

Legacy Business Registry Staff Report

HEARING DATE JANUARY 14, 2019

TED'S MARKET & DELICATESSEN

Application No.: LBR-2018-19-017
Business Name: Ted's Market & Delicatessen
Business Address: 1530 Howard Street
District: District 6
Applicant: David Zouzounis, Owner
Nomination Date: October 31, 2018
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Ted's Market and Delicatessen ("Ted's Market" or "Ted's") was founded on July 15, 1967, by husband and wife team Theodore (Ted) and Penelope (Penny) Zouzounis. Ted and Penny were both born in San Francisco, both from Greek immigrants. Their parents owned restaurants in the Fillmore and South of Market neighborhoods in the 1930s.

Ted's Market is a classic mom-and-pop shop located at 1530 Howard Street in the South of Market (SoMa) district. The store features a full delicatessen, catering company and market including a wide selection of beer, wine and liquor. The store also has a large selection of to-go foods prepared fresh daily for customers' convenience.

When it opened in 1967, Ted's Market was a store needed for neighbors to get fresh fruits, vegetables, meats, groceries and sundries items. A large Filipino community was also emerging in South of Market area. Ted's Market was the only grocery store in the neighborhood, and it provided a large selection of Filipino groceries. Ted's also has a long-time connection to the music industry as Bill Graham Presents' first office was across the street. Ted's Market continues to be the vendor for the Fillmore's infamous Red Apples given to patrons at concerts.

In 1983, Ted and Penny's son David became part owner with his parents. David, Ted and Penny ran the store together until 1997 when Ted passed away. David and his wife Lorene then became sole owners of the store, although Penny remained the boss until her death in 2017. Today, 50+ years later, the store is run in the same location by the 2nd and 3rd generation, now including Ted and Penny's granddaughter Miriam. The business is located in the Western SoMa neighborhood between 11th and 12th streets on Howard Street.

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:



1530 Howard Street from 1967 to Present (51 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 SoMa 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:

- Ted's Market is associated with Mediterranean cuisine through the owners' Greek heritage.
- Ted's Market & Delicatessen has contributed to the history and identity of the SoMa neighborhood and San Francisco.
- The property is eligible for listing in the CA Register and has a Planning Department Historic Resource status of "A" (Known Historic Resource). The building is part of a non-contributing property with the CA Register-eligible Western SoMa Light Industrial and Residential Historic District, which was developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significance: 1906-1936.
- Ted's Market was featured in Janet Delaney's Book "South of Market" (1978-1986) – a historical account in pictures of the South of Market area prior to redevelopment. The book and picture of David and Ted behind the deli counter sporting mustaches was featured along with other photos at an exhibit of the book at the De Young Museum and City Hall's basement. Newspaper articles featuring and quoting Ted's Market owners and employees include Hoodline, Examiner, etc.
- Ted's Market has received commendations from the City and County of San Francisco Board of Supervisors and the San Francisco Council of District Merchants. Ted's was recognized by American Express as runner up for Small Business of the Year, and most recently was honored during Small Business Week as the District 6 Small Business awardee.

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

Yes, Ted's Market & Delicatessen is committed to maintaining the physical features, craft, art form and traditions that define the business.





SAN FRANCISCO
OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Ted's Market & Delicatessen 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:

- Corner grocery store business model.
- Original red neon Coca-Cola sign.
- Antique scales and grocery store paraphernalia.
- Greek and Arab specialty food and liquor.

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 and delicatessen.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Ted's Market & Delicatessen currently located at 1530 Howard 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 JANUARY 14, 2019

TED'S MARKET & DELICATESSEN

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2018-19-017
<i>Business Name:</i>	Ted's Market & Delicatessen
<i>Business Address:</i>	1530 Howard Street
<i>District:</i>	District 6
<i>Applicant:</i>	David Zouzounis, Owner
<i>Nomination Date:</i>	October 31, 2018
<i>Nominated By:</i>	Supervisor Jane Kim
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR TED'S MARKET & DELICATESSEN, CURRENTLY LOCATED AT 1530 HOWARD 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 January 14, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Ted's Market & Delicatessen 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 Ted's Market & Delicatessen:

Physical Features or Traditions that Define the Business:

- Corner grocery store business model.
- Original red neon Coca-Cola sign.
- Antique scales and grocery store paraphernalia.
- Greek and Arab specialty food and liquor.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Ted's Market & Delicatessen on the Legacy Business Registry:

- Grocery store and delicatessen.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 14, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2018-19-017
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Applicant: David Zouzounis, Owner
Nomination Date: October 31, 2018
Nominated By: Supervisor Jane Kim

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

1530 Howard Street from 1967 to Present (51 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: November 21, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM
金貞妍

October 31, 2018

Executive Director Regina Dick-Endrizzi
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

I would like to formally nominate Ted's Market and Delicatessen as a candidate for the registry of Legacy Businesses in San Francisco.

Ted's Market and Delicatessen (Ted's Market) was first opened on July 15, 1967 by husband and wife Theodore (Ted) and Penelope (Penny) Zouzounis and has remained open for business ever since. Ted and Penny were born in San Francisco and are native to the city, both coming from Greek immigrant parents. Their parents owned restaurants in the Fillmore and South of Market (SoMa) neighborhoods in the 1930s. Ted's Market is a classic mom-and-pop shop located at 1530 Howard Street in the SoMa district that provides a full delicatessen, catering and market.

Ted and Penny are committed to keeping their menu affordable for working class individuals – most sandwiches are below \$8 and breakfast items are below \$6. Ted's Market also strongly believes in giving back to the community as it serves organizations such as the San Francisco Mental Health Foundation, San Francisco General Hospital Foundation, OpenHouse LGBT Seniors, African American Art and Culture Complex (AAACC), San Francisco Department of Public Health, Foster Youth Fund, Tenderloin Neighborhood Development Corporation and many more. Ted and Penny know the names of their customers and are woven into the fabric of the SoMa community.

Ted's Market and Delicatessen has been a staple in SoMa for over 50 years and has been committed to serving and strengthening the community since it opened. This year, I honored Ted's Market for San Francisco's Small Business Month and I am proud to formally nominate Ted's Market and Delicatessen to the Legacy Business registry.

Thank you,

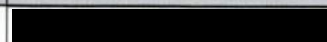
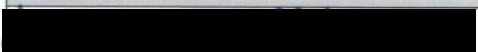
A handwritten signature in black ink, appearing to read "Jane Kim", with a stylized flourish at the end.

Jane Kim

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:		
TED'S MARKET		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
DAVID ZOYZOUNIS		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1530 HOWARD ST.	(415) 552-0309	
SAN FRANCISCO, CA 94103	EMAIL:	
	david@tedsmarket.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
tedsmarket.com	TED'S MARKET AND DELICATESSEN	TED'S MARKET
APPLICANT'S NAME		
DAVID ZOYZOUNIS		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
OWNER		
APPLICANT'S ADDRESS:	TELEPHONE:	
1530 HOWARD ST.		
SAN FRANCISCO, CA 94103	EMAIL:	
		
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
		94-3028673
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
1530 HOWARD ST.	94103	JULY 19, 1967
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	JULY 1967 →	

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:
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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.

DAVID ZOUZOUNIS

Name (Print):

Date:

Signature:



TED'S MARKET

Section 4: Written Historical Narrative

CRITERION 1

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

Ted's Market and Delicatessen ("Ted's Market" or "Ted's") was founded on July 15, 1967, by husband and wife team Theodore (Ted) and Penelope (Penny) Zouzounis. Ted and Penny were both born in San Francisco, both from Greek immigrants. Their parents owned restaurants in the Fillmore and South of Market neighborhoods in the 1930s. Ted and Penny got married in 1947 after Ted returned from World War II.

Ted's Market is a classic mom-and-pop shop located at 1530 Howard Street in the South of Market (SoMa) district. The store features a full delicatessen, catering company and market including a wide selection of beer, wine and liquor. The store also have a large selection of to-go foods prepared fresh daily for customers' convenience. Ted's Market offers fresh ground and brewed coffee all day, pastries, gourmet cookies and more. The owners of Ted's Market try to provide something for everyone, so in addition to fresh roast meats, there is a unique variety of vegetarian and vegan items.

When it opened in 1967, Ted's Market was a store needed for neighbors to get fresh fruits, vegetables, meats, groceries and sundries items. A large Filipino community was also emerging in South of Market area. Ted's Market was the only grocery store in the neighborhood, and it provided a large selection of Filipino groceries. Ted's also has a long-time connection to the music industry as Bill Graham Presents' first office was across the street. Ted's Market continues to be the vendor for the Fillmore's infamous Red Apples given to patrons at concerts.

Ted and Penny had 3 children: David, being the youngest. David went to Lowell High School and attended City College but decided to follow the footsteps of his father and mother early. Ted's Market has still been the only job he's ever had. David met his wife Lorene, whose family is Palestinian, while Lorene was working as a secretary for It's It Ice Cream across the street from Ted's Market. Lorene's uncles had also sold produce to Ted's Market long before they even met.

David and Lorene have two girls, Athena and Miriam Zouzounis. Miriam and Athena have worked at the store since they were young, standing on milk crates, working summers between school and even on top of other jobs. Miriam used to do the 4 a.m. shift with her father David when she first finished college while also working at a community nonprofit in the Mission.

In 1983 David became part owner with his parents. David, Ted and Penny ran the store together until 1997 when Ted passed away. David and Lorene then became sole owners of the store, although Penny remained the boss until her death in 2017. Today, 50+ years later, the store is run in the same location by the 2nd and 3rd generation, now including Ted and Penny's granddaughter Miriam. Long-time customers often come into the store and tell stories of Ted and Penny.

Ted's Market has become more of a deli and corner store and less of a grocery store as big supermarkets moved into the area. Ted's is known for its excellent sandwiches, now with great secret sauces to add to the many toppings. Ted's uses only fresh and quality ingredients, has daily roasted meats and prepares recipes from scratch. The store has an extensive breakfast menu as well, from hot breakfast sandwiches to pastries to specialty Greek yogurt parfait. Lorene has especially moved the store into the future with additions like Vegan Salami which is a huge hit.

Ted's has evolved with time and currently accepts online orders and catering.

To leave you with a bit of musical wisdom from the late singer/songwriter Warren Zevon, "Enjoy every sandwich!"

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

Ted's Market has not ceased operations in San Francisco since the store opened in 1967.

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

Ted's Market is a family-owned business. It was originally owned by Theodore and Penelope Zouzounis and is currently owned by their son and daughter-in-law David and Lorene Zouzounis.

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

The ownership history of Ted's Market is as follows:

1967 to 1983: Theodore and Penelope Zouzounis

1983 to 1997: Theodore Zouzounis, Penelope Zouzounis and David Zouzounis

1997 to Present: David and Lorene Zouzounis

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please

use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

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

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

The historic resource status of the building at 1530 Howard Street that houses Ted's Market is classified by the Planning Department as Category A ("Historic Resource Present") with regard to the California Environmental Quality Act. Although the building itself was found ineligible for national, state or local designation through a survey evaluation, it's a contributor to the Western SoMa Light Industrial and Residential Historic District. The district developed primarily between the years 1906 and ca. 1936 and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction.

CRITERION 2

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

Ted's Market is a family-owned delicatessen, catering company and market including a wide selection of beer, wine and liquor. The store features a large selection of to-go food prepared fresh daily, coffee, pastries, gourmet cookies and more. Ted's has fresh roast meats as well as vegetarian and vegan items. Ted's Market is known for its excellent sandwiches, Middle Eastern and Mediterranean dishes.

In 1975, rock concert promoter Bill Graham moved his offices across the street from Ted's Market. The relationship resulted in Ted's Market being known as the "rock 'n' roll caterer," making sandwiches for stage crews and famous bands alike for the last 30 years. Ted's red apples are distributed at San Francisco's famous Fillmore Auditorium.

Ted's was the first vendor to sell food at the Folsom Street Fair in 1984.

When the Filipino community emerged in the South of Market district, Ted's Market was the only grocery store in the area. The market was the only store to provide Filipino groceries to the neighborhood's large Filipino community. Today, Ted's Market serves the third generation of some of these families.

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

Ted's Market opened during the Summer of Love, the famed social phenomenon that occurred during the summer of 1967 when as many as 100,000 people, mostly young people sporting hippie fashions of dress and behavior, converged in San Francisco.¹ One block away at 1380 Howard Street, the first large scale live-work space in the country, Project One, was taking shape. Located in an abandoned candy factory warehouse, Project One was the first "warehouse community" in San Francisco, sometimes described as a technological commune. The community lasted from 1971 to 1980. Project One was an important part of the counterculture of the 1960s and 1970s and housed dozens of artisans, sculptors, filmmakers and technologists.² Ted extended many of them credit for food as most of the occupants were from out of town and living day-to-day.

"Have One ... or Two"—So read the sign that accompanied a barrel, filled with fresh red apples, at the entrance to the Fillmore Auditorium. This barrel greeted patrons as they entered the San Francisco club between 1965 and 1971. A landmark in the history of American rock and roll in the 1960s, the Fillmore was where famed concert promoter Bill Graham (1931–1991) helped launch the careers of the Grateful Dead, Jefferson Airplane, Santana, Quicksilver Messenger Service, Big Brother and the Holding Company, and countless other would-be legends of the era.³ The apples were provided by Ted's Market.

In the 1980s, Folsom Street, an area that was neglected in years past, was becoming a vibrant district that brought people to an area. In 1984, a couple of regular customers told Ted that they were having a fair and needed food. Ted's Market had a food booth at the first Folsom Street Fair. Penelope and Virginia (Ted's mother) Zouzounis made Greek food for the booth.

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

Ted's Market was featured in Janet Delaney's Book "South of Market" (1978-1986) – a historical account in pictures of the South of Market area prior to redevelopment. The book and picture of David and Ted behind the deli counter sporting mustaches was featured along with other photos at an exhibit of the book at the De Young Museum and City Hall's basement.

¹ Wikipedia, https://en.wikipedia.org/wiki/Summer_of_Love

² Wikipedia, [https://en.wikipedia.org/wiki/Project_One_\(San_Francisco\)](https://en.wikipedia.org/wiki/Project_One_(San_Francisco))

³ Skirball Cultural Center, <https://www.skirball.org/exhibitions/current/fillmore-apple>

Newspaper articles featuring and quoting Ted's Market owners and employees include Hoodline, Examiner, etc.

Ted's Market has received commendations from the City and County of San Francisco Board of Supervisors and the San Francisco Council of District Merchants. Ted's was recognized by American Express as runner up for Small Business of the Year, and most recently was honored during Small Business Week as the District 6 Small Business awardee.

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

In 1975, rock concert promoter Bill Graham moved his offices across the street from Ted's Market. The store's connection with Bill Graham, initially with Bill himself and later with the Bill Graham Foundation, continues to this day. Ted's Market is the supplier of the apples given to patrons at the Fillmore Auditorium. This was a tradition Bill Graham established as it reminded him of being in a boarding school as a child in France where he would sneak into an apple orchard as food was scarce.

Will Smith and Chris Gardner graced Ted's Market and took memorable photos with Penny Zouzounis when a scene of the iconic "Pursuit of Happyness" movie about the true San Francisco story of a man's rags to riches was filmed in the store.

Mayor Lee was a steady patron of Ted's Market and came in regularly for a salami sandwich.

Lorene Zouzounis is a poet and part of San Francisco's Revolutionary Poets Brigade, a committed community activist and the curator of all the antique weights and decorations that continue to adorn Ted's Market. She has been a long time healthy food advocate and has diversified the food and snack selection in Ted's Market. She creates a lot of the recipes for the Middle Eastern and Mediterranean dishes that are available in the deli.

Miriam, their daughter who still lives in San Francisco, continues to be an advocate for the corner grocers and many immigrant-owned businesses in the city, especially as a commissioner on the San Francisco Small Business Commission.

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

Ted was like a father to the community, feeding those in need and offering work within his store. When the AIDS epidemic ravaged San Francisco, David sadly had to help identify many of the deceased, as many were regular customers he'd known for years. Ted provided support to the LGBTQ community in their greatest time of need. Neighbors and community members still stop by to visit and talk about Ted and Penny's legacy.

One of the missions of Ted's Market is to keep food affordable for working class individuals. Most sandwiches are below \$8 and breakfast items are below \$6.

Today Ted's Market has continued to give back to the community. The following organizations are just a handful of the groups and communities Ted's loves to serve:

San Francisco Mental Health Foundation
The ARC of San Francisco (located next door to Ted's Market)
UCSF Headache Clinic
San Francisco General Hospital Foundation
Special Olympics
San Francisco Police Department Torch Run
Shanti Project
OpenHouse LGBT Seniors
African American Art and Culture Complex (AAACC)
San Francisco Black Infant Health
AIDS Memorial Grove
San Francisco Department of Public Health
Foster Youth Fund
Homeless Pre-Natal
Tenderloin Neighborhood Development Corporation
Arab Cultural and Community Center

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

South of Market has historically been an industrial and blue collar neighborhood. Ted's Market has retained a lot of its original clientele (except those neighbors who have been priced out or moved on) with auto body shops across the street and many trade businesses still in the neighborhood. Ted's Market is part of a culture of reciprocity with small businesses supporting each other in the neighborhood, from buying cakes from the close by 'Cake Gallery' for employee birthdays to hiring staff from the Arc which is next door to Ted's Market.

Of course, with the tech boom, Twitter, Uber and developments like NEMA have moved in and many new residents and young professionals make up our regulars. Jack Dorsey of Square was an early one!

Because Ted's Market is close to the Bill Graham Foundation, the business typically caters at their concerts and sustains their staff at the Bill Graham Civic Auditorium as well as at concerts in Golden Gate Park.

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

Culturally significant objects include the original red neon Coca-Cola sign and antique scales and grocery store paraphernalia. Culturally significant items for sale include Greek and Arab specialty food and liquor including Palestinian Beer and Arak/Ouzo (grape-based anise infused liquor).

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

If Ted's Market were to close, San Francisco would lose an accessible space where workers, neighbors, police officers, seniors and youth can gather, talk and purchase healthy food and convenience items, and a store that is open and within walking distance. Ted's provides affordable healthy food, accessible space and friendly characters. It's a convening place for City workers, residents and families.

CRITERION 3

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

Ted's Market and Delicatessen is a small mom-and-pop corner grocery store that is a disappearing staple of San Francisco.

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)

Ted's Market is committed to maintaining its business model as a corner grocer.

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.).

Ted's Market is committed to maintaining convenience items and the vintage Ted's Market Coca-Cola sign.

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

Documentation that demonstrates the current owner has maintained the traditions that define the business as small grocer for 30+ years are provided in this Legacy Business Registry application.

1532

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FRESH SALADS
AND ENTREES

DAILY SPECIALS
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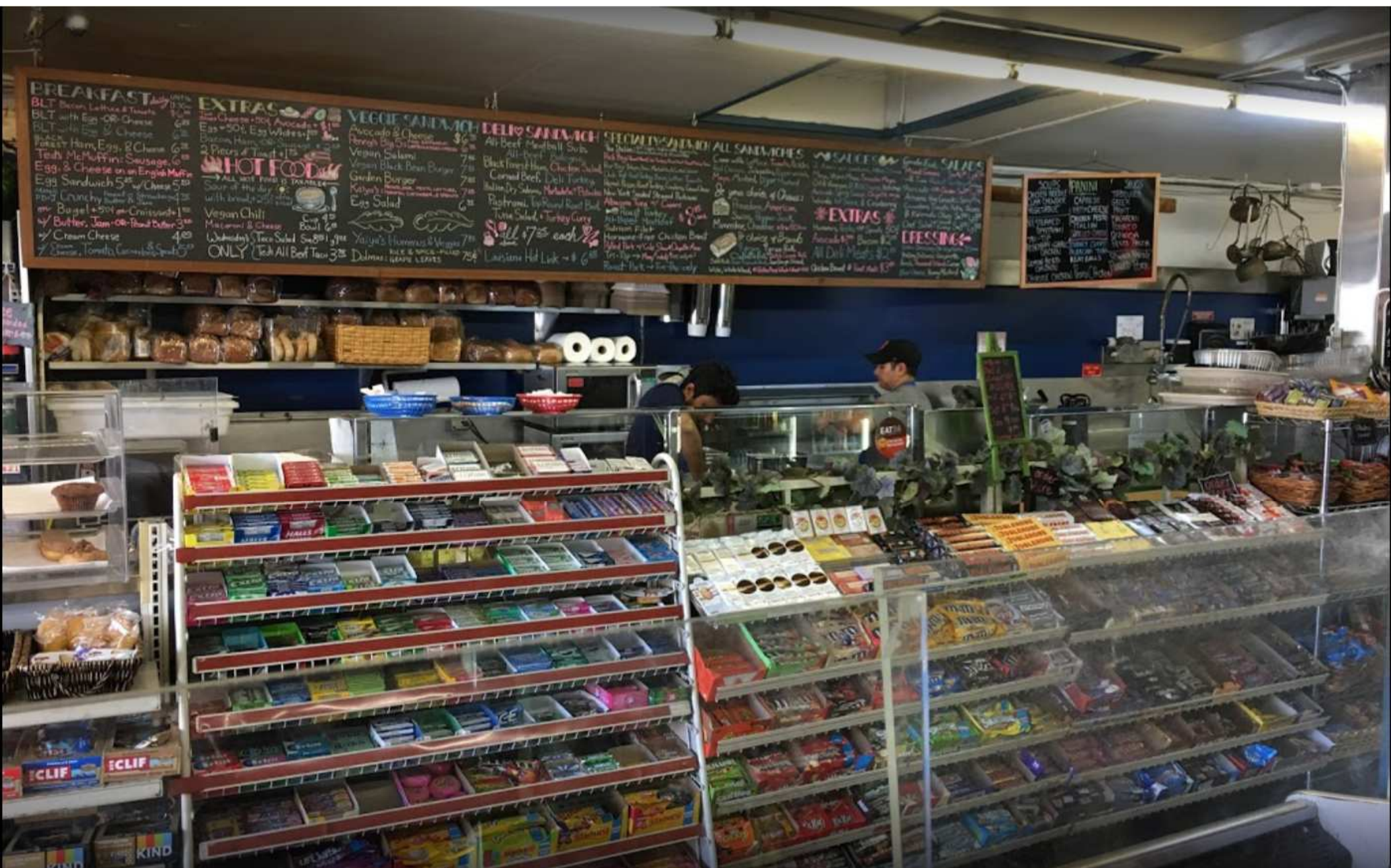
Ted's **DELI**

A FAMILY TRADITION SINCE 1967

• BREAKFAST • LUNCH •
• FRESH ROASTED MEATS •
• FRESH SALADS •
AND ENTREES •

DAILY SPECIALS

★ CATERING ★





A close-up photograph of a wine bottle. The bottle is dark, likely containing red wine, and has a prominent red label. The neck of the bottle is wrapped in a red foil or paper. The background is dark and out of focus.[illegible]









\$9.99 Per Pound

\$9.99 Per Pound

Ted's Blend

FRENCH ROAST

FRENCH ROAST

ORGANIC PERU

Italian Roast

Mani

ETHIOPIA

Hazelnut

Vanilla



San Francisco Chronicle

Alley oop! / Neighborhood changes are part of home life on Natoma Street

Jamie Berger, Chronicle Staff Writer

Published 4:00 am PDT, Wednesday, April 10, 2002

When someone asks me what it's like to live on Natoma Street, I always have to start out with "Well, on my block . . ." because this narrow back alley is as varied a street as you'll find in San Francisco. From downtown through superhip South Park, past Sixth Street, to its last two blocks in the Mission, Natoma ranges from dot-com to factory to snazzy lofts to skid row. My block has a little of each of those -- and much more.

When I first moved to 11th and Natoma in 1994 it was a largely industrial area, with two print shops, a snowshoe factory, a plastics shop and a few small apartment buildings. My girlfriend and I moved in, despite my qualms, right next door to where she had lived for the past several years. She was devoted to staying in the neighborhood. I struggled to adjust to the busy, truck rumble and power tool days and the too quiet, abandoned nights when the working people went home. The street seemed too dirty and not enough of a neighborhood. I'd moved from a very friendly block of the Mission, and from Park Slope in Brooklyn before that.

Soon, though, I began to identify new kinds of neighbors and slowly became more comfortable. There were the adults from the Arc center for the developmentally disabled around the corner. Every morning they would come around with a big cart full of brooms and sweep the street. "WHERE'S YOUR WIFE?" one young man in a hockey helmet would always ask loudly, or "WHERE'S YOUR DOG?"

I got to know Mike at the plastics shop, the post-college kids at the snowshoe factory, the staff at the Filipino market and at Ted's deli around the corner. These were the day neighbors.

After dark, I got to know some of the residents, among them an artist, a cop, a woodworker and a social worker -- our dogs would come out and play in the vacant lot after the working people went home. Then there was Raymond, a homeless man in his 50s who pretty much served as town crier, five-and-dime store and neighborhood watch. Raymond, who had been around as long as anyone could remember, was the de facto mayor of Natoma Street, and was paid accordingly.



Jamie Berger and his dog Bo enjoy the urban garden behind their Natoma Street home. Chronicle photo by Chris Stewart

After a while we managed to get friends to move in upstairs and next door. My building is one of two side-by-side 1920s Victorians. The households share a garden with some sun and a fig tree, and we'd all get together at least once a week to have dinner or watch "NYPD Blue" or play cards, our own little "Melrose Place." We all pitched in for a used hot tub and the communal feeling grew. I had settled in, found a neighborhood where one hadn't been immediately apparent.

"Is it safe?" is a common question about Natoma, as visions of Sixth Street dance in people's heads. My block is a far cry from Sixth and Natoma, but it's also a far cry from Cole Valley. Although I don't know of any violent crime since I moved here, there are homeless people who come and go daily. There are sometimes people huddled in doorways at night, lighters flickering as they smoke out of clear glass pipes, but they usually move along quickly. The only major crimes are frustrating car break-ins which you have to expect you'll fall victim to at least once every few years.

Twice recently, drastic changes have come to the block. About three years ago, during the dot-com boom, familiar faces started disappearing, young Audi drivers moved into their apartments and businesses, and lofts sprang up seemingly overnight. Hip "new economy" companies like Razorfish renovated extravagantly and moved into commercial properties. The plastics shop was evicted, sold, leveled, and a grand set of loft apartments were built on the corner, completely blocking out six of my friends' windows. The scenario was repeated for another set of lofts.

Around the corner, the Filipino grocery and the kooky Marilyn Monroe Memorial Theater faced huge rent hikes and were forced to close. Ted's market, around the corner on Howard, where I used to go for a fresh turkey sandwich at least three times a week, suddenly had a deli line out the door from noon until two. The usual Carharts-wearing clientele were replaced by eager young men and women in Diesel and Old Navy gear, what my best friend back in New York calls the "wacky hair and glasses" crowd. Other regulars and I gave up on Ted's. Our unassuming little block had become fast-paced and cutting-edge, but to us it had become overcrowded and obnoxious.



Bo gets a pat from neighbor Ariana Fariab, 6, out for a stroll with her father, Essy Fariab, and their family dog Carly. Chronicle photo by Chris Stewart

The new residents were rarely seen on the street aside from the occasional loud party; they'd just slip into and out of their garages. The former snowshoe factory, right across the street, moved away. Its warehouse building was elaborately renovated and turned

into the offices of multimedia design firm Medius IV, which rented part of its space to the enterprise of future 9/11 hero Mark Bingham.

In the midst of all this, Raymond moved to Oakland, to an apartment with his brother, and potentially to a job. He is still missed. Although the block had never felt exactly dangerous, Ray made it feel safe.

Through the rapid growth, our little neighborhood, although threatened, held fast. Some people left our little complex, but we kept bringing in friends, and many of our old neighbors stayed steady and friendly, saying hello, playing with dogs, going to each others' parties.

An enduring landmark through all the changes has been Stanley Saitowitz's steel, corrugated metal-and-glass building that houses his architecture firm and other live/work residences.

Built in 1990, one of the first of what some people like to call "toaster" buildings, 1022 Natoma still stands out, and attracts gawking architecture students. Peter Lloyd's "San Francisco: A Guide to Recent Architecture" describes the building as being in "one of the grittier parts of the South of Market area" and refers to the rest of the block's inhabitants as "its tatty neighbours."



Changes: New loft apartments built on the corner of Natoma and Lafayette streets blocked out six windows of the 1920s building next door. Chronicle photo by Chris Stewart

To its credit, the building doesn't feel heavy, doesn't bully us tatty folks, and actually fits well with our eclectic vista.

I like to think of Natoma as a kind of B or, OK, a maybe C movie Tribeca, bustling during the day, quietly urbane at night, a good place to live if you want to feel like you really live in a city, but with a little back-alley escapism built in.

With the crash of the dot-com economy, the street is going through more big changes. The wacky hair and glasses kids have just about disappeared like some kind of itinerant tribe, and the old regulars and shorter lines have returned to Ted's. The new lofts remain occupied -- the large windows still glow at night. And the landlord who evicted the Filipino grocery spent a year too long renovating it into a spare, white, gallery-like space that now sits unfinished and unoccupied.

David Zouzounis, son of the late Ted Zouzounis who opened Ted's Market in the Summer of Love, told me that the neighborhood has gone through many changes since he's been there, from a mostly Filipino community in the late '60s to a gay influx in the '70s and '80s right up to the boom and bust of the past few years.

The only new element I've noticed besides the departures is a high school kid who spends all his free moments riding around the block on a loud, motorized scooter. And while I wonder what's next, I'm confident that enough familiar people and property will remain to keep Natoma Street between 11th and Lafayette as aesthetically, socially and economically diverse as any block I've lived on; that is, it'll still feel like home.



Chronicle / Chris Stewart

Street Level: Jamie Berger leaves his Natoma Street building to walk his dog Bo. Although officially a street, Natoma is as narrow as many alleys. Chronicle photo by Chris Stewart

<https://hoodline.com/2016/12/nearly-50-years-in-ted-s-market-and-deli-keeps-the-sandwiches-coming-in-soma>



by Elaine Gavin
December 18, 2016, 1:26pm

Nearly 50 Years In, Ted's Market And Deli Keeps The Sandwiches Coming In SoMa



David and Miriam Zouzounis. (Photo: Elaine Gavin/Hoodline)

Popular Howard Street fixture [Ted's Market and Delicatessen](#) will be celebrating its 50th anniversary next summer, which is no small feat for a family-owned and operated business.

Originally opened by Theodore and Penelope Zouzounis in 1967, the store is now run by their son David Zouzounis and his daughter, Miriam Zouzounis, making it a true third generation business. Up until recently, 84-year-old matriarch "Penny" still did paperwork for Ted's. "She's most well-rounded women I've ever known" says Miriam of her grandmother. "Her customers were her family."



Original owners Penelope and Theodore Zouzounis. | **Photo: Ted's Market/Facebook**

Although western SoMa has evolved since Ted's first opened, the Zouzounis family's commitment to [their menu](#) has remained unchanged. "We are still producing quality food at a working person's price range," says Miriam. "You can still get a ready-made sandwich for around \$2.50." The roast turkey is said to be the most popular item on the menu, though Yelpers give [rave reviews](#) for the entire sandwich selection.

The Zouzounis family has been witness to the changes in the neighborhood. At the time that Ted's opened, the area was known as a largely [Filipino District](#), but evolved to become a center of the city's gay culture. Ted's was the very first vendor to sell food at the [Folsom Street](#) fair in 1984, and when the AIDS crisis hit the community in the 1980s, Miriam says, "My father saw his customers and friends becoming sick. He had to I.D. bodies because these were people who were left by their families. It was a hard time for this area."



Owner David Zouzounis. | **Photo: Elaine Gavin/Hoodline**

Not all memories are as painful. David remembers making thousands of avocado and cheeses sandwiches for a Grateful Dead concert. Ted's Market and Deli provided large quantities of backstage food for concerts, partially due to the fact that music promoter Bill Graham's office was located across the street from Ted's. For a time, Ted's even provided the apples for the iconic apple barrel at [The Fillmore](#).



Roast Beef on Dutch Crunch. | **Photo:** [Ted's/Facebook](#)

According to Miriam, Ted's is adapting. "Our customer base reflects both worlds now," she explains. "We have auto body shop customers, Muni drivers and now we have the tech workers, too."

Ted's is looking into setting up a new ordering system and energy efficient refrigeration system soon, which can be a pricy endeavor. But like the owners of [other small markets](#) in the city, Miriam says she worries that the recently passed cigarette tax law will put added strain on small liquor stores in San Francisco.

When asked about her hopes for the future, Miriam says she wants her father to take more time off. Ted's is currently open seven days a week, from 6am to 6pm Monday through Friday, 8am to 5pm on Saturdays and 8:15am to 3pm on Sundays. (It is, however, closed on Thanksgiving and Christmas Day.)



But, Miriam says, the hard work is worth it. "Seeing people really enjoy the food and the atmosphere is the best part of being here," she says, adding that the store's nearly half-century of business is a point of pride.

"It's a good feeling when people come in and say, 'I remember your grandpa'."

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Mayor Ed Lee's Last Action Expanded Recycling Program

Mayor Ed Lee's tenure as leader of San Francisco suddenly and unexpectedly ended Tuesday morning with news of his death.

Ida Mojadad (<http://www.sfweekly.com/author/imojadad/>) / Tue Dec 12th, 2017 3:24pm / [NEWS \(HTTP://WWW.SF WEEKLY.COM/NEWS/\)](http://www.sfweekly.com/news/)



Mayor Ed Lee and state Sen. Scott Wiener announce a pilot program to expand recycling facilities at Ted's Market and Delicatessen on Monday, Dec. 11, 2017. (Photo courtesy of Scott Wiener)



Mayor Ed Lee and state Sen. Scott Wiener announce a pilot program to expand recycling facilities at Ted's Market and Delicatessen on Monday, Dec. 11, 2017. (Photo courtesy of Scott Wiener)

In his last hours as leader of San Francisco, Mayor Ed Lee took up the issue of recycling and small businesses.

Lee and state Sen. Scott Wiener held a press conference at Ted's Market and Delicatessen on Monday to announce a recycling program to help small businesses responsible for redeeming items from the public.

Gov. Jerry Brown signed a bill in October (https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB458), authored by Wiener, that authorizes CalRecycle to pilot five recycling programs statewide. Market owners — increasingly relied on as recycling centers close down — who don't redeem recyclable items in their stores are subject to a \$100 per day fine.

CITY AND COUNTY



OF SAN FRANCISCO

BOARD OF SUPERVISORS

CITY HALL, SAN FRANCISCO 94102 • TELEPHONE 558-3184

March 4, 1975

Mr. Ted Zouzounis
335 Silliman Street
San Francisco, California 94134

Dear Mr. Zouzounis:

This is to inform you that, upon motion made by Supervisor Peter Tamaras, the Board of Supervisors adjourned its regular meeting of February 18, 1975 out of respect to the memory of the late Virginia Zouzounis.


The Supervisors realize that mere words can mean so little to you at a time such as this, but they do want you and the members of your family to know of their deep sympathy and heartfelt condolence.

Sincerely,

A handwritten signature in blue ink, reading "Robert J. Dolan", written over a horizontal line.

ROBERT J. DOLAN
Clerk of the Board





*A significant contribution has been made to the
National AIDS Memorial Grove*

Ted's Market

Thank you for your support and dedication

April 16, 2011

EVERYDAY

2013 WORKLIFE AWARDS The Arc San Francisco

February 14, 2013

Dave Zouzounis
Ted's Market
1530 Howard Street
San Francisco, CA 94103

Dear Dave:

On behalf of our Business Advisory Council, we are delighted to report that Ted's Market is the recipient of our 2013 Small Business Leadership Award. Each year at our WorkLife Awards celebration, we recognize our clients for their achievements on the job and their employers for their efforts on behalf of our clients. This year our WorkLife Awards will be held at 6:00 p.m., March 28 at Hotel Whitcomb, 1231 Market Street, San Francisco. We hope that you will be able to join us then to receive the recognition which your organization so richly deserves.

The Small Business Leadership Award is given to the employer who displays unparalleled commitment to our mission, which is to ensure that every person with intellectual and developmental disabilities is provided with the opportunity to live, work and recreate in their community. Ted's Market's partnership with us in providing these critical job opportunities for our clients also supports another goal of our outreach by positively influencing the attitude and perception of society towards persons with intellectual and developmental disabilities.

We will follow up with you in the next week or so to confirm if you will be able to attend our WorkLife Awards celebration on Thursday, March 28. In the meanwhile, please accept our heartfelt thanks for your support.

Best regards,



Glenn Motola, Psy.D.
Chief Executive Officer
The Arc San Francisco



Todd Janzen
Chair, Business Advisory Council
Member, Board of Directors

The Arc
San Francisco

*For people with intellectual
and developmental disabilities*

1500 Howard Street, San Francisco, CA 94103
phone 415.255.7200/fax 415.255.9488

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Ted's MARKET and DELI

In deepest gratitude for your support of the
SFPD Law Enforcement Torch Run (LETR), held on June 23, 2014,
which benefits *The Special Olympics Northern California*.
Your generosity is greatly appreciated by the citizens of the City and
County of San Francisco and the San Francisco Police Department.

Awarded on the 27th day of June, 2014

Gregory P. Suhr
Chief of Police



Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco


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

Ted's Market and Deli *South of Market*

In recognition of your outstanding service and commitment to the residents and community of the South of Market, the Board of Supervisors of the City and County of San Francisco extends its highest commendation and honor.


Supervisor Jane Kim

April 7, 2016



Norman Yee
Scott Wiener
London Breed
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EPIC MAR
Jeffrey David
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The San Francisco Council of District Merchants Associations

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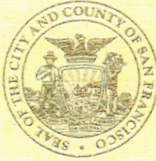


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MAYOR EDWIN M. LEE

August 8, 2017

Dear David,

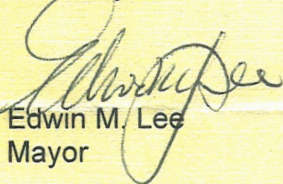
On behalf of myself and the people of the City and County of San Francisco, I extend to you my deepest sympathy on the loss of your dear mother, Penelope Nicole Zouzounis.

Penny was a true San Franciscan, having represented our City's values of service and compassion not only during her time spent in the War Department and U.S. Army Corps of Engineers, but also as a small business owner contributing to the special fabric of San Francisco's community and culture.

Penny will live on through her evident dedication to her family, her faith and her community.

Please know that my thoughts are with you as you mourn the loss of your wonderful mother.

Sincerely,


Edwin M. Lee
Mayor

Dave,

Thank you for the
fabulous breakfast.
More importantly,
thank you for your
years of friendship.

With love,

Your BGP Family

Filing Date: November 21, 2018
Case No.: 2018-016504LBR
Business Name: Ted's Market & Delicatessen
Business Address: 1530 Howard Street
Zoning: WMUG (WSoMa Mixed Use-General)
55-X Height and Bulk District
Block/Lot: 3511/014
Applicant: David Zouzounis, Owner
1530 Howard Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Ted's Market and Delicatessen ("Ted's Market" or "Ted's") was founded on July 15, 1967, by husband and wife team Theodore (Ted) and Penelope (Penny) Zouzounis. Ted and Penny were both born in San Francisco, both from Greek immigrants. Their parents owned restaurants in the Fillmore and South of Market neighborhoods in the 1930s.

Ted's Market is a classic mom-and-pop shop located at 1530 Howard Street in the South of Market (SoMa) district. The store features a full delicatessen, catering company and market including a wide selection of beer, wine and liquor. The store also has a large selection of to-go foods prepared fresh daily for customers' convenience.

When it opened in 1967, Ted's Market was a store needed for neighbors to get fresh fruits, vegetables, meats, groceries and sundries items. A large Filipino community was also emerging in South of Market area. Ted's Market was the only grocery store in the neighborhood, and it provided a large selection of Filipino groceries. Ted's also has a long-time connection to the music industry as Bill Graham Presents' first office was across the street. Ted's Market continues to be the vendor for the Fillmore's infamous Red Apples given to patrons at concerts.

In 1983 David became part owner with his parents. David, Ted and Penny ran the store together until 1997 when Ted passed away. David and Lorene then became sole owners of the store, although Penny remained the boss until her death in 2017. Today, 50+ years later, the store is run in the same location by the 2nd and 3rd generation, now including Ted and Penny's granddaughter Miriam.

The business is located in the Western SoMa neighborhood between 11th and 12th streets on Howard Street. It is within the WMUG (WSoMa Mixed Use-General) Zoning District and within a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

22. *When was business founded?*

The business was founded in 1967.

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

Yes. Ted's Market & Delicatessen qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- x. Ted's Market & Delicatessen has operated continuously in San Francisco for 51 years.
- xi. Ted's Market & Delicatessen has contributed to the history and identity of the SoMa neighborhood and San Francisco.
- xii. Ted's Market & Delicatessen is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The market is associated with Mediterranean cuisine through the owners' Greek heritage.

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

Yes. The building is part of a non-contributing property with the CA Register-eligible Western SoMa Light Industrial and Residential Historic District, which was developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significant: 1906-1936.

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

No. However, the property is eligible for listing in the CA Register and has a Planning Department Historic Resource status of "A" (Known Historic Resource).

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

No.

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

Yes. Ted's Market was featured in Janet Delaney's Book "South of Market" (1978-1986) – a historical account in pictures of the South of Market area prior to redevelopment. The book and picture of David and Ted behind the deli counter sporting mustaches was featured along with other photos at an exhibit of the book at the De Young Museum and City Hall's basement. Newspaper articles featuring and quoting Ted's Market owners and employees include Hoodline, Examiner, etc. Ted's Market has received commendations from the City and County of San Francisco Board of Supervisors and the San Francisco Council of District Merchants. Ted's was recognized by American Express as runner up for Small Business of the Year, and most

recently was honored during Small Business Week as the District 6 Small Business awardee.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1530 Howard Street

Recommended by Applicant

- Corner grocery store business model
- Original red neon Coca-Cola sign
- Antique scales and grocery store paraphernalia
- Greek and Arab specialty food and liquor

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: DECEMBER 19, 2018

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2018-016504LBR
Business Name: Ted's Market & Delicatessen
Business Address: 1530 Howard Street
Zoning: WMUG (WSoMa Mixed Use-General)
55-X Height and Bulk District
Block/Lot: 3511/014
Applicant: David Zouzounis, Owner
1530 Howard Street
San Francisco, CA 94103
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR TED'S MARKET & DELICATESSEN CURRENTLY LOCATED AT 1530 HOWARD STREET, (BLOCK/LOT 3511/014).

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 19, 2018, 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 Ted's Market & Delicatessen qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Ted's Market & Delicatessen.

Location(s):

- 1530 Howard Street

Physical Features or Traditions that Define the Business:

- Corner grocery store business model
- Original red neon Coca-Cola sign
- Antique scales and grocery store paraphernalia
- Greek and Arab specialty food and liquor

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 2018-016504LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 19, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: