

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 10, 2018

CHLOE'S CAFÉ

Application No.: LBR-2017-18-011
Business Name: Chloe's Café
Business Address: 1399 Church Street
District: District 8
Applicant: Steven Baker, Owner
Nomination Date: August 28, 2017
Nominated By: Supervisor Jeff Sheehy
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Chloe's Café is a 31-year-old family-owned café that opened in July 1987 in the Noe Valley neighborhood. The owners, Steven Baker and Melania Kang, began their careers doing catering for movie companies around the country but sought out a space in San Francisco to open their café. At the time, they were the first neighborhood café in the Church Street corridor of Noe Valley. The café is located in a corner Queen Anne-style building constructed in 1910 and retains many original features.

Chloe's Café serves breakfast and lunch from 8:00 a.m. to 3:00 p.m. It is known primarily as a brunch place since breakfast is served all day. Although the café features daily specials, the menu has changed very little in 30 years. Food is fresh and not frozen or canned. They still have the same four burner stove from the 1980s, and the decor is essentially the same. Staff members makes the tablecloths, which adds a homey atmosphere. The owners focus on customer engagement and maintaining social connections.

Chloe's has supported many local non-profits throughout the years. The business organized a local benefit for "Project Open Hand," an organization that originally provided meals to many people in the community who were suffering from AIDS.

The business is located on the northeast corner of 26th Street and Church Street in Noe Valley.

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:

1399 Church Street from 1987 to Present (31 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has contributed to the Noe Valley 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:

- Chloe's Café has contributed to the history and identity of San Francisco by serving as a neighborhood café.
The building is individually significant under National Register of Historic Places and California Register of Historical Resources criteria C/3 (Architecture) as an intact property that embodies the distinctive characteristics of an early 20th century neighborhood corner commercial building, including design features, materials and methods of construction demonstrating high artistic values characteristic of Classical Revival style architecture in San Francisco during this period.
The business has been cited in the following publications:
Noe Valley Voice
KCB5 Channel 5's "Eye on the Bay"
SF Bay Guardian

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

Yes, Chloe's Café is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Chloe's 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:

- Breakfast and lunch menu serving fresh food.
Handmade tablecloths.
"Grandmother's House" interior style.
Hands-off management style.
Storefront components dating to 1927 remodel.

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

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Chloe's Café currently located at 1399 Church Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 10, 2018

CHLOE'S CAFÉ

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-011
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legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CHLOE'S CAFÉ, CURRENTLY LOCATED AT 1399 CHURCH 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 September 10, 2018, 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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CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Chloe's 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 Chloe's Café:

Physical Features or Traditions that Define the Business:

- Breakfast and lunch menu serving fresh food
• Handmade tablecloths
• "Grandmother's House" interior style
• Hands-off management style
• Storefront components dating to 1927 remodel

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

- Restaurant

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 10, 2018.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-011
Business Name: Chloe's Café
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District: District 8
Applicant: Steven Baker, Owner
Nomination Date: August 28, 2017
Nominated By: Supervisor Jeff Sheehy

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

1399 Church Street from 1987 to Present (31 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: August 8, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 8



City and County of San Francisco

JEFF SHEEHY

August 28, 2017

Re: Nomination of Chloe's Cafe for the Legacy Business Registry

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Chloe's Café, located at 1399 Church St., for the Legacy Business Registry.

Chloe's Café has been a part of the Noe Valley community for 30 years and is a neighborhood staple for delicious food and friendly service.

I believe Chloe's Cafe would benefit from becoming part of San Francisco's Legacy Business Registry. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
CHLOE'S CAFE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
MELANIA KANG STEVEN BAKER		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1399 CHURCH ST. S.F. 94114	(415) 648-4116	
	EMAIL: MELANIAKANG@YAHOO.COM	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
_____	_____	YES

APPLICANT'S NAME	
STEVEN BAKER	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
SANTA ROSA, CA.	([REDACTED]) [REDACTED] [REDACTED]
	EMAIL: SAME

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0163328	N/A

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
SUPERVISOR SHEEHY	8/28/2017

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
1399 CHURCH ST.	94114	7/2/87
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	7/2/87 - PRESENT	

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

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

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A		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.

STEVEN BAKER 9/14/2017 S. Baker
Name (Print): Date: Signature:

CHLOE'S CAFÉ

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.

Chloe's Café first opened in July 1987 by a couple named Steven Baker and Melania Kang.

Steven and Melania began their careers doing catering for movie companies. They primarily worked with two companies, one based out of New York and the other out of Los Angeles. Although they mainly worked on small budget films (*American Playhouse* on PB; two Horton Foote films; an ABC production), they also did some larger features including Robert Altman's *Streamers* and the Coen brothers' *Raising Arizona*. In August of 1986, the New York company invited them to do catering for *Dirty Dancing*, a five-week shoot starting the third week in September in Lake Lure, North Carolina. *Dirty Dancing* was to be their final project for catering movies. After that, they decided to open a café in San Francisco.

Steven and Melania explored many different neighborhoods and looked at many different spaces for rent until they finally found a tiny deli in Noe Valley that had been closed for six months. The rent was \$475 per month. At the time, there were no neighborhood cafés on Church Street. From their perspective, Noe Valley had a really good environment and friendly community, and they liked the space.

Steven and Melania walked up and down the street, introducing themselves to citizens and business owners and asking them if they would like to have a café in their neighborhood. The response was overwhelmingly positive. The business opened in July of 1987 and has been in continuous operation ever since. The owners always liked the 1910 Queen Anne-style building that houses Chloe's and felt that this particular style not only fit nicely into the surrounding neighborhood, but added a lot of charm to the interior of Chloe's, too, especially with the high ceilings and large windows. Being situated on the corner of 26th and Church facing south, the building catches the arc of the sun each day, which affords an abundance of light in the café.

Originally, the space did not have a stove. In 1988, they got a permit from the City to install a stove with a hood and vent. The original stove is still in use today. And the recipes have remained the same for 30 years. People are always amazed to see how small the kitchen area is.

Steven and Melania have truly enjoyed being a part of their neighborhood for three decades, and they are looking forward to welcoming old and new customers into the café each day.

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

Chloe's Café has been in continuous operation since it first opened for business in 1987.

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

The business is a family-owned business, which is defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The present owners of the business, Steven Baker and Melania Kang, are the original owners.

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

Documentation demonstrating the existence of the business for 30+ years is provided in the Legacy Business Registry application.

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

The building at 1395-1399 Church Street is classified by the Planning Department as "Category B - Unknown / Age Eligible" with regard to the California Environmental Quality Act. The coveted corner 5-unit Queen Anne Painted Lady features decorative detail and rounded bays. Two of the units have 1 bedroom with 1 bathroom; two of the units have 2 bedrooms with 1 bathroom and a bonus room; and the commercial unit is rented by Chloe's Cafe.

CRITERION 2

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

Before Chloe's Café, there were no neighborhood cafés on Church Street between 24th and 30th streets. The business was a pioneer food establishment in this corridor.

Steven and Melania feel that Chloe's Café has been much more than just a restaurant. It's a place for family and friends in Noe Valley to gather. Chloe's has always welcomed the

wonderful diversity of the neighborhood and customers, from families, college students, workers, professionals, the LGBT community, the elderly — really everyone. Many years ago, something changed in owners' perception of their customers: they thought of them as friends. Steven and Melania have known many customers not just for years, but for decades. Through the lens of this tiny café, the owners have been a part of the cycle of life: marriages, births, deaths and numerous celebrations. This aspect has, indeed, been a rich and rewarding experience for Steven and Melania to have been a part of.

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

Chloe's organized a local benefit with two other Church Street restaurants to raise funds for "Project Open Hand," an organization that originally provided meals to many people in the community who were suffering from AIDS. Participants in the benefit purchased tickets beforehand, and then strolled down Church Street, stopping in each eatery. The event was held on a Saturday evening, and there was a large, enthusiastic turnout from the community. There were various musicians playing outside each place. It was a fun, memorable evening for this worthy cause. We raised \$8,600.

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

Chloe's Café has been referenced in Noe Valley Voice numerous times. On March 1997, there was an article titled *Familiar Chloe's Faces to Depart for Far-off Places* by Melanie Norden. It covered the development story of the Chloe's Café and the two owners. On November 2009, there was another article named *The Journey from "Dirty Dancing" to Chloe's Café*.

In April 2002, an article titled *Brunch: Noe Valley's Favorite Pastime* mentioned Chloe's café.

In 2007, Chloe's Café was featured on a segment of KCBS Channel 5's "Eye On the Bay." The host made a comment that for 20 years, the one thing that stood out to him was "...the consistency of your operation." The business is still the same today, as it will be in the future.

In July-August 2007, two workers, T.J. Jackovich and May Kraiwikrai, secured the "Church Street Professionals" title for Chloe's Café. The two employees worked with the Noe Valley Library campaign to host a summer sidewalk book sale with proceeds that supported the Noe Valley Library's future interior renovation.

In September 2011, Chloe's Café was recognized as a winner for best breakfast by the San Francisco Bay Guardian in their "*Best of the Bay*" issue.

In June 2012, Noe Valley Voice announced Chloe's Café 25th anniversary celebration, which took place on June 15. Refreshments were served, and entertainment was provided by operatic star

Christie Springer, a Chloe's regular since the restaurant opened, and 80-year-old jazz legend Frank Jackson.

In April, 2017, Noe Valley Voice covered Chloe's Café because the restaurant had achieved the recognition of being in business for 30 years.

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

The business is not directly associated with a significant or historical person, but there are many celebrities that eat at Chloe's Café. Joan Baez, Bobby McFerrin, Lana Wachowski (co-director/writer of the "Matrix" series and numerous other films with her brother), actor John Leguizamo, actor Charlie McDermott ("The Middle" comedy TV series) and others enjoy coming to Chloe's where they are treated just like regular customers.

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

Chloe's has supported many local non-profits throughout the years including, but not limited to, the following:

- "On Lok" Senior Services
- Glide Memorial Church
- Project Open Hand
- Wind in the Willows School
- St. Paul School
- St. Phillips School
- Alvarado School
- Gay Asian Pacific Alliance
- Golden State Gay Rodeo Association

Chloe's Café also provides drinking water for dogs.

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

Noe Valley is nestled on the eastern slopes of Twin Peaks and surrounded on three sides by hills. The neighborhood has the feel of a small town within a big city. The main commercial corridor of Noe Valley is a concentration of businesses along a five-block stretch of 24th Street, but greater Noe Valley extends to Grand View, 21st, Dolores, 30th and Church streets. According to Noe Valley Voice, "the neighborhood has its share of panhandlers who've bedded down in a doorway and techies who park their electric cars on the sidewalk. We also have large contingents of dot-com'ers, manicurists, aromatherapists, yogis, AIDS activists, lawyers, doctors, writers, filmmakers, pet sitters, and new moms. (Twenty-fourth Street, our main drag, is infamous for its stroller -- and dog -- gridlock.)"

Indeed, Chloe's Café attracts a diversity of customers that is a cross section of the neighborhood. In the beginning, Noe Valley was more of a working class neighborhood. Around 1990, many young professionals with children started moving in. Later, Noe Valley attracted people from the tech industry, and housing prices increased.

Chloe's Café loyal customers generally live in greater Noe Valley and have been coming for many years. The café is a social gathering place and comfort zone for customers to make connections.

With the passage of time, new younger customers are discovering Chloe's Café. Despite the café not having launched any fancy drinks or upgraded to a modern design, it still grabs and hold customers' interest as a place to experience traditional San Francisco.

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

Aside from the Queen Ann-style building itself, there is nothing specifically on or in the 100-year-old building that would be considered culturally or historically significant.

Chloe's Café has had the same stove for 31 years. It's a small, 4-burner stove with a small griddle that has been providing service to the restaurant since 1987. The stove, however, is not culturally or historically significant.

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

If Chloe's Café were to close, it would be a major loss for the employees and customers of the business. T.J. Jackovich, the manager of Chloe's, has worked there for over 28 years and is known throughout Noe Valley for his great customer service and wonderful personality. In addition, Chloe's loyal customers would be negatively affected by a closure. Due to its popularity, customers sometimes wait up to an hour or longer to be seated. Once, Steven asked some of their customers if they wanted Chloe's Café to move to a larger location. The majority of customers felt the present space was meaningful for them and preferred the café to remain in place. Thus, Steven never considered the prospect of moving again.

CRITERION 3

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

Chloe's Café serves breakfast and lunch from 8:00 a.m. to 3:00 p.m. It is known primarily as a brunch place since breakfast is served all day. Although the café features daily specials, the menu has changed very little in 30 years. Food is fresh and not frozen or canned. They still have the same four burner stove from the 1980s, and the decor is essentially the same. Staff

members makes the tablecloths, which adds a homey atmosphere. The owners focus on customer engagement and maintaining social connections.

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)

Chloe's Café is committed to maintaining its tradition as a café specializing in breakfast and brunch. The restaurant delivers an old San Francisco style to the public. Their space is designed to be a warm, comfortable, traditional place evoking grandmother's house.

The owners of Chloe's Café have been successful with employee retention. They have a hands-off management style that gives employees lots of room to make decisions. Steven's business philosophy is that workers helped make the business, so they should share the responsibility of making the business successful. Employees are self-disciplined, handling all of the orders, payroll and services well. The key to this interactive relationship is trust.

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.).

Chloe's Café has changed/added/alterd little since the business began. Chloe's is the same today as it was over 30 years ago. There have been customers who lived in Noe Valley decades ago, moved away and come back to visit. They are amazed and delighted to see everything is the same, including some of the staff!

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.

Not applicable. The current owners are the original owners.

PERMIT TO OPERATE

AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

A 19528

AUTHORIZING conduct of the following class of
FOOD PREPARATION & SERVICE ESTABLISHMENT

ISSUED

May 4, 1987

Business: RESTAURANT

Name and Address below:

Steven Baker and Melania Kang
dba CHLOE'S
1399 Church
San Francisco, CA 94114

EXPIRES:

Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

DEPARTMENT OF PUBLIC HEALTH

City and County of San Francisco

H.W. Dico

Inspector

Paul Schlichter

Bureau Director

Bill Hall

Principal Inspector

David Wenzler, MD MPH

Director of Public Health

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



**CELEBRATING
30 YEARS
IN
1987 NOE VALLEY 2017**

Chloe's
CAFE

ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
PLEASE SIGN IN
AND
WAIT TO BE
SEATED

Sorry
we're
CLOSED

ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
ZAGAT RATED
ZAGAT RATED





Chloe's
CAFE

OPEN

CASH ONLY

PLEASE BE SEEN BY
AND WAIT TO BE SEATED



Chloe's
CAFE

ZAGAT
2015
9

ZAGAT
RATED
2011
ZAGAT
RATED
2012
ZAGAT
RATED
2013
ZAGAT
RATED
2014

Chloe's Cafe

ALL FROM MENU ATMOSPHERE BY OWNER VIDEO

Cafe, breakfast, lunch, restaurant, San Francisco, Mission, ZAGAT DEC 2015





You Say It's Your Birthday!



Another Year Here. Several Noe Valley merchants celebrated anniversaries in October. **Chloe's Cafe** at the corner of Church and 26th Streets marked 30 years of tasty fare served at their cozy cafe. **Bernie's** at 3966 24th Street received a custom cake made by customer Nancy Bandoni in honor of 10 years of serving coffee drinks and good cheer. And **Astrid's Rabat Shoes** at 3909 24th Street topped them all by noting 40 years in business with a party on October 20.

Photos by Jack Tipple

**CELEBRATING
30 YEARS
IN
1987 NOVA VALLEY 2017**

**Chloe's
CAFE**



Breakfast Menu

Scrambled Eggs

Served with Choice of 2: *Fresh Fruit, Home Fries, Green Salad Or Toast: Whole Wheat Walnut, Potato Rosemary Bread, Sourdough, English Muffin or Bagel. (Croissant extra \$1.50)*

(Egg white available for additional \$2.00)

Two Scrambled Eggs.....	\$ 10.25
Diced Ham Scrambled Eggs with Choice Of Cheese.....	\$14.25
Avocado and Jarlsberg Cheese Scrambled Eggs.....	\$14.25
Bacon and Tomato Scrambled Eggs.....	\$14.25
Red Potato, Cheddar Cheese and Onion Scrambled Eggs.....	\$14.25
Smoked Salmon, Dill and Capers Scrambled Eggs.....	\$15.25
Pesto, Mushroom, Sun-dried Tomato and Mozzarella Cheese Scrambled Eggs.....	\$15.25

Add to your eggs:

Avocado.....	\$3.00	Spinach or Mushroom.....	\$1.75
Tomatoes.....	\$1.75	Roasted Red Bell Pepper.....	\$2.50
Jarlsberg, Cheddar or Feta Cheese.....	\$2.00	Smoked Salmon.....	\$5.25
Cream Cheese or Onion.....	\$1.50	Diced Chicken Apple Sausage, Bacon or Ham.....	\$3.95

Buttermilk Pancakes Served with *Pure Maple Syrup*

	Full Stacks (3)	Short Stacks (2)
Buttermilk Pancakes	\$12.50	\$10.50
Banana Walnut Pancakes	\$14.50	\$12.50
Pecan Pancakes	\$14.50	\$12.50

Two Pancakes, Two Scrambled Eggs and Fresh Fruit or Home Fries.....	\$14.25
with <i>Banana Walnut or Pecan Pancakes</i>	\$15.75

<i>Cinnamon Croissant French Toast</i>	\$13.50
add Fresh Strawberries.....	\$4.25
<i>Small Order (2) Available</i>	\$10.25

Chloe's Specialties

Smoked Salmon and Bagel Plate

with Cream Cheese, Boiled Egg, Red Onion, Tomatoes, Capers and Cucumber..... \$15.95

Bagel Breakfast Sandwich

Bacon or Grilled Ham, Scrambled Eggs and Jarlsberg Cheese on Toasted Sesame Seed Bagel

Served with Home Fried Potatoes..... \$14.25

Side Orders

Grilled Chicken Apple Sausage.....	\$4.25	Cup of Fresh Fruit.....	\$4.75
Grilled Ham.....	\$3.95	Homemade Soup..... Cup: \$4.25..... Bowl: \$6.75	
Bacon.....	\$3.95	Croissant.....	\$3.95
Smoked Salmon..... 2oz.	\$5.95	Rosemary or Whole Wheat Walnut Toast.....	\$4.25
Home Fried Potatoes.....	\$4.25	Toasted Bagel with Cream Cheese.....	\$4.25
One Scrambled Egg.....	\$2.75	Toasted English Muffin.....	\$2.75
Two Scrambled Eggs.....	\$4.75	Fresh Salsa.....	\$2.00

Lunch Menu

Salads

Served with choice of House Made Vinaigrette or Blue Cheese Dressing and Italian Baguette
Substitute Whole Wheat Walnut Bread or Potato Rosemary Bread or Blue Corn Tortilla Chips for \$1.50

Fresh Green Salad with Carrots, Red Cabbage, Tomatoes and Cucumber.....	\$6.95
Dill Egg Salad on Green Salad.....	\$12.95
Albacore Tuna Salad made with Hard Boiled Egg, Carrots, Mayonnaise and Seasoning on Green Salad	\$12.95
Chloe's Salad with Fresh Greens, Avocado, Jarlsberg Cheese, Hard Boiled Egg, Carrots, Red Cabbage, Cucumber, Sunflower Seeds and Tomatoes	\$13.95
Chef's Salad with Fresh Greens, Smoked Turkey Breast, Baked Ham, Cheddar and Jarlsberg, Hard Boiled Egg, Carrots, Red Cabbage, Cucumber and Tomatoes	\$13.95

Chloe's Specialties

All sandwiches garnished with cucumber, red onion and blue corn tortilla chips.
Substitute Home Fried Potatoes for additional \$1.00, Fruit Cup for \$2.00 or Green Salad for \$3.00

Grilled Ham, Roasted Red Bell Pepper and Jarlsberg on Croissant.....	\$12.25
Dill Egg Salad and Jarlsberg served open-faced on buttered Rosemary Toast.....	\$12.25
Avocado and Jarlsberg Sandwich with Lettuce, Tomato, Cucumber, Shredded Carrot, Sunflower Seeds, with Mayonnaise and Mustard on Whole Wheat Walnut Bread	\$12.25
BLT and Avocado with Mayonnaise on Rosemary Toast	\$12.25
Grilled Chicken Apple Sausage Sandwich with Grilled Onion, Lettuce, Tomato, Mayonnaise & Mustard on Rosemary Toast	\$12.25
Warm Smoked Idaho Trout Sandwich with Mild Horseradish, Lettuce, Tomato, Mayonnaise on Rosemary Toast	\$13.25

Sandwiches

Served with Mayonnaise, Mustard, Tomato, Lettuce, Cucumber, and Seasonings.
Your choice of Bread: Whole Wheat Walnut, Potato Rosemary, Sourdough or Italian Baguette.
All sandwiches garnished with cucumber, red onion and blue corn tortilla chips.

Albacore Tuna Salad	\$11.25
Smoked Turkey Breast	\$11.25
Baked Ham.....	\$11.25
Dill Egg Salad	\$11.25
Half Sandwich and Cup of Soup.....	\$11.50
Choose Smoked Turkey Breast, Baked Ham, Cheese, Albacore Tuna Salad, or Dill Egg Salad	
Half Sandwich and Fresh Green Salad	\$12.25
Choose Smoked Turkey Breast, Baked Ham, Cheese, Albacore Tuna Salad, or Dill Egg Salad	

Add: Cheddar or Jarlsberg Cheese \$2.00

Add: Avocado..... \$3.00

~ Beverages ~

Mimosa (Champagne and Orange Juice)	\$7.25
Orange Juice ...Voila Juice Co.	Small (7 oz.): \$2.50...Large (10 oz.): \$3.50
Grapefruit Juice...Voila Juice Co.	Small (7 oz.): \$2.50...Large (10 oz.): \$3.50
Apple Juice ...Voila Juice Co.	Small (7 oz.): \$2.50...Large (10 oz.): \$3.50
Lemonade ...Voila Juice Co.	Large (16 oz.): \$4.25
Arnold Palmer (Iced Tea and Lemonade)	Large (16 oz.): \$4.25
House Coffee (Fog Lifter: blend of Dark French, Peru and New Guinea)	\$3.00
Iced Coffee	\$3.95
Tea (English Breakfast, Earl Grey or Green Tea)	\$3.00
Decaffeinated Tea (Peppermint, Camomile, Ginger or Earl Grey)	\$3.00
Iced Tea	\$3.95
Sparkling Water	\$3.50
Coke, Diet Coke or 7-Up	\$2.00
Milk	Small (7 oz.): \$2.00...Large (10 oz.): \$3.00
Beer—Ask your Server for Selection	\$4.95
Wine—Ask your Server for Selection	\$7.25

From Our Espresso Bar

Espresso	\$4.00
Cappuccino	\$6.00
Café Latte (Espresso and Steamed Milk)	\$6.50
Café Mocha (Espresso and Hot Chocolate)	\$6.50
Americano.....	\$5.00
Café au Lait (House Coffee and Steamed Milk)	\$5.00
Hot Chocolate	\$5.00
Steamed Milk	\$4.50

Soy Milk may be substituted in espresso drinks for an additional \$1.00

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Today's Special

Special Scramble: Two scrambled eggs with spinach, fresh red bell pepper, leeks, portabella mushroom and pepper jack cheese served with choice of two: home fries, fresh fruit, green salad or toast.....\$14.95

Blueberry Muffin.....\$3.25

Mimosa : Champagne with orange juice.....\$7.25

Soup : Please ask server

Dessert: Carrot cake with cream cheese icing.....\$4.25

Chocolate fudge brownie.....\$2.95

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Steven Baker
Chloe's Cafe
1399 Church Street
San Francisco, CA 94114

Dear Steven:

I was pleased to read about your restaurant and I thought you might like to have an extra copy of the fine article.

I applaud your hard work and wish you much success.

Cordially,

Milton Marks
MILTON MARKS

MM/rh.

Familiar Chloe's Faces To Depart for Far-off Places

By Melanie Norden

Rain or shine, it wouldn't be a weekend in Noe Valley if there weren't a brunch crowd lined up at the corner of 26th and Church streets. Chloe's Cafe is practically an institution after 10 years in the neighborhood. And so are the two men who run the restaurant.

"We're such a fixture here," says Peter Darasom, 38. "Some people mistakenly assume we're the owners," says T.J. Jackovich, 39.

Peter and T.J. ("Everybody goes by first names here," says T.J.) have managed the popular eatery for the past eight years. But during that time, they've been cooking up more than egg scrambles and pecan pancakes.

While most of us simply dream of exotic vacations, these two are about to realize some long-held dreams and make a permanent move to Bangkok, Thailand.

"We tell people what we're doing and their reaction is, 'That's really inspiring!'" says Peter, who originally hails from Thailand. But this is no whim for the couple, who have been partners for 12 years. It's a plan that has evolved from their first visit together to this lush country.

"Peter's grandfather passed away about six years ago, and that was our first trip," explains T.J., a Wisconsin native. "I'd never left this country before, but I saw more in those three weeks than people who go for a year," he says. "Peter



Chloe's waiter/managers Peter Darasom (left) and T.J. Jackovich will be flying to Thailand this spring, to be closer to Peter's parents and to fulfill their long-held dream of opening a bakery cafe. Photo by Beverly Thorp

lake, and our neighbors are really nice," says Peter.

"Movin' on up!" T.J. says with a grin.

"Peter's mother oversaw the building, and we were on the phone a lot making decisions about colors and such. I always thank Peter's parents for their energies," says T.J. "This is the only way we could buy a house. It's really abstract because it's halfway around the world. But it's ours, and that's a great feeling."

"After we built the house, Peter's par-

says. "It's one thing to think about your plans, but now it's really happening."

"We'll take some time after the move to visit the temples and pray — my favorite thing to do," says Peter. "Plant some orchids, take a deep breath, try not to feel overwhelmed."

It won't be early retirement for these two, though. They've already rented a space for a cafe they'll be opening in Bangkok — Chloe's East, if you will.

"It's an incredible location, two store-

What else will they serve? "Homemade ice cream, cookies, cakes, housewarming baskets with breads and cookies, light salads, American breakfast foods. Coffee is starting to get big there, too," says Peter. "I heard Spinelli's has opened several shops in Asia. And they grow beans in the North."

"Thai people eat 24 hours a day," adds T.J. "Eating is always a social event. Some of the restaurants hold up to 3,000 people! And then there are the tiny

...in the north. The Thai people have hearts of gold, and Peter's family was wonderful."

"After the first trip, my parents asked if we'd like to invest in some real estate in Thailand," says Peter. The Thai real estate market is booming, as is the middle class, he notes.

"Peter's mother is a very active businesswoman involved in real estate there. It's easy to get excited around his parents, and they knew just where to invest," says T.J., referring to their initial purchase of a townhouse.

"We've been returning for visits every year since," says Peter. And after a few trips, T.J. began to feel much less like a stranger in a strange land.

"You start to learn all the little cultural things, like taking your shoes off to enter the temple," he says. "Culturally and socially, everyone is very accepting."

When Peter's parents saw another investment opportunity in a northern suburb of Bangkok, they encouraged the couple to sell the townhouse and build a new one, which they did, four years ago.

and Peter's enthusiasm begins to grow as they pull out photos of their new home. "There's an enormous man-made

their kids up financially and close to home. But they really didn't pressure us."

In anticipation of the move, T.J. has been learning to read and write Thai with a private tutor. "I have a pretty good structure now and can get around in Thai. I know how to ask important things like 'Where's the bathroom?' The people there are so good-natured, they smile and laugh when you make a mistake, but they know and appreciate that you're trying."

The decision to move was "kind of scary, but right," says T.J. "Peter's been away from his family since 1979. Back then, I never imagined I'd be moving to Thailand! In Wisconsin I grew up with pies on the window sill and six siblings."

Peter plans to leave in mid-May. T.J. will follow five or six weeks later. The couple will be pulling up stakes from a home in the Sunset District where they've been living for 10 years.

"The reality of packing all the things we've collected has finally set in," T.J.



notes Peter. "My brother and sister have a shop there, and it's where my mother has an office."

They haven't settled on a name for the new restaurant yet. "Maybe the San Francisco Baking Company or Hey Sweetie," muses T.J. "I love baking, and I've always wanted to have a bakery."

(Maybe that has something to do with those pies cooling on the sill back in Wisconsin.)

"I baked some banana bread for Peter's parents, and they raved about it," he adds. "Even simple thumb-print cookies are exotic there."

Both foresee a huge demand for baked goods. "Giving food is a large part of the tradition. You'd never arrive at someone's house empty-handed," says Peter. "And people travel miles to try something different that's being talked about," particularly American dishes. "Kentucky Fried Chicken is considered très chic," he laughs.

is the type of my place, although bigger than Chloe's, that they plan to open. "Something simple, something we enjoy doing," says Peter.

Moving won't be a total piece of cake, however. The two men will have to say goodbye to their loyal Chloe's clientele. They also have promised to find new managers for the Church Street restaurant who will give their same brand of friendly, personalized service.

"We got to know everybody as friends. It's been so nice to be in Noe Valley, a genuine neighborhood," T.J. says.

"People bring in their parents, their kids. They stop by and say hi on their way to day care or when they're walking the dog. We can't go down 24th Street without running into 10 people we know. We're really going to miss that."

Of course, Peter and T.J.'s regulars will now have the option of stopping in for brunch in Bangkok, where one thing will likely be the same: the long, long line! □



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Breakfasts at CHLOE'S, IL FORNAIO, SALLY'S, DOIDGE'S
You don't see coffee wagons in San Francisco. For one thing, who could get to the bottom of one of those hills without wearing half a cup? For another, San Franciscans don't seem as fond of starting the day with liquid mahogany in Styrofoam and a glazed ovoid. Nor is it that common to hear someone pronounce that nutritionally unbalanced acronym. San Franciscans like breakfast. They have ample reason to. Chloe's is hardly a corner off Church Street, more like a cornette, but sweet sounds of satisfaction emanate each morning as omelettes almost too light (the weight of a garnish is all that holds them down), moist muffins, hearty coffee, and zaftig slices of juicy ham (but dry bacon) put you in a mood almost as pleasant as the staff's. On weekends, when Chloe's makes pancakes, regular, banana and pecan, a line forms before the fog can lift. It's about the only time you'll see coffee alfresco, but it's in real cups.

Chloe's, 1399 Church Street, 415-648-4116

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GOOD LIFE

San Francisco Restaurant Guide
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CHLOE'S CAFÉ ★★ \$

Noe Valley: 1399 Church St. (26th St.), (415) 648-4116

This tiny corner café, one of the best-kept secrets in town, is well known to Noe Valley residents, who happily wait upward of an hour on weekends for a table and the chance to eat Chloe's exquisite brunch. Along with the obligatory coffee and freshly squeezed o.j., recommendations would include any of the scrambled-egg dishes with a heap of home fries and choice of fresh breads; the mouth-watering applewood sausage; the wonderful banana walnut pancakes; or the amazing cinnamon croissant French toast.

Healthful sandwiches and salads are available for lunch. Service is attentive and quick, and eating here on a sun-splashed morning feels like the epitome of a civilized existence.

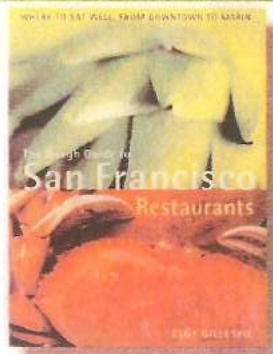
Chloe's Cafe



For years, Noe Valley people have been waking up on Saturdays with one thought on their minds: breakfast at Chloe's. It's the holy grail of the Church Street brunch brigade. Minute rather than bijou, and more cramped than cozy, it's hectic beyond belief. There's no parking, and prices are not especially cheap, but it's never, ever going to close. It's always so busy that you have to squeeze in by 11am for a weekday lunch date, or simply wait. On weekend mornings, crowds billow around the door, hovering over the half-dozen seats outside, writing names down on a big yellow pad, sticking their heads around the door to harass the one overworked waitress, and looking hangdog.

There's a good chance of that waitress being speedy and highly efficient, however, and it won't be long before you're settled in with a just-that-minute-squeezed orange juice (\$1.25) or grapefruit juice (\$1.50). Bacon, lettuce, and tomato sandwiches are a staple of American diners, but an exceptional version is hard to find. Chloe's BLT (\$6.25), however, is particularly good, and many regulars come here just for that combination of crispy, frilly-edged back bacon (and yes, it's real Canadian bacon), avocado at its firm best, pristine, red-leafed lettuce, and tomatoes with taste, all held together by crispy rosemary toast. If that doesn't tempt, try the eggs on rosemary or wholewheat-walnut toast, as omelets and breads (around \$5-7) are great here. Grilled sandwich options include Jarlsberg cheese and tomato on wheat-walnut bread, and dilled egg and Jarlsberg on buttered rosemary toast, both of which are really good. The only other item to rival the BLT is pain perdu-style French toast made from their own homemade cinnamon croissants (\$5.95), and light yet filling banana-pecan pancakes (\$5.95), both well worth the wait in themselves.

For consistently top-quality ingredients like these, the prices really aren't too high. Plus, there's a good-natured atmosphere, particularly given the potentially stressful high volume. Any error is corrected happily and quickly, and the service is every bit as good as the food. In other words, lucky Noe Valley.



Recommended by

The Rough Guide to San Francisco Restaurants



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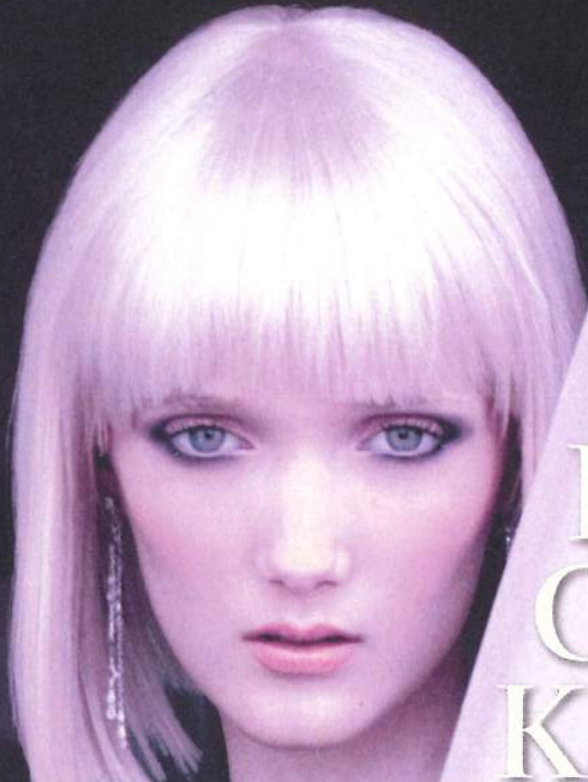


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CHLOE'S CAFE (NOE VALLEY)

1399 Church St., 415-648-4116. \$ C L NR

SCENE: On a Sunday morning, devoted patrons are willing to sit on the sidewalk reading the paper for as long as it takes to get a table for brunch at this sweet Noe Valley mainstay run by an efficient and friendly staff. During the week, you'll find stay-at-home moms, their strollers and dogs parked out front, along with solo diners just enjoying a moment of peace.

EATS: Don't expect a miracle here—just the kind of homey and reliable food you'll want to eat again. Breakfast brings scrambled eggs in many forms and croissant French toast topped with strawberries. Lunch includes huge, rabbit-worthy salads topped with shredded carrots and served with old-school dressings like blue cheese, but our favorite will always be the dill-infused egg-salad sandwich with a side of blue-corn tortilla chips.

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March 24, 2009

Chloe's Café
1399 Church Street
San Francisco, CA 94114

Dear Restaurateur,

Congratulations! Your restaurant has been named as one of the **Top 10 Restaurants** in our best-selling *DK Eyewitness Travel Top 10 San Francisco* guidebook. Enclosed, please find a complimentary sticker we hope you'll place in your window to share this distinction with patrons.

If you care to browse your listing, you'll find your restaurant's review on page 65 as part of the Top 10 Sunday Brunch Venues list.

Sincerely,

Katy Ball
Marketing and Publicity Manager
us.dk.com



2009 DK Eyewitness Travel Top 10 Selection



PENGUIN GROUP

Letters

November 2009

Editor's Note: The owner of Chloe's Cafe at 1399 Church Street sent the Voice this reminiscence, prompted by the loss of a film star and friend.

The Journey from "Dirty Dancing" to Chloe's Cafe

Before my wife Melania Kang and I opened Chloe's Cafe in 1987, we had a motion-picture catering business. We would go "on location" throughout the nation with production companies to provide food for the cast and crew for the duration of the "shoot," which generally lasted from four to six weeks.

We primarily worked with two companies, one based out of New York and the other out of Los Angeles. Although we mainly worked on small budget films (American Playhouse on PBS, two Horton Foote films, an ABC production), we also did some larger features: Robert Altman's *Streamers* and the Coen brothers' *Raising Arizona*.

In August of 1986, the New York company called and asked if we'd like to do a five-week shoot starting the third week in September in Lake Lure, North Carolina. About the same time, we got a call asking us to cater a John Sayles movie. I liked his films and had heard that it was an enjoyable experience to work with him. However, we decided to go with the New York crew because we'd worked with them before. They said the film was going to be a "boy-girl love story" titled *Dirty Dancing*.

We flew to North Carolina a week before the project started to arrange for the logistics. Upon arriving, we went to the production office to greet old friends and get a copy of the shooting schedule. When we walked in, I glanced at the black-and-white photographs on the wall to see who was in the cast. There was a photo of Patrick Swayze. I had known Patrick since he was 14 years old. I had attended Waltrip High School in Houston, and had been good friends with his older sister throughout high school and college. I had worked with his mother, Patsy, on many local dance and theater productions, helping her with everything from lighting to sound and scenery.

After the first day of filming, Patrick and I shared many memories about his family. I gave him my address in San Francisco to give to his sister. On the set, and throughout the filming, Patrick was always cordial and easygoing with everyone he worked with. Overall, it was a fun project to have worked on.

Two weeks after the film wrapped, I received a letter from Patrick's sister, Vicky. It was great to hear from her. She was living in Simi Valley in Southern California and teaching dance classes at her mother's studio.

Dirty Dancing was to be our final project for catering movies. My wife and I had decided to open a cafe in San Francisco. We had been traveling a lot, and now wanted to establish a business and settle down.

We explored many different neighborhoods and looked at many different spaces for rent, until we finally found a tiny deli in Noe Valley that had been closed for six months. It didn't have a stove, but the rent was \$475 per month. Noe Valley had a really good feel to us, and we liked the space, so we bought it to open our breakfast and lunch place. That was 22 years ago.

Recently, I was saddened to hear about Patrick's death. I thought about him and his family, and about how working on *Dirty Dancing* had enabled us to open Chloe's.

Steven Baker

Chloe's Cafe

Thursday, August 4, 2011



Congratulations! You are now a part of a 37-year-old San Francisco tradition!

The Best of the Bay is a truly collaborative effort, between the San Francisco Bay Guardian's loyal readers and their in-house experts, that encompasses all the vitality and resilience of the local scene. This year our editors and tens of thousands of Bay area residents voted for you to represent the very best of San Francisco and the Bay Area!

We originated the Best Of concept in 1974 and have dramatized it with a special Best Of edition each year. This year's theme "Beautiful Rebels", highlights all the independent spirits, local heroes, and gorgeous souls that have made the Bay Area what it is today. The issue is brought to life with original paintings, by native Bay Area resident Renee Castro, representing beautiful rebels, along with colorful action photos of the Readers Poll and Editors Picks winners.

This year's Best of the Bay party also marks an exciting new venture for us as we announce the launch of our newest product, Guardian Deals powered by Forkfly, a fun and comprehensive geo targeting application designed to harness the power of social media, bringing new customers to your establishments and increasing the loyalty of your existing customers. Try it for free by downloading the Forkfly application to your iphone or android device or visit Forkfly.com.

Approaching our 45th Anniversary in October, The San Francisco Bay Guardian, the largest locally owned and independent Bay Area weekly, continues to be a community resource helping small businesses grow and offering consumers local insight to all that is the Best of the Bay.

Congratulations again on your Best of the Bay award. Many thanks for participating in our Best of photo shoot and for contributing to San Francisco's diverse and vibrant culture.

All the best,

Two handwritten signatures in blue ink. The first signature is "Jean Dibble" and the second is "Bruce B. Brugmann".

Jean Dibble and Bruce B. Brugmann
Co-founders and co-publishers of the San Francisco Bay Guardian since 1966

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In celebration of Chloe's Café's 25th anniversary, the Board of Supervisors of the City and County of San Francisco extends its highest commendation. Chloe's Café, a neighborhood favorite, continues to contribute to San Francisco's vibrancy with its delicious breakfast and brunch menu and cozy décor.

Scott Wiener

Scott Wiener
Supervisor, District 8
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May 9, 2017

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In November, Gogobot rebranded to Trip.com, a name we love and that we feel describes our mission - to make having great experiences less work and more fun - clearer than ever.

More than 10 million people used Trip.com in the past year to find great places to eat, play and stay, and our members have voted Chloe's Cafe to be among the top restaurants for San Francisco! The reviews your customers posted on Trip.com have earned Chloe's Cafe a stellar rating placing you in the top 3% of over 2 million restaurants listed.

Such praise means you've earned the distinguished title of "Highly Recommended" on Trip.com! Only the most positively reviewed businesses on Trip.com receive this distinction, and we want to help you show it off. In this envelope we are sending a "Highly Recommended on Trip.com" certificate and window sticker.

We encourage you to display your certificate and sticker proudly (*just peel off the white paper, and make sure the logo is facing out towards the outside of the window*). Not only do they look amazing, but a study by Harvard Business School indicates that high customer ratings can lead to a 5% to 9% jump in revenue per star, so it's a smart business decision as well. Keep the good will flowing by encouraging current and future clients to review you on Trip.com. We can't wait to read more of what your customers have to say!

We also want to make sure you can easily update your page. To suggest edits to your profile page visit <https://www.Trip.com.com/business>. You will be taken to a link where you can add updates and familiarize yourself with the Trip.com community.

Congratulations again! To learn more about why more people are turning to Trip.com, visit our press page: <http://www.Trip.com.com/press>, and feel free to follow us on Facebook, Twitter and Instagram @Trip. Of course, if you have any questions, please don't hesitate to contact us.

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

Travis Katz
CEO and Co-Founder
Gogobot Inc. dba Trip.com

2017
WINNER

trip.com

Highly Recommended

Awarded to

Chloe's Cafe



Travis Katz
CEO



Rated by Trip.com's community of over 10 million travelers

ZAGAT SURVEY

2002 SAN FRANCISCO/BAY AREA RESTAURANTS

<u>F</u>	<u>D</u>	<u>S</u>	<u>C</u>
<u>22</u>	<u>14</u>	<u>18</u>	<u>\$15</u>

Chloe's Cafe **SM**

1399 Church St. (26th St.), 415-648-4116

■ "Be prepared for" "big waits" at this "small" but "cute" Noe Valley "neighborhood place" with "consistently" "excellent" "Americana" "breakfasts", "dreamy brunches" and "great" lunches; though most would prefer to skip the "awful lines" ("where do all the people come from?"), few "waffle" over whether the "stellar omelets" and "divine banana walnut pancakes" are worth it.

ZAGAT SURVEY

2003 SAN FRANCISCO RESTAURANTS

Chloe's Cafe **SM**

1399 Church St. (26th St.), 415-648-4116

■ "Noe Valleyans love to wait for food" and this "cute"-as-a-bug (and "tiny" as one too) American gives the "weekend mob" plenty of reasons - the "fluffiest eggs, kick-ass pancakes" and "creative lunch sandwiches" - to "spend half their sunny mornings on the sidewalk"; luckily, the "service is fast and good", so the "line moves fast."

<u>F</u>	<u>D</u>	<u>S</u>	<u>C</u>
<u>21</u>	<u>13</u>	<u>17</u>	<u>\$15</u>

ZAGAT SURVEY[®]

Chloe's Cafe

Phone: 415-648-4116

FOOD	DECOR	SERVICE	COST
23	13	19	\$15

A contender for "the best breakfast" in the city – "with the long lines to prove it" on weekends – this Noe Valley "sunny" snug storefront has seen its Food ratings climb for its "big" helpings of "pancakes that rock" and "excellent scrambles", "served indoors or out", that "make the calories worthwhile"; "they'll even give you coffee" while you wait, which might explain the Service score surge.

**SAN FRANCISCO
BAY AREA RESTAURANTS
2005**

ZAGAT SURVEY[®]

Chloe's Cafe

FOOD	DECOR	SERVICE	COST
24	12	18	\$18

"The price is right" for "breakfast and brunch galore" at this "tiny", "homey" "Noe Valley classic" where "the kitchen has a Master's degree in eggs" and receives honors for American offerings including "exceptional sandwiches", "fluffy pancakes" and "delicious, unique" salads; service is "welcoming", but "get there early", "late or on a weekday" because the queue "starts 15 minutes before they open."

**SAN FRANCISCO BAY AREA RESTAURANTS
2012**

ZAGAT

2013

Chloe's Cafe

FOOD	DECOR	SERVICE	COST
23	16	20	\$20

“Every neighborhood should have” a “perfect little” “brunch” spot like this Noe Valley nook cranking out “flavor-packed” “scrambles”, “perfect” pancakes and other “unpretentious” American eats to a “cozy” handful of tables, including some “curbside” “in the sun”; “it’s not cheap” for its ilk and there’s “always a morning rush no matter the day, weather or time”, but “once in”, the staffers “do their best to keep a smile”; P.S. no dinner.

As rated in the 2013 San Francisco Bay Area Restaurants Guide

ZAGAT

2015

Chloe's Cafe

FOOD	DECOR	SERVICE	COST
23	15	23	\$18

This "perfect little" brunch spot in Noe Valley nook cranks out "flavor-packed" scrambles, "perfect" pancakes and other "unpretentious" American eats in small, "cozy" digs; there's "always a morning rush no matter the day, weather or time", but the staffers "do their best to keep a smile"; P.S. no dinner.

As rated on zagat.com

ZAGAT

2017

CHLOE'S CAFE

4.5

FOOD

3.7

DECOR

4.3

SERVICE

This “**perfect little**” brunch spot in Noe Valley nook cranks out “**flavor-packed**” scrambles, “**perfect**” pancakes and other “**unpretentious**”, affordable American eats in small, “**cozy**” digs; there’s “**always a morning rush no matter the day, weather or time**”, but the staffers “**do their best to keep a smile**”; P.S. no dinner.

RALPH GUTLOHN
TAX PREPARATION AND TAX PLANNING

September 1, 2017

I am writing this letter to support the nomination of Chloe's Café, at 1399 Church St., for the Legacy Business Registry.

I have been eating at Chloe's Café since it opened. This dependable Noe Valley restaurant, the menu, staff, clients and atmosphere, has thankfully changed very little over the last thirty years. The consistent friendliness, welcoming waiters, cooks, dishwashers and waitresses, excellent food and neighborhood integration are evident as soon as you walk in the door. This small café is an absolute model for how a small business can benefit and engage the community. Everybody feels at home in Chloe's. I am a self-employed tax preparer and live a few blocks from the restaurant. During the tax season many meetings end with my clients saying "can we go to Chloe's?" They live in all parts of The Bay Area and recognize the distinctive feel of this special place. The owners, Steven and Melania, treat their customers and employees with respect and care. I can't imagine a more appropriate business to designate as part of San Francisco's Legacy Business Registry than Chloe's Café.

Sincerely,
Ralph Gutlohn



4047 Cesar Chavez Street San Francisco, CA 94133
(415) 826-8052 fax (415) 826-8099



THRIVE

I am writing to support the nomination of Chloe's Café as a "Legacy Business" of San Francisco. Chloe's has been the heartbeat of Noe Valley for thirty years. I came in on their first day of business; I believe Steven made me his second latte!

Since then, through all the ups and downs of life in San Francisco, Chloe's has been there, consistently serving high quality breakfasts and lunches to the locals and tourists alike. I met my first real estate clients there, discussing coffee and traveling. The atmosphere is friendly and conducive to relaxed and casual conversation. I know I can take friends, relatives and clients there, and we will be treated to fresh salads, satisfying sandwiches and delicious eggs dishes, all served with a smile.

For thirty years, I have felt taken care of when I am there. This has been particularly important in the past several years, when the changes in the City have been coming hard and fast, and not always for the better. It is comforting to know that there is still *something* to rely on! Chloe's is a neighborhood treasure and a San Francisco classic.

Christie Springer

CHRISTIE SPRINGER
3293 Mission Street
San Francisco, CA 94110
415-929-5820

**The more I read the papers, the less I comprehend,
The world and all its capers, and how it all will end.
Nothing seems to be lasting, but that isn't our affair.
We've got something permanent, and I sure don't mean ~~our~~ STEVEN'S
hair....**

**It's very clear, Chloe's is here to stay.
All through the years, we've come here every day!
The tv shows and those smarty phones and the Facebook IPO
They're all just passing fancies, and they'll come and go...**

**But oh my dears, Chloe's is here to stay.
Through laughs and tears, we've come a long, long way!
In time the Giants may stumble, the Niners may fumble,
They don't know how to play, but
Chloe's is here to stay!**

**But oh my dears, Chloe's is here to stay.
Together we're going a long, long way!
In time the market may tumble, our savings may crumble,
Thank God we've still got May, cuz
Chloe's is here to stay!**



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: SEPTEMBER 5, 2018

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

****The following report provides recommendations for five (5) Legacy Business applications.****

Filing Date: August 8, 2018
Case No.: 2018-011493LBR
Business Name: Chloe's Cafe
Business Address: 1399 Church Street
Zoning: NC-1 (Neighborhood Commercial, Cluster)
40-X Height and Bulk District
Block/Lot: 6551/022A
Applicant: Melania Kang and Steven Baker, Co-Owners
1399 Church Street
San Francisco, CA 94114
Nominated By: Supervisor Jeff Sheehy, District 8
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Chloe's Café is a 31-year-old family-owned café that opened in July 1987 in the Noe Valley neighborhood. The owners, Steven Baker and Melania Kang, began their careers doing catering for movie companies around the country but sought out a space in San Francisco to open their café. At the time, they were the first neighborhood café in Noe Valley. The café is located in a corner Queen Anne-style building constructed in 1910 and retains many original features.

Chloe's Café serves breakfast and lunch from 8:00 a.m. to 3:00 p.m. It is known primarily as a brunch place since breakfast is served all day. Although the café features daily specials, the menu has changed very little in 30 years. Food is fresh and not frozen or canned. They still have the same four burner stove from the 1980s, and the decor is essentially the same. Staff members makes the tablecloths, which adds a homey atmosphere. The owners focus on customer engagement and maintaining social connections.

Chloe's has supported many local non-profits throughout the years. The business organized a local benefit for "Project Open Hand," an organization that originally provided meals to many people in the community who were suffering from AIDS.

The business is located on the northeast corner of 26th Street and Church Street in Noe Valley. It is within a NC-1 (Neighborhood Commercial, Cluster) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1987.

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

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

- i. Chloe's Café has operated continuously in San Francisco for 31 years.
- ii. Chloe's Café has contributed to the history and identity of San Francisco by serving as a neighborhood café.
- iii. Chloe's Café is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Architecture

This building is individually significant under National Register of Historic Places and California Register of Historical Resources criteria C/3 (Architecture) as an intact property that embodies the distinctive characteristics of an early 20th century neighborhood corner commercial building, including design features, materials and methods of construction demonstrating high artistic values characteristic of Classical Revival style architecture in San Francisco during this period.

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 business has been cited in several publications:

- Noe Valley Voice;
- KCB5 Channel 5's "Eye on the Bay";
- SF Bay Guardian

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1399 Church Street

Recommended by Applicant

- Breakfast and lunch menu serving fresh food
- Handmade tablecloths
- “Grandmother’s House” interior style
- Hands-off management style

Additional Recommended by Staff

- Storefront components dating to 1927 remodel