

Legacy Business Registry Staff Report

HEARING DATE MAY 29, 2019

LE BEAU NOB HILL MARKET

Application No.: LBR-2015-16-040
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
District: District 3
Applicant: Joseph Omran, President
Nomination Date: May 2, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Le Beau Nob Hill Market ("Le Beau Market" or "Le Beau") was founded on July 18, 1984, when brothers Joseph and George Omran purchased the business. Joseph and George were both stock brokers at Merrill Lynch. The brothers formed a partnership upon buying the business and were joined by their younger brother in the work. The three of them working 7 days a week for 80 to 90 hours per week for a couple of years to build up the business. The neighborhood responded positively to all the changes and helped them grow over the years. George decided to leave the business in 1994, so Joseph bought his interest in the business on July 1, 1994. Omar took over the deli/meat counter at that time as well, leasing the space from Le Beau.

Le Beau Nob Hill Market initiated its first remodel in 2000. Omar left the business in 2004 due to complications from multiple sclerosis. Joseph was fortunate in attracting great employees from the neighborhood who became part of his extended family, including several "local boys" that were formerly employed with the San Francisco Police Department. Alexander, Joseph's son, is now running the market with a staff of 27 employees who help keep the tradition of community markets alive. Although Joseph officially retired in 2018, he is still involved behind the scenes.

Le Beau Nob Hill Market is not a supermarket but a "superette," a compact food market "convenience shop" or "mini-mart." It is the village market for the Nob Hill village. The produce department at Le Beau is head and shoulders above the rest. Quality, organic, local, seasonal and fair prices drive their mission. Each department within the market is constantly seeking the freshest, most delicious products. Whenever possible, Le Beau works with local producers like Earl's Organic Produce, located in the San Francisco Wholesale Produce Market, and F.E.E.D. Sonoma (Farmers Exchange of Earthly Delights), a micro-regional aggregator in Sebastopol whose mission is to create a vibrant, sustainable and fair food system by maximizing the ability of small farmers to sell their food through diverse marketing channels. Whether goods are obtained from near at hand or further afield, Le Beau strives to provide the very best at a fair price.

The business is located on the southwest corner of Leavenworth and Clay streets in the Nob Hill neighborhood.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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

1263 Leavenworth Street from 1984 to Present (35 years)

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

Yes, Le Beau Nob Hill Market has contributed to the history and identity of San Francisco and the Nob Hill neighborhood.

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:

- Le Beau Nob Hill Market is associated with the tradition of fresh food markets.
- The property has a Planning Department Historic Resource status of "B" (Requires Further Research / Age Eligible) because of its age (1916).
- Le Beau Market has been mentioned in many newspaper articles over the years. Herb Caen was a regular and mentioned the business several times in his column. Le Beau has also been featured food magazines recognizing food markets including an article by the Specialty Food Association. On May 24, 2016, Le Beau Nob Hill Market received three commendations recognizing Le Beau's contribution to the community: a Certificate of Special Congressional Recognition from Congresswoman Nancy Pelosi; a Certificate of Recognition from California State Senator Mark Leno; and a Certificate of Honor from the City and County of San Francisco Board of Supervisors.

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

Yes, Le Beau Nob Hill Market 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 Le Beau Nob Hill Market qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Mural on Leavenworth Street façade.
- Rooftop garden.
- Quality local, organic produce.
- Storefront awning.





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CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Grocery store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Le Beau Nob Hill Market currently located at 1263 Leavenworth Street 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 MAY 29, 2019

LE BEAU NOB HILL MARKET

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-040
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
District: District 3
Applicant: Joseph Omran, President
Nomination Date: May 2, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LE BEAU NOB HILL MARKET, CURRENTLY LOCATED AT 1263 LEAVENWORTH STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on May 29, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

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 Le Beau Nob Hill Market in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Le Beau Nob Hill Market:

Physical Features or Traditions that Define the Business:

- Mural on Leavenworth Street façade.
Rooftop garden.
Quality local, organic produce.
Storefront awning.

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

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 29, 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-2015-16-040
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
District: District 3
Applicant: Joseph Omran, President
Nomination Date: May 2, 2016
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? Yes No

1263 Leavenworth Street from 1984 to Present (35 years)

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

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: N/A

DELIVERY DATE TO HPC: April 3, 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

May 2, 2016

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
regina.dick-endrizzi@sfgov.org
(415) 554-6134

Dear Director Dick-Endrizzi:

I hereby nominate Le Beau Market for inclusion on the Legacy Business Registry.

Situated at the corner of Leavenworth and Clay in District 3's Nob Hill neighborhood, Le Beau Market is a grocery mainstay that highlights local, seasonal items and gourmet prepared foods. Just off the beaten path, Le Beau Market is a neighborhood treasure that has served its local community with pride since 1984. Le Beau Market is an independently-owned and customer-driven grocer committed that elevates local food and beverage brands. The market's owner, Joseph Omran, gives back to his community by organizing environmental clean-up efforts and contributing to local charities. His annual Customer Appreciation Day has raised money for waste reduction initiatives and for a new playground structure at Huntington Park.

Le Beau Market would benefit substantially from inclusion on the Legacy Business Registry, and it is my pleasure to nominate it for inclusion.

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:		
LEBEAU Nob Hill Market		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Joseph Omran		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1263 Leavenworth St. S.F. CA 94109		(415) 885 3030
		EMAIL:
		lebeaunobhill@gmail.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
Lebeaumarket.com	LEBEAUMarket	LEBEAUMarket.

APPLICANT'S NAME	
Joseph Omran	Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	
1263 Leavenworth St S.F. CA 94109	
TELEPHONE:	
[REDACTED]	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0933525	32567208

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section One

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
1263 Leavenworth St	94109	07/18/1984
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input type="checkbox"/> Yes		

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
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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.

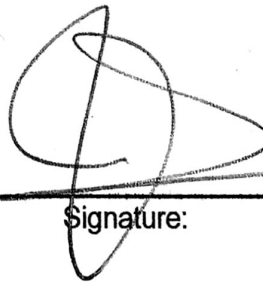
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards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

Joseph Omran

Name (Print):

04/03/19

Date:



Signature:

LE BEAU NOB HILL MARKET

Section 4: Written Historical Narrative

CRITERION 1

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

Le Beau Nob Hill Market (“Le Beau Market” or “Le Beau”) was founded on July 18, 1984, when brothers Joseph and George Omran purchased the business. It is located at 1263 Leavenworth Street at the corner of Clay and Leavenworth streets.

Joseph and George were both stock brokers at Merrill Lynch. They both came to the realization that being stock brokers was not what they wanted to do with the rest of our lives. They went in search of a food market to purchase. Joseph and George learned that a market, then called Leroy Market, was for sale by George’s wife’s cousin, and they went to look at it. Leroy Market was really rundown. At first, Joseph scratched it from their list because it was in such bad condition. After continuing their search, they realized that the market had the most important ingredients for success: location, location and location! They paid the asking price and took the keys on July 18, 1984.

Joseph and George decided to change the name to Le Beau Nob Hill Market for two reasons: (1) “Le Beau” was somewhat similar to “Leroy”; and (2) the character Corporal Louis LeBeau from television sitcom Hogan's Heroes, played by actor Robert Clary, was a chef. Joseph and George loved Hogan’s Heroes.

The brothers formed a partnership upon buying the business. They dragged their younger brother Omar into the business to keep him out of trouble. That is how it began. The three of them working 7 days a week for 80 to 90 hours per week for a couple of years to build up the business. The neighborhood responded positively to all the changes and helped them grow over the years.

George decided to leave the business in 1994, so Joseph bought his interest in the business on July 1, 1994. Omar took over the deli/meat counter at that time as well, leasing the space from Le Beau.

Le Beau Nob Hill Market initiated its first remodel in 2000. Again, the neighborhood responded favorably to the changes and continued providing support to grow.

Omar left the business in 2004 due to complications from multiple sclerosis, so Joseph was on his own. Joseph was fortunate in attracting great employees from the neighborhood who

became part of his extended family, including several “local boys” that were formerly employed with the San Francisco Police Department.

Enter Alexander Omran, Joseph’s eldest son.

Alexander decided to join the team after working in the deli for a while. He began training with Joseph, working side by side, which is not always easy since Joseph claims to not be the easiest person to work with, especially if you’re his son.

Le Beau Market underwent another remodel in 2014, focusing on energy efficiency equipment. It has worked out well.

Now it’s 2019, and Le Beau Nob Hill Market is approaching its 35th anniversary. Joseph is retired and Alexander is running the show along with the help of 27 great employees who help keep the tradition of community markets alive. Although Joseph officially retired in 2018, he is still involved behind the scenes. He is always around since it’s the only place he shops. Plus, he has been promoted to be the “maintenance engineer.” Alexander has not yet taken ownership of Le Beau.

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

LeBeau has been in continuous operation since 1984.

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

LeBeau Nob Hill Market is a family owned and operated business and has been since 1984.

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

The ownership history of (the business) is as follows:

1984 to 1994:	Joseph Omran and George Omran
1994 to Present:	Joseph Omran

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

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

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

The historic resource status of the building at 1263 Leavenworth Street 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.

Since 1984, it's been the mission of Le Beau Nob Hill Market to satisfy the nutritional needs of their community. In this ever-changing world where the source of our nutrition is being hijacked by "big food," it's more important than ever that we become discriminating in choosing our nutritional sources. San Francisco is a city composed of many villages, each with its own restaurants, laundromats, watering holes and markets. In the Nob Hill village, Le Beau is the village market. Neighbors meet neighbors and chat with the staff as they pick up fresh seasonal produce, locally sourced meat and artisanal cheeses for the perfect meal.

LeBeau Market is a community hub of Nob Hill. It's where neighbors meet neighbors. It's where the news of the community is shared. It's what existed before the app "Next Door" when people communicated to one another in person.

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

Le Beau Nob Hill Market has been involved in many neighborhood events. They have hosted several meet-and-greets with the San Francisco Police Department's Northern Police District over the years. They have been involved with the Safety Awareness For Everyone (SAFE) program. SAFE engages, educates and empowers San Franciscans to build safer neighborhoods through crime prevention, education and public safety services, resulting in stronger, more vibrant and resilient communities. Le Beau Market also hosts a monthly street sweep every first Saturday of the month. Le Beau has participated with the Nob Hill Association in the annual Rose in the Park picnic in Huntington Park. They also co-host "Movie Night at Huntington Park" with the Nob Hill Association, which began in 2017.

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

Le Beau Market has been mentioned in many newspaper articles over the years. Herb Caen was a regular and mentioned the business several times in his column. Le Beau has also been featured food magazines recognizing food markets including an article by the Specialty Food Association.

On May 24, 2016, Le Beau Nob Hill Market received three commendations recognizing Le Beau's contribution to the community: a Certificate of Special Congressional Recognition from Congresswoman Nancy Pelosi; a Certificate of Recognition from California State Senator Mark Leno; and a Certificate of Honor from the City and County of San Francisco Board of Supervisors.

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

Photographer extraordinaire Jimo Perini; journalist Herb Caen; and film director, screenwriter, author, actor and opera director Werner Herzog have all patronized Le Beau Nob Hill Market.

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

Le Beau Market is committed to serving the community that has provided for its continued prosperity. It is part of the community.

Joseph Omran has been involved with Nob Hill on many levels over the years to help give back to the community that has helped the business continue to be relevant in today's society. He served as a member of the Citizens Police Advisory Board at Northern Station for several years. He has served on the board of directors of the Nob Hill Association and is currently the sitting Vice President. He is also currently a Reading Partner at the Spring Valley Elementary School on Jackson Street. Le Beau Market has also been working with the San Francisco Fire Department on their annual Toys For Tots drive.

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

Le Beau Market serves all the people of Nob Hill, including residents and tourists, and is responsive to their customers' needs. They strive to provide the best customer service possible and respond to customer requests to the best of their ability. They count on their customers to let them know how they are doing. If customers do not see a product they would like the store to carry or have a suggestion about how to do something differently, they are invited to let staff know. If at all feasible, Le Beau will try to accommodate their requests.

Many things have changed since 1984, but Le Beau Nob Hill Market is very proud to be able to say that the Nob Hill community has been very supportive. Without its loyal customers, the store couldn't be here. Customers are the major driver of Le Beau's food selection and their only need for the store to exist. Nob Hill Market strives to meet the community's needs however it can.

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

The most significant visual attraction of Le Beau would be the mural on the Leavenworth side of the building. It was done by several artists from Indonesia who came here in 2003. They were exchange artists brought over by Megan Wilson. She was a local artist and neighbor who did a mural project in Yogyakarta, Indonesia. The meaning of the mural is open to interpretation, but perhaps demonstrates how capitalism leaves people in the cold. Megan is also responsible for the mural inside Le Beau on the back wall along with the painted panels with all the flowers. Flowers are her signature.

In addition, Le Beau Market has installed a rooftop garden complete with worm towers and bee hives. Though they can't grow enough herbs for their customers, they can always get fresh rosemary from the garden if they should run out of rosemary. They also grow oregano, thyme, mint, flowers for the bees and Meyer lemons. Nob Hill Market has been fortunate to have the help of Roger Garrison, a beekeeper neighbor, who has helped the market harvest about 100 pounds of honey a year from up to 12 beehives on the roof.

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

If the business were to close, the community would lose a true local business focused on taking care of the community's nutritional needs and provide a meeting place for the neighbors. Businesses like Le Beau Nob Hill Market are like the glue of the community. The store provides an opportunity for one-on-one human interaction, something that seems to be diminishing. It's what makes urban living different than being in the suburbs. Stores like Nob Hill Market are disappearing from San Francisco.

CRITERION 3

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

Le Beau Nob Hill Market is not a supermarket but a "superette," a compact food market "convenience shop" or "mini-mart." It is the village market for the Nob Hill village.

The produce department at Le Beau is head and shoulders above the rest, period. Quality, organic, local, seasonal and fair prices drive their mission. Each department within the market is constantly seeking the freshest, most delicious products. Whenever possible, Le Beau works with local producers like Earl's Organic Produce, located in the San Francisco Wholesale Produce Market, and F.E.E.D. Sonoma (Farmers Exchange of Earthly Delights), a micro-regional aggregator in Sebastopol whose mission is to create a vibrant, sustainable and fair food system by maximizing the ability of small farmers to sell their food through diverse marketing channels. Whether goods are obtained from near at hand or further afield, Le Beau strives to provide the very best at a fair price. Those in the know shop at Le Beau!

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)

Le Beau Nob Hill Market is committed to maintaining its historical tradition as a neighborhood 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.).

Le Beau Nob Hill Market is committed to maintaining the murals on all sides of the building, the rooftop garden and awning over the front area.

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



Sunday
New York Times
on sale here



Nob Hill's Finest Market 855-3030

Nob Hill's Finest Market

ONE WAY

STREET



Nob Hill Market

COLD

Nob Hill Market ...







ONE WAY

LE BEAU

No Hill's Finest Market

GO DUBS

KLAY

lebeaumarket.com

CLAY ST

No Smoking
Monday Chicken Special

415.885.3030

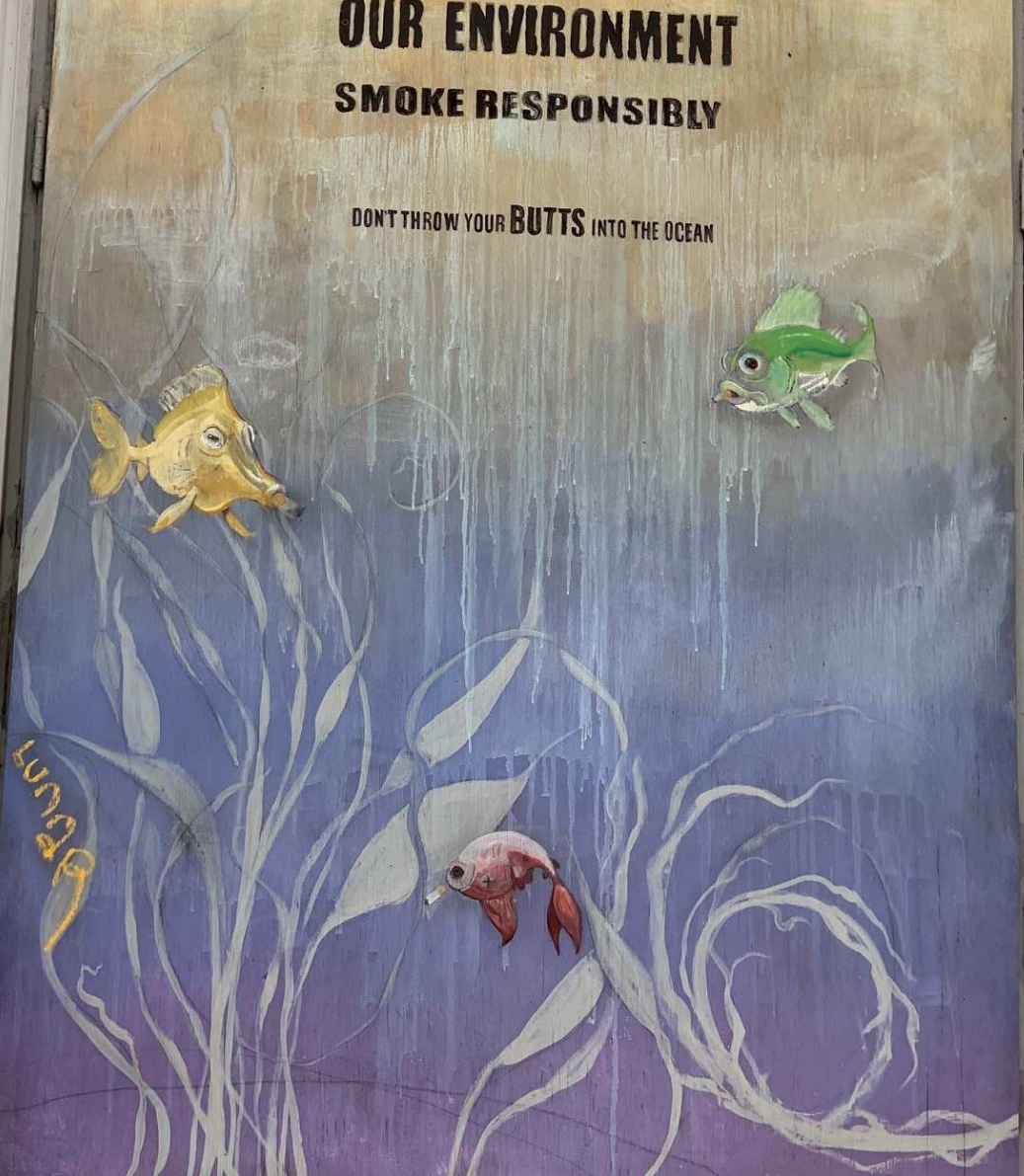




I've heard of **SMOKED FISH** BUT
SMOKING FISH
 YOU HAVE THE **RIGHT** TO SMOKE

BUT YOU **DON'T** HAVE THE RIGHT TO
POLLUTE
OUR ENVIRONMENT
SMOKE RESPONSIBLY

DON'T THROW YOUR **BUTTS** INTO THE OCEAN





AY



Hill's Finest Market

ONE WAY

Serving
OUR
COMMUNITY
over 30 years

aumarket.com

Monday
Chicken
Special

030



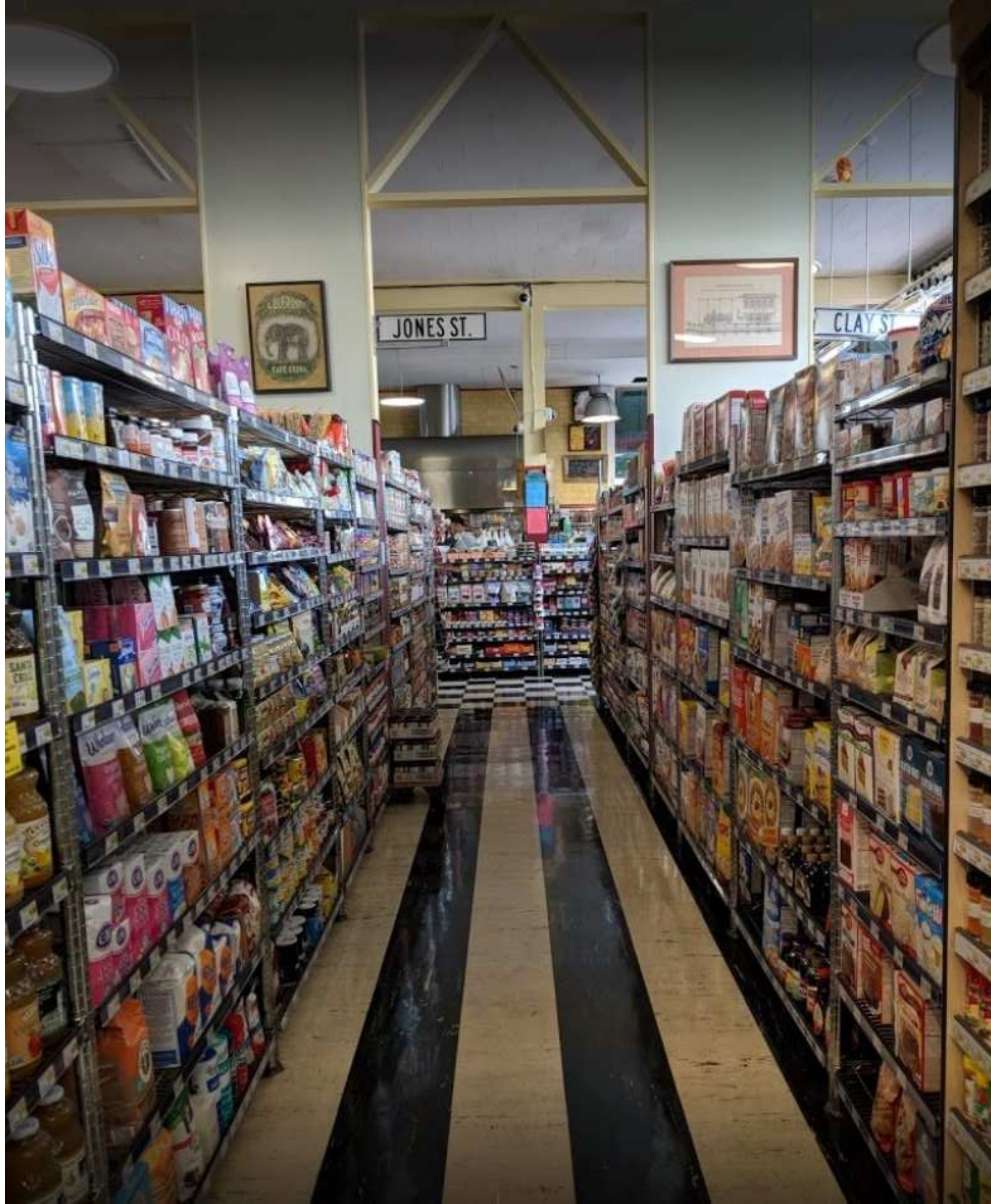
VISIT OUR
MEAT
CASE

for a
PROTEIN
KICK

Le Beau
Mon-Sun, 9am-9pm
Closes Thanksgiving
& Christmas

\$20⁰⁰
BOUQUET



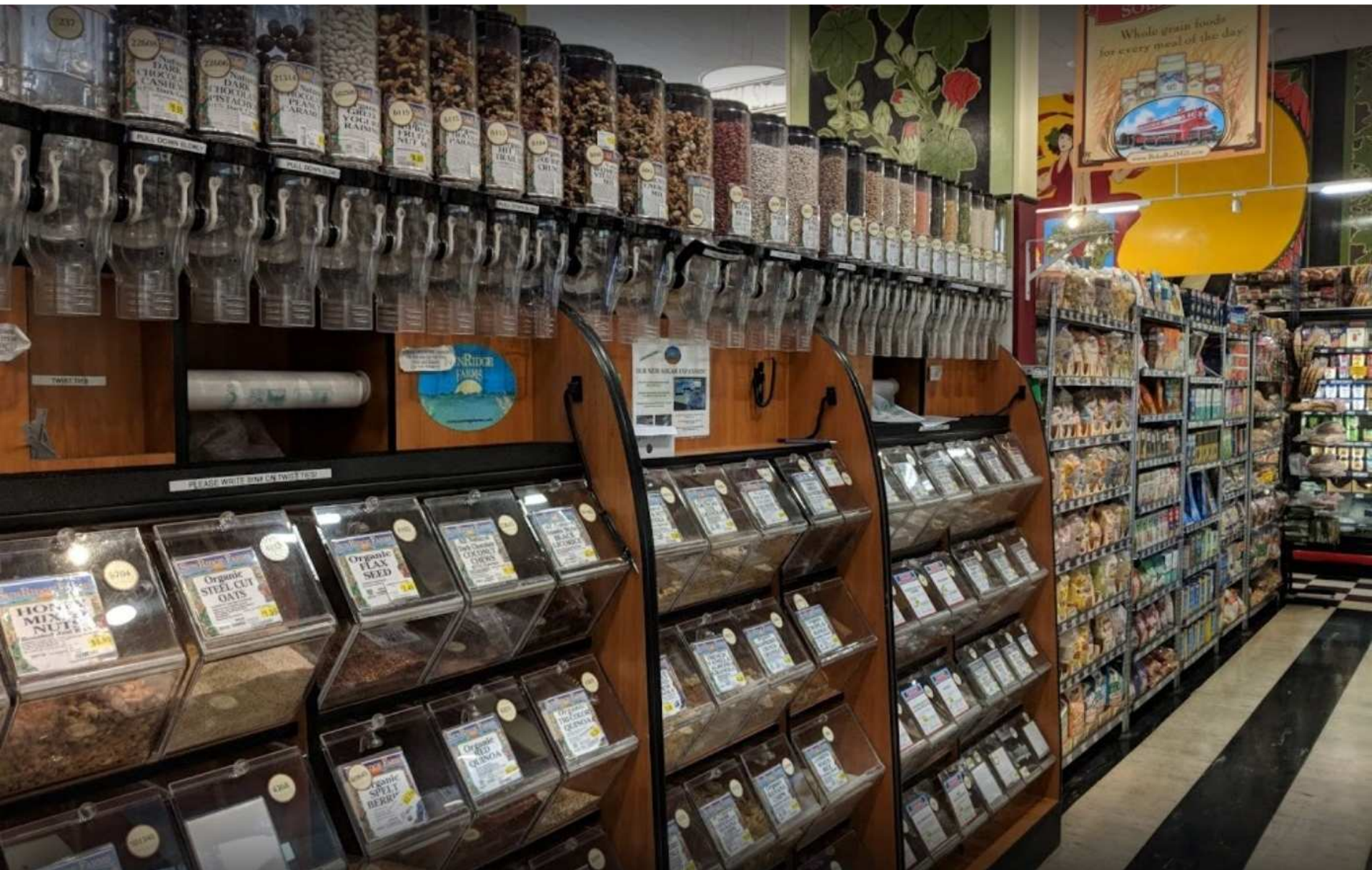


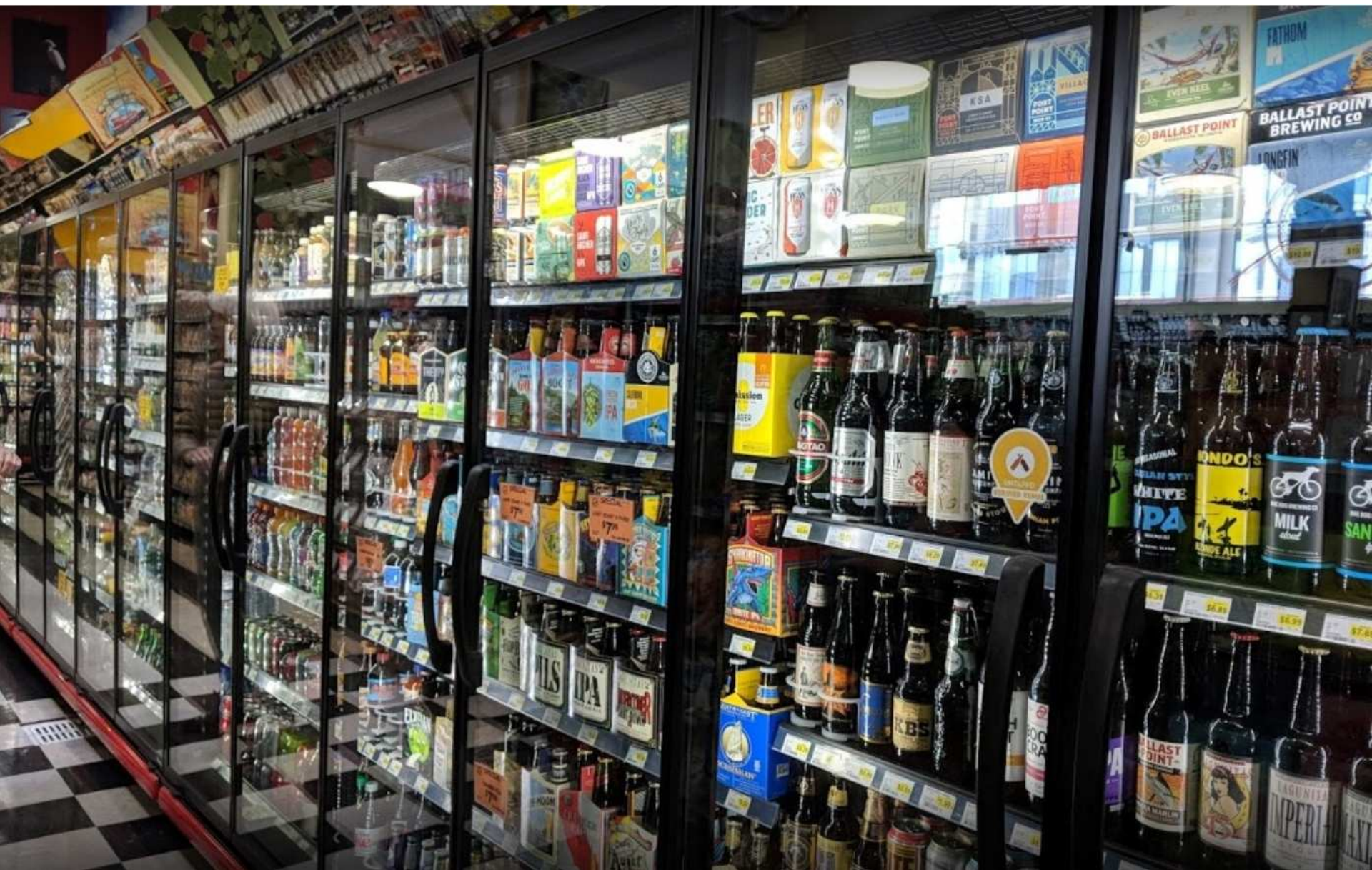


LEAVENWORTH ST.













The Grill

All Grill items come with fries

All items from apple butter to mayo
are housemade, your stomach is important to us.

California Burrito

\$9.70

*carne asada, guacamole,
sour cream, cheddar cheese,
and french fries (inside).*

Le Beau Burger

\$9.70

*house rub, grain mustard,
ketchup, mayo, sautéed red onion,
lettuce, tomato, and choice of cheese
on hamburger bun.*

Porky's Revenge

\$9.70

*grilled pork chop, house rub, slaw,
honey mustard, and havarti cheese
mango salsa on a soft roll.*

Le Beau Turkey Burger

\$9.70

*turkey, teriyaki sauce, mango salsa
spicy mayo, and swiss cheese
on hamburger bun.*

Sausagito Bandito

\$9.70

*ernesto's hot or mild sausage
with green chili, grilled onions,
spicy bbq sauce, and pepper jack
on a french roll*

The Great Steak

\$12

*rib eye steak, house rub, blue cheese
sautéed mushrooms, and grilled onions
on ciabatta*

United Airlines, desperate to rent a small diamond Dist. house for herself and young son, offered \$100 a month more than the owner was asking and threw in a free round-trip to Europe — only to be outbid. With the vacancy rate at 1 percent or less, the gouging is as fierce as the frustration.



CAENFETTI: My old friend Joe Omran of the LeBeau Nob Hill Market tips me to another underreported item: Gas prices may be skyhigh, but cereal prices — even for Shreddies — are suddenly down by as much as 25 percent after pressure from Congress ... Life imitates bad jokes: During the miniflap over the absence of Nancy Drew children's books at S.F. public libraries, I wheezed that mebbe it would help if Nancy emerged from the closet, thereby becoming p.c. by local standards, and guesswot? Mabel Maney of our town has written three Nancy Drew lesbian parodies featuring Nancy Clue, and all are at the Main Library. One clever title: "Nancy Clue and the Hardly Boys in 'A Ghost in the Closet' " ... Wotznoo in cyberspace: John Joss reports that PETA (People for the Ethical Treatment of Animals) tried to set up a website, only to find that another PETA (a satirical acronym for People for the Eating of Tasty Animals), has claimed it. The original PETA is suing and may the better peta win.



BAY CITY BOUNCE: Todd Rundgren's farewell (he's moving to Hawaii) will be a benefit for the Presidio Hill School Sat. night at the Fillmore. Other immortals performing: Paul Kantner, Jack Casady and my favorite live drummer, Prairie Prince ... The S. F. Mime Troupe, perennially on the shorts, as befits a counterculture icon, is staging a fund-raiser today, 5:30 to 8, at the Dia 57.

kick for the ancients is to hear new broadcasters saying "Clement," with equal stress on both syllables, and "San RAF-ael." "Greenich" for Greenwich is OK. Only dinosaurs still insist on "Green-witch" (and "Carney" for Kearny).

★ ★ ★

"EXCITING times ahead!" exults Richard Clark of Berkeley. "I see this scenario of the four guys who beat up Reginald Denny going into a long trial, getting acquitted, and Simi Valley people rising up and burning down their town" . . . At the laff-a-minute Le Beau Market on Nob Hill, they're selling the long creepy legs of giant Alaska king crab as "Alien 3 Crunchies" and that's what they look like. Minus the drool . . . Roozbeh Chubak of Berkeley is baffled. She applied for license plate "OLD EART," as a tribute to our planet, and was turned down by the DMV because it "carries connotations offensive to good taste and decency." Meanwhile, Mark Bronder caught "DIG BIC" on a Nissan "owned by a well-endowed dyslexic or a disposable pen enthusiast," and Lance Roberts espied an Acura Legend plated "UPYR BMW." Look, there's "PHKMALL" again! Aw, missed it . . . More culture: Leo Stutzin, the Modesto Bee's music, art and theater critic, asked at the downtown PO for some commemorative stamps "with artists or entertainers." "Wellll," said the clerk after flipping through the sheets, "how about somebody named Earl Warren?"

★ ★ ★

DEAR OLD Cable Car Clothiers, which is losing its Grant-O'Farrell space to Georgie An

BREAKTHROUGH: In an interview published on the front page of the afternoon paper last Thurs., Mr. Brown pointed out that due to the large influx of Asians and Hispanics into the city, "every politician has to go back to school to lead the new residents." Next day, he was seen to be lunching at Le Central with Ann Getty, Harry de Wildt, Denise Hale, Wilkes, Jo Schuman and Maryon Davies Lewis. That's getting to know the new residents.

★ ★ ★

HONESTLY: Spending a wkend at home can be fun. Also fattening. Friday evening, shopping at my neighborhood grocery (LeBeau at L'worth and Clay), I celebrated St. Patrick's Day by buying a large round loaf of Irish soda bread. Mistake. Irish soda bread makes the world's greatest toast. By Saturday night it was gone. One chorus of "The Pig Got Up And Slowly Walked Away." Saturday and Sunday mornings mean John Rogers on KJAZ, a calm, literate, informative voice in a maelstrom of mediocrity.

★ ★ ★

ALSO, BASEBALL was on the tube for the first time this season and no better than usual. This lovely game simply doesn't work on TV, but is OK on radio (come back, Hank Greenwald). The camera doesn't and can't show enough; you need to see the whole field, the so-called subtle moves, the ball AND the runner. During other breaks from answering the mail, I took quick peeks at ESPN, that invaluable network, to watch a truly incredible Davis Cup match in Asuncion, Paraguay, between our Jim and his opponent.

and that color code red, blue or green was called. Not in San Francisco. The color codes were fuchsia, silver and magenta. "We have to amuse ourselves somehow," said a clerk. . . . Scott Smith saw a Volvo 760GLE on Castro Street the other day, and in its back window was a sign saying, "Warning — do not buy a Volvo. They do not stand behind their product." I guess if they did, they'd read the sign.

●

IN FIRST: "How do you like our new receipts?" said the man at Le Beau Market on Leavenworth. The new receipts tell you how much you spent, but right above that they say "GO GIANTS, Humm-baby! It's going to be fun!" We like the new receipts, Le Beau Market. . . . KNBR is carrying an ad for GiantsVision featuring a guy with a fakey New York accent talking about real baseball and how he's from "the Grand Concourse, Queens." For that, people in the Bronx are giving their homegrown cheer.

●

DESIGNER CUSSING? Director Stanley Kubrick has a new movie due for release in June, a Vietnam War flick called "Full Metal Jacket." It's already achieved controversy because some newspapers will not print the promotional line on the ads. The line says, "In Vietnam, the wind doesn't blow. It sucks." OK, a poll: If you are a Vietnam veteran, did you ever hear this expression? Ed Reilly



01/01/2012

Retailer Profile: Le Beau Market

For more than a quarter-century, this San Francisco retailer has seen other specialty stores in its Nob Hill neighborhood come and go. By engaging the community with good food and big ideas, Le Beau has held its footing as a mainstay among locals.

by Eva Meszaros

Photos by Eva Meszaros

Joseph Omran gives credit where credit is due. His corner grocery shop, Le Beau Market, in the tiny San Francisco district of Nob Hill, has survived and thrived in its 27 years under Omran's ownership. He attributes the success adamantly to the continued support of the neighborhood and its denizens. "Without them," he says, "we would've blow away into the wind."

To show his thanks over the years, Omran has committed himself and his market to the neighborhood, learning his customers' needs, seeking out quality goods with an emphasis on seasonal and local products and playing an active role to improve not only his store but the community as a whole.

Profile

Le Beau Market

1263 Leavenworth St.

San Francisco, CA 94109

415.885.3030

lebeaumarket.com

Year Established: 1984

Total Area: 5,400 square feet

Retail Area: 2,700 square feet

Staff: 13 full-time, 13 part-time

Sales Breakdown by department

Produce: 14%

Non-food items (health and beauty, flowers): 20%

Deli: 4%

Wine & Liquor: 10%

Frozen: 5%

Dairy: 17%

Groceries: 30%

The deli posts daily specials at its counter and on Le Beau's Facebook and Twitter pages.

A Simple Goal

Departing from their careers as account executives at Merrill Lynch to start their own business, Omran and his older brother George came across a rundown grocery store in the well-to-do Nob Hill neighborhood on the corner of Leavenworth and Clay. The store held appeal to Omran, who had some food retail experience from helping in his parents' small grocery shop, where he picked up his customer skills, and working at various markets as a college student.

"Our initial target was just: Be a good food store," Omran recalls. While Nob Hill residents generally had the means to support a specialty grocery store, the brothers quickly learned that a solely high-end market wouldn't fly. They settled on an array of products that could meet any customer's needs. "You can come here and get your everyday items, and if you feel like you want to splurge, there's stuff you can do that with too," Omran says.

A few years passed, and George was ready to move on from the business, so Omran bought him out. In 1999, after taking on full ownership, he invested in an extensive store remodel, which included all new refrigeration and flooring without expanding the space. The 2,700-square-foot store stands out on the inclined street, thanks to a giant mural—designed by members of the Clarion Alley Mural Project, a San Francisco-based artists' collective—that has spanned the exterior east-facing wall of the building since 2003.

Community Drives Direction

The neighborhood is near famed tourist sites Fisherman's Wharf and Pier 39, but removed enough from the bustle of the city's main attractions to feel like a sleepy suburb. A wide sidewalk allows room for a pair of simple metal café tables and chairs in front of the market's colorful mural. Sitting outside one fall afternoon, Omran greets nearly every passerby with a smile or a brief chat, leaving little doubt that Le Beau is more than just business.



Inside, products lining the shelves are equally indicative of the store's relationship with its patrons. Omran calls much of the inventory customer-driven, noting that regulars often come in with requests for certain products, empty container in hand. Such requests have included local favorite [Toffee Talk](#) candies, cookies and brittle from [Applebaum Bakery](#), [Tcho](#) and [Fearless Chocolates](#), [Bob's Red Mill](#) grains, [Vicolo](#) pizzas, [Organic Pastures](#) raw milk, and ice creams from [Jeni's](#) and [Ciao Bella](#).

Omran and his staff look for trends in these requests, further tailoring the selection toward customer needs. "Tastes are always changing, that's the one thing you can depend on," Omran says. Even fly-by-night fads must be considered to keep shoppers coming back. "I have to listen to my customers," he adds. "They're the ones who pay the bills."

Department managers or specialists oversee product selection in their respective areas of Dairy/Deli, Produce, Frozen Food, Beverage/Beer, Wine, and Candy. Though the emphasis is on local products, national and international brands have shelf space as well. For instance, the wine selection includes Northern California wineries [Renwood](#) and [Acacia](#) as well as Plum Gekkeikan from Wakayama, Japan. Among top-selling beverages are vintage-style sodas and locally crafted beers. In dressings, customers will find Le Beau-branded varieties, such as Champagne Honey Mustard Vinaigrette and Apricot Teriyaki Ginger Glaze, alongside familiar brands [Briannas](#) (a top seller), [La Tourangelle](#) and [Girard's](#). Other popular products include [Acme](#) and [Alvarado](#) breads, [Popchips](#) and [Kettle Chips](#), and [St. Dalfour](#) and [Bonne Maman](#) jams.

The recently remodeled deli counter has been a hit with customers. Three chefs with decades of experience in Bay Area restaurants (and beyond) create a spread of ready-to-go salads and snacks, and a menu details a mouthwatering selection of made-to-order sandwiches. Signatures include the Flagship, a roast-beef pileup with mayo, pesto and provolone, and the toasted Turkey Buttah, slathered with apple butter, bacon, havarti and avocado. The staff at Le Beau

drives home the feeling of community. Employees chat cheerfully with shoppers, and it's not just a show. "From the beginning, I've had a lot of locals who have worked for us," Omran says, adding that some of these long-time employees are now managers. Staff and customers know one another, and Omran tries to pay employees competitively to keep them around. "That's the value that I see having local people working for you."

An Education in Good Food

A self-proclaimed foodie, Omran finds himself eager to emphasize local, seasonal foods. Much of Le Beau's fresh produce comes from the sprawling farmers market at the waterfront Ferry Building, where he browses for the upcoming week's offerings. Omran believes that seasonal foods are a natural means to guarantee satisfied customers.

"It's easy to look good when you're selling what's in season," says the purveyor, whose enthusiasm for peak-season fruits borders on religious piety. And with good reason: he sources produce that leaves customers anticipating it year-round, such as heirloom apples from Devoto Gardens in the North Bay Area. "Suddenly if you weren't that big of an apple lover, you'll find yourself loving apples when you taste these things, because they're so damn good," he effuses. Visiting the farmers market is half the fun, he adds. "I've got a lot of connections down there and, for me, it's kind of a game to see what new stuff is coming out and what kind of deals I can find to bring back to customers."

The local and regional emphasis comes naturally with a focus on seasonal foods, Omran notes. He concedes that certain creature comforts, from tropical fruits to Italian imports, are necessary to retain customers, but he encourages shoppers to step out of their comfort zone and try products they may never have considered, whether for price or lack of familiarity.

"[Customers] approach their food like a lot of people approach soda pop: Early on, they find out that they love Coca Cola, so they'll never try anything else," Omran explains. "Food can sometimes be that way. They get stuck eating and tasting the same food all the time, and sometimes somebody needs to introduce them to different things out there."

Giving Back

With all the local support Le Beau receives, Omran returns the favor with an active role in community outreach and contributing to causes he values, including local charities and environmental clean-up.

Le Beau gives customers several opportunities to participate in fundraising efforts. Jars at the checkout counter encourage spare change donations, which the store matches and delivers quarterly to San Francisco nonprofit Glide, whose services include free meals for the hungry, support for victims of domestic abuse and affordable access to health-care services. Omran and his staff throw an annual Customer Appreciation Day, an all-day barbecue with foods straight from the market, which this year partnered with a fundraising effort at nearby Huntington Park

to raise money for a new playground structure. The popularity of the event's hot-dog and other food-eating competitions has inspired plans for a monthly baking contest; winners will receive a \$50 gift certificate to Le Beau and \$50 to donate to a charity of their choice.

In an ongoing effort to reduce waste, Omran has honed in on his own business, identifying a prime culprit: plastics, and consumers' dependency on them. The market launched a free bag giveaway program to encourage carrying reusable bags, and Omran is working with Green Bag to initiate another similar program. Taking it a step further, he hopes to convince the San Francisco Board of Supervisors to allow markets to charge for every plastic bag given to shoppers. He declares it a simple solution that will quickly change customers' habits, and he's willing to take on the initial complaints. "After six months of griping, they'll be totally fine with it," he asserts. "And we can make a huge difference with something as simple as that."

Going for Bulk

To keep his store afloat, avoiding the fates of several other specialty grocers in the Bay Area—[A.G. Ferrari](#) and [Andronico's](#) among them—Omran is seeking new ways to innovate and keep ahead of the competition. Currently, the market has plans to dedicate 18 feet of space to introduce about 150 bulk products in the next quarter. This department will feature olive oil and vinegar dispensers as well as bins for grains, pasta, flour, dried fruits and nuts.



Omran emphasizes the end result for the customer: higher-quality products at lower prices. He's already begun selling Mason jars for use with the new bulk items to build enthusiasm and ease shoppers into the transition. Like his view of plastic bags, Omran is anticipating resistance that he expects will subside once routine sets in.

"It's going to be a bit of an educational process," he acknowledges. "And I know it will alienate some people. But I'm willing to do that because I think that in the long run it's what the

industry needs to do more of.” Already Le Beau sports bulk bins of fruits, nuts and granola from [SunRidge Farms](#) in Royal Oaks, Calif., as well as coffee beans from [Jeremiah’s Pick Coffee Roaster](#) in San Francisco.

Moving into bulk products will give Le Beau not only a refresh but potentially buffer it against impending competition. A Trader Joe’s will be replacing the Cala Foods market that closed last year—a short three blocks from Le Beau. “I think that that’s going to be a bit of a game changer,” Omran admits. Offering products in bulk will distinguish Le Beau from the competition, he notes, which has been part of the inspiration for changing the market’s strategy.

Moving Forward

Challenges aside, the market continues to thrive. “This year so far has been one of our best on record,” says Omran, who credits the primarily twenty-something customer base the store serves. A resurgence in internet-oriented companies has brought an onslaught of young techies to the city, and the neighborhood—even bringing to the team a marketing director, who handles the store’s online presence, which includes Facebook and Twitter accounts—and a smattering of enthusiastic Yelp reviews.

The growing staff, now at 26 full- and part-time employees, has given Omran a greater feeling of pride and success. He recently hired his eldest son Alexander as general manager. Though rarely does a day pass that Omran doesn’t swing by the store—“just to see how things are going,” he says—his laborious 80- to 90-hour workweeks of the past have mellowed down to fewer and (sometimes) shorter days.

Still, the new bulk department, as well as plans for a roaming food cart, offering the deli’s sandwich specialties, are set to keep Le Beau relevant and ahead of the curve. As for the incoming competition, Omran’s philosophy is live and let live. “Le Beau’s got different things to offer,” he says. “So we hope our customers will continue to appreciate what we do and they’ll continue to keep us busy.” **|SFM|**

Eva Meszaros is associate editor of Specialty Food Magazine.

VIDEOS

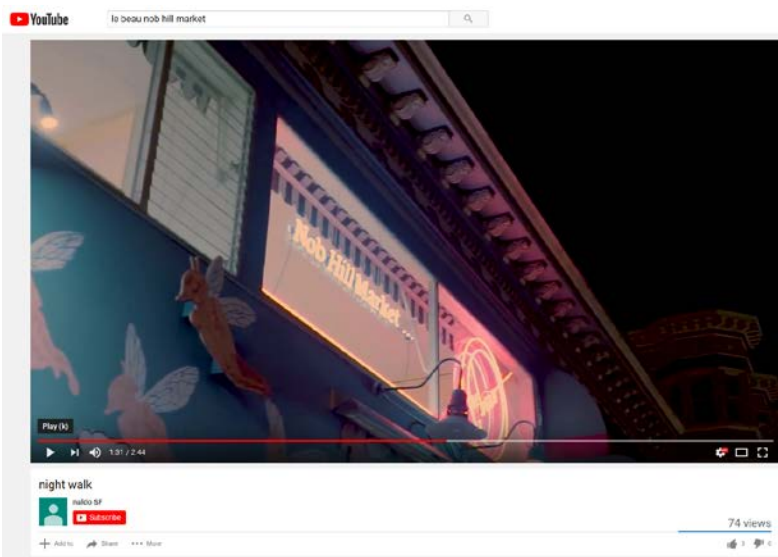


<https://www.youtube.com/watch?v=S-OQZI0UTzw>

“Lebeau Market in Nob Hill”

Published on Jan 20, 2015 by Bay Living TV

“Lebeau Market in Nob Hill offers much more than your average corner market.”



<https://www.youtube.com/watch?v=q3-p206b1QA>

“night walk”

Published on May 26, 2018 by naldo SF

“night video of january 6, 2018 in san francisco, featuring the fabulous le beau market mural. shot & edited by ronaldo farelli.”



*Certificate of Special
Congressional Recognition*

Presented to

*La Beau Nob Hill Market
Small Business Week 2016 Honoree*

*in recognition of outstanding and invaluable
service to the community.*

May 24, 2016

DATE

Nancy Pelosi

MEMBER OF CONGRESS

S T A T E O F C A L I F O R N I A

Senate

CERTIFICATE OF RECOGNITION

Le Beau Nob Hill Market

Small Business Award, District 3

Supervisor Aaron Peskin

Congratulations on being honored by Supervisor Aaron Peskin of District 3 as an inspirational and exemplary business. Your determination will help to lead San Francisco to greater economic empowerment and a brighter future for all. Congratulations and thank you for all you do!



MARK LENO

Senator, 11th District

May 24th, 2016

Certificate of Honor

BOARD OF SUPERVISORS
City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

Joseph Omran
Le Beau Market

For your service and commitment to the health and beautification of your neighborhood, including by hosting local environmental clean-up events and raising funds for neighborhood park and improvement projects, and for providing fresh, seasonal produce and gourmet pre-prepared foods to the Nob Hill neighborhood for over 30 years. May your legacy business continue to serve the neighboring community with the utmost integrity and generosity.

ERIC MAR

Aaron Peskin

Supervisor Aaron Peskin
May 24, 2016

Scott Wiener

Maria Cohen

John B. Breda

David Campos

London Breda

D. N. R.

Jeffrey

Maria S. Fara
Theresa

Filing Date: April 3, 2019
Case No.: 2019-004945LBR
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
Zoning: RM-3 (Residential, Mixed, Medium Density) Zoning District
65-A Height and Bulk District
Block/Lot: 0219/001
Applicant: Joseph Omran, President
1263 Leavenworth Street
San Francisco, CA 94109
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

Le Beau Nob Hill Market (“Le Beau Market” or “Le Beau”) was founded on July 18, 1984, when brothers Joseph and George Omran purchased the business. Joseph and George were both stock brokers at Merrill Lynch. The brothers formed a partnership upon buying the business and were joined by their younger brother in the work. The three of them working 7 days a week for 80 to 90 hours per week for a couple of years to build up the business. The neighborhood responded positively to all the changes and helped them grow over the years. George decided to leave the business in 1994, so Joseph bought his interest in the business on July 1, 1994. Omar took over the deli/meat counter at that time as well, leasing the space from Le Beau.

Le Beau Nob Hill Market initiated its first remodel in 2000. Omar left the business in 2004 due to complications from multiple sclerosis. Joseph was fortunate in attracting great employees from the neighborhood who became part of his extended family, including several “local boys” that were formerly employed with the San Francisco Police Department. Alexander, Joseph’s son, is now running the market with a staff of 27 employees who help keep the tradition of community markets alive. Although Joseph officially retired in 2018, he is still involved behind the scenes.

The business is located on the southwest corner of Leavenworth and Clay streets in the Nob Hill neighborhood. It is within a RM-3 (Residential, Mixed, Medium Density) Zoning District and within a 65-A Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1984.

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

Yes. Le Beau Nob Hill Market qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Le Beau Nob Hill Market has operated continuously in San Francisco for 35 years.
- ii. Le Beau Nob Hill Market has contributed to the history and identity of San Francisco and the Nob Hill neighborhood.
- iii. Le Beau Nob Hill Market 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?*

Yes. The business is associated with the tradition of fresh food markets.

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 of "B" (Requires Further Research / Age Eligible) because of its age (1916).

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. Le Beau Market has been mentioned in many newspaper articles over the years. Herb Caen was a regular and mentioned the business several times in his column. Le Beau has also been featured food magazines recognizing food markets including an article by the Specialty Food Association. On May 24, 2016, Le Beau Nob Hill Market received three commendations recognizing Le Beau's contribution to the community: a Certificate of Special Congressional Recognition from Congresswoman Nancy Pelosi; a Certificate of Recognition from California State Senator Mark Leno; and a Certificate of Honor from the City and County of San Francisco Board of Supervisors.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1263 Leavenworth Street

Recommended by Applicant

- Mural on Leavenworth Street façade
- Rooftop garden
- Quality local, organic produce
- Storefront awning

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004945LBR
Business Name: Le Beau Nob Hill Market
Business Address: 1263 Leavenworth Street
Zoning: RM-3 (Residential, Mixed, Medium Density) Zoning District
65-A Height and Bulk District
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Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
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Reviewed By: Tim Frye - (415) 575-6822
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Information:
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR LE BEAU NOB HILL MARKET CURRENTLY LOCATED AT 1263 LEAVENWORTH STREET, (BLOCK/LOT 0219/001).

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 May 1, 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 Le Beau Nob Hill Market qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

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

Location(s):

- *1263 Leavenworth Street*

Physical Features or Traditions that Define the Business:

- *Mural on Leavenworth Street façade*
- *Rooftop garden*
- *Quality local, organic produce*
- *Storefront 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 2019-004945LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: