

Legacy Business Registry Staff Report

HEARING DATE AUGUST 14, 2017

CINDERELLA BAKERY AND CAFÉ

Application No.: LBR-2016-17-053
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
District: District 1
Applicant: Mike Fishman, Owner
Nomination Date: December 26, 2016
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Cinderella Bakery and Café is a Russian bakery, deli and restaurant located in the Richmond District. Opened in 1953, Cinderella is the oldest authentic, home-style Russian bakery in the Bay Area. The founders of this Richmond District establishment were two sisters, Lydia Repin and Eugenia Belonogoff, who relocated to San Francisco from Harbin, China. The café has been serving home style, traditional Russian pastries and specialties since opening and has become a treasured neighborhood café, known for its time-honored, authentic recipes handed down through generations. Their signature prioshkis, pelmeni, beef stroganoff, and loaves of freshly baked Russian bread have become favorites among the neighborhood and have contributed to the café's strong cultural and culinary presence in the Richmond. Cinderella Bakery and Café is located in an area of the Richmond District that is known as "Little Russia," which extends from 17th Avenue to 27th Avenue around Geary Boulevard. This area is home to many Russian restaurants, shops, bakeries and Russian Orthodox Churches. Cinderella Bakery and Café contributes to Russian heritage in the area by continuing the culinary and cultural traditions that were started when the restaurant opened over 60 years ago. The restaurant also sponsors the annual 3-day Russian Festival and donates to the many Russian Orthodox churches and synagogues and associated schools throughout San Francisco.

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:

436 Balboa Street from 1953 to Present (64 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 Richmond District neighborhood's history and identity.

The Historic Preservation Commission



recommended the applicant as qualifying,



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EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Cinderella Bakery and Café is associated with traditional Russian dishes and goods such as kvass, piroshky, kulich, paskha and vareniki.
- Cinderella Bakery and Café has contributed to the Richmond District's history and identity by continuing Russian cultural and culinary traditions that have helped shaped the area in which the café resides.
- The 1915 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 publications:
 - Richmond District Blog, 4/28/2011, "Cinderella Bakery is the belle of the ball after a face lift," by Sarah B.
 - SF Chronicle, 12/29/2016, "In the Richmond, a bounty of Russian food and community," by Anna Roth.
 - SF Chronicle, 9/25/2011, "Culinary highlights of SF's 49 square miles."

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

Yes, Cinderella Bakery and Café is committed to maintaining the physical features and culinary traditions that define its significance among the Russian community of the Richmond District.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Cinderella Bakery and Café 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:

- Traditional Russian recipes passed down since the opening of the café.
- Business logo that features a Russian nesting doll.
- The name "Cinderella Bakery and Café."
- Location in the Richmond District.

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.

- Bakery and café.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Cinderella Bakery and Café, currently located at 436 Balboa Street 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 AUGUST 14, 2017

CINDERELLA BAKERY AND CAFÉ

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-053
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
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ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CINDERELLA BAKERY AND CAFÉ, CURRENTLY LOCATED AT 436 BALBOA STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on August 14, 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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EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Cinderella Bakery and Café 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 Cinderella Bakery and Café:

Physical Features or Traditions that Define the Business:

- Traditional Russian recipes passed down since the opening of the café.
Business logo that features a Russian nesting doll.
The name "Cinderella Bakery and Café."
Location in the Richmond District.

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

- Bakery and café.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 14, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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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

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-053
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
District: District 1
Applicant: Mike Fishman, Owner
Nomination Date: December 26, 2016
Nominated By: Supervisor Eric Mar

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

436 Balboa Street from 1953 to Present (64 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: June 22, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San
Francisco

ERIC MAR

December 26, 2016

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

Re: Nomination of Cinderella Bakery and Café to Legacy Business Registry

Dear Director Dick-Endrizzi,

I am writing to nominate Cinderella Bakery and Cafe to the Legacy Business Registry. Cinderella is a gem of an establishment that is a bakery, deli and restaurant that has been serving homestyle, traditional Russian pastries and specialties since 1953.

Cinderella is a neighborhood favorite that serves not only the Richmond District but is also treasured in the Russian American community. Known for their authentic recipes and traditional flavors, the business has served as a place where generations of families come to enjoy quality eats and treats including their signature piroshkis, beef stroganoff and loaves of fresh baked Russian bread. Cinderella has preserved food traditions and is an asset in the community.

I am proud to nominate Cinderella Bakery and Cafe for the Legacy Business Registry and hope for their continued success.

Sincerely,

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

Eric Mar

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:		
Cinderella Bakery and Cafe		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Mike Fishman		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
436 Balboa Street SF CA 94118		415-751-9690
		EMAIL:
		mishaf@pacbell.net
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.cinderellabakery.com		cinderella bakery and cafe

APPLICANT'S NAME	
Mike Fishman	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
owner	
APPLICANT'S ADDRESS:	
436 Balboa Street San Francisco, CA 94118	
TELEPHONE:	
(415) 265-7725	
EMAIL:	
mishaf@pacbell.net	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
446105	

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
436 Balboa Street	94118	1953
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	since 1953	

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:
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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:

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.

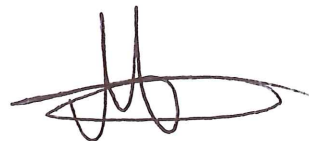
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Mike Fishman

2/8/17



Name (Print):

Date:

Signature:

CINDERELLA BAKERY

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.

Established in 1953 and patronized by both the Russian community and anyone who loves Russian food, Cinderella Bakery and Café is the oldest authentic, home-style Russian bakery in the Bay Area.

The bakery is a San Francisco institution and serves foods prepared with time-honored recipes handed down through generations such as piroshki, pelmeni (Siberian meat-filled dumplings served with sour cream), pastries, Russian bread and entrees such as borscht and chicken kiev. Cinderella Bakery is also one of the only places in the Bay Area to get homemade kvas, a fermented grain drink with a distinctive, tangy, sour flavor.

The original owners of the business were two sisters, Lydia Repin and Eugenia Belonogoff. They came to San Francisco from Harbin, China.

In the late 1980s, Lydia and Eugenia wanted to retire and were looking to sell the business. Semyon Fishman was a businessman and part of the food industry in the Soviet Union. Semyon saw this as the perfect business opportunity for his wife Tatiana Fishman and son Mike Fishman. They acquired the business and recipes, and were provided training from Lydia and Eugenia.

Mike Fishman began working with his mother Tatiana at Cinderella Bakery from day one. When Tatiana retired in 2004, Elena Mironova bought her share and worked there for a few years.

In 2008, Mike and his wife Marika Fishman bought out Elena. Mike and Marika have since been sole owners of the business. They renovated and updated Cinderella Bakery and Café to incorporate new with old. The goal was to preserve the authenticity and give it a modern facelift. They wanted to attract new people to the neighborhood while keeping tradition and authenticity.

The goal is for Cinderella Bakery and Café to stay in this location for many years to come and to keep the recipes authentic. Maybe one day the third generation of Fishmans will continue the business.

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

Not applicable.

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

Cinderella Bakery is a family-owned business presently owned and operated by Mike and Marika Fishman. The original owners, Lydia Repin and Eugenia Belonogoff, were unrelated to the Fishman family.

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

Following is the ownership history of Cinderella Bakery and Café:

1953 to 1988: Lydia Repin and Eugenia Belonogoff
1988 to 2004: Tatiana Fishman and Mike Fishman
2004 to 2008: Mike Fishman and Elena Mironova
2008 to Present: Mike Fishman and Marika Fishman

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.

The Legacy Business Registry application includes documentation demonstrating the business has been in existence since 1953.

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 location at 436 Balboa Street is considered a “Category B Building” by the Planning Department. Further consultation and review will be required to determine whether the property is an historical resource.

CRITERION 2

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

San Francisco's Richmond district contains a neighborhood along Geary Boulevard known as "Little Russia," which extends from 17th and Geary, near the Russian Renaissance Restaurant, to the golden domes of the Russian Orthodox Church at 27th and Geary. This stretch is home to many Russian restaurants, shops and bakeries.¹

Beyond Little Russia, there has long been a Russian presence throughout much of the Richmond district, including neighboring Clement and Balboa streets. Cinderella Bakery and Café, located at 436 Balboa Street, is a prime example of this neighborhood heritage. The business contributes to the diversity of food and culture that is valued by San Franciscans, and it offers people a feeling of nostalgia.

Cinderella Bakery is patronized by both the Russian community and anyone who loves Russian food. It serves the local Richmond community and has also become a destination place, bringing people into the neighborhood from throughout the Bay Area. Russians who grew up in the Richmond district and now live elsewhere visit frequently.

The business is so well-connected to, and representative of, San Francisco that its menu was displayed at San Francisco International Airport as a "unique San Francisco business" alongside many other popular restaurants and businesses in the city.

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

Cinderella Bakery and Café sponsors the annual Russian Festival. The 3-day event takes place at the Russian Center on Sutter Street. Cinderella Bakery provides 99% of the food at the festival, which is also heavily discounted.

Aside from participation in the Russian Festival, Cinderella Bakery also donates to the many Russian Orthodox churches and synagogues throughout San Francisco as well as schools associated with these religious institutions as well as the SF Ballet once a year.

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

Cinderella Bakery was featured in an article by the San Francisco Chronicle on September 25, 2011, titled "Culinary highlights of SF's 49 square miles" (<http://www.sfgate.com/restaurants/article/Culinary-highlights-of-S-F-s-49-square-miles-2308294.php>). In the special issue, the San Francisco Chronicle food and wine staff scoured the 49-square-mile city in search of the most interesting places to eat, buy and cook food in each of square miles on the grid. Cinderella Bakery was the main highlighted business for Square 16.

¹<https://archives.sfweekly.com/sanfrancisco/little-russia-from-russia-with-love/Slideshow/2728547>

Cinderella Bakery was included in a book called "Images of American Russian San Francisco." This book tells the history of the Richmond district and businesses that are part of the Russian culture.

Cinderella Bakery has been mentioned in other publications, as well, such as Lonely Planet.

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

Unknown.

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

Cinderella Bakery and Café supports local libraries, schools and religious places, including Jewish, Russian Orthodox and Catholic. This support comes in the form of food and donations, with a \$5,000 donation to the Richmond District Library, which is commemorated on a placard on a bench on the property.

Cinderella Bakery also donates to the Richmond district schools and Russian Children's Welfare Society in the form of food and monetary donations and supported Russian Day in Union Square, donate to local schools, and clients who ask for support for charities. Some examples are the Dianne Feinstein Middle School, George Washington High School, McCoppin Elementary School and Little Star Elementary School, to which Cinderella Bakery donates gift cards for auctions held by the Parent-Teacher Associations of these schools.

Cinderella Bakery aims to stay affordable and have very reasonable prices even with many improvements, investment into the business and ongoing costs of doing business in San Francisco.

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

Cinderella Bakery and Café is committed to the neighborhood and the Richmond district. The bakery is a big part of the community and popular among numerous cultures. Aside from Russian-Americans, many patrons hail from the local Asian community. Tourists also patronize the business. Cinderella Bakery was mentioned in the Lonely Planet Guidebook for San Francisco as one of the unique places to visit near Golden Gate Park.

Being in the same location as well as continually updating with the trends and incorporating the new with the old keeps attracting people and newer generations. The business has a diverse group of customers, which is what makes San Francisco great.

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

No.

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

There are not that many small businesses that have been in the same location for as many years as Cinderella Bakery and Café. If the business were to shut down, the clients would miss the food and experience. It brings back memories, and there is no place with authentic food in this style or environment in San Francisco. Cinderella Bakery is a unique business in San Francisco as it sells many goods that are not as widely available in the Bay Area. Some of these Russian-specific goods are kvass, piroshki, honey cookies, kulich (Easter bread), paskha, pelmeni and vareniki (Russian dumplings), borscht, kompot, kharcho soup, shuba (herring salad) and other Russian goods that are “made from scratch” and unique to the bakery.

CRITERION 3

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

The bakery is a local draw and is usually a popular weekend destination. The parklet and outside seating area make for a friendly and neighborhood space that people can visit and grab a bite to eat and take in the weather (if it is not foggy, which is characteristic of the neighborhood at times). The Inner Richmond is generally a quiet neighborhood; however, morning and lunch rushes on Friday, Saturday and Sunday make Cinderella Bakery a local gathering place, as well as destination for tourists visiting San Francisco. Also, with their “neighborly prices” as described by Lonely Planet, the business has long been a draw because of its quality products and affordability.

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)

Cinderella Bakery has a menu that is authentic and uses locally-sourced ingredients. The recipes are the same and everything is handmade the way it has always been.

Popular among all cultures for both American and Russian Easter are piroshki, blini and dumplings, as well as the Easter bread kulich and specialty breads that can also be purchased in from Eastern European stores throughout the Bay Area. The dark bread recipes were handed down from Russia. These recipes have been passed down and maintained. Easter bread and paskha are Cinderella’s specialties. They are handmade by Mike Fishman every Easter for both the American and Russian Easter. It is a secret recipe. The process takes 16 hours for one batch. It also takes shaping and a slow fermentation to make such a unique kulich. Special pans are used. These pans were handed down from the original owners. The paskha is made using special shaped molds.

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.).

Since 2008, the business logo has featured a Russian nesting doll. The logo is on the exterior awning and on all packaging. It is familiar and easy to recognize. It is also on the delivery trucks.

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.

Since 1953, the business at 436 Balboa Street has always been a bakery named Cinderella. The business has been owned by Russian-Americans since its inception, and the recipes were passed on to the current owners and the bakers trained by the former bakers. This has helped the business maintain its connection to the neighborhood, city and culture from which it came, and has largely remained an institution in the Richmond district.



(old awning)



1953



GILL FELLA RUSSIAN BAKERY AND CAFE

CA





(old interior)



(old interior)



Cinderella Bakery & Cafe
ALL FROM MENU BY OWNER 360° VIEW

Cinderella Bakery & Cafe
Ace of Pies
MAR 2017





CINDERELLA BAKERY & CAFÉ

OPEN

436

Cinderella Bakery & Cafe
ALL FROM MENU BY OWNER 360° VIEW

Cinderella Bakery & Cafe
Taryne Wiertel
MAY 2017



Cinderella Bakery & Cafe
ALL FROM MENU BY OWNER 360° VIEW

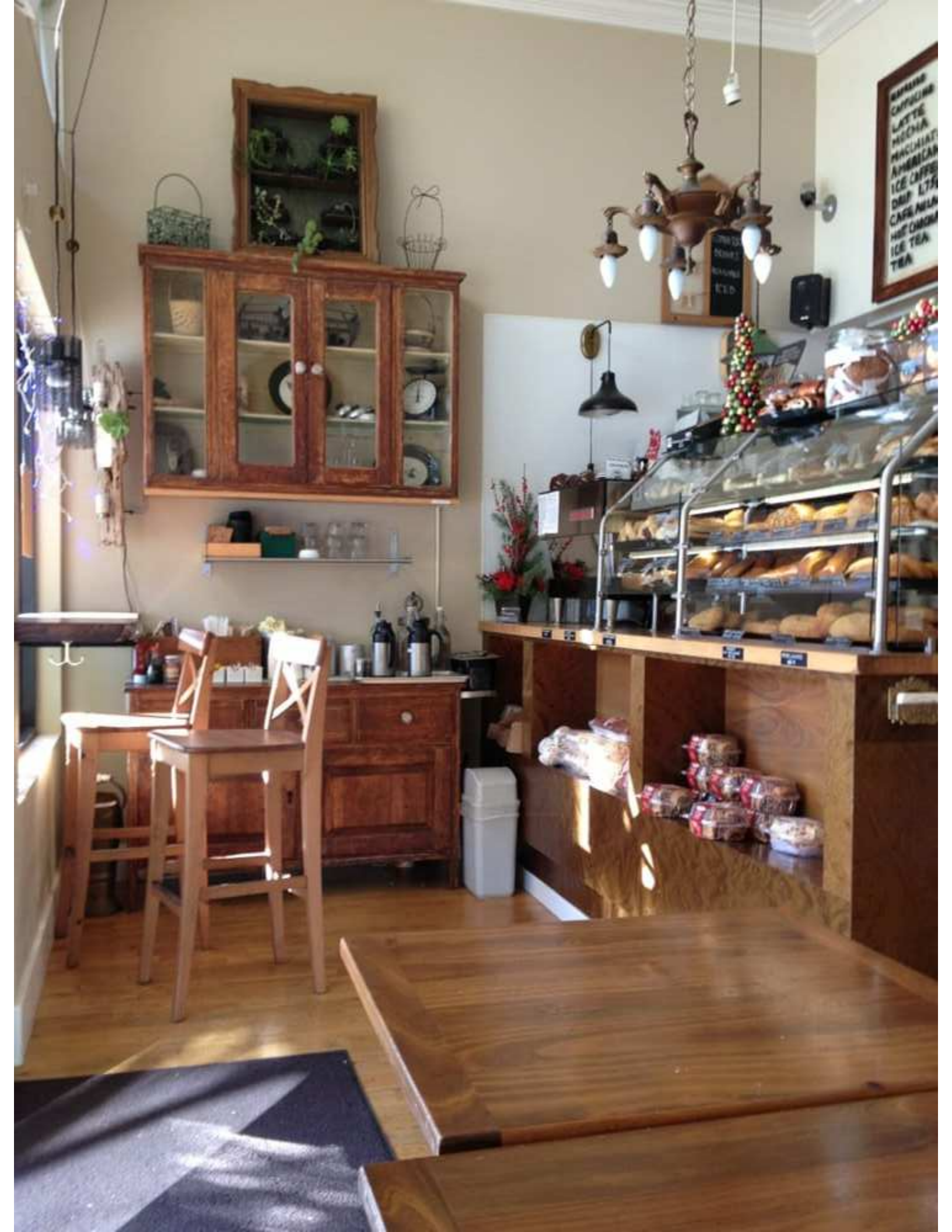
Cinderella Bakery & Cafe
Haitham Shammaa
AUG 2016



Cinderella Bakery & Cafe

ALL FROM MENU BY OWNER 360° VIEW





Menu

WARRANTY	25
CAPPUCINO	3.25
LATTE	3.75
MICHA	2.75
MACHOATO	2.95
AMERICANO	2.95
ICE COFFEE	2.95
DIP	1.75
CAFELINANT	3.25
HOT CHOCOLATE	2.50
ICE TEA	1.50
TEA	1.50

Menu

WARRANTY	25
CAPPUCINO	3.25
LATTE	3.75
MICHA	2.75
MACHOATO	2.95
AMERICANO	2.95
ICE COFFEE	2.95
DIP	1.75
CAFELINANT	3.25
HOT CHOCOLATE	2.50
ICE TEA	1.50
TEA	1.50

House made Beverages

Blanchiki
RUSSIAN-STYLE GREEN
BLANCHIKI PLAN \$3.99

BLANCHIKI W/ PEAS \$5.50
BLANCHIKI W/ CELERY \$6.50
BLANCHIKI W/ CELERY & POTATOES \$5.50
BLANCHIKI W/ CELERY & POTATOES \$6.99
BLANCHIKI W/ CELERY & POTATOES \$4.99
BLANCHIKI W/ CELERY & POTATOES \$4.99
BLANCHIKI W/ CELERY & POTATOES \$4.99

Artisan Granola
with Yogurt \$2.99

Frozen Pelmeni & Varenyki BY THE BAG \$4.50

Entrees

CHICKEN CUTLET
A LA KIEV \$12.95

CHICKEN CUTLET
WITH SAUCE \$11.95

GOLUBTSY \$12.95

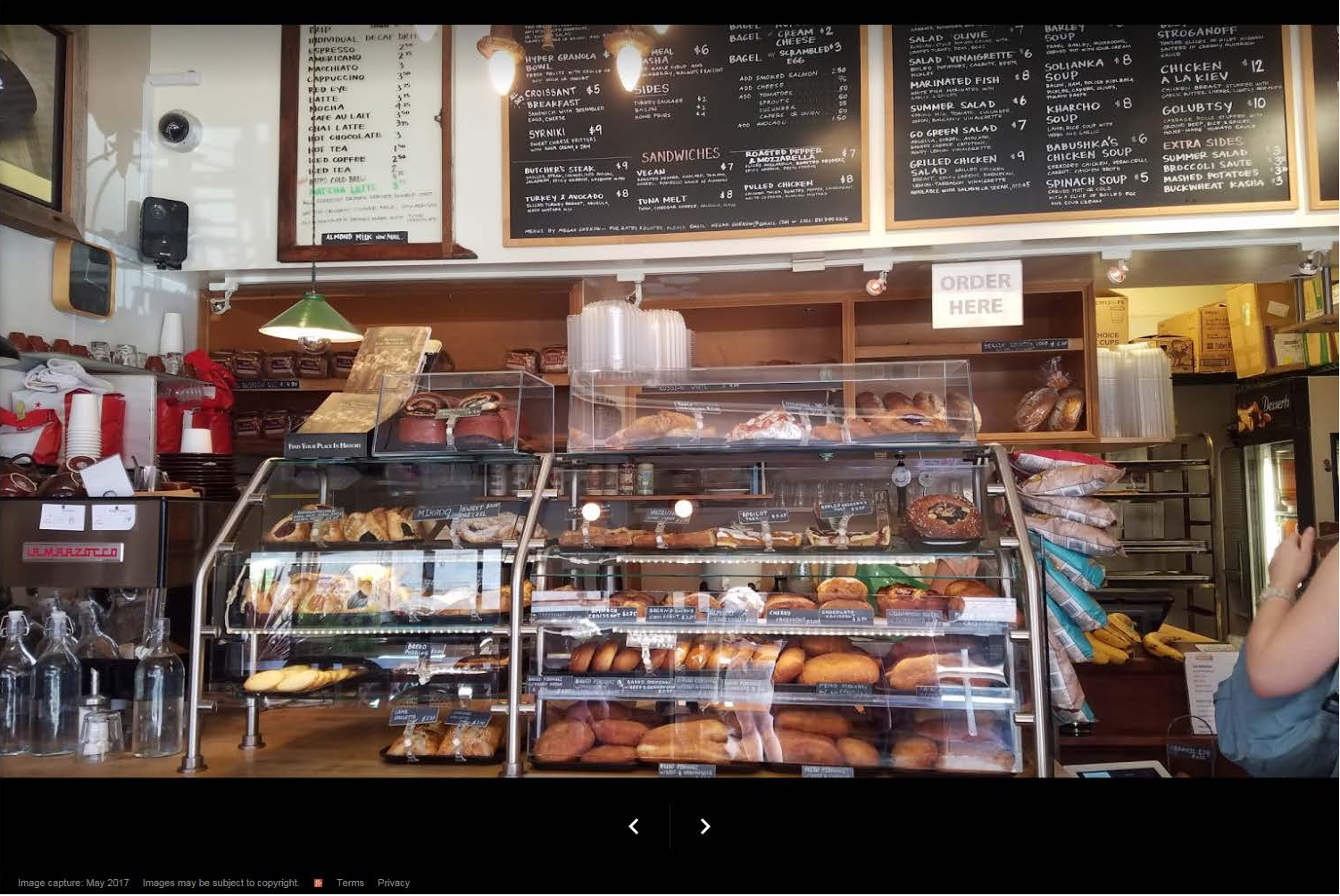
STUFFED BEEF PATTY \$12.95

CRANBERRY MEAT SAUCE \$2.95

ORDER
HERE









CHOCOLATE CAKE
\$3.00

ALMOND SPONGE
CAKE w/
ITALIAN CREAM \$5

Napoleon Cake
\$2.00

MILK CAKE
\$2.50

HOT TEA 2.50
 ICED COFFEE 2.50
 ICED TEA 2.50
 NITRO COLD BREW 3.50
 MATCHA LATTE 3.50
 ALL DRINKS WITH MILK OR SWEETENED
 ALL DRINKS WITH MILK OR SWEETENED
 ALL DRINKS WITH MILK OR SWEETENED
 ALMOND MILK 0.50

BUTCHER'S STEAK 18
 TURKEY & AVOCADO 18
 TUNA MELT 18
 MEATS BY MEGAN GREGORY - FOR BATEL QUOTES, PLEASE EMAIL: MEGAN.GREGORY@MAIL.COM OR CALL: 831.340.4216



Free Your Pastry & Buns

MINI-PIZZA
SWEET PEARL
PIZZAZZ

PEACH TART \$3.25

APPLE PIEROGI
W/ MAPLE SYRUP

PIZZAZZINI
PIZZAZZINI

APPLE CROISSANT
W/ MAPLE SYRUP

ALLEGHANY
BUTTERY

CHOCOLATE
CROISSANT \$2.50

SPINACH
CROISSANT \$2.50

CHERRY
CROISSANT \$2.50

CHOCOLATE
CROISSANT \$2.50

ALMOND
CROISSANT \$2.50

RAISED
CROISSANT \$2.50

PLAIN
CROISSANT \$2.50

BAKED PIEROGI
W/ POTATO \$2.50

BAKED PIEROGI
W/ POTATO \$2.50

BAKED PIEROGI
W/ POTATO \$2.50

BAKED PIEROGI
W/ POTATO \$2.50

FRIED PIEROGI
W/ CORNMEAL \$2.50

FRIED PIEROGI
W/ POTATO \$2.50

HOPPED
KAL \$5.75

Strudel \$6.00

FRIED PIEROGI
W/ BEEF & SAUSAGE \$3.25

FRIED PIEROGI
W/ BEEF & CHEDDAR \$3.25

APRICOT TART
w/ APRICOT
\$2.35 ea

APPLE TART
w/ STRAWBERRY JAM
\$2.35 ea

WHITE CRUMB TART
\$2.35 ea

\$2.55



ALMOND BEARCLAW
\$2.40

ALMOND BEARCLAW
\$2.35

CHERRY CROISSANT
\$2.35

CHOCOLATE CROISSANT
\$2.35

RAISIN SWIRL
\$1.60

PLAIN CROISSANT
\$2.00



BAKED PIROSHKI
w/ GREEN ONION
D'CEED 8.00

BAKED PIROSHKI
\$2.70

BAKED PIROSHKI
CABBAGE
\$2.80



FRIED PIROSHKI
POTATO
\$2.80



FRIED PIROSHKI
CABBAGE
\$2.80



FRIED PIROSHKI
BEEF & GORGONZOLA
\$3.00



FRIED PIROSHKI
BEEF & CHEDDAR
\$3.25



FRIED PIROSHKI
BEEF



House of Bayels
SUPPERED EGG
\$2.25

17

MIKADO WAFFLES
DROPPED SUGAR
FLAKY COOKIES
& 2.25
\$1.50

APPLE TURNOVER
\$2.50

APPLE LEAVE TART
\$2.50

STRAWBERRY,
CREAMCHEESE
TURNOVER \$2.50

CHERRY,
CREAMCHEESE
TURNOVER \$2.50

RAISIN SWIRL
\$1.60

THREE STRAISE
\$1.25

BAKED PIROSHKI
GREEN ONION
\$3.00

BAKED NIGOHKI
CABBAGE
\$2.50

FLAVOURED
BREAD
\$1.25

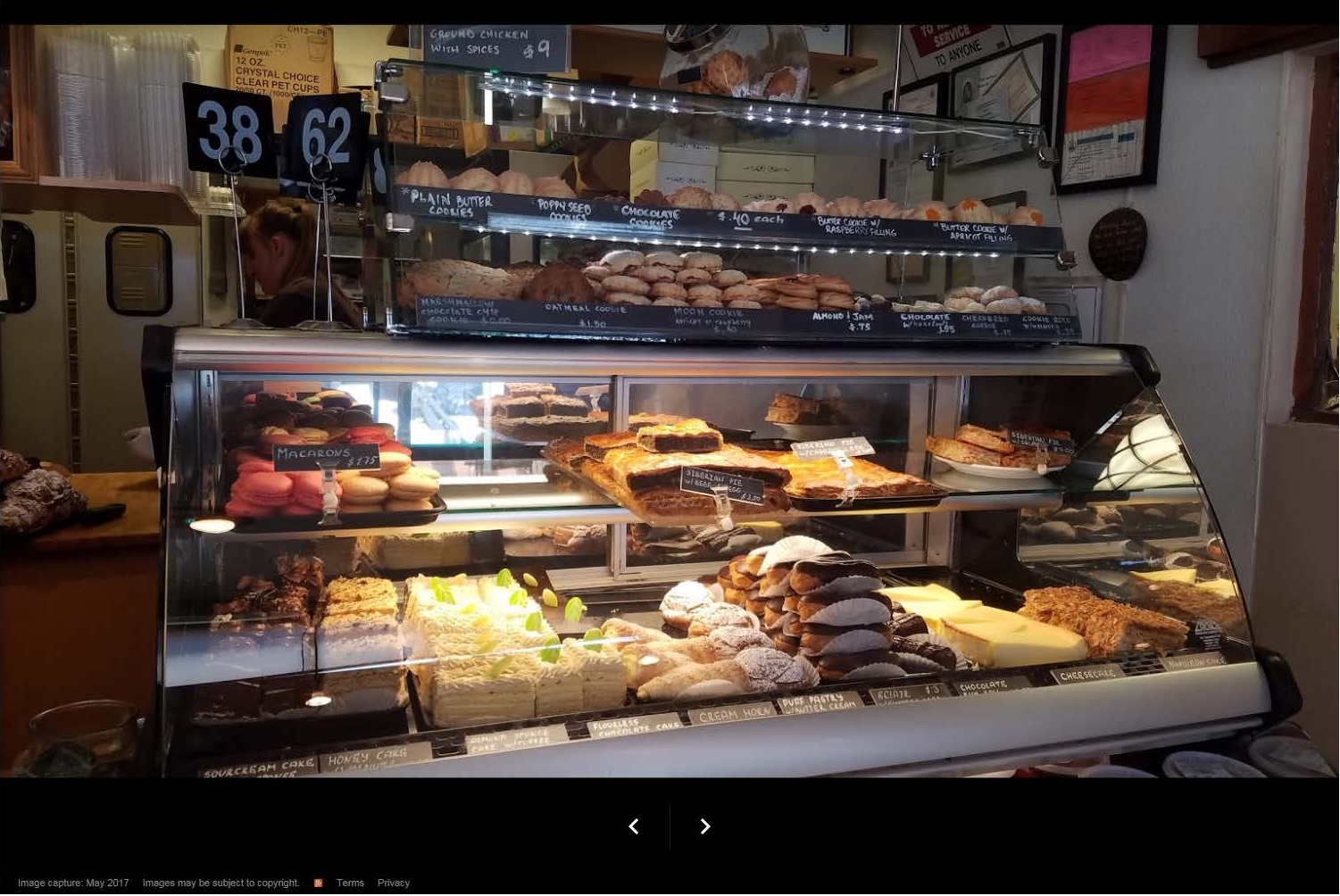
Cinderella Bakery & Cafe
ALL FROM MENU BY OWNER 360° VIEW



Cinderella Bakery & Cafe

ALL FROM MENU BY OWNER 360° VIEW

Cinderella Bakery & Cafe
Taryne Wiertel
MAY 2017



Cinderella Bakery & Cafe

ALL FROM MENU BY OWNER 360° VIEW

Cinderella Bakery & Cafe
Daniel Chaitow
APR 2017









Cinderella Bakery & Cafe
ALL FROM MENU BY OWNER 360° VIEW

Cinderella Bakery & Cafe
Robert Lerner
APR 2017



Since 1953

CINDERELLA

Russian Bakery & Café



CINDERELLA BAKERY & CAFÉ

phone (415) 751-9690 • fax (415) 751-6723



IMAGES
of America

RUSSIAN SAN FRANCISCO

Lydia B. Zaverukha and Nina Bogdan
Foreword by Ludmila Ershova, Ph.D.



CINDERELLA BAKERY & CAFÉ
phone (415) 751-9690 • fax (415) 751-6723

In operation for more than 50 years and patronized by both the Russian community and anyone who loves authentic Russian food, the Cinderella Bakery and Café is located at 436 Balboa Street. Lydia Repin and her family opened the shop in 1953 and owned it for more than 20 years. Since 1992, the bakery has been owned by Michael Fishman, whose parents had purchased it from the Repin family. The bakery is now a San Francisco institution and still serves foods prepared with recipes handed down through generations, such as piroshki, pastries, and, most importantly, authentic Russian bread. Gastronom (below), a Russian deli and food store, is part of the strip of Geary Boulevard stretching from approximately Sixteenth to Twenty-sixth Avenues that includes a variety of businesses catering to the Russian community, many of which were opened by third-wave Russian Jewish immigrants. (Both, courtesy Nina Bogdan.)



RICHMOND DISTRICT BLOG

Cinderella Bakery is the belle of the ball after a face lift

Posted on April 28, 2011 by Sarah B.



The fresh new facade of Cinderella Russian Bakery & Cafe

Cinderella Russian Bakery & Cafe at 436 Balboa must have gotten an invitation to the ball recently, because she's all dolled up!

The cafe underwent an exterior face lift and added a new awning, tables, chairs and window coverings, giving the cafe a fresh new look.

The cafe was established in 1953 and is a neighborhood favorite for its authentic Russian pastries, meat pies and selection of entrées, soups and specialties.

According to their website, they are also now offering hot and cold sandwiches, and salads. You can even email or call ahead for curbside pickup.

Take that wicked stepsisters! Cinderella is stepping out.

Sarah B.



Inset: the before shot of the cafe's exterior.

Culinary highlights of S.F.'s 49 square miles

SPECIAL ISSUE City boasts culinary gems in each and every square mile

on September 25, 2011



The San Francisco Chronicle food and wine staff scoured their 49-square-mile city in search of the most interesting places to eat, buy and cook food in each of square miles on the grid. Enjoy!

11. Swan Oyster Depot
12. Tadich Grill
13. Java House
14. Beach Chalet/Park Chalet
15. Han Il Kwan
16. Cinderella Bakery & Cafe
17. Nopa/Nopalito
18. Hayes Valley temporary projects: Proxy, Hayes Valley Farm
19. Rainbow Grocery
20. Distillery 209
21. Thanh Long

16. Most of the restaurants in this square, which encompasses part of the Inner Richmond and a chunk of Golden Gate Park, lie on Balboa Street: Sushi Bistro and Namu represent the new wave, with Cinderella Bakery and Katia's holding down San Francisco's old-school Russian demographic.

We contemplated including the park's Japanese Tea Garden, which was built in 1894, but ultimately decided it was less notable for its food than its design and age. At Cinderella, which opened in 1953, there's history and good food to boot. Babushkas chat in Russian over handmade piroshki, borscht and pelmeni, as they have for decades and, we hope, will do for many more.

Cinderella Bakery, 436 Balboa St. (near Fifth Avenue); (415) 751-9690 or cinderellabakery.com.

Open Tuesday-Sunday.

In the Richmond, a bounty of Russian food and community

By Anna Roth | December 29, 2016 | Updated: December 29, 2016 5:28pm

1



Photo: Gabrielle Lurie, The Chronicle

A plate of dumplings, known as pelmeni, at Cinderella Bakery.

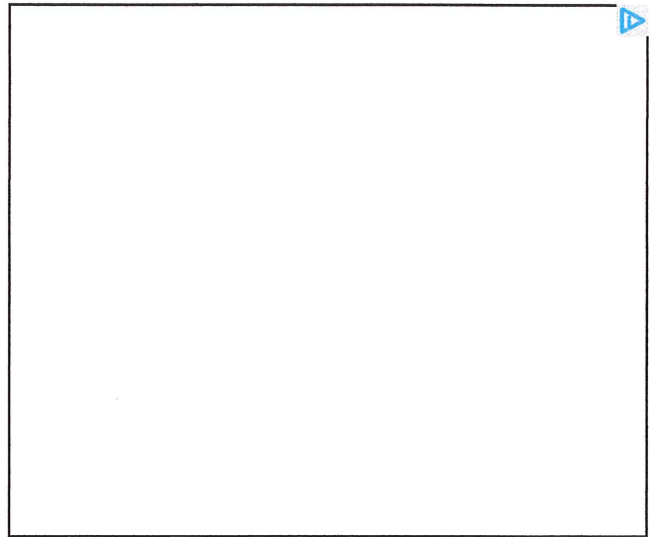
Mike Fishman arrives at the table with a bowl piled high with *pelmeni*. These juicy, pork-

filled Russian dumplings fall somewhere between a wonton and tortellini; you eat them either in broth or dipped in white vinegar or sour cream. Here, at the Inner Richmond's Cinderella Bakery, they're worthy rivals to the famous xiao long bao at Shanghai Dumpling King a few dozen avenues west.

The pelmeni join a table already laden with other Russian foods. There are *zakuski*, "little snacks" such as salt-cured cucumbers and fermented tomatoes, meant to whet the appetite while drinking. There are beet-red bowls of warm borscht anointed with a dollop of sour cream; thin, crepe-like blini smeared thickly with sour cream and fish eggs; and baked piroshki, shiny with egg wash and bursting with fillings of mushrooms, caramelized onions and shredded cabbage.

Everything is washed down with glasses of *kvass*, a sweet, mildly alcoholic beverage made from fermented dark bread, kombucha-like in its flavor and effervescence.

This would be an epic meal in many circumstances, but today, it's just lunch. "This is a typical Russian meal," says restaurateur Boris Nemchenok, 36, who is showing me around the neighborhood. "It was always hard as a kid growing up and staying overnight at my American friends' houses. Breakfast would be, like, scrambled eggs. And I'd be used to a feast."



MORE BY ANNA ROTH



The Middle Sunset's vibrant food scene captures a slice of San



St. Francis Fountain an indelible part of San Francisco



Burritos, remixed: When a San Francisco classic gets a new look

After his family immigrated from the Soviet Union in 1982 when he was three years old, Nemchenok grew up in the Russian community that still thrives in the Richmond District. Now he's a managing partner and director of operations at the Italian restaurant Fiorella, which opened last year on Clement Street not far from where he went to grade school. His family still lives in the Avenues, though now across the park in the Sunset. Cinderella Bakery's Fishman, another Russian émigré, is Nemchenok's cousin by marriage.



Russians have been in San Francisco since before the Gold Rush — those early explorers, fur traders, merchants and holdouts from the North Coast's Fort Ross were buried in a small cemetery on what's now named Russian Hill. But the community swelled in the 20th century as waves of Russians immigrated to the United States in the wake of the political upheavals of the Bolshevik Revolution, World War II, perestroika and the collapse of the Soviet Union.

Many went to New York, but some landed in San Francisco on recommendations from friends and family members who had already made the journey.



Photo: Gabrielle Lurie, The Chronicle

Uria Av prepares beef and cheddar piroshki at Cinderella Bakery.

They're still following those well-worn trails today. In the Richmond, Russian immigrants old and new still shop in their community's stores, attend the Orthodox churches and Jewish temples, and eat in the restaurants that remain.

You can put together a makeshift feast from the a la carte menus at places like Cinderella, Red Tavern and Katia's Russian Tea Room — though Katia Troosh, who operates her namesake restaurant, hints that retirement may be close. In that scenario, the city would lose one of its most reliable sources for blini, pelmeni and lavish Russian desserts.

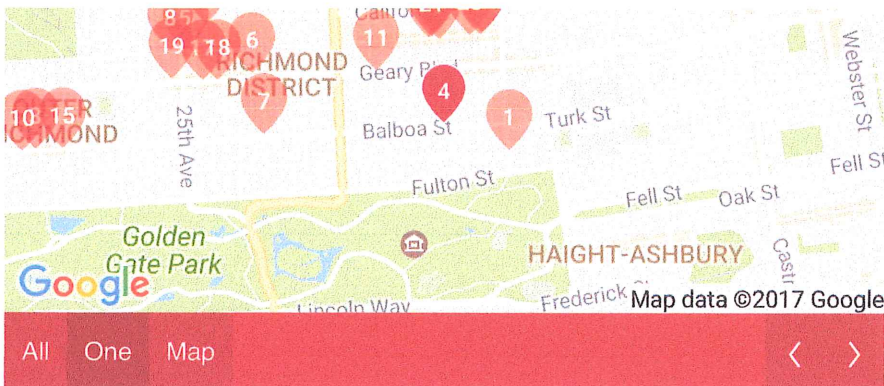


Photo: Gabrielle Lurie, The Chronicle

At Cinderella Bakery, zakuski are little snacks, like fermented tomatoes and pickled vegetables, that are meant to whet the appetite while drinking

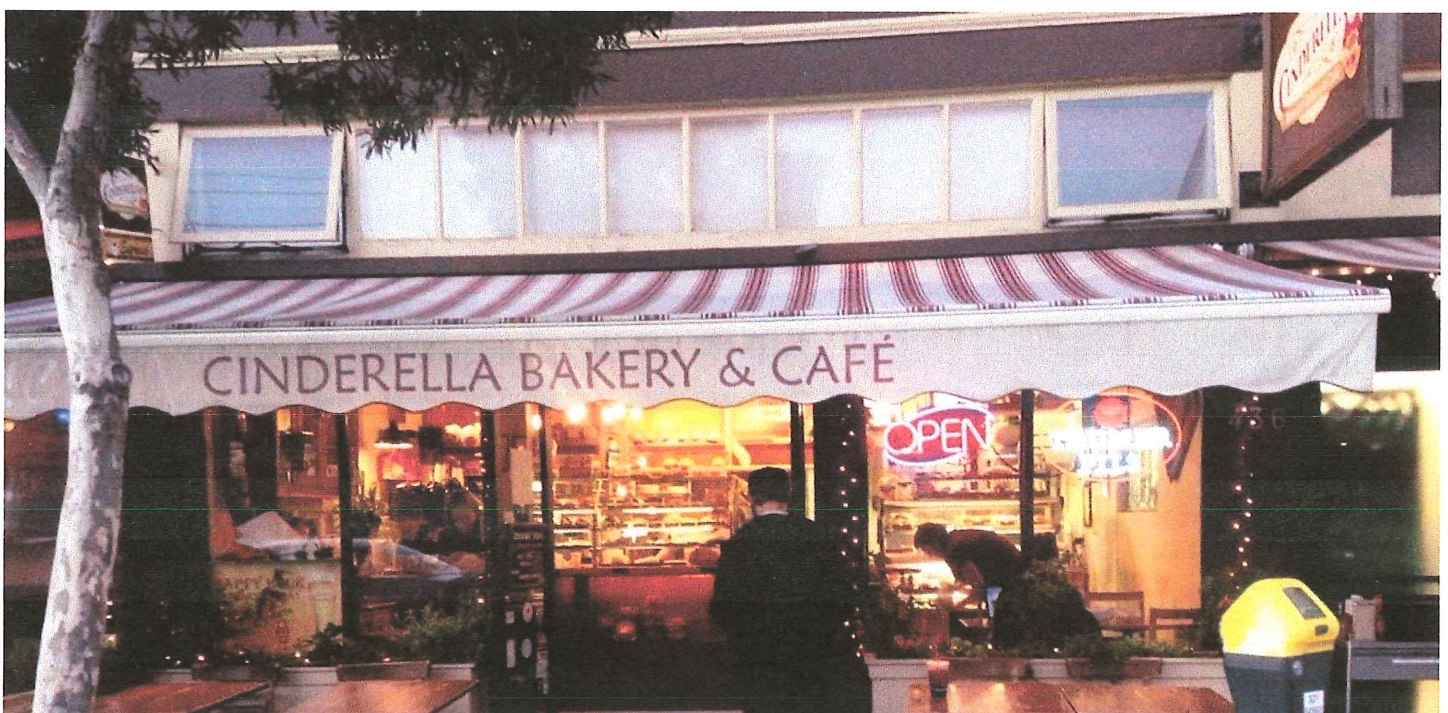
At these restaurants, the real action is often in back banquet rooms, where a mostly Russian crowd gathers for meals that span several courses and hours. “Russians love banquets. They all want to eat family-style like the Chinese or the Italians,” says Irina Litvak, who co-owns Red Tavern and immigrated from Russia herself in 1988. “It’s very much a traditional Russian thing to eat while you sit at the table and talk and talk and talk.”

All the usual suspects are present on these tables: pelmeni, piroshki, smoked fish, pickled vegetables and herring with onions, all consumed with wine, vodka or Russian beer. At \$45 to \$65 per person, the feasts are not an everyday indulgence, but they’re more affordable than most prix-fixe menus around town, and can be a nice break from the self-seriousness that so often accompanies farm-to-table dining.



4 Cinderella Bakery & Café

The Outer Richmond's Russian community constantly filters through this cheerful Geary bakery and cafe, which peddles everything from freshly baked rye loaves and Ritual Coffee, to entrees like borscht and chicken kiev. Don't sleep on the pelmeni (Russian boiled meat dumplings in broth), or the blinchiki (rolled crepes filled with sweet cheese, mushrooms, ground beef, caviar or Nutella). Cinderella is also one of the only places in the Bay Area to get housemade kvas, a sweet, vaguely alcoholic-tasting, bubbly concoction made from fermented rye bread.





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Bakeries, Eastern European, and Russian Restaurant

Cinderella Bakery, Delicatessen & Restaurant

This charming Richmond district institution turns out memorable old-fashioned home cooking at Eisenhower-era prices.

436 Balboa St
San Francisco, CA 94118-3938
Phone: (415) 751-9690

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Avg. user rating: (1 review)
(what our ratings mean)

Restaurant Review

Opened in the mid '50s by Russians from Harbin, China, the Cinderella has changed little since its early days. New owners have been at the helm for the past few years, but the piroshki, pelmeni (Siberian meat-filled dumplings served with sour cream) and pirogi (house-made savory pies of meat, fish or cabbage) remain first-rate. Both the borscht, topped with sour cream and a sprinkling of dill, and the rassolnik, tiny bits of beef kidney, vegetables and pickles in a clear broth, are recommended, as is a plate of pickled herring and potatoes or an order of sirniki, cheese fritters with, yes, more sour cream.

Vareniki, large dumplings filled with cheese or potatoes, is stick-to-your-ribs

SPONSORED BY



Deal of the Day



Restaurant Info

MEAL TYPE

- Light Meal
- Lunch
- Dinner
- Breakfast

HOURS

Tue-Sat 9am-9pm
Sun 9am-7pm

PAYMENT INFO

- MasterCard
- Visa

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early 90's menu

Entrees

Served with fries, kasha or new potatoes
along with freshly baked Russian bread

Beef Stroganoff (tender beef slices in a delicately flavored sauce with mushrooms & onions, topped with sour cream).....	\$ 7.95
Bitochki (Russian style)	\$ 7.95
Leg of lamb	\$ 7.95
Chicken cutlet a la Kiev (chicken breast inside butter).....	\$ 7.95
Beef cutlet	\$ 5.95
Chicken cutlet	\$ 5.95
Fish cutlet	\$ 5.95
Golubtsy (cabbage rolls with beef and rice).....	\$ 5.95
Stuffed bell peppers (stuffed with beef and rice or vegetables).....	\$ 5.95

Homemade Pasta

Pelmeni (dumplings with meat)	\$ 5.95
Vareniki with potatoes	\$ 6.25
Vareniki with cheese	\$ 6.40
Vareniki with sour cherries	\$ 6.95
Syrniki (cheese fritters)	\$ 5.90

Blinchiki

Cheese	\$ 3.95
Meat	\$ 3.95

Beverages

Coffee	\$ 1.20
Tea	\$ 0.90
Milk	\$ 0.90
Hot chocolate	\$ 0.90
Juice (orange, tomato, apple)	\$ 1.20
Soft drinks (Coke, 7UP)	\$ 0.90
Homemade iced tea	\$ 0.90
Mineral water	\$ 0.90
Kvas	\$ 1.75
Beer (Budweiser, Bud Light)	\$ 1.95
Beer (Heineken, Corona)	\$ 2.50
House wine (white, rosy, red)	\$ 2.50

No pipe or cigar smoking, please.
Not responsible for lost or stolen goods.

Breakfast

Eggs, any style	\$ 3.25
Eggs with ham	\$ 3.80
Cheese omelet	\$ 3.80
Cheese omelet with mushrooms	\$ 4.25

Sandwiches

Salami	\$ 3.25
Ham	\$ 3.25
Cheese	\$ 3.25
Hamburger	\$ 3.60
Cheeseburger	\$ 3.80

Soups

	Large	Small
Borsh	\$ 2.95	\$ 2.00
Barley	\$ 2.95	\$ 2.00
Spinach	\$ 2.95	\$ 2.00
Rassolnik	\$ 2.95	\$ 2.00

Appetizers & Salads

Pickled vegetables	\$ 4.50
Marinated mushrooms	\$ 3.95
Smoked salmon	\$ 5.95
Assorted fish (salmon, sturgeon)	\$ 6.95
Herring with boiled potatoes	\$ 4.50
Assorted meat	\$ 5.50
Headcheese	\$ 4.50
Egg-plant paste	\$ 3.75
Egg-plant "Sote"	\$ 3.95
Russian salad "Olivie"	\$ 3.95
Vinaigrette (beets salad)	\$ 3.95
Summer salad	\$ 2.95

Piroshki (fried or baked)

Meat or cabbage	\$ 1.95
-----------------------	---------

Pirogi (Russian pies)

Meat, cabbage or mushroom	\$ 2.10
Fish	\$ 2.20

Long before there was glasnost – “maybe 40 years, who remembers?” a babushka tells us – there was the *Cinderella Bakery and Restaurant*.

A line stretched out the Balboa Street door when we arrived at noon on Saturday. Half a dozen people were patiently waiting for one of the nine tables that fill a small room adjacent to the shop where baked goods are sold. A low murmuring in Russian rose from the dining area. Near the window, a gray-bearded man with Tolstoy dignity gazed into his teacup, and at the far wall, two turbaned women who might have walked Nevsky Prospekt with Diaghilev whispered in deep, conspiratorial tones over *kotletki* and *borscht*.

We linger over this portrait because Cinderella is nearly the last of a breed we once took for granted, and a certain atmosphere has much to do with its charm. After the Second World War, San Francisco was an important center of Eastern European exile culture. Well into the 1960s, the Richmond District was especially rich in its nuances, and little bakery-restaurants like “Cinderella”, “Miniature” and “Park Presidio Bakery” lent a note of old Moscow cafedom to the westside scene.

In fact, as the soy-sauce bottles on Cinderella’s tables illustrate, the note was doubly distant. San Francisco’s Russians came largely from Shanghai and from Harbin, and Manchuria, remnants of a community that had fled Europe once and Asia later. The soy sauce, however, is just a Chinese accent, to be drizzled cautiously onto piroshki. The language of Cinderella’s kitchen is as warmly Russian as a bear hug and the samovar.

It’s imperative to order *pelmeni* here. The wheat-growing plains of Siberia, Byelorussia, and the Ukraine engendered the world’s most pronounced affection for the dumpling, and *pelmeni* are its favorite objects. At Cinderella they are walnut-sized, delicate morsels, stuffed to bursting, seasoned with minced beef. A couple dozen come to the order, immersed in a light chicken broth.

The problem is that a bowl of *pelmeni* leaves scant appetite for the menu’s other attractions: Lamb with kasha (buckwheat groats), the cheese-filled dumplings called *vareniki*; stuffed peppers and cabbage; cutlets of chicken, fish or beef; and a quartet of heavy soups – spinach, barley or rassolnik, if you aren’t in the mood for borscht.

Sirniki are a Russophile’s reverie. Second to wheat in the food pantheon of the steppes is dairy and dairy is what this dish is all about. Essentially, it is a plate of cottage cheese fritters, shaped into oval patties before frying, then served with as much sour cream as you care to ladle on.

Incidentally, the breads – both whole wheat and white – are fresh from the oven and irresistible.

What brought us back to Cinderella in the first place should be fairly obvious: After eight years of listening to Washington’s ravings on the evil empire, we Americans have suddenly declared the Eastern Block acceptable – even fashionable. Glasnost is where it’s at and hopefully, will still be when you read this.



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: JULY 19, 2017

Filing Date: June 22, 2017
Case No.: 2017-008057LBR
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)/
40-X Height and Bulk District
Block/Lot: 1548/027
Applicant: Mike Fishman, Owner
436 Balboa Street
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@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

Cinderella Bakery and Café is a local Russian bakery, deli and restaurant located in and serving the Richmond District. Opened in 1953, Cinderella is the oldest authentic, home-style Russian bakery in the Bay Area. The founders of this Richmond District establishment were two sisters, Lydia Repin and Eugenia Belonogoff, who relocated to San Francisco from Harbin, China. The café has been serving home style, traditional Russian pastries and specialties since opening and has become a treasured neighborhood café, known for its time-honored, authentic recipes handed down through generations. Their signature prioshkis, pelmeni, beef stroganoff, and loaves of freshly baked Russian bread have become favorites among the neighborhood and have contributed to the café's strong cultural and culinary presence in the Richmond.

Cinderella Bakery and Café is located in an area of the Richmond District that is known as "Little Russia," which extends from 17th Avenue to 27th Avenue around Geary Boulevard. This area is home to many Russian restaurants, shops, bakeries and Russian Orthodox Churches. Cinderella Bakery and Café contributes to Russian heritage in the area by continuing the culinary and cultural traditions that were started when the restaurant opened over 60 years ago. Not only does Cinderella Bakery and Café help continue Russian culinary heritage but also the restaurant remains dedicated to the community that has been welcoming since it opened. The restaurant sponsors the annual 3-day Russian Festival as well as donates to the many Russian Orthodox churches and synagogues and associated schools throughout San Francisco.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1953

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

Yes, Cinderella Bakery and Café qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Cinderella Bakery and Café has operated for 64 years.
- ii. Cinderella Bakery and Café has contributed to the Richmond District's history and identity by continuing Russian cultural and culinary traditions that have helped shaped the area in which the café resides.
- iii. Cinderella Bakery and Café is committed to maintaining the physical features and culinary traditions that define its significance among the Russian community of the Richmond District.

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

The business is associated with traditional Russian dishes and goods such as kvass, piroshky, kulich, paskha, and vareniki.

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

No. The 1915 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. Richmond District Blog, 4/28/2011, "Cinderella Bakery is the belle of the ball after a face lift," by Sarah B.; SF Chronicle, 12/29/2016, "In the Richmond, a bounty of Russian food and community," by Anna Roth; SF Chronicle, 9/25/2011, "Culinary highlights of SF's 49 square miles."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 436 Balboa Street

Recommended by Applicant

- Traditional Russian recipes passed down since the opening of the café
- Business logo that features a Russian nesting doll
- The name “Cinderella Bakery and Café”

Additional Recommended by Staff

- Location in the Richmond District



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE JULY 19, 2017

Case No.: 2017-008057LBR
Business Name: Cinderella Bakery and Café
Business Address: 436 Balboa Street
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CINDERELLA BAKERY AND CAFÉ, CURRENTLY LOCATED AT 436 BALBOA STREET (BLOCK/LOT 1548/027).

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 Richmond District 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 July 19, 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 Cinderella Bakery and Café 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 Cinderella Bakery and Cafe

Location (if applicable)

- 436 Balboa Street

Physical Features or Traditions that Define the Business

- Traditional Russian recipes passed down since the opening of the café
- Business logo that features a Russian nesting doll
- The name "Cinderella Bakery and Café"
- Location in the Richmond District

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 2017-008057LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: