



Legacy Business Registry Staff Report

Hearing Date: July 24, 2023

DELANO NURSERY, INC.

Application No.: LBR-2022-23-027
Business Name: Delano Nursery, Inc.
Business Address: 686 Brannan St., Store 17
District: District 6
Applicant: Lauren Borden, General Manager
Nomination Date: December 13, 2022
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Delano Nursery, Inc. has been a producer of unique indoor plants in the San Francisco Bay Area since 1922. The business consists of a wholesale center at the San Francisco Flower Market, a wholesale nursery in Daly City, and an online shop called Bunk Ass Plants. Today, Delano Nursery is the largest wholesale provider of interior plants in San Francisco.

Delano Nursery has been owned by three generations of the Nicolini family. Sometime between 1909 and 1911, Andrew Nicolini Sr. immigrated from Genoa, Italy to the United States through Ellis Island. He worked on a farm in Eureka, saved money, then purchased his own land at 500 Delano Avenue in San Francisco. This is where Delano Nursery started. The nursery was passed on to his two sons, Andrew Jr. and Fred Nicolini in 1965. They then passed the torch to its current owner, John Nicolini, the son of Fred in 1999. In 2022, John transferred 15% ownership to long-time employee Lauren Borden, a queer woman who has been running the business for the last few years. They plan to co-own the business.

Delano Nursery does not believe in rare plant harvesting in a way that can damage or endanger species. Their rare plants are sourced from nurseries propagating "mother plants" and successfully greenhouse grown. Whenever possible, they source compostable, non-plastic packaging and nursery supplies and strive to be ever more conscious of how they run their business. Small steps create lasting changes over time.

Delano Nursery believes in community – the local community and our greater plant and human communities globally. Whenever possible, they buy direct from small makers, and source from established growers with whom they have worked with for years and who can vouch for their industry practices.

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, Delano Nursery, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

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San Francisco, CA 94102
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500 Delano Ave. from 1922 to 1953 (31 years)
San Francisco Flower Mart at 5th and Howard from 1924 to 1956 (32 years)
686 Brannan St., Store 17 from 1956 to Present (67 years)
686 Brannan St., Corner Shop from 2019 to 2020 (1 year)
3289 Mission St. from 2020 to 2023 (3 years)

CRITERION 2

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

Yes, Delano Nursery, Inc. has contributed to the history and identity of the South of Market 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:

- Delano Nursery has provided plants for notable clients and events, including a recent installation at the Contemporary Jewish Museum; Google events at the Shoreline Amphitheater; the Exploratorium; the Mercedes booth at the Chase Center event League of Legends; set designs for movies, including plants for the 2019 film *The Last Black Man in San Francisco*. Delano Nursery provides ferns monthly for Danielle Steel. The Nursery has supplied plants for a florist whose clients include Penny Coulter, Michelle Pfeiffer, Dianne Feinstein, the San Francisco Mayor's Office, the owner of the San Francisco Giants, and others.
- The Planning Department Historic Resource Status of the San Francisco Flower Market building at 630-686 Brannan Street is "A - Historic Resource Present." The property appears to be eligible for the California Registry (CR) as a contributor to a CR-eligible district through a survey evaluation.

The San Francisco Flower Market has been identified for its association with modern architecture and landscape design (1935-1970) and with Mario Ciampi as the architect of merit in two adopted Historic Context Statements: the "San Francisco Modern Architecture and Landscape Design 1935-1970 Historic Context Statement" and "Architecture, Planning, And Preservation Professionals: A Collection Of Biographies."

- Delano Nursery has been featured in the media on multiple occasions. In 2020, Delano Nursery was featured by Hoodline for starting a GoFundMe campaign to benefit the workers of the historic San Francisco Flower Market when the COVID-19 pandemic hit. The campaign raised \$28,581. The Nursery was recently covered by the Bay Area Reporter in "Business Briefing: Queer nursery co-owner plants new roots" and by 48 Hills in "At 100, plant paradise Delano Nursery is still turning over new leaves."
- Delano Nursery's retail store (when it was called Delano Store) was named "Best Plant Store" by San Francisco Magazine in "Best of the Bay: San Francisco 2021."
- Delano Nursery, Inc. pays its employees a living wage and gives them health care, retirement benefits, and other perks. The business applies human-centric perspectives when selecting its vendors, plants, and partners. Openness to how others choose to live, identify, and live are values Delano Nursery strongly believes in. While it is all too common to run into sexism, racism, and small-mindedness within the industry, Delano Nursery chooses not to support those who do not align with their values.

Lauren Borden, a queer woman, has 15% ownership of Delano Nursery, with plans to co-own with John Nicolini, the grandson of the founder of Delano. Borden is part of the steering committee designing the new San Francisco Flower Market in Potrero Hill. The Delano team is majority BIPOC or women (10 out of 12, or 83% of employees). The

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nursery has a BIPOC discount for all BIPOC business owners. They also provide payment terms for smaller, BIPOC-owned businesses. In 2022, Delano Nursery started a GoFundMe for the female Black/Japanese business owner of Roots SF, a client of the nursery, and raised \$21,585.

Delano Nursery is part of the decades-old San Francisco Florist Club with fellow San Francisco Flower Market vendors, which meets monthly. The business donates regularly to Seed and Soul Club, San Francisco Botanical Garden, and Coalition of Concerned Medical Professionals.

CRITERION 3

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

Yes, Delano Nursery, Inc. is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Delano Nursery, Inc. 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:

- Wholesale grower and plant supplier, specializing in rare plants.
- Plant rentals for events and photoshoots.
- Environmentally friendly packaging.
- Maintenance of plants that are not heavily reliant on high water usage.
- Conservative greenhouse practices that save energy.

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.

- Flower shop / garden center.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Delano Nursery, Inc. currently located at 686 Brannan St., Store 17 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. _____

July 24, 2023

DELANO NURSERY, INC.

Application No.: LBR-2022-23-027
Business Name: Delano Nursery, Inc.
Business Address: 686 Brannan St., Store 17
District: District 6
Applicant: Lauren Borden, General Manager
Nomination Date: December 13, 2022
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Delano Nursery, Inc., currently located at 686 Brannan St., Store 17.

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 July 24, 2023, 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 Delano Nursery, Inc. 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 Delano Nursery, Inc.

Physical Features or Traditions that Define the Business:

- Wholesale grower and plant supplier, specializing in rare plants.
- Plant rentals for events and photoshoots.
- Environmentally friendly packaging.
- Maintenance of plants that are not heavily reliant on high water usage.
- Conservative greenhouse practices that save energy.

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

- Flower shop / garden center.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 24, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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**Legacy
Business
Registry**

**Application
Review Sheet**

Application No.: LBR-2022-23-027
Business Name: Delano Nursery, Inc.
Business Address: 686 Brannan St., Store 17
District: District 6
Applicant: Lauren Borden, General Manager
Nomination Date: December 13, 2022
Nominated By: Supervisor Matt Dorsey

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

500 Delano Ave. from 1922 to 1953 (31 years)
San Francisco Flower Mart at 5th and Howard from 1924 to 1956 (32 years)
686 Brannan St., Store 17 from 1956 to Present (67 years)
686 Brannan St., Corner Shop from 2019 to 2020 (1 year)
3289 Mission St. from 2020 to 2023 (3 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: NA

DELIVERY DATE TO HPC: June 22, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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City and County
of San Francisco



Board of Supervisors,
District 6

MATT DORSEY

麥德誠

December 13, 2022

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Tang,

It would be my pleasure to nominate Delano Nursery Inc. for inclusion on the Legacy Business Registry.

Delano Nursery Inc. was established in 1922 by Andrew Nicolini. Delano Nursery Inc. was originally located at Fifth and Howard streets. In 1956, the wholesale center was relocated to its current location at 686 Brannan Street in the storied SF Flower Mart, one of only five remaining grower-owned flower markets in the United States. It has been family-owned for three generations, with Andrew Nicolini Sr.'s two sons, Andrew Jr. and Fred, taking it over from their father before passing the torch on to Fred's son, John, who remains the owner today.

Delano Nursery Inc. continues to honor its century-old business model of sustainably propagated and greenhouse grown rare plants in a human-centered environment, where workers, vendors and customers are equally valued. From their zero plastic policies to their living wage labor practices, Delano Nursery Inc. has developed a reputation for ethical business practices and impeccable service. They've cultivated such a welcoming and inclusive culture that some of their employees have worked with them for over 45 years.

Delano Nursery Inc. would benefit from being included in the Legacy Business Registry, and it is my pleasure to nominate them.

Sincerely,

A handwritten signature in blue ink that reads "Matt Dorsey".

MATT DORSEY



Legacy Business Registry Application



Business Information

Business name: Delano Nursery, Inc.

Business owner name(s): John Nicolini

Identify the person(s) with the highest ownership stake in the business

Current business address: 686 Brannan St, San Francisco, CA, 94017

Telephone: (650) 757 - 1115

Email: ap@delanonursery.com

Mailing address (if different than above): 1518 Edgeworth Ave, Daly City, CA 94015

Website: delanonursery.com

Facebook: www.facebook.com/delanonurserywholesale Twitter:

7-digit San Francisco Business Account Number (BAN): 0 0 5 8 7 5 2

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

Immigrant-Owned Business

Owned by Person with a Disability

LGBTQ+-Owned Business

Veteran-Owned Business

Minority-Owned Business*

Woman-Owned Business

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Lauren Borden

Contact person title: General Manager

Contact telephone: () -

Contact email:

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.

Original San Francisco address: 500 Delano Ave. **Zip Code:** 94112

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1922 **To:** 1953

Other address (if applicable): San Francisco Flower Mart, 5th & Howard **Zip Code:** 94103

Dates at this location: From: 1924 **To:** 1956

Other address (if applicable): San Francisco Flower Mart, 686 Brannan Street, Store 17 **Zip Code:** 94107

Dates at this location: From: 1956 **To:** Present

Other address (if applicable): San Francisco Flower Mart, 686 Brannan Street (Corner Shop) **Zip Code:** 94107

Dates at this location: From: October 2019 **To:** August 2020

Other Address (if applicable): 3289 Mission St. **Zip Code:** 94110

Dates at this location: From: August 2020 **To:** May 14, 2023

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Applicant Disclosures

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.

Name: Lauren Borden

Signature: Lauren Borden

Date: 12/07/2022

DELANO NURSERY, INC.

Written Historical Narrative

INTRODUCTION

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

Delano Nursery, Inc. has been a producer of unique indoor plants in the San Francisco Bay Area since 1922. The business consists of a wholesale center at the San Francisco Flower Market and a wholesale nursery in Daly City, and an online shop called Bunk Ass Plants.

The wholesale locations are for Delano's registered customers. Creating an account allows clients to shop at either of the wholesale locations and receive weekly availability emails that indicate everything available to order from their greenhouse. There is no minimum purchase requirement for customers. Delano Nursery also offers plant rentals at both their San Francisco Flower Market and Daly City Nursery wholesale center locations.

Delano Nursery does not believe in rare plant harvesting in a way that can damage or endanger species. Their rare plants are sourced from nurseries propagating "mother plants" and successfully greenhouse grown. Whenever possible, they source compostable, non-plastic packaging and nursery supplies and strive to be ever more conscious of how they run their business. Small steps create lasting changes over time.

b. Describe who the business serves.

The majority of Delano Nursery's clients are retail shops within the Bay Area. They also service restaurants, hotels, interior decorators, event planners, florists, venues, gardeners, salons, and more. They ship to customers in Washington, Oregon, Nevada, and Southern California.

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

Unique indoor plants.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Delano Nursery was founded by Andrew Nicolini, Sr. in 1922.

Born on March 19, 1894, Andrew Nicolini immigrated to the United States through Ellis Island from Genoa, Italy, sometime between 1909 and 1911 after being sponsored by relatives. He worked on a farm in Eureka, saved money, then purchased his own land at 500 Delano Avenue in San Francisco. This is where Delano Nursery started.

It is believed that Delano Nursery was founded in 1922, quite possibly under a different name. The business, under Andrew Nicolini's name, first appears in the 1924 city directory:

- In the 1923 SF city directory, neither Delano Nursery nor Andrew Nicolini are listed: <https://archive.org/details/crockerlangleysa1923rlporich/page/1262/mode/2up>
- Andrew Nicolini does show up as a florist located at 500 Delano Avenue on page 1062 in the 1924 directory. However, there is no listing for "Delano Nursery": <https://archive.org/details/crockerlangleysa1924rlporich/page/1062/mode/2up>
- Andrew Nicolini is listed as a florist located at 500 Delano Avenue on page 1390 in the 1925 directory. There is still no listing for "Delano Nursery": <https://archive.org/details/crockerlangleysa1925rlporich/page/1390/mode/2up>
- The business was named "Delano Nursery, Inc.," on December 19, 1969, at the very latest, as evidenced through Articles of Incorporation filed with the California Secretary of State.

Note: John Nicolini, grandson of business founder Andrew Nicolini and current co-owner of the business, said that the business was originally called Delano Ave Nursery. He also said there were signs in front of one of their greenhouses in the 1950s that read "A. Nicolini & Sons." John is not sure of the exact date it was first called Delano Nursery – information was just passed down through generations verbally. There is a possibility that Andrew Nicolini could have conducted business under his name as a florist because that is a general designation in the industry.

Delano Nursery has been a staple at the San Francisco Flower Mart since 1924.

The San Francisco Flower Mart has a history dating back to the late 1800s. Then in 1909, the California Flower Growers Association created the first covered flower market in San Francisco located at 31-33 Lick Place, serving Chinese American, Japanese American, and Italian American growers. In 1912, the "California Flower Market" was officially formed as a corporation under state law. (It wasn't until the 1990s that the flower market rebranded their name as "San Francisco Flower Mart"). In 1924, a new flower market, covering 22,000 square feet, was built at 5th and Howard streets.¹

¹ The California Flower Market History, California Historical Society, <https://californiahistoricalsociety.org/exhibitions/the-california-flower-market/the-california-flower-market-history/>

The flower market then moved to its current location on 6th and Brannan streets in 1956, where Delano Nursery currently resides. The business address there is 686 Brannan Street, Store 17.

A grammar school bought the 500 Delano Avenue property from Andrew Nicolini, Sr. in 1953. The business then moved to 541 Chestnut Avenue in South San Francisco, 94080.

In 1965, Andrew Nicolini Sr.'s two sons, Andrew Jr. and Fred, took over ownership of Delano Nursery. Andrew Nicolini Sr. passed away on February 19, 1979, and is in the mausoleum in the Italian Cemetery in Colma.

In 1998, the 541 Chestnut Avenue location was bought out by Sunstream Home Builders, at which time Delano Nursery moved into its current location at 1518 Edgeworth Avenue in Daly City, 94015.

In 1999, Andrew Jr. and Fred passed the ownership torch to John Nicolini, who is the son of Fred.

In October 2019, Delano Nursery opened a retail shop originally named Delano Shop located at the flower market on the corner when you first walk in. It was a beautiful location, but with COVID, they were only allowed to be open 12 hours a week during non-peak hours. It wasn't viable for the business to stay there, so they moved to 3289 Mission Street in August 2020 and reopened in September 2020. In October 2021, it was rebranded as Bunk Ass Plants. The physical store closed on May 14, 2023, but the Bunk Ass Plants store continues solely online.

In 2022, Fred transferred 15% ownership of Delano Nursery to long-time employee, Lauren Borden, a queer woman who has been running the business for the last few years. They plan to co-own the business.

Delano Nursery is slated to move to the new San Francisco Flower Market that will be located in Potrero Hill, where they hope to be for the foreseeable future.

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

Delano Nursery is a third-generation family-owned business. It was founded by Andrew Nicolini, Sr. and passed on to his two sons, Andrew Jr. and Fred. They then passed the torch to its current owner, John Nicolini, who is the son of Fred. In 2022, John transferred 15% ownership to long-time employee Lauren Borden.

1922 to 1965:	Andrew Nicolini
1965 to 1999:	Andrew Nicolini, Jr.; Fred Nicolini (sons)
1999 to 2022:	John Nicolini (grandson)
2022 to Present:	John Nicolini 85%; Lauren Borden 15%

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

There has not been a lapse in business for any significant length of time except during the COVID pandemic. Delano Nursery closed for three or four months in 2020 during the early months of the pandemic, but Supervisor Aaron Peskin helped designate the flower mart as an “essential business,” which allowed the businesses to open.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Delano Nursery believes in community – the local community and our greater plant and human communities globally. Whenever possible, they buy direct from small makers, source from established growers (whom they have worked with for years, and can vouch for their industry practices), and build upon these connections.

Delano Nursery started a [GoFundMe campaign](#) to benefit the workers of the historic San Francisco Flower Market when the COVID-19 pandemic started and raised \$28,581. Delano Nursery started a GoFundMe for the female Black/Japanese business owner of Roots, and raised \$21,585, keeping them in business. They are a client of Delano Nursery.

Delano Nursery is part of the decades-old San Francisco Florist Club, which meets monthly in various restaurants around the Bay Area and sometimes convenes at the Monte Cristo Social Club at 136 Missouri Street in San Francisco with fellow San Francisco Flower Market vendors.

Lauren Borden, General Manager of Delano Nursery, is part of the steering committee designing the new flower market in Potrero Hill.

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

Delano Nursery has provided plants for the following notable clients and/or events:

- Recent installation at the Contemporary Jewish Museum.
- Google events at the Shoreline Amphitheater.
- Exploratorium.
- Mercedes booth at the Chase Center event League of Legends.
- Set designs for movies, including plants for the 2019 film The Last Black Man in San Francisco is a 2019 (although those plants made it into the movie).

Delano Nursery has provided plants for the following notable clients:

- They supply Danielle Steele monthly with ferns.
- They've provided plants for a florist whose clients include Penny Coulter, Michelle Pfeiffer, Dianne Feinstein, the San Francisco Mayor's Office, the owner of the San Francisco Giants, and other. Delano Nursery doesn't work directly with the clients, but supplies the plants for them.

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

Delano Nursery, Inc. pays its employees a living wage and gives them health care, retirement benefits, and other perks. The business applies their human-centric perspectives when selecting their vendors, plants, and partners. Openness to how others choose to live, identify, and live are values Delano Nursery strongly believes in. While it is all too common to run into sexism, racism, and small-mindedness within the industry, Delano Nursery chooses not to support those who do not align with their values.

The Delano team is majority BIPOC or women (10 out of 12 or 83% of employees). They have a BIPOC discount to all BIPOC business owners. They also provide payment terms for smaller, BIPOC businesses.

The business donates regularly to Seed and Soul Club, San Francisco Botanical Garden, and Coalition of Concerned Medical Professionals. They are part of the Steering Committee for the new San Francisco Flower Market.

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

Delano Nursery has been featured in the media on multiple occasions. Several key publications are as follows:

- *"Fundraiser for SF Flower Market workers aims to cover payroll for shuttered flower vendors"*
Hoodline
March 24, 2020
<https://hoodline.com/2020/03/fundraiser-for-sf-flower-market-workers-aims-to-cover-payroll-for-shuttered-flower-vendors/>
- *"Business Briefing: Queer nursery co-owner plants new roots"*
Bay Area Reporter
January 12, 2022
<https://www.ebar.com/story.php?ch=news&sc=business&sc3=&id=312097&pf=1>

- *At 100, plant paradise Delano Nursery is still turning over new leaves*
48 Hills
January 12, 2022
<https://48hills.org/2022/01/at-100-plant-paradise-delano-nursery-is-still-turning-over-new-leaves/>

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

Delano Nursery's retail store (when it was called Delano Store) was named "Best Plant Store" by San Francisco Magazine in its Best of the Bay publication for 2021: <https://sanfran.com/best-of-the-bay-san-francisco-2021>.

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

Delano Nursery is the largest wholesale provider of interior plants in San Francisco. If the business were to close, several businesses would lose their primary source of product. Delano Nursery is also one of the largest tenants at the San Francisco Flower Market, and there would be a big void if the business closed.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Delano Nursery's wholesale center at 686 Brannan Street is located at the historic San Francisco Flower Market. The retail shop of Bunk Ass Plants, which was located at 3289 Mission Street and is now closed, had a beautiful mural inside and out. The mural was designed by Delano Nursery co-owner Lauren Borden and painted by Seth of Sleight of Hand Signs (<https://www.sleightofhandsigns.com/>).

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

Delano Nursery is a wholesale grower and supplier of plants. They are known for the quality of their plants, but also for the enormous selection of different varieties and sizes. They specialize in rare plants. They also rent plants to businesses for events and photoshoots.

Delano Nursery is committed to maintaining its historical traditions as a wholesale grower of plants. They always aim for environmentally-friendly packaging, maintaining a selection that

isn't heavily reliant on high water usage, and conservative greenhouse practices that save energy.

c. What challenges is the business facing today?

Following are several challenges that Delano Nursery is facing:

- Decreased demand due to customers moving from San Francisco. There are also fewer people with expendable incomes.
- Big box stores cutting their prices and forcing out small businesses.
- Delano Nursery's neighbors are going out of business, making the area less appealing to visit. Delano Nursery is losing customers/clients every day due to their neighbor's businesses closing.
- The rainy weather in the winter of 2022-23, though it has not caused too much physical damage to their locations, was a huge factor regarding their sales. Historically, when it rains, sales dramatically decrease. Delano Nursery's clients include people who have flower stands outdoors, and they can't make sales in the rain. There was a 55% decline in 2023 over 2022 due to the weather. There is no aid for businesses unless they have physical damage, which is hard for Delano Nursery because they could really use the help. Because of the drop in sales, they are behind in their payments to their vendors.
- Other challenges including skyrocketing costs of utilities, high rents, hard-to-access loans and low interest credit cards, unexpected costly repairs on vehicles and property, high labor costs due to offering a livable wage to their employees, being able to offer benefits, and making quarterly sales and use tax payments.

Legacy Business Program staff will add the following details:

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

Florist / garden center.

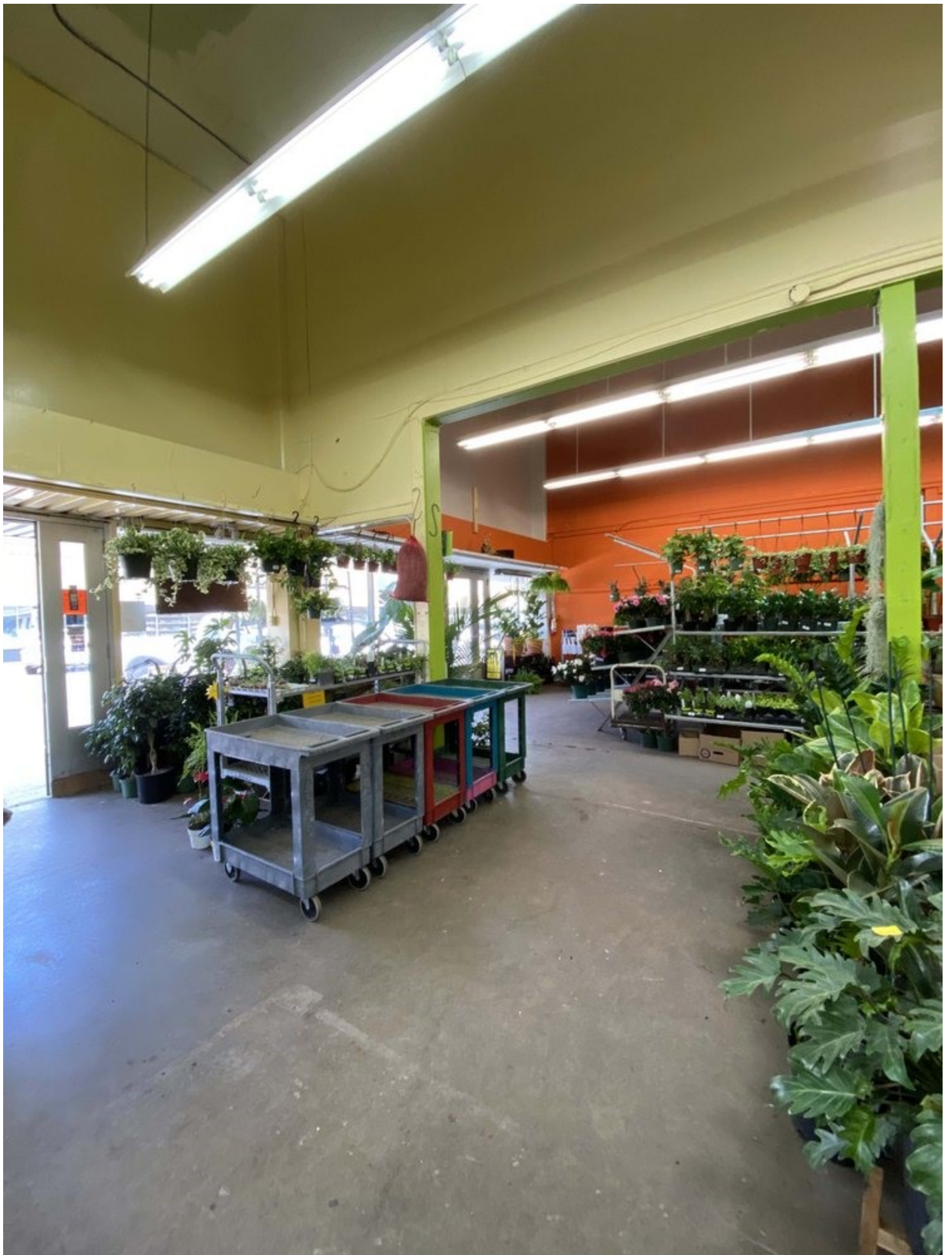
b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

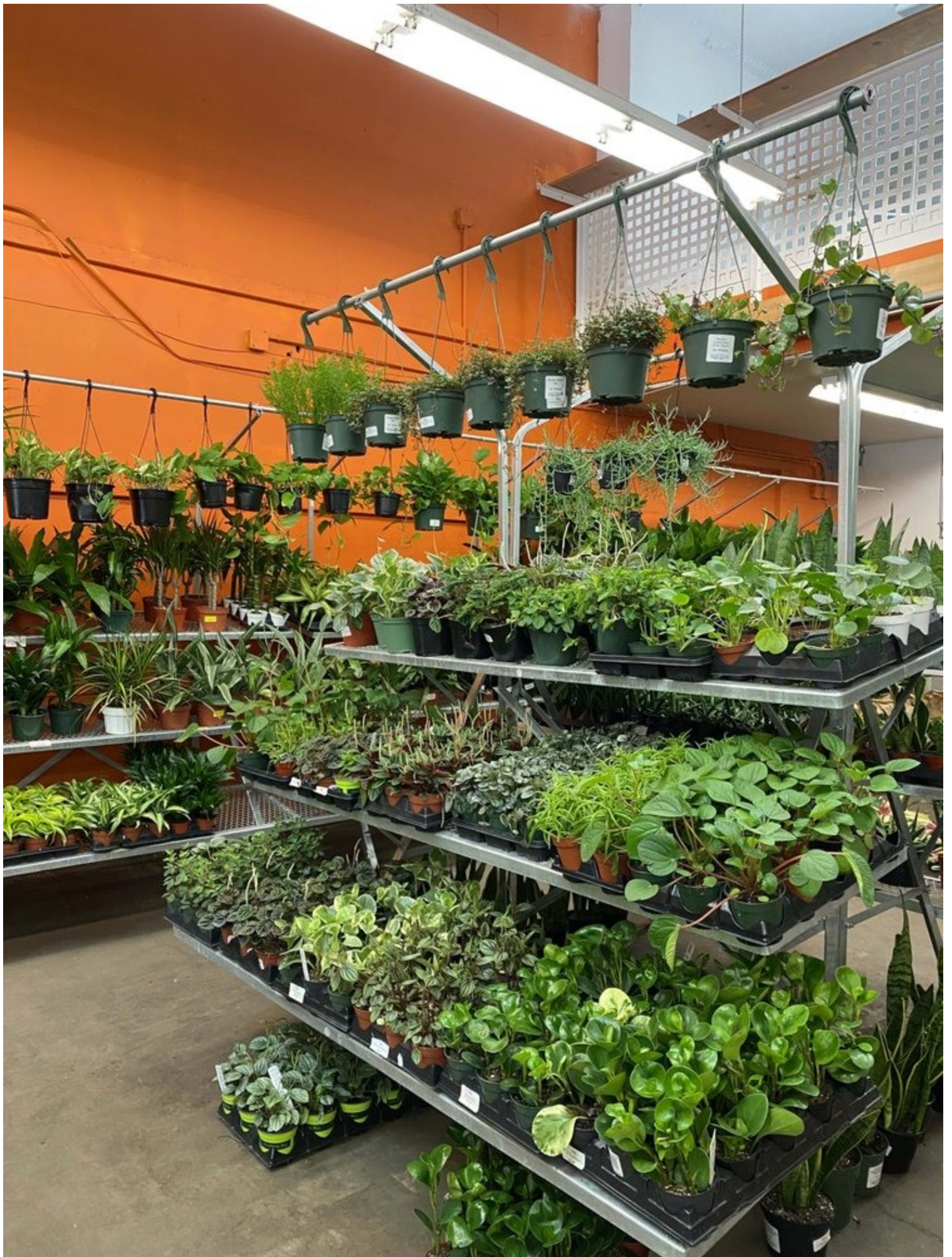
The Planning Department Historic Resource Status of the San Francisco Flower Market building at 630-686 Brannan Street is "A - Historic Resource Present." The property appears to be eligible for the California Registry (CR) as a contributor to a CR-eligible district through a survey evaluation. The property has been identified for its association with modern architecture and landscape design (1935-1970).

DELANO
NURSERY INC.











DELANO
NURSERY

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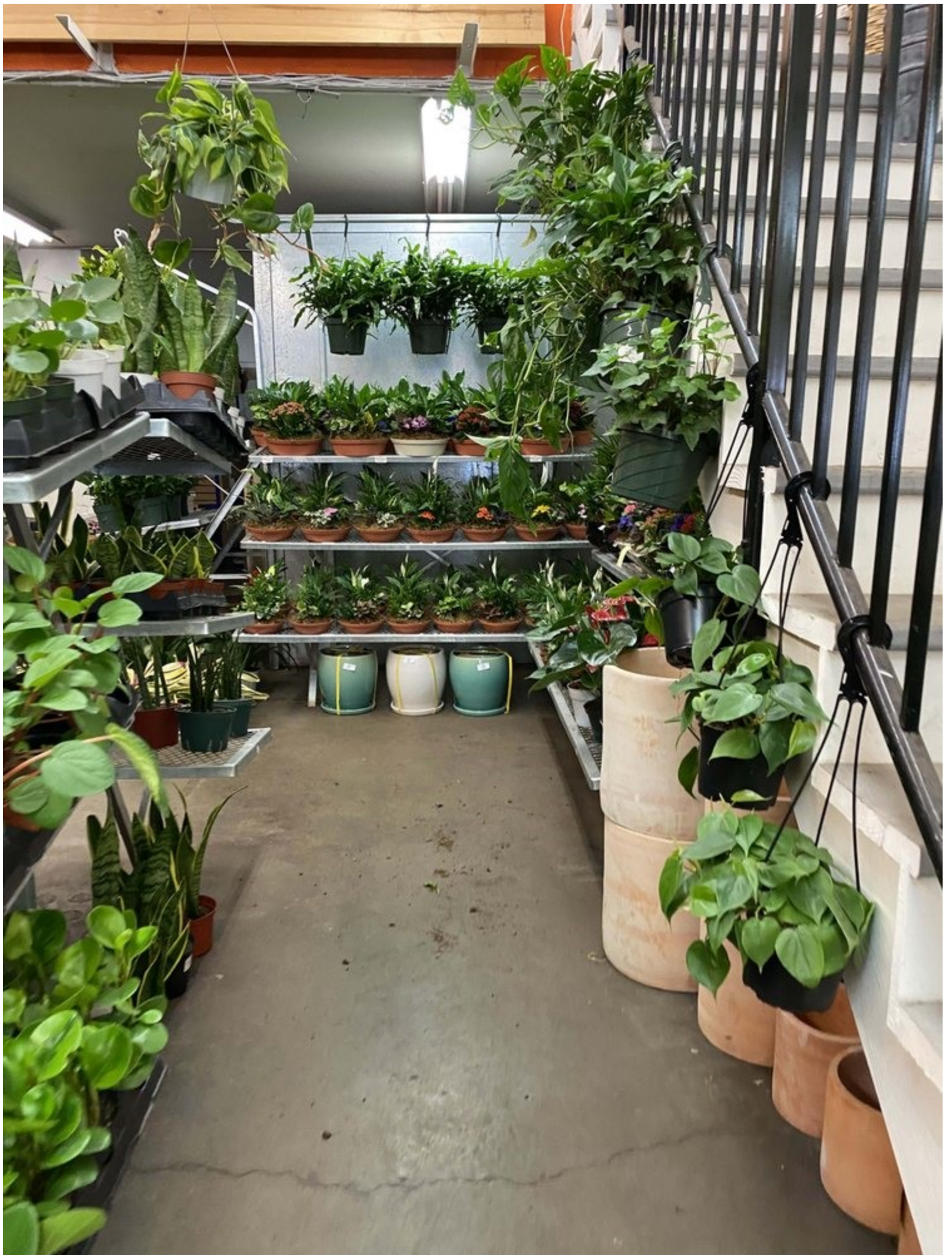
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FILED
In the office of the Secretary of State
of the State of California

DEC 19 1969

FRANK M. JORDAN, Secretary of State

By *[Signature]*
Deputy

ARTICLES OF INCORPORATION
OF
DELANO NURSERY, INC.

ARTICLE FIRST: NAME

The name of the corporation is "DELANO NURSERY, INC."

ARTICLE SECOND: PRIMARY PURPOSES

The purposes for which the corporation is formed, and the specific purposes in which the corporation is primarily to engage, being set forth in Paragraph (a) below, are:

- (a) To raise flowers and plants for wholesale and retail sales;
- (b) To engage in any one or more businesses or transactions which the Board of Directors of this corporation may from time to time authorize or approve, whether related or unrelated to the business described in (a) above, or to any other business then or theretofore done by this corporation;
- (c) To exercise any and all rights and powers which a corporation may now or hereafter exercise;
- (d) To act as principal, agent, joint venturer, partner, or in any other capacity which may be authorized or approved by the Board of Directors of this corporation; and
- (e) To transact business in the State of California, or in any other jurisdiction in the United States of America, or elsewhere in the world.

The foregoing statement of purposes shall be construed as a statement of both purposes and powers, and the purposes and powers in each clause shall, except where otherwise expressed, be in no ways

Restriction of right
to amend articles
Yes No

limited or restricted by reference to or inference from the terms or provisions of any other clause which shall be regarded as independent purposes and powers, all however, limited to the laws of the State of California, and the rules and regulations of the Department of Corporations.

ARTICLE THIRD: LOCATION

The County in the State of California where the principal office of the corporation is located, is the County of San Mateo.

ARTICLE FOURTH: STOCK STRUCTURE

The authorized number of shares shall be 20,000 shares of a par value of \$10.00 per share. This stock shall qualify, if possible, as issued under Section 1244 of the Internal Revenue Code. The total aggregate share value shall be \$200,000.00.

ARTICLE FIFTH: DIRECTORS

The number of directors of this corporation shall be three (3). The names and addresses of the persons who are appointed to act as the first directors of this corporation, are:

ANDREW NICOLINI	541 Chestnut Avenue, South San Francisco, California
ANDREW LOUIS NICOLINI	531 Chestnut Avenue, South San Francisco, California
FREDERICK NICOLINI	535 Chestnut Avenue, South San Francisco, California

IN WITNESS WHEREOF for the purpose of forming this corporation under the laws of the State of California, the undersigned, constituting the incorporators of this corporation, including the persons named hereinabove as first directors of this corporation, have executed these articles of incorporation this 15th day of December, 1969.

Andrew Nicolini

- 2 - Andrew Louis Nicolini

Frederick Nicolini

STATE OF CALIFORNIA)
COUNTY OF SAN MATEO) ss

On this 15th day of December, 1969, before me, a Notary Public in and for the County and State aforesaid, personally appeared ANDREW NICOLINI, ANDREW LOUIS NICOLINI and FREDERICK NICOLINI, known to me to be the persons whose names are subscribed to and who executed the foregoing instrument, and acknowledged to me that they executed the same, and that they are the directors named therein.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year above written.



Minnie L. Treftz
Notary Public
My Commission Expires July 22, 1971

SHERMAN & HAVERTY
ATTORNEYS AT LAW
405 GRAND AVENUE
SOUTH SAN FRANCISCO
CALIFORNIA
JUNO 3-3878



Lauren Borden, co-owner of Delano Nursery

ARTS + CULTURE CULTURE

At 100, plant paradise Delano Nursery is still turning over new leaves

By EMILY WILSON JANUARY 12, 2022



In 2014, Lauren Borden worked in the San Francisco Flower Market in a space across from John Nicolini, whose grandfather started **Delano Nursery, Inc.**, a wholesale interior plant nursery, in 1922. Borden, who studied horticulture and floristry at City College of San Francisco, planned to move on from her floral design job, and she asked Nicolini if he'd like some assistance. He took her up on it.

"John just looked miserable because he worked so early and so many hours. He basically was running the ship with, like, three people," she said. "I asked him if he needed some

help, and he said, 'Yeah,' so I would come in at three in the morning and unsleeve hydrangeas. It was so fun, and I loved working with plants. He trusted me a lot and had me work more and I dragged his butt to all these different nurseries. We tried a lot of new stuff, and we've grown at an average of about 35 percent a year."

Now, at 29, Borden's the general manager and co-owns the business with Nicolini. Delano's has grown from five employees to 17 during her time there.

Women and people of color make up more than 90 percent of the staff at Delano, and Borden says that means different perspectives, which she credits for the nursery's success. Another reason she thinks the nursery has done well is because she and Nicolini believe in treating staff well. In agriculture, the average starting wage is around \$9 an hour. At Delano, it's \$25—plus benefits.

"I feel like investing in your employees makes a huge difference. Everyone has a story about how much they hate their job or their boss, and I never want to be that company," Borden said. "We have a livable wage for employees, we have health care, vacation pay in your first year even, maternity leave, sick pay, bereavement pay, we pay lunches even. John understood that, and he backed me on that and we've been able to do our best to treat people well."

In its centennial year (they don't know the exact date, so they decided to go with celebrating January 9, because 1/9/22 mimics the founding year), Delano is expanding to Pescadero, where they will have 140,000 feet of greenhouses along with the wholesale nursery in Daly City, a wholesale center in the San Francisco Flower Market, and a **retail store on Mission Street** called Bunk in San Francisco.



BABY PLANTERS



HOYA KERRII



MONSTERA ADANSONII "SWISS CHEESE"

A selection of adorable offerings from Delano's Mission retail store Bunk

Borden looks forward to the expansion and growing more of their own plants, a huge saving on shipping. She and her co-workers are excited to try out hydroponics to save water as well as testing out different soils and growing methods.

And Borden, a queer woman, has other ideas to shake up the industry where most owners are white straight and male.

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"When we have the Pescadero property, I want to be a resource for women in agriculture," she said. "I'm like the queen of grant writing and there are so many different resources, especially for the Latino population. I've been trying to reach out to grower friends and turn them on to different grants. I want to be a hub for those kinds of things."

A few years ago, Borden says she never thought she'd be the general manager of a successful nursery and she appreciates all the faith Nicolini has in her. "I'm super grateful to John and his family for letting me into their not family legacy and helping me continue it," she said. "All that blind trust has gotten us here, and we're doing well and it's great."

The Guardsman

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THE VIGIL: THE GUARDSMAN PODCAST ARCHIVED EDITIONS

Bay Area Culture

Thanks to City College Grad, Delano Nursery Still Growing Strong

February 1, 2022 The Guardsman Daly City, steven brown, Environmental Horticulture and Floristry Department, floristry, thomas wang, Julie Zigoris, Katherine Castillo, Delano Nursery, Lauren Borden, John Nicolini, Flower Market

By: Julie Zigoris

jzigoris@mail.ccsf.edu

Delano Nursery might be celebrating their 100-year anniversary, but City College graduate Lauren Borden is infusing the business with new life. The nursery's sales have grown exponentially since Borden joined in 2014, going from 58,000 to 2.85 million products sold in a year. The business recently acquired a property in Pescadero and opened a retail shop in the Mission to add to their Daly City nursery and Flower Market wholesale center.

Borden fell in love with plants after taking the Introduction to Floral Design course at City College. "Steven Brown is one of the coolest teachers and department chairs," she said from behind her wooden desk lined with a parade of multi-textured plants: some marbled, some striped, some spotted, some smooth.

Borden likened the nursery to a clown car — it appears small on the outside but is expansive within, holding a wide variety of unusual plants. This highly curated collection also takes center stage in the nursery's Mission retail store called Bunk Ass Plants. "It's the Spencer's of plants," Borden said.

Her favorite class in City College's Department of Environmental Horticulture and Floristry was with instructor Charmain Giuliani. "You would go in and forage different palettes of plants and we would make a color wheel with it," she said. "Oh my gosh, so cool." She also loved learning from Instructor Thomas Wang, who taught with comics in her Zerescaping (low water landscaping that focuses on native plants) class.

Borden co-owns Delano Nursery with John Nicolini, who she met while working at San Francisco's Flower Market in 2014. Nicolini's nursery is a family business, and he's the third generation to operate it. Borden helped Nicolini to transfer from paper to digital records. "It was really tough," Borden said. "Everyone who worked here at the time was over 40 or 50."

Borden credits a diversification of products — as well as staff — as key ingredients to the business's success. The nursery began selling unusual plants from faraway states like Hawaii, Tennessee, and Florida instead of growing their own. They also expanded their product line by offering hard goods like pots and supplies for plants.

About The Guardsman

The Guardsman is a bi-weekly student newspaper. It was founded in 1935 by City College of San Francisco. If you are looking for past issues of The Guardsman pre-2000, try here

<https://archive.org/details/citycollegeofsanfrancisco?&sort=-downloads&page=2>

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Accepting writers, photographers, illustrators & designers [Contact Juan Gonzales for info](#)

Filbert Cartoons

By L.A. Bonté
(Click to enlarge)





Later, Borden joined forces with her grandfather at the 100-year-old Delano Nursery in San Francisco, California. January 22, 2022. (Katherine Castillo/The Guardsman).

“The team we have here is super creative,” Borden said. “Everyone works super hard and we’re an environment that really fosters everyone’s opinion.”

Steven Brown, chair of the Department of Environmental Horticulture and Floristry, has fond memories of working with Borden. “Lauren was a very good student,” Brown said. “I’ve admired the way she has been giving input to a long established family business in the Bay Area.”

Many students from the Floristry and Horticulture Department go on to establish careers in the field (no pun intended). Wang cited two paths for graduates: going into public service by finding jobs with the Department of Parks and Recreation or Department of Public Works, or working for private businesses.

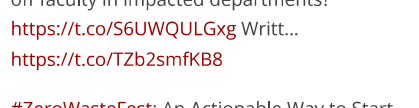
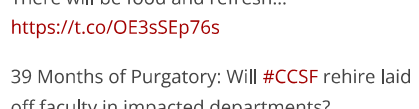
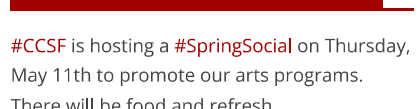
The department has had remarkable success both in placing students into careers and in overall stability. Wang describes himself as a “newcomer” even though he’s taught at the school for 15 years; Brown has been chairing the department for 20 years and teaching for 35. Gus Brouaret recently retired after teaching in the department for 50 years.

Enrollment has remained steady through all the ups and downs at City College, according to Wang.



A 3rd generation, family owned business, managed primarily by women, is now lead by the City College former student Lauren Borden who studied horticulture and floristry at City College. San Francisco, California. January 22, 2022. (Katherine Castillo/The Guardsman)

The department was founded in 1939, the same year as City College. While men were off fighting in World War II, the department trained women and younger adults to make Victory Gardens. “People were growing food to help with the war effort,” Brown said.



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<https://twitter.com/theguardman>

About etc. Magazine

Etc. Magazine is written, edited, photographed and designed by students at City College of San Francisco. [Etc. Magazine Site](#)

The current historical moment has also led to a surge in demand. “We have had a huge interest in our classes since the pandemic started because people have taken an interest in growing. There’s been a huge interest in indoor plants, a huge resurgence in interest in indoor plants and also in gardening,” Brown said.



Delano Nursery is celebrating their 100-year anniversary this year. San Francisco, California. January 22, 2022. (Katherine Castillo/The Guardsman)

There is also a general appeal of plants in a city like San Francisco. “I think it’s a great thing for people to be involved with — in gardening and the flowers and the trees. It is a great respite from our urban world,” Wang said.

Wang also acknowledged the wide array of people who become interested in plants. “Some people are looking for a second career, or they’re just 17 coming in to take their first college class, or they’re retired and did great in whatever field they come from. It has something for everybody,” he said.

Despite stellar job placement, dedicated faculty, and high interest among students, the department’s program has been slashed in recent years.

“They took away all of my lab aid funds, they took away nearly all of my supply budget. So everything that I’m doing right now is by the skin of my teeth,” Brown said. “We’ve been reduced so much by the administration in our course offerings, that I’m having to piecemeal programs together in order to get students through them. It’s really devastating.”

Brown expressed how heartbreaking it has been for him to build up a program over 35 years only to see it cut back so drastically. “We’re one of the last complete training programs in the country,” Brown said, and the viability of the program could be affected by further cuts. If this happens, success stories like Borden’s will no longer be able to bloom.

[← Jimmy Garoppolo’s Time in the Bay is Over](#)

[Arts Departments at City College Impacted by Omicron Variant →](#)



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JULY 19, 2023

Filing Date: June 22, 2023
Case No.: 2023-005687LBR
Business Name: Delano Nursery, Inc.
Business Address: 686 Brannan Street, Store 17
Zoning: CMUO (CENTRAL SOMA-MIXED USE OFFICE) Zoning District
Central SoMa Special Use District
270-CS Height and Bulk District
Cultural District: SOMA Pilipinas
Block/Lot: 3778/004
Applicant: Lauren Borden
1518 Edgeworth Ave
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Elizabeth Mau – (628) 652-7583
Elizabeth.Mau@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Delano Nursery, Inc. has been a producer of unique indoor plants in the San Francisco Bay Area since 1922. The business consists of a wholesale center at the San Francisco Flower Market, a wholesale nursery in Daly City, and an online shop called Bunk Ass Plants. Today, Delano Nursery is the largest wholesale provider of interior plants in San Francisco.

Delano Nursery has been owned by three generations of the Nicolini family. Sometime between 1909 and 1911, Andrew Nicolini Sr. immigrated from Genoa, Italy to the United States through Ellis Island. He worked on a farm in Eureka, saved money, then purchased his own land at 500 Delano Avenue in San Francisco. This is where Delano Nursery started. The nursery was passed on to his two sons, Andrew Jr. and Fred Nicolini in 1965. They then passed the torch to its current owner, John Nicolini, the son of Fred in 1999. In 2022, John transferred 15% ownership to

long-time employee Lauren Borden, a queer woman who has been running the business for the last few years. They plan to co-own the business.

Delano Nursery does not believe in rare plant harvesting in a way that can damage or endanger species. Their rare plants are sourced from nurseries propagating "mother plants" and successfully greenhouse grown. Whenever possible, they source compostable, non-plastic packaging and nursery supplies and strive to be ever more conscious of how they run their business. Small steps create lasting changes over time.

Delano Nursery believes in community – the local community and our greater plant and human communities globally. Whenever possible, they buy direct from small makers, and source from established growers with whom they have worked with for years and who can vouch for their industry practices.

The business's primary location, the San Francisco Flower Market at 686 Brannan Street, Store 17, is in a Category A (Historic Resource Present) structure on the north side of Brannan Street between 5th and 6th Streets in the South of Market neighborhood. It is within a CMUO (Central Soma-Mixed Use Office) Zoning District, a 270-CS Height and Bulk District, and the SOMA Pilipinas Cultural District.

Staff Analysis

Review Criteria

1. **When was business founded?**

The business was founded in 1922.

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

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

- a. Delano Nursery has operated continuously in San Francisco for 101 years.
- b. Delano Nursery has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- c. Delano Nursery is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Yes. Delano Nursery has provided plants for notable clients and events, including a recent installation at the Contemporary Jewish Museum; Google events at the Shoreline Amphitheater; the Exploratorium; the Mercedes booth at the Chase Center event League of Legends; set designs for movies, including plants for the 2019 film *The Last Black Man in San Francisco*.

Delano Nursery provides ferns monthly for Danielle Steel. The Nursery has supplied plants for a florist whose clients include Penny Coulter, Michelle Pfeiffer, Dianne Feinstein, the San Francisco Mayor's Office, the owner of the San Francisco Giants, and others.

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

Yes, the Planning Department Historic Resource Status of the San Francisco Flower Market building at 630-686 Brannan Street is "A - Historic Resource Present." The property appears to be eligible for the California Registry (CR) as a contributor to a CR-eligible district through a survey evaluation.

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

Yes, the San Francisco Flower Market has been identified for its association with modern architecture and landscape design (1935-1970) and with Mario Ciampi as the architect of merit in two adopted Historic Context Statements: the "San Francisco Modern Architecture and Landscape Design 1935-1970 Historic Context Statement" and "Architecture, Planning, And Preservation Professionals: A Collection Of Biographies."

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

Yes. Delano Nursery has been featured in the media on multiple occasions. In 2020, Delano Nursery was featured by Hoodline for starting a GoFundMe campaign to benefit the workers of the historic San Francisco Flower Market when the COVID-19 pandemic hit. The campaign raised \$28,581.

Delano Nursery's retail store (when it was called Delano Store) was named "Best Plant Store" by San Francisco Magazine in "Best of the Bay: San Francisco 2021." The Nursery was recently covered by the Bay Area Reporter in "Business Briefing: Queer nursery co-owner plants new roots" and by 48 Hills in "At 100, plant paradise Delano Nursery is still turning over new leaves."

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Delano Nursery, Inc. pays its employees a living wage and gives them health care, retirement benefits, and other perks. The business applies human-centric perspectives when selecting its vendors, plants, and partners. Openness to how others choose to live, identify, and live are values Delano Nursery strongly believes in. While it is all too common to run into sexism, racism, and small-mindedness within the industry, Delano Nursery chooses not to support those who do not align with their values.

Lauren Borden, a queer woman, has 15% ownership of Delano Nursery, with plans to co-own with John Nicolini, the grandson of the founder of Delano. Borden is part of the steering committee designing the new San Francisco Flower Market in Potrero Hill. The Delano team is majority BIPOC or women (10 out of 12, or 83% of employees). The nursery has a BIPOC discount for all BIPOC business owners. They also provide payment terms for smaller, BIPOC-owned businesses. In 2022, Delano Nursery started a GoFundMe for the female Black/Japanese business owner of Roots SF, a client of the nursery, and raised \$21,585.

Delano Nursery is part of the decades-old San Francisco Florist Club with fellow San Francisco Flower Market vendors, which meets monthly. The business donates regularly to Seed and Soul Club, San Francisco Botanical Garden, and Coalition of Concerned Medical Professionals.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- San Francisco Flower Market, 686 Brannan Street, Store 17 (1956 – Present)

Previous (No Longer Extant) Locations:

- 3289 Mission St (2020 – 2023)
- San Francisco Flower Market, 686 Brannan Street (Corner Shop) (2019 – 2020)
- San Francisco Flower Market, 5th & Howard (1924 – 1956)
- 500 Delano Avenue (1922 – 1953)

Recommended by Applicant

- Wholesale grower and plant supplier, specializing in rare plants
- Plant rentals for events and photoshoots
- Environmentally friendly packaging
- Maintenance of plants that are not heavily reliant on high water usage
- Conservative greenhouse practices that save energy

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: July 19, 2023

Case No.: 2023-005687LBR
Business Name: Delano Nursery, Inc.
Business Address: 686 Brannan Street, Store 17
Zoning: CMUO (CENTRAL SOMA-MIXED USE OFFICE) Zoning District
 Central SoMa Special Use District
 270-CS Height and Bulk District
Cultural District: SOMA Pilipinas
Block/Lot: 3778/004
Applicant: Lauren Borden
 1518 Edgeworth Ave
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Elizabeth Mau – (628) 652-7583
 Elizabeth.Mau@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR DELANO NURSERY CURRENTLY LOCATED AT 686 BRANNAN STREET, STORE 17, BLOCK/LOT 3778/004.

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 July 19, 2023, 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 Delano Nursery 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 Delano Nursery.

Location(s):

Current Locations:

- San Francisco Flower Market, 686 Brannan Street, Store 17 (1956 – Present)

Previous (No Longer Extant) Locations:

- 3289 Mission St (2020 – 2023)
- San Francisco Flower Market, 686 Brannan Street (Corner Shop) (2019 – 2020)
- San Francisco Flower Market, 5th & Howard (1924 – 1956)
- 500 Delano Avenue (1922 – 1953)

Physical Features or Traditions that Define the Business:

- Wholesale grower and plant supplier, specializing in rare plants
- Plant rentals for events and photoshoots
- Environmentally friendly packaging
- Maintenance of plants that are not heavily reliant on high water usage
- Conservative greenhouse practices that save energy

BE IT FURTHER RESOLVED that the Historic Preservation Commission’s findings and recommendations are made solely for the purpose of evaluating the subject business’s eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on July 19, 2023.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 19, 2023