

Legacy Business Registry Staff Report

HEARING DATE FEBRUARY 25, 2019

S & S GROCERY

Application No.: LBR-2017-18-048
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
District: District 3
Applicant: Frances Lau, Owner
Nomination Date: October 20, 2017
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

S & S Grocery is a small family-run grocery and convenience store in the North Beach neighborhood established by S. Louie in 1959. The market sells products of everyday use including fresh fruits and vegetables, canned foods, cereals, milk, snacks and crackers, soaps, medicines, paper towels and more. In 1975, S. Louie transferred the business to his son J. Toy and his son's wife M. Toy, known as the Toy family. The income from the store helped them raise their children, putting them through school and college, and helped support their family. J. Toy and M. Toy worked very hard to be able to support and petition all of their family members to immigrate to United States. As with many family-owned grocery stores, all of the children worked after school at S & S Grocery, pitching in to help out.

On October 17, 1989, the Loma Prieta Earthquake with a moment magnitude of 6.9 struck the Bay Area. The quake severely damaged the city's freeway including the Embarcadero on/off ramp, which was a direct route into Chinatown and North Beach. The change that followed included the dismantling of the Embarcadero freeway making access to/from Chinatown and North Beach more difficult. Despite the physical changes to the environment, S & S Grocery maintained its presence serving the community and the residences on nearby Telegraph Hill.

After many years of hard work, J. Toy and M. Toy retired in 1999 and transferred the business to their niece and nephews, F. Lau, J. Lau and S. Lau, known as the Lau family. As with the Toy family, many members of the Lau family work together to keep S & S Grocery in operation, through the dot-com boom in the late 1990s and the most recent recession in the 2000s. The store continues to serve the residents of North Beach as a family-owned grocery store with multiple family members involved in the business.

The business is located between Union and Green streets on the west side of Grant Avenue in the North Beach 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?





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

- 1401 Grant Avenue from 1959 to 1974 (15 years)
- 1461 Grant Avenue from 1974 to Present (45 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the North Beach neighborhood's history and identity.

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:

- S & S Grocery has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- The property has a Planning Department Historic Resource status of "A" (Known Historic Resource). It is located within the California Register-eligible Upper Grant Avenue Historic District and was identified as part of a historic district in a 1984 North Beach historic resource survey. The building was constructed in 1906 and is a contributor to the California Register-eligible Upper Grant Avenue Historic District, which is historically significant for its historical land use pattern, recreated after the 1906 fire and essentially unchanged today. It is a tightly packed area of interdependent housing and small shops in vernacular Classic building styles. The district reflects the crowded living conditions typically experienced by recent immigrants to San Francisco at the turn of the 20th century.

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

Yes, S & S Grocery is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that S & S Grocery 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:

- 7-Up Sign from 1969-73 ad campaign.
- Inventory of items for everyday use.
- Family history representing the "American Dream."

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.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include S & S Grocery currently located at 1461 Grant Avenue 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 FEBRUARY 25, 2019

S & S GROCERY

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-048
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
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Nomination Date: October 20, 2017
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legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR S & S GROCERY, CURRENTLY LOCATED AT 1461 GRANT AVENUE.

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 February 25, 2019, 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 S & S Grocery 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 S & S Grocery:

Physical Features or Traditions that Define the Business:

- 7-Up Sign from 1969-73 ad campaign.
Inventory of items for everyday use.
Family history representing the "American Dream."

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

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 25, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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-2017-18-048
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
District: District 3
Applicant: Frances Lau, Owner
Nomination Date: October 20, 2017
Nominated By: Supervisor Aaron Peskin

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

1401 Grant Avenue from 1959 to 1974 (15 years)
1461 Grant Avenue from 1974 to Present (45 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: January 10, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

October 20, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi,

It is my honor and privilege to nominate S&S Grocery for inclusion on the Legacy Business Registry. S&S Grocery is a local, neighborhood grocery store situated on an historic stretch of Grant Avenue in San Francisco's North Beach, serving the communities around Telegraph Hill and Washington Square Park. Its awning and historic sign add welcome old-world flare to a corridor not lacking for any. Family-owned and operated for well over 30 years, S & S Grocery has endeared itself to the local community and is heralded by many as the ideal neighborhood corner store.

Along a corridor with many neighborhood and community treasures, S&S Grocery is a perfect fit. In a neighborhood that has recently witnessed the closure and conversion of prized community-serving corner stores, it is even more critical that establishments like S&S Grocery continue to thrive. I hope for its continued success, and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

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:		
S&S Grocery		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Frances F. Lau		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1461 Grant Avenue San Francisco, CA 94133	(415) 392-6777	
	EMAIL:	
	[REDACTED]	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Frances Lau	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
1461 Grant Avenue San Francisco, C 94133	([REDACTED]
	EMAIL:
	[REDACTED]

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

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Aaron Peskin	10/20/17

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
1461 Grant Avenue, San Francisco, CA	94133	1974
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	11/19/1974	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1401 Grant Avenue, S.F.	94133	Start: 1959 End: 1974

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.

Frances Lau
Name (Print):

10/16/18
Date:

[Signature]
Signature:

S & S GROCERY

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.

S & S Grocery, located at 1461 Grant Avenue, was established by S. Louie in 1959. The market sells products of everyday use including fresh fruits and vegetables, canned foods, cereals, milk, snacks and crackers, soaps, medicines, paper towels and more. S & S Grocery is not just a store but an integral part of the neighborhood which makes up the community of North Beach.

For over 59 years, S & S Grocery has been operating in the Italian North Beach district close to Chinatown. During the years S & S Grocery has been in operation, it has seen many changes throughout the city, but the store has continued to maintain its original identity as a family grocery store.

In 1975, S. Louie transferred the business to his son J. Toy and his son's wife M. Toy, known as the Toy family. The Toy family operated the business from early in the morning until midnight on Sunday to Thursday and until 2:00 a.m. on Friday and Saturday. The income from the store helped them raise their children, putting them through school and college, and helped support their family. J. Toy and M. Toy worked very hard to be able to support and petition all of their family members to immigrate to United States. As with many family-owned grocery stores, all of the children worked after school at S & S Grocery, pitching in to help out. Even now, some of the neighbors who are in their golden years still remember the Toy family working together at S & S Grocery.

In the 1980s, the city experienced a development boom referred to as "Manhattanization" that saw the development of skyscrapers. During this time, high-rise condominiums were constructed in residential neighborhoods, which experienced much growth. Housing and neighborhoods changed, but S & S Grocery continued to thrive as a local neighborhood grocery store.

On October 17, 1989, the Loma Prieta Earthquake with a moment magnitude of 6.9 struck the Bay Area. The quake severely damaged the city's freeway including the Embarcadero on/off ramp, which was a direct route into Chinatown and North Beach. The change that followed included the dismantling of the Embarcadero freeway making access to/from Chinatown and North Beach more difficult. Despite the physical changes to the environment, S & S Grocery maintained its presence serving the community and the residences on nearby Telegraph Hill.

After many years of hard work, J. Toy and M. Toy retired in 1999 and transferred the business to their niece and nephews, F. Lau, J. Lau and S. Lau, known as the Lau family. As with the Toy family, many members of the Lau family work together to keep S & S Grocery in operation. They are committed to providing a vital service to the neighborhood and work long hours every day from morning till night. Although a few of the family members have different primary jobs working elsewhere, they are also dedicated to S & S Grocery by working at the store at nights, weekends and holidays.

During the dot-com boom in the late 1990s, large numbers of entrepreneurs and computer professionals moved into the city. The poorer neighborhoods started becoming gentrified. The change that followed resulted in increased rents forcing people, families and businesses to leave the city. With the crash of the dot-com era, the once crowded offices had become a virtual wasteland. S & S Grocery struggled during the dot-com ups and downs, but survived.

S & S Grocery also survived the Great Recession from the late 2000s to the early 2010s. After the recession ended, new internet and software start-up companies began moving into the city, attracting new residents. The tech industry also expanded north from Silicon Valley to San Francisco, lowering vacancy rates and attracting even more residents. Property values increased, and rapidly rising rents started causing problems for San Francisco's many small businesses. That destructive pattern has continued unabated through today. In this challenging environment, S & S Grocery has been struggling much more than it had in the past. The store continues to serve the residents of North Beach as a family-owned grocery store with multiple family members involved in the business. But the financial burden demanded from the landlord who is continually increasing the rent may break the business. The situation is dire.

The number of family-owned businesses in San Francisco are dwindling. The Laus have continued the family tradition of operating S & S Grocery in its current location for 60 years, but support is desperately needed to help maintain small businesses such as S & S Grocery so that it can continue to maintain its legacy in the city and service to the North Beach community.

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

S & S Grocery has not ceased operations in San Francisco since it opened in 1959.

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

S & S Grocery is a family-owned business. It was originally owned by the Toy family in 1959, transferring from the original owner to his son and daughter-in-law in 1975. It then transferred to the Lau family, who were their niece and nephews. An ownership history of the business is as follows:

1959 to 1975: S. Louie
1975 to 1999: J. Toy and M. Toy
1999 to Present: F. Lau, J. Lau and S. Lau

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

Not applicable.

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 demonstrating the existence of S & S Grocery as a grocery store for 30+ is provided in this Legacy Business Registry application.

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

The historic resource status of the building at 1461 Grant Avenue is listed by the Planning Department as Category A (Historic Resource Present) with regard to the California Environmental Quality Act. It appears to be eligible for listing in the California Register or the National Register as a contributor to the Upper Grant Avenue Historic District.

CRITERION 2

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

In addition to just trying to maintain the identity as a store serving the community, the store also integrates well into the neighborhood. Thus, the City should continue in kind to help keep that light on for S & S Grocery.

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

The business is not associated with significant events in the neighborhood, city or business industry.

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

Although not specifically referenced in any historical context, the storefront of S & S Grocery itself was included in scenes from the movie “The Pursuit of Happyness” and recently the movie “Venom.”

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

No.

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

The business demonstrates its commitment to the community in a number of ways. S & S Grocery has maintained a friendly atmosphere for everyone to shop. It helps customers who have physical challenges by making deliveries. The business owners sometimes help by keeping packages for neighbors when they have to step out. They even help out neighbors by keeping a secondary key for emergencies. The store also provides good street lighting at night, which contributes to safety on the street.

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

S & S Grocery has always been a grocery store that serves the residents and businesses in North Beach, Chinatown, Telegraph Hill and the Italian district. The patronage coming to the store include tourists, elderly, kids, musicians, writers, artists, lawyers, doctors, nurses, etc.

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

S & S Grocery features a psychedelic 7-Up sign. It’s an image from 1969-1973 created by John Alcom for The Seven Up Company as a part of the famous UnCola ad campaign. The sign is a collector’s item, and tourists regularly take pictures of it. Many people comment on its beauty.



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

If S & S Grocery were to close, it would add to the current vacancy crisis in the North Beach, which has a vacancy rate of 10.25 percent. One contributing factor to the high vacancy rate is landlords leaving their storefronts unoccupied in hopes for higher rent. Some spaces have been vacant for over three years. Another reason is that more people prefer to shop online for convenience reasons. With fewer and fewer brick-and-mortar retailers, the vacancy trend will only worsen because people will do even more online shopping. The North Beach commercial district should be providing an environment to allow local businesses to thrive so that it can support locals and visitors. There should be a continual push to make the area vibrant and lively so it can grow the community instead of abandoning it.

CRITERION 3

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

S & S Grocery sells products of everyday use including fresh vegetables and fruits, canned foods, chips, cereals, milk, crackers, soaps, medicines, paper towels, etc. S & S Grocery has remained a family grocery store that has been operated by only family members since it was first opened. The store is managed now by a third generation of Toy-Lau family members.

Although a general grocery store is not as unique in a sense like a historical building or a painting from a famous painter, the tradition that the store brings over generations is the meaning of what is the “American Dream.” Everyone has an equal opportunity to achieve success through hard work, determination and initiative. “Everyone” means anyone willing to work hard to make their dream a reality. It could be you, me or someone just next to you. The owners of S & S Grocery came to the United States from China with few belongings. They did not speak or write English and were not familiar with American culture. Through hard work and determination, they learned the language and customs, and the principles of American businesses. The parents of the Lau family had to learn the English language, how to operate a credit card machine, how to use a cash register, how to work the lottery machine and understanding delivery systems. It was quite an accomplishment. Even now the father of the Lau’s family continues to help stock the shelves, price inventories and help customers. As old as the parents are, they have not flinched on learning but rather they embrace the opportunity to learn. The “American Dream” is more than just a phrase, it’s a reality achieved by determination and hard work, and it’s an essential feature that defines the character of S & S Grocery.

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)

S & S Grocery is committed to maintaining its historical tradition as a grocery store.

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.).

S & S Grocery is committed to maintaining the historic 7-Up sign from the 1969-1973 ad campaign.

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

Documentation is provided in this Legacy Business Registry application that shows the business has been a grocery store for 30+ years.







Photographs





S & S Grocery

The New York Times

THE GRANT

LIQUOR

BEER

WINE

415-392-6777

1465

ATM

1 10
MILLION

7 200
MILLION

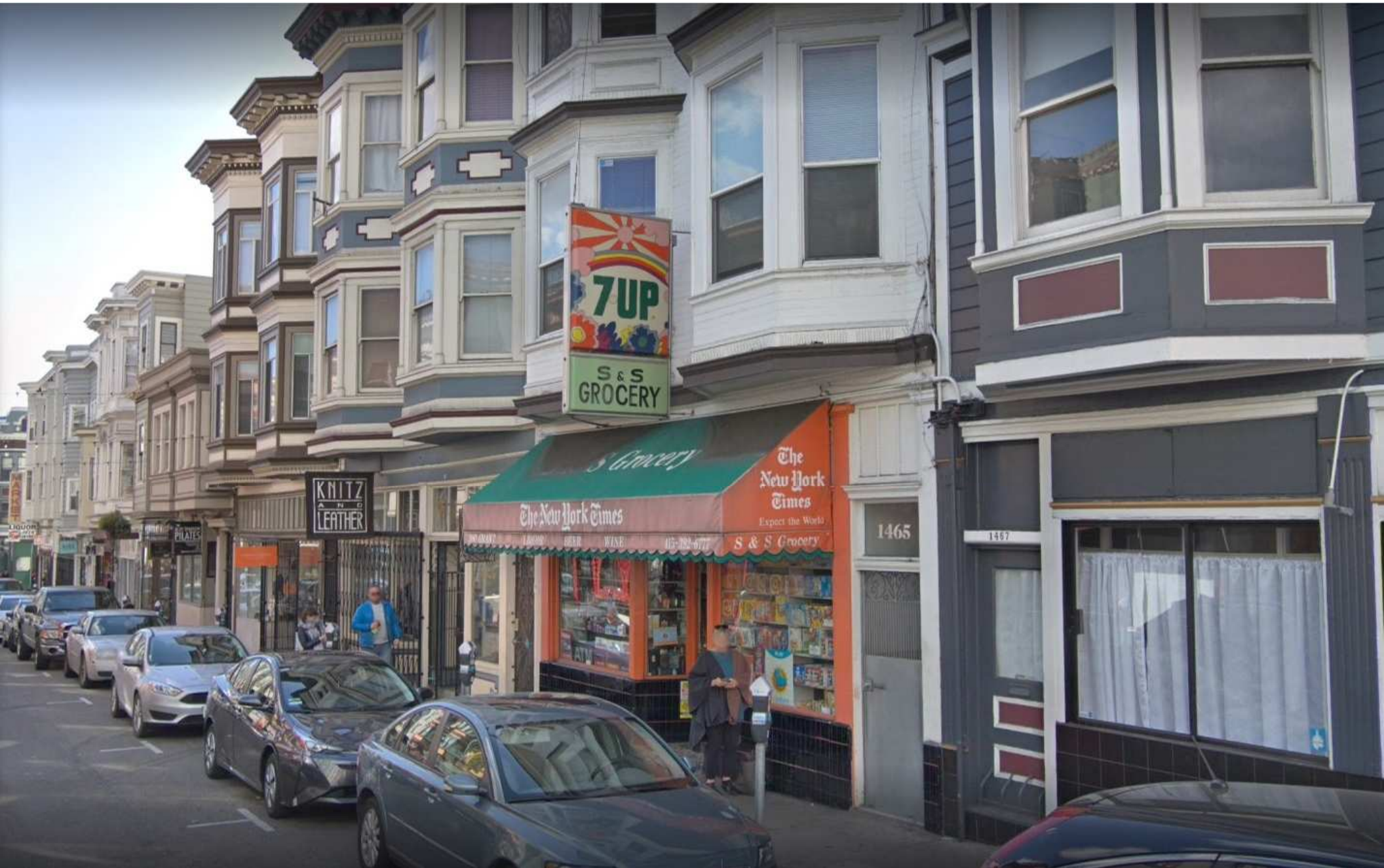
ATM

PLAY
with
children

LET'S
Yes
on
G

KIBIBI
THE ORIGINAL
RUGS





7UP
S & S
GROCERY

S & S Grocery
The New York Times
Expect the World
S & S Grocery
415-392-6777

KNITZ
LEATHER

1465

1467

7UP[®]

S & S
GROCERY



TOP

S & S Grocery

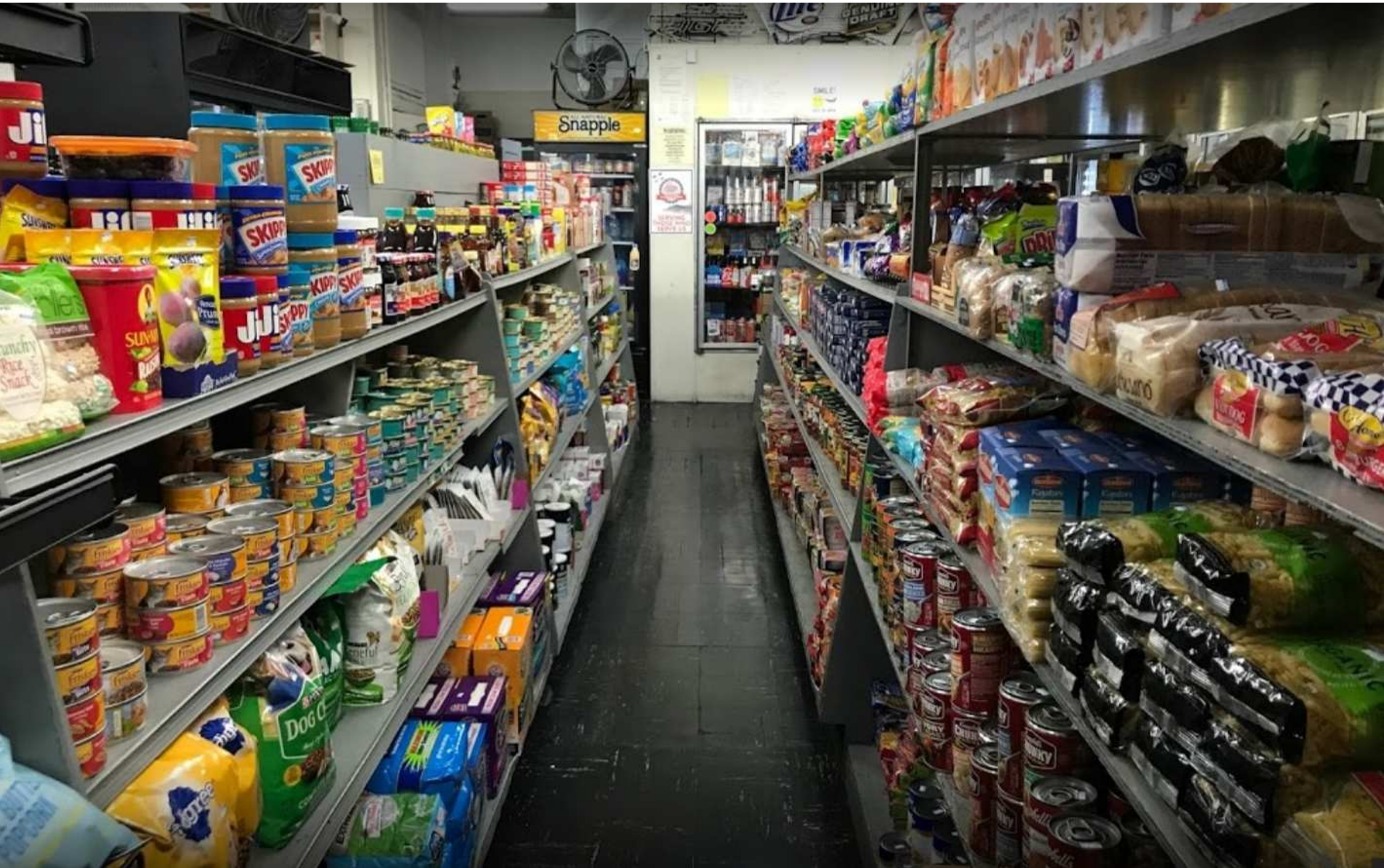
The New York

BIG GRANT

LIQUOR

WINE

WASH





Miller Time

GE
D



NEWER ONLY
6 for \$7.99















Positive Reviews

Veronica M.
San Francisco, CA
👥 1549 friends
★ 802 reviews
📷 1717 photos
Elite '18

★★★★★ 1/7/2016
👑 14 check-ins

A great neighborhood market. There are actually 2 on this block. The one down the street (Grant & Green Market), is essentially the store for wine, beer, liquor, & cigarettes; whereas S&S is the store for groceries.

They usually have all of the flavors, even strawberry & pumpkin, It's-It ice cream bars. And they carry both soy & almond milk, so you don't have to make a special trip to The Nature Stop just for that. There's also a surprising number of options for frozen dinners. My old roommate loved the Stouffer's lasagna...or basically anything Stouffer's for that matter. She had me hooked for awhile... Remember being able to eat whatever you want without any physical ramifications? Sigh.

But now the best part... they always have hard boiled eggs available at the counter. Everyday. One egg will set you back a mere 65 cents. That's just a little bit more than the extra that I'm charged to make my latte w soy milk. And it's actually less than what I'm charged to make my latte w almond milk. A nice, healthy shot of protein for practically pennies?! Yes, please!

The same family has owned & run this place since the 90's. Love.

5 stars.



Albert L.
Local Guide · 1,683 reviews · 15,290 photos

★★★★★ a year ago

Great place to get some last minute items before settling in for the evening. No need to head across town to sought one item. It's just a fabulous neighborhood shop that is there when you need them. It's hassle free and service is always friendly. Short a nickel? No problem just pay back next time. They trust customer will do the right thing next time and you should be grateful to have a shop like this in your neighborhood.





William Scheufele

4 reviews

★★★★★ 8 months ago

BEST MINI GROCERY STORE ON GRANT. Trust me if you need something go here

 Like



Cara White

7 reviews

★★★★★ a year ago

Love this neighborhood store. Very nice family owned business and they have a bodega cat 🐱 🐱

 Like



Trent Lathrop

1 review

★★★★★ 2 years ago

Wonderful family-operated neighborhood grocery store. They sell scratchers and lotto. The prices are surprisingly less than others.

S & S Market is in the heart of North Beach that is open until midnight and ... [More](#)

 1



January 9, 2019

Richard Kurylo
Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102
(415) 554-6680

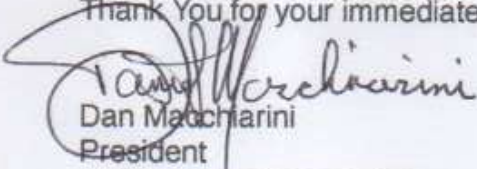
Ciao Richard,

I am writing to inform you that our NB Business Association Board has unanimously voted to support the legacy business application of S&S Grocery to your office for consideration and approval.

S&S Grocery, located at 1461 Upper Grant Ave., has been a vital small business fixture in our North Beach Commercial District since 1959. Spanning 60 years as a multi generational family owned and operated business, S&S has diligently served the residents of our Telegraph Hill and general North Beach neighborhood being open early in the mornings to very late at night up to 2 AM several nights a week. The services it offers go beyond just the goods and products it sells as, being open the late hours it operates, it is often, with its well lite interior and street exterior, a late night refuge security oasis in the 1400 Block of Grant Ave.

We strongly urge that the Office of Small Business process and expedite the application of S&S Grocery as we, NBBA, are aware that they are facing a rent increase which will force them to close their doors if they can not achieve LB status soon,

Thank You for your immediate attention to this matter,


Dan Macchiarini
President

NB Business Association
SF Charter Legacy Business
Macchiarini Creative Design
since 1948



FEATURED, FROM OUR COLLECTIONS, HARTMAN CENTER, STUDENTS AND INTERNS

Uncola: Seven-Up, Counterculture and the Making of an American Brand

DECEMBER 4, 2017

AMY MCDONALD

Post contributed by Claire Payton, John W. Hartman Center for Sales, Advertising & Marketing History intern and Ph.D. candidate, Duke University Department of History

It was 1967, and people weren't drinking Seven-Up. Well, a few were: consumers mostly thought of the bubbly beverage as a mixer or a tonic to calm an upset stomach. But executives at the St. Louis-based Seven-Up Company were anxious to tap into a wider market. The company wanted to rebrand its product as a common soft-drink like the more well-known cola beverages, Pepsi or Coca-Cola. It enlisted a marketing team from the Chicago office of the J. Walter Thompson ad agency to help them. Out of this collaboration came one of the most famous advertising campaigns of the 20th century.

The late 1960s were a difficult time in America. The Vietnam War and the fight for civil rights divided the country. Disillusioned young people were building a robust oppositional counterculture that rejected war, racial segregation, and violence. The summer of 1967 became known as the "Summer of Love," a period when hippies gathered in San Francisco and cities around the country in the hopes of igniting "a renaissance of compassion, awareness, and love, and the revelation of unity for all mankind."

Seizing on this oppositional energy, the JWT team designed a campaign that framed 7-Up as the ultimate oppositional drink: the "Uncola." Rather than trying to play up the similarities the soda shared with its competitors, the new ads focused on its differences. In the company newsletter, the team explained "Seven-Up advertising tells people that, of the three top-selling soft drink brands, 7-Up, the Uncola, is the only one with distinctly different qualities."



The “Uncola” struck a chord with the younger generation as the first ads appeared in 1968. They focused on puns based around “un” part of the new slogan. By portraying Coke and Pepsi as “the Establishment,” JWT effectively situated 7-Up as an alternative brand for alternative people.

The following year JWT created a contest inviting artists to submit wildly imaginative designs for 7-Up ads. The submissions were presented to the client, who chose the final images. The winner received a \$2000 reward and the opportunity to work with JWT to make final versions. From this contest, JWT and the Seven-Up company built a campaign of colorful road-side billboards with psychedelic graphics. Art by young graphic designers including Pat Dypold, Ed Georges, and Milton Glaser dotted highways across the country in 1969.

A 1973 article from *Southern Advertising* described the success of the billboard campaign: “To zero in on the college and younger age groups, [Seven-Up executive] Roesch has developed a different approach to the use of the outdoor medium. The agency’s media department uses outdoor as a means of zeroing in on a specific target . . . instead of as a mass media that doesn’t discriminate. The boards are located accordingly, and the art used is slated to the specific likes of the age groups. The result has been demand for Seven-Up posters to be used as room decorations, party decorations, all without any promotion by the company.”



The campaign complemented its print ads and billboards with television spots. [The most memorable ads from this campaign featured Trinidadian dancer and actor Geoffrey Holder](#) explaining the difference between ugly, dry, kola nuts and the tangy, juicy lemon and limes that flavor 7-Up. [The ad broke racial barriers](#) within the Seven-Up Company, which until then had never used black actors in its television ads.

The Uncola campaign continued into the 1970s. As times changed, the campaign tried to stay in dialog with oppositional culture by incorporating new visual mediums such as graffiti. JWT argued that “In 1968, the rebellious approach of youth was a workable parallel for the rebellious approach of Seven-Up. Today, in the Seventies, the attack remains viable.” However, 7-Up’s hard-won market share declined over the course of the decade, losing ground to the growing popularity of another lemon-lime soda, Sprite.

FILE *JWT - Uncola - 7up*

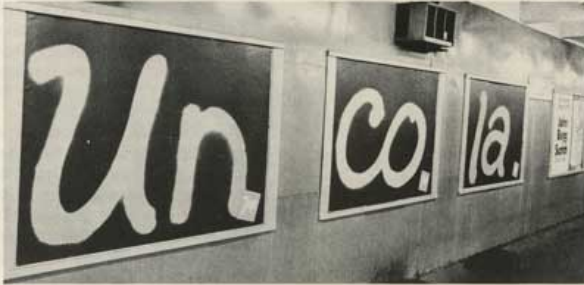
UNDERGROUND GENIUS

Graffiti's come to maturity when it's used to advertise one of the nation's best known products. Blending in with its environment, the new 7-UP "UN CO LA" poster is actually three separate posters laid side-by-side with lettering in spray paint green on black.

Over three hundred of these posters are on New York subway walls. Because of the logistics of being able to rent three hundred sets of three side-by-side panels, 7-UP was the first advertiser to ever do this, and may well be the last.

A possible plus conceded by the agency (JWT) is that youthful artists would try their talents on the "UN CO LA" billboards rather than the surrounding walls.

AD: Ozzie Hawkins; Illus: Art Graphics Associates/Chicago; Agency: J. Walter Thompson/Chicago; Client: 7-UP.



Perhaps the soda became a victim of its own success. The Uncola campaign had so effectively linked to the youth of the 1960s that by the 1990s, it was considered "what old people drink," in the words of one financial analyst, "and that's not what you want in a soft drink." In 1998, the company finally dropped the Uncola slogan and reinvented its formula. Since then the company has since tried several different campaigns to redefine its identity without success. Regardless, the Uncola campaign will remain a mainstay of the consumer culture of 20th century America and a sign of the times in which it was created.

<https://flashbak.com/when-7up-was-cool-the-uncola-ad-campaign-1969-1973-27578/>

FLASHBAK

Everything Old Is New Again

From Uncool to Uncola – The Fabulous Psychedelic 7-Up Ads 1969-1973

By Rob Baker on December 11, 2014



'Un & Un is Too' by Kim Whitesides in 1969

No one really knows where the name *7-Up* really comes from although we do know that it was invented in 1929 by Charles Leiper Grigg. In 1920 Grigg had already invented an orange carbonated drink called *Howdy* but it had never been as successful as he hoped mostly due to popular and dominating market leader *Orange Crush*. So Grigg searched around for a different kind of soda one without an obvious rival and after two years of experimenting came up with a lemon-lime flavoured drink. Despite being given the rather long-winded name of *Bib-Label Lithiated Lemon-Lime soda* the soda started selling well.

The "Bib-Label" part of the moniker referred to the paper labels on the bottle, while the "Lithiated" bit, referred to the Lithium Citrate that Grigg hoped would make the drink seem more healthy. Lithium affects the flow of sodium through nerve and muscle cells in the body and is used today to treat the manic episodes of manic depression.

Grigg sensibly abandoned the original name of his popular soft drink and after a few pored it down to 7 UP. It was never completely clear what the name referred to but despite the company's secrecy over the matter there isn't a good reason to think that it's not named after the drink's seven ingredients. An original tagline went: "Seven natural flavors blended into a savory, flavory drink with a real wallop." One of those ingredients, of course, was lithium and that might have been the 'Up' bit in the name. The US Government banned lithium's use in foodstuffs in 1948 and, presumably with a licence to delay, 7 Up stopped including lithium citrate in its recipe two years later. No one seemed to notice the lack of the mood-stabilising ingredient and by now 7UP was the third best-selling soft drink in the world.

Many of the images can be seen here by [btreat](#) on flickr. Some of these incredible ads are available there for rent and for sale.

"fresh up" with Seven-Up!

THE ALL-FAMILY DRINK!



Berry time, merry time! Thirst time, too! What a time for 7-Up! When you are *really* thirsty, sip a chilled bottle of 7-Up and you'll *know* what "fresh up" means. Seven-Up is so pure, so good, so wholesome that folks of *all* ages can enjoy it. "Fresh Up" with 7-Up often!

Copyright 1952 by The Seven-Up Company



You like it... it likes you!

BUY 7-Up BY THE CASE FOR FAMILY AND GUESTS!

7UP ads were very family friendly in the 1950s, this ad from 1952.

Need alley-oop?



It's yours with this quick, fresh lift!

Copyright 1963 by The Seven-Up Company

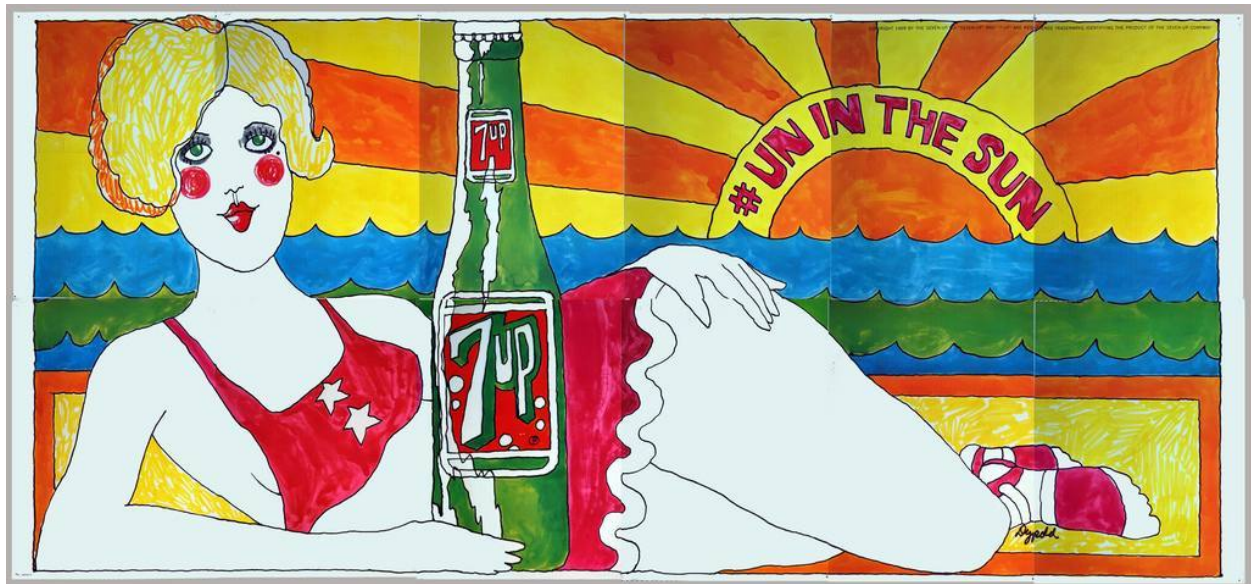
Does that bowling ball feel heavier than it did a few minutes ago? Quick—bring on the 7-Up! Here's brand new energy for you in just 2 to 6 minutes. New roll-power to help you score bigger. New sparkle for your spirit. And a glorious, new, fresh taste for your mouth. Why, it's a bowler's dream. Or a ping ponger's. Or anybody's! It's *always* 7-Up time.

FOR THIRST QUENCHING, FRESH TASTE, QUICK LIFT... "FRESH UP" WITH SEVEN-UP!

Ad from 1963. 7-Up's demographic was becoming older in the sixties. The company aimed ads to teenagers but to no avail.

Almost twenty years after the mood-altering drug was removed from the ingredient list the Seven-Up Company introduced the slightly counter-culture influenced UNCOLA advertising campaign. Possibly because the drink was considered by youngsters as distinctly uncool and a drink imbibed mostly by the older generation (despite the desperate attempt by 7-Up to use teenagers in their early sixties ads). 7UP's tagline had long been: "You Like It; It Likes You", and many presumed because it was less gassy or stomach-upsetting than the cola drinks.

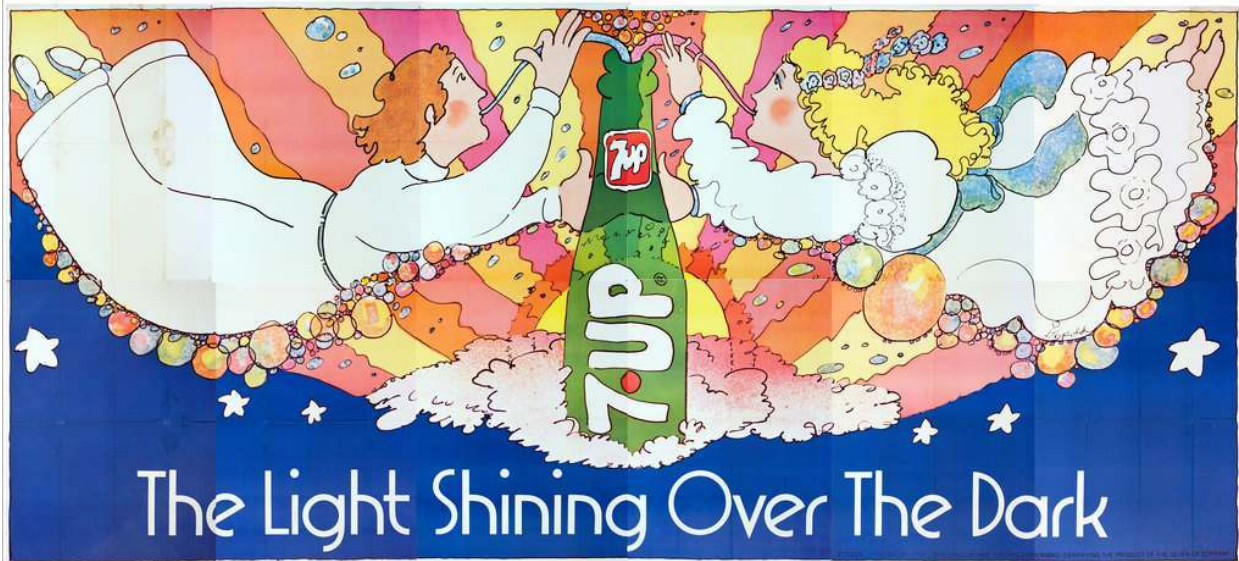
The UNCOLA campaign changed everything and the ads seemed to say: 'This is a drink that is definitely not Cola and we are different and we are proud of the difference'. Within a few months the ads sent 7UP sales rocketing.



'Un In The Sun' By Pat Dypold, 1969.



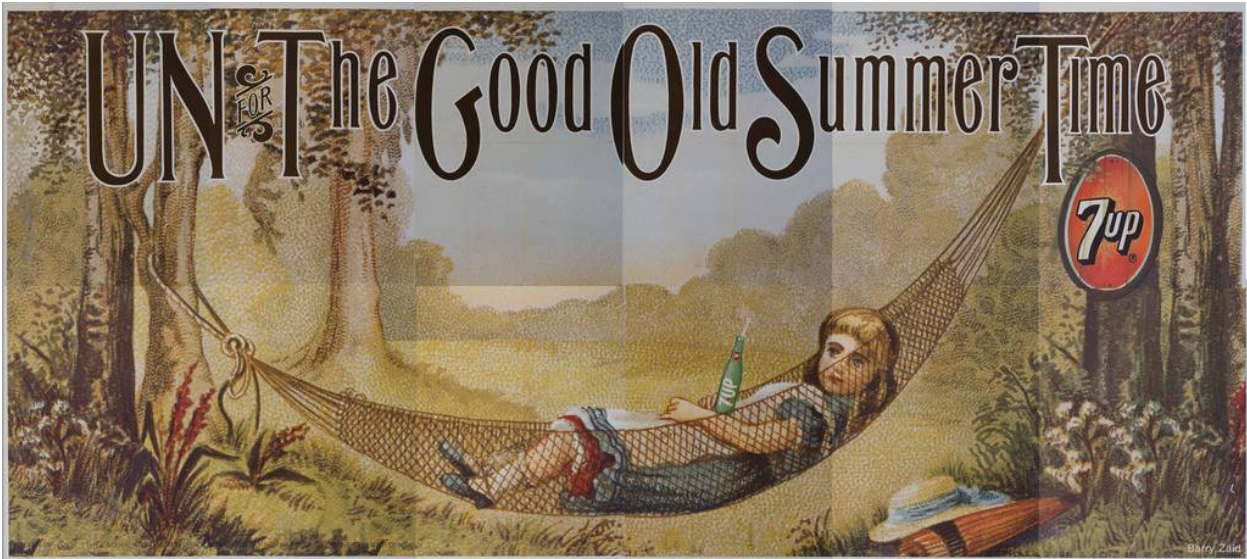
“UnCanny In Cans” by John Alcorn, 1969.



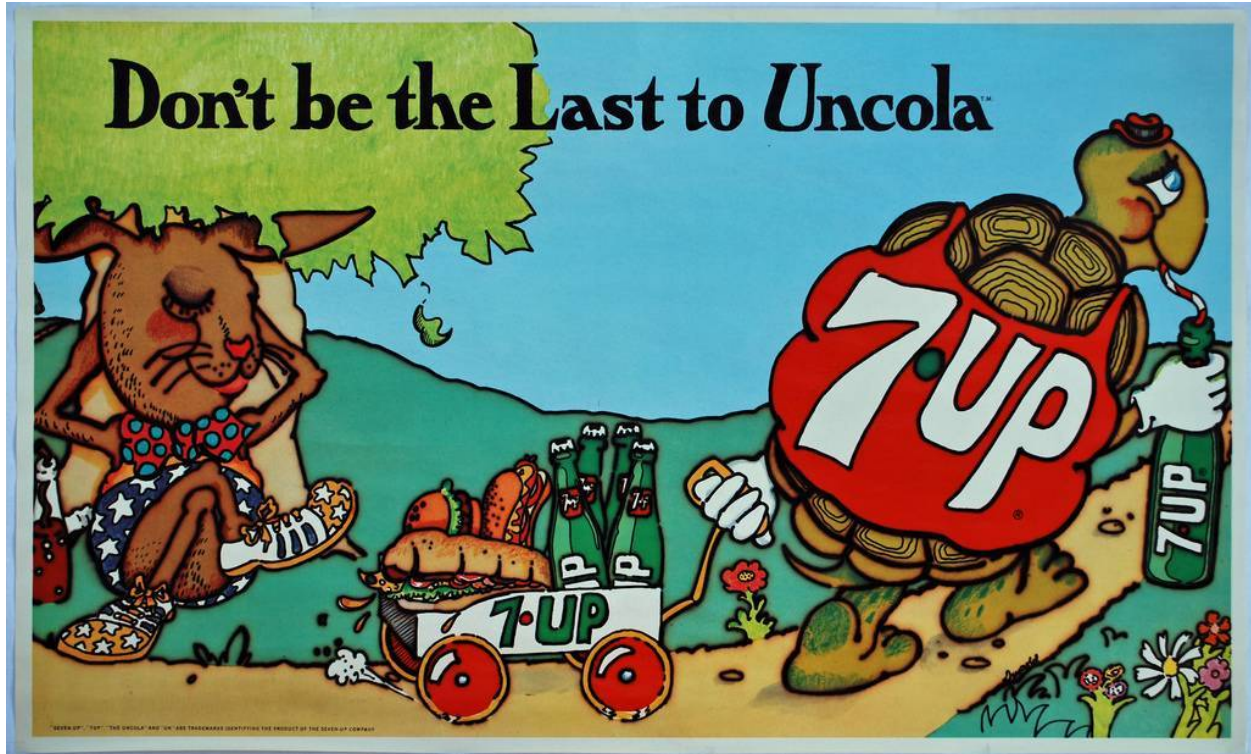
“The Light Shining Over The Dark” by Pat Dypold, 1971.



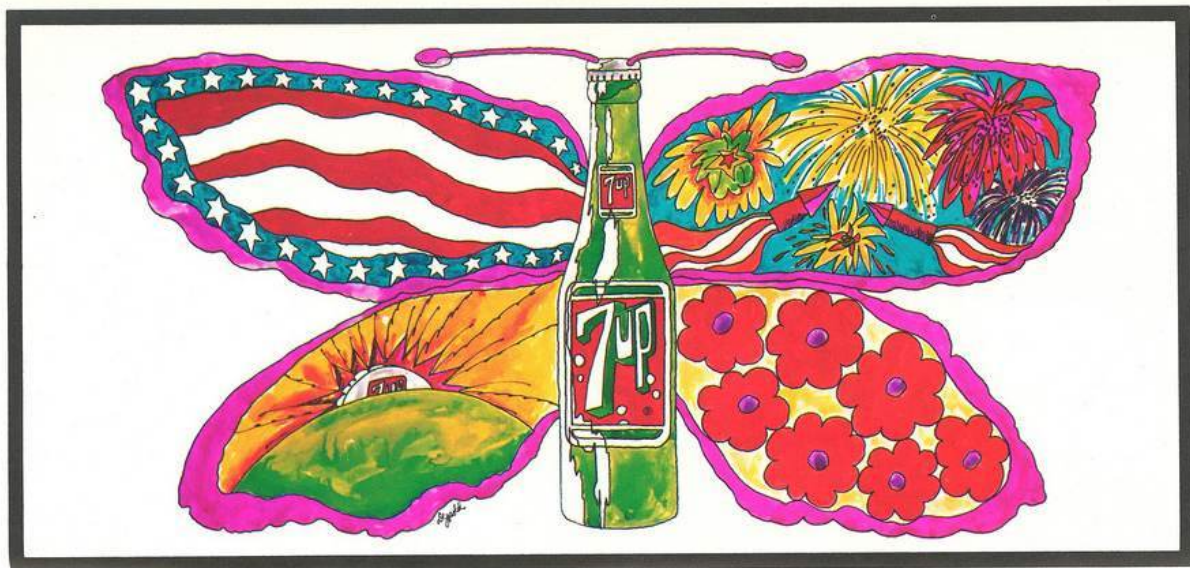
'Like No Cola Can' – Milton Glaser, 1971.



'Un For The Good Old Summer Time' by Barry Zaid, 1971.



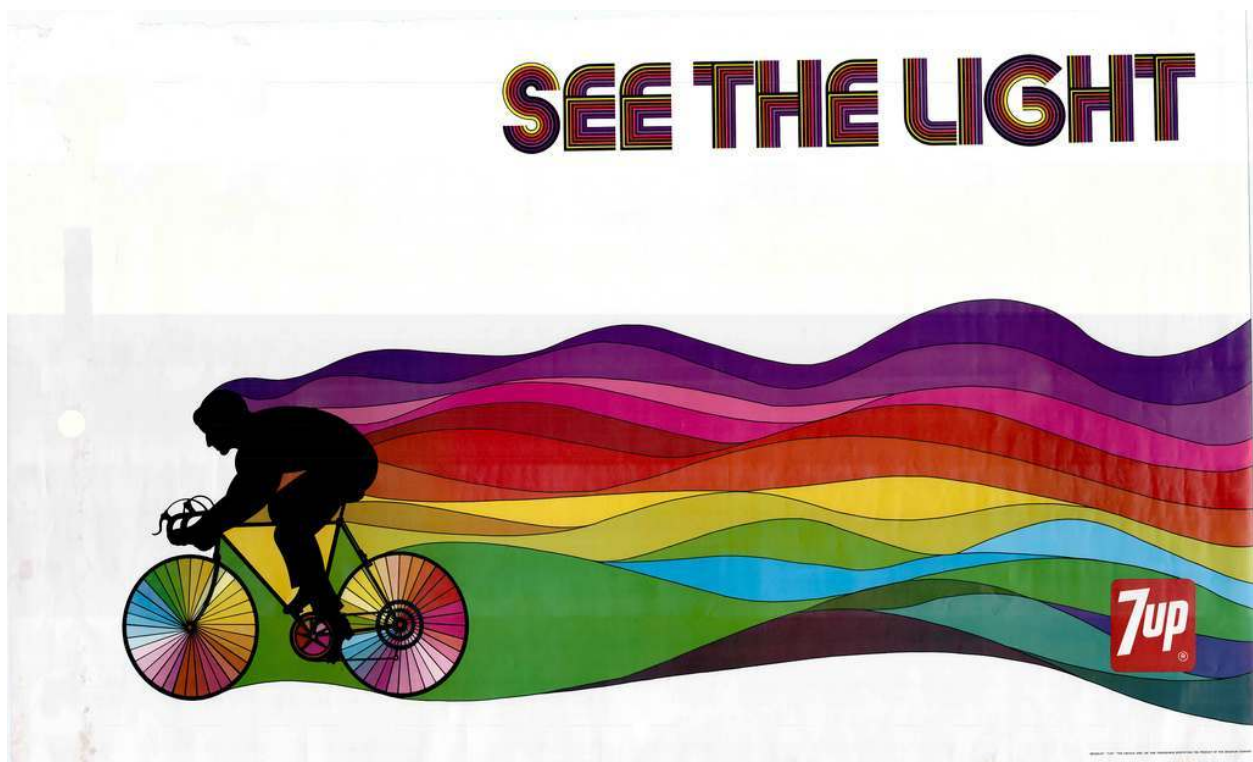
Don't Be The Last To UnCola by Pat Dypold, 1971.



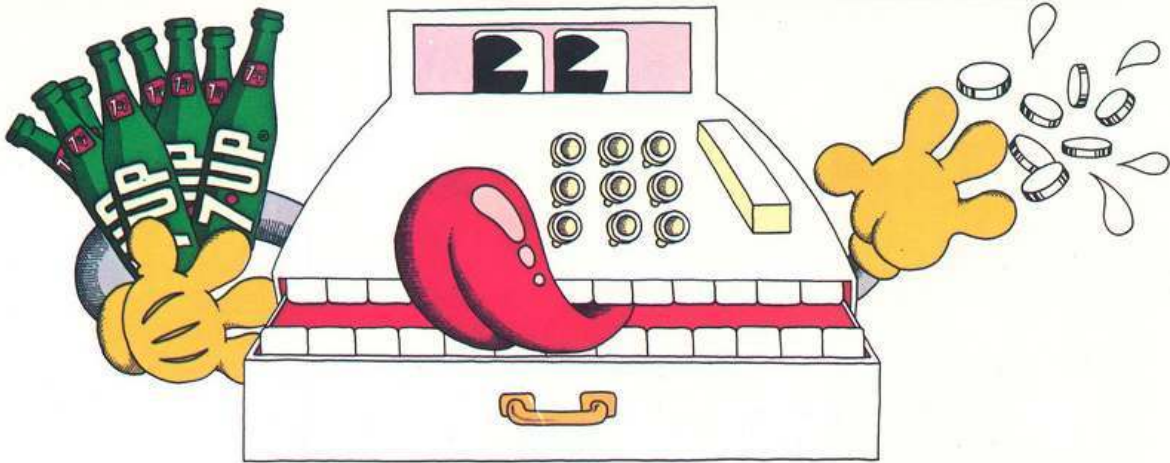
'Butterfly & Bottle' by Pat Dypold, 1971.



'Buy a Merry Can' Jacqui Morgan, 1970.

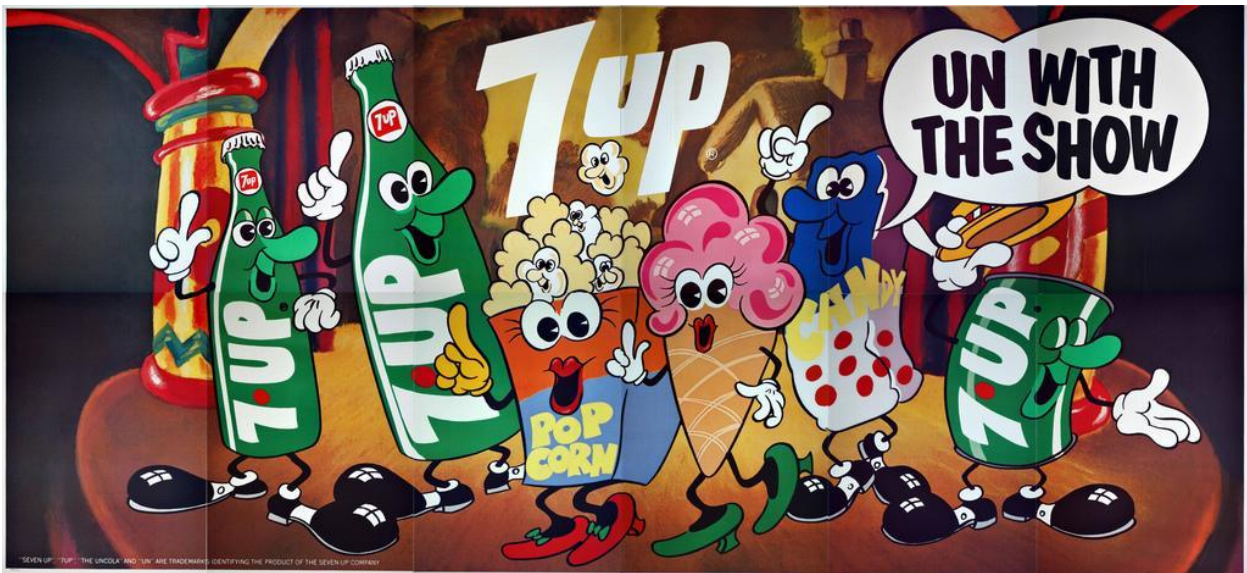


'See The Light' by Bill Bosworth, 1973.

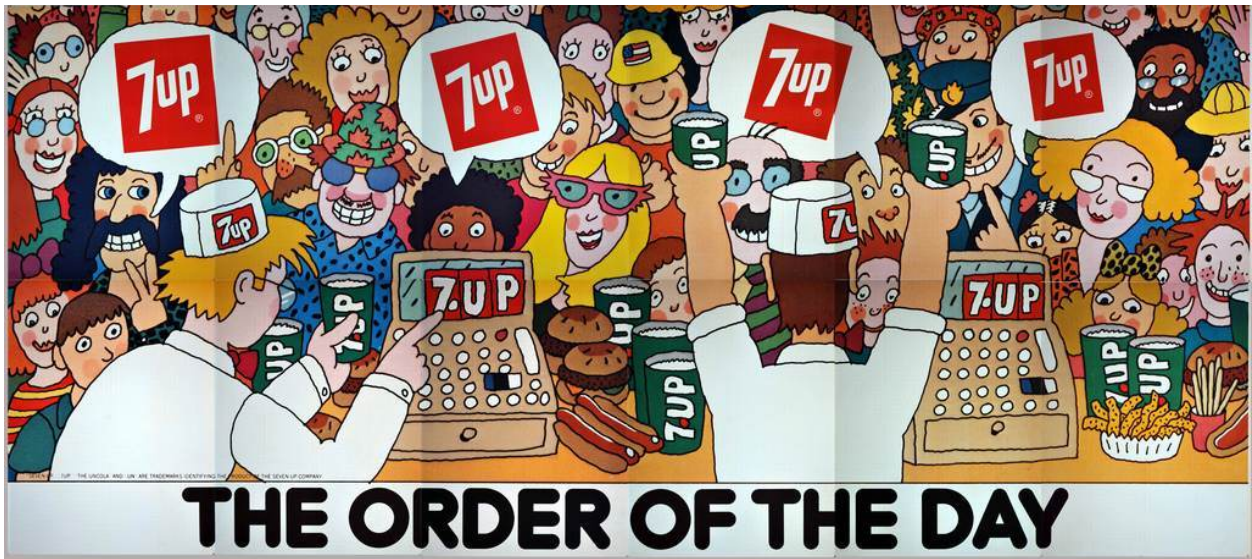


7-UP money-back bottles make cents.

'Money-Back Bottles Make Cents' by Skip Williamson



'Un With The Show' by Ray Lyle, 1971.



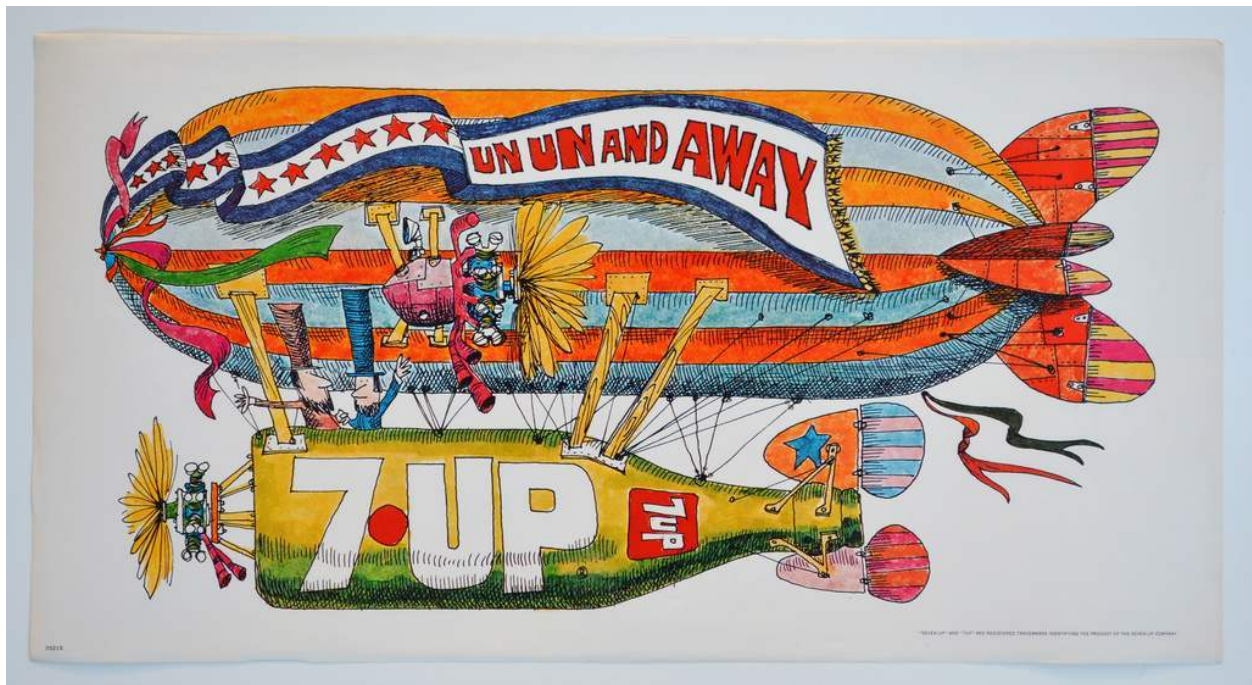
'The Order of the Day' by Simms Taback, 1971.



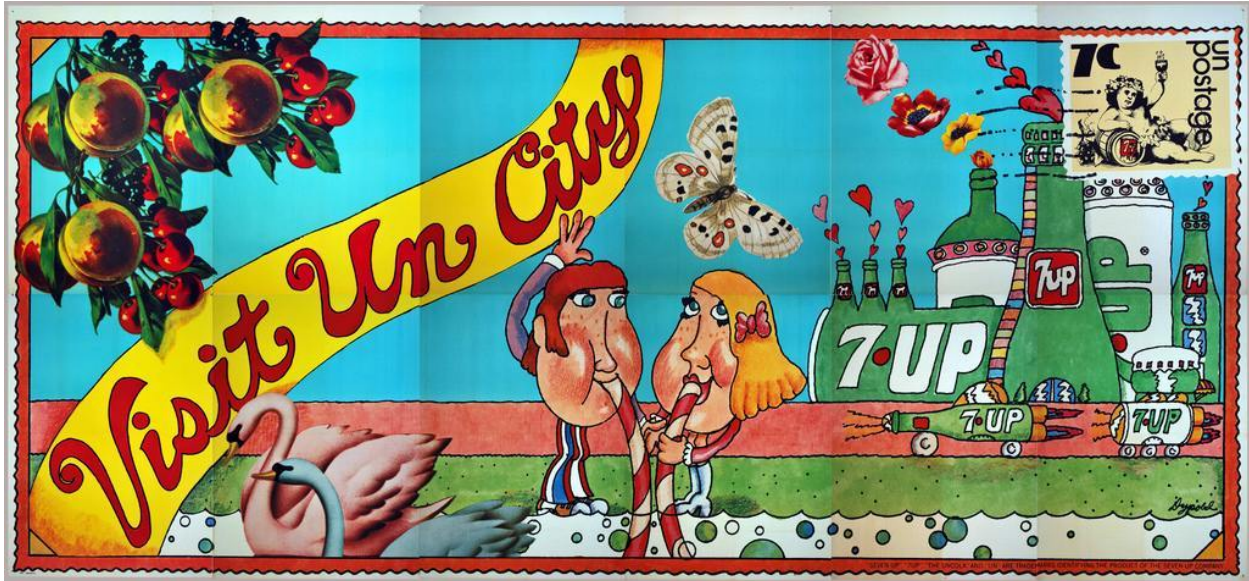
'Wet Un Wild' by Ed George, 1970.



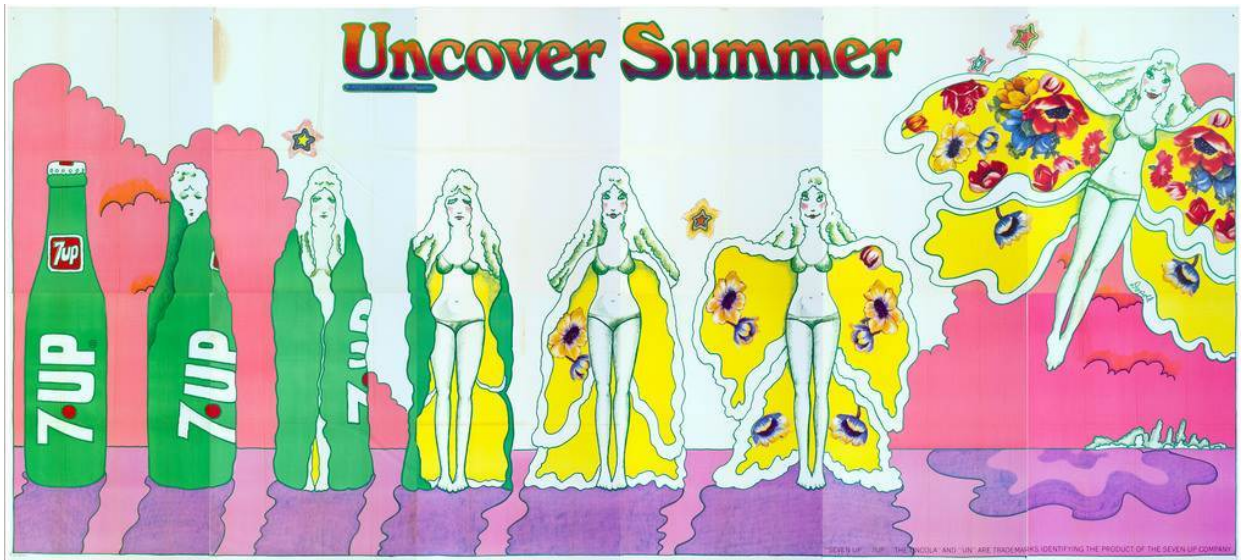
'The Youth Fare' by Ed George 1971.



'Un Un and Away' by Ed George, 1970.



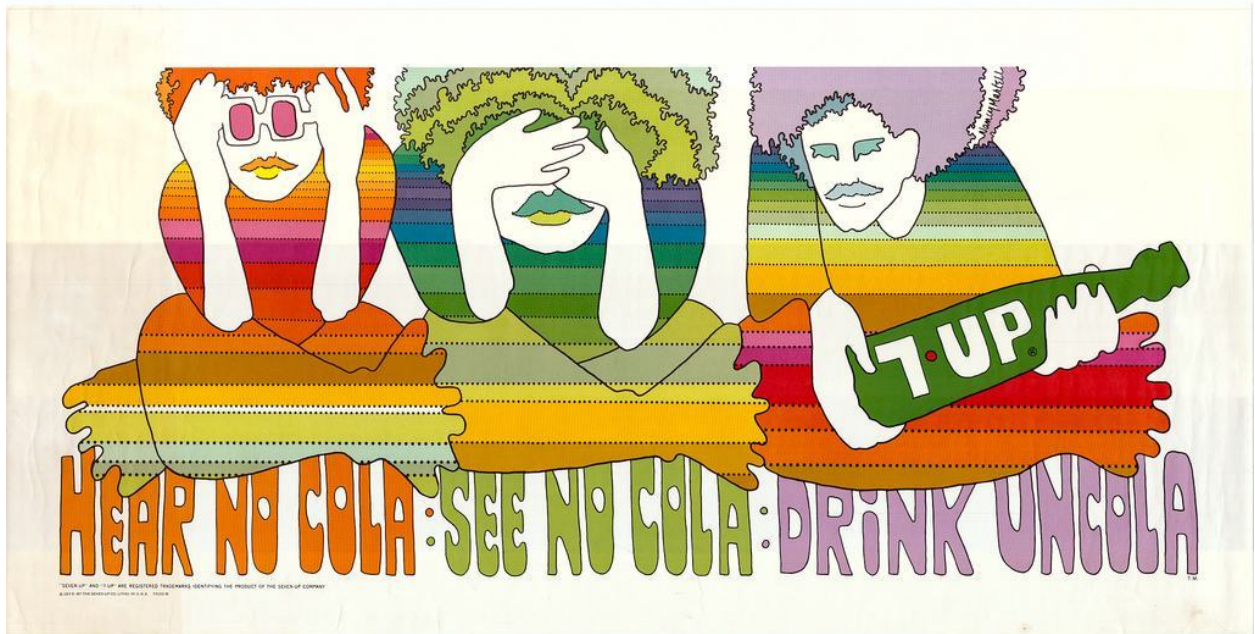
'Visit Un City' by Pat Dypold, 1971.



'Uncover Summer' by Pat Dypold, 1971.



'Dog's Best Friend' by Bob Taylor, 1972.



'Hear No Cola, See No Cola, Drink Uncola' by Nancy Martell, 1970.



'Matisse' by Pat Dypold, 1971.

Many of the images can be seen [here](#) by btreat on flickr. Some of these incredible ads are available there for rent and for sale.

TO WHOM IT MAY CONCERN:

We the undersigned neighbors and merchants of North Beach, Telegraph Hill and Chinatown. strongly urge the Office of Small Business of San Francisco to expedite the petition of S&S Grocery to become a Legacy Business so that negotiations regarding their doubled rent can begin on their behalf as soon as possible. The loss of S&S Grocery, located on Grant Ave. between Union and Green, would be immeasurable to the local residents. It is the only TRUE GROCERY store left for blocks around which still has reasonable prices thus conveniently serving the elderly, the infirmed as well as the general population well into the late night.

NAME

ADDRESS

Ana Muller	526 Green St. SF
Jessica Gauguin	1232#3 Grant Ave. SF
Andrey Tomassik	6 Gerke Alley SF
James Puffe	478 Union St #3
Steph Halli ^{40 years} neighborhood	1527 Grant Ave. #11
GARY FOSSAT 24 Yrs.	427 1/2 Union St. 94110
Pauline Craig	470 Union #3
Tom McHugh neighbor since 1990	5 Edith St., S.F., CA
JAMES STANKARD 20 yrs	1288 Columbus Ave #206, SF, CA
Robert Richman	1527 Grant Ave SF CA.
Kevin Slattery	16 Sonoma St SF CA
Victoria Van Leanen	1527 Grant Ave #11
DINO MACCHIAVINI	1544 GRANT AVE #
Paul	536 Green St #2
DEAN FARLEY	471 GREENWICH ST. SF. CA. 94133
Marijane Pierson	428 B Union St 94133
ROBERT MATTEI	1717 Powell Street. SF. CA 94133
Joe	1226 Grant Ave #27 SF 94133
Joe	1226 Grant Ave #27 94133
Scott & Chad	1416 Grant Ave, #10 94133

TO WHOM IT MAY CONCERN:

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NAME

ADDRESS

JOHN MATTOS 1540 GRANT SFO 94133

Filing Date: January 10, 2019
Case No.: 2019-000703LBR
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
Zoning: NCD (North Beach Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 0116/002
Applicant: Frances Lau, Owner
1461 Grant Avenue
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

S & S Grocery is a small family-run grocery and convenience store in the North Beach neighborhood established by S. Louie in 1959. The market sells products of everyday use including fresh fruits and vegetables, canned foods, cereals, milk, snacks and crackers, soaps, medicines, paper towels and more. In 1975, S. Louie transferred the business to his son J. Toy and his son's wife M. Toy, known as the Toy family. The income from the store helped them raise their children, putting them through school and college, and helped support their family. J. Toy and M. Toy worked very hard to be able to support and petition all of their family members to immigrant to United States. As with many family-owned grocery stores, all of the children worked after school at S & S Grocery, pitching in to help out.

On October 17, 1989, the Loma Prieta Earthquake with a moment magnitude of 6.9 struck the Bay Area. The quake severely damaged the city's freeway including the Embarcadero on/off ramp, which was a direct route into Chinatown and North Beach. The change that followed included the dismantling of the Embarcadero freeway making access to/from Chinatown and North Beach more difficult. Despite the physical changes to the environment, S & S Grocery maintained its presence serving the community and the residences on nearby Telegraph Hill.

After many years of hard work, J. Toy and M. Toy retired in 1999 and transferred the business to their niece and nephews, F. Lau, J. Lau and S. Lau, known as the Lau family. As with the Toy family, many members of the Lau family work together to keep S & S Grocery in operation, through the dot-com boom in the late 1990s and the most recent recession in the 2000s. The store continues to serve the residents of North Beach as a family-owned grocery store with multiple family members involved in the business.

The business is located between Union and Green streets on the west side of Grant Avenue in the North Beach neighborhood. It is within a NCD (North Beach Neighborhood Commercial) Zoning District and within a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1959.

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

Yes. S & S Grocery qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. S & S Grocery has operated continuously in San Francisco for 60 years.
- ii. S & S Grocery has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- iii. S & S Grocery is committed to maintaining the physical features, craft, art form and traditions that define the business.

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 building is a contributor to the California Register-eligible Upper Grant Avenue Historic District, which is historically significant for its historical land use pattern, recreated after the 1906 fire and essentially unchanged today. It is a tightly packed area of interdependent housing and small shops in vernacular Classic building styles. The district reflects the crowded living conditions typically experienced by recent immigrants to San Francisco at the turn of the 20th century.

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

Yes. The property has a Planning Department Historic Resource status of "A" (Known Historic Resource). It is located within the California Register-eligible Upper Grant Avenue Historic District and was identified as part of a historic district in a 1984 North Beach historic resource survey. The building was constructed in 1906.

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:

- 1461 Grant Avenue

Recommended by Applicant

- 7-Up Sign from 1969-73 ad campaign
- Inventory of items for everyday use
- Family history representing the “American Dream”

Additional Recommended by Staff

- Storefront with tiled bulkhead, wood-framed windows and awning



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: FEBRUARY 6, 2019

Case No.: 2019-000703LBR
Business Name: S & S Grocery
Business Address: 1461 Grant Avenue
Zoning: NCD (North Beach Neighborhood Commercial) Zoning District
40-X Height and Bulk District
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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 S & S GROCERY CURRENTLY LOCATED AT 1461 GRANT AVENUE, (BLOCK/LOT 0116/002).

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 February 6, 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 S & S Grocery 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 S & S Grocery.

Location(s):

- 1461 Grant Avenue

Physical Features or Traditions that Define the Business:

- 7-Up Sign from 1969-73 ad campaign
- Inventory of items for everyday use
- Family history representing the "American Dream"
- Storefront with tiled bulkhead, wood-framed windows and awning

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 2019-000703LBR to the Office of Small Business. February 6, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: