ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR NORIEGA PRODUCE, CURRENTLY LOCATED AT 3821 NORIEGA STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on May 8, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore
BE IT RESOLVED that the Small Business Commission hereby includes Noriega Produce 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 Noriega Produce:

Physical Features or Traditions that Define the Business:
- Function as a neighborhood-serving grocery store.
- Offering a variety of groceries at different price points to service all demographics in the neighborhood.
- Selling in-house product, “Gus’s,” that features Greek food items.
- Providing a friendly, comfortable atmosphere for neighbors to come to shop and meet others in the community.
- Working to raise funds for local schools and nonprofit community organizations.
- Characteristic signage, including sign featuring company logo on a real surfboard.
- Mural on front facade that incorporates beach themes such as a surfer with surfboard and a sun setting behind the ocean.
- Offering of local produce.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Noriega Produce on the Legacy Business Registry:
- Grocery store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 8, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. 023-17-LBR

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