



# Legacy Business Registry Staff Report

Hearing Date: September 28, 2020

## VAL DE COLE WINES & SPIRITS

*Application No.:* LBR-2019-20-023  
*Business Name:* Val de Cole Wines & Spirits  
*Business Address:* 906 Cole Street  
*District:* District 5  
*Applicant:* Behrooz Pejooohesh, Owner  
*Nomination Date:* November 25, 2019  
*Nominated By:* Supervisor Vallie Brown  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Val de Cole Wine and Spirits is a local alcoholic beverage retailer in the Cole Valley neighborhood that has been in operation since the 1930s. Although the original owner and opening date are unknown, the business has been advertised in local newspapers since 1939. Extensive research is outside the scope of this review, but the business and its location appear to be one of the oldest – if not the oldest – extant wine and spirit stores in San Francisco. Previously named “Cole Street Liquor,” the business has continued to serve the community, with no apparent lapse in operation, throughout its long history, despite six ownership changes and a rebranding in 1975 to “Val de Cole.” When then-owner Jacob Malek-Zadeh bought Cole Street Liquor in 1975, he not only changed the name of the store, but is also cited as having helped create the name Cole Valley for the neighborhood (which at the time was referred to as Upper Haight).

The current owner, Behrooz Pejooohesh, moved to the Cole Valley neighborhood and began working at Val de Cole in 1979. In 1992, Behrooz bought the business with an investor and in 2005 was able to buy out his investor to be the sole proprietor. Behrooz continues to work at Val de Cole every day and ensures that the values, services, and quality that has defined Val de Cole for decades is preserved. Val de Cole’s trademark is its dedication to curating a personalized experience for its local community, in an inclusive and welcoming environment, at all price points. Val de Cole has been a constant source of quality offerings across generations, and several famous comedians that used to perform at The Other Café (nonextant) often visited the store, including Steve Carrey, Danny Glover, and Robin Williams, among others. Val de Cole may be organized around selling wine and spirits, but the soul of the store is the community it has helped foster and maintain throughout its 81+ years.

### 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, Val de Cole Wines & Spirits has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

906 Cole Street from 1939 to Present (81 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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San Francisco, CA 94102  
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Yes, Val de Cole Wines & Spirits has contributed to the history and identity of the Cole Valley neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with curated fine wine, beer, spirits, and non-alcoholic beverages, at all price points.
- The property has a Planning Department Historic Resource status code of "Category A" (Historic Resource Present) because of its locations within the eligible Cole Valley Historic District. The property is located within the California Register-eligible Cole Valley Historic District, which was identified as a significant district under Criterion 1 (Events) and 3 (Architecture). The property is also within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey. Val de Cole is not explicitly called out in any Historical Context Statements. However, the building which Val de Cole is located in has five (5) storefronts and the adjacent storefront (900 Cole Street) was cited in the LGBTQ Historic Context Statement (pg. 167) for its nonextant business, Bradley's Corner (present-day Kezar Bar), and association with 1960s gay and lesbian history in the Haight-Ashbury area.
- The business's earliest documentation was an advertisement in the Ashbury Heights Advance (1939). Val de Cole has also been featured on the Travel Channel. However, the majority of the business's success can be attributed to the dedicated customers who have helped sustain the business by word-of-mouth through the ups and downs of San Francisco's changing economic fortunes throughout the last eight decades.:

### CRITERION 3

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

Yes, Val de Cole Wines & Spirits is committed to maintaining the physical features and traditions that define the organization.

### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Val de Cole Wines & Spirits 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:

- Wine, beer, spirit, and non-alcoholic store offering a local, curated experience for its customer base in the Cole Valley Neighborhood.
- Community-engaged business focused on serving its community with friendliness, patience with questions, and willingness to share knowledge and help people learn and discover new offerings.
- Products offered at all price points.
- Clean, well-lit, inclusive environment that is welcoming to all, with plans to restore lost and/or damaged features from the store's tangible history.
- The business's "Val de Cole" name.
- The two exterior signs: the transom awning and the blade sign with Val de Cole branding.
- The business's interiors, which include artifacts, photos, and signs that lend itself to a warm, welcoming, and personal environment.

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

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

- Liquor store.

## **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Val de Cole Wines & Spirits currently located at 906 Cole Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program

### **Legacy Business Program**

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# Small Business Commission

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

September 28, 2020

## VAL DE COLE WINES & SPIRITS

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legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Val de Cole Wines & Spirits, currently located at 906 Cole Street.**

**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 in 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 September 28, 2020, 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 Val de Cole Wines & Spirits in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Val de Cole Wines & Spirits.

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Physical Features or Traditions that Define the Business:

- Wine, beer, spirit, and non-alcoholic store offering a local, curated experience for its customer base in the Cole Valley Neighborhood.
- Community-engaged business focused on serving its community with friendliness, patience with questions, and willingness to share knowledge and help people learn and discover new offerings.
- Products offered at all price points.
- Clean, well-lit, inclusive environment that is welcoming to all, with plans to restore lost and/or damaged features from the store's tangible history.
- The business's "Val de Cole" name.
- The two exterior signs: the transom awning and the blade sign with Val de Cole branding.
- The business's interiors, which include artifacts, photos, and signs that lend itself to a warm, welcoming, and personal environment.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Val de Cole Wines & Spirits on the Legacy Business Registry:

- Liquor store.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 28, 2020.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2019-20-023  
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*District:* District 5  
*Applicant:* Behrooz Pejooresh, Owner  
*Nomination Date:* November 25, 2019  
*Nominated By:* Supervisor Vallie Brown

**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

906 Cole Street from 1939 to Present (81 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:** August 19, 2020

Richard Kurylo  
Program Manager, Legacy Business Program

## Legacy Business Program

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Member, Board of Supervisor  
District 5



City and County of San Francisco

## Vallie Brown

November 25, 2019

Office of Small Business  
Attn: Legacy Business Program  
1 Dr. Carlton B. Goodlett Place  
City Hall, Room 140  
San Francisco, 94102

Dear Colleagues,

I am pleased to nominate Val de Cole Wines and Spirits, located at 906 Cole Street for the Legacy Business Registry.

For over eight decades the business located at 906 Cole Street has served the Cole Valley neighborhood as a locally owned small business to purchase the essentials. Now in business as Val de Cole Wines and Spirits, the store has a reputation for providing a premium selection of wines and spirits at an affordable price.

Centrally located along the main merchant corridor in Cole Valley, the shop is highly visible and an integral part of the neighborhood's character. The shop has been serving the community since 1939, and in addition to the above, their consistent presence in the neighborhood merits their legacy status.

As Supervisor to District 5, I am pleased to nominate Val de Cole Wines and Spirits for Legacy Business Registry. Should you have any questions regarding this letter, please reach out to my office at: (415) 554-7630 or by email at: [brownstaff@sfgov.org](mailto:brownstaff@sfgov.org). Thank you.

Sincerely,  
Vallie Brown

A handwritten signature in black ink that reads "Vallie Brown".

Supervisor, District 5  
City and County of San Francisco

## Section One:

### Business / Applicant Information.

Please provide the following information:

- The name, mailing address and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>	
Val de Cole Wines & Spirits	
<b>BUSINESS OWNER(S)</b> (Identify the person(s) with the highest ownership stake in the business):	
Behrooz Pejooresh	
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE NUMBER:</b>
906 Cole St. San Francisco, CA 94117	(415) 566-1808
	<b>EMAIL ADDRESS:</b>
<b>MAILING ADDRESS – STREET ADDRESS:</b>	<b>MAILING ADDRESS – CITY AND STATE:</b>
<input checked="" type="checkbox"/> Same as Business Address	
	<b>MAILING ADDRESS – ZIP CODE:</b>
<b>WEBSITE ADDRESS:</b>	
<a href="https://val-de-cole-wines-spirits.business.site/">https://val-de-cole-wines-spirits.business.site/</a>	
<b>FACEBOOK PAGE:</b>	
<b>TWITTER NAME:</b>	
<b>APPLICANT'S NAME:</b>	<b>APPLICANT'S TELEPHONE NUMBER:</b>
Behrooz Pejooresh	
<b>APPLICANT'S TITLE:</b>	<b>APPLICANT'S EMAIL ADDRESS:</b>
Owner	
<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	
0379908	
<b>SECRETARY OF STATE ENTITY NUMBER (If applicable):</b>	

# Section Two:

## Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
906 Cole Street	94117	1939 (Possibly earlier)
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATION
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		1939 to Present

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

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

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

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		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.

BEHR002 - PEJOOHESH 11-12-19 B. Behrooz

Name (Print):

Date:

Signature:

## Val de Cole

### 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.**

Val de Cole Wines and Spirits (“Val de Cole”) is the oldest, continuously operating wine, beer, and spirits store in San Francisco. The store has always been located at 906 Cole Street in the heart of Cole Valley between Carl Street and Parnassus Avenue.

The store was opened as Cole Street Liquor in the 1930s and advertised in such local publications as the *Ashbury Heights Advance* as early as 1939. The starting year and original owner are unknown.

James McKeown purchased Cole Street Liquor sometime in the 1950s. In 1969, he sold the store to Martin Jacob, but bought it back from Martin two years later.

In 1975, Jacob Malek-Zadeh purchased Cole Street Liquor and renamed the shop Val de Cole, which means Cole Valley.

Behrooz Pejooresh, Val de Cole’s current owner, moved to Cole Valley in 1977. Like many denizens of the neighborhood, he quickly became friends with Jacob Malek-Zadeh. Two years later, Behrooz went to work for Val de Cole and, under the tutelage of Jacob, began to study wine, spirits, and beer. Jacob and Behrooz developed relationships with many winemakers in Napa and Sonoma, some of whom visited the store personally to hold tastings for their wines.

In 1992, Behrooz and an investor bought the store from Jacob. Behrooz was able to buy out his investor in 2005 and has been the sole owner of the store since that time.

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

The business has never ceased operations in San Francisco. Val de Cole is open every day of the year, and the owner still works in the store every day.

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

Val de Cole has been owned by a succession of individuals since its inception in the 1930s.



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

The ownership history of Val de Cole is as follows:

1930s to 1950s	Unknown
1950s to 1969	James McKeown
1969 to 1971	Martin Jacob
1971 to 1975	James McKeown
1975 to 1992	Jacob Malek-Zadeh
1992 to 2005	Behrooz Pejooresh and Foad Laghaei
2005 to Present	Behrooz Pejooresh

**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 prior to current ownership is included in this Legacy 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 906 Cole Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the Eligible Cole Valley Historic District.

## **CRITERION 2**

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

Val de Cole is not a liquor store, a corner store, or a convenience store. It is a well-curated wine, beer, and spirits shop that has also served as part of the social fabric of a secluded neighborhood for many decades.

As stated previously, Val de Cole is the oldest, continuously operating wine, beer, and spirits store in San Francisco. When Jacob Malek-Zadeh bought the store in 1975, he changed the name to reflect his appreciation of the neighborhood, as well as the broadened focus of the store. At that time, the neighborhood was still referred to as Upper Haight, and Jacob is credited by several authors with the creation of the name Cole Valley for San Francisco's

smallest neighborhood. While earning a degree of philosophy in Italy, Jacob developed a passion for European wines, beers, and spirits. Cole Street Liquor already carried a selection of international products. When Jacob bought the store and renamed it, he greatly expanded the international selection of products using the knowledge and experience he gained abroad.

Behrooz Pejooresh, Val de Cole's current owner, moved to Cole Valley in 1977. Like many denizens of the neighborhood, he quickly became friends with Jacob Malek-Zadeh. Two years later, Behrooz went to work for Val de Cole and, under the tutelage of Jacob, began to study wine, spirits, and beer. Jacob and Behrooz developed relationships with many winemakers in Napa and Sonoma, some of whom visited the store personally to hold tastings for their wines. To this day there are winemakers who personally deliver their wines to Val de Cole.

More important than the relationships that Val de Cole has forged with Bay Area wine makers are the relationships that it has formed with its customers and neighbors. The store literally has hundreds of regular customers from Cole Valley and adjacent neighborhoods. The store has also serviced thousands of UCSF staff, students, and patients' families over the years.

Val de Cole has stuck to its roots and offers both world class, top shelf products as well as affordable, but still carefully curated, options for customers with modest budgets. Locals and longtime regulars appreciate that Val de Cole has not chased the latest boom cycle to the detriment of its longstanding customers. The lifeblood of the store are the thousands of dedicated customers who have stuck with the store during the ups and downs of San Francisco's changing economic fortunes.

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

Grandparents in Cole Valley will talk about how they used to come to Cole St. Liquor before Forty-Niners games at Kezar Stadium. Parents will talk about how Val de Cole is one of the few businesses left in the neighborhood from their childhood. Parents and young adults alike will talk about how either Jacob or Behrooz taught them about wine, and showed them how to cultivate their palette. As residents return to Cole Valley every day after work, dozens of people stop by Val de Cole to make a small purchase, or to simply say hello to Behrooz and each other. The organizing principal of the store may be wine and spirits, but the soul of the store is the community it has helped foster and maintain.

In the immediate aftermath of the 1989 earthquake, when neighbors heard how much of Val de Cole's inventory had been destroyed, customers visited by the hundreds that week to buy what they could – or simply donate money – to help out the shop. This tremendous and heartfelt show of support is reciprocated by Val de Cole, which donates to local schools and teams and participates in the famous Belvedere Street Halloween celebration, the Cole Valley Fair, and other civic involvements.

Val de Cole holds wine tastings, especially in conjunction with winemaker visits, and participates in all neighborhood events, including local school auctions and sponsorship of local sports teams.

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

Cole Street Liquor advertised in *Ashbury Heights Advance* as early as 1939. The store has been featured on the Travel Channel and appears in countless photos and stories online posted both by residents and travelers.

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

Val de Cole has had many famous customers and regulars over the years. The store was frequented by Robin Williams, who performed regularly down the street at The Other Cafe. Other famous customers include Danny Glover, police chief Richard Hongisto, Laurence Fishburne, Terence Hallinan, and Gavin Newsom. Among the other numerous comedians who frequented Val de Cole before their performances on The Other Café, Evan Davis went on to place on Star Search with Ed McMahon, and local starving artist and comedian Steve Carrey won a \$100,000 CA Lottery prize at Val de Cole, the first such payout in all of San Francisco.

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

Val de Cole is committed to its many customers in Cole Valley, Ashbury Heights, and Upper Haight. Val de Cole routinely donates bottles for neighborhood charity auctions and directly sponsors neighborhood sports teams. Val de Cole also routinely donates wine, beer, and spirits for the funerals and wakes of residents of the neighborhood who have passed away. The store also participates in the yearly, epic Halloween on Belvedere Street, passing out candy to thousands of children every year.

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

Val de Cole has a number of longstanding, dedicated customers. There are likely few locals left in the neighborhood who are old enough to remember Cole Street without Cole Street Liquor or Val de Cole. The store has customers in their 80s and even 90s who have been coming to the store for over 60 years. Val de Cole's loyal customer base are people who enjoy the Bay Area's food culture and appreciate being able to do so at any level of expenditure – large or small.

Despite ever rising prices of real estate in the city, Cole Valley has long been a diverse neighborhood that has attracted an eclectic mix of locals and transplants, including long-time denizens of the neighborhood and a steady stream of medical students and researchers from UCSF, some of whom themselves choose to stay at UCSF and in Cole Valley. Customers appreciate having a classy shop that does not just cater to wealthy customers. Val de Cole has always focused on having great wines at all price points. The owner and staff take the time to

help people find the wine that is right for their palette and their pocketbook. There are literally thousands of Facebook, Twitter, and Instagram posts of regulars and visitors alike sharing the good time they have had at a Val de Cole tasting.

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

The current owner of Val de Cole has begun to expose more of the original interior of the shop, stripping away wallpaper and layered flooring to reveal some of the construction from the 1930s. The building has begun to have a life of its own online via the posts, pictures, and stories shared by so many of its patrons.

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

A closure of Val de Cole would create a giant gap in the neighborhood. The store is not only a place to buy a wide variety of wine, beer, and spirits, but is also a source of knowledgeable recommendations, ongoing learnings, and communal fun. The hundreds of people who stop by every night, starting with the return-from-work rush hour to post dinner time, would no longer have a friendly place to discover new products, make a planned or spontaneous purchase, or simply chat with their neighbors. The loss of another local business would send even more people to the internet to do their research – which does not work so well with something like wine and spirits – and across town chain stores for their purchases of wine, beer, and spirits.

### **CRITERION 3**

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

Val de Cole has had an unwavering commitment to the neighborhood and its residents. The store is known above all else for its friendliness, patience with questions, willingness to share knowledge, and ability to help people learn and discover new things. The store is seen as a clean, well-lit place for wine that is not snobby, intimidating, or exclusive. The store is for everyone.

Val de Cole is also known for its selection. There are plenty of fancy wines, spirits, beers, and non-alcoholic beverages to suit even the most discriminating of connoisseurs. However, the shop also makes sure to have products it can recommend and stand behind at more modest price points. As the rest of the world knows, wine and spirits are not only for the rich. You should be able to enjoy a great wine, spirit, beer, or non-alcoholic beverage at just about any price.

**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)**

Val de Cole must continue to offer the most personal service possible. Listening to customers is essential. Peoples' palettes evolve. Their personal and financial situations change. Culinary trends change, and the industry trends change. Through all of this, Val de Cole must continue to embrace its regulars, warmly welcome newcomers, and take everyone's trip to the store as an opportunity to give that person a special experience both in the store itself and at home, a party, a restaurant, or wherever they will enjoy what they have bought at the store. Taking the time to get to know the customer is extremely important. Getting to know the customer's palette is important as well.

**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.).**

As mentioned above, the current owner of Val de Cole has been exposing previous flooring, wall space, and ceiling space in order to show more of the original store's finish. Unfortunately, a robbery last year destroyed one of the decades-old painted windows. Val de Cole is currently exploring options to repaint the front windows in the same style and technique as the originals.

**d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.**

Val de Cole's current and previous owners are both available to substantiate ownership dating to 1975.





Val de Cole  
Pines & Spirits

Oceanic Cigars  
**Val de Cole** Pines & Spirits  
Tobacconist  
Fine Pipes & Cigars

44



COLE  
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HOM

SPEAK EASY



Val de Cole

Wines & Spirits

Connoisseur  
Fine Pipes & Cigars















Organic  
Wine  
Selection

The World's Finest Organic Wines

AVAILABLE COLD

Porto

SAUVIGNON  
BLANC

The Champagne Region  
is where they only make  
Champagne and good  
Prosecco!

FRANCE

Val de Ciel  
Wines & Spirits





HANDI CAP



FIESTA ARTE

PLAYHOUSE  
Sunday in the Park with George

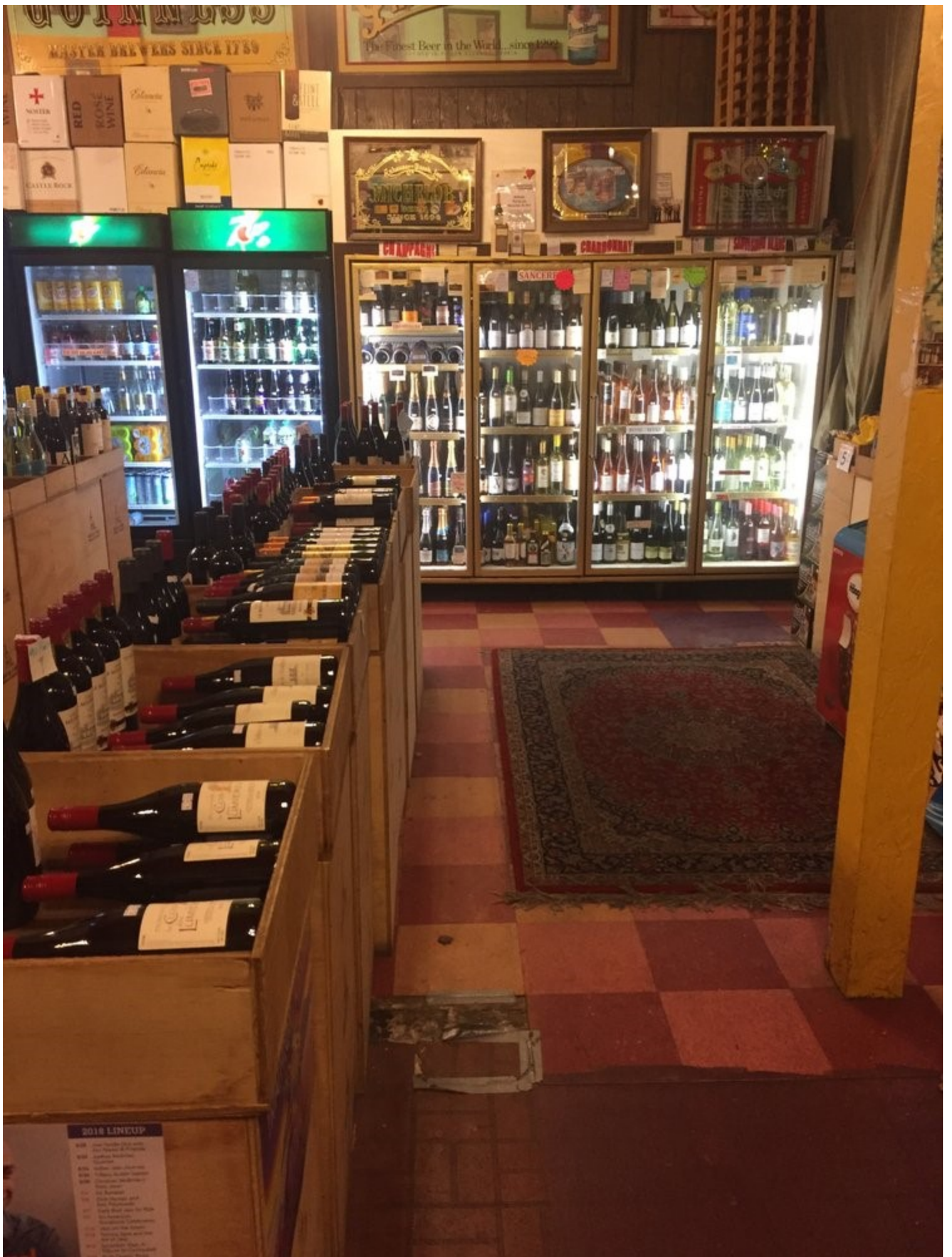
ALWAYS SUMMER

Nice Dry Minnals  
Nice Wine Min

SAUVIGNON BLANC

INNER SUNSET FLEA MARKET  
Family Fun, Food & Finds  
Irving Street 9<sup>th</sup> - 10<sup>th</sup> Avenue  
March - April on Second Sunday





GUINNESS  
MASTER BREWERS SINCE 1759

The Finest Beer in the World... since 1892

RED ROSE WINE  
CASTLE ROCK  
Celtica  
Celtica  
Celtica

CHAMPAGNE

CRABORRAY

SANCTI

7-Eleven logo

SANCERE

2018 LINEUP

101	2018 Cabernet Sauvignon
102	2018 Merlot
103	2018 Pinot Noir
104	2018 Chardonnay
105	2018 Sauvignon Blanc
106	2018 Riesling
107	2018 Gewürztraminer
108	2018 Viognier
109	2018 Syrah
110	2018 Zinfandel
111	2018 Sangre de Torro
112	2018 Tempranillo
113	2018 Malbec
114	2018 Grenache
115	2018 Shiraz
116	2018 Cabernet Franc
117	2018 Merlot
118	2018 Pinot Noir
119	2018 Chardonnay
120	2018 Sauvignon Blanc
121	2018 Riesling
122	2018 Gewürztraminer
123	2018 Viognier
124	2018 Syrah
125	2018 Zinfandel
126	2018 Sangre de Torro
127	2018 Tempranillo
128	2018 Malbec
129	2018 Grenache
130	2018 Shiraz









\$89.99

COLE VALLEY  
*Cabernet Sauvignon*  
CALIFORNIA

\$89.99

COLE VALLEY  
*Pinot Noir*  
CALIFORNIA

VISA

MasterCard



# Fishbury Heights Advance

SAN FRANCISCO, CALIF. FRIDAY, FEBRUARY 24, 1939



TEN HIGH, quart, now **\$1.86**  
pint, now **97c**  
Golden Wedding, qt. **\$1.95**, was \$2.88  
pt. **99c**, was \$1.55 - 1/2-pt. **55c**, was 82c  
ROMA WINES, the fastest selling Wine  
today, from **67c** per gal. up  
Also Berringer Bros.—Bring your Jug & Save!  
OPEN UNTIL 12 P. M. - SATURDAY, 2 P. M.

**COLE ST. LIQUOR STORE**  
PHONE UN. 9285 - FREE PROMPT DELIVERY - 906 COLE ST.

Lunches, 30c - 35c Dinners, 40c - 50c

The sign of H & B means service with a smile.  
We hope you read this notice and give us a trial.  
Our prices are modest; the food is really great.  
We know we can please you with our Special Dinner Plate!

**H & B Coffee Shop**  
1715 HAIGHT STREET

LOUISE ANDRE'S



**Dorothy's**  
**BEAUTY SHOP**

609 COLE ST.  
Bayview 7244

MARCEL ..... 75c  
PAPER CURL ..... \$1.00  
FINGER WAVE ..... 50c  
PERMANENT WAVE ..... \$2.50 up  
SHAMPOO & FINGER WAVE ..... 75c

EVENINGS BY APPOINTMENT

**MAX GROSS**  
Supplies **Pet Foods Remedies**  
**Teas and Coffees**

1772 HAIGHT ST., bet. Cole & Shrader Bayview 5730

We Carry a Complete Line of Remedies for Dogs and Cats!  
**DELCREO**, a Real Help in Case of your Pet's Serious Illness.  
**GLOVER'S** Sarcoptic Mange Medicine kills Mange Bites.  
**SERGEANT'S** sure Shot Capsules for Round or Hook Worms.  
**TEKNOL** Drops for Growth, Rickets and Ophthalmia.  
**60-MINUTE** Worm Expeller, for Taps and Stomach Worms.  
**GLOVER'S** Expectant Mixture for Dogs, Cats and Foxes.  
**SERGEANT'S** Diuretic Pills and Stimulant to the Kidneys.  
**GLOVER'S** Nerve Sedative for Fits and Convulsions.  
**SICEM** WONDER CONDITIONER for Dogs.  
AND ALL OTHER PET REMEDIES.

**Terry's Lodge**

1736 HAIGHT STREET

"SERVICE ELI

**W**

1863 WAL  
(Corno  
ENJOY OUR PRI

**SOIL-OFF**—I  
all dirt and  
work etc.,  
little effort.

Peas, 2 ll  
Pippin A  
Winesap  
Rhubarb,  
Oranges,  
Carrots,  
New Pot  
Gen Pot

**GENUINE IS**  
Salad Bo  
both for

**Sugar** EXT

Butter, Modesto,  
Eggs, Strictly  
Allpure Milk,  
Shurfine Fresh  
Prattlow Solid  
Del Monte Ga  
Del Monte Tu  
Dole Sliced Pi  
Red Seal Shoe  
Del Monte Rec

TOP  
us!  
tired

1.00  
75c  
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models  
1.00

Shop  
2078  
HERE!



**BUSINESS REGISTRATION CERTIFICATE**

CERTIFICATE NO. 379908	LOC 001	CLASS 09	CLASSIFICATION DESCRIPTION RETAIL SALES	BUSINESS LOCATION 906 COLE ST
BUSINESS NAME VAL DE COLE			TAXPAYER'S SIGNATURE: <i>George W. Putris</i>	

DATE ISSUED: 08-11-2004

OWNERSHIP: PEJOOHESH BEHROOZ  
 DBA: VAL DE COLE  
 MAILING ADDRESS: 906 COLE ST  
 CITY - STATE: SAN FRANCISCO CA 94117

**GEORGE W. PUTRIS**  
TAX ADMINISTRATOR

**MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION**

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P.O. BOX 7425, SAN FRANCISCO, 94120 - 7425

CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**

ACCOUNT NUMBER  
10/75 SX BH 19-640863-0001-BH

VAL DE COLE LIQUORS  
 JACOB MALEK ZADEH  
 906 COLE STREET  
 SAN FRANCISCO, CALIF.

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE

BT-442-1 (REV. 1-83)

POSTED CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED



Fire Party Smokes Out Artists





## Fire Party Smokes Out Artists as Well as Origin of "Cole Valley"

You may have seen the fliers posted on Cole Valley poles last November announcing a "fire relief" party at Cafe Reverie for Brandon Brown and his roommates who were burned out of 144-6 Belvedere. Reverie owners Ed Hobson and Joan Samson turned over the small cafe to a group of talented neighbors who passed the hat for resettlement expenses. The jazz combo "Project" played and widely acclaimed poet Thom Gunn and others read their work, some about Cole Valley's past. This prompted Loretta Chardin to say that she lived in Cole Valley before it was "Cole Valley," to which Gunn remarked, "Yeah, it was Jacob Malekzadeh who was trying to find a name for his liquor store and we suggested Val de Cole and the name was born."

THE CITY STAR

Monday, January 26, 2009

## Cole Valley

To see more **Cornerstones**, visit [www.thecitystarsf.com](http://www.thecitystarsf.com)

## Val De Cole Wines & Spirits



Val de Cole

There's a dinner party in 15 minutes and you forgot to bring anything. In fact, you have nothing — just \$10 and the clothes on your back. Whatever will you do??

Never fear; Val De Cole is here. Grab a bottle of delicious wine for less than \$10 each and every day, with the confidence that comes from a professionally-chosen selection of locals, imports, famous grapes and up-and-coming vineyards. That would be confidence.

Val De Cole Wines & Spirits  
906 Cole St



⚠ While we do our best to ensure the accuracy of our listings, some venues may be currently temporarily closed without notice. Please confirm status on the venue website before making any plans.

## Val De Cole Wines & Spirits ★★★★★

Share via: [Twitter](#) [Facebook](#) [Pinterest](#)

Near Public Transportation

Moderate



### "Stock Your Liquor Cabinet"

Hundreds of bottles of wine, beer and spirits from all around the world can be found at this Cole Valley liquor store. Val De Cole Wines & Spirits features all the popular California Napa Valley labels, as well as imported and aged wines. You'll be impressed by its large collection of fine champagnes, world liquors and premium cigars. Some of its imported and domestic cigar brands include Astral, Don Tomas, Hamiltons, Pleiades, Signature, Segovia, Monte Canaro, Tesoros Capan and Hugo.

📍 906 Cole Street, Between Carl Street and Parnassus Avenue, San Francisco, CA, United States, 94117

☎ +1 415 566 1808

+ Add To Collection

✉ Email Location



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: September 16, 2020**

Filing Date: August 19, 2020  
**Case No.:** 2020-007535LBR  
**Business Name:** Val de Cole Wine and Spirits  
Business Address: 906 Cole Street  
Zoning: Cole Valley NCD (Neighborhood Commercial District) Zoning District  
40-X Height and Bulk District  
Block/Lot: 1271/025  
Applicant: Behrooz Pejooohesh  
906 Cole Street  
Nominated By: Former Supervisor Vallie Brown  
Located In: District 5  
Staff Contact: Katherine Wilborn – 628-652-7355  
[Katherine.Wilborn@sfgov.org](mailto:Katherine.Wilborn@sfgov.org)

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

## Business Description

Val de Cole Wine and Spirits is a local alcoholic beverage retailer in the Cole Valley Neighborhood that has been in operation since the 1930s. Although the original owner and opening date are unknown, the business has been advertised in local newspapers since 1939. Extensive research is outside the scope of this review, but the business and its location appear to be one of the oldest – if not the oldest – extant wine and spirit stores in San Francisco. Previously named “Cole Street Liquor,” the business has continued to serve the community, with no apparent lapse in operation, throughout its long history, despite six ownership changes and a rebranding in 1975 to “Val de Cole.” When then-owner Jacob Malek-Zadeh bought Cole Street Liquor in 1975, he not only changed the name of the store, but is also cited as having helped create the name Cole Valley for the neighborhood (which at the time was referred to as Upper Haight).

The current owner, Behrooz Pejooohesh, moved to the Cole Valley neighborhood and began working at Val de Cole in 1979. In 1992, Behrooz bought the business with an investor and in 2005 was able to buy

out his investor to be the sole proprietor. Behrooz continues to work at Val de Cole every day and ensures that the values, services, and quality that has defined Val de Cole for decades is preserved. Val de Cole's trademark is its dedication to curating a personalized experience for its local community, in an inclusive and welcoming environment, at all price points. Val de Cole has been a constant source of quality offerings across generations. Grandparents in the Cole Valley neighborhood can talk swinging by the store before Forty-Niners games at Kezar Stadium. Parents can talk about how Val de Cole is one of the few businesses left from their childhood. Young adults will talk about how Behrooz taught them about wine, and hand-selected products for them based on their conversations. Celebrities may also reminisce about visiting Val de Cole, since several famous comedians that use to perform at The Other Café (nonextant) often visited the store, including Steve Carrey, Danny Glover, and Robin Williams, among others. Val de Cole may be organized around selling wine and spirits, but the soul of the store is the community it has helped foster and maintain throughout all these 81+ years.

The business is located in a Category A (Historic Resource Present) structure on the north side of Divisadero Street between Carl Street and Parnassus Avenue in the Cole Valley neighborhood and is within the Cole Valley NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

## Staff Analysis

### REVIEW CRITERIA

1. *When was business founded?*

The business was founded in approx. 1930s (earliest recorded advertisement is 1939).

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

Yes. Val de Cole qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Val de Cole has operated continuously in San Francisco for at least 81 years.
- ii. Val de Cole has contributed to the history and identity of the Cole Valley neighborhood and San Francisco.
- iii. Val de Cole is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with curated fine wine, beer, spirits, and non-alcoholic beverages, at all price points.

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

Yes. The property is located within the California Register-eligible Cole Valley Historic District, which was identified as a significant district under Criterion 1 (Events) and 3 (Architecture). The property is also within the boundaries of an ongoing Neighborhood Commercial Corridors

Historic Resources Survey and is cited in the LGBTQ Historic Context Statement (pg. 167) for its association with a 1960s gay and lesbian bar, Bradley’s Corner (present-day Kezar Bar), located adjacent to Val de Cole within the same structure.

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

Yes. The property has a Planning Department Historic Resource status code of “Category A” (Historic Resource Present) because of its locations within the eligible Cole Valley Historic District.

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

No. Val de Cole is not explicitly called out in any Historical Context Statements as of the date of this executive summary. However, the building which Val de Cole is located in has five (5) storefronts and the adjacent storefront (900 Cole Street) was cited in the LGBTQ Historic Context Statement (pg. 167) for its nonextant business, Bradley’s Corner (present-day Kezar Bar), and association with 1960s gay and lesbian history in the Haight-Ashbury area.

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

Yes. The business’s earliest documentation was an advertisement in the *Ashbury Heights Advance* (1939). Val de Cole has also been featured on the Travel Channel. However, the majority of the business’s success can be attributed to the dedicated customers who have helped sustain the business by word-of-mouth through the ups and downs of San Francisco’s changing economic fortunes throughout the last eight decades.

## Physical Features or Traditions that Define the Business

### LOCATION(S) ASSOCIATED WITH THE BUSINESS:

- 906 Cole Street

### RECOMMENDED BY APPLICANT

- Wine, beer, spirit, and non-alcoholic store offering a local, curated experience for its customer base in the Cole Valley Neighborhood
- Community-engaged business focused on serving its community with friendliness, patience with questions, and willingness to share knowledge and help people learn and discover new offerings.
- Products offered at all price points
- Clean, well-lit, inclusive environment that is welcoming to all, with plans to restore lost and/or damaged features from the store’s tangible history.

### ADDITIONAL FEATURES RECOMMENDED BY STAFF

- The business’s “Val de Cole” name
- The (2) exterior signs: the transom awning and the blade sign with Val de Cole branding
- The business’s interiors, which include artifacts, photos, and signs that lend itself to a warm, welcoming, and personal environment



## **Basis for Recommendation**

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

## **ATTACHMENTS**

Draft Resolution

Legacy Business Registry Application:

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



# HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1139

**HEARING DATE: SEPTEMBER 16, 2020**

**Case No.:** 2020-007535LBR  
**Business Name:** Val de Cole Wine and Spirits  
**Business Address:** 906 Cole Street  
**Zoning:** Cole Valley NCD (Neighborhood Commercial District) Zoning District  
40-X Height and Bulk District  
**Block/Lot:** 1271/025  
**Applicant:** Behrooz Pejooresh  
906 Cole Street  
**Nominated By:** Former Supervisor Vallie Brown  
**Located In:** District 5  
**Staff Contact:** Katherine Wilborn – 628-652-7355  
[Katherine.Wilborn@sfgov.org](mailto:Katherine.Wilborn@sfgov.org)

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR VAL DE COLE WINE AND SPIRITS CURRENTLY LOCATED AT 906 COLE ST, BLOCK/LOT 1271/025.**

**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 September 16, 2020, 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 Val De Cole Wine and Spirits 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 Val de Cole Wine and Spirits.

**Location(s):**

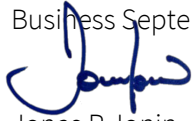
- 906 Cole Street

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

- *Wine, beer, spirit, and non-alcoholic store offering a local, curated experience for its customer base in the Cole Valley Neighborhood, at all price points*
- *Community-engaged business focused friendliness, patience with questions, and willingness to share knowledge and help people learn and discover new offerings.*
- *Clean, well-lit, inclusive environment that is welcoming to all, with plans to restore lost and/or damaged features from the store's tangible history.*
- *The business's "Val de Cole" name*
- *The (2) exterior signs: the transom awning and the blade sign with Val de Cole branding*
- *The business's interiors, which include artifacts, photos, and signs that lend itself to a warm, welcoming, and personal environment*

**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 September 16, 2020.



Jonas P. Ionin  
Commission Secretary

AYES: Black, Foley, Johns, Pearlman, So, Matsuda, Hyland

NAYS: None

ABSENT: None

ADOPTED: September 16, 2020