

# Los Planes de Renderos

## Application Review Sheet

*Application Number:* LBR-2024-25-038  
*Business Name:* Los Planes de Renderos  
*Business Address:* 12 Persia Ave.  
*District:* District 11  
*Applicant:* Julio Enrique Calderon, Owner  
*Nomination Date:* January 26, 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

Restaurant featuring Salvadoran cuisine

### 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

# Los Planes de Renderos

## Application Form

### Business information

Business name: Los Planes De Renderos  
Business owner name(s): Julio Enrique Calderon  
Current business address: 12 Persia Ave., San Francisco, CA 94112  
Mailing address: Same as above  
Business phone number: 415-585-8645  
Business email:  
Website: [losplanesderenderossf.com](http://losplanesderenderossf.com)  
Link to social media #1: [facebook.com/losplanesderenderossf](https://facebook.com/losplanesderenderossf)  
Link to social media #2: [Instagram.com/los\\_planes\\_de\\_renderos\\_](https://Instagram.com/los_planes_de_renderos_)  
Business Account Number: 1096220

### Contact person information

Contact person name: Julio Enrique Calderon  
Contact person title: Owner

### Business locations

San Francisco address: 12 Persia Ave.  
Dates at this location: 1989 to Present

# Los Planes de Renderos

## Historical Narrative

### Introduction

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

Los Planes de Renderos is a family-owned restaurant with a long-standing reputation for preparing and serving authentic Salvadoran cuisine. It offers a diverse menu of traditional Salvadoran dishes, with pupusas as its signature item. Each pupusa is handcrafted using fresh, high-quality ingredients and filled with a variety of traditional options such as cheese, beans, pork, and loroco, reflecting the culinary heritage of El Salvador.

Beyond pupusas, the restaurant serves an array of classic Salvadoran dishes including fried yuca, plantains with cream, tamales, plantain empanadas, and sopa de gallina india (Indian hen soup), among others. The menu is designed to showcase the rich flavors and techniques of Salvadoran cooking, emphasizing homemade preparation and authentic taste.

The restaurant is also distinguished by its selection of natural fresh beverages, prepared on-site using seasonal fruits and traditional recipes, including tamarind, horchata, hibiscus (jamaica), and cashew. This commitment to freshness and tradition enhances the overall dining experience and complements the food offerings.

The establishment provides a warm and welcoming atmosphere, creating a space that is ideal for families, friends, and individuals seeking a genuine and home-style dining experience. It emphasizes community connection and cultural education by sharing Salvadoran flavors, traditions, and values with all who visit. The business is committed to preserving culinary traditions, maintaining high standards of quality and authenticity, and serving as a cultural touchstone for both the Salvadoran community and the broader neighborhood it serves.

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

Los Planes de Renderos serves a diverse clientele, with a strong focus on the Salvadoran and broader Latin American community. Its customers include families, young adults, and older patrons who seek traditional, homemade Salvadoran cuisine in a welcoming and community-oriented setting. Many patrons are of Salvadoran heritage and visit the restaurant to reconnect with the flavors and culinary traditions of their homeland, while others are local residents and visitors who are interested in exploring authentic Salvadoran food for the first time.

The restaurant is located in an accessible neighborhood with a significant Latinx population, serving the surrounding communities and nearby neighborhoods in San Francisco. Its customers are typically working-class families, local professionals, and long-term residents who value the quality, authenticity, and cultural significance of the dishes offered. The business also attracts multi-generational patrons, including children, parents, and grandparents, making it a hub for family gatherings and community interaction.

In addition to its core Salvadoran clientele, the restaurant appeals to food enthusiasts from other cultural backgrounds who are drawn by its reputation for quality and authentic flavors. By offering a warm, inviting atmosphere and consistently high-quality, handmade dishes, the business fosters a sense of belonging and community engagement. Its clientele appreciates not only the food but also the cultural experience it provides, which includes traditional preparation methods, seasonal fresh drinks, and a friendly, family-oriented environment.

Overall, the business serves as both a culinary and cultural resource for its neighborhood, providing a gathering place where community members can enjoy traditional Salvadoran cuisine while celebrating the heritage and values of the community it represents

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

Delicious pupusas.

## **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.**

Per old telephone directories and “criss-cross” directories, Los Planes de Renderos was founded by Ana M. Mendez in 1989 at its current location at 12 Persia Avenue in the Excelsior district.

The name of the business in old directories was listed as “Los Plannes de Rezeros,” but the name of the business has always been Los Planes de Renderos. The name is derived from a location in El Salvador called Planes de Renderos, a place well-known for its pupusas and traditional Salvadoran snacks, reflecting the restaurant’s mission to bring a piece of Salvadoran culture to the local community.

In 1993, Rafael Ernesto Canas acquired the business. He maintained the restaurant’s focus on traditional recipes, quality ingredients, and community engagement.

In the late 2010s, Rafael was unable to actively manage the restaurant for a year due to health concerns. During this period, Evelin Beatriz Silva Calderon, who had been a manager at the restaurant for many years, assumed day-to-day operations. Her experience and knowledge of the restaurant’s processes and community relationships ensured that

the restaurant continued operating successfully, preserving its standards and customer loyalty.

In 2018, due to health-related reasons, Rafael made the difficult decision to sell the business to Julio Enrique Calderon, Evelin's brother. Julio's extensive experience in restaurant operations, combined with the continuity of long-term staff, has allowed the restaurant to maintain its family-oriented approach and authentic culinary offerings. The transition preserved the restaurant's traditions and strengthened its ties to the community.

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

1989 to 1993:	Ana M. Mendez
1993 to 2018:	Rafael Ernesto Canas
2018 to Present:	Julio Enrique Calderon

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

Not applicable.

**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.**

Los Planes de Renderos is a long-standing family-owned restaurant that has been a cornerstone of authentic Salvadoran cuisine in the San Francisco Bay Area.

The restaurant is recognized for offering some of the best pupusas in the region, alongside a wide variety of other Salvadoran dishes, all prepared using authentic methods and fresh ingredients. Its reputation for consistent quality and flavor established it as a trusted dining destination for families, community members, and visitors seeking traditional Salvadoran cuisine.

The business has played a significant role in shaping the cultural and culinary identity of its neighborhood and the broader San Francisco community. It is widely recognized for its long-standing presence, having served multiple generations of families, and for maintaining a family-oriented, welcoming environment that fosters community connections. As one of the few establishments dedicated to authentic Salvadoran cuisine in the area, it has become a cultural touchstone for both the Salvadoran community and the general public, offering a tangible link to Salvadoran culinary traditions and heritage.

Beyond serving food, the business contributes to the social fabric of the neighborhood by providing a gathering place for families, friends, and community members. It has become a

destination where patrons can celebrate cultural events, enjoy traditional cuisine, and share in the preservation of Salvadoran traditions. Its sustained operations over decades have helped maintain the neighborhood's identity as a diverse and inclusive community, supporting both cultural continuity and local economic vitality.

Through its consistent dedication to quality, authenticity, and community engagement, the business represents more than a restaurant; it embodies a legacy of cultural preservation, intergenerational connection, and neighborhood pride, making it a defining element of the local business landscape and a valued institution in San Francisco.

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

“Los Planes De Renderos Pupuseria actively engages with the local community, participating in events that celebrate cultural diversity. The restaurant often collaborates with local organizations to host food festivals and cultural events, promoting Salvadoran cuisine and fostering community spirit.”<sup>1</sup>

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

The business demonstrates a strong commitment to the community through its consistent dedication to providing a welcoming and culturally authentic dining experience. By serving traditional Salvadoran cuisine made from fresh, high-quality ingredients, it preserves and shares the cultural heritage of the Salvadoran community with both residents and visitors. The restaurant acts as a gathering place for families and neighbors, fostering social connections and creating a sense of belonging in the neighborhood.

While the business may not formally participate in nonprofit donations or City commissions, it contributes to the community in meaningful, everyday ways. By maintaining long-term employment and supporting staff development, including training and mentoring opportunities, the business helps sustain the local workforce and provides a stable environment for its employees. Its continuity over decades also supports local economic vitality, drawing customers to the neighborhood and promoting surrounding businesses.

Additionally, the restaurant's presence and reputation help celebrate and maintain the cultural identity of the area, allowing community members to engage with Salvadoran culinary traditions, especially during cultural or family events. Through these consistent practices, serving the public, employing local staff, preserving cultural heritage, and maintaining a welcoming space, the business demonstrates an enduring commitment to enriching the neighborhood and contributing to the social and cultural fabric of the community.

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<sup>1</sup> [Los Planes De Renderos Pupuseria](#), Nova Circle

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

Los Planes de Renderos has garnered media attention for its authentic Salvadoran cuisine. In the 1990s, it was featured in *The Guardian* magazine as one of the best, famous for its delicious pupusas. On February 27, 2025, *The Infatuation* highlighted [Los Planes De Renderos](#) for its dedication to traditional Salvadoran dishes, emphasizing its popularity among locals in the Excelsior neighborhood.

Additionally, the restaurant has received positive reviews on platforms like [Yelp](#) and [TripAdvisor](#), where patrons commend the quality and authenticity of the food. For instance, a review on Yelp describes it as “one of the best, if not the best pupusa spots in the Bay Area,” praising the freshness and flavor of the pupusas.

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

Not applicable.

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

If the business were to close, sell, or relocate, the neighborhood and broader San Francisco community would experience a significant cultural and social loss. Los Planes de Renderos is more than a restaurant, it is a community institution and a culinary landmark that has served multiple generations. Its closure would remove a rare source of authentic Salvadoran cuisine in the Excelsior neighborhood, depriving residents and visitors of a unique cultural and gastronomic experience that is not easily replicated elsewhere in the city.

The restaurant also supports long-term employment for its staff, many of whom have worked there for years, contributing to neighborhood stability and economic continuity. A closure would therefore result in job losses and disrupt livelihoods for these employees.

For the community, the restaurant functions as a gathering space where families and neighbors connect, celebrate cultural traditions, and maintain a sense of belonging. Losing this space would diminish the social cohesion and cultural vibrancy of the neighborhood. Additionally, regular customers who rely on its signature dishes, particularly its renowned pupusas, would lose access to a staple of their culinary and cultural life.

In short, the sale, relocation, or closure of Los Planes de Renderos would not only impact individual customers and employees, but it would also weaken the cultural identity and historical continuity of the Excelsior neighborhood, and San Francisco as a whole would lose one of its enduring symbols of Salvadoran heritage and community connection.

### **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?**

Los Planes de Renderos is associated with several distinctive physical features that contribute to its identity and cultural significance. The exterior of the restaurant prominently features longstanding signage that is widely recognized by residents and visitors, serving as a visual landmark in the Excelsior neighborhood. This signage, together with the restaurant's consistent branding and storefront appearance, makes it immediately identifiable and evokes a sense of familiarity and trust within the community.

Inside, the restaurant maintains a warm, welcoming atmosphere with décor that reflects Salvadoran culture and traditions. The interior design emphasizes a family-friendly environment, with spaces that accommodate gatherings and celebrations, reinforcing the business' role as a social and cultural hub. Elements such as traditional artwork, cultural motifs, and locally sourced furnishings contribute to an authentic dining experience and help preserve a connection to Salvadoran heritage.

While the building itself may not be officially designated as a historic structure, the combination of its long-standing presence, recognizable signage, and interior features imbues the location with cultural and historical significance. The physical characteristics of the restaurant are not only functional for its operations but also symbolic, representing a legacy of Salvadoran cuisine, immigrant entrepreneurship, and community continuity.

Customers and the broader community would feel the loss of more than just the food if the business were to close, as the unique physical presence and culturally meaningful environment of Los Planes de Renderos form an integral part of the Excelsior neighborhood's identity.

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

The restaurant is committed to maintaining quality food and excellent customer service.

Over the years, Los Planes de Renderos has remained dedicated to maintaining the authentic flavors of its dishes and providing high-quality service to its patrons. Despite rising costs for ingredients and operational challenges, the business continues to thrive thanks to the support of its regular customers and the dedication of its staff. Today, it stands as a proud, family-run restaurant that not only offers traditional Salvadoran cuisine but also serves as a cultural and social hub for the local community, preserving culinary heritage and supporting neighborhood connections.

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

The business has a clear long-term plan to ensure continuity and preserve its cultural and culinary legacy. Ownership intends for the next generation to take over operations, maintaining the family-run nature of the restaurant and passing down the skills, recipes, and operational knowledge that have been cultivated over decades. This succession plan includes mentoring younger family members and providing hands-on training to ensure they are fully prepared to manage all aspects of the business, from food preparation to customer service and community engagement.

By keeping the business within the family, it will continue to reflect its founding values of authenticity, quality, and cultural preservation. This approach ensures that the restaurant's traditions, including its signature pupusas and other Salvadoran dishes, will be maintained without disruption. Additionally, retaining long-term staff and involving them in training and operational continuity will help preserve the business's institutional knowledge and strengthen its relationship with the community.

The plan also includes strategies to adapt to future market conditions while remaining true to its core identity, such as updating operations to meet modern health and safety standards, improving efficiency, and enhancing customer experience. Through careful planning, succession preparation, and a commitment to its cultural and culinary roots, the business is positioned to continue serving the community for generations to come, ensuring its legacy remains a vibrant part of the Excelsior neighborhood and San Francisco as a whole.

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

The business is currently facing multiple challenges that affect both daily operations and long-term sustainability. One of the primary issues is a significant decline in customer traffic, largely influenced by the current political climate and broader economic uncertainties. Many community members are hesitant to go out, which has led to a noticeable decrease in foot traffic and in-person dining. This reduction has impacted overall revenue and cash flow, creating financial pressures for the business.

Additionally, unemployment and economic instability in the surrounding community have reduced discretionary spending, which directly affects patronage and sales. Rising costs of ingredients, utilities, and other operational expenses further compound these challenges, making it more difficult to maintain pricing, quality, and service levels.

The business also faces challenges related to health and staffing. Long-term staff are essential to maintaining the restaurant's standards, and any gaps in staffing or employee turnover can disrupt operations and customer experience. Furthermore, ongoing operational challenges include managing debt, balancing expenses, and maintaining the authenticity and quality that customers expect.

Despite these difficulties, the business remains committed to its mission of providing authentic Salvadoran cuisine and serving the community. Addressing these challenges will require support in areas such as marketing, workforce development, financial assistance, and community engagement to ensure the business can continue to thrive and preserve its cultural and culinary legacy

### **Additional details:**

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

Restaurant featuring Salvadoran cuisine.

**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 that houses Los Planes de Renderos is “B - Unknown / Age Eligible.”





# Los Planes de Renderos

## DRAFT Resolution of the Small Business Commission

### Resolution information

Resolution number: 028-26-LBR  
Resolution date: April 27, 2026

### Business information

Application number: LBR-2024-25-038  
Business name: Los Planes de Renderos  
Business address: 12 Persia Ave.  
District: District 11  
Applicant: Julio Enrique Calderon, Owner  
Nomination date: January 26, 2025  
Nominated by: Supervisor Ahsha Safai

### **Adopting findings approving the Legacy Business Registry application for Los Planes de Renderos, currently located at 12 Persia Ave.**

**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 Los Planes de Renderos 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 Los Planes de Renderos.

Physical features or traditions that define the business:

- Salvadoran artwork.
- Salvadoran cuisine.

**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:

- Restaurant featuring Salvadoran cuisine.

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## **Executive Director certification**

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

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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.:* 2026-002476LBR  
*Business Name:* Los Planes de Renderos  
*Business Address:* 12 Persia Ave  
*Zoning:* Excelsior Outer Mission Street Neighborhood Commercial District  
40-X Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 6084/001  
*Applicant:* Julio Enrique Calderon  
Julio Enrique Calderon  
12 Persia Street  
*Nominated By:* Former Supervisor Ahsha Safai  
*Located In:* District 11  
*Staff Contact:* Maggie Dong, [Maggie.Dong@sfgov.org](mailto:Maggie.Dong@sfgov.org), (628) 652-7426  
[Maggie.Dong@sfgov.org](mailto:Maggie.Dong@sfgov.org)

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

## Business Description

Los Planes de Renderos is a Salvadoran restaurant that was founded in 1989. The family-owned restaurant is one of few establishments that serve authentic Salvadoran cuisine and has been a staple in the Excelsior neighborhood for decades. The restaurant is known for their freshly handcrafted pupusas, natural fresh beverages, fried yuca, plantains with cream, tamales, plantain empanadas, and sopa de gallina india. The restaurant is a community institution and serves multiple generations of customers.

## Staff Analysis

### Review Criteria

1. When was business founded?

The business was founded in 1989.

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

Yes. Los Planes de Renderos qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Los Planes de Renderos has operated continuously in San Francisco for 37 years.
- b. Los Planes de Renderos has contributed to the history and identity of the Excelsior neighborhood and San Francisco.
- c. Los Planes de Renderos 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, or tradition?**

Yes. The business is associated with Salvadoran cuisine.

**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.

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

No, not as of the date of this Executive Summary.

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

Yes. Los Planes de Renderos has been featured in *The Guardian* magazine and *Infatuation*.

### **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.

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

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

Current Locations:

- 12 Persia Avenue (1989 – Present)

#### **Recommended by Applicant**

- Salvadoran artwork
- Salvadoran cuisine

#### **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.:* 2026-002476LBR  
*Business Name:* Los Planes de Renderos  
*Business Address:* 12 PERSIA AVE (Primary Address)  
*Zoning:* Excelsior Outer Mission Street Neighborhood Commercial District  
40-X Height and Bulk District  
*Block/Lot:* 6084/001  
*Applicant:* Julio Enrique Calderon  
12 Persia Street  
*Nominated By:* Former Supervisor Ahsha Safai  
*Located In:* District 11  
*Staff Contact:* Maggie Dong - 628.652.7426  
[Maggie.Dong@sfgov.org](mailto:Maggie.Dong@sfgov.org)

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LOS PLANES DE RENDEROS CURRENTLY LOCATED AT 12 PERSIA AVE (PRIMARY ADDRESS), BLOCK/LOT 6084/001.**

**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 Los Planes de Renderos 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 Los Planes de Renderos.

**Locations**

Current Locations:

- 12 Persia Avenue (1989 – Present)

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

- Salvadoran artwork
- Salvadoran cuisine

**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