



# Legacy Business Registry Staff Report

HEARING DATE OCTOBER 3, 2016

## ZEITGEIST

*Application No.:* LBR-2016-17-003  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*District:* District 9  
*Applicant:* Gideon Bush, General Manager/COO  
*Nomination Date:* July 21, 2016  
*Nominated By:* Supervisor David Campos  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

RBCC, Inc. dba Zeitgeist is a brew pub and beer garden located on Valencia Street between Duboce Avenue and McCoppin Street in the Mission District. The current business has operated out of the building since 1972, when it opened as Rainbow Cattle Company and became a hangout for gay hippies. Renamed "Zeitgeist" in 1986, the business has served as a local gathering spot over the decades, featuring Bay Area craft beers and giving back to the neighborhood by hosting fundraising events, providing shelter for neighbors displaced by fires, and providing holiday offerings from the kitchen for patrons who live far from home. Passionate about beer, Zeitgeist is a regular participant in San Francisco Beer Week and takes suggestions on its beer offerings from its customers.

### CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF 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:

199 Valencia Street from 1972-Present (44 years)

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

Yes, the applicant has contributed to the Mission District 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:

- The business is associated with the tradition of serving local craft brew.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- The business has contributed to the Mission community's history and identity by serving as a local brew pub and beer garden, and hosting community fundraisers
- While the business has not been mentioned in a local historic context statement, 199 Valencia was mentioned in the LGBTQ Historic Context Statement (adopted 2015). The building had previously housed Hans Off, where nude go-go dancers performed during the 1960s and early 1970s, as well as Rainbow Cattle Company, a hangout for gay hippies during the 1970s.
- The business has been cited in the following publications:
  - The New York Times, 10/28/2015, "Travel: 36 Hours in San Francisco," by Bonnie Tsui
  - San Francisco Chronicle and SF Gate, 7/24-30/2011, "Sunday Datebook: Zeitgeist," by Meredith May
  - SF Gate, 7/24/2011, "The steins collect: Bay Area beer gardens," by Nellie Bowls, Meredith May, David Wagner, Sam Whiting"
  - SF Gate, 1/21/2016, "The most popular bar in California is a divey brew pub in San Francisco," by Alyssa Pereira
  - SF Gate, 5/6/2016, "San Francisco's most popular bars, according to Lyft and Uber," by Dianne de Guzman.

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

Yes, the subject business is committed to maintaining the physical features and traditions that define the business.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Zeitgeist 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:

- Memorabilia, including old signs, cash register, and artifacts on display.
- Stained glass window visible on the eastern façade (Duboce Street), which was installed by Rainbow Cattle Company in the 1970s and which displays the letters, "RBCC," and images of a rainbow and an arrow.

In addition, the following is recommended for safeguarding by staff:

- Back yard beer garden.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Zeitgeist currently located at 199 Valencia Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION  
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681  
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION  
MARK DWIGHT, PRESIDENT  
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CITY AND COUNTY OF SAN FRANCISCO  
EDWIN M. LEE, MAYOR

# Small Business Commission Draft Resolution

HEARING DATE OCTOBER 3, 2016

## ZEITGEIST

### LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2016-17-003  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*District:* District 9  
*Applicant:* Gideon Bush, General Manager/COO  
*Nomination Date:* July 21, 2016  
*Nominated By:* Supervisor David Campos  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

#### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ZEITGEIST, CURRENTLY LOCATED AT 199 VALENCIA 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, with no break in San Francisco operations exceeding two years, and the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face 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 October 3, 2016, 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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SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Zeitgeist 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 Zeitgeist:

Physical Features or Traditions that Define the Business:

- Memorabilia, including old signs, cash register, and artifacts on display.
- Stained glass window visible on the eastern façade (Duboce Street), which was installed by Rainbow Cattle Company in the 1970s and which displays the letters, "RBCC," and images of a rainbow and an arrow.
- Back yard beer garden.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 3, 2016.

\_\_\_\_\_  
Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –



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**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2016-17-003  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*District:* District 9  
*Applicant:* Gideon Bush, General Manager/COO  
*Nomination Date:* July 21, 2016  
*Nominated By:* Supervisor David Campos

**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?          X       Yes                         No

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** August 22, 2016

Richard Kurylo  
Manager, Legacy Business Program





Member Board of Supervisors  
District 9

City and County of San Francisco

**DAVID CAMPOS**

July 21, 2016

Re: Nomination of Zeitgeist to the Legacy Business Registry

Dear Director Kurylo:

I am writing to nominate to the Legacy Business Registry – Zeitgeist. Zeitgeist occupies a building that has been housing a bar for 100 years. Zeitgeist has been operating under its current business name since 1972. It is a beloved fixture in Northern Mission. Zeitgeist is one of the few bars in the Mission that has a large outdoor patio for patrons to enjoy a drink on Sunny afternoons in San Francisco. The bar has a distinct character and ambiance that is the regular stomping ground of many patrons. The business has been very active in helping to provide shelter and economic relief to many of the victims of the recent spate of fires in the Mission District.

This business plays an essential role in the identity of the Mission and it is my distinct honor to nominate Zeitgeist to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos



# 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.

<b>NAME OF BUSINESS:</b>		
RBCC, Inc dba Zeitgeist		
<b>BUSINESS OWNER(S)</b> (identify the person(s) with the highest ownership stake in the business)		
Klaus Burmeister		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
199 Valencia St. San Francisco, CA 94103		(415) 431-6891
		<b>EMAIL:</b>
		gideon@zeitgeistsf.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
zeitgeistsf.com	facebook.com/ZeitgeistSF	yelp.com/biz/zeitgeist-san-francisco

<b>APPLICANT'S NAME</b>	
Gideon Bush	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
General Manager/ COO	
<b>APPLICANT'S ADDRESS:</b>	
199 Valencia St. San Francisco, CA 94103	
<b>TELEPHONE:</b>	
(415) 431-6891	
<b>EMAIL:</b>	
gideon@zeitgeistsf.com	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0324889	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>

## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
199 Valencia St.	94103	1/1/1979
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1/1/1979 - present	

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

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		Start:
		End:

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		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

Gideon Ledlie Bush

7/19/16



Name (Print):

Date:

Signature:

## Section Four:

### Written Historical Narrative.

Provide a written narrative that describes 30 + year history of the business and establish its eligibility per the *THREE BUSINESSES ELIGIBILITY CRITERIA* noted on page one. The narrative should be **attached and no longer than 4 pages**.

Below are suggested topics and pieces of information that should be covered in the written narrative, it does not have to follow the order of the criteria below. Use the historical narrative guide to ensure you include the key elements required in telling the history of the business. Where applicable, please provide supporting documentation to support the historical narrative.

When making claims such as the "The first", "The only", "The original". Please provide information that substantiates the claim.

### Historical Narrative Criteria and Guide.

**Criterion 1:** The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years. If the business has operated in San Francisco for more than 20 years but less than 30 years it may still satisfy this criteria if the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face a significant risk of displacement.

#### Historical Narrative Guide.

- 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.*
- b. *Describe any circumstances that required the business to cease operations in San Francisco for more than six months?*
- c. *Is the business a family owned business? If so, give the generational history of the business.*
- d. *Describe the ownership history when the business ownership is not the original owner or a family owned business.*
- 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.*
- 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.*

**Criterion 2:** The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community. Community does include a business or industry community.

#### Historical Narrative Guide.

- a. *Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.*
- b. *Is the business (or has been) associated with significant events in the neighborhood, the City, or the business industry?*
- c. *Has the business ever been referenced in an historical context? Such as in a business trade publication, media, historical documents?*
- d. *Is the business associated with a significant or historical person?*
- e. *How does the business demonstrate its commitment to the community?*
- f. *Provide a description of the community the business serves.*
- g. *Is the business associated with a culturally significant building/structure/site/ object/or interior?*
- h. *How would the community be diminished if the business were to be sold, relocated, shut down, etc.?*

**Criterion 3:** The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

#### Historical Narrative Guide.

- a. *Describe the business and the essential features that define its character.*
- 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)*
- c. *How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). Does the building occupied by the business relate to the immediate neighborhood?*
- d. *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 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.*

Zeitgeist

199 Valencia St.

San Francisco, California 94103

RBCC, Inc. dba Zeitgeist was established in 1972 by Horst Hans Grahlman. In 1998, Klaus Burmeister took ownership of RBCC, Inc. dba Zeitgeist and remains as President and owner today. Zeitgeist's home at 199 Valencia St. in San Francisco has been standing for over one-hundred years. During prohibition, the business evolved into an ice cream parlor named "Lally's". While ice cream sales were good, the previous owner decided a speakeasy in the basement might add a little revenue to the bottom line. Evidence of this still remains in our entryway. "Lally's" can be seen in lovely mosaic tile as you pass into our bar. Other than this brief stint as a local ice cream parlor, the building at 199 Valencia St. has been a haven for local residents to catch up and enjoy a beverage after a hard day's work.

For going on fifty years, Zeitgeist has made many contributions to the identity and culture of San Francisco. From employing countless members of our community, to holding fund raising events for fellow business owners and friends in need, Zeitgeist is committed to giving back to the community. For example, Zeitgeist held a fundraising event for victims of the Bernal Heights fire. Our in-house Beer Guru, Robin Biles, put together a plant sale that raised money for victims. Many of these funds were generously donated by friends and family of the bar. In 2003, Zeitgeist provided shelter for victims of the Valencia Street fire. These people were pushed out of their homes and left without shelter. We opened our business to them to provide shelter during the night. These are only two examples of the many ways that Zeitgeist has, and will continue to, provide for the community that has provided so well for us. In addition to holding fundraising events, we are also passionate about our San Francisco beer community. We support many local, Bay Area breweries. We are proud to have participated in San Francisco Beer week since its inception. We also host Beer Team meetings most Mondays where we gather a committee to select what will be sold at Zeitgeist. Frequently, a regular will join us and provide their own insight on what beers or ciders should be on draught. We are fortunate to have a large group of regulars who patronize our business. Many of them become family and will be seen in Zeitgeist on all major holidays to partake in a drink, or perhaps a holiday offering from our kitchen. Without Zeitgeist, many of these people would be without during the holidays. Some live too far away to travel home, some simply don't have the means. We are honored to provide a home away from home for these patrons.

Over the course of many years, Zeitgeist has remained relatively unchanged and we intend to keep it that way. We strive to provide the best service possible for all of our guests, we work hard on maintaining the original character and charm of our old building and business, and we take pride in our small corner of San Francisco. One of our best attributes, arguably, is our back yard beer garden. We are very proud of this and feel that it offers a unique place to enjoy a sunny San Francisco day. When the sun is shining, you will find the yard packed full of fun loving San Franciscans soaking up the sun, enjoying a local microbrew, and catching up with friends and family. We feel that our open backyard is unique to the San Francisco hospitality scene. While other beer gardens have come into existence over the years, we feel that our backyard provides a unique place to experience San Francisco. The

community who has patronized Zeitgeist is how we achieve this feat. We provide the canvas, our customers provide the color and perspective.

We hope that you will consider our business for the Legacy Business Registry. Zeitgeist has had its doors wide open for many years. We contribute to our neighborhood, and help to push our craft to new levels. We are passionate about our history and upbringing and are proud to share our stories with those who would ask.

Thank you for your time and consideration.

Best,

A handwritten signature in black ink, appearing to read 'Gideon Ledlie Bush', written over a faint, circular stamp or watermark.

Gideon Ledlie Bush

General Manager

RBCC, Inc. dba Zeitgeist

## Section Five:

### Supplemental Historical Documents.

In addition to the narrative, please include as many supplemental historical documents as are available. This information will provide the Commissioners a visual context to build an argument for listing on the Legacy Business Registry.

Materials should include information on all physical features, traditions and practices noted in the written narrative and that identify the business for the Legacy Registry.

### Historic Legal Documents, such as:

- Change in Business Ownership (if current business ownership is less than 30 years)
- San Francisco Business Registration Certificate (original or dating back to 30+ years)

### Photographs:

#### Required

- 1 overall exterior photo (a current photo is fine, including older photos is a plus to help to provide historical context)
- 1 photo of exterior and interior business signage (a current photo is fine, including older photos is a plus to help to provide historical context)
- Additional photos of any unique interior and exterior features of the location called out in the list of "physical features or traditions" that are closely and strongly associated with the significance of the Community engagement

#### Supplemental If Available

- Historic photos of the business location
- Historical events
- Photos of the unique craft, art, cuisine, or tradition that define the business
- Visual support to what is written in the historical narrative

### Ephemera and Memorabilia:

(*Example:* advertising print, audio and video, advertising trade cards, bookmarks, catalog, greeting cards, letters, magazines, matchbooks, menus, pamphlets, postcards, posters, prospectuses, and tickets.)

- Newspaper Clippings from past and present newspapers that support the historical narrative. (please include publication and date of clipping)
- Audio and Video News stories
- Letters of Support

SF Heritage has a Historical Research Guide (<http://www.sfheritage.org/resources-links/researchguide/>) on where to locate possible supplemental documents or materials.

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR

**LICENSE CERTIFICATE**

		STARTING DATE	EXPIRATION DATE
		01/01/01	12/31/01
ACCOUNT NO.	CLASS	DESCRIPTION	FEE PAID
016950	A45	MECH AMUSE DEVICE	188-00
BUSINESS LOCATION		TYPE	
199 VALENCIA ST		3 MACHINES	

GRAHLMANN HORST HANS  
GRAHLMANN HORST HANS

DATE ISSUED 02/09/01

199 VALENCIA ST  
SAN FRANCISCO CA 94103

THIS IS NOT A BILL

GEORGE W. PUTRIS, ESQ.

TAX ADMINISTRATOR

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION  
PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION

CITY AND COUNTY OF SAN FRANCISCO — OFFICE OF THE TAX COLLECTOR

**LICENSE CERTIFICATE**

		STARTING DATE	EXPIRATION DATE
		01/01/01	12/31/01
ACCOUNT NO.	CLASS	DESCRIPTION	FEE PAID
045142	A45	MECH AMUSE DEVICE	105-00
BUSINESS LOCATION		TYPE	
199 VALENCIA ST		4 MACHINES	

BURMEISTER, KLAUS H.  
ZEITGEIST

DATE ISSUED 10/19/01

199 VALENCIA ST  
SAN FRANCISCO, CA 94103

THIS IS NOT A BILL

GEORGE W. PUTRIS, ESQ.

TAX ADMINISTRATOR

SEE REVERSE SIDE FOR ADDITIONAL INFORMATION  
PLEASE POST CONSPICUOUSLY AT THE BUSINESS LOCATION

- Ownership change per SF Probate court orders.

- Ownership duties took over in 1998 by Klaus Burmeister

# BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

ACCOUNT NO.	LOC.	CLASS	CLASSIFICATION DESCRIPTION	EFFECTIVE DATE
063475	001	08	RETAIL	09/01/70
BUSINESS NAME			BUSINESS LOCATION	
RAINBOW CATTLE CO			VALENCIA ST	

OWNER GRAHLMANN H H  
 DBA RAINBOW CATTLE CO  
 CARE OF % BAKER & HELLER  
 MAILING ADDRESS 220 MONTGOMERY ST #960  
 CITY-STATE SAN FRANCISCO CA 94104



DATE ISSUED 06/11/81

THAD BROWN  
TAX COLLECTOR

NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS-107 CITY HALL, SAN FRANCISCO, 94102 - READ REVERSE SIDE

This is the  
 Oldest Business Tax  
 Registration we have  
 on file. The name  
 changed to R.B.C.C., Inc.  
 in 1972.





CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**

ACCOUNT NUMBER

01-79

SR BH 19-657094

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN THE BUSINESS DESCRIBED IN LAWS RELATING TO THE OPERATION OF ANY LEGAL DENNIS

R.B.C.C., Inc.  
199 Valencia Street  
San Francisco, CA 94103

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

*Not valid at any other address*

BT-442-R REV. 7 (4-78)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED

*this is the oldest sellers permit  
on file for R.B.C.C., Inc.*











*★ Please see video on "36 Hours in SF" It provides a unique local take on Zeitgeist from business owners. ★*

**The New York Times** <http://nyti.ms/1KG2TcL>

TRAVEL

# 36 Hours in San Francisco

36 Hours

By BONNIE TSUI    OCT. 28, 2015

Don't blink or you'll miss the next "new" San Francisco. This is a city that's reinventing itself with every refresh of your Twitter feed, with cranes rising all over downtown and an army of young tech workers pouring into neighborhoods across the city. In the '60s, San Francisco was synonymous with the hippie counterculture; in the '90s, it was the dot-com boom (and eventual bust, in the early 2000s); more recently, it was the ripening of the Bay Area food movement. Now it's home to such new-establishment icons of the digital economy as Airbnb, Uber and, yes, Twitter. But don't be fooled by the shiny patina: San Francisco is more than just the physical headquarters of our virtual world. There are some things that haven't changed, and by themselves, are reason enough to revisit: the mind-boggling views along that glorious waterfront; the Mission's still-feisty, freaky, welcome-all-comers character; the meandering natural pleasures of Golden Gate Park. Even when classic San Francisco rubs up against new San Francisco, the friction, though at times contentious (Google bus protests, the anti-eviction fight), is also where the community-conscious activist roots of this city are as vital and visible as ever.

Friday

### **1. City by the Bay | 4 p.m.**

Make time for a stroll along the Embarcadero, San Francisco's quintessential bayside pedestrian promenade. Your starting point is just south of the Bay Bridge, at Red's Java House on Pier 30. A no-frills waterfront dive the San Francisco Chronicle once called "the Chartres Cathedral of cheap eats," Red's has been around in some form or another since 1912, when longshoremen came for the cheeseburger-and-beer breakfast special. Nowadays, it's a favorite stop for Giants fans on their way to a ballgame at AT&T Park, home to the 2010, 2012 and 2014 World Series champs. Join the cheerfully egalitarian crowd for a sourdough cheeseburger (\$5.52) and a beer on the outdoor patio — it has a view that goes for miles.

### **2. To Market | 5:30 p.m.**

It's hard to believe that it's been 12 years since the century-plus-old Ferry Building reopened as a grand marketplace and European-style food hall, after decades of blight and decay in the shadow of the former Embarcadero Freeway (which was taken down after the 1989 Loma Prieta earthquake). Though the Ferry Building has come to represent all the modern trends in the Bay Area food world, it hews to tradition with a thrice-weekly outdoor farmers' market, plus indoor food stalls in former ferry berths; the butcher, the baker and the cheesemonger are all on hand to talk to you. Just browsing is a pleasure: It's all eye candy, from the ceramics to the chocolate. And whatever your age, watching the ferries come and go never gets old.

### **3. Two Piers | 7 p.m.**

Charles Phan, of Slanted Door fame, has shifted gears with Hard Water, a tiny, New Orleans-inflected whiskey bar and restaurant that opened in 2013 on Pier 3. The kitchen turns out a mean fried chicken — the better to soak up the powerful cocktails. Whiskey flights start at \$22, and are a gentle intro to a deep list. For a heartier meal, head two piers over to Michael Chiarello's Spanish-meets-California Coqueta, where the extraordinary paella — bomba rice with clams, shrimp, chorizo and broccolini in fragrant broth made from shellfish and jamón serrano, \$45 — is enough to feed three.



#### **4. Nightcaps | 9 p.m.**

A bar in the Mission is an appropriate place to end the night. At the divey, atmospheric Royal Cuckoo, great cocktails are the rule — try the Carnival Mule, with cachaça, ginger beer, Domaine de Canton, tangerine and lime — as is live music Wednesday through Sunday nights showcasing the house's old-fashioned Hammond organ. Outdoor drinking is an option at Zeitgeist, a punk-spirited biergarten and neighborhood institution; its native population is heavy on the bikers and bike messengers. Don't take selfies, or management might boot you out — service is gruff, and proud of it.

## Saturday

#### **5. Break Bread | 10 a.m.**

Along 24th Street in the Mission, Mexican bakeries are still where mornings begin. For just a dollar or two, pick up sugar-dusted pan dulce or custard-filled pastries with your coffee at La Mejor Bakery or Panaderia La Mexicana, and watch the neighborhood wake up. Then head south for a climb up over windswept Bernal Hill to the sprawling Alemany Farmers' Market, said to be the oldest in the state of California, improbably situated near where Interstate 280 crosses Highway 101. The weekly market still offers the best cornucopia in the city: The greens alone regularly range from Chinese long beans, pea shoots and bok choy to dandelion, kale and mustard greens (about \$5 for three bunches). Can't fix what ain't broke.

#### **6. Picnic in the Park | 12 p.m.**

Bring your provisions for a picnic at the newly spiffed-up Dolores Park, where an \$8 million renovation made over the northern half of the park with new tennis courts; six acres of fresh, grassy splendor; and expanded restrooms (this last is critical to a comfortable afternoon). The other half of the park will get similar treatment in the coming year. What hasn't changed: the diverse crush of humanity, and the excellent vistas of the San Francisco skyline.

#### **7. The People's Art | 1:30 p.m.**

Take stock of the Mission's murals with Precita Eyes, a neighborhood arts organization that has been sponsoring local and international mural projects and offering classes for nearly four decades. Docents lead weekly mural walks (\$20, with discounts for students and seniors) through alleys and streets dense with color, and add stories and context to ever-shifting images that comment on everything from human rights to Hurricane Katrina.

### **8. Two Ways to Taste | 7 p.m.**

Put yourself in the expert hands of some of the Mission's best neighborhood chefs. At Ichi Sushi & Ni Bar's airy new space, request a seat at the bar for omakase, or chef's choice, and be entertained by the jewel-toned march of seafood across your plate — perhaps wild salmon, sweet shrimp heads and lightly seared saba (about \$65 for 12 pieces). Or try the three-course menu and wine pairing at Heirloom Cafe (\$65), an elegant neighborhood spot that might smartly present a bavette steak and maitake mushrooms with a malbec. At both establishments, fresh, simple dishes and friendly service are standouts, and the price is right.

### **9. One for the Team | 9 p.m.**

Bring friends for a game or two at the Mission Bowling Club, the city's first new bowling alley in 40 years when it opened in 2012. The owners, Sommer Peterson and Molly Bradshaw, wanted to conjure the intimate, friendly neighborhood alley of their youth — but with really good food (and sans fluorescent lighting). They've succeeded. Two of the six lanes are held for drop-ins most nights, but you'll probably want to make a reservation (reservations can be made a week ahead, \$35 to \$55 per lane per hour).

## **Sunday**

### **10. Bookworms Welcome | 10 a.m.**

First there was Green Apple Books: Opened in 1967, it's a literary institution. Now there's Green Apple Books on the Park, perfectly situated for a morning browse along the Inner Sunset's Ninth Avenue, just south of Golden Gate Park. Don't be fooled by the narrow storefront — the shop reaches far into the interior space, and is

big enough to be anchored by a dedicated children's area. Like its sister store, it also hosts events featuring an impressive lineup of writers, including such recent guests as Karl Ove Knausgaard, Maggie Nelson, Aleksandar Hemon and Molly Antopol. Afterward, stroll down the street and into Urban Bazaar to browse fair-trade and quirky, locally made gifts — belts made from old bike tires, screen-printed owl tea towels — and admire the boutique's charming little air plant and succulent nursery.

### **11. Seasonal Tastes | 11:30 a.m.**

For a leisurely brunch, head to the sun-warmed back patio of Nopalito, a branch of Divisadero's beloved Nopa, for brightly flavored, vibrant Mexican: squash-blossom quesadilla, pork-shoulder pozole, and peach, avocado and lettuce salad with pumpkin seeds and cotija cheese (brunch for two about \$45). Or for on-the-go noshing, stop at the worker-owned-and--run Arizmendi Bakery for the excellent daily pizza: always vegetarian, always changing, always available by the slice (\$2.50, and it comes with a little bonus sliver) or pie.

### **12. In Residence | 1 p.m.**

Every month, the de Young Museum in Golden Gate Park invites a new artist-in-residence to install art and work with the public during set hours at the museum's Kimball Education Gallery (free, 1 to 5 p.m. Wednesday through Sunday, plus Friday evenings until 8:45 p.m.). Recent artists have included Shawn Feeny, an artist and musician whose "Musical Anatomy" series featured an inventive tuning-fork helmet that visitors could wear — while he was playing it. In October, the San Francisco artist Carlo Abruzzese transformed census data into meticulous architectural paintings.

## Lodging

Stay at the playful, tech-savvy **Hotel Zetta** (55 Fifth Street; hotelzetta.com; from \$163.20), well situated downtown in SoMa and near the Powell Street BART station; it's Viceroy Hotels' first San Francisco property and home to the Cavalier, a modern British-style gastro pub by the local restaurateur-chef team Anna Weinberg and Jennifer Puccio.

Or try the **Buchanan** (1800 Sutter Street; thebuchananhotel.com; from \$140), the latest revamp from Kimpton Hotels, with 131 minimalist, Japanese-influenced rooms close to Pacific Heights and Japantown.

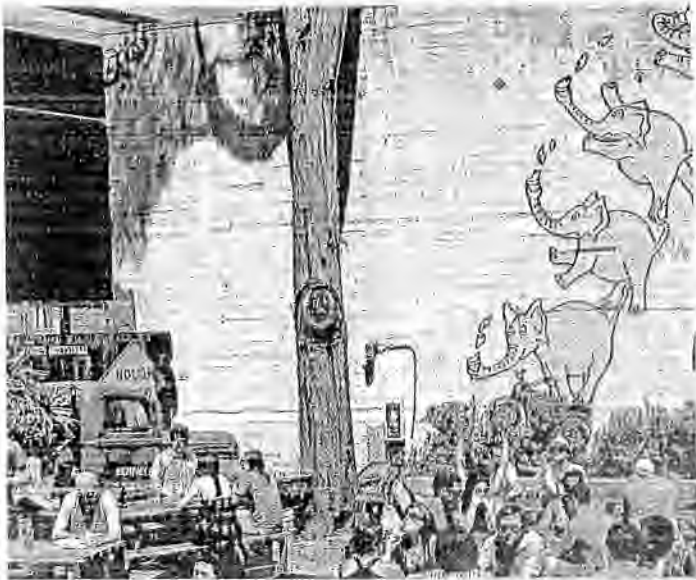
***Correction: November 8, 2015***

The 36 Hours column last Sunday, about San Francisco, described incorrectly the state of the Embarcadero Freeway after the 1989 Loma Prieta earthquake. It was damaged and later torn down; it did not collapse from the earthquake.

A version of this article appears in print on November 1, 2015, on page TR5 of the New York edition with the headline: 36 Hours in San Francisco.

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—Scott Brunstad

**Zeitgeist in San Francisco features more than 40 beers on tap and a courtyard with well-worn wooden tables and a full kitchen supplying customers with burgers, kielbasa and bratwurst.**

**ZEITGEIST** ★



Zeitgeist bills itself as "San Francisco's No. 1 Beer Garden," and any bar that doesn't blink when you slap down a 3½-pound stein and say, "Fill er up, *bittell!*" is probably not overstating things.

The tattooed barmaid quickly comes up with a metric conversion. She fills a pint with water, twice, and pours it into the stein. There is about 2 inches more to go, but she says she'll only charge for 2 pints, \$9.

She says people don't usually come in with their own steins. But there is a live-and-let-live vibe at Zeitgeist, where cyclists walk in carrying their brakeless bikes over their heads, the stereo is stuck on punk, and the mascot, printed on black T-shirts and G-strings on the wall, is a skull with Playboy bunny ears and one crazed eyeball falling out of its socket.

There are more than 40 beers on tap, including four German ones. Asked which is most popular, the barmaid fills the mass with an ale called Weihenstephan.

Zeitgeist gets its biggest German high-five for its courtyard, filled with well-worn wooden tables and shade trees. You can't bring your own food as you can in Germany, but that's because there's a Zeitgeist kitchen pumping out burgers, kielbasa and bratwurst oiled with sauerkraut, all day long, every day of the week.

— Meredith May

**Zeitgeist, 199 Valencia St., San Francisco. (415) 255-750. www.zeitgeistsf.com.**

**MARVIN GARDENS**



The old swinging double doors on Old County Road in Belmont look inviting, with neons for Spaten and Weisenbieren. The patient bartender in a Giants cap does not seem opposed to the concept of customers bringing in their own steins — it is just that she doesn't know what a stein is. A water cooler in the hallway detracts from the charm. You wouldn't find that in a German beer hall. What is the point of drinking water? The hall opens up into a gravel yard with long wooden picnic tables and benches pressed together every which way. You can find a table for 20. Or join one. There is an outdoor bar with taps.

Every Friday afternoon, six Germans, a Russian and an Irishman from nearby Oracle gather for pitchers and (surprisingly decent) pizza. The Germans switch in and out of English, talking the importance of proper beer carbonation and mocking the beer snobbery of Bavarians.

The long, communal benches make this a place where conversations intersect and groups cross-pollinate. Some might be put off by Marvin Gardens' proximity to the railroad tracks. Sure, you might have to raise your voice to compete with the sound of the passing Caltrain, but the intermittent clack only adds to the charm.

— Nellie Bowles and David Wagner

**Marvin Gardens Pub and Grill, 1160 Old County Road, Belmont. (650) 592-6154. www.marvin-gardens.com.**

**GOURMET HAUS STAUDT**



When Volker Staudt took over Gourmet Haus Staudt, his parents' German specialty shop in downtown Redwood City, his condition was that he could add a beer garden in back. He imported 14 tables, and two years later they are all filled on a summer's eve.

The entrance is through an unmarked chain-link gate in a wooden fence, and if a newcomer walks in carrying a mass, it doesn't even merit notice. To fill up, you duck into a small barroom, where there are plenty of steins just like the one you brought, and the prices are listed by the liter, though not by the deutsche mark.

When the barman sees that you have mass cred, he will steer you away from the mass-produced Spaten and toward Warsteiner Pils.

This is the place where the Apple software engineer left the prototype of the next-generation iPhone, a \$5,000 mistake he later blamed on the quality of the beer. There are usually a few angel investor types prowling the garden, trying to pick up on engineering talent.

The tables are narrow with metal legs that match the bench legs, just like the ones Staudt has seen in Munich. The servers can haul out two or three masses in each hand, as they do in Bavaria. To sop it up, you can order a pretzel the size of a dinner plate, or you can get a dinner plate. One German specialty is served each night.

There is easy in-and-out flow from the garden through the gate to the parking lot. Maybe too easy. A sign on the chalkboard by the gate reads: "Please stop stealing our glasses."

— Sam Whiting

**Gourmet Haus Staudt, 2615 Broadway, Redwood City. (650) 364-9232. www.gourmethausstaudt.com.**



Leave the Lederhosen at home. Strives to be authentic, but lacks either German spirit or a boisterous crowd.



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Not worth the effort.



Shows potential to rank high, but not yet open.

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### The steins collect: Bay Area beer gardens

Nellie Bowles, Meredith May, David Wagner, Sam Whiting, Chronicle Staff Writers  
Sunday, July 24, 2011

(page 1 of 3) SINGLE PAGE

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Outdoor beer garden at Zeitgeist in San Francisco

Scott Bevilacqua

Earlier this summer, a beer garden opened in Sonoma County's Healdsburg. Later this summer, another one will open in San Francisco's Hayes Valley.

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show

At this rate, we'll need an iPhone app to keep track of them, as people do in New York, where there are 54 beer gardens, the New York Times reports.

Chronicle reporters could identify only eight beer gardens in the Bay Area, but our standards are higher.

A beer garden, first of all, must be a beer garden, not an enclosed beer hall, and the garden aspect cannot be crammed onto the sidewalk or up on the roof. It must be a ground-level area dedicated to the consumption of cold beer fresh from the keg. It must have food, and that can't be sushi.

We honor the German tradition as codified in the Bavarian Beer Garden Ordinance. Fundamental to this

document, issued in Munich, are the right to bear your own beer stein and to bring your own food.

Health codes being stringent here, we decided not to be militant in upholding the right to bring a picnic. But to test the right to bear your own vessel, we found a 1978 1-liter stein known as a mass, dimpled and engraved with the crest of the Hofbrauhaus Munchen, from which it may have been snatched as a souvenir of a college summer on a Eurail pass.

Then we set off to get the stein filled, traveling in German cars, working undercover and carrying a Minox-size camera. Our parameters are that the garden must have wooden picnic tables and benches, not square restaurant tables or two-tops with bent-wood chairs, and the like. It also must have beer on tap, not just in the bottle, and must draft a product other than its own murky microbrew.

#### Galleries

1-3 of 21



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#### FROM OUR HOMEPAGE



**Why N.Y. chefs avoid S.F.**  
Michael Bauer explains why few big-name chef/restaurateurs open places here. Bay chef transplants

Comments & Replies (0)

Apart from the Wurst in Healdsburg, the beer gardens' locations span San Francisco to Silicon Valley, so they can fulfill a convenient wanderlust driving south toward warmer air. Here they are in geographic order. Each is rated using a formula that includes authenticity, crowd, coldness of the beer and comparison to one another.

- Sam Whiting

### The Wurst

The matching waiters' uniforms and shiny-clean fast-food aura might put off beer garden purists, but you have to support any place that will take on the wine bar stranglehold in Healdsburg, a tourist town on a bend in the Russian River.

When you go inside and hoist the mass onto the bar and ask the clerk to fill it, she looks at it dumbfounded, consults her tip sheet for guidance, then calls over the owner, Charles Bell.

He won't fill it to the 1-liter mark, but he will stand you a pint, then pour it into the mass. The draft selections are mostly Sonoma and Mendocino County, and he'll line up shots of each for a taste test before you ask for it.

The sausages are under glass, as at a butcher shop, and after making a selection and navigating the variety of toppings, you take a number on a stick and haul the mass of Scrimshaw Pilsner out to one of the wooden picnic tables in front.

As you wait for your wurst, you have to keep looking up to the sign that reads "beer garden" in order to believe you are in one. But it has a very local feel because tourists don't come to Healdsburg to pay \$6.75 for a sausage sandwich and a \$5 for a pint. They come to pay \$35 for a Kobe burger and \$12 for a glass of Pinot anywhere else in town.

So is it worth driving 65 miles up 101 from San Francisco just for the beer? No. Is it worth driving 65 miles to eat a wurst washed down by a Scrimshaw, then walk around the plaza to throw some pucks at the 22-foot shuffleboard table at John & Zeke's Bar? Yes.

- Sam Whiting

Rating: Stein half full

The Wurst Sausage Grill & Beer Garden, 22 Matheson St., Healdsburg. (707) 395-0214.

### Zeitgeist

Zeitgeist bills itself as "San Francisco's No. 1 Beer Garden," and any bar that doesn't blink when you slap down a 3 1/2-pound stein and say, "Fill er up, bitte!" is probably not overstating things.

1 | 2 | 3 | Next Page »

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**SFGATE** <http://www.sfgate.com/food/article/The-most-popular-bar-in-California-is-a-brewpub-6775112.php>

## The most popular bar in California is a divey brew pub in San Francisco

By Alyssa Pereira Updated 1:44 pm, Thursday, January 21, 2016

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IMAGE 1 OF 54

Zeitgeist, a divey brewpub located at 199 Valencia St in San Francisco.

Foursquare, an app dedicated to helping users discover cool bars and restaurants near where they are, has just released its list of the most popular bars in each state, and just as we suspected, California's top spot is right here in San Francisco's Mission District.

Zeitgeist, known for its large patio and even bigger beer selection, stood out as the most well-liked watering hole on the app's list, with a rating of 9.1 out of 10. Not bad.



"A real biker bar with heart," IFC stated in its review of the pub. "It's the last bastion of the pre dot-com rebel/artist."

See the most popular bars in the other 49 states here.

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SFGATE <http://www.sfgate.com/food/article/San-Francisco-s-most-popular-bars-according-to-7396283.php>

## San Francisco's most popular bars, according to Lyft and Uber

Dianne de Guzman Updated 4:00 am, Friday, May 6, 2016

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IMAGE 1 OF 31

#### Zeitgeist

199 Valencia St., SF (415) 255-7505

This SF classic earned a place on the most-popular list, despite its reputation for a surly staff and ever-present security. The bar's infamous patio and picnic tables make it a natural spot for groups to gather, even if they're known for having a low tolerance for overly rowdy patrons.

Zeitgeist: Popular with Uber or Lyft riders?

We all have our favorite places to grab a drink and hang out, and even if you're at a loss for where to go, there's plenty of bar lists to solve that problem.

#### RELATED STORIES



For beer lovers, a pub crawl by BART

San Francisco's best outdoor bars

#LoveLocalSF

But, do you long to be where the people are? Wanna know where they're drinking? To figure out where everyone's imbibing, SFGATE pestered the good folks at Uber and Lyft to find out where the ride-sharing people of San Francisco spend their money.

Each company handed over a list of 10 spots that the local denizens are getting rides to so far this year, offering a glimpse at the popular spots in the city.

It's no surprise that part of these unranked lists overlap, but the interesting part is where the selections diverge. Can you guess which bars are favorites with each ride-share company? Here's your chance to see if you can decipher the Lyft riders



Francisco

The best theme bars in San



versus the Uber crowd — all based on watering hole. Click through the gallery above.

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## GREETINGS FROM THE MAYOR

August 8, 2003

To: Zeitgeist Bar:

On behalf of the City and County of San Francisco, I want to take this opportunity to acknowledge your generous contribution to the victims of the Valencia Street apartment fire on January 17, 2003. Allowing your club to remain open through the night and into the morning in order to provide warmth and shelter for those left with no home was an extremely generous act and did not go unnoticed.

Thank you.

With warm regards,

A handwritten signature in black ink, appearing to read "Willie L. Brown, Jr.", written in a cursive style.

WILLIE L. BROWN, Jr.  
Mayor

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010966LBR  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*Zoning:* NCT-3 (Moderate Scale Neighborhood Commercial Transit District)/  
50-X Height and Bulk District  
*Block/Lot:* 3513/022  
*Applicant:* Gideon Bush, General Manager/COO  
199 Valencia Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

RBCC, Inc. dba Zeitgeist is a brew pub and beer garden located on Valencia Street between Duboce Avenue and McCoppin Street in the Mission District. It is housed on the first floor of a three-story mixed use building. A bar has operated out of the space for an estimated 100 years. During Prohibition it was converted into an ice cream shop called, “Lally’s,” with a speakeasy in the basement; mosaic tile in the entryway serves as a reminder of that time period. The current business has operated out of the building since 1972, when it opened as Rainbow Cattle Company and became a hangout for gay hippies. Renamed “Zeitgeist” in 1986, the business has served as a local gathering spot over the decades, featuring Bay Area micro-brews and giving back to the neighborhood by hosting fundraising events, providing shelter for neighbors displaced by fires, and providing holiday offerings from the kitchen for patrons who live far from home. Passionate about beer, Zeitgeist is a regular participant in San Francisco Beer Week and takes suggestions on its beer offerings from its customers.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

1972

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

Yes, Zeitgeist qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Zeitgeist has operated for 44 years.
- ii. Zeitgeist has contributed to the Mission community’s history and identity by serving as a local brew pub and beer garden, and hosting community fundraisers.
- iii. Zeitgeist is committed to maintaining the physical features or traditions that define

its tradition of serving local craft brew.

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

Yes. The business is associated with the tradition of serving local craft brew.

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?*

No. The property is considered a "Category C Property," meaning that it was not found to be a historic resource per the Planning Department's CEQA review procedures for historical resources.

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

No. While the business has not been mentioned in a local historic context statement, 199 Valencia was mentioned in the LGBTQ Historic Context Statement (adopted 2015). The building had previously housed Hans Off, where nude go-go dancers performed during the 1960s and early 1970s, as well as Rainbow Cattle Company, a hangout for gay hippies during the 1970s.

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

Yes. *The New York Times*, 10/28/2015, "Travel: 36 Hours in San Francisco," by Bonnie Tsui; *San Francisco Chronicle and SF Gate*, 7/24-30/2011, "Sunday Datebook: Zeitgeist," by Meredith May; *SF Gate*, 7/24/2011, "The steins collect: Bay Area beer gardens," by Nellie Bowls, Meredith May, David Wagner, Sam Whiting"; *SF Gate*, 1/21/2016, "The most popular bar in California is a divey brew pub in San Francisco," by Alyssa Pereira; *SF Gate*, 5/6/2016, "San Francisco's most popular bars, according to Lyft and Uber," by Dianne de Guzman.

### ***Physical Features or Traditions that Define the Business***

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

- 199 Valencia

#### **Recommended by Applicant**

- Outdoor beer garden
- Mosaic tile in Valencia Street entryway that spells, "Lally's"

#### **Additional Recommended by Staff**

- Memorabilia, including old signs, cash register, and artifacts on display
- Stained glass window visible on the eastern façade (Duboce Street), which was installed by Rainbow Cattle Company in the 1970s and which displays the letters, "RBCC," and images of a rainbow and an arrow



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 787 HEARING DATE SEPTEMBER 21, 2016

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

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

*Filing Date:* August 22, 2016  
*Case No.:* 2016-010966LBR  
*Business Name:* Zeitgeist  
*Business Address:* 199 Valencia Street  
*Zoning:* NCT-3 (Moderate Scale Neighborhood Commercial Transit District)/  
50-X Height and Bulk District  
*Block/Lot:* 3513/022  
*Applicant:* Gideon Bush, General Manager/COO  
199 Valencia Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor David Campos, District 9  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR RBCC, INC. DBA ZEITGEIST, CURRENTLY LOCATED AT 199 VALENCIA STREET (BLOCK/LOT 3513/022).**

**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 Mission 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 21, 2016, 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 RBCC, Inc., dba Zeitgeist qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated in the same location 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 Zeitgeist

*Location (if applicable)*

- 199 Valencia Street

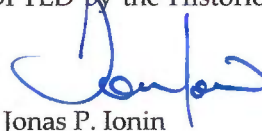
*Physical Features or Traditions that Define the Business*

- Outdoor beer garden
- Mosaic tile in Valencia Street entryway spelling "Lally's"
- Memorabilia, including old signs, cash register, and artifacts on display
- Stained glass window visible on the eastern façade (Duboce Street), which was installed by Rainbow Cattle Company in the 1970s and which displays the letters, "RBCC," and images of a rainbow and an arrow

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 2016-010966LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on September 21, 2016.



Jonas P. Ionin

Commission Secretary

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

NOES: None

ABSENT: Hasz

ADOPTED: September 21, 2016