

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 10, 2018

HAIGHT AND FILLMORE WHOLE FOODS

Application No.: LBR-2018-19-006
Business Name: Haight and Fillmore Whole Foods
Business Address: 501 Haight Street
District: District 5
Applicant: Mahana Askandafi, Owner
Nomination Date: August 6, 2018
Nominated By: Supervisor Vallie Brown
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

The Haight and Fillmore Whole Foods, a full-service grocery store, has been in continuous operations for 40 years, and the store has been operated by the same family for over 30 years. The business opened in 1978 under the ownership of Harvey Reigle and Bob Guarino, and 7 years later they sold the store to brothers Naim Nazzal and Freddy Nazzal. The Nazzal brothers sold the business to their cousin John Nazzal in the late 1990s, and in 2005 he sold it to the current owners, his son-in-law's aunt and uncle. The store is managed by Mahana's son-in-law, Feras Kardouh.

When the business opened in 1978, it was the only food source in the neighborhood. At the time, the neighborhood only contained bars, liquor stores and cigarette shops. Haight and Fillmore Whole Foods was an oasis in the food desert of the neighborhood. The store has fresh fruits and vegetables, specialty goods, locally sourced food and a variety of healthy foods, including bulk foods and organic food options.

The owners of Haight and Fillmore Whole Foods have never closed the store since it was founded in 1978. The store prides itself on the fact that it is open 365 days a year. The business is heavily relied upon by the community as it is the only grocery store in the Lower Haight open on Thanksgiving and Christmas.

The Haight and Fillmore Whole Foods – the “Original Whole Foods” – won a significant legal battle against the second Whole Foods. Specifically, the Original Whole Foods was able to fend off a challenge to the use of the name by the later establishment.

The business is located on the west side of Fillmore Street between Haight and Laussat streets in the Lower Haight neighborhood.

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

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



501 Haight Street from 1978 to Present (40 years)

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

Yes, the applicant has contributed to the Lower Haight 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:

- Haight and Fillmore Whole Foods has contributed to the history and identity of San Francisco by serving as a full-service grocery store.
- In 1977, Mayor Moscone ordered a bold police raid of the Lower Height neighborhood, which reportedly contained the largest heroin trafficking block in the country. Police officers blocked off Haight Street between Fillmore and Steiner streets and flushed all residents and occupants out of the buildings onto the sidewalks. Police allegedly arrested 47 drug dealers who had been photographed dealing drugs. The police-backed cleanup of the block was credited with Lower Haight's eventual recovery and it set the stage for the opening of the Haight and Fillmore Whole Foods. The opening of the store normalized the neighborhood and provided much needed produce and healthy food for the community.

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

Yes, Haight and Fillmore Whole Foods is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Haight and Fillmore 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:

- Family business model.
- "Drugs" exterior sign.
- Exterior mural of Carmen Banana from 1978 and interior wall paintings of dancing fruits and vegetables.
- Storefront and green awning.
- A fruit and vegetable display on the sidewalk.
- Commitment to maintaining connection and trust with community.
- The Original Whole Foods name.

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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Haight and Fillmore Whole Foods currently located at 501 Haight 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 SEPTEMBER 10, 2018

HAIGHT AND FILLMORE WHOLE FOODS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2018-19-006
<i>Business Name:</i>	Haight and Fillmore Whole Foods
<i>Business Address:</i>	501 Haight Street
<i>District:</i>	District 5
<i>Applicant:</i>	Mahana Askandafi, Owner
<i>Nomination Date:</i>	August 6, 2018
<i>Nominated By:</i>	Supervisor Vallie Brown
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR HAIGHT AND FILLMORE WHOLE FOODS, CURRENTLY LOCATED AT 501 HAIGHT 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 September 10, 2018, 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 Haight and Fillmore 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 Haight and Fillmore Whole Foods:

Physical Features or Traditions that Define the Business:

- Family business model.
- "Drugs" exterior sign.
- Exterior mural of Carmen Banana from 1978 and interior wall paintings of dancing fruits and vegetables.
- Storefront and green awning.
- A fruit and vegetable display on the sidewalk.
- Commitment to maintaining connection and trust with community.
- The Original Whole Foods name.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Haight and Fillmore Whole Foods on the Legacy Business Registry:

- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 10, 2018.

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-2018-19-006
Business Name: Haight and Fillmore Whole Foods
Business Address: 501 Haight Street
District: District 5
Applicant: Mahana Askandafi, Owner
Nomination Date: August 6, 2018
Nominated By: Supervisor Vallie Brown

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

501 Haight Street from 1978 to Present (40 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: August 8, 2018

Richard Kurylo
Manager, Legacy Business Program





Vallie Brown

Monday, August 6th, 2018

Office of Small Business
Small Business Commission
City Hall, Suite 110
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate Haight and Fillmore Whole Foods at 501 Haight Street for the Legacy Business Registry Program.

Haight and Fillmore Whole Foods has been a staple of the Haight community since its founding in 1978. While many changes have occurred in the neighborhood since then, their grocery store has been in continuous operations for 40 years and continues to be known for their quality products and service.

It is a family-owned business that is dedicated to serving families and the local community. Haight and Fillmore Whole Foods has been a family-run business for the past 30 years and opened in the neighborhood in 1978 as the only source of produce and healthy foods for Lower Haight residents. Their store is proud to be open 365 days a year to serve their community whenever needed. They report that customers often recount times that the grocery has saved an important holiday or family meal.

I am proud to nominate Haight and Fillmore Whole Foods for the Legacy Business Registry Program, and I know that they are excited about this opportunity as well. Their co-owner, Mahana Askandafi, can be contacted at: (415) 552-6077.

Should you have any further questions, please do not hesitate to reach out to my office at (415) 554-7630 or BrownStaff@sfgov.org. Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink that reads "Vallie Brown".

Vallie Brown
Board of Supervisors
City & County of San Francisco

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:		
Haight and Fillmore Whole Foods		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Mahana Askandafi and Basil Askandafi		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
501 Haight Street, San Francisco		415.) 552.6077
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
N/A	N/A	YES

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

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0391508	

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
501-503 Haight Street	94117	1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1978 to present	

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

Mahana Askandafi

7-16-2018

Name (Print):

Date:

Signature:

MAHANH ASKANDAFI

HAIGHT AND FILLMORE WHOLE FOODS

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.

The Haight and Fillmore Whole Foods has been in continuous operations for 40 years, and the store has been operated by the same family for over 30 years.

Haight and Fillmore Whole Foods first opened its doors in 1978 on the corner of Haight and Fillmore at 501-503 Haight Street by Harvey Reigle and Bob Guarino. After 7 years, in 1985, Reigle and Guarino sold the business to Naim Nazzal and Freddy Nazzal. Naim and Freddy are brothers and operated Haight and Fillmore Whole Foods together. Naim and Freddy did not close the store during the ownership change.

In the late 1990s, Naim and Freddy sold Haight and Fillmore Whole Foods to their cousin, John Nazzal. John also continuously operated the business during the ownership transition, and the store did not close.

In 2005, John Nazzal sold Haight and Fillmore Whole Foods to the current owner, Mahana Askandafi. John sold the business to Mahana because John wanted to keep the store in the family, and John is the father-in-law to Mahana's nephew. Mahana also did not close the store during the transfer of ownership.

Currently, Haight and Fillmore Whole Foods is managed by Feras Kardouh, who is married to Mahana's daughter, Nermin. Accordingly, the business has remained in the Nazzal and Askandafi family for over 30 years (since 1985).

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

The owners of Haight and Fillmore Whole Foods worked hard so that the store never closed since it was founded in 1978. The store prides itself on the fact that it is open 365 days a year. The business is heavily relied upon by the community as it is the only grocery store in the Lower Haight open on Thanksgiving and Christmas. Customers have exclaimed on several occasions that Haight and Fillmore Whole Foods saved Thanksgiving and Christmas by offering last minute, and forgotten, necessary ingredients to family recipes.

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

Haight and Fillmore Whole Foods has been owned and operated by the Nazzal and Askandafi family for over 30 years. Although manager Feras Kardouh's children are barely tall enough to see over the counter, perhaps one day they will continue the family business.

Ownership history:

Harvey Reigle and Bob Guarino	1978-1985
Naim Nazzal and Freddy Nazzal	1985-1990s
John Nazzal	1990s-2005
Mahana Askandafi	2005 to Present

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

Haight and Fillmore Whole Foods was originally opened by Harvey Reigle and Bob Guarino. However, the store was purchased by the Nazzal family in 1985 and has remained in the Nazzal and Askandafi family for over 30 years.

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.

Haight and Fillmore Whole Foods was originally opened in 1978 by Harvey Reigle and Bob Guarino. However, it has been in the Nazzal and Askandafi family for over 30 years. Included in the Legacy application is a photograph of a plaque currently on the side on the building that houses the store indicating that Reigle and Guarino opened it in 1978.

Also included in the Legacy application are letters from Naim Nazzal and John Nazzal verifying the various changes in ownership and that Haight and Fillmore Whole Foods has been a family business since 1985 when Naim Nazzal bought the store from the original owner, Harvey.

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.

Although the property at 501-523 Haight Street is classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act, it is a beautiful building that is steeped in San Francisco history and has much significance to the Lower Haight neighborhood.

CRITERION 2

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

The building that houses the store was built in 1886, and the “DRUGS” sign on the corner of the store dates back to this time. When the building was first built, the neighborhood was a comfortable urban residential neighborhood. However, over the years, the Lower Haight neighborhood devolved into inner-city blight.

In the 1970s and 1980s, Lower Haight was a much, much different neighborhood. Reportedly, in the 1970s, the Haight and Fillmore block was the largest heroin trafficking block in the country. In 1977, Mayor Moscone ordered a bold police raid of the neighborhood, and police officers blocked off Haight Street between Fillmore and Steiner streets and flushed all residents and occupants out of the buildings onto the sidewalks. Police allegedly arrested 47 drug dealers who had been photographed dealing drugs with impunity.

The police-backed cleanup of the block was credited with Lower Haight’s eventual recovery. Further, the cleanup also set the stage for the opening of the Haight and Fillmore Whole Foods.

The opening of the store was very significant as it normalized the neighborhood and provided much needed produce and healthy food for the community residents. For, how can a neighborhood pull itself out of crime and decay without a proper grocery store? Accordingly, the opening of the Haight and Fillmore Whole Foods in 1978, shortly after the cleanup, was very important to create the livable family oriented community it now is.

When the business opened in 1978, it was the only food source in the neighborhood. At the time, the neighborhood only contained bars, liquor stores and cigarette shops. Haight and Fillmore Whole Foods was an oasis in the food desert of the neighborhood.

The neighborhood quickly embraced the store and it became a pillar of the community. Not only was the store the only source for produce and healthy food for the neighborhood, the store also provided a meeting place outside of the bars and liquor stores. Although there are a couple of coffee shops nearby, currently Haight and Fillmore Whole Foods is the only food source open on a block of restaurants, bars and hair salons. The store greets all residents in the morning and visitors alike, hours before the rest of the neighborhood establishments wake up.

The store also quickly became a hub of positive activity in the neighborhood where community members would shop and meet. The business has always been a trusted part of the community that supports the community beyond providing healthy produce and natural foods. To this day, customers trust the store to hold their spare keys and to accept packages on their behalf.

The neighborhood has undergone dramatic changes over the decades, for good and for bad; however, Haight and Fillmore Whole Foods has been a constant by providing produce and healthy foods.

Finally, Haight and Fillmore Whole Foods – the “Original Whole Foods” – won a significant legal battle against the second Whole Foods. Specifically, the Original Whole Foods was able to fend off a challenge to the use of the name “Whole Foods” by the later established Whole Foods. After winning the legal battle, the Lower Haight neighborhood was proud to be the home of the Original Whole Foods.

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

Haight and Fillmore Whole Foods contributes to the Urban Market that happens once a year when Haight Street is closed to vehicular traffic. The store also contributes to the Lower Haight Art Walk that occurs several times a year. These two events are a fun block party where local residents are able to mingle and enjoy the camaraderie of the Lower Haight neighborhood. During these events, as with other days generally, residents often gather around the store to socialize.

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

We do not believe the store has been formally referenced in a historical context; however, the building that houses the store is steeped in San Francisco history and has much significance to the Lower Haight neighborhood.

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

No, the business is not associated with a significant or historical person.

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

Since 1978, Haight and Fillmore Whole Foods has been a pillar of the neighborhood. The business was the only source for produce, groceries and healthy food for the neighborhood for decades. The store is committed to staying open every day of the year as it values its role as the Lower Haight’s pantry. The store remains the only food source in the morning in the neighborhood.

In addition to providing healthy produce and food, Haight and Fillmore Whole Foods has always been a hub of positive activity in the neighborhood where community members would shop and meet. The store has always been a trusted part of the community that supports the community beyond providing healthy produce and natural foods. Specifically, customers trust

the store to hold their spare keys and to accept packages on their behalf. It is rare when the store is empty of customers talking with the friendly staff.

Lastly, Haight and Fillmore Whole Foods contributes to the Urban Market and Lower Haight Art Walk events that occur throughout the year.

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

Lower Haight has undergone significant transformations over the years. As noted above, it went through a very difficult time during the 70s and 80s when the neighborhood was overrun with drug dealers and other nefarious characters.

Today, Lower Haight continues to evolve and undergo change, yet remains a diverse neighborhood with persons of various backgrounds. The neighborhood is home to families, working professionals and individuals with all income levels. For this reason, the Store maintains accessible pricing for all residents.

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

Yes, the building that houses the store was built in 1886; and the “DRUGS” sign on the corner of the store dates back to this time when the building housed a Rexall drugs.

Additionally, when the Store was opened in 1978, Reigle commissioned a mural for the side of the building. This colorful mural has blessed the side of the building since 1978 and depicts Carmen Banana doing a dancing march with other fruits and vegetables.

Haight and Fillmore Whole Foods also has a lovely green awning that was installed in the 1980s. The Store is committed to maintaining the original exterior, as it is now a local cultural icon.

The interior of the store also contains several wall paintings of a similar theme as of the Carmen Banana mural. The store enjoys the theme of dancing fruits and vegetables and is committed to maintaining the interior and exterior murals.

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

The Lower Haight community would be devastated if it lost Haight and Fillmore Whole Foods. Without the store, the community would be unable to easily obtain fresh produce and healthy food. If the store was closed, the hungry community residents would be relegated to restaurants and bar food, unless they want to make the trek to Safeway.

Moreover, the Lower Haight community would be saddened to lose its claim to the home of the Original Whole Foods!

Notwithstanding the damage to its pride, without the Original Whole Foods, the community would have to opt for less healthy restaurant and bar food, as those would be the remaining options. Having a grocery store in any neighborhood is central to providing neighbors not only with full access to groceries but a place to meet and get to know your surrounding members of the community. Without Haight and Fillmore Whole Foods, the neighborhood would lose one of its most necessary components to keeping the neighborhood community bound and connected. There are a lot of customers that treat the store as their refrigerator!

CRITERION 3

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

Haight and Fillmore Whole Foods is the only full service grocery in the near vicinity. The store has fresh fruits and vegetables, specialty goods, locally sourced food and a variety of healthy foods. For example, the store has an array of bulk foods containing staples and organic food options. The store offers healthy food at accessible prices.

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)

The store has maintained the colorful and beautiful exterior of the building since it opened in 1978. Specifically, the store has maintained the iconic Carmen Banana mural, colorfully celebrating healthy food, and the green awning and original signage.

Likewise, Haight and Fillmore Whole Foods has maintained its iconic looks of maintaining a fruit and vegetable stand on the sidewalk. This display is a beautiful offering of fresh produce and flowers and greets all residents and visitors in the neighborhood, giving them a comfortable and inviting welcome.

Further, the store has been a family run business for the past three decades. It has retained its welcoming family atmosphere over the years. The store is proud to offer friendly customer service where community residents are able to shop in an inviting environment and have the opportunity to meet other members of the community.

Haight and Fillmore Whole Foods is also devoted to maintaining its connection and trust with the community. Not only do the residents find the store a friendly place to shop, the residents trust the store with their spare keys and deliveries. Haight and Fillmore Whole Foods is honored to hold this position of trust and is commitment to maintaining this relationship and providing the community with more than just groceries. The business is committed to supporting the community in any way possible.

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.).

Haight and Fillmore Whole Foods has maintained the Carmen Banana mural since opening its doors in 1978. The colorful mural perfectly complements the store's open storefront and produce carts that are on the street to greet the customers with fresh fruits and vegetables.

Likewise, the store has also kept the façade that predates the grocery store when it was a drug store. The business is committed to maintaining the tradition of being the neighborhood's pantry, replete with organic foods and produce.

Finally, Haight and Fillmore Whole Foods – the Original Whole Foods – is committed to maintaining the name of the historic Whole Foods business name.

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.

The Legacy application contains numerous photographs depicting the original exterior of the store.

NAIM NAZZAL

May 18, 2018

VIA HAND DELIVERY

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

Re: Whole Food's Application for Registration as Legacy Business

Dear Mr. Kurylo:

I am writing to confirm that Freddy Nazzal (my brother) and I purchased Haight and Fillmore Whole Foods, located at 501-503 Haight Street, San Francisco, from Harvey Reigle and Bob Guarino in 1985. Harvey opened the store in 1978. We continued operating the store continuously after we bought it from Harvey in 1985.

In the late 1990s, I sold the business to my cousin, John Nazzal, who continued operating the business at the same location without any interruptions or breaks in business. Then, in or around 2005, John Nazzal sold the business to Mahana Askandafi.

Please let me know if I can be of further assistance.

Best regards,



NAIM NAZZAL

JOHN NAZZAL

April 3, 2018

VIA HAND DELIVERY

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

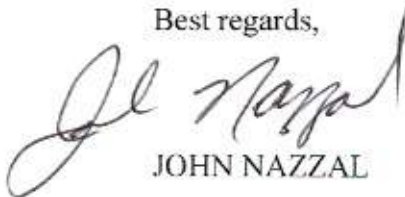
Re: Whole Food's Application for Registration as Legacy Business

Dear Mr. Kurylo:

I am writing to confirm that Naim Nazzal, who was the original owner of Haight and Fillmore Whole Foods, located at 501-503 Haight Street, San Francisco, sold me said business in the late 1990s. I operated the business at that same location continually and without any interruptions or breaks in business until I sold the business to Mahana Askandafi in 2005.

Please let me know if I can be of further assistance.

Best regards,



JOHN NAZZAL



Haight Whole Foods Co.
501 Haight Street, San Francisco
ESTABLISHED 1991

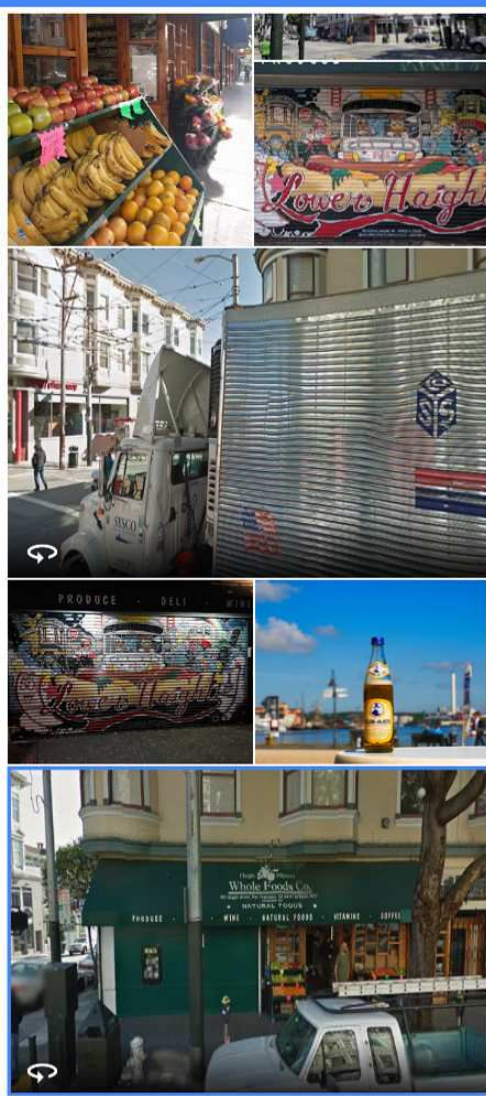
PRODUCE • DELI • WINE • NATURAL FOODS • SEAFOOD • COFFEE

GRABBY

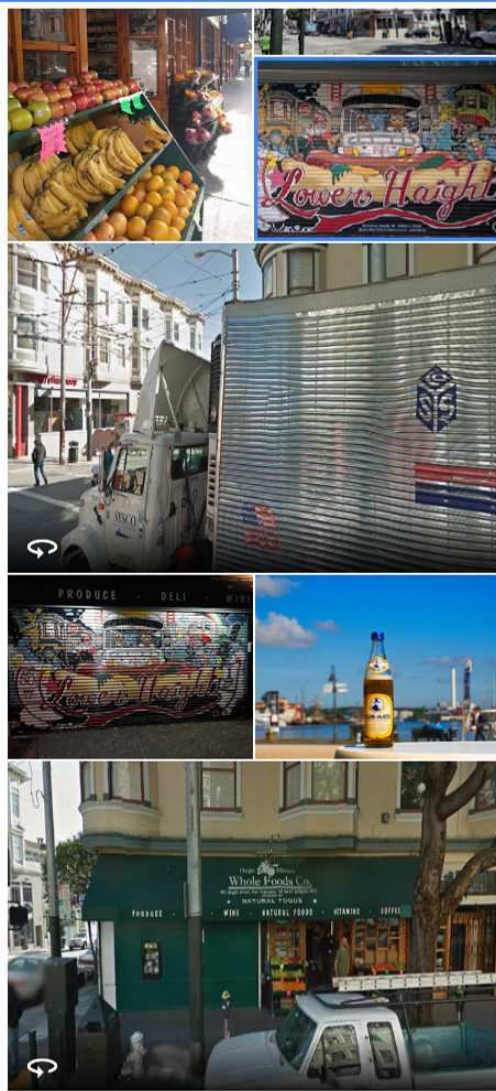




Haight Fillmore Whole Foods Co.



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Roque López
SEP 2016



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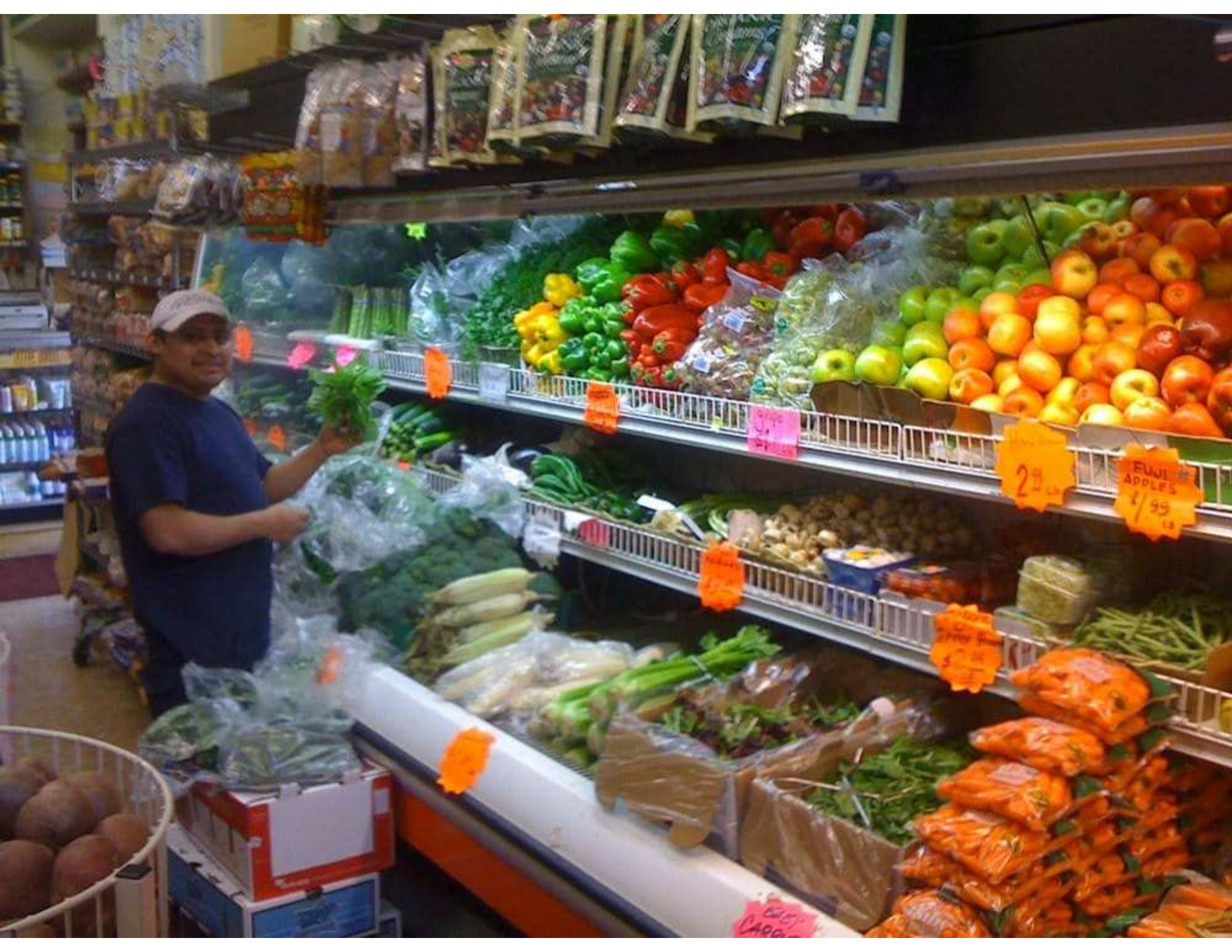
VITAMINS • **COFFEE**

ATM

PREMIUM BANANAS
PREMIUM BANANAS

Floral bouquets and fruit display





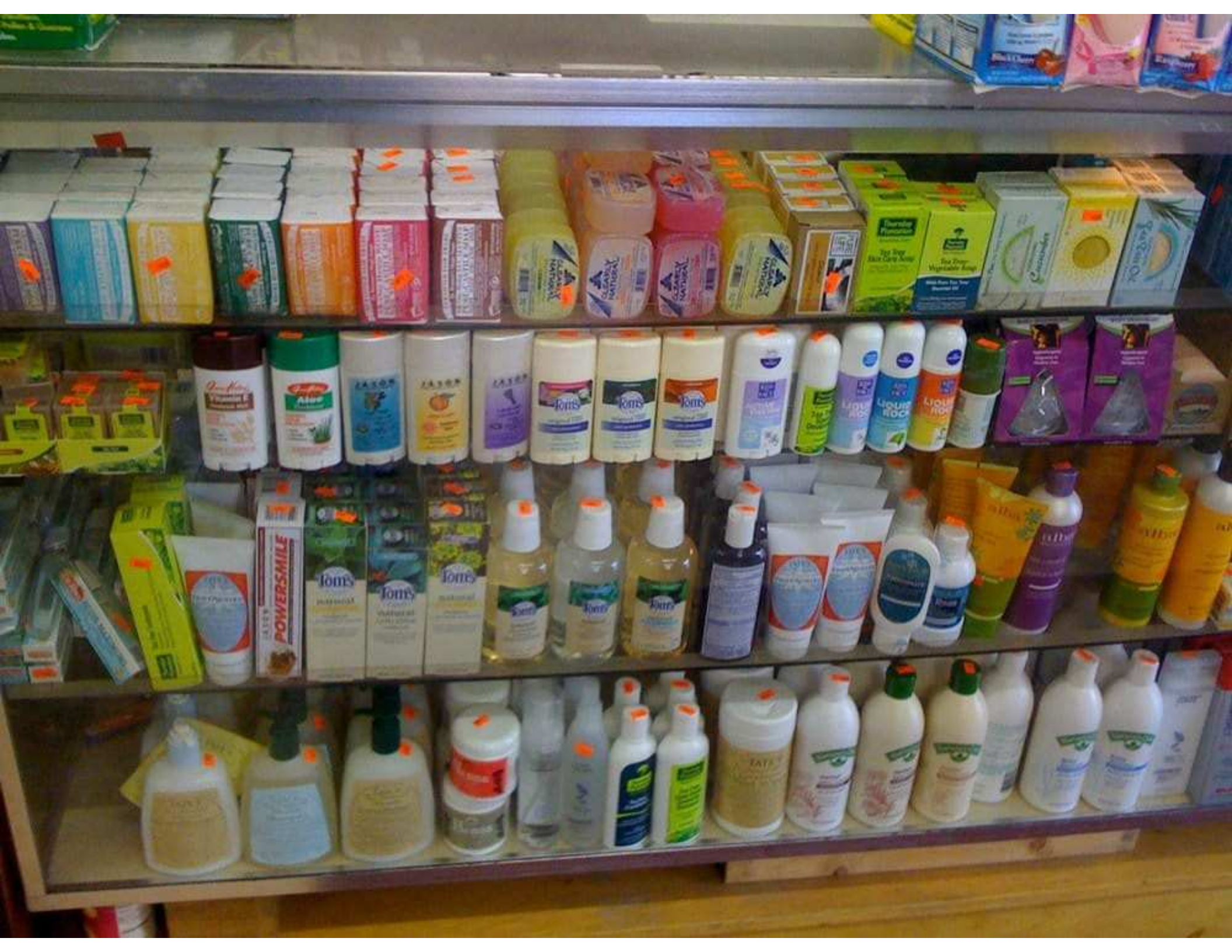














WHOLE



FOODS





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https://hoodline.com/2014/11/haight-fillmore-mural-contest-winner-revealed?utm_source=story&utm_medium=web&utm_campaign=stories



Haight & Fillmore Mural Contest Winner Revealed

Tue. November 4, 2014

by Andrew Dudley and Stephen Jackson



Photo: Andrew Dudley / Hoodline

Have you been waiting with bated breath to see the winning design of the [Haight Fillmore Whole Foods mural contest](#)?

Wait no further:



The winning artist is Sylvester "Sly" Guard Jr., a Tenderloin-based muralist who mostly works with private clients. Sly is part of a collective known as [Sugabus Media](#), a group that has regular showings at the [Art Attack](#) gallery near Ghirardelli Square. This will be one of his first pieces of public art.

In winning the mural contest, Sly will not only get a prominent and very public canvas for his work, he'll also get a nice chunk of change—\$2,500, to be exact.

"Whenever I have a mural done, I like to pay the artist," the building's owner, Christopher George, told us.

"Some muralists can't believe it, because most property owners want a mural done for free, plus the cost of materials. To me that has always seemed demeaning to the artist and an insult to the art. There are dozens of hungry artists around, who would have done this mural for free—just for the exposure on a good corner like Haight and Fillmore."

George says he got about three dozen entries.

"Most of them were quite good. About a half dozen were really, really good. I will probably call on one or more of these artists for some future work I've got simmering on the back burner. The winning entry is better than I hoped for."

That winning entry has design elements inspired by the city and the neighborhood, with a Giants-inspired panda, a Muni bus in honor of the hot transportation corner, and Victorians and a glimpse of the Golden Gate Bridge, just in case you forget where you are. "I just happened to see [Muni] transfers on the ground," Sly told us of his design inspiration. "I just got a foodie feel for the neighborhood, so that's what the hot dog is for."

Sylvester says he wanted to stick with the color palette of the building's existing art, and the visual personality of the neighborhood, which he describes as "kind of cartoony, with Zerofriends and Upper Playground."

Work on the mural likely won't begin until January, Sly said. That's because the building is set to undergo some renovations to expose a corner column and other original details. We'll keep an eye on it, and will post an update when the mural is complete.

<https://hoodline.com/2015/03/new-mural-at-haight-and-fillmore-represents-lower-haight-past-and-present>



New Haight & Fillmore Mural Represents Neighborhood's Past And Present

Fri. March 20, 2015
by Mike Gaworecki



Mike Gaworecki / Hoodline

Today, artist Sly Guard Jr. will finish his mural outside Haight Fillmore Whole Foods (503 Haight St.).

As you can see, it is significantly more detailed than the initial [concept that won the store's mural contest](#).



It took Guard and his fellow painter Chris Cook longer than anticipated because someone tagged the mural while the work was in progress. “Thirty seconds with a spray can set us back a couple days,” Guard told Hoodline. (Guard is planning to wrap up work on the mural today by adding a protective layer of clear coat.)

Nonetheless, Guard is pleased with the results, and he says the feedback has been very positive.

One early review in particular stands out, since it came from a Muni driver and the mural prominently depicts a “Puni” bus driving through the Lower Haight with an angry duck behind the wheel. The driver seemed to take issue with the depiction at first, Guard says, but in the end, “She thought it was cute.”



The mural still complements the store's color palette and features cartoonish characters, choices [Guard says he made to fit the existing artwork](#) of the building. But several other location-specific details crept in, many of which were added on the spot.

One of the riders packed into the crowded Puni bus, for instance, is a kid in a flower pot hat that Guard and Cook saw boarding the 22 at its Fillmore and Haight stop. The bird sculpture above [Squat & Gobble](#) (237 Fillmore St.) also makes an appearance.



In what Guard says was a nod to the past as well as the present of the Lower Haight neighborhood, there's a tribute to Hank's 500 Club, a social club that later became Henrietta's, a gay bar that formerly occupied the space that now houses Wonderland, the Chinese restaurant across the street from the mural.

And to all of you Hoodline commenters out there who weighed in on the initial concept: You kvetched, Guard listened. The central figure of the mural is no longer a hot dog. "It's officially a sausage," Guard says.



Historic Preservation Committee San Francisco Planning Department

May 3rd, 2018

Subject: Letter of Support for Nomination to San Francisco Legacy Business Registry

Dear Historic Preservation Committee:

This letter is to support the following application by Feras Kardouh of Whole Foods on Fillmore located at 503 Haight Street, San Francisco for nomination to the San Francisco Legacy Business Registry.

The business is a community waypoint in the Lower Haight Community and has served as anchoring commercial entity on the 500 block for over 30 years. Whole Foods on Fillmore has contributed to the history and diverse identity of the Lower Haight and should be included within the the San Francisco Legacy Business Registry.

We fully support existing merchants in the dynamic business environment of San Francisco. Programs like the Legacy Business Registry ensure success by the merchant for future generations.

Thank you,

Robert Patterson
President
Lower Haight Merchant and Neighbors Association

Filing Date: August 8, 2018
Case No.: 2018-011496LBR
Business Name: Haight and Fillmore Whole Foods
Business Address: 501 Haight Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)
40-X Height and Bulk District
Block/Lot: 0860/061
Applicant: Mahana and Basil Askandafi, Owners
501 Haight Street
San Francisco, CA 94117
Nominated By: Supervisor Vallie Brown, District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

The Haight and Fillmore Whole Foods, a full-service grocery store, has been in continuous operations for 40 years, and the store has been operated by the same family for over 30 years. The business opened in 1978 under the ownership of Harvey Reigle and Bob Guarino, and 7 years later they sold the store to brothers Naim Nazzal and Freddy Nazzal. The Nazzal brothers sold the business to their cousin John Nazzal in the late 1990s, and in 2005 he sold it to the current owners, his son-in-law's aunt and uncle. The store is managed by Mahana's son-in-law, Feras Kardouh.

When the business opened in 1978, it was the only food source in the neighborhood. At the time, the neighborhood only contained bars, liquor stores and cigarette shops. Haight and Fillmore Whole Foods was an oasis in the food desert of the neighborhood. The store has fresh fruits and vegetables, specialty goods, locally sourced food and a variety of healthy foods, including bulk foods and organic food options.

The owners of Haight and Fillmore Whole Foods have never closed the store since it was founded in 1978. The store prides itself on the fact that it is open 365 days a year. The business is heavily relied upon by the community as it is the only grocery store in the Lower Haight open on Thanksgiving and Christmas.

The Haight and Fillmore Whole Foods – the “Original Whole Foods” – won a significant legal battle against the second Whole Foods. Specifically, the Original Whole Foods was able to fend off a challenge to the use of the name by the later establishment.

The business is located on the west side of Fillmore Street between Haight and Laussat streets in the Lower Haight neighborhood. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

15. *When was business founded?*

The business was founded in 1987.

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

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

- vii. Haight and Fillmore Whole Foods has operated continuously in San Francisco for 40 years.
- viii. Haight and Fillmore Whole Foods has contributed to the history and identity of San Francisco by serving as a full-service grocery store.
- ix. Haight and Fillmore Whole Foods is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Events

In 1977, Mayor Moscone ordered a bold police raid of the Lower Height neighborhood, which reportedly contained the largest heroin trafficking block in the country. Police officers blocked off Haight Street between Fillmore and Steiner streets and flushed all residents and occupants out of the buildings onto the sidewalks. Police allegedly arrested 47 drug dealers who had been photographed dealing drugs. The police-backed cleanup of the block was credited with Lower Haight's eventual recovery and it set the stage for the opening of the Haight and Fillmore Whole Foods. The opening of the store normalized the neighborhood and provided much needed produce and healthy food for the community.

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

No.

20. *Is the business mentioned in a local historic context statement?*

No.

21. *Has the business been cited in published literature, newspapers, journals, etc.?*

No publications are listed.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 501 Haight Street

Recommended by Applicant

- Family business model
- “Drugs” exterior sign
- Exterior mural of Carmen Banana from 1978 and interior wall paintings of dancing fruits and vegetables
- Storefront and green awning
- A fruit and vegetable display on the sidewalk
- Commitment to maintaining connection and trust with community
- And the Original Wholes Foods name

Additional Recommended by Staff

- None