



Legacy Business Registry Staff Report

Hearing Date: January 27, 2020

PEARL MARKET

Application No.: LBR-2019-20-022
Business Name: Pearl Market
Business Address: 1201 Divisadero Street
District: District 5
Applicant: Basil Askandafi, Manager
Nomination Date: November 25, 2019
Nominated By: Supervisor Vallie Brown
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Pearl Market is a full-service, family-owned market and delicatessen established in 1982 and is considered a neighborhood institution being the oldest community, family-run store in the area. Pearl Market is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. Pearl Market has provided continual market services to most of the community's low-income residents, specifically low-income people of color, serving as a community focal point and anchor by bringing together all races and income groups. Many long-term, low-income and senior residents rely on credit from Pearl Market to subsidize their monthly allowance shortfalls and purchase basic food supplies.

Pearl Market is currently family owned by Mhanda Askandafi and his son Basil Askandafi. Mhanda emigrated from Syria to the United States more than 30 years ago with his wife and five small children. In 2002, Mhanda and his son purchased the business. Under the current ownership, Pearl Market went through substantial expansion, renovation and improvement. To better serve the existing community and to serve the different tastes of new community members, Pearl Market doubled the shelf space and modernized food storage, food offerings, food handling and menu options. New refrigeration units were installed; hearty, fresh food options were added; and new gourmet breakfast and lunch options were introduced.

The business is located on the northwest corner of Divisadero and Eddy streets in the Western Addition neighborhood.

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

1201 Divisadero Street from 1982 to Present (37 years).

CRITERION 2

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

Yes, Pearl Market has contributed to the history and identity of Western Addition neighborhood and San Francisco.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





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 property has a Planning Department Historic Resource status codes of "B" (Further Information Required) due to its age. The property was constructed in 1923 and is part of a neighborhood that underwent substantial change over multiple decades at the direction of the Redevelopment Agency. The property is potentially significant as a survivor from the earlier period of architectural development in the area, and it has potential cultural significance for the businesses' longstanding presence in the neighborhood.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Pearl Market qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Retail market and deli services.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Grocery store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Pearl Market currently located at 1201 Divisadero 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. _____

January 27, 2020

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legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Pearl Market, currently located at 1201 Divisadero 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 January 27, 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 Pearl Market 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 Pearl Market.

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San Francisco, CA 94102
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Physical Features or Traditions that Define the Business:

- Retail market and deli services.

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

- Grocery store.
-

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 27, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2019-20-022
Business Name: Pearl Market
Business Address: 1201 Divisadero Street
District: District 5
Applicant: Basil Askandafi, Manager
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

1201 Divisadero Street from 1982 to Present (37 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: December 18, 2019

Richard Kurylo
Program Manager, Legacy Business Program



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 Pearl Market, located at 1201 Divisadero Street for the Legacy Business Registry.

Since 1982, Pearl Market has been at the center of community in the Fillmore and Western Addition. It is the oldest family owned and operated full-service market and deli on Divisadero Street. Being that it provides one of the only alternatives to more expensive grocery chains in the area, many consider it to be a steady and reliable neighborhood institution.

During the almost four decades it has been open, the market has always kept its central goal of serving their immediate community. As a strong neighborhood partner, they proudly support local events and programs. Even as the neighborhood has shifted, it remains an anchor to low-income neighbors by providing affordable groceries and household essentials.

It is for the above reasons that I am proud to nominate Pearl Market for Legacy Status. If you have any questions regarding this letter I can be reached by phone at: (415) 554-7630 or by email at: brownstaff@sfgov.org.

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. Provide the following information:

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

NAME OF BUSINESS:		
Pearl Market, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Mhana Askandafi (75%) Basil Askandafi (25%)		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1201 Divisadero St., San Francisco, CA 94115		(415)-931-4242
		EMAIL:
		Askandafi@yahoo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Basil Askandafi	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Manager	
APPLICANT'S ADDRESS:	TELEPHONE:
769 Miller Ave., South San Francisco, CA 94080	(415)-931-4242
	EMAIL:
	See Above

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0464082	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Vallie Brown	8/29/19

Vallie Brown

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
1201-1209 Divisadero St., San Francisco, CA 94115	94115	1982
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1982-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:
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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 and a business deemed not current in 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 the Business Assistance Grant.

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.

Basil Askandafi

Name (Print):

Date:

Signature:

BASIL ASKANDAFI 8-15-19



PEARL MARKET
Section 4: Written Historical Narrative

CRITERION 1

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

Pearl Market is a full-service market and delicatessen located at 1201 Divisadero Street in the Anza Vista/Western Addition neighborhoods of San Francisco. It was established in 1982 and is considered a neighborhood institution being the oldest community, family-run store in the area.

Pearl Market is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. The store offers a great selection of craft beers, wines, organic groceries, coffee, cheeses, fruits and vegetables.

Pearl Market is a classic example of a business owned by immigrants with an entrepreneurial spirit and a strong work ethic. Pearl Market was initially owned by David Eid, who is Arabic. He in turn sold the business in 1990 to Suheil Salfiti, who is Palestinian. Suheil then sold the business in 2002 to the Askandafi family, the present owners, of Syrian descent.

Pearl Market is currently family owned by Mhanda Askandafi and his son Basil Askandafi. Mhanda emigrated from Syria to the United States 30+ years ago with his wife and five small children. In 2002, Mhanda and his son purchased the business. Together, they own 100% interest in Pearl Inc.

Under the current ownership, Pearl Market went through substantial expansion, renovation and improvement. To better serve the existing community and to serve the different tastes of new community members, Pearl Market doubled the shelf space and modernized food storage, food offerings, food handling and menu options. New refrigeration units were installed; hearty, fresh food options were added; and new gourmet breakfast and lunch options were introduced.

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

Pearl Market has been in continuous operation at its present location since its establishment in 1982.

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

Pearl Market is a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of Pearl Market is as follows:

1982 to 1990:	David Eid
1990 to 2002:	Suheil Salfiti
2002 to Present:	Mhanda Askandafi and Basil Askandafi

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

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

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

The historic resource status of this corner building at 1201-1207 Divisadero Street and 1900 Eddy Street is classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act. The building is an Edwardian style structure built in 1923. It houses the Magland Arms Apartments, which is accessible from the north side of the building at 1900 Eddy Street. Pearl Market is located in a ground-level space.

CRITERION 2

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

Pearl Market is located in San Francisco's Supervisorial District 5 along the Divisadero Street corridor, which cuts through several neighborhoods, including Lower Haight, Western Addition, Anza Vista, Alamo Square, Pacific Heights and the Marina. It's both a north-south traffic thoroughway and a kaleidoscopic mix of dining, grocery and merchant fronts serving each neighborhood. The market is located in a ground-level space facing the Divisadero corridor and can be readily accessed by car, bicycle, public transportation (31 or 24 bus lines) or by walking.

The store and its central location contribute to the unique, historic, vibrant character and charm of the area. Pearl Market sells a range of everyday items such as organic groceries, deli items, snacks, cheeses, fruits, vegetables, beers, wines, soft drinks, coffee, over-the-counter medications, toiletries, newspapers and magazines. Pearl Market has provided continual

market services to most of the community's low-income residents, specifically low-income people of color, serving as a community focal point and anchor by bringing together all races and income groups.

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

Pearl Market has witnessed gentrification of the area population and helps alleviate community pressure by functioning as a nexus point where all community members can engage and participate in civil, respectful dialogue.

Many San Francisco residents that participate in citywide community events in Golden Gate Park and in the Panhandle (e.g., Bay to Breakers, Outside Lands, Fulton Farmers Market, Sunday Streets) pass through the Divisadero corridor and patronize Pearl Market.

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

Pearl Market is referenced in the San Francisco telephone directory as early as 1982. Pearl Market is referenced in Yelp, Doordash, MapQuest, Foursquare City Guide, etc.

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

The business is not associated with a significant or historical person.

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

Pearl Market is committed to both residents and community organizations and proudly supports local events and programs.

Pearl Market is a healthy contributor to disadvantaged, low-income community residents and community-based organizations. Many long-term, low-income and senior residents rely on credit from Pearl Market to subsidize their monthly allowance shortfalls and purchase basic food supplies. The business makes donations to community events. New Liberation Presbyterian Church and Auditory Oral School of San Francisco are both located within a half block of Pearl Market; their employees, members and students shop frequently at the market.

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

Pearl Market has provided continual market services to most of the community's low-income residents in the Western Addition and Anza Vista neighborhoods.

In 1960, San Francisco's African American population was 74,000. By 1970, its all-time peak, it reached 96,000, or 13.4% of the city's population. The Fillmore, where 60% of the residents were African American, was declared blighted in 1948 and subsequently demolished. The first demolition project began in 1956. The Redevelopment Agency razed the thriving Fillmore's

black neighborhood and business district, promising to revamp the area and then bring the residents and merchants back. Today, there are some clubs, restaurants and a cluster of high-rise apartment buildings, but the neighborhood is nothing like it used to be before the Redevelopment Agency demolished it.

The 2010 census found the demographics of the area to be 60% European American, 17% Asian American and 17% African American, with a district income average of \$36,248. This in part due to housing of the city's second largest population of low-income housing (over 1,000 units). The present day census estimate is 63% European American, 13% Asian American and 11% African American with a district income average of \$49,708 and 12% of the district's population living below or at the poverty level. Pearl Market is located within a half a block of the Robert B. Pitts Apartments and the Martin Luther King-Marcus Garvey Square Apartments, which comprise an estimated 41% of the area's low-income housing.

Pearl Market has provided continual market services to most of the community's low-income residents since 1982. In its 35+ years of existence, the market has weathered community change and has demonstrated its commitment to serve as a community focal point and anchor by bringing together all races, but specifically serving low-income people of color. Food and market options would be greatly diminished if Pearl Market were to discontinue operating at its current location.

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

The building is a classic Edwardian style structure built in 1923. It houses the Magland Arms Apartments, which is accessible from the north side of the building at 1900 Eddy Street. Pearl Market is located in a ground-level space. The market and its signage complement the building's Edwardian architecture, which incorporate lighter colors, clear lines, neo-Georgian window details and neo-classical decorative touches that may be identified with the 1920's Art Nouveau movement.

There is an unfinished, abstract wall mural that was created several years by an unknown customer/street artist. The owners plan to paint over it.

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

Food and market options would be greatly diminished if Pearl Market were to discontinue operating at its current location. The market plays an important part in the Fillmore/Anza Vista identity, community involvement and community health. The store and its central location contribute to the unique, historic, vibrant character and charm of the area. The store serves as a connecting point for diverse community members to meet and exchange views on community matters. Pearl Market supports the affordable housing/low income community residents by providing nearby access to essential canned goods, vegetables and deli items. Pearl Market participates in local community charity events and donates to local community-based nonprofits. The owners of Pearl Market have helped build a sense of community by building

personal relationships with their customers, especially seniors and members of the low-income/affordable housing community. All surrounding Fillmore/Anza Vista businesses and organizations benefit from the increase in foot traffic that Pearl Market creates.

CRITERION 3

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

Pearl Market, located at the corner of Divisadero and Eddy streets, is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. The store offers a great selection of craft beers, wines, organic groceries, coffee, cheeses, fruit and vegetables. The 7,000 square foot market operates from 8:00 a.m. to 1:00 a.m. daily.

Under current ownership, Pearl Market went through substantial, expansion, renovation and change. To better serve the existing community and to serve the tastes of new community members, Pearl Market doubled its shelf space, modernized its food storage and updated its food and menu options. New food storage and refrigeration units were installed, hearty and fresh food options were added and new gourmet breakfast and lunch options were introduced.

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)

Pearl Market is committed to maintaining its historical tradition as a retail market and deli.

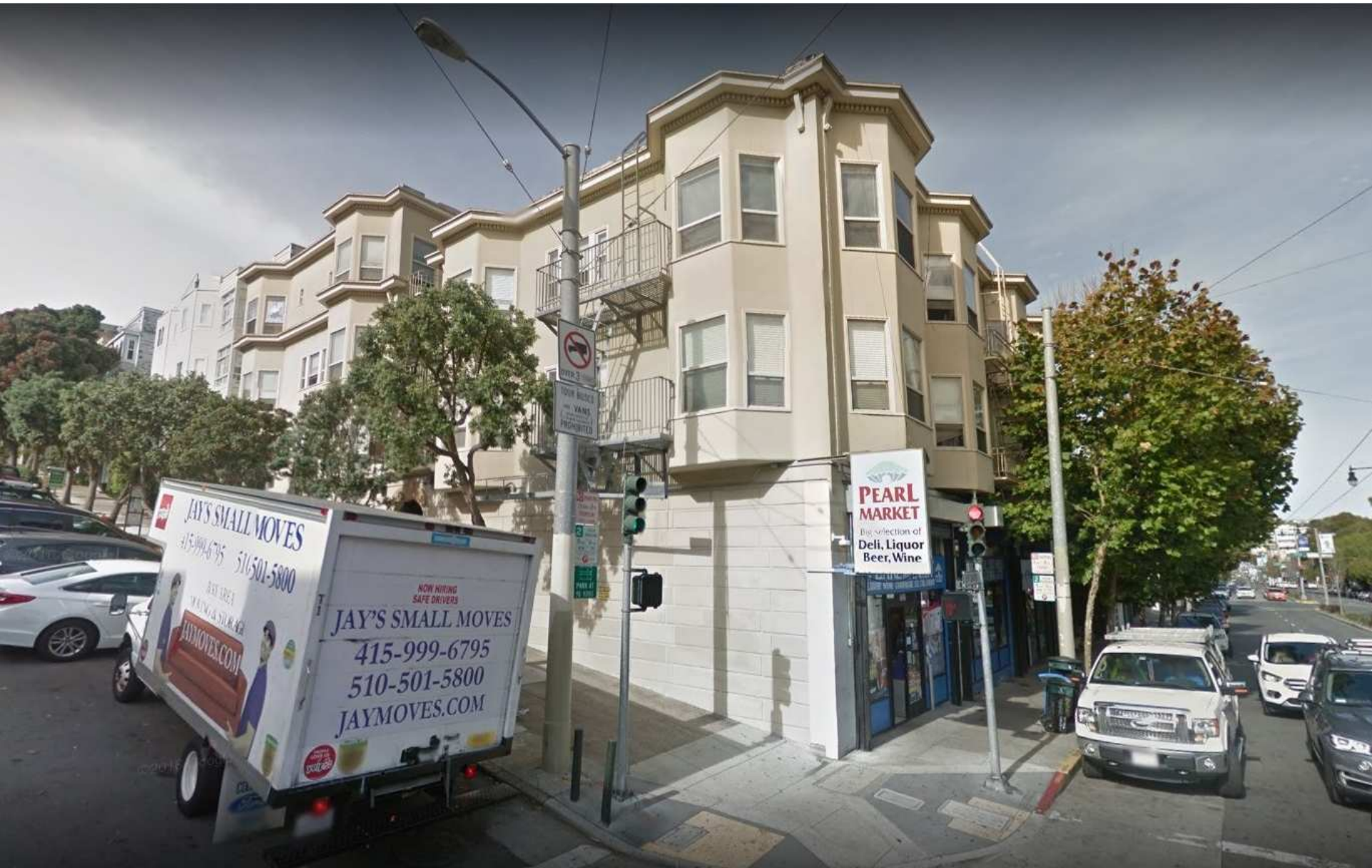
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

The owners are committed to preserving the community flavor and friendliness of the store's exterior and interior.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Pearl Market has been a full-service market and delicatessen since it was established in 1982.





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PEARL MARKET
Big selection of
Deli, Liquor
Beer, Wine

NO VANS
OVER 3
TOW BODIES
PROHIBITED

PEARL MARKET





1200
DIVISADERO

PEARL MARKET
LIQUOR WINE CHAMPAGNE ICE COL.D BEER

1201

Budweiser

Order

GROCERIES JANT
FROZEN FOOD TOB

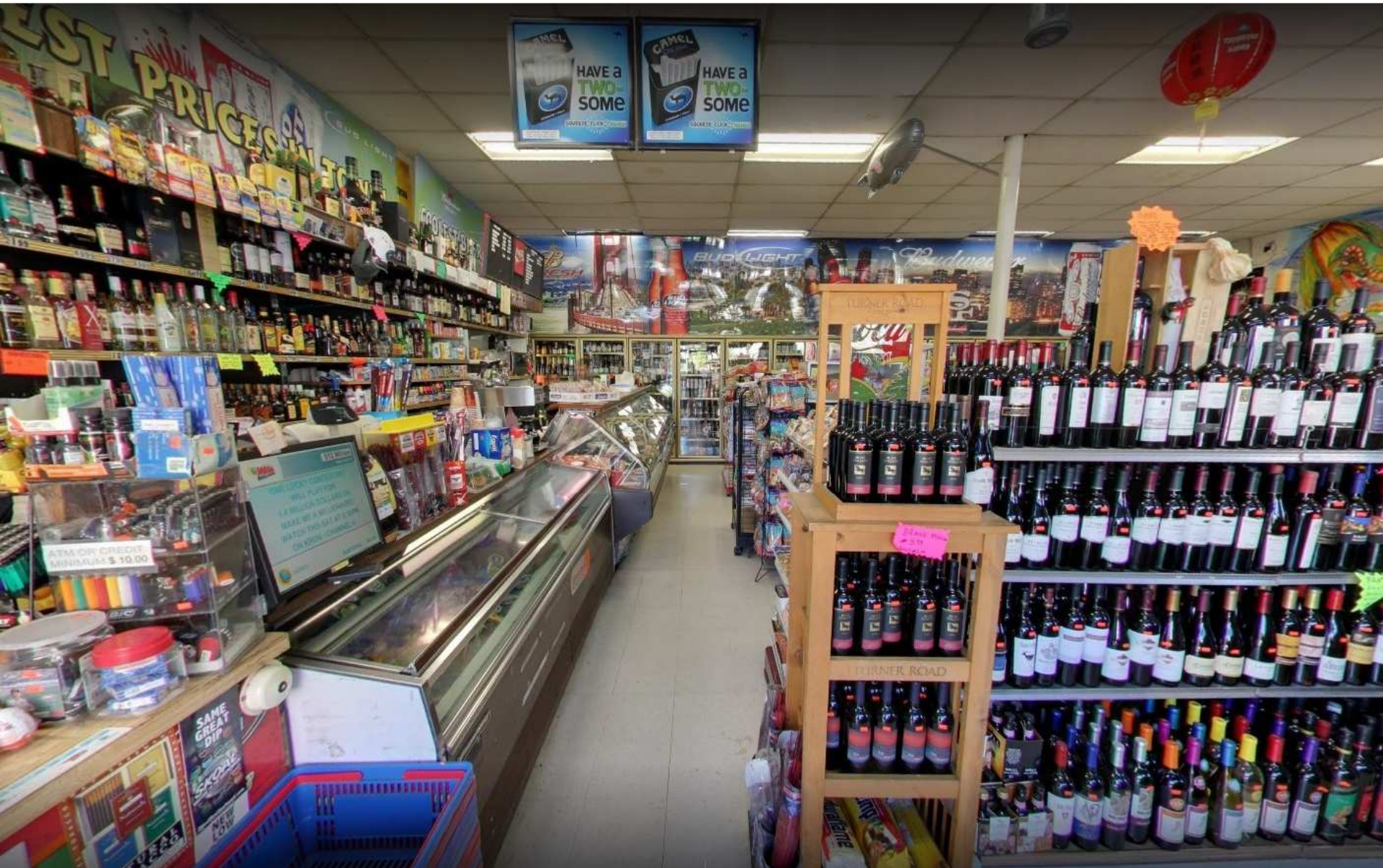
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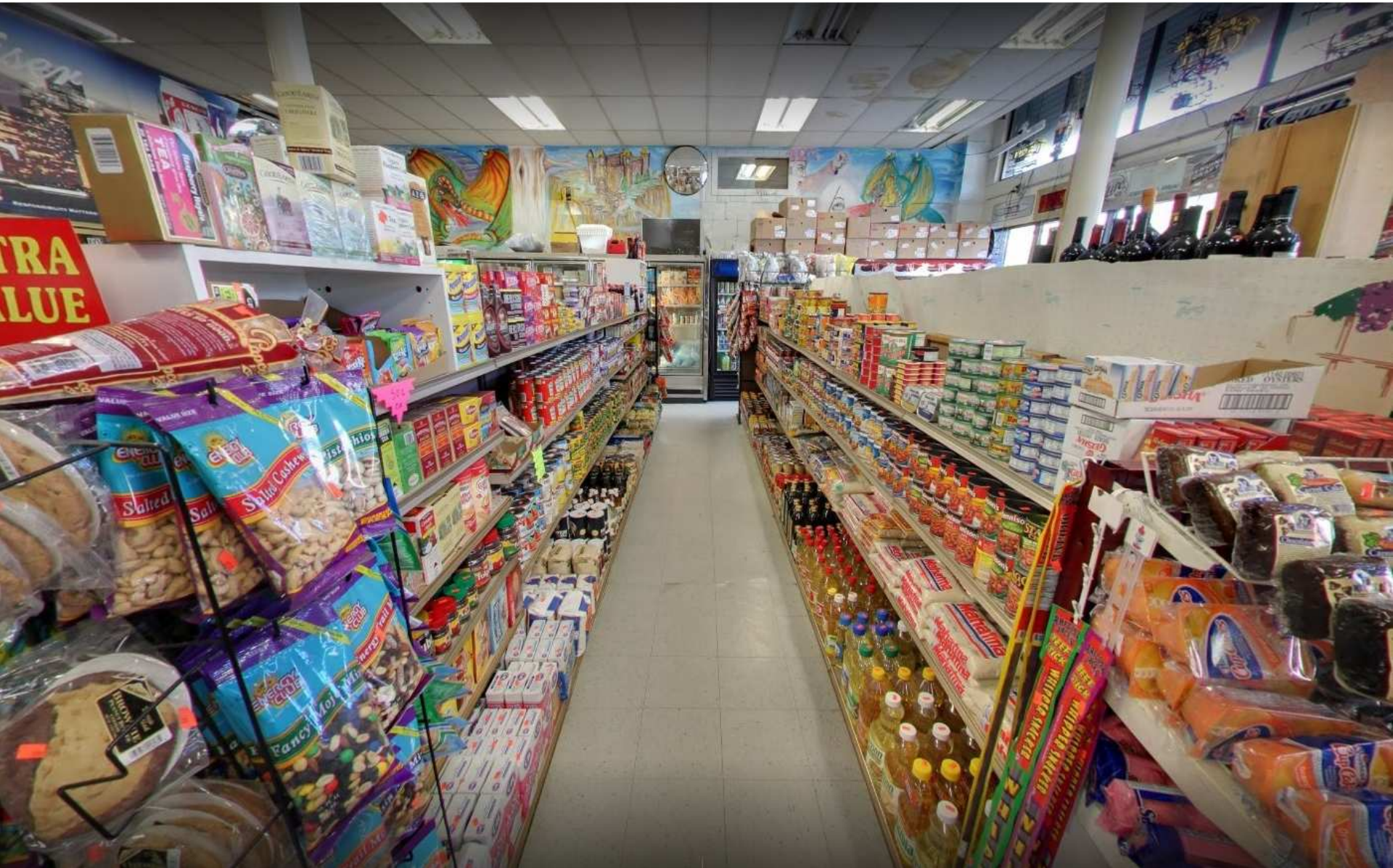
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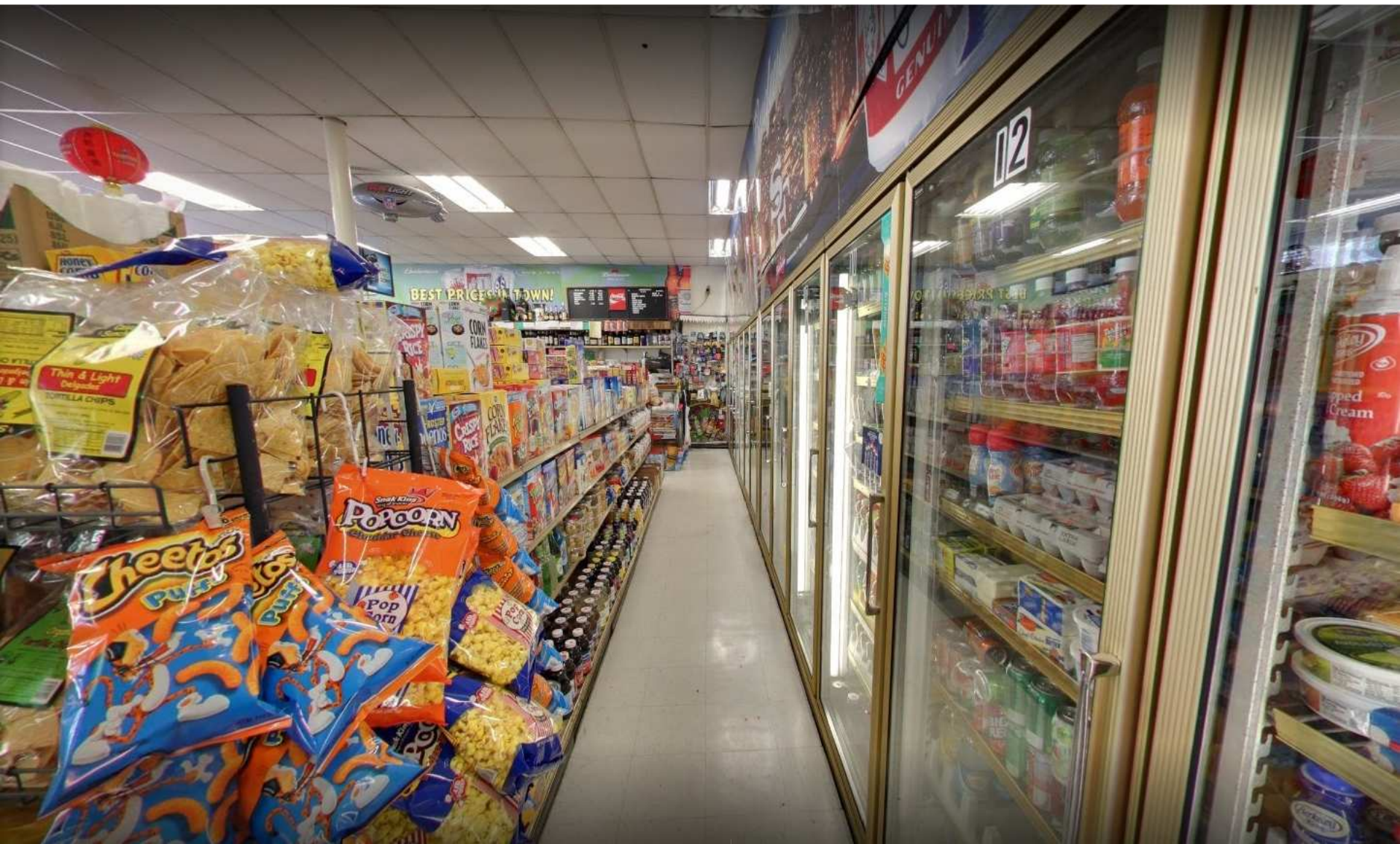












1982 Telephone Directory

SAN
FRANCISCO
TELEPHONE
DIRECTORY

ng	2090 Broadway	929 7814	Pearson Leonard H	280 H
wan Rd Burlingame	697 7370	Pearson Leonard & Gerrie	647 8647	Pearson Lester	3401 Oak
nza	Pearlman Barry	Pearson Linda A	75 Bess
Washington	931 9400	Pearlman Charles	Cardoza & Pearlman	Pearson Linda E	1250 E
staurant	391 9034	821 Market	777 3879	Pearson Lloyd	11 Miller
2646 San Bruno Av	468 3228	Pearlman Chas B	3675 Fillmore	Pearson Louis	sculptr
S & Company	Pearlman E	310-20th Av	Pearson M
2670 Leavenworth	928 4688	Pearlman Harry	76 Riverton Dr	Pearson M L	1280 La
orkin	673 7466	Pearlman Howard L	Pearson Marjanne	3
21 Diamond	826 5100	Pearlman J W	462-27th Av	Pearson Mark J
50 Broderick	921 1180	Pearlman Louis C	1285 Oak Grove Av Burlingame	Pearson Mart	328
Gallery Inc	Pearlman Michael H	Pearson Mary J	2
272 Bayshore Bl	285 8700	Pearlman R J	Pearson Myrt H	3
015 Market	863 6200	Pearlman S	2331-14th Av	Pearson N	206 F
2 Haight	621 9830	Pearls & Jade At The Palace	639 Market	Pearson Norma	4
av	752 2440	Pearl's Mkt	1209 Divisadero	Pearson Pat	47
e	626 2200	Pearlstein Marvin B	Steeffel Levitt & Weiss	Pearson Paul
.....	626 3541	attys	1 Embarcadero Center	Pearson Philip
Baker	861 8910	Pearlstien Edw W	195 Alhambra	Pearson Philli
4th Av	221 0970	Pearlstien Edward W	3221 Pierce	Pearson R	3
.....	731 6140	Pearlstien Edw W	655 Sutter	Pearson R C
ndian cuisine	Pearman Gemi	4205-25th	Pearson Re
2800 Van Ness Av	928 7101	Pearman S C	Pearson Rh
tockton	392 5740	Pearre Aleck A	836 Sargent	Pearson R
3621-18th	552 0840	Pearrow Ron & Dorothy	Pearson R
Clay	921 4400	Pearsall Ann Mrs	3612-26th	Pearson R
ones	673 4070	Pearsall Rod	180 Dolores	Pearson
11 Duboce Av	552 8170	Pearse Jeremiah H Mrs	164 Bernard	Pearson
.....	752 3370	PEARSON-SEE ALSO-PIERSON	307 4357	Pearson

1982

REF
917.946
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 nza 824 6000
 Washington 621 5244
 staurant 931 6682
 2646 San Bruno Av. 468 3224
 S & Company
 2670 Leavenworth. 928 4828
 arkin 673 7666
 21 Diamond 826 5148
 50 Broderick 921 1192
 Gallery Inc
 272 Bayshore Bl. 285 8708
 015 Market 863 6285
 2 Haight 621 9838
 w 752 2448
 e 626 2385
 626 3541
 Baker 861 8914
 4th Av 221 0974
 731 6748
 ndian cuisine
 2800 Van Ness Av. 928 7001
 tockton 392 5747
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Pearl Syn
 Pearl Vision Center
 Pearlgate T Baptist Church
 Pearlman Leonard & Gerrie
 2090 Broadway. 929 7814
 Pearlman Barry 647 8647
 Pearlman Charles Cardoza & Pearlman
 821 Market. 777 3879
 Pearlman Chas B 3675 Fillmore 921 3773
 Pearlman E 310-20th Av 752 3807
 Pearlman Harry 76 Riverton Dr 681 5862
 Pearlman Howard L 775 3428
 Pearlman J W 441 0412
 Pearlman Louis C 462-27th Av 752 4713
 Pearlman Michael H
 1285 Oak Grove Av Burlingame. 347 7414
 Pearlman R J 665 9639
 Pearlman S 2331-14th Av 753 5495
 Pearls & Jade At The Palace
 639 Market. 974 6663
 Pearl's Mkt 1209 Divisadero 931 4242
 Pearlstein Marvin B Steefel Levitt & Weiss
 attys 1 Embarcadero Center. 788 0900
 Pearlstien Edw W 195 Alhambra 346 8262
 Pearlstien Edward W 3221 Pierce 931 7239
 Pearlstien Edw W 655 Sutter 474 7656
 Pearman Gemi 4205-25th 641 8696
 Pearman S C 552 0812
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 PEARROW Ron & Dorothy 567 3720
 Pearsall Ann Mrs 3612-26th 282 0393
 Pearsall Rod 180 Dolores 861 8424
 Pearse Jeremiah N Mrs 164 Bernard . 928 6144
 PEARSON-SEE ALSO-PIERSON
 307 4357

Pearson L L 1200 Clay ...
 Pearson Leonard H 280 H
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 Pearson Pat 47
 Pearson Paul
 Pearson Philip
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BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2020

EXPIRATION DATE
06-30-2020

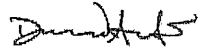
FY 2019-20

BUSINESS ACCOUNT NUMBER 0464082	LOCATION ID 0464082-01-001
TRADE NAME (DBA) PEARL MARKET	BUSINESS LOCATION 1201 DIVISADERO ST
BUSINESS PEARL MARKET INC	THIRD PARTY TAX COLLECTOR <input type="checkbox"/> PARKING TAX <input type="checkbox"/> TRANSIENT OCCUPANCY TAX

PEARL MARKET INC
1201 DIVISADERO ST
SAN FRANCISCO CA 94115

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.



July 30, 2019

Re: Pearl Market Legacy Application

To whom it may concern

This letter is in support of the above application. Pearl market, founded in 1982, a full service market and delicatessen has been in continuous operation in the Ansa Vista / Fillmore neighborhood of San Francisco for over 35 years and is considered a neighborhood institution at its continuous 1201-~~1209~~ Divisadero location.

Hearing and Speech Center of Northern California is a 100 year old non-profit serving those with hearing loss and communication disorders. We have been a neighbor of Pearl Market since 1980 when our building was completed on the same block.

Since its earliest existence, Pearl Market has been a supporter of both our community and the Hearing and Speech Center – we consider them very good neighbors. In this spirit we strongly encourage the granting of their legacy application.

Sincerely,



Darragh Kennedy | CEO

As a nonprofit agency, our mission is to provide life-long professional services to support all people with hearing or communication challenges in achieving their goals.

Filing Date: December 18, 2019
Case No.: 2020-000035LBR
Business Name: Pearl Market
Business Address: 1201 Divisadero Street
Zoning: Divisadero Street NCT (Neighborhood Commercial Transit) Zoning District
65-A Height and Bulk District
Block/Lot: 1126/007
Applicant: Basil Askandafi, Manager
1201 Divisadero Street
San Francisco, CA 94115
Nominated By: Supervisor Vallie Brown
Located In: District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Pearl Market is a full-service, family-owned market and delicatessen established in 1982 and is considered a neighborhood institution being the oldest community, family-run store in the area. Pearl Market is a retail market and deli that stocks a range of everyday items such as groceries, snacks, confectionery, soft drinks, tobacco products, over-the-counter medications, toiletries, newspapers, magazines and beverages. Pearl Market has provided continual market services to most of the community's low-income residents, specifically low-income people of color, serving as a community focal point and anchor by bringing together all races and income groups. Many long-term, low-income and senior residents rely on credit from Pearl Market to subsidize their monthly allowance shortfalls and purchase basic food supplies.

Pearl Market is currently family owned by Mhanda Askandafi and his son Basil Askandafi. Mhanda emigrated from Syria to the United States more than 30 years ago with his wife and five small children. In 2002, Mhanda and his son purchased the business. Under the current ownership, Pearl Market went through substantial expansion, renovation and improvement. To better serve the existing community and to serve the different tastes of new community members, Pearl Market doubled the shelf space and modernized food storage, food offerings, food handling and menu options. New refrigeration units were installed; hearty, fresh food options were added; and new gourmet breakfast and lunch options were introduced.

The business is located on the northwest corner of Divisadero and Eddy streets in the Western Addition neighborhood. It is within the Divisadero Street NCT (Neighborhood Commercial Transit) Zoning District and a 65-A Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1982.

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

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

- i. Pearl Market has operated continuously in San Francisco for 38 years.
- ii. Pearl Market has contributed to the history and identity of Western Addition neighborhood and San Francisco.
- iii. Pearl Market is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Yes. The property was constructed in 1923 and is part of a neighborhood that underwent substantial change over multiple decades at the direction of the Redevelopment Agency. The property is potentially significant as a survivor from the earlier period of architectural development in the area, and it has potential cultural significance for the businesses' longstanding presence in the neighborhood.

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

No. The property has a Planning Department Historic Resource status codes of "B" (Further Information Required) due to its age (constructed 1923).

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

No.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1201 Divisadero Street

Recommended by Applicant

- Retail market and deli services

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 15, 2020

Case No.: 2020-000035LBR
Business Name: Pearl Market
Business Address: 1201 Divisadero Street
Zoning: Divisadero Street NCT (Neighborhood Commercial Transit) Zoning District
65-A Height and Bulk District
Block/Lot: 1126/007
Applicant: Basil Askandafi, Manager
1201 Divisadero Street
San Francisco, CA 94115
Nominated By: Supervisor Vallie Brown
Located In: District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PEARL MARKET CURRENTLY LOCATED AT 1201 DIVISADERO STREET, BLOCK/LOT 1126/007.

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 January 15, 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 Pearl Market qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Pearl Market.

Location(s):

- *1201 Divisadero Street*

Physical Features or Traditions that Define the Business:

- *Retail market and deli services*

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 2020-000035LBR to the Office of Small Business January 15, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: