

# Legacy Business Registry Staff Report

HEARING DATE JANUARY 13, 2020

## COURTNEY'S PRODUCE

*Application No.:* LBR-2019-20-020  
*Business Name:* Courtney's Produce  
*Business Address:* 101 Castro St., #A  
*District:* District 8  
*Applicant:* Patrick Courtney and Lola Courtney, Owners  
*Nomination Date:* November 19, 2019  
*Nominated By:* Supervisor Rafael Mandelman  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Courtney's Produce was established in 1971 by Patrick and Lola Courtney. When they took over the store at the corner of Castro and 14th streets, they changed the corner and improved the neighborhood by making the store bright, safe, cozy and warm. The store stocks fresh, organic and locally-sourced produce, as well as an assortment of dry goods and fresh-cut flowers. They also provide sandwiches, salads and juices, all made fresh daily.

The Courtney's Produce business model of selling based on volume rather than margins is not as prominent in neighborhoods across the United States as it once was. Courtney's focuses on providing the freshest items every day, from fresh bread delivered to the store daily, to fresh ingredients sourced from daily visits to produce markets. Courtney's Produce doesn't sell high margin items such as alcohol, but instead focuses on selling staples and healthy food. This allows the business to serve a greater number of people in their neighborhood with fresh produce, fresh sandwiches and fresh squeezed juices.

The business is located on the southeast corner of 14th and Castro streets in the Castro/Duboce Triangle 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, Courtney's Produce has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

101 Castro St., #A from 1971 to Present (48 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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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, Courtney's Produce has contributed to the history and identity of Castro/Duboce Triangle 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 property has a Planning Department Historic Resource status codes of "B" (Further Research Required) due to its age.
Courtney's Produce has been featured in numerous articles and publications including the San Francisco Chronicle, Hoodline, SF Gate, and San Francisco Weekly. Following are key articles:
The Juice, the 'Wich and the Magic.
Courtney's Produce: Providing Fresh Food On Castro Since 1971.
The PB&J from Courtney's Produce.
In 1995, California Assembly Speaker Emeritus Willie L. Brown, Jr., congratulated Courtney's Produce in a letter acknowledging the market's commitment to excellence in serving the Castro community.

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

Yes, Courtney's Produce is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Courtney's Produce 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:

- Neon sign of "Courtney's."
Fresh organic and conventional produce.
Groceries and healthy prepared foods.
The peanut butter and jelly sandwich.

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 Courtney's Produce currently located at 101 Castro St., #A in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE JANUARY 13, 2020

COURTNEY'S PRODUCE

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2019-20-020  
*Business Name:* Courtney's Produce  
*Business Address:* 101 Castro St., #A  
*District:* District 8  
*Applicant:* Patrick Courtney and Lola Courtney, Owners  
*Nomination Date:* November 19, 2019  
*Nominated By:* Supervisor Rafael Mandelman  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR COURTNEY'S PRODUCE, CURRENTLY LOCATED AT 101 CASTRO STREET #A.

**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 13, 2020, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Courtney's Produce 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 Courtney's Produce:

Physical Features or Traditions that Define the Business:

- Neon sign of "Courtney's."
• Fresh organic and conventional produce.
• Groceries and healthy prepared foods.
• The peanut butter and jelly sandwich.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Courtney's Produce on the Legacy Business Registry:

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 13, 2020.

Regina Dick-Endrizzi
Director

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

- Ayes -
Nays -
Abstained -
Absent -





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LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2019-20-020  
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*Nomination Date:* November 19, 2019  
*Nominated By:* Supervisor Rafael Mandelman

**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?       X       Yes                      No

101 Castro St., #A from 1971 to Present (48 years).

**CRITERION 2:** Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?       X       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?       X       Yes                      No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** November 25, 2019

Richard Kurylo  
Program Manager, Legacy Business Program



Member, Board of Supervisors  
District 8



City and County of San Francisco

## RAFAEL MANDELMAN

November 19<sup>th</sup>, 2019

Re: Nomination of Courtney's Produce to the Legacy Business Registry

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Courtney's Produce for the Legacy Business Registry. Founded by Patrick and Lola Courtney in 1969, Courtney's Produce was first located in the Haight-Ashbury neighborhood before finding its permanent home in the Castro in 1971 where it has been operating at 101 Castro Street for over 48 years.

Patrick Courtney's story began in a rural part of Ireland, County Kerry where the Courtney family prided themselves on growing everything they ate. Patrick and his brother immigrated to the United States in the 1940s and Patrick began working at an Italian Grocer when he arrived in New York. Patrick would later move to San Francisco, where he would meet his wife Lola. Together they opened Farmers Produce in the Haight with \$250 dollars that Patrick earned from painting a house.

Two years later, the Courtney's moved to 101 Castro Street where they live and operated the grocery store in the same building. When they took over the tiny corner store on 14th and Castro, they ripped the bars off the windows, strung up some lights and worked hard to make the neighborhood feel cozy and comfortable. Patrick, who is 92 and Lola, who is 80, continue to operate the store today with the help of their daughter Robin and their dedicated employee Paul Xie.

Given its enduring presence in the Castro District, and its fifty years of promoting individual and family wellness through fresh, delicious food, I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry and thank you for your consideration.

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

Rafael Mandelman  
Member, San Francisco Board of Supervisors

# 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.

<b>NAME OF BUSINESS:</b>		
Courtney's Produce		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Patrick Courtney and Lola Courtney		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
101 Castro Street, San Francisco, CA 94114		((415))626-1850
		<b>EMAIL:</b>
		courtneyproduce6@gmail.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
		www.yelp.com/biz/courtney-produce-san-francisco

<b>APPLICANT'S NAME</b>	
Robin Courtney	Same as Business
<b>APPLICANT'S TITLE</b>	
Daughter	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
[REDACTED]	[REDACTED]
	<b>EMAIL:</b>
	[REDACTED]

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0304977	N/A - Sole Proprietorship

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</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
101 Castro Street	94114	1971
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1971 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:

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

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

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

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



## Section Three:

### Disclosure Statement.

#### San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified 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.

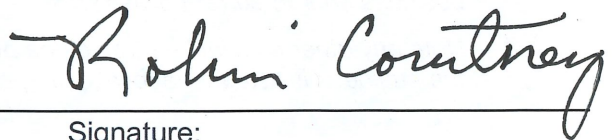
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

Robin Courtney      July 12, 2019

Name (Print):

Date:

Signature:



## **COURTNEY'S PRODUCE**

### **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.**

Courtney's Produce ("Courtney's") was established in 1971 and has continuously been serving the Castro neighborhood at 101 Castro Street with fresh and nourishing food since it was established. The location is a densely populated and walkable area considered part of Duboce Triangle.

Courtney's Produce was started by Patrick and Lola Courtney. The store's origins date back two years earlier to October 1969 with a first iteration of the store, called "Farmer's Produce," in the Haight-Ashbury neighborhood. The current location at Castro Street and 14th Street opened in 1971 where it has remained for 48 years.

Patrick was born in County Kerry, Ireland in a very rural environment. Growing up, everything they ate was food they grew as a family. Patrick and his brother migrated to the United States in the 1940s, arriving in New York when they were young men. Initially, both Courtneys found jobs working for an Italian grocer. After some years passed doing this in New York, one Saturday night after some pints at the Irish Cultural Center, Patrick and his brother convinced another Irish lad who had just bought a car that they should all drive to California. The next morning they set off.

When they landed in Southern California, they again found themselves doing what they knew best — selling produce, this time in better weather. Eventually, Patrick, wanting to do more, headed to San Francisco. Once in San Francisco, Patrick met and married Lola, who was born in Alaska but moved to San Francisco with her family when she was five. Together they started Farmer's Produce in Haight-Ashbury using \$250 that Patrick earned from painting a house.

Two years later, the Courtneys moved the market to 101 Castro Street where they could live and work in the same space, changing the name of the store to "Courtney's Produce." When they took over the tiny store at the corner of Castro and 14th streets, they changed the corner and improved the neighborhood. The previous owner had iron bars on the windows and doors. Every day when the grammar school across the street let out, the former owner locked the store. But the Courtneys, upon taking over the space, ripped out the bars, strung white lights in the trees and filled the sidewalk with display tables containing perfect stacks of fresh fruit and veggies. They made the corner bright and safe and cozy and warm.

At Courtney's Produce, people shop for fresh, organic and locally-sourced produce. The store also sells an assortment of dry goods and fresh-cut flowers. Much of the success of Courtney's Produce stems from the variety of spirit-nurturing sandwiches, nutritious salads and life-enhancing juices available, all made fresh daily. Patrick and Lola insist that everything is fresh, including fresh bread delivered to the store every day and fresh ingredients obtained from the produce market daily.

Some of the items offered at Courtney's Produce come from Patrick's Irish roots. One of these offerings is a true Kerry sandwich, consisting of turkey or ham, potato salad, onions and bell peppers. One of the most popular among the locals over the past 48 years is the peanut butter and jelly sandwich, consisting of two thick slices of Semifreddi's cinnamon challah encasing a spread of raspberry jelly, a thick scoop of chunky peanut butter and topped with three strawberry halves that lend snap to each bite.

There is one item in particular that is noticeably absent from Courtney's Produce shelves — alcohol. Even though beer and wine are generally the profit center for stores like Courtney's Produce, Patrick and Lola are not interested. They like having windows without iron bars on them. They see the world from a volume perspective while others see it from a perspective of margins. Courtney's Produce is willing to let other businesses sell the high margin goods while they keep busy selling the staples and healthy delights that everyone needs.

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

Courtney's Produce has not ceased operations in San Francisco since it was founded. Courtney's Produce prides itself on serving its community 365 days per year from 6:00 a.m. to 7:00 p.m.

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

Courtney's Produce is owned and operated by Patrick and Lola Courtney, the founders. Patrick, at 92 years old, remains responsible for buying produce, and Lola, at 80 years old, controls the bookkeeping. The day-to-day operations are now handled by Paul Xie, a loyal employee of Courtney's Produce for over 20 years. Robin Courtney, Patrick and Lola's daughter, is helping with the business now as well.

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

The ownership history of Courtney's Produce is as follows:  
1969 to Present: Patrick Courtney and Lola Courtney

**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.**

Not applicable.

**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 that houses Courtney's Produce is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Established at the corner of Castro and 14th streets, Courtney's Produce has been a fixture in the Castro/Duboce Triangle neighborhood for half a century, providing the community with fresh and wholesome food at affordable prices.

The city of San Francisco has long been known to attract people from all different cultures from around the world. After the hippie movement in San Francisco in the 1960s and 1970s, people were interested in living healthier lives. The Castro and Duboce Triangle neighborhoods were home to many of those involved in the movement, where they settled and raised children and gravitated to Courtney's Produce as a reliable place in their neighborhood in which to buy fresh food daily.

The Courtney's Produce business model of selling based on volume rather than margins is not as prominent in neighborhoods across the United States as it once was. Courtney's focuses on providing the freshest items every day, from fresh bread delivered to the store daily, to fresh ingredients sourced from daily visits to produce markets. Courtney's Produce doesn't sell high margin items such as alcohol, but instead focuses on selling staples and healthy food. This allows the business to serve a greater number of people in their neighborhood with fresh produce, fresh sandwiches and fresh squeezed juices.

By featuring a large variety of fresh items, Courtney's enhances the community. The store has a reputation for providing fresh, local and organic produce throughout the year. Patrick still buys all of the produce and flowers in San Francisco, mixing organic and conventional produce to appeal to the full spectrum of the neighborhood customers and remain nimble and maintain negotiating power in order to keep the prices low. The wholesalers are Bay Area family-owned businesses. All the current employees of Courtney's Produce live in San Francisco.

The storefront at the corner of Castro and 14th streets features large windows that enable pedestrians to peer into the store and see a bounty of beautiful produce. The displays that surround the outside of the store provide ready access for people to see and touch the large variety of in-season produce purchased each day. The homemade bench around the Magnolia Tree outside of the store installed by Lola Courtney allows customers to rest for a moment and sit to eat their Courtney's fresh sandwich, salad or juice, or sip on their hot cup of coffee or tea with their scone.

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

Every year, Courtney's Produce provides food to Support for the Families of Children with Disabilities for their large events.

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

Courtney's Produce has been featured in numerous articles and publications including the San Francisco Chronicle, Hoodline, SF Gate, and San Francisco Weekly. Following are key articles:

The Juice, the 'Wich and the Magic

<https://www.sfgate.com/sports/ostler/article/The-Juice-the-Wich-and-the-Magic-3326242.php>

Courtney's Produce: Providing Fresh Food On Castro Since 1971

<https://hoodline.com/2015/05/courtney-produce-providing-fresh-food-on-castro-since-1971>

The PB&J from Courtney's Produce

<https://archives.sfweekly.com/foodie/2010/10/29/the-pbandj-from-courtneys-produce>

In 1995, California Assembly Speaker Emeritus Willie L. Brown, Jr., congratulated Courtney's Produce in a letter acknowledging the market's commitment to excellence in serving the Castro community. Speaker Brown acknowledged the special relationship Courtney's Produce has with their neighbors by providing the finest produce around, nurturing their spirit and enhancing their quality of life.

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

Several local politicians have patronized Courtney's Produce over the years including Willie Brown and Tom Ammiano. Courtney's has been honored by Willie Brown, then the Assembly Speaker, with a proclamation saluting Courtney's Produce for what they do for their neighbors — "nurture their spirit and enhance their quality of life." The owners proudly hang the proclamation in their store.

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

Courtney's Produce has demonstrated its commitment to the community in many ways. First, it has remained on the corner of Castro and 14th for nearly 50 years. From its inception, Courtney's Produce has remained true to transforming this neighborhood store from one with bars to one that is magical with lights in the tree and healthy food in the inside and outside bins. By improving the space and offering long business hours and selling wholesome goods, Courtney Produce has potentially helped mitigate some disorderly conduct prevalent in our society.

By offering a mixture of organic and conventional produce, Courtney's strives to serve the large spectrum of neighborhood customers while also keeping the prices low and affordable.

Courtney's Produce continuously promotes both individual and community wellness. From the beginning, Patrick and Lola followed their dream to improve the livelihood of their family while contributing to the wellness of their community. They believed in "helping the working class person before making a buck," and even today they keep the prices low so everyone can enjoy the benefits of their healthy offerings. Courtney's Produce is a local mom-and-pop shop where the majority of customers on any given day are people the owners know well. The wholesalers for Courtney's Produce are also all family-owned businesses.

Courtney's has a long history of offering their products to San Francisco organizations such as the nonprofit group Support for the Families of Children with Disabilities. Courtney's Produce also supports the local police who, at the insistence of Lola and Patrick, always get coffee for free.

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

Courtney's Produce serves the neighborhood just to the north of the Castro, one of San Francisco's most vibrant communities and saturated with popular bars and top restaurants, as well as home to the Castro Theatre. Courtney's neighborhood, in contrast, is a fairly quiet area that is mostly residential but also home to the California Pacific Medical Center Davies Center, a grammar school and lovely Duboce Park. The area is densely populated with families living in tightly packed Victorians.

By design, Courtney's Produce services the working people of its neighborhood. The store opens at 6:00 a.m. to serve taxi drivers, bus drivers, plumbers, carpenters, schoolteachers and nurses. They serve people from the Davies hospital and parents who pick up their children from the elementary school across the street. Many customers view the market as an extension of their pantry, instead of the grocery store down the street. People come in to get healthy homemade sandwiches, salads and fresh squeezed juices, as well as guacamole, all of which are made fresh every day. Courtney's Produce supports the people who support the city of San Francisco.

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

When the Courtneys first established the business in this space nearly 50 years ago, the first thing they did was remove the metal bars from the window and replace them with a neon sign of “Courtney's,” which was specially designed by a local artist.

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

Having fresh produce and food at affordable prices in a neighborhood is central to providing neighbors with full access to groceries and healthy food. If Courtney's Produce were to close, the community would lose a store within walking distance they have grown to rely on. The community would lose an identifying marker in the neighborhood that has been there for nearly half a century and is known to our police officers, Emergency Medical Technicians nurses, fire fighters and taxicab drivers as a place for buying fresh food. The city would lose a store with a business model that honors working class neighbors over large profits, a model that has been on decline in the United States due to the encroachment of the supermarket.

Courtney's Produce situated at the corner of Castro and 14th streets has long been a neighborhood-serving business. The store is an integral part of the Duboce Triangle community, providing people with healthy, fresh and affordable food, including hospital visitors and parents of schoolchildren. Courtney's also provides part-time employment to high school and college students.

**CRITERION 3**

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

For nearly 50 years, Courtney's Produce has remained true to its core of offering fresh and healthy food at a reasonable prices thus “improving the health and wellbeing of its neighborhood families.” The feature that best defines its character is its identity as a neighborhood mom-and-pop market that seeks to serve the working class of San Francisco with fresh and nutritious food. The tradition of providing community members with fresh and healthy food has expanded over the years to also include a wider variety of organic produce. The commitment to making everything fresh daily and using only the freshest of ingredients from daily produce market purchases has remained consistent over the past 50 years.

Courtney's Produce remains a small, family-owned business. Patrick, at 92, continues to work seven days a week and delights in the fact he knows 90 percent of the customers. It is a store with a social philosophy, something you won't get at the local supermarket. Courtney's opens at 6:00 a.m. and serves the cabbies and bus drivers, plumbers and carpenters, schoolteachers and nurses until 7:00 p.m. Courtney's supports the working people who support the city.

Courtney's Produce has also remained true to the nearly extinct business model of providing nutritious goods that people need at the lowest price possible by relying on volume sales to generate a profit. All of the money generated from sales is redistributed in some fashion in San

Francisco — wholesalers are Bay Area family-owned businesses, and all of the store's current employees live in San Francisco. Courtney's is also committed to providing healthy products to San Francisco nonprofits.

Lastly, the iconic peanut butter and jelly (PBJ) sandwich at Courtney's Produce remains as it was at inception as an integral part of the store's character.

**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)**

Courtney's Produce has largely maintained the physical features that have been associated with the store at 101 Castro Street. The external signage, the lights strung in the Magnolia tree and the bench around the tree remain as they have for years.

Everything in the store is fresh from the San Francisco Produce Market, including the sandwiches, juice and salads, which are made with the finest ingredients each morning.

Inside the store, a sign created many years ago is displayed on the wall to identify the 34 varieties of sandwiches made fresh daily. Recently, Courtney's created a new sign with prices that are only 25 cents higher than the ones on the old sign. Courtney's Produce remains committed to feeding the working class of the community.

**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.).**

Courtney's Produce is committed to maintaining the "Courtney's" neon sign that was designed by a local artist.

**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.**

Not applicable.













COURTNEY'S

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*Fresh* PICKED PRODUCE  
*Fresh* SQUEEZED JUICES







<https://www.sfgate.com/sports/ostler/article/The-Juice-the-Wich-and-the-Magic-3326242.php>

# San Francisco Chronicle

## The Juice, the 'Wich and the Magic

By **Scott Ostler**

Published Monday, October 16, 2000



Chronicle / Kendra LuckLola

and Patrick Courtney outside Courtney's Produce, the corner market and culinary refuge they have owned and run for more than 30 years. "This is what we're supposed to do in life," Lola Courtney said. Chronicle photo by Kendra Luck.

I have come to Courtney Produce, a little market at the corner of 14th and Castro streets, in search of the mother of all PBJs.

People send ideas for this 49-square-miles series and some of the tips and testimonials verge on poetry. Warren Travis, for instance, is a Courtney regular and he says of the fresh sandwiches (a house speciality, along with the fresh juices):

"I could rhapsodize about the liverwurst and red onion on rye for \$2.50, or the artichoke heart on whole wheat, but I have to express my complete adoration for the peanut butter and strawberry jam on marble bread for \$1.

"On certain days Mrs. Courtney will cut up strawberries and embed them in the peanut butter. This strawberry occurrence happens only on certain days. The luck of the draw."

Do I feel lucky today? Well, punk, do I?

I do. It is past the lunch hour when I arrive, but on a sandwich table sits one last PBJ, strawberry chunks jutting out of the peanut butter like precious stones. Another customer near the table is also eyeing the PBJ. I must move subtly but with kung-fu quickness. Otherwise my quest will be, like, fruitless.

Thirty years ago, Lola and Patrick Courtney took over this tiny (15-by-30 foot) store and changed the corner and neighborhood forever. The previous owner had iron bars on the windows and doors. Every day when the grammar school across the street let out, the man locked his store.

The Courtneys ripped out the bars, strung white Christmas lights in the trees and filled sidewalk display tables with perfect stacks of fruit and veggies.

They made the corner bright and safe and cozy and warm. For 30 years it has been a magical place, a neighborhood secret even though it's on the 49-mile Scenic Drive.

What's magic about Courtney Produce?

The prices, for one thing. "We have cookies, two for 89 cents," Lola says, "the same price for 10 years. I know prices should go up, but I just close my eyes to it. We're from the old school, we don't think about money that much."

Then there is the magic of the intertwined trees. A magnolia tree grows just in front of the store. Lola used to feed it the pulp from the juice-making process. Eight years ago a plum seed germinated and a plum tree grew next to the magnolia.

Now their branches wind together as one tree, a pas de deux of nature, and when both trees are in bloom it's a giant bouquet.

There's the time-capsule effect. The store is right out of the '40s. They even have a rotary-dial phone, and they don't take plastic. The only modern element is the clerk, Tia Cerone, a young woman with tattoos and multicolored hair. But Tia's got an oldies-type 'tude; she greets the customers, many by name, and trades neighborhood gossip, just like they did in the old days.

## **FORTY-NINE STORIES: #30**



Forty-Nine Stories: No. 30. Chronicle Graphic

"It's a total family thing," Cerone says. "I know 90 percent of the customers. This is one of the last true mom-and-pop stores."

It is a store with a social philosophy, something you won't get at the Kwik-E Mart.

They open at 5 a.m., and in come the cabbies and bus drivers, plumbers and carpenters, schoolteachers and nurses.

"We service the working people of this area," says Lola, who moved to San Francisco from Alaska with her family when she was 5. "We support the people who support the city. I think the middle-class people should get a break."

Send Courtney Produce your tired, your hungry yearning to freely breathe the intoxicating fumes of the juice blenders and fresh bread and sandwich stuff.

They should charge you a buck just to come inside and inhale. Willie Brown, then Assembly Speaker, sent a proclamation that is framed on the wall. It salutes the Courtneys for what they do for the neighbors -- "Nurture their spirit and enhance their quality of life."

Sometimes a politician's bombast is on the mark.

The variety of spirit-nurturing sandwiches and life-enhancing juices is staggering. You can you get a true Kerry sandwich, as Irish as Patrick himself, who came to America as a teenager and worked his way west. The Kerry has turkey or ham, potato salad, onions and bell peppers.

The Courtneys met in San Francisco in '64 and started their business with \$250 Patrick earned from painting a house. They live above the store. Patrick is semi-retired now but still goes to the wholesale produce mart early every morning with Lola, who loves that place like a kid loves Disneyland.

Lola isn't retiring, ever. Locals weary of watching so many small businesses fold beg Lola to stay, and she will.

"This (the market) is what we're supposed to do in life," she says. "If you like what you do, you don't just walk away. You get accustomed to seeing the faces, and you know how important it is for them to see something familiar. We're not going anywhere."

But what about my PBJ? I move quickly across the store and cut off the other customer, a snoozer/loser.

"What kind of bread is this?" I ask Lola.

"Cinnamon."

My heart goes pitty-pat.

A few blocks away I stop for a picnic on top of a newspaper rack. Hard to believe, but the sandwich tastes better than it looks. Not since Hardy Boys books were \$1 in hardback has a buck done so much to nurture my spirit.

<https://archives.sfweekly.com/foodie/2010/10/29/the-pbandj-from-courtneys-produce>

# SF WEEKLY

Dining

**Eat This**

## The PB&J from Courtney's Produce

Posted By Alex Hochman on Fri, Oct 29, 2010 at 7:43 AM



Alex Hochman

Creamy peanut butter, raspberry jelly, and strawberries on cinnamon challah, \$1.50.



Alex Hochman

Outside, Courtney's looks like central casting's dream for the part of quintessential neighborhood market. Signs for fresh-picked produce hang over lime green shelves lined with cardboard bins of apples, pears, and bananas. Just inside, the dream doesn't die. Notice the tray of unadvertised Saran-Wrapped treasures, Courtney's buck-fifty peanut butter and jelly sandwiches. Well, half sandwiches, but for \$1.50, who's quibbling? Two thick slices of **Semifreddi's** cinnamon challah encase a spread of creamy peanut butter, a liberal swab of raspberry jelly, and three strawberry halves that lend snap to each bite. The sweet, eggy challah paired with even sweeter jelly makes this more dessert-like than most PB&Js, though we often eat one for breakfast, at our desk. Use Courtney's green-zone parking and you can be out in under a minute (seriously, we've timed it), though, enticing as a Courtney's sandwich may be, do not attempt to scarf one while driving. Without two hands applying strategic pressure points, you risk squirts of jelly to your face, shirt, or lap. Chances are you'll show up at work looking like a preschooler left alone with a pink marker. Not that this has ever happened to us.

**Courtney's Produce:** 101 Castro (at 14th St.), 626-1850.

Follow Alex Hochman at [@urbanstomach](#) . Follow SFoodie at [@sfoodie](#).

Advertisement

San Francisco (/news/san-francisco)

## Courtney's Produce: Providing Fresh Food On Castro Since 1971



**by Steven Bracco**

**@braccs** (<http://twitter.com/braccs>)

**website**

May 11, 2015

Courtney's Produce isn't your typical corner store. Over the past 45 years, spanning multiple generations, the family-owned store has developed a successful business on the corner of Castro and 14th by providing fresh food options ranging from sandwiches, salads and juice to produce, fruit, dry goods and even fresh-cut flowers.

Started in the Haight in 1969 by Irish immigrant Patrick Courtney (aka Paddy Joe), Courtney Produce is now run on a day-to-day basis by his great-nephew, 31-year-old Andrew Courtney. Hoodline spoke with Andrew Courtney about the history of the store, its importance to the neighborhood and what he's got planned for the future.



### **How did Courtney's Produce get started?**

"Courtney's Produce was started by Patrick and Lola Courtney. The first iteration was called 'Farmer's Produce' and they opened in the Upper Haight in October of 1969. You can imagine what a produce store in the Haight must have been like during those times—one of the first fliers advertising the store was glow-in-the-dark. The current location at 14th and Castro opened in 1971.



## **How did your great-uncle and grandfather end up in San Francisco selling produce?**

"Patrick was born in County Kerry, Ireland, in a very rural environment. Everything they ate was food they grew as a family. Patrick and my grandfather arrived in New York as young men in the mid 1940s and found jobs working for an Italian grocer. They both have told me that during those initial years they really resented being sent to the US and thought their lives would be better had they not left Ireland.

"As the story goes, some years passed in New York, and one Saturday night after some pints at the Irish Cultural Center, Patrick and my grandfather convinced another Irish lad who had just bought a car that they should drive to California. The next morning they set off. When they landed in Southern California they again found themselves selling produce, this time in better weather. Eventually another brother joined them in LA. Two brothers stayed in the Pasadena area managing produce departments at Ralphs stores while Patrick headed to SF to start this venture."

## **Courtney's Produce has been in your family since before you were born. Have you always planned on working at the store?**

"I grew up in Pasadena where my parents had a bakery inside of a neighborhood market. I've been selling fresh food since I was tall enough to see over the counter. From a young age I came to SF every summer with my grandpa (Patrick's brother) to help with Courtney's while Patrick and Lola spent time in Ireland.

"I graduated from UC San Diego with a B.A. in Political Science in 2006, and worked as an investment analyst (started with real estate acquisitions in 2005 and moved into hedge fund segment in 2007) for four years before moving to SF in 2009 to fulfill my love affair with this city and our store while pursuing my MBA, which I received from SF State in 2012. While

Patrick remains responsible for produce buying and Lola controls bookkeeping, Paul Xie and I run the store on a day to day basis with the help of seven other employees. You can find me in the store seven days a week, except when the Niners are playing."

### **Where do you get your produce and flowers from?**

"Local, local, local'. That's what everyone wants to hear. Sure, we buy everything local when it is in season, but I can't help but roll my eyes when someone asks 'Is all your produce local?' when we have bananas, mangoes and pineapples on display. Specifically, we buy all our produce and flowers in San Francisco. We mix organic and conventional produce in our buying to remain nimble and maintain negotiating power as well as to satisfy our spectrum of customers. We have some people who buy only organic from us and others who think that organic is a hoax. All the money we collect from sales is redistributed in some fashion here: Our wholesalers are Bay Area family-owned businesses and all of our current employees live here in SF."



### What are some of your more popular items?

"On a Saturday in March we made more than 1,200 sandwiches in one day (more than 900 for the SF nonprofit group Support for Families with Disabilities). We sell a lot of fresh juice—a couple hundred bottles a day. When it gets down to it, in terms of popularity, it is all about the PB&J (<http://www.sfweekly.com/foodie/2010/10/29/the-pbandj-from-courtneys-produce>). We ruin peoples' day when we sell out."



### **Do you prepare everything daily?**

"Everything is made daily. It's the only way. If you ask any of our regular sandwich and juice customers to describe our store, without fail you will hear the adjective 'fresh'. We have fresh bread delivered to the store every day and visit the produce markets for fresh ingredients daily."



### **What's kept Courtney's Produce in the Castro/Duboce Triangle neighborhood?**

"It has to start with the people. In general I think outsiders have a misconception of cities being bustling and impersonal. Meanwhile, nine out of ten customers on any given day are people we know well. With so many friendly and talented people around it is easy to feel at home and happy here.

"In her book *The Death and Life of Great American Cities*, Jane Jacobs discusses how residents' and proprietors' activity on the sidewalk contributes to safer neighborhoods. I think busy stores like ours with long business hours selling wholesome goods really do help mitigate some of the disorderly conduct that is prevalent in our society."

**There's one item in particular that is noticeably absent from your shelves: alcohol. What's the reason for not selling beer and wine when pretty much every corner store does?**

"Even though beer and wine are generally the profit center for stores like ours we are not interested. We like having windows without iron bars on them. We see the world from a volume perspective while others see it from a perspective of margins. We are willing to let other people sell the high margin goods while we are busy selling staples that everyone needs."

**Parked outside your store is the Courtney Produce van. Could you tell us about the paint job and how you got it?**

"Paddy Joe bought the van used from a flower grower in Half Moon Bay about 25 years ago and had it painted bright yellow. He had traditional Irish animals painted on the side as a nod to his childhood in his homeland. He tells me the first comment he heard after the van was finished being painted was that it was nice but looked like a child had done the work. He knew that they had got it just right."



**Last year when we spoke with** local crossing guard Howard Johnson ([http://hoodline.com/2014/10/meet-howard-johnson-the-best-dressed-crossing-guard-in-town?utm\\_source=story&utm\\_medium=web&utm\\_campaign=stories](http://hoodline.com/2014/10/meet-howard-johnson-the-best-dressed-crossing-guard-in-town?utm_source=story&utm_medium=web&utm_campaign=stories)), **he told us that both he and your great-uncle are Korean War veterans. What sort of relationship have they developed from working across the street from one another?**

"Paddy Joe and Howard served in Korea and now happen to share the same corner during the McKinley school year. Every morning, Howard brings the newspaper over for Lola and picks up a cup of coffee on the house. This corner wouldn't be the same without them. If you see those two walking around doing their job every day it is hard to imagine that they are

approaching 90 years of age. In my opinion it shows the value of maintaining interest in a career even late in life; no matter how humble that job might be it's a blessing."

### **Do you plan on continuing the tradition of running Courtney's Produce and keeping it open long into the future?**

"We feel a great sense of responsibility to make the store go every day. The idea of Courtney's not being at 14th and Castro gets my blood boiling a little bit. With luck we will be here for a long time. We've got a really good team of employees, many of whom have been here 10-20 years. It takes about six or seven shifts per day to make the store run smoothly, which is another thing that makes us different than other corner stores. Currently we are looking for help in the afternoons. We have a neighbor who's been working in the store while going to high school who's graduating and going to be off to college in the fall, and we're looking to fill his spot. With my wife and I expecting our first child later this month we could really use the extra help at the front desk while I make juice and close the store."

*If you're looking to grab a quick snack or are looking to pick up a work shift, stop by the store—but if you have your sights set on a PB&J sandwich, make sure you get there early. Hours are 6am-8pm daily.*

### **Neighborhoods**

Castro ([/neighborhoods/castro](#)), Duboce Triangle ([/neighborhoods/duboce-triangle](#))

### **Sponsored Content**



# Fresh Sandwiches

*Served on sliced wheat or sourdough bread*

Turkey	\$3.25	Tuna Salad	\$3.25
Turkey & Avocado	\$4.25	Tuna Salad & Avocado	\$3.75
Turkey & Cheese	\$3.75	Egg Salad	\$3.25
Turkey Salad	\$3.75	Egg Salad & Avocado	\$3.75
Turkey Salad & Avocado	\$4.25	Artichoke Heart	\$3.25
Avocado & Cheese	\$3.25	Artichoke & Avocado	\$3.75
Bacon & Tomato	\$3.25	Fresh Roast Turkey	\$3.75
Chicken Breast	\$3.75	Fresh Roast Turkey/Cheese	\$4.25
Chicken & Avocado	\$4.25	Fresh Roast Turkey/Avocado	\$4.75
Chicken Salad	\$3.75	Ham & Egg	\$3.25
Chicken Salad & Avocado	\$4.25	Ham & Cheese	\$3.25
Liverwurst	\$3.75	Bacon, Turkey & Cheese	\$5.75
Salami & Cheese	\$3.25	Vegetarian	\$3.25
Roast Beef	\$4.00	Vegetarian Burger	\$4.25
Red Bell Pepper & Cheese	\$3.75	Bagel	\$1.00
Peanut Butter & Jelly	\$2.25	Bagel & Cream Cheese	\$2.75
Kerry	\$3.75	Bagel, Lox & Cream Cheese	\$3.75
Corned Beef & Cheese	\$4.75		

## *Sandwiches on Baguette*

Turkey	\$3.75	Ham & Turkey	\$4.75	Turkey & Cheese	\$4.25
Ham & Cheese	\$3.75	Salami & Cheese	\$3.75		

□ SACRAMENTO OFFICE  
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SACRAMENTO, CALIFORNIA 95814  
(916) 445-8077  
□ DISTRICT OFFICE  
455 GOLDEN GATE AVENUE  
SUITE 2220  
SAN FRANCISCO, CALIFORNIA 94102  
(415) 557-0784

# Assembly California Legislature

**WILLIE LEWIS BROWN, JR.**  
ASSEMBLYMAN, THIRTEENTH DISTRICT  
DEMOCRATIC FLOOR LEADER



SPEAKER EMERITUS

October 4, 1995

Patrick and Lola Courtney  
Courtney's Produce  
101 Castro Street  
San Francisco, CA 94114

Dear Patrick and Lola:

Congratulations! on the 25th Anniversary of Courtney's Produce. It's my pleasure to join your friends and loyal customers in acknowledging your commitment to excellence in serving the Castro community.

The two of you have created a special relationship with your neighbors over the years. They all agree that you not only provide them with the finest produce around, but you also nurture their spirit and enhance their quality of life.

I applaud your hard work and accomplishments these past 25 years and wish you wonderful times in the future.

Best Wishes,

A handwritten signature in red ink that reads "Willie L. Brown, Jr." with a stylized flourish at the end.

Willie L. Brown, Jr.  
Speaker Emeritus



## Courtney's Produce - Legacy Status - LETTER OF SUPPORT

7/21/2019

Hi Robin,

Your father and his store have been an integral and much appreciated part of my life in the neighborhood since 1990. It is my pleasure to draft this letter of support in hopes that Courtney's is granted the well-deserved "Legacy Business Status."

Best to you and the family,

Jay Odessky

Letters for Courtney's

7/30/2019

To whom it may concern,

We are 22-year neighbors of Courtney's Produce, and consider the employees and Patrick and Lola part of our extended family. Courtney's has supplied our family with lunches, flowers, and glorious produce throughout our life here. And our son found his first job with Courtney's, working there and learning many lessons, for 2 1/2 years.

In short, we count on Courtney's being there for us, as do our neighbors. We hope it will be considered for legacy status so that it will be there for years to come.

With thanks,

Sandra McPherson  
Martin Lawler  
Griffin Manilla

Sandra McPherson Studio Fine Arts  
[www.sumcpherson.com](http://www.sumcpherson.com)

Thank You (establishing Courtney's Market as a "Legacy Business")

5/22/2019

Hi, Robin:

Well, thank you from the bottom of my heart for your work with Sup. Mandelman to help awarding Courtney's Market "Legacy Business" status, so it can be a sustainable and stable presence in our neighborhood. Courtney's is a gift to the Duboce Triangle. It helped nourish my family with healthy, fresh and affordable food through so many critical moments, and at one point was even a part-time employer of my high-school-aged son. I couldn't consider living here as anywhere near the high-quality experience it is in having Courtney's just up the block.

Courtney's Market:

- gets us the produce and basic staples of our weekly needs as well as the emergency supplier of missing ingredients in a recipe we'd discovered we needed only after we'd already started stirring the pots,
- helped our kids at McKinley School with so many of their lunches,
- helped us through medical crises while using the ER and recovery rooms of CPMC, and
- helped me wake me up with 25-cent coffee on many mornings when my wife, who usually makes our coffee each morning was away and I suddenly realized I still hadn't learned how to use the home coffee-maker!

I'm fairly certain, after living here for 31 years and being a Courtney's patron as long, that I can speak for all the Duboce Triangle in thanking your father and Lola (as well as Andrew and Paul), for their commitment to our community.

If you think there is more I can do to help advance the process and to see Courtney's receive "legacy business" status, please let me know.

Sincerely,  
Peter Albert

July 22, 2019

David Fredrickson  
955 14th Street  
San Francisco, CA 94114

To Whom It May Concern,

I am writing in support of the initiative to give Courtney's Produce, San Francisco, Legacy status. I live a half block from Courtney's and have been a neighbor for 27 years. Courtney's is one of the neighborhood jewels. We are so lucky to have wonderful store in our community.

I can't tell you how many times I have ran up the hill to Courtney's because of some unexpected need—it's like knocking on your neighbor's door and asking if they have a cup of sugar. Whenever I take a flight somewhere I always to go Courtney's before the airport to get a sandwich for the plane. I'm always amazed how much they pack into their little store. I love the fresh produce and products that are always reasonable priced. Last month I was working with a San Francisco non-profit on the other side of town that provides services to seniors with dementia and their caregivers. They provided lunch to their clients and guess where the sandwiches came from –Courtney's! Anyone who has been to Courtney's will be back.

Courtney's is a neighborhood hub. In the morning there are always children, their parents and teachers from McKinley Elementary School stopping by for a snack or sandwich. Throughout the day staff and patients from CPMC Davies Medical Center are shopping at Courtney's. There are neighbors I know by name and others just by recognition as "Courtney's customers" but there is a sense of connection here that has been nourished over decades.

I couldn't be more enthusiastic of my support of Legacy status for this amazing family owned small business. Patrick, Lola and the staff have dedicated themselves to providing a quality community service. Every neighborhood would be blessed if they had a Courtney's. I'm so happy we have ours. It must remain and thrive for many years to come.

Sincerely,

David Fredrickson

*Filing Date:* November 25, 2019  
*Case No.:* 2019-022722LBR  
*Business Name:* Courtney's Produce  
*Business Address:* 101 Castro Street, #A  
*Zoning:* RH-3 (Residential, House, Three-Family) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 3540/072  
*Applicant:* Robin Courtney, Owner's Daughter  
101 Castro Street, #A  
San Francisco, CA 94114  
*Nominated By:* Supervisor Rafael Mandelman  
*Located In:* District 8  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)

## **BUSINESS DESCRIPTION**

Courtney's Produce was established in 1971 by Patrick and Lola Courtney. When they took over the store at the corner of Castro and 14th streets, they changed the corner and improved the neighborhood by making the store bright, safe, cozy and warm. The store stocks fresh, organic and locally-sourced produce, as well as an assortment of dry goods and fresh-cut flowers. They also provide sandwiches, salads and juices, all made fresh daily.

The Courtney's Produce business model of selling based on volume rather than margins is not as prominent in neighborhoods across the United States as it once was. Courtney's focuses on providing the freshest items every day, from fresh bread delivered to the store daily, to fresh ingredients sourced from daily visits to produce markets. Courtney's Produce doesn't sell high margin items such as alcohol, but instead focuses on selling staples and healthy food. This allows the business to serve a greater number of people in their neighborhood with fresh produce, fresh sandwiches and fresh squeezed juices.

The business is located on the southeast corner of 14<sup>th</sup> and Castro streets in the Castro/Duboce Triangle neighborhood. It is within a RH-3 (Residential, House, Three-Family) Zoning District and a 40-X Height and Bulk District.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1971.

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

Yes. Courtney's Produce qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Courtney's Produce has operated continuously in San Francisco for 48years.
  - ii. Courtney's Produce has contributed to the history and identity of Castro/Duboce Triangle and San Francisco.
  - iii. Courtney's Produce 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?*  
No.
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 Research Required) due to its age.
6. *Is the business mentioned in a local historic context statement?*  
No.
7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Courtney's Produce has been featured in numerous articles and publications including the San Francisco Chronicle, Hoodline, SF Gate, and San Francisco Weekly. Following are key articles:

- The Juice, the 'Wich and the Magic
- Courtney's Produce: Providing Fresh Food On Castro Since 1971
- The PB&J from Courtney's Produce

In 1995, California Assembly Speaker Emeritus Willie L. Brown, Jr., congratulated Courtney's Produce in a letter acknowledging the market's commitment to excellence in serving the Castro community. Speaker Brown acknowledged the special relationship Courtney's Produce has with their neighbors by providing the finest produce around, nurturing their spirit and enhancing their quality of life.

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

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

- 101 Castro Street

#### **Recommended by Applicant**

- Neon sign of "Courtney's"
- Fresh organic and conventional produce
- Groceries and healthy prepared foods



- The peanut butter and jelly sandwich

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: DECEMBER 18, 2019

*Filing Date:* November 25, 2019  
*Case No.:* 2019-022722LBR  
*Business Name:* Courtney's Produce  
*Business Address:* 101 Castro Street, #A  
*Zoning:* RH-3 (Residential, House, Three-Family) Zoning District  
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[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR COURTNEY'S PRODUCE CURRENTLY LOCATED AT 101 CASTRO STREET, #A, BLOCK/LOT 3540/072.**

**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 December 18, 2019, 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 Courtney's Produce 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 Courtney's Produce.

***Location(s):***

- *101 Castro Street, #A*

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

- *Neon sign of "Courtney's"*
- *Fresh organic and conventional produce*
- *Groceries and healthy prepared foods*
- *The peanut butter and jelly sandwich*

**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 2019-022722LBR to the Office of Small Business December 18, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: