

Legacy Business Registry Staff Report

HEARING DATE JUNE 12, 2017

BEEP'S BURGERS

Application No.: LBR-2016-17-035
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue
District: District 7
Applicant: Samantha Yen Wong, Owner
Nomination Date: October 21, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Beep's Burgers is a neighborhood drive-in restaurant founded in 1962 by brothers Stephen and George Essaf. The restaurant's design is based on a minimalist style surrounded by ample space for parking that was the norm for mid-century drive-in burger restaurants at that time. This classic drive-in restaurant model was seen more frequently during earlier eras of auto-centric businesses and is based on the idea of providing a casual classic American fast-food experience. The close proximity to San Francisco City College's Ocean Campus and a number of local high schools provided a built-in customer base and, along with its affordable prices and high-quality food, allowed the business to become an instant success. The Essaf brothers retired from the business in the 1970s, after which ownership changed a number of times before landing in the hands of the current owner, Samantha Wong in 2014. Wong, a graduate of San Francisco State University (SFSU), frequented Beep's Burgers during her time at SFSU and purchased the business with a strong commitment to maintaining its character and traditions that reminded her of the fond memories she has of the business.

Beep's Burgers has become a quintessential neighborhood establishment and an enduring small business along Ocean Avenue. It represents a now rare example of a San Francisco business that truly caters to drivers but has also adapted over the years to accommodate and attract a more multi-modal transit environment. One of the most prominent features of Beep's Burgers is the neon sign that features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket along with the name "Beep's Burgers," a name that is derived from the characteristic "beep" sound of satellite rockets. For many years, the neon of the spacecraft on the sign was inoperable but has since been restored under the current ownership.

Beep's Burgers attracts current and former residents of the surrounding neighborhoods, students, out-of-area drivers searching for an authentic American fast-food experience. The business has maintained a strong following despite the presence of McDonald's and other fast-food chains that have come and gone along Ocean Avenue.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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:

1051 Ocean Avenue from 1962 to Present (55 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 Ingleside/Ocean View 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:

- Beep's Burgers is associated with the traditionally American drive-in restaurant experience.
- Beep's Burgers has contributed to the Ingleside/Ocean View community's history and identity by continuing its tradition of being a classic drive-in restaurant serving auto-oriented customers, visitors, local college and high school students, and those seeking an authentic experience of a classically American fast-food experience.
- The 1962 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publication:
 - The Ingleside Light, 11/2014, "The Start of a Comeback for Beep's Burgers," by Jonathan Farrell.

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

Yes, Beep's Burgers is committed to maintaining the physical features and traditions that define its history and continuance as a quintessential neighborhood establishment and classic drive-in serving high quality burgers, fries and shakes.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Beep's Burgers 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:

- Drive-in layout with ample space for parking and limited seating areas.
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers."
- Simple menu featuring a burgers, fries and alternative sides, sandwiches and milkshakes.
- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating.





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- Exterior materials also include painted stacked brick.
- Location at the corner of Lee Avenue and Ocean Avenue.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring “burger joint” fare.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Beep's Burgers currently located at 1051 Ocean Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE JUNE 12, 2017

BEEP'S BURGERS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-035
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue
District: District 7
Applicant: Samantha Yen Wong, Owner
Nomination Date: October 21, 2016
Nominated By: Supervisor Norman Yee
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BEEP'S BURGERS, CURRENTLY LOCATED AT 1051 OCEAN AVENUE.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on June 12, 2017, 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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OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Beep's Burgers 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 Beep's Burgers:

Physical Features or Traditions that Define the Business:

- Drive-in layout with ample space for parking and limited seating areas.
• Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers."
• Simple menu featuring a burgers, fries and alternative sides, sandwiches and milkshakes.
• Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating.
• Exterior materials also include painted stacked brick.
• Location at the corner of Lee Avenue and Ocean Avenue.

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

- Restaurant featuring "burger joint" fare.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 12, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-035
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue
District: District 7
Applicant: Samantha Yen Wong, Owner
Nomination Date: October 21, 2016
Nominated By: Supervisor Norman Yee

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

1051 Ocean Avenue from 1962 to Present (55 years)

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

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: NA

DELIVERY DATE TO HPC: April 19, 2017

Richard Kurylo
Manager, Legacy Business Program





Member, Board of Supervisors
District 7

City and County of San Francisco

NORMAN YEE

October 21, 2016

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Beep's Burgers (1051 Ocean Ave) to the Legacy Business Registry. The owner's contact info is below:

Samantha Yen Wong
Samantha@beepsburgers.com
415-584-2650

Beep's Burgers was started by the Essaf brothers in 1962 and when they retired in the 70's, the business was owned by several families. Due to its close proximity to City College of San Francisco's Ocean campus and other high schools, many students frequented the business. In 2014, Samantha Wong, a graduate of San Francisco State University who was also a regular patron of Beep's—became the current owner of the business. She has kept many of the original menu items, as well as improved the quality of the burgers, all while maintaining committed to affordability and the original heritage of the business. Samantha has also restored the original neon sign. Samantha continues to manage Beep's Burgers with a deep commitment to keeping its original character and serving the local community, many of whom appreciate how she's kept the business true to original design and menu.

I am proud to nominate Beep's Burgers to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

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

Norman Yee

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Beep's Burgers		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Samantha Yen Wong		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1051 Ocean Avenue San Francisco, Ca 94112		(415) 584 - 2650
		EMAIL:
		samantha@beepsburgers.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
		https://www.yelp.com/biz/bee

APPLICANT'S NAME		
Samantha Yen Wong		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
Owner		
APPLICANT'S ADDRESS:		TELEPHONE:
1051 Ocean Avenue San Francisco, Ca 94112		(415) 272 - 4555
		EMAIL:
		samantha@beepsburgers.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0489837	

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
1051 Ocean Avenue, San Francisco, Ca	94112	1/1/1962
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	1/1/1962 - current	

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.

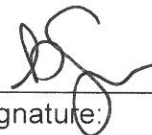
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Samantha Yen Wong

10/4/2016



Name (Print):

Date:

Signature:

BEEP'S BURGERS 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.

Beep's Burgers, a drive-in burger-and-fries business, was started by brothers Stephen and George Essaf in 1962.

The proximity to of San Francisco City College's Ocean Avenue Campus and neighboring high schools provided a built-in customer base for the business. Stephen left his career as a photojournalist to open the restaurant, and the brothers worked hard, using fresh potatoes for their fries, only closing on Christmas and New Year's Day.

The Essafs retired in the 1970s, and a succession of families took ownership of Beep's. The current owner, Samantha Wong, took over in 2014. Wong, a graduate of San Francisco State University, used to frequent Beep's during her time as a student, and took the opportunity to become a small business owner when she saw the ad in a local newspaper that Beep's was for sale.

The Beep's Burgers property is owned by the Essaf family.

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

Beep's Burgers has been in operation continuously since it opened in 1962.

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

Beep's started as a family-owned business by the Essaf Brothers, and the property is still owned by the Essaf family, but the business was subsequently sold to a series of independent operators.

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

The ownership history of the business is as follows:

Stephen & George Essaf, 1962-1975
Leila Zumot, 1975-1994
Sing Vang Khan, 1994-2005
Tuong Lam, 2005-2014
Samantha Wong, 2014-present

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.

See supplemental documents, which include a photograph of the Essaf brothers in front of business in 1962.

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.

Beep's is not yet on any historic resources registry, though one is being created for Ocean Avenue and Beep's is being studied for that survey.

The structure of Beep's Burgers is that of a small kitchen building with windows for orders and pickups on an active parking lot. This minimalist setup was the norm for mid-century drive-in burger restaurants, and given its placement at the corner of Lee and Ocean, Beep's captures foot, transit and bicycle traffic while still serving auto customers.

The building's configuration maximizes customer parking space and seating space, and highlights the unique business sign, which is discussed in the next section.

CRITERION 2

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

Beep's Burgers is one of the quintessential neighborhood establishments of the Ingleside. Having a drive-in burger restaurant in an auto-reliant residential neighborhood has long been a natural fit.

Beep's has weathered through decades of stagnation on Ocean Avenue, likely thanks to the patronage of customers from the number of auto-serving businesses operating on Ocean.

The grand neon sign of Beep's Burgers is one of the neighborhood's best visual assets. A little known fact about Beep's is that its name derives from the characteristic "beep" of satellite rockets, dating from the Space Age aesthetics of the early 1960s. The neon "Beep's Burgers" sign features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket. (It is no small irony that an icon of Soviet interstellar dominion could be emblazoned in neon to sell burgers and shakes to red-blooded American motorists.)

For years, the rocket was unrecognizable without the neon, but now the current sign is restored and the restaurant's legacy is that much clearer.

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

The design of Beep's as a classic drive-in burger-and-fries restaurant is a holdover from an earlier era of auto-centric business. The ample, casual parking atmosphere of Beep's is a rare example of a San Francisco business that truly caters to drivers and hence fosters a far-flung customer base in addition to the local customers who travel by walking, biking or transit.

Beep's participated in the "OMI Antique Car Show" on May 21, 2016 (see attached picture). This event was organized by Maria Picar of the OMI Cultural Participation Project, and showcased historic cars on the Beep's parking lot.

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

Beep's Burgers was featured in the article "The Start of A Comeback for Beep's Burgers," Ingleside-Excelsior Light, November 2014. See supplemental documents:

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

Aside from the regular patronage of SFSU professor and novelist Peter Orner, there are no connections to significant or historic persons to the applicant's knowledge.

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

Beep's maintains affordable prices while using high-quality ingredients. Samantha Wong, the current owner of Beep's, has accomplished this by streamlining the menu, removing many specialty items to improve the quality of the basic items offered.

Beep's Burgers is also an active participant in the Ocean Avenue Association's "Second Sundays on Ocean Avenue" program, featuring free live music on the street during the Second Sunday of the month.

Beep's Burgers is also proud to offer a 50% discount to San Francisco first responders for their service.

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

Many current and former residents of the Ingleside and surrounding neighborhoods are customers of Beep's. In addition, students, contractors, out-of-area drivers (and lately construction workers building the new mixed-use developments of Ocean Avenue) have all relied on Beep's for classic hamburgers, fries and shakes over the years, even with the presence of McDonald's a block away and the temporary tenures of other fast-food chain stores on Ocean.

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

As previously noted, Beep's is a classic drive-in style burger restaurant, designed for automobiles but well-suited to adapt to today's more multi-modal transit environment.

Many drivers still make use of Beep's parking lot, especially contractors or those who use vehicles for work. That Beep's opens onto a parking lot and is located on a streetcar line ensures a great deal of pedestrian and transit business traffic in addition to the auto customers.

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

While Ocean Ale House is now open and serving hamburgers, and while McDonalds has been in operation a block away from Beep's for most of Beep's history, the experience of eating a "Beep's burger" is unique. Beep's has always been one of Ocean's most enduring small businesses, serving generations of students, professionals and hamburger enthusiasts looking for an authentic American fast-food experience.

CRITERION 3

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

Beep's Burgers is a drive-in restaurant serving burgers, fries, milkshakes and other fast-food staples such as chicken strips and salads. There are no delineated parking spaces on its asphalt lot, and

customers instead park at their convenience and eat in their cars or at the benches and stools provided by the restaurant.

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)

Samantha Wong has streamlined and updated the menu of Beep's since taking ownership. The quality of the burgers has improved, with Neiman Ranch beef and fresh produce, and certain menu items have been removed out of deference to the basic staples—burgers, fries and milkshakes—which Beep's always has always delivered but now excels at.

Maintaining the casual parking spaces for automobile customers is another way that Beep's is committed to keeping the historical traditions of its business model. Seniors, low-mobility individuals and out-of-towners make use of the parking space, which is often lacking in many other San Francisco restaurants.

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.). Does the building occupied by the business relate to the immediate neighborhood?

When Samantha Wong took ownership of Beep's, the neon had long been absent from the iconic business sign. Now, Wong has restored the Beep's sign to its original glory, making Beep's quite a striking visual presence on Ocean, a street with a still-nascent nightlife on which more after-dark vibrancy is of great benefit.

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.

See supplemental documents.

Polk's
SAN FRANCISCO
(SAN FRANCISCO COUNTY, CALIF.)
CITY DIRECTORY

1963

CONTAINS:

- Buyers' Guide and a complete classified business directory
- Alphabetical directory of business concerns and private citizens
- Complete Street and avenue guide, including a list of householders, and occupants of office buildings and other business places, with telephones.

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BEEP'S BURGERS

END

LEE

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1051

HELP
WANTED

THE FLAVOR
OF OFF

POP. FIZZ. FUN.

BEEP'S
BURRITOS





OMI
Antique
Car Shop



1051

DRINKS & DESSERTS
BURGERS
SANDWICHES
FRIGS
EXTRAS
BASKETS

corvette

-BURGERS-

Our 100% Niman Ranch angus beef contains no hormones or antibiotics. Our beef is freshly ground and all burgers are cooked medium unless otherwise requested. Burgers are served with lettuce, tomatoes (pickles and onions are available upon request)

1/4 lb Burger	5.75	Veggie Burger	5.50
lettuce, tomato and mayo		lettuce, tomato and Beep's sauce	
1/2 lb Burger	8.00	Turkey Burger	5.75
lettuce, tomato and mayo		lettuce, tomato and Beep's sauce	
1/4 lb Beep's Burger	5.75	Salmon Teriyaki Burger	5.75
lettuce, tomato and Beep's sauce		lettuce, tomato, grilled onions, teriyaki sauce and mayo	
1/2 lb Beep's Burger	8.00	Whole Dill Pickle	1.25
lettuce, tomato and Beep's sauce			

*Add American or Swiss Cheese (.50) Add Cheddar Cheese (.75) Add Bacon (1.50)
Add Jalapenos (.60) Add Grilled Mushrooms (1.00) Add Egg (1.25)
Add Grilled Onions (.50) Add Avocado (1.25)*

-FRIES-

French Fries	2.75	Crisscut Fries	3.50
Steak Cut Fries	3.00	Sweet Potato Fries	3.50
Curly Fries	3.25	Onion Rings	3.25
Garlic Fries	3.75	Potato Wedges	3.50

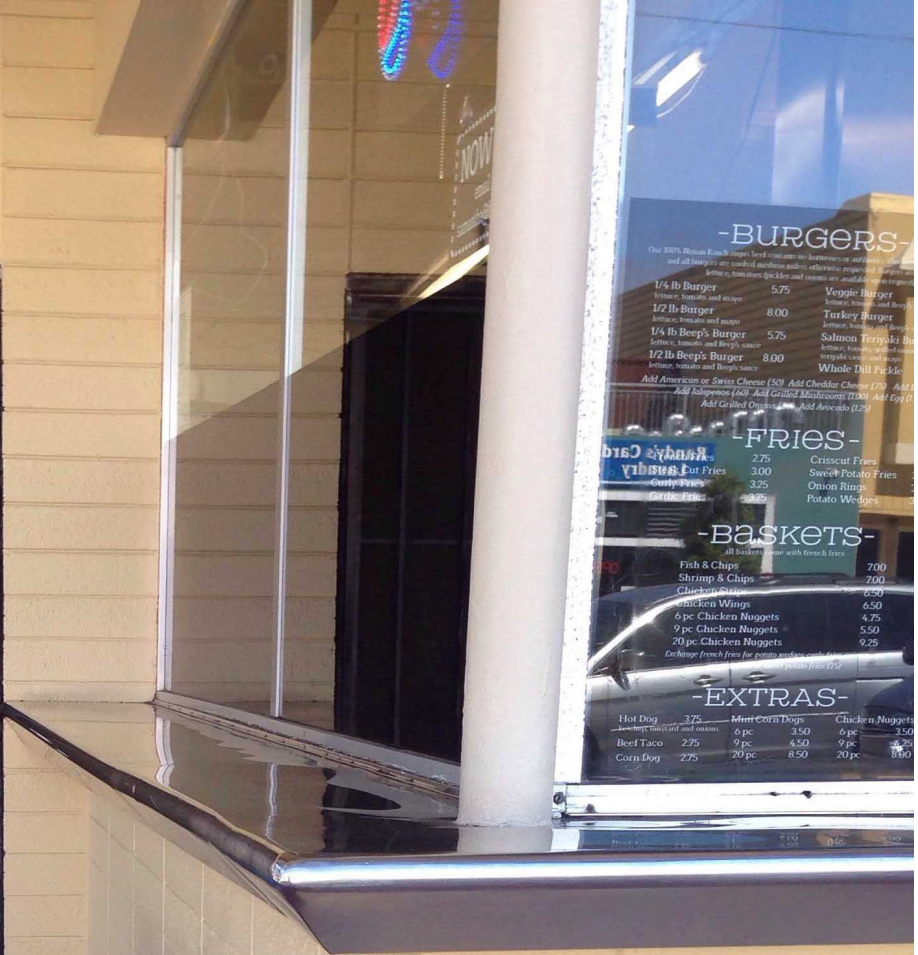
-BASKETS-

all baskets come with french fries

Fish & Chips	7.00
Shrimp & Chips	7.00
Chicken Strips	6.50
Chicken Wings	6.50
6 pc Chicken Nuggets	4.75
9 pc Chicken Nuggets	5.50
20 pc Chicken Nuggets	9.25

*Exchange french fries for potato wedges, curly fries, onion rings,
crisscut fries or sweet potato fries (.75)*

1051



-BURGERS-

Our 100% Romaine French fries, beef, chicken or turkey are made with real beef and all meats are cooked medium unless otherwise specified. All items are available in regular and large sizes. All items are available in regular and large sizes.

1/4 lb Burger lettuce, tomato and onion	5.75	Veggie Burger lettuce, tomato and onion	5.75
1/2 lb Burger lettuce, tomato and onion	8.00	Turkey Burger lettuce, tomato and onion	5.75
1/4 lb Beef's Burger lettuce, tomato and Beef's sauce	5.75	Salmon Teriyaki Burger lettuce, tomato and onion	5.75
1/2 lb Beef's Burger lettuce, tomato and Beef's sauce	8.00	Whole Egg Fries with cheddar cheese	2.75

Add American or Swiss Cheese (.50) Add Cheddar Cheese (.75) Add Bacon (.25) Add Jalapenos (.60) Add Grilled Mushrooms (.75) Add Egg (.25) Add Grilled Onions (.25) Add Avocado (.25)

-FRIES-

Curry Fries	2.75	Criscut Fries	2.75
Curry Fries	3.00	Sweet Potato Fries	3.25
Curry Fries	3.25	Onion Rings	3.25
Curry Fries	3.25	Potato Wedges	3.25

-BASKETS-

all baskets come with fries & fries

Fish & Chips	7.00
Shrimp & Chips	7.00
Chicken Wings	6.50
6 pc Chicken Nuggets	4.75
9 pc Chicken Nuggets	5.50
20 pc Chicken Nuggets	9.25

Exchange french fries for potato wedges (1.25)

-EXTRAS-

Hot Dog	3.75	Mini corn Dogs	3.50	Chicken Nuggets	3.50
Beef Taco	2.75	6 pc	4.50	6 pc	3.50
Corn Dog	2.75	9 pc	8.50	9 pc	5.25
		20 pc		20 pc	8.00







BEEP'S

BURGERS



END



Randy's Place

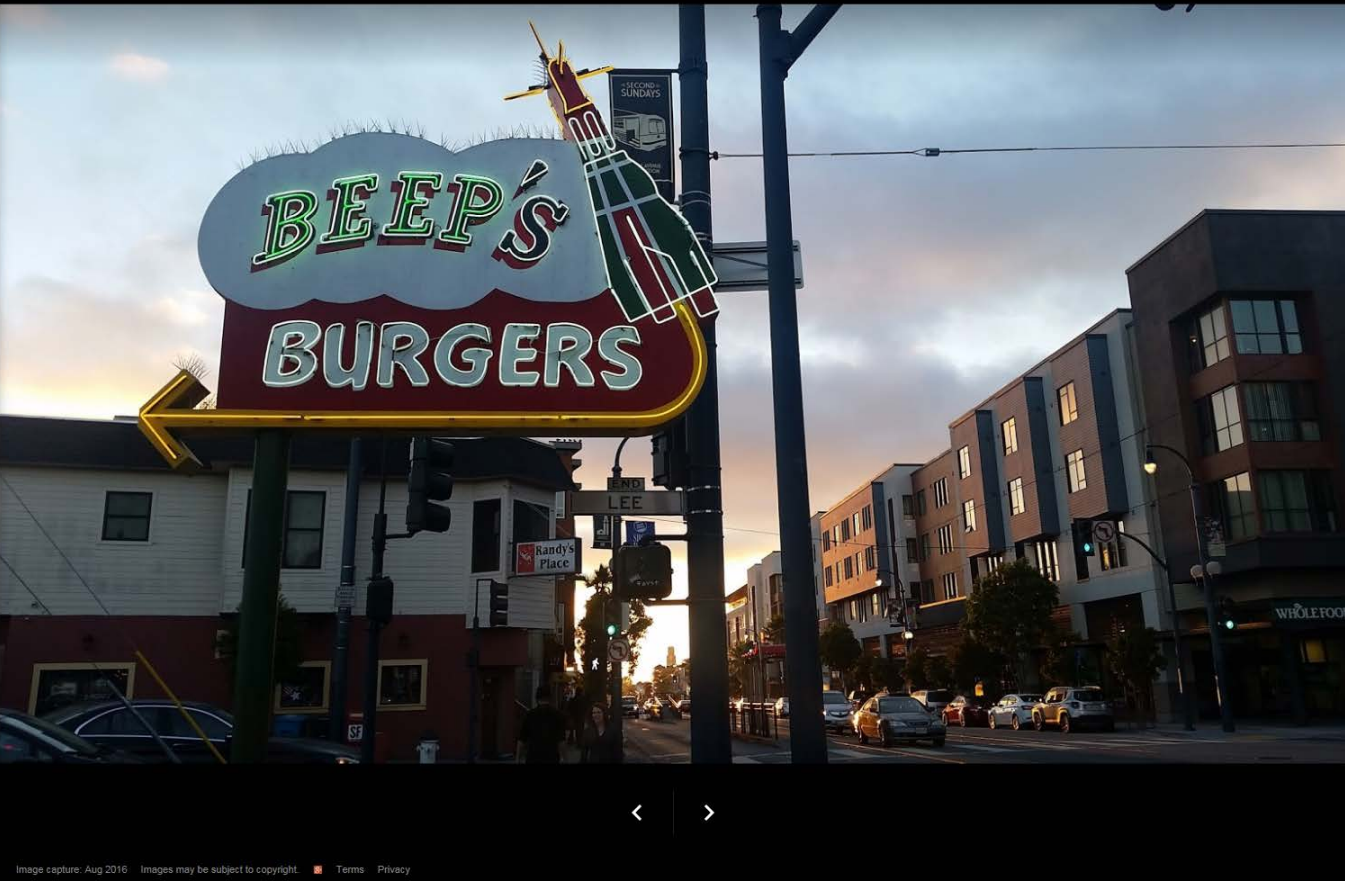
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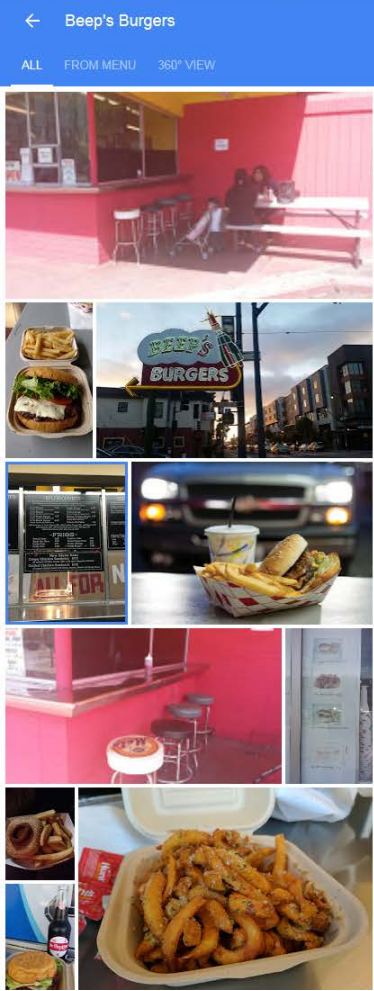




Beep's Burgers
ALL FROM MENU 360° VIEW

Beep's Burgers
Christopher Mercado
AUG 2016





New menu
 Juan Alfonso Wong
 DEC 2015

-BURGERS-

Our 100% Niman Ranch Angus beef contains no hormones or antibiotics. Our beef is freshly ground and all burgers are cooked medium unless otherwise requested. Burgers are served with lettuce, tomatoes (pickles and onions are available upon request)

1/4 lb Burger lettuce, tomato and house mayo	5.75	Veggie Burger lettuce, tomato and Beep's sauce	6.00
1/2 lb Burger lettuce, tomato and house mayo	8.00	Turkey Burger lettuce, tomato and Beep's sauce	6.25
1/4 lb Beep's Burger lettuce, tomato and Beep's sauce	5.75	Salmon Teriyaki Burger lettuce, tomato, grilled onions, teriyaki sauce and mayo	6.25
1/2 lb Beep's Burger lettuce, tomato and Beep's sauce	8.00	Whole Dill Pickle	1.25

*Add American or Swiss Cheese (\$0) Add Cheddar Cheese (.75) Add Bacon (1.75)
 Add Jalapenos (.50) Add Grilled Mushrooms (1.00) Add Egg (1.25)
 Add Grilled Onions (.50) Add Avocado (1.25)*

-FRIES-

French Fries	3.00	Crisscut Fries	3.50
Steak Cut Fries	3.00	Sweet Potato Fries	3.75
Garlic Fries	3.75	Potato Wedges	3.50
Curly Fries	3.50	Onion Rings	3.50

New Menu Item

Crispy Chicken Sandwich 8.00
 all natural chicken breast fillet with spicy jalapeno coleslaw

Grilled Chicken Sandwich 8.00
 all natural chicken breast with lettuce, tomato, cilantro and Beep's Sauce

ALL FOR

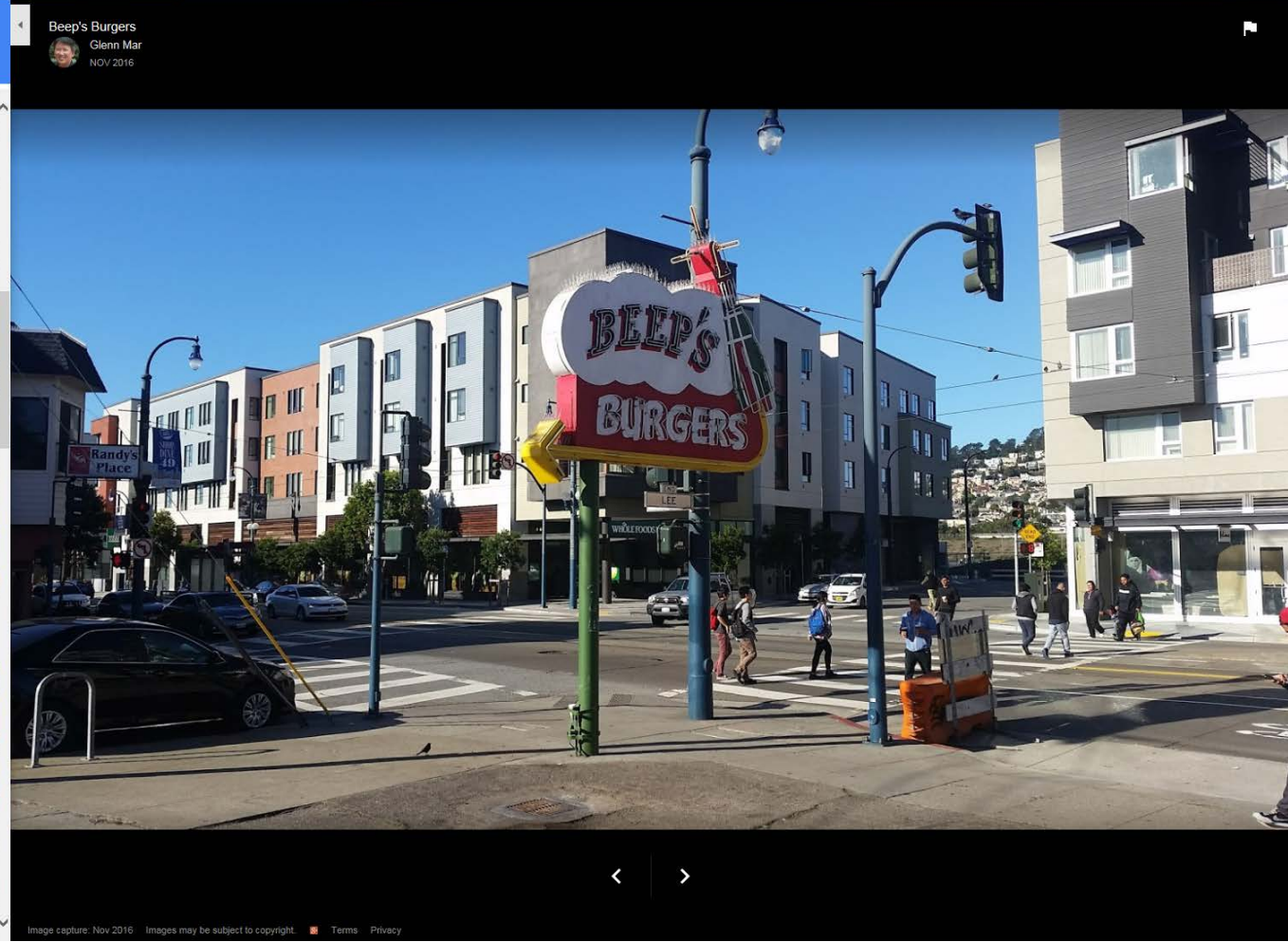


Beep's Burgers

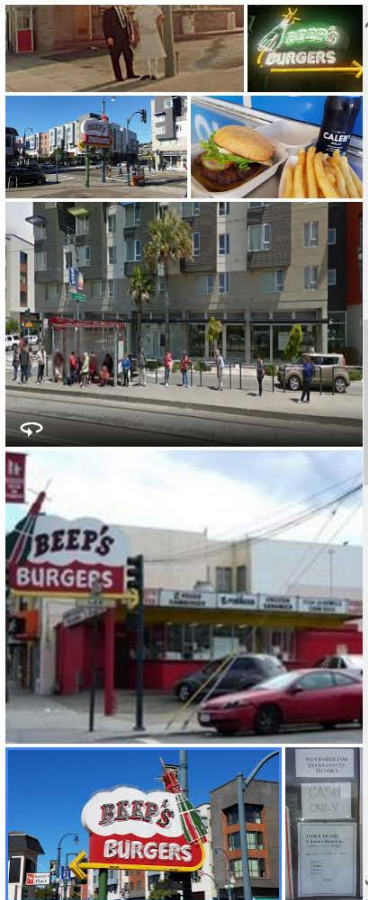
ALL FROM MENU 360° VIEW



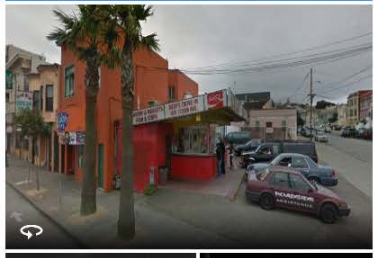
Beep's Burgers
ALL FROM MENU 360° VIEW



Beep's Burgers
ALL FROM MENU 360° VIEW



Beep's Burgers
ALL FROM MENU 360° VIEW





Beep's Burgers
Mike Lin
FEB 2017

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The Ingleside Light

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November 2014

PUBLIC SAFETY

Joseph McFadden New Captain of Ingleside Station

25-year SFPD
Veteran to Focus on
Investigations

By ANTHONY MYERS
ASSOCIATE EDITOR

Twenty-five-year San Francisco Police Department veteran and native San Franciscan Joseph McFadden has taken over Ingleside Station effective in early August.

McFadden comes to the Ingleside from the Major Crimes Unit, and over the course of his career he has worked for the department's Domestic Violence, Officer Involved Shootings and Internal Affairs sections among others.

McFadden spent time on the SWAT team, working undercover and tracking narcotics in the Tenderloin and Mission neighborhoods.

Ingleside Station's previous captain, Timothy Falvey, applauded the move as he was placed to the downtown unit, and Falvey offered his sincere thanks to residents for their involvement during his tenure.

"I truly enjoyed my time at Ingleside Station," Falvey said in an e-mail. "The one thing that surprised me the most about the Ingleside District is the engagement of the community. I often joked that there are more community groups in the Ingleside than the rest of the City put together. I went to a couple hundred community meetings during my time here and really enjoyed getting to know the different neighbors in the Ingleside District."

Luckily for those involved neighbors, McFadden has echoed Falvey's sentiment during an interview with *The Ingleside Light*.

"I love Ingleside because it's the second largest geographic district," McFadden said. "There are lots of solid citizens that have been here a long time plus lots of kids. I enjoy that."

He even began his career at Ingleside station.

Continued on Page 2

SMALL BUSINESS

THE START OF A COMEBACK FOR BEEP'S BURGERS



RAYMOND RUDOLPH/THE INGLESIDE LIGHT

Samantha Wong bought Beep's Burgers in June and plans to update the menu and restore the iconic neon sign and exterior of the building.

Historical Ocean Avenue Business Under New Management

By JONATHAN FARRELL
CONTRIBUTOR

Earlier this year, Samantha Wong happened upon an advertisement in a local newspaper that brought back fond memories of her time as a student at San Francisco State University and the opportunity to breathe new life in an iconic Ocean Avenue business. Beep's Burgers, the drive-in at Lee Street, was up for sale and she was determined to buy it.

"What appealed to me most about taking over Beep's was the happy memories I had of it when my friends and we used to eat

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Bean City Page 9

Cow Palace Mainstay Dickens
Fair Returns Page 9

Community Calendar Page 11

CRIME

Excelsior Leads in Dumped Stolen Vehicles Citywide More Vehicles Dumped in Neighborhood Despite Decrease in Vehicle Thefts

By EMMA CHIANG
CONTRIBUTOR

One of San Francisco's last working class neighborhoods is becoming a primary dumping ground for stolen vehicles in the city, while the number of actual car thefts has decreased significantly across San Francisco, according to a recent police report.

From June through September 2014, the Excelsior District averaged 100 found stolen vehicles per month accounting for 45 percent of the total reported to Ingleside Police Station, the city's largest police district. The area includes the Excelsior, Bernal Heights, Sun-

nyside, Diamond Heights, Glen Park, Noe Valley, Mount Davidson, Sunnyside, Ingleside, Outer Mission, Crocker-Amazon and Visitacion Valley.

A large majority of the recovered cars were stolen in other police districts throughout the city and recovered in the Excelsior District.

San Francisco Police Officer Thompson Deck, who works for the plainclothes unit at the police station, said the Excelsior District is a target-dumping site "because of the population density of the area and neighbors typically do not know each other to provide checks and balances."

Some residents of the Excelsior District say they are frustrated with the excessive number of abandoned vehicles parked in their neighborhood. Penny Mitchell, block captain for San Francisco Safe Excelsior Neighborhood Watch, discussed those concerns at their last meeting on Sept. 16.

"Neighbors are saying they do not know what to do and what kinds of recourses are available," Mitchell said. "Once the city changed the street cleaning from every week to every two weeks there was less turn over of abandoned vehicles."

Continued on Page 5

SUBSCRIBE TO THE INGLESIDE LIGHT'S E-MAIL NEWSLETTER AT INGLESIDELIGHT.COM/SUBSCRIBE

Beep's Burgers: Iconic Ocean Avenue Drive-In Under New Management

Continued from the Front Page

here while at San Francisco State University," Wong said.

With the help and encouragement of her family and knowing it would be tough work, Wong took over the business in the spring. She is only at the beginning of sprucing up the 52-year mainstay on Ocean Avenue.

"Nothing in business is easy," Wong said. "The hardest part about taking over a business like this is the long hours."

Wong emphasized that the menu will be the same for now, but that she plans to introduce new items later.

"We want to ensure quality and affordability as much as we can," she said.

Wong and her family are pleased when people who know Beep's stop by and say how much they appreciate the fact that a local landmark is staying amid so much change.

"We want to keep it as close to original as much as possible when it first opened over 50 years ago," Wong said.

Wong and her family are doing what they can to restore the sign and keep the original ambiance. Daniel Weaver, executive director of the Ocean Avenue Association, said "Samantha and her family are working really hard to bring Beep's back to its original stature, not just in the way it looks but also in the food."

52 Years on Ocean Avenue

Stephen and George Essaff opened Beep's Burgers in 1962 to primarily sell to students of City College of San Francisco and the local high schools. It's called "Beep's" because at the time, the space race between the former Soviet Union and the United States was in full swing. The sign and the name refer to early satellite design and function. (The first satellites could do little more than beep.)

Stephen abandoned his career as a photographer for the Associated Press and The San Francisco Examiner, according to his family. The idea of owning a business was something that he and George shared. When the opportunity presented itself the Essaff brothers were eager and willing.

"I know how much it takes to manage a burger place," Anne Severs said. "I was about seven or eight, when my father and uncle went into business building Beep's. And, even my grandfather would help out, making sure the potatoes for the French fries were fresh, peeled and cut."

Severs now oversees the Essaff Estate Trust for her mother Una Essaff who owns the property.

"My dad Stephen Essaff and my Uncle George worked very hard to make Beep's a success," she said. "So I know how much time and effort it takes."

Una and Stephen raised four children in the Sunset District on Judah near 26th Avenue, Severs said. They have many happy



RAYMOND RUDOLPH/THE INGLESIDE LIGHT

memories of Beep's. It was open for business seven days a week.

"And it was only closed for Christmas and New Year's Day," she said.

Over the years since the Essaffs retired in the 1970s, Beep's has been managed by several families. Una, now in her eighties, wants the Trust to keep Beep's going for years to come.

Restored Sign, Adjusted Menu

Last year, Beep's Burgers was added to San Francisco Heritage's Legacy Bars & Restaurants Guide in its second round of nominations. To be eligible, businesses must have "achieved sustained operation of forty years or more, feature distinctive architecture or interior design and contribute to the cultural heritage of the surrounding neighborhood or the city," according to the architectural history preservation organization's press release.

The familiar Beep's sign is without question a landmark and is one of the things that stands out on Ocean Avenue.

The graphic red, white and blue neon sign is first on her list of things she wants to maintain and restore, Wong said.

"There is no other place like Beep's," Weaver said. "It is not a franchise—it is truly unique and one-of-a-kind."

For Wong, her plan to reviving Beep's Burgers is clear.

"I want people to know Beep's is still here," Wong said. "We have good food and we will do our best to ensure that our food is fresh, quality and affordable."



COURTESY OF ANNE SEVERS

Top: Beep's Burgers bustling during lunch on an October day. Above: A photo from the 1960s of the Essaff brothers.

ANALYSIS

Latest Medical Cannabis Dispensary Dust Up Shows City Policy Needs Scrutiny

Legal Business, Awful Nuisance or Example of City Policy Failure?

By ANTHONY MYERS
ASSOCIATE EDITOR

With two existing medical cannabis dispensaries on Mission Street near Mt. Vernon Avenue on the border of the Excelsior and Outer Mission neighborhoods, residents and merchants poured out their reasons for opposition to a third MCD at an October meeting of the Planning Commission.

Their voices were heard, and the commission did not immediately approve the new

MCD—called SPARC—but instead continued the hearing until December.

SPARC is a high-end MCD that operates on Mission Street south of Market Street and is attempting to expand to 5420 Mission St. The owners of the MCD will have until then to once more plead their case to neighboring residents about why they should be allowed to move into the area.

District 11 Supervisor John Avalos, whose district includes the Outer Mission and Excelsior, did not weigh in on the pro or con side of the debate, but instead he asked once again for the Planning Department and the commission to change the rules for where MCDs can be located. However only

the Board of Supervisors can change the green zone rules, and it hasn't taken up the issue since its adoption despite a report documenting problems with the status quo.

"I will say that SPARC has a documented record of being a good neighbor in the South of Market Area, and I appreciate the work they have done to engage with the Excelsior and Outer Mission neighborhoods," Avalos said in a statement presented to the Planning Commission. "I would not welcome any other potential dispensaries in District 11 that do not offer an extraordinary level of community benefits. And I ask that in the future you reject any conditional use applications for MCDs within 500 feet of another

MCD in the Excelsior Outer Mission district."

Among several passionate comments to planners and commissioners during the hearing was Marleen Norman, a board member of the Outer Mission Merchants and Residents Association.

"Outer Mission and the Excelsior is becoming the pot district, the pot center of San Francisco," Norman told the commission. "This isn't the reputation we want for our neighborhood."

Norman and other residents relayed their concerns over traffic, drug dealing and safety issues during the hearing, but it was

Continued on Page 11



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: MAY 17, 2017

Filing Date: April 19, 2017
Case No.: 2017-004872LBR
Business Name: Beep's Burgers
Business Address: 1051 Ocean Avenue
Zoning: NCT(Ocean Avenue Neighborhood Commercial Transit)/
45-X Height and Bulk District
Block/Lot: 6945/043
Applicant: Samantha Yen Wong, Owner
1051 Ocean Avenue
San Francisco, CA 94112
Nominated By: Supervisor Norman Yee, District 7
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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BUSINESS DESCRIPTION

Beep's Burgers is a neighborhood drive-in restaurant founded in 1962 by brothers Stephen and George Essaf. The restaurant's design is based on a minimalist style surrounded by ample space for parking that was the norm for mid-century drive-in burger restaurants at that time. This classic drive-in restaurant model was seen more frequently during earlier eras of auto-centric businesses and is based on the idea of providing a casual classic American fast-food experience. The close proximity to San Francisco City College's Ocean Campus and a number of local high schools provided a built-in customer base and, along with its affordable prices and high-quality food, allowed the business to become an instant success. The Essaf brothers retired from the business in the 1970s, after which ownership changed a number of times before landing in the hands of the current owner, Samantha Wong in 2014. Wong, a graduate of San Francisco State University (SFSU), frequented Beep's Burgers during her time at SFSU and purchased the business with a strong commitment to maintaining its character and traditions that reminded her of the fond memories she has of the business.

Beep's Burgers has become a quintessential neighborhood establishment and an enduring small business along Ocean Avenue. It represents a now rare example of a San Francisco business that truly caters to drivers but has also adapted over the years to accommodate and attract a more multi-modal transit environment. One of the most prominent features of Beep's Burgers is the neon sign that features a spacecraft that old-timers and historians will recognize as the USSR's Vostok One rocket along with the name "Beep's Burgers," a name that is derived from the characteristic "beep" sound of satellite rockets. For many years, the neon of the spacecraft on the sign was inoperable but has since been restored under the current ownership.

Beep's Burgers attracts current and former residents of the surrounding neighborhoods, students, out-of-area drivers searching for an authentic American fast-food experience. The business has maintained a strong following despite the presence of McDonald's and other fast-food chains that have come and gone along Ocean Avenue.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1962

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

Yes, Beep's Burgers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Beep's Burgers has operated for 55 years.
- ii. Beep's Burgers has contributed to the Ingleside/Ocean View community's history and identity by continuing its tradition of being a classic drive-in restaurant serving auto-oriented customers, visitors, local college and high school students, and those seeking an authentic experience of a classically American fast-food experience.
- iii. Beep's Burgers is committed to maintaining the physical features and traditions that define its history and continuance as a quintessential neighborhood establishment and classic drive-in serving high quality burgers, fries and shakes.

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

The business is associated with the traditionally American drive-in restaurant experience.

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

No. The 1962 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes. The Ingleside Light, 11/2014, "The Start of a Comeback for Beep's Burgers," by Jonathan Farrell.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1051 Ocean Avenue

Recommended by Applicant

- Drive-in layout with ample space for parking and limited seating areas
- Large red, white and black business neon sign depicting the USSR's Vostok One rocket along with the name "Beep's Burgers"
- Simple menu featuring a burgers, fries ad alternative sides, sandwiches, and milkshakes

Additional Recommended by Staff

- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum-frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating
- Exterior materials also include painted stacked brick
- Location at the corner of Lee Avenue and Ocean Avenue



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 870 HEARING DATE MAY 17, 2017

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CA 94103-2479

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Information:
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Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BEEP'S BURGERS, CURRENTLY LOCATED AT 1051 OCEAN AVENUE (BLOCK/LOT 6945/043).

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 Ocean View/Ingleside 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 17, 2017, 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 Beep's Burgers 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 Beep's Burgers

Location (if applicable)

- 1051 Ocean Avenue

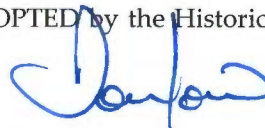
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- Small, one-story, restaurant building with a sloped roofline that features a kitchen, an aluminum-frame window system that also incorporates a walk-up window and is trimmed below with counter space with stools for eating
- Exterior materials also include painted stacked brick
- Location at the corner of Lee Avenue and Ocean Avenue

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 2017-004872LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on May 17, 2017.



Jonas P. Ionin
Commission Secretary

AYES: Hasz, Johnck, Johns, Matsuda, Pearlman, Wolfram

NOES: None

ABSENT: Hyland

ADOPTED: May 17, 2017