



# Legacy Business Registry Staff Report

Hearing Date: July 22, 2024

## JAVA BEACH CAFÉ

*Application No.:* LBR-2023-24-048  
*Business Name:* Java Beach Café  
*Business Address:* 1396 La Playa St. and 2650 Sloat Blvd.  
*District:* District 4  
*Applicant:* Buffy Maguire, Co-owner  
*Nomination Date:* June 17, 2024  
*Nominated By:* Supervisor Joel Engardio  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Inspired by famous cafés in North Beach and seeing the need for a neighborhood café in the Outer Sunset, Patrick Maguire opened Java Beach Café in 1993. Patrick took over the long vacant space at 1396 La Playa Street and renovated it. Impressed by the renovations and the business proposal, landlord Mr. Chan gave Patrick one year of free rent. It was only a few years later in 1999 that Patrick purchased the building from Mr. Chan. Patrick opened a second location at 2650 Sloat Blvd. in 2008 which is located directly across from the San Francisco Zoo. In 2021, Buffy Maguire became a 51 percent owner of Java Beach Café.

Today, Java Beach is known as a San Francisco institution. They serve a variety of coffee and tea drinks, as well as pastries, sandwiches, soups, and salads. All of their coffee is freshly roasted by their team in the San Francisco Bay Area. In fact, they were the first café to serve locally roasted, fair-trade coffee in the Outer Sunset. Locals from the neighborhood, as well as tourists visiting the nearby Ocean Beach, patronize the business regularly. The owners describe the business as a “second home to many and a friend’s living room to others.”

Java Beach gives back to the community they serve. The owners and their staff helped start Neighborhood Watch within the community, sponsored surf contests, helped construct a bocce ball court, supported the creation of public art sculptures on Judah Street, and started a Merchant Association.

### 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, Java Beach Café has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1396 La Playa St. from 1993 to Present (31 years)  
2650 Sloat Blvd. from 2008 to Present (16 years)

### CRITERION 2

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

Yes, Java Beach Café has contributed to the history and identity of the Outer Sunset neighborhood and San Francisco

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San Francisco, CA 94102  
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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:

- Café's are culturally significant for the craft of coffee. Café's also have a long tradition for being communal gathering places such as being unofficial town halls, spaces for artists to showcase their craft, and as places to work.
- Java Beach Café has been featured in SFGate, Eater SF, 7x7, Hyperflyer, The Bold Italic, Timeout, San Francisco Magazine, The San Francisco Chronicle, and Hoodline.
- Java Beach Café has won numerous awards, including the following:
  - San Francisco Beautification Award for work done to the La Playa Pocket Park in 2009
  - Certificate of Honor from the Board of Supervisors in 2010, 2014, 2017 and 2019
  - Gellert Family Business Award from University of San Francisco in 2014
  - Multiple Certificates of Recognition from politicians in 2017 including Assemblymember Tom Ammiano, Assemblymember Phillip Ting, Congresswoman Nancy Pelosi, and Congresswoman Jackie Speier.
- With regard to racial and social equity, Java Beach Café is a woman-owned business with Buffy Maguire having 51 percent ownership in the business. Additionally, Java Beach Café has demonstrated their commitment to their community and neighborhood through sponsoring surf contests, helping to install public art, and starting the Neighborhood Watch and Merchant Association, among other things.

### CRITERION 3

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

Yes, Java Beach Café is committed to maintaining the physical features and traditions that define the business.

### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Java Beach 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:

- Unique neon surf board sign.
- 650-square-foot mural by Leah Tumerman and Annie Galvin.
- Excellent coffee and food.
- Warm, family-like atmosphere.
- Identity as a coffee shop and café.

### 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.

- Coffee shop.

### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Java Beach Café currently located at 1396 La Playa St. and 2650 Sloat Blvd. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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# Small Business Commission

Resolution No. \_\_\_\_\_

July 22, 2024

## JAVA BEACH CAFÉ

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*Nominated By:* Supervisor Joel Engardio  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Java Beach Café, currently located at 1396 La Playa St. and 2650 Sloat Blvd.**

**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 on 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 July 22, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

**BE IT RESOLVED**, that the Small Business Commission hereby includes Java Beach 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 Java Beach Café.

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Physical Features or Traditions that Define the Business:

- Unique neon surf board sign.
- 650-square-foot mural by Leah Tumerman and Annie Galvin.
- Excellent coffee and food.
- Warm, family-like atmosphere.
- Identity as a coffee shop and café.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Java Beach Café on the Legacy Business Registry:

- Coffee shop.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 22, 2024.

---

Katy Tang  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

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## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2023-24-048  
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**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

1396 La Playa St. from 1993 to Present (31 years)  
2650 Sloat Blvd. from 2008 to Present (16 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 18, 2024

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

### Legacy Business Program

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Member, Board of Supervisors  
District 4



City and County of San Francisco

**JOEL P. ENGARDIO**

June 17, 2024

Director Katy Tang (via email [Katy.Tang@sfgov.org](mailto:Katy.Tang@sfgov.org))  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Re: Nomination of Java Beach Café to the Legacy Business Registry

I am pleased to nominate Java Beach Café for inclusion on the Legacy Business Registry.

Java Beach Café ("Java Beach") has been a beloved meeting spot and gathering place for Sunset residents and visitors alike since 1993.

With two locations bookending the Sunset District's portion of Ocean Beach, Java Beach has earned its place as a Sunset institution. The Kirkham and 44<sup>th</sup> Avenue location serves as an anchor at the end of the N Judah line. Families with seniors and small children, surfers, walkers, runners, bikers and others who come out to enjoy the beauty of Ocean Beach can always count on Java Beach for a warm cup of freshly roasted coffee or delicious homemade locally sourced food.

Co-owners Patrick and Buffy Maguire have gone above and beyond to contribute to the community and foster an identity for the Sunset neighborhood. They have helped start Neighborhood Watch and a Merchant Association. They have sponsored surf contests and advocated for a grant from the city to install the first public art sculptures near Ocean Beach (the forthcoming Judah Street sculptures).

Java Beach has been a true gem in San Francisco's business community. I am happy to nominate Java Beach Café for the City's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Joel P. Engardio", written over a circular stamp or seal.

Joel P. Engardio  
Supervisor, District 4  
San Francisco Board of Supervisors



# Legacy Business Registry Application



## Business Information

**Business name:** Java Beach Café

**Business owner name(s):** Patrick and Buffy Maguire

*Identify the person(s) with the highest ownership stake in the business*

**Current business address:** 1396 La Playa St., San Francisco, CA 94122

**Telephone:** ( 415 ) 665 – 5282

**Email:**

**Mailing address (if different than above):**

**Website:** www.javabeachcafe.com

**Facebook:** www.facebook.com/JavaBeach

**Twitter:** @javabeachcafe

**7-digit San Francisco Business Account Number (BAN):** 0 3 8 9 1 2 9

**Do any of these describe your business?** (select all that apply)

*Requires at least 51% of the business be owned, operated, and controlled by the business designation below.*

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business\*

☒ Woman-Owned Business

*\*Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

## Contact Person Information

**Contact person name:** Buffy Maguire

**Contact person title:** Co-owner

**Contact telephone:** ( ) –

**Contact email:**

**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.

**Original San Francisco address:** 1396 La Playa St. **Zip Code:** 94122

**Is this location the founding location of the business? (Y/N):** Y

**Dates at this location:** **From:** March 20, 1993 **To:** Present

**Other address (if applicable):** 2650 Sloat Blvd. **Zip Code:** 94116

**Dates at this location:** **From:** October 8, 2008 **To:** Present

**Other address (if applicable):** **Zip Code:**

**Dates at this location:** **From:** **To:**

**Other address (if applicable):** **Zip Code:**

**Dates at this location:** **From:** **To:**

**Other Address (if applicable):** **Zip Code:**

**Dates at this location:** **From:** **To:**

**Other address (if applicable):** **Zip Code:**

**Dates at this location:** **From:** **To:**



## Applicant Disclosures

### 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. A business deemed not current 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 grants through the Legacy Business Program.


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.

Name: Buffy Maguire

Signature:



Date:

Jan 29 2024

# **JAVA BEACH CAFÉ**

## **Written Historical Narrative**

### **INTRODUCTION**

#### **a. Describe the business. What does it sell or provide?**

Java Beach Café serves a variety of coffee and tea drinks, pastries and other breakfast items, soups, salads, sandwiches, and subs. A San Francisco institution, Java Beach Café has been serving homemade and locally sourced eats for decades. All of their coffee is freshly roasted by their team in the San Francisco Bay Area and brought right to their cafés so that they can serve you the perfect cup every single morning.

#### **b. Describe whom the business serves.**

The business serves the Sunset/Outer Sunset/Ocean Beach neighborhood communities with its two locations – on Sloat Blvd at the Zoo and on 44th and Kirkham, across from the Great Highway and Ocean Beach. Their proximity to the beach also brings in tourists and people from other neighborhoods.

The customers of Java Beach Café are anyone who live in the neighborhood – all genders and ages. Because of its longevity in the two neighborhoods it serves, it has become a meeting place where neighbors and friends get together to catch up and share a cup of coffee or casual meal.

#### **c. In about 2-5 words (15-30 characters), describe what the business is known for.**

They treat you like family.

### **CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years**

#### **a. Provide a short history of the business, including locations and owners.**

In 1993, Patrick Maguire had a vision and thought, “Why do you have to get in your car to get a great cup of coffee?” A native San Franciscan, Patrick had been inspired by the cafés he saw in North Beach and wanted to create a café in his Outer Sunset neighborhood that would become a welcoming beacon to all who lived there. He saw a building at 1396 La Playa Street that had been vacant for years and approached the owner, Mr. Chan, and asked if he could renovate the building to make a small café. No money exchanged hands. In fact, Mr. Chan gave Patrick free rent for a year once he saw what a beautiful job of renovation Patrick and his neighborhood buddies were doing. The café opened on March 20, 1993, and proved to be a neighborhood haven where friends and families gather regularly.

In 1999, Patrick bought the building from Mr. Chan.

Java Beach Café opened a second location located at 2650 Sloat Blvd. across from the San Francisco Zoo on October 8, 2008. With the second location, the business is at the bookends of the Sunset. The 2650 Sloat Blvd. location was at the original entrance to the SF Zoo and formerly housed a hamburger spot to serve those zoo goers. In later years, it became a dilapidated bar called the 49 Club.

In 2021, Buffy Maguire became a 51 percent owner in the business. Over the years, the leadership team at Java Beach became a group of incredible women led by Buffy. Eventually, Pat and Buffy decided to reflect that in their ownership.

**b. Provide the ownership history of the business in a consolidated year-to-year format.**

1993 to 2021: Patrick Maguire  
2021 to Present: Patrick Maguire and Buffy Maguire

**c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.**

Java Beach Café has not ceased operations at all since it began. During the COVID pandemic, they remained open as an “essential business” and never closed.

**CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community**

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

Java Beach Café started with one simple question: Why should neighbors have to take a road trip out of the neighborhood for a good cup of coffee? The foundation of Java Beach has always been a commitment to serving superb coffee. All of their coffee is locally roasted, and it is all organic, sustainable, and fair trade. Java Beach Café was the first café to serve locally roasted fair-trade coffee in the Outer Sunset.

The business has become a hub of neighborhood activities. The owners and their staff helped start Neighborhood Watch within the community, sponsored surf contests, helped construct a bocce ball court, were vital in getting a grant from the city for public art for the Judah Street sculptures, and started a Merchant Association.

Forever a work in progress, Java Beach Café is the love and life work of Patrick and Buffy Maguire. Java Beach is more than a coffee shop; it is a second home to many and a friend's living room to others. Many relationships and marriages began at Java Beach and now the

second generation of Java Beach customers are tall enough to order their own drinks and, sometimes, old enough to pay for them!

Java Beach Café has evolved over the years, but the spirit of hope and possibility that manifested itself on that fateful day in October 1993 remains alive and is part of the magic at the edge of the world where Java Beach is perched on the Pacific Ocean. In short, Java Beach was started with a briefcase of nothing but chutzpah, and all these years later it has become the embodiment of “be bold and great forces will come to your aid.”

**b. Is the business associated with significant people or events, either now or in the past?**

In 1993, when Patrick Maguire was 25 years old, he was recognized as being the youngest business owner in the city by the San Francisco Chronicle. Patrick’s recognition from the Chronicle brought notoriety to all of the Outer Sunset. You might consider him to be a local celebrity.

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

Java Beach Café and the Maguire family have helped the Sunset District tremendously.

“Over the years, the café and its staff have been involved in several neighborhood projects. The Maguires played a leading role in a community effort to clean up the area between La Playa Street and the Great Highway and turn it into a park. ... Other projects have included beach clean-ups, Thanksgiving dinners for local homeless people, and maintenance of the public areas surrounding the Great Highway.”<sup>1</sup>

They also started a Neighborhood Watch program as well as a Merchant Association for Judah Street merchants, and they spearheaded a request for an art beautification grant.

**d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?**

Java Beach Café has been referenced in the media over the years, including articles about the best cafés in San Francisco and the best things to do in the Sunset. Following are key media references.

- *“What is Java Café in San Francisco Known For?”*  
SFGATE  
<https://sfinsider.sfgate.com/what-is-java-cafe-in-san-francisco-known-for/>

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<sup>1</sup> “23 Years of Java Beach Café, An Outer Sunset Institution,” by Pooja Bhatt, Hoodline, February 17, 2016, <https://hoodline.com/2016/02/23-years-of-java-beach-cafe-an-outer-sunset-institution/>

- *"The best things to see and do in San Francisco's Outer Sunset neighborhood"*  
 SFGATE  
 March 10, 2023  
<https://www.sfgate.com/local/article/outer-sunset-17799519.php>
- *"11 Coziest SF Cafes For a Rainy Day"*  
 San Francisco Magazine  
 March 7, 2023  
<https://sanfran.com/coziest-and-most-comforting-rainy-day-san-francisco-coffee-shops>
- *"How to Spend 24 Food-Filled Hours in San Francisco's Avenues Like a Local"*  
 Eater San Francisco  
 August 24, 2022  
<https://sf.eater.com/2022/8/24/23320324/best-restaurants-san-francisco-sunset-richmond>
- *"Modern Guide to the Outer Sunset: Craft Goods, Cult Brunch, and Hip Cafes Near Ocean Beach"*  
 7x7  
 October 25, 2021  
<https://www.7x7.com/outer-sunset-san-francisco-guide-1787022633.html>
- *"Personal Changes Lead to Professional Success at Java Beach Café"*  
 Hyperflyer  
<https://www.hyperflyer.com/explore/personal-changes-lead-to-professional-success-at-java-beach-cafe/>
- *"My Favorite Corner of SF: Java Beach Café on La Playa Street"*  
 The Bold Italic  
 March 9, 2020  
<https://thebolditalic.com/my-favorite-corner-of-sf-java-beach-caf%C3%A9-on-la-playa-street-d7f15f2299df>
- *"23 Years of Java Beach Café, An Outer Sunset Institution"*  
 Hoodline  
 February 17, 2016  
<https://hoodline.com/2016/02/23-years-of-java-beach-cafe-an-outer-sunset-institution/>
- *"7 San Francisco hangouts that natives love"*  
 Time Out  
 February 24, 2015  
<https://www.timeout.com/san-francisco/blog/7-san-francisco-hangouts-that-natives-love>

- *“Java Beach Café”*

Sunset

April 4, 2012

<https://www.sunset.com/travel/insider-guides/java-beach-cafe-san-francisco>

**e. Has the business ever received any awards, recognition, or political commendations?**

Java Beach Café has received several awards and citations from the City and County of San Francisco, the U.S. Senate, and the U.S. House of Representatives. Following is a list of those awards.

- In 2009, they received the San Francisco Beautification Award For the substantial work done for La Playa Pocket Park.
- In May 2010, the San Francisco Board of Supervisors awarded them a Certificate of Honor for their work at the Java Beach Café.
- On May 21, 2014, the San Francisco Board of Supervisors awarded them a Certificate of Honor.

“The Board of Supervisors of the City and County of San Francisco extends its highest commendation to the McGuire family in recognition of over two decades of service to the Sunset District. From the coffee and baked goods to hearty breakfasts and dinners, Java Beach is a staple for our neighborhood. We also recognize your dedication to the community through service and volunteerism including beach clean ups, block parties, and neighborhood beautification efforts. Your family business and service has made our community and city a better place for all to live and enjoy.”

- On May 21, 2014, the University of San Francisco awarded them a Gellert Family Business Award.
- In 2017, Assemblymember Tom Ammiano sent a formal Certificate of Recognition.
- In 2017, Assemblymember Philip Ting sent a formal Certificate of Recognition.
- In 2017, Congresswoman Nancy Pelosi sent a certificate of special congressional recognition.
- In 2017, the San Francisco Board of Supervisors awarded Buffy Maguire a Certificate of Honor.

“During Women’s History Month, the Board of Supervisors of the City & County of San Francisco honors you and your tremendous contributions to the Sunset District. Your commitment to supporting small businesses and the La Playa Park neighborhood is exemplary. We extend to you our highest commendation for being a trailblazing woman in business.”

- On March 6, 2017, Congresswoman Nancy Pelosi awarded them a Certificate of Special Congressional Recognition for outstanding service to the community.

- On March 7, 2017, Congresswoman Jackie Speier and California Assembly member Philip Ting awarded Buffy Maguire two Certificates of Recognition as a San Francisco Trailblazing Woman in Labor & Business.
- On May 8, 2019, Java Beach Café received a Certificate of Honor and a Community Innovation Award from San Francisco Mayor London Breed.

“On behalf of the City and County of San Francisco, I am pleased to honor Java Beach Café on the occasion of receiving the Community Innovation Award at the 2019 Mayor’s Small Business Week Awards Ceremony. For more than 25 years, Pat and Buffy McGuire have provided a welcoming and cozy neighborhood hangout for locals and visitors alike to experience San Francisco’s beach culture. Your involvement in your community through the formation of a merchant’s association for Judah Street, as well as the leadership you have provided on many neighborhood projects demonstrates your love for and commitment to our City. Your tireless efforts to build a community business have resulted in improving the vitality of the surrounding neighborhood, also providing many with the opportunity for employment and personal growth. From your two beloved locations, to your locally roasted beans and the Lady Falcon Coffee Club, you have demonstrated entrepreneurship and a commitment to your community, truly representing San Francisco values at their best.”

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

Java Beach Café is a critical part of the Sunset District and has contributed greatly to the community. Since 1993, they have done so much to help improve the physical appearance of the neighborhood, as well as enhance the lives of the residents. It would be a great loss if the business were to close. Java Beach Café also employs a number of employees, many of whom have worked there for over 10 years.

**CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business**

**a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?**

There is a unique neon surf board sign on the exterior of the café located at 1396 La Playa Street. There is also a 650-square-foot mural by [Leah Tumerman](#) on the exterior of the building that was completed in 2014. Designed in collaboration with Annie Galvin of 3 Fish Studios, the mural was a Java Beach Café-driven project reflecting the colorful Outer Sunset neighborhood.

**b. In a few words, describe the main business activity you commit to maintaining.**

Java Beach Café is committed to serving excellent coffee and delicious food in a warm, family-like atmosphere.

**c. What is the plan to keep the business open in the long term beyond the current ownership?**

The owners would like to keep the business within the family.

**d. What challenges is the business facing today?**

Higher prices from purveyors are one of their biggest challenges. Higher wages, insurance, and taxes impact the business tremendously, as well.

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**Legacy Business Program staff will add the following details:**

**a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.**

Coffee shop and café.

**b. 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 Planning Department Historic Resource Status of the building at 1396-1398 La Playa Street is "B - Unknown / Age Eligible."

The Planning Department Historic Resource Status of the building at 2650 Sloat Blvd. is "B - Unknown / Age Eligible." The building does not appear significant under Criterion C/3 (Architecture/Design) per a 2015 survey.











1396

Welcome to Ocean Beach, San  
Francisco

















8.75  
9.50  
**SUBS**  
Melted Cheese with Mayo,  
Special Sauce 8.95/13.75  
Soothered with BBQ Sauce  
Potatoes & Onions 8.95/13.75  
Melted Cheddar on Dutch Crunch  
same Ginger Dressing 8.95/13.75  
d with Mayo Mustard, Lettuce,  
o, Sprouts & Special Sauce 8.95/13.75  
**A MELT** Creamy Pesto  
Cheese served Open Faced 8.95/13.75  
Tomato Melted Feta,  
Cesar & Salt & Pepper 8.95/13.75  
Ananaga & Dijon 9.75

**PICK UP  
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## Welcome to JAVA BEACH

### COFFEES

OUR OWN ROASTED FAVORITES

	Small	Large
Drip	\$2.50	\$3.00
Cafe Au Lait	\$3.00	\$3.50
Cold Brew	\$3.50	\$4.00
Chocolate Ganache Cold Brew	\$4.00	\$4.50
Butterscotch Cold Brew	\$4.00	\$4.50
Depth Charge - drip coffee + espresso	\$5.00	\$5.50
Individual Pour Over (featuring single origin by Lady Fairies)	\$5.00	\$5.50

### ESPRESSO

SERVING JUDAH TUNNEL BLEND

House Espresso	\$4.00
Muddy Water	\$4.75 \$5.00
Cappuccino	\$6.00 \$6.50
Latte	\$6.00 \$6.50
Mocha	\$6.25 \$6.75
Butterscotch Latte	\$6.75 \$7.25
Vanilla Bean Latte	\$6.75 \$7.25

### TEAS

Barrys	\$3.85
Numi	\$4.00
Tumeric	\$6.00 \$6.25

### TEA LATTES

Matcha	\$6.25 \$6.50
Chai	\$6.00 \$6.25

**CASCARA** - steamed or iced  
Cascara-Hibiscus

\$6.25 \$6.75

### CHOCOLATE DRINKS

Hot Chocolate	\$5.25 \$5.75
Chocolate Ganache Cold Brew	\$6.00 \$6.50

### CLASSICS

Iced Tea, Arnold Palmer, Lemonade	\$5.25 \$5.75
Italian Soda	\$5.25 \$5.75
Vanilla Bean Cream Soda	\$5.25 \$5.75

## BREAKFAST BITES

<b>OATMEAL</b> 750	<b>GRANOLA BOWL</b> 875
Add Raisins, Cranberries, Flax Seed + \$0.50 each	with Greek yogurt or milk
Add Banana, Nuts, Raisins, Strawberries, Almonds, Walnuts + \$0.50 each	Add Fresh Fruit

### FRUIT BOWL

\$9.00

### BAGELS

- With Butter
- With House-made Jam or Organic Peanut Butter
- With Nutella or Organic Peanut Butter
- With Cream Cheese \$0.50 Add Smoked Salmon + \$1.00
- With Hummus/Pesto Cream Cheese or Sun Dried Tomato Cream Cheese

### VEGGIE BAGEL

Cream Cheese, Lettuce, Tomato, Onion & Sprouts

### HUMMUS VEGGIE BAGEL

Hummus, Lettuce, Tomato, Onion & Sprouts

### PESTO VEGGIE BAGEL

Pesto Cream Cheese, Lettuce, Tomato, Onion & Sprouts

### SUNDRIED TOMATO VEGGIE BAGEL

Sun Dried Tomato Cream Cheese, Lettuce, Tomato, Onion & Sprouts

### SMOKED SALMON SUNRISE

Cream Cheese, Fresh Smoked Salmon, Tomato, Onion & Capers

### CROISSANTS - toasted upon request

- Plain Croissant \$5.00
- Ham & Cheese Croissant \$6.25
- Cheese Croissant \$5.25
- Turkey Cheese Croissant \$6.25

### BREAKFAST BURRITOS

Served Until Noon (Unfortunately we can not facilitate modifications)

#### BACON BREAKFAST BURRITO

Tortilla Wrap with Egg, Bacon, Cheddar Cheese, House-made Chipotle Aioli

\$10.00

#### VEGETARIAN BREAKFAST BURRITO

Tortilla Wrap with Egg, Black Beans, Corn, Cheddar Cheese, Arugula & House-made Chipotle Aioli

\$10.00

#### VEGAN BREAKFAST BURRITO

Tortilla Wrap with Crumbled Tofu, Black Beans, Corn, Arugula & House-made Chipotle Cashew Aioli

\$10.50

#### SAUSAGE BREAKFAST SANDWICH

Pork Sausage Patty, Egg, Cheddar Cheese, House-made Chipotle Aioli on an English Muffin

\$9.75

## SANDWICHES

### JAVA CLASSICS

With Drip

#### BLT

Crispy Bacon, Lettuce, Tomato & Mayo on Toasted Sourdough

\$4.75

#### JAVA CLUB

Turkey or Chicken Breast with Crispy Bacon, Lettuce, Tomato, Avocado & Mayo on Toasted Sourdough

\$5.00

#### KELLY'S COVE

Turkey, Pesto, Swiss Cheese, Mixed Greens, Tomato & Onion on Multigrain

\$5.25

#### CLASSIC VEGGIE

Three Cheeses piled high with Mayo, Mustard, Lettuce, Tomato, Onion, Cucumber, Avocado & Sprouts served on your choice of Bread

\$5.25

### HOT SUBS

With Chips

\$5.75

#### TSUNAMI

Ham, Salami, Mortadella & Melted Cheese with Mayo, Mustard, Lettuce, Tomato, Onion & Special Sauce

#### BBQ CHICKEN

Chicken Breast smothered in BBQ Sauce & Melted Cheese with Mayo, Lettuce, Tomato & Onion

#### TURKEY SUB

Turkey Melted Cheese with Mayo, Mustard, Lettuce, Tomato, Onion & Special Sauce

#### BONFIRE DELIGHT

Roast Beef & Melted Cheddar on Dutch Crunch with Lettuce, Tomato, Onion & Sesame Ginger Dressing

#### PESTO TOMATO MOZZARELLA MELT

Creamy Pesto, Grilled Tomato & Melted Mozzarella Cheese served open faced

#### HOT VEGGIE

Three Cheeses melted high with Mayo, Mustard, Lettuce, Tomato, Onion, Cucumber, Avocado & Sprouts served on your choice of Bread

## SALADS

### KALE CAESAR SALAD

Caesar Dressing, Kale, Cucumber, Mushrooms & Parmesan Cheese

\$4.75

### STACYS SALAD

Romaine Lettuce, Cherry Tomatoes, Corn, Black Beans, Cheddar, Avocado & Cheese Tortilla Chips served in House-made Lemon Dressing

\$5.00

### BEEFNIK SALAD

Arugula, Romaine Lettuce, Quinoa, Toasted Beets, Fuji Apple Slices, Chopped Dates, Roasted Almonds & Parmesan Cheese served in House-made Green Goddess Dressing

\$7.25

### ADD Avocado + \$2.75

### ADD Bacon + \$1.75

### ADD Chicken Breast + \$4.00

## LAVASH WRAPS

(Unfortunately we can not facilitate modifications)

### VEGAN HUMMUS WRAP

Lettuce with Hummus, House-made Vegan Pesto, Avocado, Cucumber, Tomato, Shredded Carrots & Green Leaf Lettuce

\$12.00

### TURKEY PESTO WRAP

Lavash with Mayo, House-made Pesto, Turkey, Swiss, Tomato & Green Leaf Lettuce

\$12.00

## SOUP OF THE DAY

Cup \$3.50 Bowl \$4.25

Save time and order through our  
Java Beach app





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Bay Area / San Francisco / Food &amp; Drinks

## 23 YEARS OF JAVA BEACH CAFÉ, AN OUTER SUNSET INSTITUTION

By Pooja Bhatt

Published on February 17, 2016



On any given day, the Outer Sunset's [Java Beach Café](#) is likely filled to bursting with patrons, their conversations and clacking cutlery blending into a pleasant ambient hum that can be heard half a block away.

More than a neighborhood institution, the small yellow and blue building is a second home to many local residents, who while away a few hours chatting with friends, listening to music, or simply reading a book as they enjoy their coffee and food.

For owner-managers Buffy and Patrick Maguire, this relaxed atmosphere is a point of pride, something they always intended to cultivate within Java Beach's walls. "[Patrick] always cherished that hangout time that was very much like his mother's living room," said Buffy. "Where they could tell stories and there was no



beginning, middle, or end. In his mother's living room, the front door was always open."

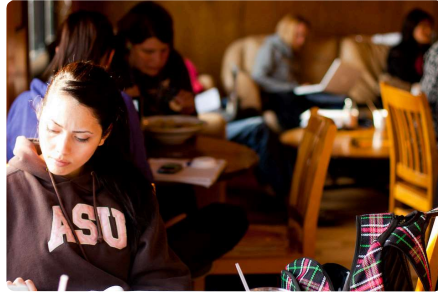


Photo: [kanaka/Flickr](#)

Java Beach was founded 23 years ago, when Patrick, an Outer Sunset native, became increasingly aware of the lack of neighborhood joints in the area. One day, during a regular Ocean Beach outing, he saw a dilapidated building for sale at the corner of Judah and La Playa streets.

"He saw it all, he saw a café, the whole thing," said Buffy. "And he said, 'I'm gonna do it.' So he went home, and he put a suit on, and he grabbed an empty briefcase and came back and rang the doorbell of the landlord. They began a series of long conversations in which they connected very deeply. What resulted was that Mr. Chan gave him the building for a year for free, if he did all the remodeling himself."

With the help of just about all of his friends in the neighborhood, Patrick completed the renovations and got the café up and running on March 20th, 1993. In the years since, Java Beach's offerings have expanded from coffee to a full menu of pastries and lunch items. There's also a second location at [2650 Sloat Blvd.](#), and a sister business called [Beachside Coffee Bar & Kitchen](#), next to the original La Playa store.



*Photo: Simone Anne Photography*

Over the years, the café and its staff have been involved in several neighborhood projects. The Maguires played a leading role in a community effort to clean up the area between La Playa Street and the Great Highway and turn it into a park.

According to Buffy, the city was initially opposed, but eventually backed the idea. "One of Pat's favorite lines was, 'If you're going to arrest me for building a park, then go ahead,'" said Buffy. "It was really tense, but we did actually end up getting a lot of city legislators' help."

Other projects have included beach clean-ups, Thanksgiving dinners for local homeless people, and maintenance of the public areas surrounding the Great Highway.

"This is where we live, this is where our family lives, we're in its past—it's just probably not what normal businesses are in it for," said Buffy. "Our neighbors were so supportive, and we're friends with them. Then those neighbors became very, very involved, and they started to take the lead on some projects."



*Patrons lined up for coffee. (Photo: bigtored/Flickr)*

Given its long history, Java Beach has had a large part in driving the growth of the Outer Sunset's business community. "We did a Merchant's Association on Judah Street, and we were really courting businesses to come to Judah Street," said Buffy. "It's now hip. Everyone is really cool, and we're all different sorts of merchants, which is great."

There have even been more than a few love connections sparked at Java Beach over the years. Most of Patrick's brothers met their wives when they were working behind the counter at the café, according to Buffy, who says she has 29 nieces and nephews in the Sunset alone.

"It's really amazing to be part of a community where people bring their kids here for the first time after the hospital, and then it's the blink of the eye and they're putting their money up on the counter. Fast forward a couple more years and they're applying for a job and they work for you, and then they're going to college," said Buffy. "It's been an amazing life experience to see so many different lives coincide and coexist together."

The cafe isn't done evolving, either. Although Java Beach has always roasted its own coffee, it has begun selling its beans wholesale for the first time. The brand is called [Carville Coffee](#), a nod to [the beachside community's past](#). A Java Beach coffee truck is also in the works, and should debut in the next few months. "We have a 1948 GMC red van that should be ready soon," said Buffy. "We sort of tackle things as the inspiration hits us."

*Java Beach Café is located at 1396 La Playa St. Hours are Monday–Friday from 5:30am–11pm, and Saturday–Sunday from 6am–11pm. For more information, visit [their website](#).*

**San Francisco / Outer Sunset - Food & Drinks ▾**

# JAVA BEACH CAFÉ VIDEO



## Interview with Pat Maguire- Owner of Java Beach Cafe

<https://www.youtube.com/watch?v=CLZ0YxNVpiU>

Posted on July 30, 2020

Posted by [Outer Avenues TV](#)

Pat Maguire is an Outer Sunset native and the owner of Java Beach Cafe at 1396 La Playa AND 2650 Sloat.

Jeremy Rushton

415-672-7730

[Jeremy.Rushton@cbnorcal.com](mailto:Jeremy.Rushton@cbnorcal.com)



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: July 17, 2024**

*Filing Date:* June 18, 2024  
*Case No.:* 2024-005664LBR  
*Business Name:* Java Beach Café  
*Business Address:* 1396 La Playa St  
*Zoning:* RH-3 - Residential- House, Three Family  
40-X Height and Bulk District  
Within 1/4 Mile of an Existing Fringe Financial Service  
Family & Senior Housing Opportunity SUD  
*Cultural District:* Sunset Chinese Cultural District  
*Block/Lot:* 1803/020  
*Applicant:* Buffy Maguire  
1396 La Playa St  
*Nominated By:* Supervisor Joel Engardio  
*Located In:* District 4  
*Staff Contact:* Justin Kran - 628-652-7429  
Justin.Kran@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

Inspired by famous cafes in North Beach and seeing the need for a neighborhood café in the Outer Sunset, Patrick Maguire opened Java Beach Café in 1993. Patrick took over the long vacant space at 1396 La Playa St and renovated it. Impressed by the renovations and the business proposal, landlord Mr. Chan gave Patrick one year of free rent. It was only a few years later in 1999 that Patrick purchased the building from Mr. Chan. Patrick opened a second location at 2650 Sloat Blvd in 2008 which is located directly across from the San Francisco Zoo. In 2021, Buffy Maguire became a 51 percent owner of Java Beach Co.

Today, Java Beach is known as a San Francisco institution. They serve a variety of coffee and tea drinks, as well as pastries, sandwiches, soups, and salads. All of their coffee is freshly roasted by their team in the San Francisco Bay Area. In fact, they were the first café to serve locally roasted, fair-trade coffee in the Outer Sunset. Locals from the

neighborhood, as well as tourists visiting the nearby Ocean Beach, patronize the business regularly. The owners describe the business as a “second home to many and a friend’s living room to others.”

Java Beach gives back to the community they serve. The owners and their staff helped start Neighborhood Watch within the community, sponsored surf contests, helped construct a bocce ball court, supported the creation of public art sculptures on Judah Street, and started a Merchant Association

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

Java Beach Café was founded in 1993.

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

Yes—Java Beach Café qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Java Beach Café has operated continuously in San Francisco for 31 years.
- b. Java Beach Café has contributed to the history and identity of the Outer Sunset neighborhood and San Francisco.
- c. Java Beach 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?***

Yes—Café’s are culturally significant for the craft of coffee. The Café opened during the “Third Wave of Coffee”. Café’s also have a long tradition for being communal gathering places such as being unofficial town halls, spaces for artists to showcase their craft, and as places to work.

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

No.

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

Not as of the date of this Executive Summary. The building was surveyed in the reconnaissance-level Oceanside Survey, but was never formally evaluated.

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

Not as of the date of this Executive Summary.



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

Yes— Java Beach Café has been featured in *SFGate*, *Eater SF*, *7x7*, *Hyperflyer*, *The Bold Italic*, *Timeout*, *San Francisco Magazine*, *The San Francisco Chronicle*, and *Hoodline*.

Java Beach Café has also won numerous awards including the San Francisco Beautification Award for work done to the La Playa Pocket Park in 2009; Certificate of Honor from the Board of Supervisors in 2010, 2014, 2017 and 2019; a Gellert Family Business Award from University of San Francisco in 2014; and multiple Certificates of Recognition from politicians in 2017 including Assemblymember Tom Ammiano, Assemblymember Phillip Ting, Congresswoman Nancy Pelosi, and Congresswoman Jackie Speier.

## Racial and Social Equity Analysis

On July 15<sup>th</sup>, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Java Beach Café is a woman-owned business with Buffy Maguire having 51 percent ownership in the business. Additionally, Java Beach Café has demonstrated their commitment to their community and neighborhood through sponsoring surf contests, helping to install public art, and starting the Neighborhood Watch and Merchant Association, among other things.

## Physical Features or Traditions that Define the Business

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

Current Locations:

- 1396 La Playa Street (1993-Present)
- 2650 Sloat Blvd (secondary location; 2008-Present)

### Recommended by Applicant

- Unique neon surf board sign
- 650-square-foot mural by Leah Tumerman and Annie Galvin



- Excellent coffee and food
- Warm, family-like atmosphere
- Identity as a coffee shop and café

**Additional Recommended by Staff**

- None

## Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

### ATTACHMENTS

Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
  - Criterion 1 – History and Description of Business
  - Criterion 2 – Contribution to Local History
  - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



# HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION

**HEARING DATE: July 17, 2024**

*Case No.:* 2024-005664LBR  
*Business Name:* Java Beach Café  
*Business Address:* 1396 La Playa St  
*Zoning:* RH-3 - Residential- House, Three Family  
40-X Height and Bulk District  
Within 1/4 Mile of an Existing Fringe Financial Service  
Family & Senior Housing Opportunity SUD  
*Block/Lot:* 1803/020  
*Applicant:* Buffy Maguire  
1396 La Playa St  
*Nominated By:* Supervisor Joel Engardio  
*Located In:* District 4  
*Staff Contact:* Justin Kran - 628-652-7429  
Justin.Kran@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JAVA BEACH CAFÉ CURRENTLY LOCATED AT 1396 LA PLAYA, BLOCK/LOT 1803/020.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on July 17th, 2024, 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 Java Beach Cafe 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 Java Beach Café.

*Locations*

Current Locations:

- 1396 La Playa Street (1993-Present)
- 260 Sloat Blvd (secondary location; 2008-Present)

*Physical Features or Traditions that Define the Business*

- Unique neon surfboard sign
- 650-square-foot mural by Leah Tumerman and Annie Galvin
- Excellent coffee and food
- Warm, family-like atmosphere
- Identity as a coffee shop and café

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 2024-005664LBR to the Office of Small Business on July 17, 2024.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 17, 2024