



# Legacy Business Registry Staff Report

Hearing Date: April 25, 2022

## SMALL FRY'S CHILDREN'S STORE

*Application No.:* LBR-2021-22-020  
*Business Name:* Small Fry's Children's Store  
*Business Address:* 3985 24<sup>th</sup> St.  
*District:* District 8  
*Applicant:* Carol Yenne, Owner  
*Nomination Letter Date:* March 8, 2022  
*Nominated By:* Supervisor Rafael Mandelman  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Small Fry's Children's Store ("Small Fry's") is a children's clothing, toy, and gift store opened by Richard and Susan Gratton in 1984 at 4066 24th Street in the Noe Valley neighborhood. The store was purchased by the current owner, Carol Yenne, in 1991. The family-owned store moved to its current location at 3985 24th Street in 2018.

Small Fry's is a niche business that carries a variety of quality clothing for babies and children in local California brands and international collections as well. The store usually has the most sought after items in stock on a to-be-parent's registry. They also carry gifts, birthday presents, accessory items, books, toys and other items needed for feeding and nurturing babies and children. They offer products in a variety of price ranges along with gift wrapping and shipping services to make shopping for children easier and enjoyable.

Over the last two decades, Small Fry's has provided the opportunity to dozens of high school and college students to gain their first job experience while in school. The store has also supported local nursery school and neighborhood fundraisers as well as contributed to programs such as the Baby Box giveaway, book drop off/pick up, and organizations like Project Night Night, the Homeless Prenatal Pregnancy program, and the Alpha Pregnancy Program.

The owner, Carol Yenne, served on the board and as President of the Noe Valley Merchant's Association and was a founder, along with Debra Niemann, of the Noe Valley Community Benefits District (CBD). The Yenne family were founding donors and fund raisers for the historic Carnegie Noe Valley Library remodel and donors to the establishment of Noe Valley Town Square. The store was recognized by the City and County of San Francisco's Board of Supervisors in 2014 for 30 years of contribution to the local community and neighborhood.

The store was forced to shut down temporarily for 3 months during the start of the COVID-19 pandemic and their business was affected. The Yenne family invested their own retirement savings to continue business. The store is committed to catering to their beloved clientele of San Francisco families, along with continuing their legacy of supporting young people with their first jobs.

### CRITERION 1

**Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?**

**Legacy Business Program**  
Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)





Yes, Small Frys Children's Store has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

4066 24th St. from 1984 to 2018 (34 Years)

3985 24th St. from 2018 to Present (4 Years)

## CRITERION 2

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

Yes, Small Frys Children's Store has contributed to the history and identity of the Noe Valley neighborhood and San Francisco.

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:

- Small Frys Children's Store has been a go-to store for local celebrities and politicians, including Kamala Harris and her family, Gavin Newson, Bevan Dufty, Scott Weiner, Sharon Stone, Carlos Leon (Madonna), Mark Zuckerberg, Bobbie McFerrin family, and Cecil Williams, among others over the years.
- The 24th Street property is located within the California Register-eligible 24th Street Commercial Corridor Historic District. This historic district consists of mixed residential and commercial buildings constructed sometime between the 1880s, when the first residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.
- Small Frys has received recognition as one of the best children's store in San Francisco. The store received acclaim as the "Readers' Choice" in the Bay Area Parent in 2000. Small Frys was also named as one of the five "Best Kids Clothing Stores in San Francisco" by CBS SF Bay in 2011. The store was nationally recognized in 2014 in Earnshaw's Children's magazine where it was listed as one of the "best" children's stores in San Francisco. Small Frys was also mentioned in a Forbes magazine interview with Cassandra Gray, the founder of Violet Gray Cosmetics, a multi-million-dollar company about how the store provided young people the opportunity to gain valued customer service and work experience.

## CRITERION 3

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

Yes, Small Frys Children's Store is committed to maintaining the physical features and traditions that define the business.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Small Frys Children's Store 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:

- Window display that is frequently changed.
- Classic hanging sign with store name.

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## **CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Clothing store featuring kidswear.

## **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Small Frys Children's Store currently located at 3985 24th St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

### **Legacy Business Program**

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# Small Business Commission

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

April 25, 2022

## SMALL FRY'S CHILDREN'S STORE

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legacybusiness@sfgov.org

### **Adopting findings approving the Legacy Business Registry application for Small Frys Children's Store, currently located at 3985 24th 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 25, 2022, 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 Small Frys Children's Store in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Small Frys Children's Store.

Physical Features or Traditions that Define the Business:

- Window display that is frequently changed.
- Classic hanging sign with store name.

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

- Clothing store featuring kidswear.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 25, 2022.

---

Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

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## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2021-22-020  
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**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

4066 24<sup>th</sup> St. from 1984 to 2018 (34 Years)

3985 24<sup>th</sup> St. from 2018 to Present (4 Years)

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

☒ Yes ☐ No

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

☒ Yes ☐ No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** March 9, 2022

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

### Legacy Business Program

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Member, Board of Supervisors  
District 8



City and County of San Francisco

## RAFAEL MANDELMAN

March 8, 2022

Richard Kurylo  
Office of Small Business  
1 Dr. Carlton B Goodlett Place, Room 140  
San Francisco, CA 94102

### **RE: Legacy Business Nomination for Small Frys Children's Store**

Mr. Kurylo:

It is my pleasure to nominate Small Frys Children's Store, currently located at 3985 24<sup>th</sup> Street, as a San Francisco Legacy Business. Small Frys has been a beloved part of the Noe Valley community since first opening in 1984 at its original location at 4066 24<sup>th</sup> Street. Small Frys has been a family-run business serving Noe Valley for over 30 years, currently owned and operated by mother and daughter team, Carol and Azia Yenne, and serving as an anchor of the 24<sup>th</sup> Street commercial corridor, even through the challenges of the COVID-19 pandemic.

Small Frys provides a valuable service to families in Noe Valley, offering a range of toys, games, clothing, books, gifts and accessories for babies and children. As important, the continued presence of "Noe Valley's Favorite Children's Store" sends an important signal to the community that families and children are welcome and valued in Noe Valley, and Small Frys's commitment to local hiring and youth employment opportunities only deepens that presence. The Yennes' contribution to Noe Valley extends beyond running the store, with Carol serving as President of the Noe Valley Merchant's Association and founding member of the Noe Valley Community Benefits District in 2004, and her husband Bill's books including *San Francisco's Noe Valley* and *Noe Valley Past and Present* helping to build the neighborhood's sense of identity and history.

I have no doubt that Small Frys is deserving of the City's recognition and appreciation as a Legacy Business, and I urge the Office of Small Business to proceed with this nomination.

Sincerely,

A handwritten signature in black ink, appearing to read "Rafael Mandelman".

Rafael Mandelman

# Section One:

## Business / Applicant Information.

Please 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>	
Small Frys Childrens Store	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Carol Yenne	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
3985 24th Street	415-648-3954
	<b>EMAIL ADDRESS:</b>
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	San Francisco, CA
	<b>MAILING ADDRESS – ZIP CODE:</b>
	94114
<b>WEBSITE ADDRESS:</b>	
www.smallfrys.com	
<b>FACEBOOK PAGE:</b>	
@smallfrys	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Carol Yenne	
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
Owner	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
023952	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</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.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
4066 24th Street	94114	1984
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		<b>DATES OF OPERATION AT THIS LOCATION</b>
		1984-August 2018

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
3985 24th Street	94114	Start: August 2018
		End: Present

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

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

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

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

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

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		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. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Carol S. Yenne      9/20/2021      Carol S. Yenne  
Name (Print):      Date:      Signature:

## **SMALL FRY'S CHILDREN'S STORE**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Small Fry's Children's Store ("Small Fry's"), currently located at 3985 24th Street in the Noe Valley neighborhood, was opened in 1984 by Richard and Susan Gratton to fill the need of a neighborhood children's store after the closure of the longtime neighborhood children's store on Castro Street. The original location of the store was 4066 24th Street, also in Noe Valley.

The Grattons ran the store as a family business until 1990 when they put it up for sale. In 1991, it was purchased by the current owner, Carol Yenne, who had worked in the apparel industry with San Francisco's Levi Strauss from 1971 to 1991. She was raising her children, along with husband Bill Yenne, and was interested in owning a business near where she lived in Noe Valley. For the last two decades, their daughter, Azia Yenne, has been working and managing the store.

In August 2018, the store moved to a new location down the street to 3985 24th Street because the 100+-year-old building at 4066 24th Street was undergoing major construction, including seismic retrofit.

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

The COVID-19 pandemic shut down Small Fry's as a "non essential" business for 3 months in 2020. The entire staff was laid off and business was operated by email and curbside pickup when that became an option. During the rest of 2020 and into 2021, the store has been struggling to regain business, as off and on shutdowns made people afraid to go out and shop locally. The store would have permanently closed if the Yenne family had not invested their own retirement savings along with getting small amounts of federal and state grant money to pay rent and payroll and pay for inventory ordered before the shutdown.

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

Small Fry's has always been family owned. From 1984 to 1990, the business was owned by Susan and Richard Gratton. From March 1991 until the present, it has been owned by Carol Yenne. Carol's daughter Azia Yenne has been working at Small Fry's and managing the store

along with Carol since 2000 when she left a job to join the family business. Over the years, the store has also employed Carol's other daughter Annalisa Temple, granddaughter Anika Temple, son-in-law Mike Bolos, granddaughter Breiann Bolos, and most recently grandson Cash Bolos. Three generations of the family have worked at the store over the years.

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

The ownership history of Small Frys Children's Store is as follows:

1984 to 1990:	Richard and Susan Gratton
1991 to Present:	Carol Yenne

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

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 3985 24th Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the 24th Street Commercial Corridor Historic District.

## **CRITERION 2**

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

Small Frys Children's Store is the oldest and longest running children's clothing store in family-friendly Noe Valley.

Since 1984, Small Frys has been outfitting the babies and kids of San Francisco with wonderful clothing and accessories. The women-owned and operated store carries a variety of California brands and a carefully curated collection of international brands for babies and children. The store features sizes from preemie to kids size 10, and they usually have in stock the most sought after items on mom's shower registry.

In addition, for more than two decades Small Frys has afforded Bay Area young people an opportunity to have their first job in a neighborhood business as they transition from high school through college. They take pride in their legacy of support for young people, and this has been something they have worked hard to do.

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

From the day in 1991 that Carol took ownership of the store, the Yenne family has been intimately involved in the community of Noe Valley. Carol Yenne served for years on the board and as President of the Noe Valley Merchant's Association as well as being a founder, along with Debra Niemann, of the Noe Valley Community Benefits District (CBD). The Yenne family were founding donors and fund raisers for the historic Carnegie Noe Valley Library remodel and donors to the establishment of Noe Valley Town Square.

Bill Yenne is the author of the best-selling book *San Francisco Then and Now*, as well as the books *San Francisco's Noe Valley* and *Noe Valley Past and Present*, both of which celebrate and preserve the history of the neighborhood where the Yenne family works and lives. Carol and Bill have lived in the same Noe Valley home since 1975.

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

Under Carol Yenne's ownership, Small Frys has consistently earned recognition as one of the best children's stores in San Francisco and the Bay Area. The store received acclaim from Bay Area Parent in 2000 in which it was "Reader's Choice." It was the only San Francisco store in the top three of parents' picks behind Talbots and Lullaby Lane. Small Frys was also name one of the five "Best Kids Clothing Stores in San Francisco" by CBS SF Bay in 2011. Only two of those five stores still exist. National recognition for Small Frys came from Earnshaws children's magazine in 2014, which called it one of the "best" children's stores in San Francisco.

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

Small Frys Children's Store has been a go-to store for local celebrities and politicians, including Kamala Harris and her family, Gavin Newson, Bevan Dufty, Scott Weiner, Sharon Stone, Carlos Leon (Madonna), Mark Zuckerberg, Bobbie McFerrin family, and Cecil Williams, among others over the years.

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

During the Yenne family ownership, the store has encouraged local hiring, making room for high school and college students to have weekend work while going to school, and for them to gain important first job experience. Small Frys is pleased to have given dozens of young people their first job, where they learn the value of customer service and job experience. This was

mentioned in a Forbes magazine interview with Cassandra Gray as the founder of Violet Gray cosmetics, a million-dollar company now, who was a Small Frys employee in the 1990s. She talked about Small Frys during the Forbes interview.

Small Frys has always participated in all local fundraisers to benefit the neighborhood as well as being a resource for national programs such as the Baby Box giveaway, book drop off/pick up programs, and support for organizations such as Project Night Night, the Homeless Prenatal Pregnancy program, and the Alpha Pregnancy Program. The store has consistently supported the local nursery schools and elementary schools with donations for fundraisers and programs.

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

For almost four decades, Small Frys has been the baby and children's clothing store of Noe Valley, selling to the needs of parents, gifts for babies, and birthday presents, as well as accessory items, books, toys and other items needed for feeding and nurturing babies and children. The store has always focused on local and eco-friendly clothing and toys as well as items sought after by the Noe Valley customers and gift buyers seeking a unique shopping opportunity in a local setting.

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

Small Fry's has occupied buildings that are over 100 years old, and the store has endeavored to complement the buildings with appropriate signage and fixtures. Current signage is an old-fashioned classic hanging sign with the store name in the clerestory windows. The store maintains the old wood floor and high ceilings of classic retail stores in San Francisco.

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

If Small Frys Children's Store were to close, the citizens of Noe Valley, Bernal Heights, Glen Park, and West Portal would likely have to go to a mall or to Amazon to buy baby gifts or to find the variety of children's clothing and accessories that Small Frys has.

### **CRITERION 3**

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

Small Frys Children's Store is a niche business, offering quality and unique baby and children's items. When you are invited to a baby shower or get word of a new grandchild, you know that you can go to Small Frys and find clothing and accessories in a variety of price ranges and items not found at a big box store. Small Frys offers free gift wrapping and provides shipping to make shopping and living in San Francisco easier and more enjoyable to busy working people and families.

**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)**

Small Frys is dedicated to personal, friendly neighborhood service to customers. Small Frys is committed to maintaining the product mix, good customer service, and friendly neighborhood shopping experience that makes Noe Valley a special place to live. There are no plans under the present ownership to change much of anything.

**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.).**

When the store moved in 2018 to the current space, the owner Carol Yenne took special care to ensure the look of the store was suitable to the building space. The store takes pride in the interesting and often changed windows, “eye candy” for both adults and children, which help to make the shopping experience in Noe Valley fun for all.

The store hopes to continue in its current location with the neighborhood support it has had all these years, and for as long as conditions for maintaining a small business in San Francisco are encouraged and valued.

**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.**

Documentation that demonstrates the business has been a children’s clothing store for 30+ years is included in this Legacy Business Registry application.





ANCE

ALL

FRYS

3987

NO PARKING  
5x8x  
TUES THUR



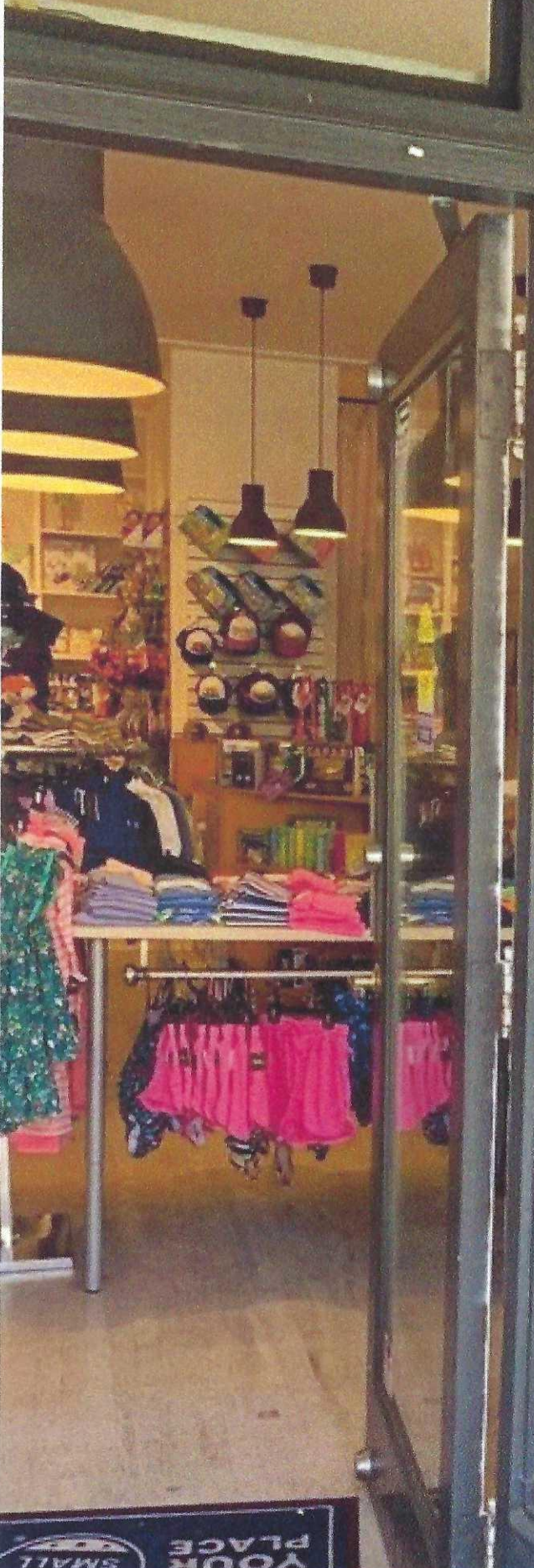








3985



SMALL  
YOUR PLACE



SALE

End of the season  
Clothing 40% off  
**SALE**  
SHOE SALE

Alphabet

2008

LOCALITY DRIVE

San Fr











# SMALL FRYs

Noe Valley's Favorite Children's Store



Since 1984, **SMALL FRYs** has been outfitting the babies and kids of San Francisco with wonderful clothing and accessories. Our women-owned and operated store carries a variety of California brands and a carefully curated collection of international brands for babies and children. The store features sizes from Premie to kids size 10 and we usually have in stock the most sought after items on mom's shower registry.

Here at Small Fry's, we are proud of our commitment to supporting our community through donations to preschools and elementary schools in San Francisco, as well as through our ongoing donations to [Project Night Night](#) and the [Homeless Prenatal Program](#).

For more than two decades, we have afforded Bay Area young people an opportunity to have their first job in a neighborhood business as they transition from high school through college. We take pride in our legacy of support for young people, and this has been something we have worked hard to do.



## Assessment Methodology

The Noe Valley Association Community Benefit District is funded through an annual assessment from businesses and property owners in the district. The CBD assesses each property according to each property's variables as follows: \$0.164 per square foot of lot size + \$8.83 per linear foot of lot frontage + \$0.170 per square foot of non-exempted building square footage. The NVA has not asked for any increases in the assessment for the last two fiscal years. As provided by the Property and Business Improvement District Law of 1994, the CBD's assessment shall appear as a separate line item called special assessment on the annual property bill prepared by the City and County of San Francisco.

For more information and details regarding Noe Valley Association CBD assessments, please visit [www.noevalleyassociation.org](http://www.noevalleyassociation.org)

### BUDGET July 1, 2010 – June 30, 2011

#### INCOME

Assessments	\$234,265
Interest	994
Grants, Fees/Donations	42,625
<b>TOTAL INCOME</b>	<b>\$277,884</b>

#### EXPENSES

Sidewalk operations & beautification	\$151,727
Streetscape Improvements	53,855
Administration	75,515
<b>TOTAL EXPENSES</b>	<b>\$281,097</b>
Cash Accounts as of June 2011:	\$176,913

### BUDGET July 1, 2011 – June 30, 2012

#### INCOME

Assessments	\$234,678
Interest	900
Grants, Fees/Donations	19,000
<b>TOTAL INCOME</b>	<b>\$254,578</b>

#### EXPENSES

Sidewalk operations & beautification	\$145,000
Streetscape Improvements	32,000
Administration	70,000
<b>TOTAL EXPENSES</b>	<b>\$247,000</b>

## Shout out to Carol Yenne!



The NVA would like to give a special thank you to Carol Yenne, who is leaving our board of directors after six industrious years. As the owner of Small Fry's on 24th Street, Carol was instrumental in forming the NVA, chairing the cleaning committee for four years and helping make cleaner streets a priority for local property owners.

Carol's activism on behalf of Noe Valley dates back to 1992, when she first joined the Noe Valley Merchants and Professionals Association, including serving as president from 2003 to 2006. Over the years, she has worked closely with City Hall to obtain additional public parking. She led the effort to modify the restaurant zoning for 24th Street. She zealously fought the glass tagger ROC, and followed through to see justice served for the largest window etching perpetrator in the city. She stood up to PG&E when the blackouts occurred on 24th Street, and actively sought contributions for the commercial district. An unflagging booster of Noe Valley, Carol has helped create a higher profile for the neighborhood through the San Francisco Convention and Visitors Bureau, and in Where Magazine.

Carol's contribution to the community goes well beyond the boards on which she has served; she has always stepped in to help on a personal level as well. Through Carol, many new merchants found storefronts for the businesses they hoped to open here. She helped fundraise and raise awareness for the renovation of the Noe Valley Library. She worked with other organizations to jumpstart the Noe Valley Harvest Festival that is now a community tradition. And, always, she has been an engaging emcee at parties and events to honor small businesses throughout San Francisco.

Carol once gave us all some good advice, and with her permission we'd like to repeat her words here: "Get involved, engage yourselves in the process and the organization. You will find that you get more out of it than you give, and in the process, make new friends." Carol has always felt that creating a community benefit district such as the NVA would have a lasting, positive effect on our neighborhood. We couldn't agree more.

Carol, thank you for all you have done.

**The Noe Valley Association welcomes your questions & feedback.**

**Noe Valley Association • 1330 Castro Street • San Francisco • CA • 94114**

Please direct any questions to [info@noevalleyassociation.org](mailto:info@noevalleyassociation.org) or call Debra Niemann at 415-519-0093.

Visit our website for updates about our neighborhood: [www.noevalleyassociation.org](http://www.noevalleyassociation.org)

The Noe Valley Association is a registered 501(c)(3) organization.

All contributions are tax-deductible to the extent allowed by law.



# San Francisco Style

What people may not know is the Fog City, as San Francisco is affectionately known, is the seat of a burgeoning children's wear movement — both from a manufacturing and a retailing perspective. Whether Levi Strauss & Co. started it May 10, 1873 with its original indigo railroad workwear or Esprit maintained the momentum with its inception in 1968, San Francisco is a player in fashion of all sizes.

Nestled deep in the Noe Valley — a bucolic neighborhood speckled with sherbet-colored Victorians — lies an enclave of children's wear stores where shopkeepers and patrons are both familiar and friendly.

## Little Bean Sprouts

Three-year-old Little Bean Sprouts is not for the faint of heart. Rather, shocking primary colors are the domain of the cleanly designed boutique that carries only 100 percent cotton sportswear for kids. Plain hardwood floors are drenched in natural sunlight from a two-story bay window all day, racks and shelves are sparsely stocked, and there is ample space to move around.

One philosophy that owner Lisa Thompson has stood behind is supporting local talent. Some of her key lines include Blue Rooster-Pink Hen, Skoogle (an offshoot of Thingamabib, designed right around the corner from

the store by Wendy Backer), LooNa, Rhino Rhumba and Widgeon. A complement of gift items, toys and books as well as complimentary cow-print gift wrap has contributed to the store's success — so much so that Little Bean Sprouts has just expanded by opening another boutique in the covered Ghirardelli Square retail complex. (415) 550-1668.

## Small Frys

Three years ago, Carol Yenne, a former Levi's product manager, bought Small Frys and inherited a loyal patronage from its previous seven-year ownership. A local artist painted a yellow brick road outside as well as a cloud fresco on the ceiling and anterior walls of the store and hung a stork over the infants' area. But what is most striking about this store is the overwhelming sense of community that seems to walk through its doors every five minutes.

Yenne and her staff know *everybody*, their kids, their nannies, their sizes and their birthdays. Small Frys is service incarnate. Like her counterpart across the street, she supports local or at least state talent, carrying such lines as American Widgeon, Flap Happy and Sweet Potatoes/Marimekko. Today, she was helping 4-year-old Aidan prepare for his first play date with 3-year-old Melissa by suiting him up in a hooded fleece jersey and coordinating rust trousers — perfect for a viewing of "The Lion King."

Small Frys carries gift certificates and packages all gifts in its own customized zoo scene boxes. (415) 648-3954.

## Peek•a•bootique

In a neighborhood with so many children, it's easy for kids' apparel to recycle itself, especially since the wearing cycle is so short. That's how Paul Morgan and his wife Barbara Ellis felt four years ago when they bought Peek•a•bootique. "She was tired of being a full-time parent, and I was tired of being a full-time breadwinner, so it worked out perfectly! Our stock is comprised of closeouts, samples and used clothing. We insist on fresh clothes — the most we'll do is maybe sew on a button. This is an affluent neighborhood, so we end up with better labels, and feature OshKosh, Gymboree and Gap. We've been successful because people know they can see new merchandise every day, and get the shopping high without spending a fortune." (415) 641-6192.

## Elsewhere ...

When last we visited Mudpie in the heart of San Francisco's premiere shopping district on bustling Union Street, owner Cheryl Perliss reported "outstanding traffic." Things have been so good for the 18-year children's retailing veteran that she recently opened shop, or rather, shops, in Burlingame across the Golden Gate Bridge and around the corner on Chestnut Street within two months of each other. "They were both wonderful spots, and since I couldn't choose between them, I took them both" (415) 771-9262.

1994.  
San Francisco, population 723,000. The city that gave us sourdough bread, the goddess dressing, the cable car, and fool's gold.







## Madonna's Baby's Dad Shops in Noe Valley

*By Denise Minor*

The hot celebrity news in Noe Valley the first week of November was that Madonna's hunky boyfriend, fitness trainer Carlos Leon, had bought an outfit for the couple's new baby girl at Small Frys clothing store on 24th Street.

But before the week was out, the talk had turned to praise for store owner Carol Yenne, as the woman who'd said "no" to the tabloids.

"I asked him [Carlos Leon] if I could take a picture," said Yenne. "He said sure, as long as I didn't sell it to *Hard Copy*. Then a few days later someone from the *Star* called and wanted me to sell them one of the pictures -- we'd taken four or five. I said I'd think about it, but the woman said she was going to lunch in a half an hour and had to know by then."

Yenne refused to be bullied into it, and the next day, without asking how much the tabloid would pay, she told the editor no.

"A lot of people have said I should have sold them," she said. "I've heard estimates that I could have gotten anywhere from \$1,000 to \$100,000."

But Yenne said she only wanted the photos so they could hang in her shop, and she thought that if Leon didn't want them sold to the TV show *Hard Copy*, he might not be happy about them being published in the tabloid press either.

She did not see anything wrong, however, with offering them to the *Noe Valley Voice*. "I thought it would be fun for the neighborhood readers to see the photos in their hometown paper, so I called [advertising director] Steve Steinberg to offer them to him." (Little did Yenne know that we'd already dispatched our photographer, Joe Hakim, to the scene.)

But before the *Voice* had a chance to scoop the *Star*, *San Francisco Examiner* columnist Rob Morse got wind of Yenne's rebuff of the tabloids and wrote up the story in his Nov. 10 column.

"I had no idea this would turn into such a big deal," said Yenne.



The chain of events that brought superstar Madonna's significant other into Small Frys began the morning of Nov. 4, when the cast and crew of the television series *Nash Bridges* were filming a couple of doors away at Selecta Auto Body, above Noe Valley Auto Repair. Leon, who lives and trains with Madonna in Los Angeles, was a guest actor in the episode.

Yenne's daughter, Azia Yenne, and Small Frys employee Cassandra Huysentruyt walked down the street to see the action.

"We went up to see the scene they were shooting, and I recognized Leon and Cheech Marin." (Marin is a big star in his own right, who first gained fame as half of the comedy duo Cheech and Chong.)

"I asked if we could take a picture of them and they said sure," said Huysentruyt.

After snapping the shot, the young women chatted with the two celebrities for a few moments, then encouraged them to go into Small Frys to buy something for their children.

To their surprise, the two fathers walked in a short time later.

"Carlos is very nice, very good-looking," said Huysentruyt. "A major heart thumper."

Carol Yenne also liked him. "The first time he came in, Carlos was very quiet. Cheech did most of the talking," said Yenne. "I showed him something in blue, and he didn't want that. Then I showed him something in pink, and he didn't want that either."

Leon ended up picking out a cream-colored jumpsuit with a faux snow leopard fur trim on the collar and a matching jacket. The suit cost \$87. "He only took a few minutes to decide."

After news spread of Leon's purchase, 9 of the 11 identical jumpsuits that Yenne had in stock were snatched up by other customers.

Marin, who plays Don Johnson's sidekick in the *Nash Bridges* show, picked out a jacket for his daughter.

The Hollywood honchos didn't have any money on them, but Yenne wrapped their packages and told them to come back and pay when they had the chance.

Marin phoned in his credit card number a few minutes after they'd left the shop. But Leon came back in person.

When he returned, he opened up a bit more.

"When he came back, I was the one who asked him all the personal questions," said Small Frys salesperson Doreen King. "I asked him if they were going to really name the baby Lourdes, because that's a name that has so much significance for Catholics." (According

to the *Ex*, the baby's full name is Lourdes Maria Ciccone Leon.)

"He said yes, and that they even were going to raise the baby Catholic. They're going to have her baptized and everything," King continued. "I was blown out of the water, because Madonna has done so many things that go against the Catholic Church. She's criticized the church in magazines and had books with sexual photos published, and on stage has done some wild things with crosses," said King.

But Leon told her that he had gone to Catholic schools for 14 years, and that Madonna (who can be seen after New Year's, performing the title role in the long-awaited film version of the musical *Evita*) actually goes to church once a year.

Like Huysentruyt, King was very taken by Leon. "He's much nicer, more intelligent, and more attractive than I imagined he would be," said King. "And Cheech is great. He is very funny and very polite."

Carol Yenne was also charmed by Leon's obvious delight in being a dad. "He said that it was the baby's two-week birthday, and that this was the first time he'd been away from her since she was born."

And besides letting Yenne take the photos, Leon handed the women one more scoop by letting them in on a little secret.

"The magazines have reported him to be 30 years old," said King, "but he told us that he is actually 28. Ten years younger than Madonna!"

[RETURN TO HOME PAGE](#)



Samantha Sciarrotta • Jun 5, 2014

## Carol Yenne of Small Frys in San Francisco, CA

When Small Frys, a Bay Area kids' clothing staple since 1984, went up for sale in 1991, Carol Yenne jumped at the chance to make the store her own. "The store is close to my house," she remembers. "It was time for a change." So the former Levi Strauss & Co. manager purchased the business—and, [...]



When Small Frys, a Bay Area kids' clothing staple since 1984, went up for sale in 1991, Carol Yenne jumped at the chance to make the store her own. "The store is close to my house," she remembers. "It was time for a change." So the former Levi Strauss & Co. manager purchased the business—and, a year later, the building—and she's owned it ever since.

"It's been a lot of fun," she notes. "My daughter, who's in her 30s now, helps me manage it." After 23 years with Small Frys, Yenne credits both her background in clothing and close relationships with brand representatives and local designers with helping the store stay afloat. "We try to support local brands and small companies with things that you don't find in other places," she points out.

*-Samantha Sciarrotta*

**What are some of your bestselling brands?**

Probably the three best clothing brands for us are Tea Collection, Zutano, and Petit Lem. See Kai Run is great for shoes. I also do well with Mayoral and other brands that have been here for a long time.

**Are there any brands that have been with you since the beginning?**

Le Top is probably the one that's been around the longest. Robeez has been consistently good.

**What are some of your most popular toys?**

We sell a lot of the new baby toys like Manhattan and Lamaze. For older kids, we do well with Playmobil, Green Toys and a lot of things like Zoobles and Under the Nile soft toys.

**What has been the best brand you've added in the last year?**

We're always adding new brands. One that we do really well with is All Good Living. They're organic. They do cute little one-pieces and shirts that say "I [Trike] SF" with a picture of a tricycle instead of the word. That's been a good addition this year. Two years ago, I would have definitely said Chewbeads.

**What is your customers' mood, spending-wise?**

Are they optimistic, or are they a little more frugal? It depends on the timeframe. They feel better than they did two or three years ago, but they don't feel as good as they did before 2008.

**What's the biggest challenge that comes with owning a store?**

There are two. One is costs that you can't control, particularly government things like taxes and insurance. The government continues to find ways to tax small businesses in the most amazing ways. The other is probably the impact of the Internet. Customers come and just want a demonstration. They'll look at stroller or a carrier and then buy it online. There's a lack of understanding about how Internet purchases negatively impact local brick-and-mortar stores.

**How do you make your store more desirable than the Internet?**

We're making some tough decisions not to compete directly. I know that it can be frustrating for our customers who want to come in and try every baby carrier and order it online, but it just doesn't make any sense to us to have them all when certain ones are so heavily discounted online. Even though people want us to have them, when you actually look at the dollars, it doesn't make sense anymore.



# Certificate of Honor

## BOARD OF SUPERVISORS City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

**CAROL YENNE AND AZIA BOLOS**

**SMALL FRY'S**

In recognition of Small Fry's celebrating 30 years in business, the Board of Supervisors of the City and County of San Francisco extends its highest commendation to you. The Yenne family has made many contributions to Noe Valley and San Francisco by playing an active role in their community.

*Scott Wiener*

**Scott Wiener**  
Supervisor, District 8  
May 15, 2014

*Malia Cohen*

*Katzfay*

*Min S. Joo*

*David Choe*



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: APRIL 6, 2022**

*Filing Date:* March 9, 2022  
*Case No.:* 2022-002364LBR  
*Business Name:* Small Frys Children's Store  
*Business Address:* 3985 24<sup>th</sup> Street  
*Zoning:* NCD (24TH STREET- NOE VALLEY NEIGHBORHOOD COMMERCIAL) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 6508/027  
*Applicant:* Carol Yenne  
3985 24th Street  
*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Kalyani Agnihotri - 628-652-7454  
Kalyani.Agnihotri@sfgov.org

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

## Business Description

Small Frys Children's Store ("Small Frys") is a children's clothing, toy and gift store, opened by Richard and Susan Gratton in 1984 at 4066 24<sup>th</sup> Street in the Noe Valley neighborhood. The store was purchased by the current owner, Carol Yenne, in 1991. The family-owned store moved to its current location at 3985 24<sup>th</sup> Street in 2018.

Small Frys is a niche business carries a variety of quality clothing for babies and children in local California brands and international collections as well. The store usually has the most sought after items on a to-be-mother's registry in stock. They also carry gifts, birthday presents, as well as accessory items, books, toys and other items needed for feeding and nurturing babies and children. They offer products in a variety of price ranges along with gift wrapping and shipping services to make shopping for children easier and enjoyable.

Over the last two decades, Small Frys has provided the opportunity to dozens of high school and college students to gain their first job experience while in school. The store has also supported local nursery school and neighborhood fundraisers as well as contributed to programs such as the Baby Box giveaway, book drop off/pick



up, and organizations like Project Night Night, the Homeless Prenatal Pregnancy program, and the Alpha Pregnancy Program.

The owner, Carol Yenne, served on the board and as President of the Noe Valley Merchant's Association and was a founder, along with Debra Niemann, of the Noe Valley Community Benefits District (CBD). The Yenne family were founding donors and fund raisers for the historic Carnegie Noe Valley Library remodel and donors to the establishment of Noe Valley Town Square. The store was recognized by the City and County of San Francisco's Board of Supervisors in 2014 for 30 years of contribution to the local community and neighborhood.

The store was forced to shut down temporarily for 3 months during the start of the COVID-19 pandemic and their business was affected. The Yenne family invested their own retirement savings to continue business. The store is committed to catering to their beloved clientele of San Francisco families, along with continuing their legacy of supporting young people with their first jobs.

The business's primary location at 3895 24<sup>th</sup> Street is a Category A (Known historic resource Present) structure on the south side of 24th Street between Noe and Sanchez streets in the Noe Valley neighborhood. It is within the 24th Street- Noe Valley Neighborhood Commercial (NCD) Zoning District and a 40-X Height and Bulk District.

## Staff Analysis

### Review Criteria

1. *When was business founded?*

The business was founded in 1984.

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

Yes. Small Frys Children's Store qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Small Frys has operated continuously in San Francisco for 38 years.
- b. Small Frys has contributed to the history and identity of the Noe Valley neighborhood and San Francisco.
- c. Small Frys is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is a neighborhood children's clothing and gift store.

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

5. Small Frys Children's Store has been a go-to store for local celebrities and politicians, including Kamala Harris and her family, Gavin Newson, Bevan Dufty, Scott Weiner, Sharon Stone, Carlos Leon (Madonna), Mark Zuckerberg, Bobbie McFerrin family, and Cecil Williams, among others over the years.



The 24th Street property is located within the California Register-eligible 24th St Commercial Corridor Historic District. This historic district consists of mixed residential and commercial buildings constructed sometime between the 1880s, when the first residential properties were constructed along 24th Street, up until the 1920s, representing the last significant commercial infill along the street. The historic district contains a wide variety of popular architectural styles from the turn of the twentieth century including, Victorian, Queen Anne, Edwardian, and Period Revival.

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

This site is located within the Eligible 24th St Commercial Corridor Historic District.

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

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

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

Small Frys has received recognition as one of the best children's store in San Francisco. The store received acclaim as the "Readers' Choice" in the Bay Area Parent in 2000. Small Frys was also named as one of the five "Best Kids Clothing Stores in San Francisco" by CBS SF Bay in 2011. The store was nationally recognized in 2014 in Earnshaw's Children's magazine where it was listed as one of the "best" children's stores in San Francisco.

Small Frys was also mentioned in a Forbes magazine interview with Cassandra Gray, the founder of Violet Gray Cosmetics, a multi-million-dollar company about how the store provided young people the opportunity to gain valued customer service and work experience.

## Physical Features or Traditions that Define the Business

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

#### Current Locations:

- 3985 24th Street (2018 – Present)

#### Previous (No Longer Extant) Locations:

- 4066 24th Street (1984 – 2018)

### Recommended by Applicant

- Window Display that is frequently changed
- Classic hanging sign with store name

### 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 RESOLUTION NO. 1239

**HEARING DATE: APRIL 6, 2022**

*Case No.:* **2022-002364LBR**  
*Business Name:* Small Frys Children's Store  
*Business Address:* 3985 24<sup>TH</sup> STREET (Primary Address)  
*Zoning:* NCD (24TH STREET- NOE VALLEY NEIGHBORHOOD COMMERCIAL) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 6508/027  
*Applicant:* Carol Yenne  
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*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Kalyani Agnihotri - 628-652-7454  
[Kalyani.Agnihotri@sfgov.org](mailto:Kalyani.Agnihotri@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SMALL FRY'S CHILDREN'S STORE ("SMALL FRY'S") CURRENTLY LOCATED AT 3985 24TH ST, BLOCK 6508/LOT 027.

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 6, 2022, 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 Small Frys Children's Store 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 Small Frys.

*Location(s):*

Current Locations:

- 3985 24<sup>th</sup> Street (2018 – Present)

Previous (No Longer Extant) Locations:

- 4066 24<sup>th</sup> Street (1984 – 2018)

*Physical Features or Traditions that Define the Business:*

- Window Display that is frequently changed
- Classic hanging sign with store name

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 2022-002364LBR to the Office of Small Business April 6, 2022.



Jonas P. Ionin  
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: April 6, 2022