



Legacy Business Registry Staff Report

Hearing Date: April 25, 2022

VALENTINO MARKET

Application No.: LBR-2020-21-043
Business Name: Valentino Market
Business Address: 2000 Filbert St.
District: District 2
Applicant: Elias Chahwan, Owner
Nomination Letter Date: June 11, 2021
Nominated By: Supervisor Catherine Stefani
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Valentino Market is a neighborhood grocery store located in the heart of Cow Hollow. It is a retail store that stocks a range of everyday items such as groceries, beverages, wine, toiletries, and over-the-counter medications. Beyond its function as an essential neighborhood mart, Valentino Market is a community gathering point. Owner Elias ("Elie") Chahwan has cultivated a loyal following of friends and neighbors who come to his store for basic staples, great conversation, and to build community spirit.

Valentino Market's history dates back to around 1917 when a wholesale store occupied the current business' location. In 1987, the business in that location became Valentino Market. Current owner Elie immigrated to San Francisco from Lebanon in the 1970s and, after working at another grocery store in the neighborhood, purchased Valentino Market in 2003. He has been there ever since and remains committed to maintaining a business that contributes to the local fabric of the neighborhood.

Valentino Market is an integral fixture of the Cow Hollow neighborhood. An article by Dan Gentile in SF Gate described the business as, "a living museum to Cow Hollow residents" that features photos of regular customers and drawings by neighborhood children. Certain aisles of the store are even named after local children such as "Grace's Pharmacy." Elie also participates in the Union Street Easter Parade every year, driving a decorated Jeep with neighborhood children. Valentino Market is a true community hub.

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, Valentino Market has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2000 Filbert Street from 1987 to Present (35 Years)

CRITERION 2

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

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City Hall Room 140
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Yes, Valentino Market has contributed to the history and identity of the Marina 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:

- While Valentino Market is not directly associated with a significant person, the business gets visits from famous local figures such as mayors, district supervisors, police chiefs, professional football players, and others. Valentino Market is also associated with the Union Street Easter Parade, a local family-friendly community event. Valentino Market drives a decorated Jeep through the parade with neighborhood children.
- There have been a number of features and articles on owner Elie Chahwan and the store in local news sources such as Hoodline and SF Gate. Articles include a feature on the store's one-hundredth anniversary and a more general feature on the owner and his business. Valentino Market has also received numerous awards and commendations at various San Francisco Small Business Week events.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Valentino Market 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:

- Offerings of basic groceries, drinks, snacks, wine, alcohol, and lottery tickets.
- Package delivery services for neighbors who are not home.
- Role as a neighborhood meeting place.
- Historical tradition as a corner grocery store.
- Antique treasures.
- Personal photographs.
- Sections of the store named after neighborhood children, such as "Grace's Pharmacy."
- Valentino Market exterior signage.
- Newspaper articles posted in the store.
- Awards from various San Francisco Small Business Week events.

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.

- Grocery store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Valentino Market currently located at 2000 Filbert St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

April 25, 2022

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Adopting findings approving the Legacy Business Registry application for Valentino Market, currently located at 2000 Filbert 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 Valentino Market 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 Valentino Market.

Physical Features or Traditions that Define the Business:

- Offerings of basic groceries, drinks, snacks, wine, alcohol, and lottery tickets.
- Package delivery services for neighbors who are not home.
- Role as a neighborhood meeting place.
- Historical tradition as a corner grocery store.
- Antique treasures.
- Personal photographs.
- Sections of the store named after neighborhood children, such as "Grace's Pharmacy."
- Valentino Market exterior signage.
- Newspaper articles posted in the store.
- Awards from various San Francisco Small Business Week events.

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

- Grocery store.

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-2020-21-043
Business Name: Valentino Market
Business Address: 2000 Filbert St.
District: District 2
Applicant: Elias Chahwan, Owner
Nomination Letter Date: June 11, 2021
Nominated By: Supervisor Catherine Stefani

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

2000 Filbert Street from 1987 to Present (35 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 2



City and County of San Francisco

CATHERINE STEFANI

June 11, 2021

Richard Kurylo
Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mr. Kurylo,

It is my pleasure to nominate Valentino Market, owned and operated by Elias Chahwan, for the Legacy Business Registry. Valentino Market is a distinguished small business serving the Cow Hollow and Marina neighborhoods.

The nominee has operated in San Francisco for 104 years and has maintained a strong and consistent identity. While Elias was not the first nor the only operator of this business over the years, he has helped it flourish and maintain its status as an outstanding neighborhood serving small business. For years, residents have been able to rely on Valentino Market for its large array of groceries and its wine cellar with an impressive selection of fine wines. With many long-term customers and regular patrons, Valentino Market has built a name for itself in the community and a reputation for always keeping a diverse variety of groceries stocked and for providing impeccable customer service.

As a small business institution, dedicated to serving local grocery and wine needs of residents throughout the City, Valentino Market has become an important community resource and contributor to the well-being of its surrounding neighborhood. It is my absolute pleasure to nominate Valentino Market for the Legacy Business Registry.

The nominee can be contacted here: Elias Chahwan; 2000 Filbert Street, San Francisco, CA 94123; (415) 567-2662; sherwel@aol.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani".

Catherine Stefani
Supervisor, District 2

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.

NAME OF BUSINESS:	
Valentino Market	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Elias Chahwan	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
2000 Filbert Street	██████████
San Francisco, CA 94123	EMAIL ADDRESS:
	██████████@██████████.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
https://www.yelp.com/biz/valentino-market-san-francisco	
FACEBOOK PAGE:	
https://www.facebook.com/ValentinoMarket	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Elias Chahwan	██████████
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner	██████████@██████████.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0368509	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

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
2000 Filbert Street San Francisco, CA 94123	94123	Prior to June 6, 1917
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Continuous	

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:

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.

Elias Chahwan

Name (Print):

Date:

Signature:

6.9.21 Elias Chahwan

VALENTINO MARKET

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.

Valentino Market is a neighborhood corner store at 2000 Filbert Street at the northwest corner of Buchanan and Filbert streets. It was established as “Valentino Market” in 1987, but its origins date back over 100 years to 1899.

The market was a wholesale store once known as “J.C. Arata, Wholesale Dealer,” advertising their selection of “Fruits, Vegetables, Fish, Meats and Groceries” as found on historical receipts from 1917 at the store premises. As this was during World War I, the receipts had a special notation of “Special Attention Paid to U.S.A. Organizations.” At this time, the store phone numbers were known as “West 7082” (937-7082) and “Fillmore 2371” (345-2371). Early photographs show the exterior of the building in a Victorian style with horses and carriage outside. If one looks closely, the owner of J.C. Arata appears on the awning.

The current exterior was modified “to keep up with the times,” likely 70-80 years ago, in a more Art Deco stucco design. It is possible that this renovation was done after two upstairs tenants managed to burn down the garage working on their moonshine during prohibition, so the story is told.

The business name “Valentino Market” first shows up in the San Francisco telephone directory in 1987. The market continues to make a substantial contribution to the local neighborhood and broader Cow Hollow community.

Elias (“Elie”) Chahwan has owned Valentino Market since 2003. Elie immigrated to the United States after fleeing the war in Lebanon during the late 1970s. After spending some time in Dubai, Sacramento, and Atlanta, he came to beautiful San Francisco in 1992. He was the manager at City Pantry grocery store on Union Street where he was famous for serving frozen yogurt and always putting a smile on all the children’s faces. In 2003, Elie achieved his dream of owning his own business when he purchased Valentino Market. Many of his loyal customers followed him to his new store. At Valentino Market, Elie has cultivated a loyal following of friends, neighbors, and others who come to his store for basic staples, great conversation, and to build community spirit.

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

Valentino market has been in continuous operation at the present location since it opened in 1987.

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

Valentino Market has been owned by several families over the years, but has been owned the longest consecutively by the Arata and Baccelli families. Currently, it is solely owned by Elias Chahwan. More details are below as to the history of ownership.

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

The ownership history of the markets preceding Valentino Market at 2000 Filbert Street is as follows:

Early 1900s to Unknown:	Arata Family
Unknown:	John and Oliva Baccelli
Unknown:	Mr. Tam

The ownership history of Valentino Market is as follows:

1987 to 2002:	Daoud Family
2002 to 2003:	John Wehbe Family
2003 to Present:	Elias Chahwan

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 2000 Filbert / 3101 Buchanan is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act. Historic photos show the building with J.C. Arata on the awning, and horses and carriage in front of the store.

CRITERION 2

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

Valentino Market is a local corner grocery store that tends to all of its neighbors' convenience needs. They sell food, snacks, drinks, over-the-counter pharmacy items, alcohol for the adults, and hopefully someday the winning lottery ticket. The market also provides a meeting place for

neighbors to gather, have their coffee and snacks, and build community spirit. Valentino strives to be a place where everyone knows your name and all children and seniors are VIPs.

Providing the best service for customers is the best recipe for a strong business. Valentino Market sells what customers need, helps them in any way possible, and contributes to the local community.

Although not nationally famous, Valentino Market developed a strong and loyal local following. The store provides essential services for neighbors and functions as a community hub. Since a market has been open in this location for over 100 years, it has been contributing to the local energy of this neighborhood for a century, which is a large portion of San Francisco's life as a city.

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

Valentino Market participates in the Union Street Easter Parade with a decorated Jeep driving the neighborhood children. The festival and parade is a local event that brings people from all parts of the city for a family friendly community event.

Valentino's held a 100-year party in 2017 to celebrate the store being open for over 100 years. The event was open to all Valentino customers and neighbors. Special guests included the San Francisco Police Department, Police Chief, and District 2 Supervisor.

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

Valentino Market held a 100-year anniversary in 2017. The market has been recognized in the media for its contribution to the community.

- Hoodline (August 25, 2017): <https://hoodline.com/2017/08/valentino-market-marks-100-years-of-business-in-cow-hollow/>
- SF Gate (August 29, 2019): <https://www.sfgate.com/local-donotuse/article/SF-corner-store-valentino-market-Elie-Chahwan-14395879.php>
- Facebook: <https://www.facebook.com/ValentinoMarket>
- Yelp: <https://www.yelp.com/biz/valentino-market-san-francisco>
- Yolo Site: <http://valentinomarket.yolasite.com/>

Valentino Market has received the following awards and commendations:

- San Francisco Small Business Week 2016, Certificate of Honor, Board of Supervisors (May 24, 2016).
- San Francisco Small Business Week 2016, Honoree, Congressional Recognition, Nancy Pelosi (May 24, 2016).
- San Francisco Small Business Week 2016, Certificate of Recognition, CA Senate, Mark Leno (May 24, 2016).
- San Francisco Small Business, Valentino 100-year Anniversary Certificate of Honor, Board of Supervisors (August 27, 2017).

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

Valentino Market gets regular visits from famous and significant people. The walls are adorned with photos of famous people visiting the store, including mayors, district supervisors, police chiefs, professional football players, Buena Vista baristas, cupcake chefs, and others.

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

Valentino Market is committed to building a strong local community by maintaining a business that helps contribute to the local fabric of the neighborhood. The market welcomes neighbors to visit, have coffee and conversation, and get to know each other. Police officers and City workers take their breaks and mingle with their community here. Children and seniors are treated like VIPs. Their birthdays are celebrated, and there are always treats waiting for the good girls and boys. For the past 7-8 years, Valentino Market has joined in the Union Street Easter Parade with a decorated Jeep and the neighborhood children. Valentino Market celebrates the birth of new children, the arrival of new neighbors, and positive life changes, and Valentino Market memorializes the passing of our seniors.

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

Valentino Market serves the local Cow Hollow community and extended Pacific Heights and Marina neighborhoods. Customers come from all walks of life, including residents, local businesses, seniors, families and children. Anyone is welcome at Valentino's.

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

The owner, Elie, is particularly fond of history and antiques. The walls and ledges are decorated with all sorts of antiques including antique cash registers, steamer trunks, product signs, and other items. The decorations contribute to the historic look of the business.

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

If Valentino Market were to close, the neighbors would lose their only local corner store, and most importantly would lose the community hub that it has become. On Christmas and Thanksgiving, when the store is closed, the neighborhood immediately feels different – it is devoid of its community center, and feels quite desolate. This is a preview of what the corner would be like without Valentino Market.

CRITERION 3

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

Valentino Market provides everything it can to meet all of the neighbors' convenience needs, such that they can walk from their home or work and avoid a more distant trip:

- **Basic Groceries.** Bread, frozen meals, pasta, sauces, canned foods, cereal, chips, candy, fresh fruit, and vegetables.
- **Drinks and Snacks.** Coffee, drinks, snacks, energy bars, etc. for a quick bite while in a hurry to your next destination.
- **Wine Cellar.** Full 1,600 bottle wine cellar for your personal enjoyment, for gifts, or a housewarming item for your next stop.
- **Beer, Alcohol, and Lottery.** Items for people of age.
- **Package Delivery.** The store accepts packages from USPS, FedEx, UPS and others as a convenience for neighbors who may not be at home when a delivery is attempted.
- **Neighborhood Meeting Place.** Valentino Market welcomes all of the neighbors to come visit, have coffee, and meet with other neighbors.

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)

Valentino Market is committed to maintaining its historical tradition as a corner grocery store. The business is committed to remaining a neighborhood corner market to serve the local community as it has done for over 100 years.

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.).

The store's antique treasures, the personal photos and other items, and all the decorations that make Valentino's what it is, are on display for everyone to enjoy. The neighborhood children each have a section of the store named after them (i.e. Grace's Pharmacy), so they can feel like part of the community.

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 corner grocery store for 30+ years is included in this Legacy Business Registry application.





VALENTINO



2000

NEWSPAPERS
FILM & PHOTO
NEEDS GUM
SNACKS SODA
BEER MILK

1-800-8 ASK-4-ID

Recycle
For Cash

ROCKSTAR
ENERGY DRINK

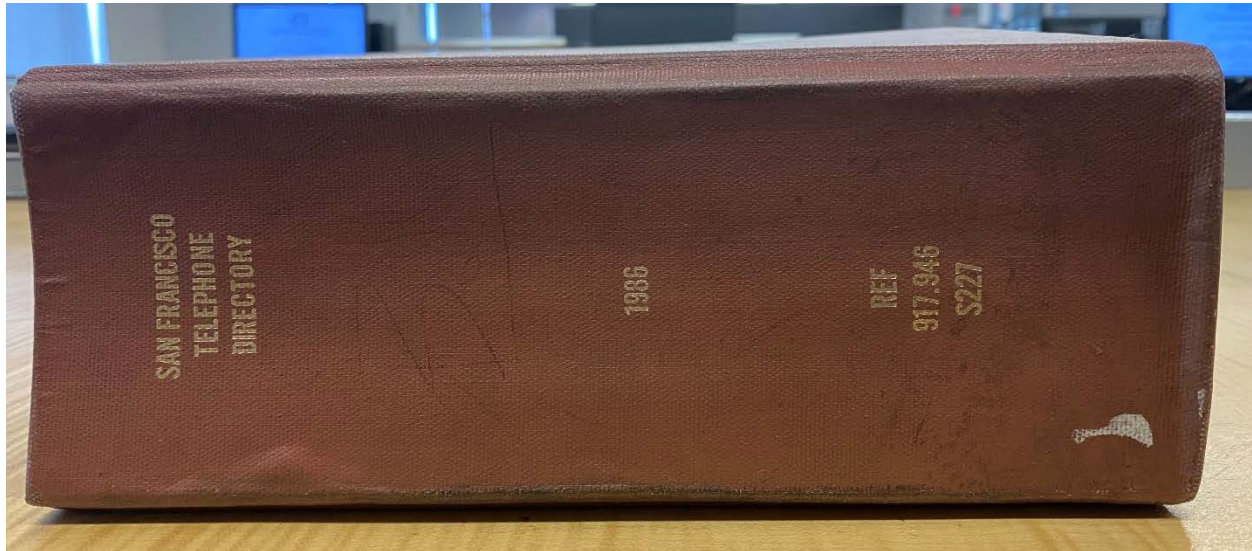






VALENTINO MARKET

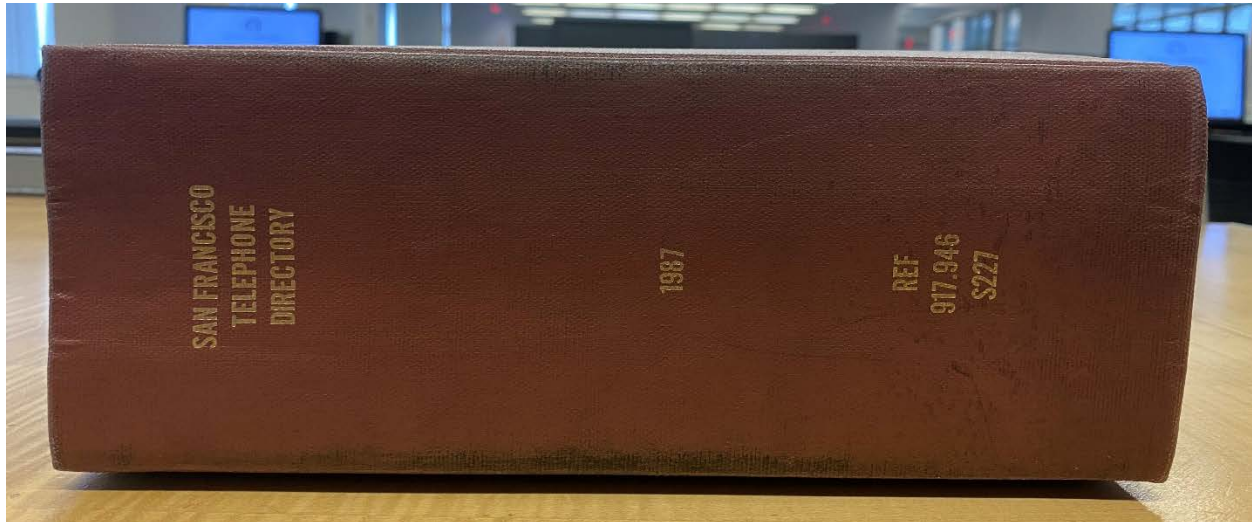
NOT LISTED IN 1986 SAN FRANCISCO TELEPHONE DIRECTORY



V VALENTINE- VANDERHORST			664
Valentine Wm	625 Jarboe Av	648 7369	
Valentine Wm	625 Jarboe Av	826 3857	
Valentine Wm E	156 Locksley Av	681 2429	
Valentine William E	Hellmuth Obata & Kassabaum Inc archts 1 Lombard	627 1600	
Valentine Wm Thos	1619-41st Av	681 4523	
Valentine's Ladies Period Fashion Dolls	4010-21st	647 3988	
Valentini John J	2232-18th Av	681 2364	
Valentino Anthony M	250 Fell	863 9445	
Valentino Ernest J	126 South Magnolia Av SSF	583 2439	
Valentino Fia		822 3708	
Valentino Frank Mrs	16 Cuvier	586 1884	
Valentino John	833 Cayuga Av	587 4409	
Valentino Luis		664 7073	
Valentino Mario Leather Accessories	209 Post	982 8505	
Valentino Richard	4818-25th	824 2016	
Valentino Robert J	601 Van Ness Av	885 6251	
Valentino Sam	500 College Av	333 0755	
Valentino's Pizza	5214 Diamond Heights Bl	285 9010	
Valentino's Pizza Restaurant	1441 Polk	771 6464	
Valentino's R	5214 Diamond Heights Bl	285 9010	
VALENTINO'S R TRULY GREAT PIZZA	5214 Diamond Heights Bl	285 9010	
Valenton Manuel	48 Melra Ct	587 6247	
Valenzano M J	582 Niantic Av DC	755 5532	
Valenzona Pedro C	76 Lapidge	864 4776	
Valenzuela Armando		648 1580	
Valinoti Kenneth L	Giannini & Chir Professional Corp atty 44Montgo		
Valinoti T L	609 Sutter		
Valitski Robt			
Valizadeh David	490-34th Av		
Valje Drums & Percussion	1540H		
Valkevich Robert J	Reuben Quint		
Valkevich Law Offices Of attys	300 Montgo		
From San Francisco Telephones Co			
Valko James A	1 St Francis Pl		
Valko Marsha	487-47th Av		
Vall Francisco	1 Grandview Av D		
Vall Joseph	2667 Bryant		
Valla Antonio	401 Union		
Valla Eugene	595 Darien Wy		
Valladais Sarah	390 Guerrero		
Valladao Michael			
Valladares Ana			
Valladares B			
Valladares Julio	44 Escanyo Dr S		
Valladares Sergio	622-27th		
Valladeres Fidel			
Valladolid Evelito	601 Southgate		
Vallaire Gerald	530 Fell		
Vallandigham Brent C	561 Gree		
Vallangca C C	1322 Divisadero		
Vallans Wm L	1882-33d Av		
Vallarino Jos	4645-19th		
Vallario Jim & Mary Chris	117 Cha		
Vallario Richard	1635 Gough		
VALLE-SEE ALSO-VALLEY			
Valle A	1538 Geneva Av		
Valle Albert atty	35 Grove		

VALENTINO MARKET

LISTED IN 1987 SAN FRANCISCO TELEPHONE DIRECTORY



.....	695 9918	Inc archts 1 Lombard	243 0555
0Valencia	648 0900	Valentine Wm Thos 1619-41st Av	681 4523
.....	861 7466	Valentine's Ladies Period Fashion Dolls	
.....	431 3138	4010-21st	647 3988
.....	826 0552	Valentini John J 2232-18th Av	681 2364
th	621 3826	Valentino Anthony M 250 Fell	863 9445
.....	991 3270	Valentino Antoine	467 9694
.....	567 1328	Valentino Ernest J	
.....	931 5675	126 SouthMagnoliaAv SSF	583 2439
ky Maloney Share	543 1400	Valentino Fia	822 3708
.....	991 4462	Valentino Frank Mrs 16 Cuvier	586 1884
ncia	648 9010	Valentino John 833 Cayuga Av	587 4409
le Dr DC	755 6511	Valentino L	661 5450
anNessAv	695 9221	Valentino Mario Leather Accessories	
.....	584 5186	378-7th	982 8505
.....	824 9165	Valentino Market 2000 Filbert	567 2662
t	282 4425	Valentino Mary Anne	929 1640
1Valencia	824 5622	Valentino Richard 4818-25th	824 2016
E	681 5117	Valentino Sam 500 College Av	333 0755
Av	285 0884	Valentino's Pizza 5214DiamondHeightsBl	285 9010
ento	771 5140	Valentino's R 5214 Diamond Heights Bl	285 9010
.....	861 1220	VALENTINO'S R TRULY GREAT PIZZA	
.....	346 8092	5214 Diamond Heights Bl	285 9010
.....	567 6589	Valenton Manuel 48 Melra Ct	587 6247
.....		Valenzano M J 582 Niantic Av DC	755 5532
.....		Valenzuela Armando	586 3850
.....		Valenzuela Bernardina 801 Howard	543 2395
.....		Valenzuela C	992 1674
.....		Valenzuela C Antonio 561 Hill	282 2367
.....		Valenzuela Carmen 342 Rome	334 8718
.....		Valenzuela Corina 104 Edinburgh	585 3553

Local

This 58-year-old immigrant's SF corner store is so loved that people throw birthday parties there



Dan Gentile, SFGATE

Aug. 29, 2019 | Updated: Nov. 8, 2019 4:02 p.m.



1 of 32

Placques hang on the wall dedicated by the Senate, House, and mayor.

Blair Heagerty / SFGate

Elie Chahwan doesn't throw things away.

Valentino Market, which the 58-year-old Lebanese immigrant has owned and operated for 17 years, is more than just a place to buy snacks or a bottle of wine – it's a living museum to Cow Hollow residents.

Photos of customers line the walls, showing them growing from babies to young adults. Receipts he found under a crawlspace date back 100 years, to when it was

a wholesale operation. He keeps a photobook of black and white pictures of the neighborhood when the streets were full of horse-drawn buggies, and shelves overflow with donated antiques from the same era. A refrigerator-worthy drawing from a 5-year-old customer proclaims it to be "The Best Store in the Galaxy," a sentiment shared by a trio of commemorative plaques from the California Senate, House, and Mayor.

The place has soul, but more importantly heart. Elie (pronounced eel-ee) is the only person on-staff and seems to (/maybe actually does?) know every customer's name. Enough so that customers have their Amazon deliveries sent to the shop for safekeeping. He's clearly a local legend, but when asked why Valentino has become such a neighborhood favorite, he pauses like he's never considered it.

"This business is hospitality and service," he says. "It has to be you. You have to be nice to people. I'm not perfect, but I try, I'm here 12 or 13 hours a day."

The community has noticed his dedication, to say the least. He keeps several boxes of Christmas cards behind the counter and even more at home. Every year kids decorate his car for the Union Street Easter Parade and their parents throw birthday parties at the shop. Two years ago Elie had a heart attack, and his customers delivered pages and pages of well wishes to the hospital. The store is filled with custom Elie merchandise gifted by customers, from a blue baseball cap with bright yellow print that reads "Elie is cool" to a custom bobblehead showing him as a cowboy (check out the slideshow above to see the heart-warming Elie schwag).

"When I moved here, I really wanted to do a country store. I guess I'm a cowboy at heart," he says, pointing to a photo of him dressed as a sheriff for Halloween.

Every year customers throw him a surprise birthday party, which typically features a vocal performance from one of his favorite customers, Emilio Bernardini, an Italian American WWII veteran who happened to stop in during my visit (which he does every day).

"Not only does he run a shop. Anything you need, you can ask him," says Bernardini, after a light round of teasing. "My wife had a stroke and I called him because I couldn't move her. This was on a Saturday night. He closed the store to

come and help me. The ambulance came, but he stayed with me until 2:30 in the morning. Who else does that? That's the way it is."

The anecdote brought Elie to tears.

"Sometimes one customer makes your whole month," he says a few minutes later.



Elie poses with Emilio Bernardini, a regular customer who he treats more like a family member.
Blair Heagerty / SFGate

Another reason Elie has become such a fixture is that he treats everyone equally. Sean Penn regularly sat outside the shop drinking coffee, but Elie never bothered him for a photo. When Oakland quarterback Bruce Gradkowski lived down the street, they became good friends, and the neighbors insisted Elie get an autograph.

"I come from a war country, zero sports," he explains. "So, I gave him a baseball. He signed it and said, 'Elie, do you know what I do?' I said, 'You play baseball for the Raiders.'"

Although Elie clearly loves his job, it's not an easy life. He Facetimes with his extended family in Lebanon every day, but he's so focused on the shop that he's never settled down to marry. Finding quality help is also a challenge now that potential part-time employees make more money driving for ride-sharing companies. Regulations on tobacco products have driven down business. Although his private label brand of wine bottled in Lodi still sells well, the more expensive bottles in his 55 degree cellar don't move like they used to (although he now sells much more White Claw).


Still, it's not a lifestyle that he'd trade for anything, mainly because of his role in the community. Sure, the neighbors need a place to buy drinks and snacks, but they also need a caretaker, a father figure, or just someone to ask about their day. Hospitality isn't about what you're selling, it's about you.

"I'm very blessed. I'm away from my family, everybody is in Lebanon, but they are my family," he says of his customers. "It's hard, but true people here can make you live like a king. You forget all your problems."

Dan Gentile is an SFGATE digital editor and is currently accepting suggestions on other inspirational corner store owners. Email: dan.gentile@sfgate.com / Twitter: [@dannosphere](https://twitter.com/dannosphere)



Written By
Dan Gentile

Reach Dan on 

Dan Gentile is the culture editor at SFGATE. He moved to San Francisco from Austin, TX where he worked as a vinyl DJ and freelance writer covering food and music. His writing has been featured in Texas Monthly, American Way, Rolling Stone, Roads & Kingdoms, VICE, Thrillist and more.

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:

Valentino Market

In honor of Small Business Week, the San Francisco Board of Supervisors is proud to commend Elie Chahwan, the owner of Valentino Market. Elie has built more than just a market, his small business provides a meeting place for neighbors to gather, have their coffee and snacks, and build community spirit. He brings the community together by celebrating local's birthdays and participating in the Union Street Easter Parade. He truly believe that providing the best service for our customers is the best recipe for a strong business. The Board of Supervisors applauds Elie for his endless effort, creativity and care for his neighbors as a small business owner in San Francisco.

Mark E. Farrell

Supervisor Mark E. Farrell
May 24th, 2016





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: APRIL 6, 2022

Filing Date: March 9, 2022
Case No.: **2022-002365LBR**
Business Name: Valentino Market
Business Address: 2000 Filbert Street
Zoning: RH-2 (RESIDENTIAL- HOUSE, TWO FAMILY) Zoning District
40-X Height and Bulk District
Block/Lot: 0517/005
Applicant: Elias Chahwan
2000 Filbert Street
Nominated By: Supervisor Catherine Stefani
Located In: District 2
Staff Contact: Elena Moore - 628-652-7322
Elena.Moore@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Valentino Market is a neighborhood grocery store located in the heart of Cow Hollow. It is a retail store that stocks a range of everyday items such as groceries, beverages, wine, toiletries, and over-the-counter medications. Beyond its function as an essential neighborhood mart, Valentino Market is a community gathering point. Owner Elie Chahwan has cultivated a loyal following of friends and neighbors who come to his store for basic staples, great conversation, and to build community spirit.

Valentino Market's history dates back to around 1917, when a wholesale store occupied the current business's location. In 1987, the business in that location became Valentino Market. Current owner Elie immigrated to San Francisco from Lebanon in the 1970s and after working at another grocery store in the neighborhood, purchased Valentino Market in 2003. He has been there ever since and remains committed to maintaining a business that contributes to the local fabric of the neighborhood.

Valentino Market is an integral fixture of the Cow Hollow neighborhood. An article by Dan Gentile in SF Gate described the business as, “a living museum to Cow Hollow residents” that features photos of regular customers and drawings by neighborhood children.¹ Certain aisles of the store are even named after local children such as “Grace’s Pharmacy.” Elie also participates in the Union Street Easter Parade every year, driving a decorated Jeep with neighborhood children. Valentino Market is a true community hub.

The business’s location at 2000 Filbert Street is a Category B (Unknown/Age Eligible) structure on the northwest corner of Filbert and Buchanan Streets in the Marina neighborhood. It is within a RH-2 (Residential-House, 2 Family) Zoning District and a 40-X Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1987.

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

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

- a. Valentino Market has operated continuously in San Francisco for 35 years.
- b. Valentino Market has contributed to the history and identity of the Marina neighborhood and San Francisco.
- c. Valentino Market is committed to maintaining the physical features and traditions that define the organization.

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

No. The business is not associated with a culturally significant art/craft/cuisine/tradition.

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

While Valentino Market is not directly associated with a significant person, the business gets visits from famous local figures such as mayors, district supervisors, police chiefs, professional football players, and others. Valentino Market is also associated with the Union Street Easter Parade, a local family-friendly community event. Valentino Market drives a decorated Jeep through the parade with neighborhood children.

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. There have been a number of features and articles on owner Elie Chahwan and the store in local news sources such as Hoodline and SF Gate. Articles include a feature on the store's one-hundredth anniversary and a more general feature on the owner and his business.

Valentino Market has also received numerous awards and commendations at various San Francisco Small Business Week events.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2000 Filbert Street (1987-Present)

Recommended by Applicant

- Offerings of basic groceries, drinks, snacks, wine, alcohol, and lottery tickets
- Package delivery services for neighbors who are not home
- Role as a neighborhood meeting place
- Historical tradition as a corner grocery store
- Antique treasures
- Personal photographs
- Sections of the store named after neighborhood children, such as "Grace's Pharmacy"

Additional Recommended by Staff

- Valentino Market exterior signage
- Newspaper articles posted in the store
- Awards from various San Francisco Small Business Week events

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

¹ Dan Gentile, “This 58-year-old immigrant’s SF corner store is so loved that people throw birthday parties there,” SFGATE, August 29, 2019.



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1231

HEARING DATE: APRIL 6, 2022

Case No.: **2022-002365LBR**
Business Name: Valentino Market
Business Address: 2000 FILBERT STREET
Zoning: RH-2 (RESIDENTIAL- HOUSE, TWO FAMILY) Zoning District
40-X Height and Bulk District
Block/Lot: 0517/005
Applicant: Elias Chahwan
2000 Filbert Street
Nominated By: Supervisor Catherine Stefani
Located In: District 2
Staff Contact: Elena Moore – 628-652-7322
Elena.Moore@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR VALENTINO MARKET CURRENTLY LOCATED AT 2000 FILBERT ST (PRIMARY ADDRESS), BLOCK/LOT 0517/005.

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 Valentino Market 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 Valentino Market.

Location(s):

Current Locations:

- 2000 Filbert Street (1987 – Present)

Physical Features or Traditions that Define the Business

- Offerings of basic groceries, drinks, snacks, wine, alcohol, and lottery tickets
- Package delivery services for neighbors who are not home
- Role as a neighborhood meeting place
- Historical tradition as a corner grocery store
- Antique treasures
- Personal photographs
- Sections of the store named after neighborhood children, such as “Grace’s Pharmacy”
- Valentino Market exterior signage
- Newspaper articles posted in the store
- Awards from various San Francisco Small Business Week events

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 2022-002365LBR to the Office of Small Business on April 6, 2022.



Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: April 6, 2022