Small Business Commission
Resolution

HEARING DATE MAY 29, 2019

VERITABLE VEGETABLE

LEGACY BUSINESS REGISTRY RESOLUTION NO. 038-19-LBR

Application No.: LBR-2018-19-041
Business Name: Veritable Vegetable
Business Address: 1100 Cesar Chavez Street
District: District 10
Applicant: Nicole Mason, Director of Community Engagement
Nomination Date: February 7, 2019
Nominated By: Mayor London N. Breed
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR
VERITABLE VEGETABLE, CURRENTLY LOCATED AT 1100 CESAR CHAVEZ 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
BE IT RESOLVED that the Small Business Commission hereby includes Veritable Vegetable 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 Veritable Vegetable:

Physical Features or Traditions that Define the Business:
- The main warehouse on Cesar Chavez Street with orange and green façade, curved roof and canopied solar array.
- Fleet of near-zero emission trucks with custom design by local artist Laura Parker.
- Tradition as a values-driven organic produce distribution company.
- Commitment to supporting organic farmers, increasing access to fresh produce, impacting food policy, and strengthening diverse communities.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Veritable Vegetable on the Legacy Business Registry:
- Distributor of produce.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 29, 2019.

RESOLUTION NO. 038-19-LBR

Ayes – 5: Adams, Dwight, Laguana, Ortiz-Cartagena, Zouzounis
Nays – 0
Abstained – 0
Absent – 2: Dooley, Yee Riley