



Legacy Business Registry Staff Report

HEARING DATE DECEMBER 12, 2016

VALENCIA WHOLE FOODS

Application No.: LBR-2016-17-024
Business Name: Valencia Whole Foods
Business Address: 999 Valencia Street
District: District 9
Applicant: Yousef Nazzal, General Partner (Owner)
Nomination Date: October 3, 2016
Nominated By: Supervisor David Campos
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Valencia Whole Foods was established in 1990 by two cousins, Nidal Nazzal and Yousef Nazzal, who witnessed a shortage of healthy food options in their Mission District neighborhood. Having grown up in the Middle East with plenty of fresh food from their grandparents' garden, Nidal and Yousef sought to bring high quality, organic food products to the neighborhood. Located on Valencia Street between 20th and 21st streets, the neighborhood grocery store and its adjoining restaurant, Val 21, has offered fresh, healthy, and organic groceries to the Mission District for 26 years. A mural on the south elevation of the building depicts images of orange groves and fields, which represents the owners' commitment to nourishing the community. The business was one of the first to introduce organic food to the area (it sells strictly organic produce). It offers many local and fair trade products and features a cheese case, a salad bar with many specialized items prepared in-house, and rows of health foods stored on shelves made of Honduran mahogany. In accordance with their desire to promote individual and collective wellness to the community, the owners contribute to the neighborhood by donating to local nonprofit organizations. Community is also important to the family-run business, as staff puts effort into learning their customers' names and making everyone who walks through their doors feel welcome. In addition, Valencia Whole Foods supplies nearby restaurants and other businesses in the area. Its neighborhood location provides a walkable option for many residents and contributes to the store's function as a local, friendly market. While the business has served as an important commercial anchor in the neighborhood for 26 years, its lease will be reevaluated this coming year with a likely increase in rent.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

No, the applicant has not operated in San Francisco for 30 or more years.

999 Valencia Street from 1990-Present (26 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, had no break in San Francisco operations exceeding two years, significantly contributed to the history or identity





of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?

Yes. The business' lease will be reevaluated this coming year. The recent surge in rents in the area may be a tide of change that Valencia Whole Foods cannot bear. It is hoped that the neighborhood grocery store that has "nourished the community" for decades can continue to remain a pivotal establishment, despite a quickly changing Mission District.

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 Mission District 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:

- Valencia Whole Foods is associated with the tradition of operating a neighborhood grocery store that promotes health and wellbeing by offering a variety of fresh, organic foods.
- Valencia Whole Foods has contributed to the Mission District community's history and identity by continuing to serve as a neighborhood grocery store that offers healthy, fresh, and organic options to local residents.
- The 1900 building has not been previously evaluated for historic significance by the Planning Department. It is currently considered a "Category B" building. Further research and evaluation is necessary to determine if the building is associated with significant events, persons, and/or architecture. The business does not appear to be associated with significant events or persons.
- The business has been cited in the following publications:
 - Mission Local, 11/24/2011, "Thanksgiving in the Mission: What's Cooking?" by Marta Franco.
 - Mission Local, 10/20/2014, "Drought is Local, Flower Shop is Global and More," by Lydia Chavez.

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

Yes, Valencia Whole Foods is committed to maintaining the physical features or traditions that define its legacy of providing healthy, fresh, organic groceries and friendly customer service to Mission District residents.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Valencia Whole Foods 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:

- Wide selection of high quality foods, including fresh, organic, local, and fair trade products.
- Signature cheese case and salad bar.
- Mural on the exterior south wall that depicts images of orange groves and fields, said to represent the business' commitment to nourishing the community.
- Friendly customer service characteristic of its neighborhood market business model.
- Location in the Mission District.
- Logo.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Valencia Whole Foods currently located at 999 Valencia Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission Draft Resolution

HEARING DATE DECEMBER 12, 2016

VALENCIA WHOLE FOODS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-024
Business Name: Valencia Whole Foods
Business Address: 999 Valencia Street
District: District 9
Applicant: Yousef Nazzal, General Partner (Owner)
Nomination Date: October 3, 2016
Nominated By: Supervisor David Campos
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR VALENCIA WHOLE FOODS, CURRENTLY LOCATED AT 999 VALENCIA 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 December 12, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6408

SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Valencia Whole Foods 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 Valencia Whole Foods:

Physical Features or Traditions that Define the Business:

- Wide selection of high quality foods, including fresh, organic, local, and fair trade products.
- Signature cheese case and salad bar.
- Mural on the exterior south wall that depicts images of orange groves and fields, said to represent the business' commitment to nourishing the community.
- Friendly customer service characteristic of its neighborhood market business model.
- Location in the Mission District.
- Logo.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 12, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-024
Business Name: Valencia Whole Foods
Business Address: 999 Valencia Street
District: District 9
Applicant: Yousef Nazzal, General Partner (Owner)
Nomination Date: October 3, 2016
Nominated By: Supervisor David Campos

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 X No

999 Valencia Street from 1990-Present (26 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
 X Yes _____ No

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: NA

DELIVERY DATE TO HPC: October 17, 2016

Richard Kurylo
Manager, Legacy Business Program



**Legacy Business Registry
November 16, 2016 Hearing**

**2016-014209LBR; 2016-013529LBR; 2016-013530LBR; 2016-013557LBR;
2016-014320LBR; 2016-013558LBR; 2016-013561LBR; 2016-013587LBR;
2016-013588LBR; 2016-014214LBR; 2016-013591LBR; 2016-013782LBR;
2016-013785LBR; 2016-013788LBR; 2016-013922LBR**

Filing Date: October 17, 2016
Case No.: 2016-013785LBR
Business Name: Valencia Whole Foods
Business Address: 999 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)
55-X Height and Bulk District
Block/Lot: 3609/026
Applicant: Yousef Nazzal
999 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Valencia Whole Foods was established in 1990 by two cousins, Nidal Nazzal and Yousef Nazzal, who witnessed a shortage of healthy food options in their Mission District neighborhood. Having grown up in the Middle East with plenty of fresh food from their grandparents' garden, Nidal and Yousef sought out to bring high quality, organic food products to the neighborhood. Located on Valencia Street between 20th and 21st Streets, the neighborhood grocery store and its adjoining restaurant, Val 21, has offered fresh, healthy, and organic groceries to the community around Valencia Street in the Mission District for 26 years. The property in which it is located was built in 1900 and is a three-story residential over commercial building. Its south elevation displays a mural painted on the exterior wall that depicts images of orange groves and fields, which owners say represent their commitment to nourishing the community. The business was one of the first to introduce organic food to the area (it sells strictly organic produce), offers many local and fair trade products, and features a cheese case, a salad bar with many specialized items prepared in-house, and rows of health foods stored on shelves made of Honduran mahogany. In accordance with their desire to promote individual and collective wellness to the community, the owners of Valencia Whole Foods contributes to the neighborhood by donating to local organizations, including donations of its popular hummus to local nonprofit organizations. Community is also important to the family-run business, as staff puts effort into learning their customers' names and making everyone who walks through their doors feel welcome. In addition, Valencia Whole Foods supplies nearby restaurants and other businesses in the area. Its neighborhood location provides a walkable option for many residents and contributes to the store's function as a local, friendly market. While the business has served as an important commercial anchor in the neighborhood for 26 years, its lease will be revaluated this coming year with a likely increase in rent.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1990

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

Yes, Valencia Whole Foods qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Valencia Whole Foods has operated for 26 years. Its lease will be reevaluated in the upcoming year, and faces the risk of incurring a significant increase in rent.
- ii. Valencia Whole Foods has contributed to the Mission District community's history and identity by continuing to serve as a neighborhood grocery store that offers healthy, fresh, and organic options to local residents.
- iii. Valencia Whole Foods is committed to maintaining the physical features or traditions that define its legacy of providing healthy, fresh, organic groceries and friendly customer service to Mission District residents.

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

Yes. Valencia Whole Foods is associated with the tradition of operating a neighborhood grocery store that promotes health and wellbeing by offering a variety of fresh, organic foods.

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

The 1900 building has not been previously evaluated for historic significance by the Planning Department. It is currently considered a "Category B" building. Further research and evaluation is necessary to determine if the building is associated with significant events, persons, and/or architecture. The business does not appear to be associated with significant events or persons.

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

No.

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. The business has been cited in several publications, including but not limited to: Mission Local, 11/24/2011, "Thanksgiving in the Mission: What's Cooking?" by Marta Franco; Mission Local, 10/20/2014, "Drought is Local, Flower Shop is Global and More," by Lydia Chavez.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 999 Valencia Street

Legacy Business Registry
November 16, 2016 Hearing

2016-014209LBR; 2016-013529LBR; 2016-013530LBR; 2016-013557LBR;
2016-014320LBR; 2016-013558LBR; 2016-013561LBR; 2016-013587LBR;
2016-013588LBR; 2016-014214LBR; 2016-013591LBR; 2016-013782LBR;
2016-013785LBR; 2016-013788LBR; 2016-013922LBR

Recommended by Applicant

- Wide selection of high quality foods, including fresh, organic, local, and fair trade products
- Signature cheese case and salad bar.
- Mural on the exterior south wall that depicts images of orange groves and fields, said to represent the business' commitment to nourishing the community
- Friendly customer service characteristic of its neighborhood market business model

Additional Recommended by Staff

- Location in the Mission District
- Logo



Member Board of Supervisors
District 9

City and County of San Francisco

DAVID CAMPOS

October 3rd, 2016

Re: Nomination of Valencia Whole Foods to the Legacy Business Registry

Dear Rick Kurylo:

I am excited to nominate to the Legacy Business Registry – Valencia Whole Foods, a local, family-owned and operated neighborhood market in the Mission. Valencia Whole Foods has been housed on the same corner for almost 30 years, in a historic San Francisco building, on Valencia and 21st Street.

VWF believes in individual and collective wellness and provides the highest quality foods while fostering community. This neighborhood market was ahead of the curve in introducing organic food to the neighborhood before it became popularized in the City as a whole. This tradition has expanded over the years to servicing restaurant needs as well. VWF additionally contributes to the Mission community by donating to local organizations that benefit neighborhood empowerment. The market wall displays a beautiful mural that is also testament to their emphasis on wellness and community nourishment. The family running the market maintains a home-style atmosphere, personally getting to know the patrons by name and in turn strengthening overall community identity.

Valencia Whole Foods has promoted community wellness through a strong commitment to healthy food, and it is my distinct honor to nominate Valencia Whole Foods to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "David Campos".

David Campos

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:		
Valencia Whole Foods		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Yousef Nazzal		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
999 Valencia Street San Francisco, CA 94110		415 285 0231
		EMAIL:
		sirulz@aol.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
N/A	N/A	https://www.yelp.com/biz/val

APPLICANT'S NAME	
Yousef Nazzal	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
#0359528	N/A

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

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
999 Valencia Street, San Francisco, CA	94110	February 10, 1990
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	February 10, 1990- Present	

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

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

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

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

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

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

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A	N/A	N/A

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A	N/A	N/A

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A	N/A	N/A

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A	N/A	N/A

3. Eligibility Criteria

Attach the business's historical narrative.

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

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.

AKA
 Yousef Nazzal (Joseph) May 23, 2015
 Name (Print): Date: Signature:

Valencia Whole Foods 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. Is the business a family owned business? If so, give the generational history of the business

Two cousins, Yousef and Nidal Nazzal, both immigrants from the Middle East, were looking to improve the livelihoods of their family but also contribute to the wellness of their new community. Both men grew up on an array of organic, fresh and healthy foods, much of which came from their grandparents' garden. Seeing a lack of "health food" in the Mission area, they decided on the concept of "nourishing the community," thus leading to the opening of Valencia Whole Foods in February of 1990.

Additionally, adjacent to Valencia Whole Foods, the cousins opened Val 21, a restaurant with healthy, modern cuisine options, which was the first of its kind in the area in the early 90s. It could be said that Val 21 inspired the opening of other eateries in the neighborhood, thus leading to Valencia Street having one of the most vibrant restaurant scenes in the City.

Valencia Whole Foods, a "first-of-its-kind" local, neighborhood market in the Mission/Valencia area is almost in its 30th year now and just as pivotal to the well-being of this community as day one. It has remained the sole location and on the same corner since its establishment. Though Nidal Nazzal left the business in 1997, giving majority ownership to Yousef Nazzal, the business has adhered to the original goal formulated by the cousins all those years ago: to provide a relaxed, "home-style" neighborhood market with the best quality foods around and to foster community.

The store has evolved in terms of the products it offers, even expanding to include a cheese case and salad bar. Moreover, products are carefully selected, and often derive from local and direct farmers and fair trade sources.

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

Valencia Whole Foods has remained the sole location and on the same corner since its establishment.

c. If the business has operated in San Francisco for more than 20 years but less than 30 years, describe how, if not included in the Registry, the business would face a significant risk of displacement.

Just as the market has evolved its product line, Valencia Whole Food has weathered the varied tides of change to the neighborhood as well. Many faces, names, as well as culture in the Mission have shifted, all the while Valencia Whole Foods has evolved right along with it. That said, the recent surge in rents in the area may be the one tide of change Valencia Whole Foods cannot bear, considering that the business' lease will be reevaluated this coming year. It is hoped that the neighborhood grocery store, that has "nourished the community" for decades, can continue to remain a pivotal establishment, despite a quickly changing Mission.

Criterion 2

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

Decades before "health food" was popularized or information about natural foods was readily available, Valencia Whole Foods opened its doors. It provided its patrons with healthier alternatives for their food consumption, thus supporting healthier lives overall. There were sparse businesses offering similar products at the time of opening, thus Valencia Whole Foods filled a niche for those desiring healthier food options. So with respect to the evolution of health food in the Mission District, Valencia Whole Foods was at the forefront of introducing the community to natural and organic foods.

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

Valencia Whole Foods has been committed to the community from the very start. It offers a comfortable ambiance and continuously promotes both individual and community wellness. It is the local "Mom and Pop" store, where employees often know patrons' names and are interested in their lives. Additionally, Valencia Whole Foods has a long history of contributing its goods to various organizations. For example, the market is known for donating its famous specialty hummus to nonprofits and a variety of local, pro-social causes, which seek to empower the neighborhood.

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

With respect to the community the business serves, it has always focused itself on being the neighborhood grocer, mainly catering to the local population. That population has grown over time. Currently, Valencia Whole Foods serves not only those local to the area, but also plays a large role in providing ingredients for local restaurants, local businesses and students from City College of San Francisco.

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

The building housing Valencia Whole Foods has a number of special external features that are being preserved by the City. It was constructed in the late 1800s, therefore, has

been a striking feature of the area spanning three different centuries. Moreover, the window design of the building is unique and historic, so much so that the City will not allow owners to change them. The business sign outside the store is from the early 1900s.

Though the mural adorning the outside walls of the business is much newer, the images of orange groves and fields represent the business' commitment to "nourishing the community," and is a central feature of the market.

There are a plethora of special features defining the internal structure of the business as well. There is a fully organic produce case, with a unique display style that is updated every day. Additionally, the shelves containing thousands of products were crafted using Honduran mahogany. Moreover, the market has other unique features, including a salad bar with specialized items prepared both in-house and by outside purveyors, as well as a cheese case, which carries a nice selection of eighty cheeses, appealing any palate.

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

Valencia Whole Foods is the nucleus of the neighborhood. Many businesses were attracted to the area because of the market. As such, the community would be diminished if the business were to be sold, relocated, or shut down given a number of local restaurants that depend on the store to provide ingredients, especially for missing items. Moreover, many local patrons can walk to acquire their household groceries; the business provides a shortcut to large markets. Having a central, local market, where people know their customers' names generates a sense of community. This, above all, would be lost without Valencia Whole Foods.

Valencia Whole Foods is an active, supportive and proud member of the Mission District and has been for the last three decades. Although many changes have and continue to impact the Mission, it is hoped that Valencia Whole Foods will stand as the local "Mom and Pop" market, contributing to the wellness of its community members, or better yet, its family, for years to come!

Criterion 3

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

At its core, Valencia Whole Foods is a health food market, focused on providing nourishing products for its patrons, including a strictly organic produce and salad bar. The feature that best defines its character is its identity as a Mom & Pop/neighborhood market. Valencia Whole Foods is a small, family-owned business. The owner continues to work seven days a week; he knows his business and his patrons well. To him, his customers are family.

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)

Valencia Whole Foods has not deviated from its original tradition of providing health foods to the community. Nor has it relented from its objective of "nourishing the community." If anything, the tradition of providing community members with health food has expanded throughout the years to also include community restaurants; Valencia Whole Foods attempts to have available on its shelves whatever unique product a local restaurant may need.

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.). Does the building occupied by the business relate to the immediate neighborhood?

Aforementioned, the window design of the building is unique and historic, so much so, that the City will not allow owners to make any change. Also, as previously noted, the business sign outside the store is from the early 1900s. And again, the mural adorning the outside walls of the business- images of orange groves and fields- represent the business' commitment to "nourishing the community." The building occupied by the business relates to the neighborhood in that it was built in the 1800s, so was part of the original development of modern Mission and has continued to be an important presence in the neighborhood for over a century.

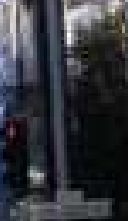


A three-story yellow Art Deco building with rounded corners and circular windows. The ground floor has large display windows. A fire escape is visible on the side of the building.

2nd Street

A blue commercial truck or van parked on the left side of the street.

A red SUV driving on the right side of the street.



Valencia  Whole Foods

ORGANIC SALAD BAR

SALAD BAR PANINI

Valencia
WHOLE FOODS
ORGANIC PRODUCE

HEALTH & BEAUTY





Valencia
Whole Foods

Whole Foods

Valencia

SALAD BAR
VALENCIA
WHOLE FOODS

ORGANIC SALAD BAR

SALAD BAR PANINI

ORGANIC PRODUCE

Valencia



Whole Foods



& BEAUTY

BULK FOOD

SALAD BAR

PANINI









**Legacy Business Registry
November 16, 2016 Hearing**

**2016-014209LBR; 2016-013529LBR; 2016-013530LBR; 2016-013557LBR;
2016-014320LBR; 2016-013558LBR; 2016-013561LBR; 2016-013587LBR;
2016-013588LBR; 2016-014214LBR; 2016-013591LBR; 2016-013782LBR;
2016-013785LBR; 2016-013788LBR; 2016-013922LBR**

Filing Date: October 17, 2016
Case No.: 2016-013785LBR
Business Name: Valencia Whole Foods
Business Address: 999 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)
55-X Height and Bulk District
Block/Lot: 3609/026
Applicant: Yousef Nazzal
999 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Valencia Whole Foods was established in 1990 by two cousins, Nidal Nazzal and Yousef Nazzal, who witnessed a shortage of healthy food options in their Mission District neighborhood. Having grown up in the Middle East with plenty of fresh food from their grandparents' garden, Nidal and Yousef sought out to bring high quality, organic food products to the neighborhood. Located on Valencia Street between 20th and 21st Streets, the neighborhood grocery store and its adjoining restaurant, Val 21, has offered fresh, healthy, and organic groceries to the community around Valencia Street in the Mission District for 26 years. The property in which it is located was built in 1900 and is a three-story residential over commercial building. Its south elevation displays a mural painted on the exterior wall that depicts images of orange groves and fields, which owners say represent their commitment to nourishing the community. The business was one of the first to introduce organic food to the area (it sells strictly organic produce), offers many local and fair trade products, and features a cheese case, a salad bar with many specialized items prepared in-house, and rows of health foods stored on shelves made of Honduran mahogany. In accordance with their desire to promote individual and collective wellness to the community, the owners of Valencia Whole Foods contributes to the neighborhood by donating to local organizations, including donations of its popular hummus to local nonprofit organizations. Community is also important to the family-run business, as staff puts effort into learning their customers' names and making everyone who walks through their doors feel welcome. In addition, Valencia Whole Foods supplies nearby restaurants and other businesses in the area. Its neighborhood location provides a walkable option for many residents and contributes to the store's function as a local, friendly market. While the business has served as an important commercial anchor in the neighborhood for 26 years, its lease will be revaluated this coming year with a likely increase in rent.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1990

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

Yes, Valencia Whole Foods qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Valencia Whole Foods has operated for 26 years. Its lease will be reevaluated in the upcoming year, and faces the risk of incurring a significant increase in rent.
- ii. Valencia Whole Foods has contributed to the Mission District community's history and identity by continuing to serve as a neighborhood grocery store that offers healthy, fresh, and organic options to local residents.
- iii. Valencia Whole Foods is committed to maintaining the physical features or traditions that define its legacy of providing healthy, fresh, organic groceries and friendly customer service to Mission District residents.

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

Yes. Valencia Whole Foods is associated with the tradition of operating a neighborhood grocery store that promotes health and wellbeing by offering a variety of fresh, organic foods.

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

The 1900 building has not been previously evaluated for historic significance by the Planning Department. It is currently considered a "Category B" building. Further research and evaluation is necessary to determine if the building is associated with significant events, persons, and/or architecture. The business does not appear to be associated with significant events or persons.

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

No.

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. The business has been cited in several publications, including but not limited to: Mission Local, 11/24/2011, "Thanksgiving in the Mission: What's Cooking?" by Marta Franco; Mission Local, 10/20/2014, "Drought is Local, Flower Shop is Global and More," by Lydia Chavez.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 999 Valencia Street

Legacy Business Registry
November 16, 2016 Hearing

2016-014209LBR; 2016-013529LBR; 2016-013530LBR; 2016-013557LBR;
2016-014320LBR; 2016-013558LBR; 2016-013561LBR; 2016-013587LBR;
2016-013588LBR; 2016-014214LBR; 2016-013591LBR; 2016-013782LBR;
2016-013785LBR; 2016-013788LBR; 2016-013922LBR

Recommended by Applicant

- Wide selection of high quality foods, including fresh, organic, local, and fair trade products
- Signature cheese case and salad bar.
- Mural on the exterior south wall that depicts images of orange groves and fields, said to represent the business' commitment to nourishing the community
- Friendly customer service characteristic of its neighborhood market business model

Additional Recommended by Staff

- Location in the Mission District
- Logo



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE NOVEMBER 16, 2016

Case No.: 2016-013785LBR
Business Name: Valencia Whole Foods
Business Address: 999 Valencia Street
Zoning: NCT (Valencia Street Neighborhood Commercial Transit)
55-X Height and Bulk District
Block/Lot: 3609/026
Applicant: Yousef Nazzal
999 Valencia Street
San Francisco, CA 94110
Nominated By: Supervisor David Campos, District 9
Staff Contact: Desiree Smith - (415) 575-9093
Desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR VALENCIA WHOLE FOODS, CURRENTLY LOCATED AT 999 VALENCIA STREET (BLOCK/LOT 3609/026).

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 20 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the Mission District 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 November 16, 2016, 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 Valencia Whole Foods qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 Valencia Whole Foods.

Location (if applicable)

- 999 Valencia Street

Physical Features or Traditions that Define the Business

- Wide selection of high quality foods, including fresh, organic, local, and fair trade products
- Signature cheese case and salad bar.
- Mural on the exterior south wall that depicts images of orange groves and fields, said to represent the business' commitment to nourishing the community
- Friendly customer service characteristic of its neighborhood market business model
- Location in the Mission District
- Logo

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 2016-013785LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on November 16, 2016.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: