p>SAUSAGE and HOT CAKES - syrup and butter 4.95</p> <p>HAM and HOT CAKES - syrup and butter 4.95</p> <p>SIDE ORDER: 1 Egg95 2 Eggs ... 1.95</p> <hr/> <p>DOUGHNUTS75</p> <p>BREAKFAST BOWL 1.15</p> <p>GOLDEN TOAST (2) Pieces75 (3) Pieces85</p> <p style="padding-left: 20px;">with butter and jelly</p> <p>FRANCE TOAST with butter and syrup 3.65</p>	<p style="text-align: center;">DRY CEREALS</p> <p>Hot Oak Meal 1.85</p> <p>Cream of Wheat 1.85</p> <p style="text-align: center;">* * *</p> <p style="text-align: center;">SIDE ORDERS</p> <p>Tomato Juice ... 1.35</p> <p>Orange Juice sm .85</p> <p>Orange Juice lg 1.45</p> <p>1 Egg95</p> <p>2 Eggs 1.95</p> <p>Eggs on 2.55</p> <p>Ham 2.55</p> <p>Sausage 2.65</p> <p style="text-align: center;">HOT DRINKS</p> <p>Coffee65</p> <p>Tea65</p> <p>Hot Chocolate 1.35</p> <p>Sanka 1.45</p> <p>Milk 1.45</p>
<p style="text-align: center;">TASTY SUGGESTIONS</p> <p>Hot Roast Beef Sandwich Rich Brown gravy 4.75</p> <p>Chopped Steak Plate 6.45</p> <p>Ham Steak & Eggs 6.45</p> <p>Bacon or Sausage & Eggs 4.95</p> <p>Smoked Pork Chops 6.65</p> <p>Chili & beans sm. 1.75 lg. 2.65</p> <p>Soup of the Day cup 1.60 bowl 1.45</p> <p>French Fries 1.85</p> <hr/> <p style="text-align: center;">* * * SANDWICHES * * *</p> <p>Sliced Roast Beef 4.15</p> <p>Grilled Cheese 2.85</p> <p>Delicious HAMBURGER With all the Trimmings</p> <p>With French Fries 3.55</p> <p>Cheeseburger 3.75</p> <p>Bacon & Egg 4.85</p> <p>Bacon, Lettuce, & Tomato ... 3.55</p> <p>GRILLED HAM With Cheese or Egg 4.95</p> <p>Tuna Salad Sandwich 2.45</p> <p>Fried or Scrambled Egg 1.85</p> <p>Ham or Beef on French Bread with Salad 5.65</p>	<p style="text-align: center;">OUR SPECIALTY DINNERS</p> <p>SMALL TENDER STEAK 6.45</p> <p>EXTRA THICK STEAK 6.45</p> <p>T-BONE STEAK 6.45</p> <p>RIB STEAK 6.45</p> <p>GRILLED PORK STEAK 6.45</p> <p>CHICKEN FRIED STEAK 6.45</p> <p>ROAST SIRLOIN OF BEEF 6.67</p> <p>FRIED CHICKEN 6.45</p> <p>BREADED VEAL CUTLET 6.45</p> <p>Dinner orders include Soap</p> <hr/> <p style="text-align: center;">* * * DESSERTS * * *</p> <p>Baked Pie 1.35</p> <p>Pie a la Mode 2.55</p> <p>CAKE, per cat 2.55</p> <p style="text-align: center;">* * * PEANUTS * * *</p> <p>Dish Ice Cream 1.25 - 1.35</p> <p>Dish Sherbet 1.25</p> <p>Sandae95</p> <p>Soft Drinks95</p> <hr/> <p style="text-align: center;">* * * BEVERAGES * * *</p> <p>Coffee65</p> <p>Hot Tea65</p> <p>Hot Chocolate 1.35</p> <p>Sanka 1.45</p> <p>Grape Fruit 1.45</p> <p>Tomato Juice 1.35</p> <p>Ice Tea 1.85</p> <p>Fresh Milk 1.45</p> <p>Battersilk 1.45</p> <p>Orange Juice 1.45</p> <hr/> <p style="text-align: center;">* * * CHILLED SALADS * * *</p> <p>Mixed Green Salad 2.15</p> <p>Cottage Cheese & Fruit ... 2.75</p> <p>Sliced Tomato 1.30</p> <p>Potato Salad 1.45</p> <p>Small Dinner Salad 1.45</p> <p>Tuna Salad Supreme 2.45</p>



Meat Loaf	6.65
Breaded Shrimp	6.65
Steak Sand	5.65
Pastrami Sand & French Fried	4.15
Chicken Fried Steak	6.65
Chicken Foo Yung	4.65
Pork Noodle with Egg	4.15
Chicken Noodle Soup ..	1.45 - 1.00
Ice Cream	1.35 - 1.20



Open Tuesday - Saturday

000deep fried favorites

Tater Tots® \$3

BUTTER's classic Low Carb* treat. We cook 'em up crispy just like the lunch lady.

Cheesy Tots \$4

Let your tots swim in a sea of processed cheese for an extra buck!

Chili Cheesy Tots \$5

Why stop with just cheese?

Two Bean & Cheese Burritos \$3

Oh Yeah! Deep fried and delicious.

Corn Dog \$3

The corn dogs is widely recognized as the pinnacle of carny cuisine. Some have called it "the perfect food."

Mini Corn Dogs \$4

Bite size pieces of corn dog. Ideal for sharing with your friends... or keeping all to yourself.

Mozzarella Sticks (6 pieces) \$4

Perfect when dipped in fresh-from-the-jar marinara sauce.

Chicken Nuggets (8 pieces) \$5

We hand select each nugget to ensure quality and taste. Your choice of Ranch or BBQ dippin' sauce.

Jalapeño Poppers (6 pieces)

Our executive chef recommends pairing poppers with a tall can of Coors Light®.

The Original BUTTER Breakfast \$5

Four French Toast Sticks and four pieces of bacon with Mrs. Butterworth® riding side saddle!

(Breakfast not served before 6pm)

Deep Fried Twinkie \$3

Battered, rolled in crushed graham crackers, and fried!!! We at BUTTER feel that arteries were meant to be clogged.

We have a full bar and nightly DJs. So, come join us for a truly unique dining and drinking experience.

Private parties are welcome. Please call 415-863-5964 for more information.

www.smoothasbutter.com

000microwave classics
000drinks

Two White Castle® Cheeseburgers \$3

These mini cheeseburgers are world renowned for giving revelers a solid base for a long night of festivities.

Mac 'n' Cheese® \$3

A true American classic. This orange colored pasta tops the list as "the favorite food" of America's youth. Try it with our signature cocktail: The Afterschool Special!

Spaghettios® \$4

Pasta from a can, real fresh like your babysitter used to make!

Beanie Weenies® \$4

Cocktail franks and beans smothered in a savory hickory smoked sauce. Perfect when washed down with a pint of Pabst Blue Ribbon®.

Nachos \$4

Tortilla chips covered with warm canned cheese. Get authentic and enjoy them with a Corona®.

Frito® Pie \$4

Chili and cheese ladled over Fritos®. If you're looking for a belly bomb, this is it!

Whitetrash Driver \$6

Vodka and Original Florida Style Sunny-D®. Packed with vitamins!

R.V. \$7

This ain't no Winnebago. Red Bull® and vodka.

**\$2
Jell-O®
Shots**

Junkyard Dog \$6

Stoli Vanil® and Thomas Kemper Root Beer® on Draught. Woof! Woof!

Shotgun Wedding \$6

A shot of JD and a cold Bud tall boy! A marriage made in heaven. RIGHT?

After School Special \$6

Vodka & grape soda. Jay's favorite!

Latchkey Tea \$7

A Long Island with strawberry soda instead of cola. It's OK, Mom and Dad don't get home 'till 6.

Tangtini \$6

Absolut Mandrin®, Triple Sec, OJ in a Tang® rimmed glass.

* Yeah, right.

2001 Article on Butter's Place in Red Bull Vodka History!



Raging Bull

The truth about Red Bull proves you can't always believe what you hear

STORY BY SIM WEINBERG — PHOTOS BY KESTEN NYBERG

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(11TH & FIDELITY)
415-463-5964

"BEST RESTAURANT FOR EATING BEANCAFECONIES WHILE LISTENING TO DEEP HOUSE!"
— [unreadable]

"THE TURNTABLE BROTHERS HAVE PLACED BUTTER smack in the middle of SOMA, SAN FRANCISCO'S COOL DISTRICT. THE 31 FOOT-DIAMETER INTO THE BAR, ALLOWING BARTENDERS TO SPIN RECORDS AND DIS TO POUR DRINKS. THE PART OF THE OPERATIONAL PLAN: TWO TURNTABLES AND A MICROWAVE!"
— [unreadable]

"...AND HERE SOME OF YOU MORE EMBARRASSING 1000 TANKARDS IN AN URBAN-COOL MILITARY FESTIVAL... WITH TURNTABLES, GRABEM DIRECTLY INTO THE BAR, ACID JAZZ AND HOUSE MUSIC FLOW THROUGH THE SPEAKERS AS PART BLUE RIBBON FLOWS ON TOP."
— [unreadable]

butter

two turntables and a microwave

354 eleventh street san francisco ca 94103

W OF WEEKLY / SEPTEMBER 27 - OCTOBER 4, 2006 / www.wofweekly.com

New Orleans and San Diego Know About "Life in the Entertainment Zone"

The "Bourbon Street" model that the proponents of a South of Market "Nighttime Entertainment Zone" offered relies more on myths than realities, if you were to ask residents of that cobblestoned historic district. And in San Diego, the "Gaslight District," a magnet for thousands of tourists seven nights a week, noise and nuisance controls that would shock some of our local clubs are strictly enforced.

New Orleans recently passed strict noise control legislation in an attempt to control increasingly loud club and street musician performances. A recent Wall Street Journal article reports that "merchants and residents say that the once charming district... has degenerated into an anonymous bazaar of bad art and bleating horns." "It's just too much of everything going into a limited space," laments Deputy City Attorney Franz Ziblich accordingly to the Journal article. The legislation sets strict limits even on the hours in which closely regulated noise can be generated, grants existing businesses brief variances from enforcement but requires a timetable for coming within compliance and allows only limited exemptions. Jazz funerals are exempt.

Bee's Kitchen No More... Bistro Named 'Butter' Coming to 11th Street

Carlton and Chris Solle, brothers who have an interest in the Paragon in the Marina District, have taken a long lease on a site on 11th Street. They've taken over the "Bee's Kitchen" restaurant on the west side of 11th opposite DNA and Slim's.

The live/work units on Norfolk Street share rear property lines with the restaurant site so the residents' request Carlton met with his neighbors at the beginning of December to discuss his plans and hear their concerns. The proposal for the site is a restaurant/bar named "Butter" serving the four main food groups of caffeine, alcohol, sugar and grease, "the food mom used to microwave." The concerns of the neighbors regarding late night noise were brought up. The plans include a DJ for "background music" with no "thump thump dance music." There will be no live bands and no dancing. Carlton plans to soundproof the rear walls on the property line with double sheet rock, double plywood and four inches of sand. He stated that the phone would be answered and neighbor's calls heeded.

"Butter" will be open by March 1999 and the owners say they'll keep us informed and involved as plans emerge.

In San Diego, a small, densely populated area with a long history of restaurants, clubs and residences is experiencing the same sort of gentrification South of Market is undergoing, but apparently without nearly as much conflict. Sound levels are the same in the Gaslight District as they are in the rest of the city (65 dBA measured just outside the source) and well-soundproofed clubs that are deafeningly loud on the inside simply aren't heard outside, the streets are sparkling clean and the police department strictly enforces noise abatement during the restricted hours that have long been in effect.

New Orleans' noise abatement ordinance takes an approach that our local club owners and politicians just don't seem to get.

Sound is measured at the receiving end, at the residences, rather than at meaningless sites such as the front doors of clubs or at an arbitrary 50 foot distance where Newsom has proposed an 85 dBA standard. The point is, as with the San Diego clubs, they can go deaf if they want to, but keep it to themselves.

St. Louis Cathedral, the symbolic center of the French Quarter, has had to seek further protection from street musicians arguing "free speech" issues, and the Wall Street Journal article reports that "while the performers appear to be hewing to the letter of the new law, it has done little to protect the sanctuary's dignity."

Mayor Brown's Office Says Gavin Wants to 'Start Over'

After participating in a rather lively SoMa Residents' Association general meeting, a representative of Mayor Brown's office has announced that Gavin Newsom intends to "start over" on his Nighttime Entertainment Zone proposal, working with the residents this time.

Kelly Castagnaro, an assistant to the Mayor, attended the recent meeting which began with the announcement that Supervisor Leland Yee had informed Newsom of his opposition to the proposal and was followed by videotape highlights of our own Gail Goedinghaus debating Robin Reichert of the Paradise Lounge on a recent cable television program.

Participants in our meeting included a recent arrival to the neighborhood denouncing those gathered for not representing "his SoMa," intense questioning of the Mayor's representative and the presence of a small delegation from the SoMa Coalition (currently on hiatus) quietly occupying the back of the room. In the midst of a rather unending complaint from one newcomer over this organization's bad attitude and unwillingness to compromise, the temporary chair, Jim Meko, eventually stood to explain that the Residents' Association had indeed taken a clear stand on shaping the future of SoMa. "First, we need to start over," he said, "with Newsom out of the picture. He has so polluted this debate with his treatment of the residents and all his conflicts," he continued, "that before we begin changing anything, we must protect -- in fact, this must be our Prime Directive -- that no change anyone proposes can diminish the quality of life one iota for those who already live and work here. Only then can we begin to also address the issues the clubs feel strongly about."

The Mayor's office promised that Newsom's office would be inviting us into new discussions in mid-December and assured us that we should regard his change of attitude as "very good news." The next SoMaRA general meeting will be devoted to the concept of "starting over" and the obvious question of whether an Entertainment Zone is necessary or even appropriate.

Please join us at our next meeting. We will be discussing strategy for the upcoming conference with Newsom's office regarding changes in his Nighttime Entertainment Zone proposal.

When: Wednesday, December 9 at 6:30 P.M.

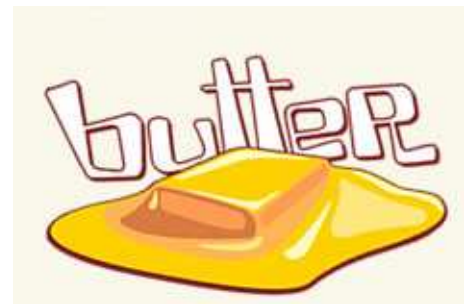
Where: The Arc, 1500 Howard Street (at Eleventh)

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Who works at Butter?

- Vlad - Owner
- Marco - Lesser Owner
- Dennis - Manager Guy
- Jai - Intoxicologist
- Rhino - Intoxicologist
- Squid - Intoxicologist
- Messi - Intoxicologist
- Nic - Intoxicologist
- Pauly - Executive Chef?
- Izzy - Man of Mystery
- Miles - Concierge
- Kelly - Jello Distribution Specialist
- Jacqui - Income Redistributions Part 1
- Jessi - Income Redistributions Part 2
- Kariana - Income Redistributions Part 3
- Kevin Kind - Maestro
- Elvis - Provisionist & Jellofactorer



Jai - Bartender
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SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: MAY 1, 2019

*** This report provides recommendations for six (6) Legacy Business applications. ***

Filing Date: April 3, 2019
Case No.: 2019-004943LBR
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
Zoning: WMUO (WSOMA Mixed Use-Office) Zoning District
55-X Height and Bulk District
Block/Lot: 3521/008
Applicant: Vlad Cood, Pure Entertainment, Managing Member/Owner
354 11th Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BUSINESS DESCRIPTION

The Butter Bar & Restaurant (Butter) opened on May 21, 1999. Butter was created by brothers Carlton and Chris Solle, who were two of San Francisco's top house music promoters and leaders in the verging electronic music and dance industry that has since established itself as the global standard. During their nightlife promoting efforts, they developed the concept for a cozy theme bar that would be a home to the city's nightlife community and for the industry's DJs, promoters and producers to have a place they could call their own.

The brothers rallied promoters and artists to invest and support their bar concept in hopes of creating San Francisco's first DJ House-Bar, solely dedicated to promoting the house-techno sound. Butter was financed through a crowd-funding campaign decades before the term and concept were ever coined as a way of funding ventures through micro investments from a captive audience. Because it was funded by the best actors in the dance-music community, it became the informal home for the growing industry.

The brothers purchased Bee's Kitchen, a long time Chinese restaurant, and secured a long-term lease under the name Pure Entertainment LLC. In 2003, the Solle Brothers decided to pursue other adventures and turned over ownership of Butter to their partners. At that time, a good deal of the shareholder interest pool consolidated. As a result, Oliver Paine, the original general manager, and bar manager Marco Ligman, took over. They continued operating Butter until 2009 when their ownership interests were again consolidated by Vlad Cood who became Butter's operator and primary shareholder.

The business is located on the west side of 11th Street between Folsom and Harrison streets in the South of

Market neighborhood. It is within a WMUO (WSOMA Mixed Use-Office) Zoning District and a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1999.

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

Yes. Butter Bar & Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Butter Bar & Restaurant has operated continuously in San Francisco for 20 years and is facing significant risk of displacement due to upcoming lease negotiations.
- ii. Butter Bar & Restaurant has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- iii. Butter Bar & Restaurant is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the tradition of DJ House music.

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

Yes. The property is immediately adjacent to the boundary of the Western SoMa Light Industrial and Residential Historic District developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significant: 1906-1936.

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" (Requires Further Research / Age Eligible) because of its age (1906).

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. Butter has received national and global press coverage. Butter has appeared in programs aired on the Food Network, Travel Channel and DIY Network and Discovery Network; it's been a question on Jeopardy; it is listed in nearly every Moon, Lonely Planet and Frommer's travel guide book over the past two decades; and it is the undisputed place of origination for the Red Bull Vodka cocktail. Butter is a San Francisco tourist destination. Locally, Butter has been written about in the San Francisco Examiner, San Francisco Chronicle, SF Weekly, SF Bay Guardian, 7x7, 944, Gloss, Bay Fashion, Club Scene, Lotus, Excelerator and more.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 354 11th Street

Recommended by Applicant

- "Trashy-chic" style
- Winnebago interior decoration
- Airstream trailer kitchen
- Island bar layout
- Overhead projections on walls and multitude of kitsch and drink memorabilia
- Microwaved menu items
- Signature drinks
- Marquee sign

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004943LBR
Business Name: Butter Bar & Restaurant
Business Address: 354 11th Street
Zoning: WMUO (WSOMA Mixed Use-Office) Zoning District
55-X Height and Bulk District
Block/Lot: 3521/008
Applicant: Vlad Cood, Pure Entertainment, Managing Member/Owner
354 11th Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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Suite 400
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415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BUTTER BAR & RESTAURANT CURRENTLY LOCATED AT 354 11TH STREET, (BLOCK/LOT 3521/008).

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 20 or more years, with no break in San Francisco operations exceeding two years, and faces significant threat of displacement due to upcoming lease negotiations; 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 May 1, 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 Butter Bar & Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, faces significant risk of displacement, 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 Butter Bar & Restaurant.

Location(s):

- 354 11th Street

Physical Features or Traditions that Define the Business:

- "Trashy-chic" style
- Winnebago interior decoration
- Airstream trailer kitchen
- Island bar layout
- Overhead projections on walls and multitude of kitsch and drink memorabilia
- Microwaved menu items
- Signature drinks
- Marquee sign

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-004943LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: