

Billiard Palacade

Application Review Sheet

Application Number: LBR-2024-25-037
Business Name: Billiard Palacade
Business Address: 5179 Mission St.
District: District 11
Applicant: Leonardo Flores, Owner
Nomination Date: January 6, 2025
Nominated By: Supervisor Ahsha Safai

Eligibility

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

Criterion 2

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

Yes

Criterion 3

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

Yes

Features or traditions

Billiard hall

Notes

NA

Delivery date to the Historic Preservation Commission

March 18, 2026



Member, Board of Supervisors
District 11

City and County of San Francisco

AHSHA SAFAÍ
安世輝

December 17, 2024

Office of Small Business
1 Carlton B. Goodlett
San Francisco, CA 94102

To Whom This May Concern,

I write to respectfully ask you to consider the following longstanding businesses for inclusion on the legacy business registry. I am proud to nominate these businesses, each of which contributes to the vibrancy of our Outer Mission corridor.

1. **The Cobbler's #2**, 985 Geneva Street, is a shoe repair shop in the Excelsior District, owned by Roberto Melendez, who has been devoted to the business for over thirty years. Specializing in shoe cleaning, repairs, resoling, and shining, Roberto has built lasting relationships with loyal customers who consistently appreciate the quality of his work.
2. **Billiards Palacade**, 5179 Mission Street, is a beloved landmark in the Excelsior District, owned by Leonardo Flores, and in business for 44 years and counting. Mr. Flores is dedicated to creating a family-friendly entertainment space for people of all ages. Through his efforts, a strong sense of community has flourished, and he has developed special bonds with many loyal, returning customers.
3. **Los Planes de Renderos**, 12 Persia Street, is a popular establishment in the Excelsior District, owned by Julio Enrique Calderon and known for its delicious Salvadorian dishes, including pupusas. It's been in place for 30 years and embodies the district's rich cultural heritage, providing a welcoming place for people to enjoy authentic, flavorful food.

These longstanding businesses all contribute to the rich culture and diversity of our Outer Mission neighborhood corridor. We are a neighborhood of small businesses,

and these businesses exemplify the best of our Outer Mission/Excelsior community.
I am proud to nominate them as legacy businesses.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ahsa Safai', written in a cursive style.

AHSHA SAFAI 安世輝
Supervisor for District 11

Billiard Palacade

Application Form

Business information

Business name: Billiard Palacade
Business owner name(s): Leonardo Flores
Current business address: 5179 Mission St., San Francisco, CA 94112
Mailing address: Same as above
Business phone number: 415-685-7297
Business email: tazmania69161@hotmail.com
Website:
Link to social media #1:
Link to social media #2:
Business Account Number: 1163171

Contact person information

Contact person name: Leonardo Flores
Contact person title: Owner

Business locations

San Francisco address: 5179 Mission St.
Dates at this location: January 2, 1980, to Present

Billiard Palacade

Historical Narrative

Introduction

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

Billiard Palacade is more than a place to play billiards, it is a cornerstone of community recreation and social connection. Dedicated to providing a family-friendly environment, it offers an inviting space where individuals of all ages can gather, relax, and enjoy themselves. The business centers around a variety of well-maintained billiards tables that accommodate players of every skill level, creating an engaging and inclusive activity for both casual visitors and serious enthusiasts.

Beyond billiards, Billiard Palacade enhances the visitor experience with a selection of snacks and beverages, encouraging patrons to linger, converse, and fully enjoy their time on the premises. Every aspect of the space, from its layout to its welcoming atmosphere, is designed to foster interaction, comfort, and accessibility, making it an ideal destination for families, friends, and community groups.

The business also plays an important role in strengthening local connections. By hosting events, casual gatherings, and friendly competitions, it cultivates a sense of fellowship and belonging among its visitors. Through these experiences, Billiard Palacade not only provides entertainment but also serves as a trusted community hub where relationships are built, enjoyment is shared, and a culture of respect and inclusivity thrives. Its commitment to both recreation and community engagement makes it a valued and integral part of the neighborhood it serves.

b. Describe whom the business serves.

Billiard Palacade serves a diverse and inclusive clientele, welcoming individuals and families from all backgrounds, genders, and age groups. While families make up a significant portion of its customer base, the business also attracts young adults, professionals, and seniors who value a safe, engaging, and social environment. A notable portion of its patrons come from the Latino community, reflecting the cultural composition of the surrounding neighborhoods.

The business primarily draws customers from the local neighborhood, fostering strong community ties, but it also welcomes visitors from across San Francisco and the broader Bay Area, making it a regional destination for recreation and social interaction. Its appeal lies in providing a reliable, family-friendly setting where people can relax, engage in friendly competition, and build connections with others in a respectful and enjoyable atmosphere.

By serving such a wide-ranging demographic, Billiard Palacade not only meets the recreational needs of its patrons but also strengthens social cohesion and supports community engagement. Its role as an accessible and inclusive space makes it a valued resource for both regular visitors and new patrons seeking safe, high-quality entertainment in a welcoming environment.

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

Cornerstone of community recreation.

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.

Billiard Palacade was established on January 2, 1980, by Francisco Murcia at its current location, 5179 Mission Street, in the Crocker-Amazon neighborhood.

The pool hall was a family-run business. Francisco handed over management duties to his son Javier in November 2010, and other family members worked as house managers.¹ Francisco later moved to Sacramento but retained ownership of the business.

In 2024, Leonardo Flores took over ownership of Billiard Palacade. Leonardo is from Mexico City, Mexico, and moved to the United States in September 1989 after serving in the Mexican Army for three years. After arriving in the U.S., Leonardo worked in the restaurant industry for a few years. He later worked as a mechanic until the COVID-19 pandemic in 2020 when he began working as an Uber driver. Since moving to the United States, he has been saving money with the goal of eventually owning his own business. When the opportunity arose to purchase Billiard Palacade, he decided to invest and take over operations.

Leonardo enjoys being a business owner and is committed to continuing to grow the business and attract more customers.

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

1980 to 2024: Francisco Murcia
2024 to Present: Leonardo Flores

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

The business has never had to close for a significant period.

¹ [Billiard Palacade](#), by Hank Pellissier, The New York Times,

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.

For decades, Billiard Palacade has stood as a cornerstone of its neighborhood, providing one of the few safe, accessible, and welcoming recreational spaces in the area. It has played a vital role in shaping the cultural identity of the community, with multiple generations of families and residents forming lasting memories within its walls. As both a recreational venue and a social hub, the business has become intertwined with the daily life and history of the Crocker-Amazon neighborhood, representing continuity, stability, and community pride.

Billiard Palacade preserves and promotes the tradition of billiards as both a sport and a social pastime. It offers an alternative to street activity and other less structured forms of recreation, giving young people, families, and older community members a constructive and enjoyable environment to gather. In doing so, it fosters connections across different age groups and cultural backgrounds, strengthening social cohesion and nurturing a sense of belonging.

Beyond its local impact, Billiard Palacade also contributes to San Francisco's broader cultural and business landscape. As one of the longstanding recreational establishments in the city, it exemplifies the resilience and enduring value of small, family-oriented businesses that serve as pillars of their communities. Its continued presence not only preserves a cherished recreational tradition but also reflects the city's commitment to supporting inclusive spaces that bring people together, promote healthy social interaction, and sustain neighborhood identity.

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

Billiard Palacade has long served as more than just a recreational venue; it has functioned as a gathering place for notable community events and a host for diverse groups that contribute to the neighborhood's social fabric. Over the years, the business has welcomed youth organizations, senior home residents, and community associations, often providing discounted rates or special accommodations to ensure that its recreational offerings remain accessible to all. These initiatives reflect the business' commitment to fostering inclusion, engagement, and intergenerational connection.

In addition to regular community activities, Billiard Palacade organizes monthly tournaments that draw participants from across San Francisco and neighboring cities. These events not only provide competitive opportunities for billiards enthusiasts but also contribute to local tourism, bringing visitors into the area and supporting surrounding businesses. A notable highlight in the business' history was hosting professional carom

billiards player Hugo Patiño, a national champion, for a special exhibition event, which underscored the venue's prominence and reputation within the billiards community.

The business is hoping to celebrate its own milestones through annual anniversary events, which bring together long-time patrons, local families, and community leaders to honor its enduring presence and cultural significance. Looking ahead, Billiard Palacade plans to expand its tournament offerings and host larger competitive events, further strengthening its role as a landmark venue for both recreational and competitive billiards. Through these events and associations, the business has become intertwined with the history and identity of its neighborhood, fostering a sense of pride and continuity that resonates with residents and visitors alike.

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

Billiard Palacade demonstrates its commitment to the community through a combination of accessibility, active participation, and support for local initiatives. By remaining open daily, it provides a reliable and affordable space where families, youth, seniors, and other residents can gather safely for recreation, socialization, and skill-building. The business prioritizes creating an inclusive environment, ensuring that all members of the neighborhood feel welcome and valued.

Although current financial constraints, such as high utility costs and limited resources, restrict the ability to make substantial formal donations, Billiard Palacade consistently looks for ways to contribute to neighborhood vitality. It hopes to expand its collaboration with local schools, youth organizations, and community associations in the future, once its financial position is more stable, allowing it to offer greater support through events, educational programs, and community initiatives.

Through these ongoing efforts, the business exemplifies a community-centered approach. Its dedication extends beyond its walls, fostering social connections, cultural engagement, and neighborhood pride. Billiard Palacade remains committed to being a trusted and valued neighborhood institution, and it aspires to deepen its partnerships with local groups as it strengthens its operations.

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

Following are notable media references, listed from newest to oldest:

- People We Meet: 'Illuminaries' add the Excelsior to their graffiti resume
[Mission Local](#)
June 21, 2025
- Billiard Palacade
[New York Times](#)
April 9, 2011

- San Francisco's Abandoned Movie Theaters
[The Bold Italic](#)
March 22, 2011

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

Billiard Palacade is recognized as one of the best places to play pool in San Francisco.

- The Best Places to Play Pool in San Francisco
[Black Label Billiards](#)
July 19, 2024
- Check out 3 best budget-friendly pool halls in San Francisco
[Hoodline](#)
November 22, 2019

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

If Billiard Palacade were to close, the community would lose far more than a recreational business, it would lose a cornerstone of social life and cultural continuity in the neighborhood. As one of the few safe, family-oriented billiards venues in San Francisco, it provides a rare space where residents of all ages can gather, socialize, and participate in wholesome leisure activities. Its absence would deprive families, youth, seniors, and other community members of a trusted environment for recreation, connection, and stress relief.

The business also serves as a cultural landmark, carrying decades of local history and tradition. Generations of families have relied on Billiard Palacade not only for entertainment but also as a place to create memories, celebrate milestones, and foster intergenerational bonds. Customers frequently express gratitude for its role in their lives, highlighting its importance as a positive alternative to street life and other less structured forms of recreation.

Beyond its patrons, the closure of Billiard Palacade would impact employees, who would lose stable jobs and a supportive work environment, as well as the broader neighborhood economy that benefits from its consistent foot traffic. The loss would leave a tangible void in the neighborhood's social and cultural landscape, diminishing the vibrancy, cohesion, and sense of community that the business has nurtured since 1980. In short, both the neighborhood and San Francisco as a whole would lose a unique institution that combines recreation, tradition, and community engagement.

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?

The building that houses Billiard Palacade carries both historical and cultural significance. Decades ago, it operated as a movie theater, the Rialto Theatre, and for more than 50 years it has continuously served as a billiards venue, making it a longstanding landmark in the neighborhood. Its identity is closely tied to distinctive physical features that are well-recognized by residents and visitors alike.

The exterior features a large, visually striking mural created by a local artist affiliated with Illuminaries, a respected urban street arts organization that has been active in the community for over 20 years. The mural depicts Efren Reyes, a world-renowned pool player from the Philippines, celebrating the artistry and history of billiards while connecting the business to global sports culture.

Inside, the space was painted and revitalized by one of Billiard Palacade's own clients, who was hired to make the interior more vibrant and engaging. Many of these interior paintings celebrate San Francisco's sports teams, creating a colorful and lively environment that resonates and reflects the city's local pride. The combination of the exterior mural, interior décor, and classic billiards setup reinforces the business' identity as a unique cultural and recreational site, preserving its historic roots while celebrating both local and international influences in sports and art.

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

Family billiards and exceptional customer service.

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

Billiard Palacade has a clear and deliberate plan to remain a vital part of the community for the long term. The current ownership intends to keep the business in the family, passing it down to the next generation. With four children potentially interested in the business and its future, there is a strong commitment to preserving its legacy and ensuring that it continues to serve as a safe, welcoming, and family-oriented recreational space.

The family plans to gradually involve the next generation in the day-to-day operations, management decisions, and strategic planning to ensure a smooth transition over time. This approach not only safeguards the business' continuity but also reinforces its role as a neighborhood institution with deep community ties. By keeping Billiard Palacade under family ownership, the business can maintain the values, culture, and community

connections that have defined it for decades, ensuring that future generations of residents and patrons continue to benefit from a trusted and beloved recreational venue.

d. What challenges is the business facing today?

Billiard Palacade faces a range of significant challenges that affect both its day-to-day operations and long-term sustainability.

Despite its long-standing presence, Billiard Palacade has faced significant challenges, particularly during the COVID-19 pandemic. The business struggled with inherited debt, unpaid utilities, and other financial burdens left by prior management, bringing it to the brink of closure. Recognizing the business' importance to the neighborhood and its role as a community hub, the current owners stepped in to rescue and revitalize it. Their commitment ensured that Billiard Palacade could continue providing a safe and enjoyable space for recreation and social connection.

One of the most pressing issues is a decline of approximately 40% in customer traffic, largely due to broader political and economic conditions, which has directly reduced revenue and constrained the business' ability to reinvest in improvements.

In addition to declining revenue, the business continues to manage substantial inherited debt and ongoing high utility expenses, including electricity, water, garbage, and gas, which total approximately \$8,000 to \$9,000 per month. These financial pressures are compounded by health challenges affecting the current ownership, limiting the capacity to oversee daily operations and respond to emerging business needs.

In addition to financial challenges, the business has navigated broader neighborhood issues, including concerns about safety and homelessness. Through partnerships with organizations such as Urban Alchemy, the surrounding area has become cleaner and safer, benefiting both customers and the local community. Limited parking availability also deters potential customers and continues to pose operational challenges. However, the business enjoys strong support from its neighbors and loyal patrons, which has been instrumental in sustaining its operations.

Despite these challenges, Billiard Palacade remains committed to its mission of providing safe, family-friendly recreation. The owners continue to prioritize maintaining the business as a community hub, preserving its cultural significance, and offering a welcoming space where residents of all ages can gather, connect, and enjoy themselves.

Through strategic planning, careful management, and community support, the business aims to navigate these challenges while maintaining its role as a longstanding recreational and cultural institution in San Francisco. Billiard Palacade exemplifies resilience, community commitment, and the enduring value of legacy businesses. Inclusion in the Legacy Business Registry would provide recognition of its historical significance and support its ongoing efforts to remain a vital part of the neighborhood, safeguarding it from the risks of displacement and ensuring its presence for future generations.

Additional details:

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

Billiard hall.

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 5173-5179 Mission Street is “B - Unknown / Age Eligible.” However, the building is significant being the former Rialto Theatre, which opened on May 1, 1916, and closed soon after the Amazon Theatre (later Apollo Theatre) opened around the corner on Geneva Avenue in 1928.²

² [Rialto Theatre](#), 5179 Mission Street, San Francisco, CA 94112



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FAMILY RECREATION
BILLIARD PALACADE

Restaurant

TO GO & CATERING

BILLIARD

PALACADE

Rolph





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LOCAL INTELLIGENCE

Billiard Palacade

By Hank Pellissier

April 9, 2011

Like to call your own shots? Many Bay Area pool players enjoy games at Billiards Palacade, an Outer Mission hangout and tournament center in the former Rialto movie theater. **HANK PELLISSIER**

Go-Go Past

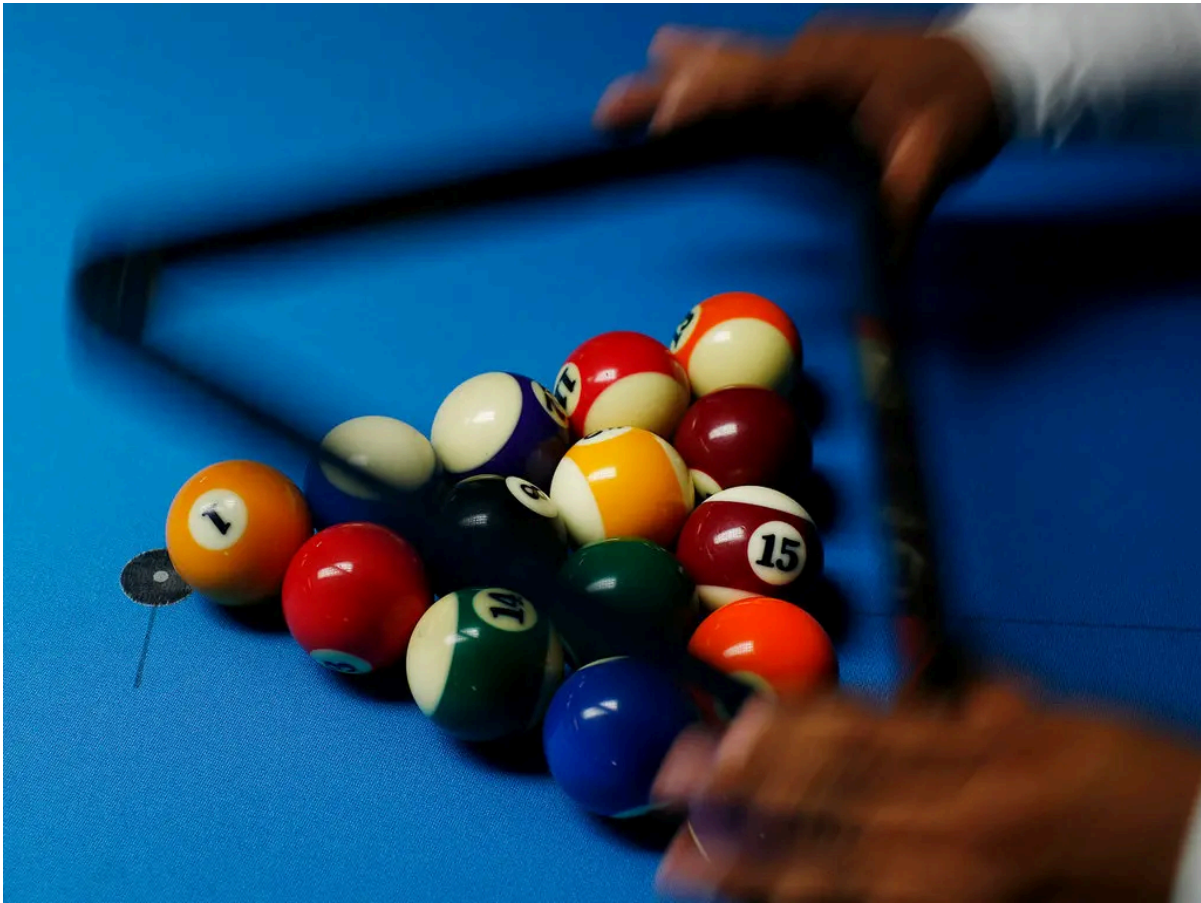
The pool hall in the Art Deco 1930s building at 5179 Mission Street once housed a strip club, and the dancers' poles remained in place for years. Francisco Murcia has owned the hall since 1984.

Table Talk

Green cloth once covered the tables, but now it is blue, the color used in tournament play. The Palacade has three billiard tables (no pockets) and 13 pool tables. Table No. 1 is an expensive table, made by the prestigious Diamond brand of billiard products — the only Diamond table in San Francisco, according to Mr. Murcia.

Father's Gift

The pool hall is a family-run business. Mr. Murcia handed over management duties to his son Javier last November, and other family members work as house managers.



Billiard Palacade in San Francisco

Ramin Rahimian for The Bay Citizen

Rack 'Em Up

Tournaments are held nightly by a variety of groups. On Tuesdays the Palacade Phemme Phatales play in the league organized by the San Francisco Pool Association. Another team is the Wild Side West She Devils, from nearby Bernal Heights.

Pool Shark Patrol

Gambling on games by placing money on the side cushion is illegal, and video cameras are set up all over the hall to safeguard against it. This year, the total purse of the World Pool-Billiard Association World Eight-Ball Championships, held in the United Arab Emirates, was over \$200,000.

House Victory

The five Filipinos on the Billiard Palacade's Tavern Team captured the Division A championship on Feb. 2. Their huge trophy was displayed in the lobby. Many of the best male players in the world are from the Philippines, Taiwan, Germany, Britain and the United States.

Cool Break

The Murcia family is Salvadoran. For appetizers they serve pupusas, tamales and their specialty: nachos made with fresh salsa, jalapeños and yellow cheese. Salvadoran beer is available, but the best-selling brands are Modelo Especial, Coors, Tecate and Heineken.

Take MUNI

Billiards Palacade is at the intersection of the Excelsior, Mission Terrace, Ingleside and Crocker Amazon districts. The area offers abundant sunshine, large Filipino and Hispanic populations and good public transportation. Parking is difficult.

hpellissier@baycitizen.org

A version of this article appears in print on , Section A, Page NaN of the National edition with the headline: Billiard Palacade: OUTER MISSION, SAN FRANCISCO

Billiard Palacade

DRAFT Resolution of the Small Business Commission

Resolution information

Resolution number: 024-26-LBR
Resolution date: April 27, 2026

Business information

Application number: LBR-2024-25-037
Business name: Billiard Palacade
Business address: 5179 Mission St.
District: District 11
Applicant: Leonardo Flores, Owner
Nomination date: January 6, 2025
Nominated by: Supervisor Ahsha Safai

Adopting findings approving the Legacy Business Registry application for Billiard Palacade, currently located at 5179 Mission St.

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 April 27, 2026, 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 Billiard Palacade 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 Billiard Palacade.

Physical features or traditions that define the business:

- To remain as a Billiard Hall.

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

- Billiard hall.

Executive Director certification

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 27, 2026.

Katy Tang
Executive Director

Small Business Commission action

Ayes –
Nays –
Abstained –
Absent –



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: April 15, 2026

Filing Date: March 18, 2026
Case No.: 2026-002470LBR
Business Name: Billiard Palacade
Business Address: 5179 Mission Street
Zoning: Excelsior Outer Mission Neighborhood Commercial District
65-A Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 6411/016
Applicant: Leonardo Flores
5179 Mission St
San Francisco, CA 94112
Nominated By: Former Supervisor Ahsha Safai
Located In: District 11
Staff Contact: Wesley Wong - 628-652-7466
wesley.a.wong@sfgov.org

RECOMMENDATION: Adopt a Resolution to Recommend Approval

Business Description

Billiard Palacade is a billiard hall located at 5179 Mission Street. It was opened on January 2, 1980, and has been operating continuously for over 44 years. The business is housed in the former Rialto Theatre, a building with roots dating back to May 1, 1916, giving the site more than a century of history within the Crocker-Amazon neighborhood. Beyond being a billiard hall, Billiard Palacade serves as a daily gathering place and informal meeting space where people of all backgrounds can connect and cultivate a sense of community. A notable portion of its patrons are Latino community members, reflecting the cultural composition of the surrounding area. It is a space where people can build relationships, foster memories, and enjoy playing pool and billiard together.

The hall features 13 pool tables and 3 billiard tables, all with blue felt, the standard used in tournament play. Among them is a Diamond brand table, recognized as the only one of its kind in San Francisco, underscoring

the venue's standing within the competitive billiards community. The business organizes regular tournaments drawing participants from across San Francisco and the Bay Area, bringing visitors into the neighborhood, supporting nearby businesses, and contributing to the local economy. Billiard Palacade plans to expand its tournament offerings and host larger competitive events, strengthening its reputation as a landmark venue for both casual and competitive billiards. The business also hopes to launch annual anniversary events to deepen bonds among community members, long-time patrons, and local families, while further contributing to the neighborhood economy. Over more than four decades in operation, the business has hosted numerous events and groups integral to the neighborhood, including youth organizations, senior home residents, and community associations, often providing reduced rates to ensure equitable accessibility for all patrons.

Billiard Palacade has always been a predominantly family-run business. The hall was founded and operated by Francisco Murcia, who passed management duties to his son Javier in November 2010, with other family members also brought on to assist in running operations. In 2024, the business transitioned to new ownership. Leonardo Flores, originally from Mexico City, served in the Mexican Army for three years before emigrating to the United States in September 1989. After arriving, he worked in the restaurant industry, later as a mechanic, and during the COVID-19 pandemic began driving for Uber. Throughout those years, he had been steadily saving with the long-held goal of one day owning his own business. When the opportunity to take over Billiard Palacade arose, he did not hesitate. Leonardo is committed to honoring the legacy of the business while continuing to grow it and welcome new generations of patrons through its doors.

The building itself carries significant cultural and architectural character. Its exterior features a large mural by a local artist affiliated with Illuminaries, a respected urban street arts organization active in the community for over 20 years. The mural depicts Efren Reyes, a world-renowned pool player from the Philippines, celebrating the artistry and global culture of billiards. Inside, the space was painted by one of the business's own clients, with murals celebrating San Francisco's sports teams, creating a vibrant interior that reflects local pride and community identity.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1980.

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

Yes. Billiard Palacade qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Billiard Palacade has operated continuously in San Francisco for 46 years.
- b. Billiard Palacade has contributed to the history and identity of the Croker-Amazon neighborhood and San Francisco.

c. Billiard Palacade is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Yes. The building was formerly the Rialto Theatre, and for more than 50 years it has been continuously served as a billiards venue. A notable highlight in the business's history was hosting Hugo Patiño, a national champion professional carom billiards player, for a special exhibition event.

The frontage on Rolph Street features a mural of Efren Reyes, a famous pool player from the Philippines. The mural weaves the history of billiards and the artistic work of local artists, Tim Hon and Eric Nodora of the Illuminaries, a Bay Area-based collective of graffiti artists, muralists, and designers uplifting public spaces. This project was one of the first for this collective in the neighborhood for the group.

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

No.

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

The property is within an area/ of a topic that is currently being surveyed for cultural, social and/or architectural significance related to the Neighborhood Commercial Buildings.

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

Yes. Billiard Palacade has been featured in numerous media outlets over the years, spanning local and national publications.

Most recently, in 2025, Mission Local published an article about Illuminaries, a respected local street arts organization, and their new mural on the exterior of the building. The mural depicts Efren Reyes, a world-renowned professional billiards player from the Philippines, and serves as both a celebration of the sport and a reflection of the neighborhood's cultural identity.

In 2011, the New York Times featured Billiard Palacade in a profile highlighting its history, community character, and role as a tournament venue. The article noted the hall's distinctive features, including its Diamond brand billiard table, described as the only one of its kind in San Francisco, and its regular league play through the San Francisco Pool Association. The piece also described the venue's setting within the former Rialto Theatre building and its deep roots in the surrounding Excelsior and Crocker-Amazon neighborhoods.

In 2024, Black Label Billiards recognized Billiard Palacade as one of the best places to play pool in San Francisco, and in 2019, Hoodline included the hall among the top budget-friendly pool venues in the city. Both outlets highlighted the casual, welcoming, and family-friendly atmosphere, as well as the affordability of the hall as a key benefit for patrons.

Racial and Social Equity Analysis

On July 15, 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.

Billiard Palacade serves a diverse clientele, most notably from the Latino community, reflecting the character of the Crocker-Amazon neighborhood in which the business is located. It creates a space for community members to build cohesion, develop social networks, and foster fellowship among its visitors. By remaining open daily, the business provides a reliable and affordable gathering place where people from all walks of life, including families, youth, seniors, and other residents, can come together and connect.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 5179 Mission Street (1980 – Present)

Recommended by Applicant

- To remain as a Billiard Hall

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

Draft 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 NO.

HEARING DATE: APRIL 15, 2026

Case No.: 2026-002470LBR
Business Name: Billiard Palacade
Business Address: 5179 Mission Street
Zoning: Excelsior Outer Mission Neighborhood Commercial District
65-A Height and Bulk District
Block/Lot: 6411/016
Applicant: Leonardo Flores
5179 Mission St, 94112
Nominated By: Former Supervisor Ahsha Safai
Located In: District 11
Staff Contact: Wesley Wong - 628-652-7466
Wesley.a.wong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BILLIARD PALACADE CURRENTLY LOCATED AT 5179 MISSION STREET, BLOCK/LOT 6411/016.

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 April 15, 2026, 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 Billiard Palacade 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 Billiard Palacade.

Location(s):

Current Locations:

- 5179 Mission Street (1980 – Present)

Physical Features or Traditions that Define the Business:

- To remain as a Billiard Hall

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 to the Office of Small Business on April 15, 2026.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: April 15, 2026