



Legacy Business Registry Staff Report

Hearing Date: August 22, 2022

WILCOX FROZEN FOODS

Application No.: LBR-2021-22-026
Business Name: Wilcox Frozen Foods
Business Address: 2200 Oakdale Avenue
District: District 10
Applicant: David Schoop, Owner
Nomination Letter Date: May 3, 2022
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Wilcox Frozen Foods is a frozen food distribution company founded by Don Wilcox at 1051 Battery Street in 1946. The business distributes a variety of frozen food products to customers in San Francisco and the Bay Area. Wilcox Frozen Foods was the city's first distributor of frozen food, also it was one of the first broadline distributors in the city, meaning the business distributes larger volumes of different types of products most often utilized by grocery stores and other large retail foodservice chains and businesses. Today, Wilcox Frozen Foods stands out as the longest operating frozen foods distributor using union labor only. Wilcox Frozen Foods has been owned and operated by the Schoop family since 2021.

The original building at 1051 Battery Street in the Northeast Waterfront neighborhood was historically known as "The Ice House." Wilcox Frozen Foods remained there for two years, then moved to its current location at 2200 Oakdale Avenue in the center of the Bayshore industrial area in 1948. The business stayed under the ownership of Wilcox until 1953, when it was sold to Wilcox's son-in-law, Robert Smith. The Smith family owned and operated the business until 2021 when the Smiths sold the business to two of their local customers, Catherine and David Schoop. Though the company recently changed hands, the new owners ensured that all existing employees were able to keep their jobs.

Though utilitarian and not easily accessed by pedestrians, 2200 Oakdale Avenue was a natural home for Wilcox Frozen Foods' operation as a distributor, both from a logistical standpoint with its proximity to the railway, and with Bayshore's lasting use as a distribution and industrial hub. Located in a classic Midcentury distribution building, its current location is painted a cream color with "Wilcox Frozen Foods" written in green and black text on the exterior of the building. Further, honoring its history as a distributor, Wilcox Frozen Foods also maintains a collection of vintage distribution equipment dating to the 1950s.

Wilcox Frozen Foods' customers are primarily hyperlocal and include small entrepreneurs, grocery stores, restaurants, hotels, organizations, and nonprofits, including Glide Memorial Church, Project Open Hand, Meals on Wheels, Valley Senior Services, and Self Help for the Elderly. The business is committed to affordability for its customers, offering some of the lowest prices in the city and accepting cash as payment when needed. Maintaining low and affordable prices is particularly important for its nonprofit and charitable organization customers. Additionally, Wilcox Frozen Foods donates extra food to local shelters, food banks, and food pantries such as Mission Food Hub, SF-Marin Food Bank, and Excelsior Action Group. Wilcox Frozen Foods was also an emergency supplier and distributor after the Loma Prieta Earthquake in 1989. Lastly, since opening in 1946, Wilcox Frozen Foods has continuously used local union labor only (Teamsters), to offer good wages and great benefits to its employees.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





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, Wilcox Frozen Foods has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1051 Battery Street from 1946 to 1948 (2 years)
2200 Oakdale Avenue from 1948 to Present (74 years)

CRITERION 2

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

Yes, Wilcox Frozen Foods has contributed to the history and identity of the Bayshore neighborhood and San Francisco.

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:

- Wilcox Frozen Foods was featured in various articles for trades magazines in the 1960s.

CRITERION 3

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

Yes, Wilcox Frozen Foods is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Wilcox Frozen 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:

- Frozen food distribution company.
- Distribution building painted with a cream-colored body and black and green lettering.
- Location in the Bayshore industrial area.
- Use of union labor.
- 10,000 square foot on-site freezer.
- Vintage distribution equipment dating to the 1950s.
- Broadline wholesale distribution services.
- Engagement with, and donation to, local food pantries and banks.

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.

- Distributor of broadline foods.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Wilcox Frozen Foods currently located at 2200 Oakdale Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

August 22, 2022

WILCOX FROZEN FOODS

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Business Name: Wilcox Frozen Foods
Business Address: 2200 Oakdale Avenue
District: District 10
Applicant: David Schoop, Owner
Nomination Letter Date: May 3, 2022
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Wilcox Frozen Foods, currently located at 2200 Oakdale Avenue.

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 on 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 August 22, 2022, 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 Wilcox Frozen Foods in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Wilcox Frozen Foods.

Physical Features or Traditions that Define the Business:

- Frozen food distribution company.
- Distribution building painted with a cream-colored body and black and green lettering.
- Location in the Bayshore industrial area.
- Use of union labor.
- 10,000 square foot on-site freezer.
- Vintage distribution equipment dating to the 1950s.
- Broadline wholesale distribution services.
- Engagement with, and donation to, local food pantries and banks.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Wilcox Frozen Foods on the Legacy Business Registry:

- Distributor of broadline foods.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-026
Business Name: Wilcox Frozen Foods
Business Address: 2200 Oakdale Avenue
District: District 10
Applicant: David Schoop, Owner
Nomination Letter Date: May 3, 2022
Nominated By: Supervisor Matt Haney

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

1051 Battery Street from 1946 to 1948 (2 years)
2200 Oakdale Avenue from 1948 to Present (74 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: June 22, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Board of Supervisors

City and County of San Francisco

**MATT HANEY
DISTRICT 6**

May 3rd, 2022

Katy Tang, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Tang,

I am honored to nominate a seventy-six-year-old food distributor located in the heart of San Francisco for San Francisco's Legacy Business Program.

Wilcox Frozen Foods was founded in 1946 by Don Wilcox, an entrepreneur from San Francisco. It remained in the Wilcox family until August of 2021, when Catherine and David Schoop purchased the business from Robert Smith (Don Wilcox's Grandson) and saved the company from simply closing with Robert's retirement. Wilcox is one of the only broad-line food distributors left in the city limits and Wilcox has been a union shop since 1946. The Schoops had been customers of Wilcox for the last 20 years and knew all of the employees at Wilcox and were able to keep all of the union workers in their jobs. The Schoop's willingness to continue operations of Wilcox Frozen Foods is a critical part of the San Francisco food chain and they've stayed in the city limits while many of their competitors have left San Francisco. Because of Wilcox's commitment to San Francisco and their commitment to highly skilled union labor, Wilcox is well deserving of the distinction and honor of Legacy Business status.



Board of Supervisors

City and County of San Francisco

Please contact Catherine or David Schoop, 415-246-4235, david@wilcoxfoods.com to inform them of their nomination.

Thank you for your consideration.

Regards,

A handwritten signature in blue ink, appearing to read "Matt Haney".

Matt Haney
Supervisor, District 6

Section One:

Business / Applicant Information.

Please 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:	
Wilcox Frozen Foods	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Catherine Schoop and David Schoop	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
2200 Oakdale Ave. San Francisco, CA 94124	(415) 282-4119
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
☒ Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.wilcoxfoods.com	
FACEBOOK PAGE:	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
David Schoop	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
President	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0030835	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
501 4307	

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
1051 Battery St.	94111	1946
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
☒ Yes ☐ No	1946 - 1948	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2200 Oakdale Ave.	94124	Start: 1948 End: Present

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

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

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

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

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

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

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. A business deemed not current 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 grants through the Legacy Business Program.

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 Schoop

Name (Print):

10/01/2021

Date:

Signature:



Wilcox Frozen 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.

Wilcox Frozen Foods ("Wilcox") was started in 1946 by Don Wilcox. The original location was at the Ice House at 1051 Battery Street across from Fog City Diner. The business moved to its current location at 2200 Oakdale Avenue at Toland Street in 1948.

Wilcox was the first frozen food distributor in San Francisco. The company did business with all the major hotels, restaurants, and clubs of the era like the Fairmont Hotel, Sir Francis Drake, St. Francis Hotel, Commercial Club, Merchants Exchange, and Marines' Memorial Club & Hotel. Wilcox still serves the Marines' Memorial Club and is hopeful to win business back at the local hotels.

Don Wilcox owned the business until 1953 when his son-in-law, Robert (Bob) Smith, took over at the time of Don's death.

Wilcox Frozen Foods became incorporated in 1972.

Bob Smith was owner until 1992 when he passed away. At that time, his two sons Robert and Rodney took over the company. Rodney retired in 2017 and Robert retired in 2021 when he sold Wilcox Frozen Foods to one of his customers, Catherine and David Schoop from Annie's Hot Dogs. If it weren't for Cathy and David, the business would have closed down, Wilcox employees would have lost their jobs, the customers would have lost their supplier, and the city would have lost a great small business that provided union jobs and a wonderful history of servicing the community.

Wilcox Frozen Foods at one time was the biggest distributor in the Bay Area and has been around longer than its publicly traded non-union competitors. Wilcox has been a Teamsters Union shop since its inception in 1946. The business intends to remain a union shop forever and we will ALWAYS be headquartered in the greatest city on Earth, San Francisco!

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

During its 76 years of operations, Wilcox Frozen Foods has never ceased operations. Wilcox operated through the 1989 earthquake and through the 2020-2022 coronavirus pandemic without any interruption whatsoever.

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

Wilcox Frozen Foods is a family-owned business. The Wilcox family started the business in 1946. The Smith family owned and operated the business from 1953 to 2021. And the Schoops purchased the business in 2021. Catherine Schoop and David Schoop, mother and son, continue to run the business together day-in and day-out as a family-owned business, and not a single person has lost their job as a result of the ownership transition.

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

The ownership history of Wilcox Frozen Foods is as follows:

1946 to 1953:	Don Wilcox
1953 to 1992:	Robert Smith
1992 to 2017:	Robert Smith and Rodney Smith
2017 to 2021:	Robert Smith
2021 to Present:	Catherine Schoop and David Schoop

Wilcox Frozen Foods was started in 1946 by Don Wilcox. The original location was at the Ice house on Battery Street. Wilcox moved to 2200 Oakdale Avenue in 1948 still operates there to this day. Robert (Bob) Smith took over ownership of the business in 1953 when Don Wilcox passed away. Bob was the owner until 1992 when he passed away. His two sons, Robert Smith and Rodney Smith took over the company. Rodney retired in 2017 and Robert retired in 2021 when he sold Wilcox Frozen Foods to one of his customers, Catherine Schoop and David Schoop.

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 verifying it has been in operation for 30+ years is provided 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 2200 Oakdale Avenue is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

In 1948, Wilcox Frozen Foods located to 2200 Oakdale Avenue because it was on the railway, and Wilcox used to unload vegetables, meat, and fruit from the train trolleys. The property existed before many of the surrounding buildings were constructed. In the 1960s, several buildings constructed across the street on Oakdale Avenue were constructed that housed the city's garment industry.

CRITERION 2

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

Wilcox has provided good paying union jobs with amazing benefits since 1946. Wilcox was the first frozen food distributor in San Francisco and is currently one of only a few major food distributors that are still located in San Francisco. Wilcox also was one of the first businesses to begin operation in the heart of San Francisco's industrial area of Bayshore.

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

Wilcox Frozen Foods was one of the first operators in the industrial heart of the city. Wilcox was also one of the first broadline distributors in San Francisco. (Broadline distributors handle larger volumes of different types of products and are most often utilized by grocery stores and other larger retail foodservice chains and businesses.¹) Over time, national contracts and conglomerates have pushed Wilcox out of major city accounts, but the company is hopeful to compete and win that business back!

Wilcox is located in San Francisco's supervisorial District 10 and is known for its accessibility and inclusiveness. Wilcox has served as a supplier for many entrepreneurs from District 10 such as Yvonne from Yvonne's Southern Sweets, who still picks up product from Wilcox every week. Anyone can come in for a Will Call order, and Wilcox still accepts cash to serve anyone that doesn't have credit. Most importantly for the neighborhood, Wilcox's prices are lower than all other distributors in the city. They help ALL local entrepreneurs succeed with low prices and easy access.

When the 1989 Loma Prieta Earthquake hit, Wilcox was able to continue to serve the city as an emergency supplier, and there was no interruption of service even for a day.

¹ Forbes, <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2021/08/17/understanding-four-types-of-foodservice-distributors/?sh=6be60e8c3eb1>

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

Wilcox Frozen Foods was featured in trade magazines and articles in the 1960s, but there are no copies currently available.

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

George Siefert, native son of San Francisco and San Francisco 49er Hall of Fame coach, worked at Wilcox Frozen Foods when he was a young man in the 1960s. Wilcox also supplied the San Francisco Seals at Seal Stadium.

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

Wilcox Frozen Foods is very active in the community. David Schoop was an active participant in Food Runners San Francisco, which picks up excess perishable and prepared food from businesses such as restaurants, caterers, bakeries, hospitals, event planners, corporate cafeterias, and hotels and delivers it directly to neighborhood food programs. Wilcox Frozen Foods also donated food to Mission Food Hub, SF-Marin Food Bank, and Excelsior Strong hub. David mentors kids throughout the city through various programs like Seven Tepees Youth Program and Enterprise for Youth.

The business has paid all of its licensing and taxes for 76 years without stopping and has only ever operated within the city limits. The business still engages with local food pantries and drops off excess food to shelters.

Also, Wilcox Frozen Foods employs local San Francisco residents and is a union shop. Most of the business' competitors have moved out of the city – hiding from city taxes – and are non-union shops. There aren't a lot of small businesses left in the broadline wholesale food service industry in San Francisco. There are also not a lot of people that can afford to live in San Francisco working for small businesses. Wilcox has been able to find ways to retain its employees and maintain the business.

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

On a daily basis, Wilcox Frozen Foods supplies its partners in San Francisco with service unmatched by its competitors. Its customers include Glide Memorial Church, Project Open Hand, Meals on Wheels, Valley Senior Services, Self Help for the Elderly, and many others. These non-profits would be much worse off if it weren't for Wilcox's commitment to service in the community. Wilcox is very proud to be such an integral part of servicing the most vulnerable of San Franciscans.

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

Wilcox Frozen Foods is one of the first industrial operators in the heart of the industrial area of the Bayshore district in San Francisco. They have a 10,000-square-foot freezer, and it's ridiculously cool and vintage, while meeting all modern food safety standards.

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

If Wilcox Frozen Foods were to close, San Francisco would lose a reliable distributor and good paying union jobs. All of the small business customers located in District 10 would be forced to use other distributors with high minimums, higher prices, and longer lead times. Local food pantries from Districts 10, 11, and 6 would have less food donated to their clients in need of healthy vegetables and fruits. And the larger customers that feed the most vulnerable of our community like Meals on Wheels, Project Open Hand, and Glide would all be faced with higher prices from non-local sources and be forced to deal with publicly-traded companies and their endless bureaucracy.

CRITERION 3

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

Wilcox Frozen Foods is a specialty distributor serving the food service trade throughout the Bay Area. The essential feature that defines its character is customer service. Wilcox still does business the "old school way" that's based on what is best for its customers instead of maximizing profits. While other distributors have lead times and high delivery minimums, Wilcox has no delivery minimums and doesn't require lead times and gives the customers what they need even if it's a same day delivery. Wilcox also has a 10,000-square-foot freezer, and not many other people have a freezer that size, which makes the location pretty interesting and cool, no pun intended.

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)

Wilcox Frozen Foods is committed to maintaining the historical traditions that define the business, like high quality and affordable prices, as well as its amazing customer service and standing as a union shop. Catherine and David have been operating businesses in San Francisco for 39 years, and they are excited to have been in a position to save a critical part of San Francisco's food distribution infrastructure. The business intends to stay in their headquarters at 2200 Oakdale Avenue and is committed to never leaving the city.

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.).

Wilcox Frozen Foods has been in the same building in San Francisco since 1948. Although the interior is being updated, the layout will stay the same.

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.

There is some pretty interesting vintage equipment from the 1950s, giving the business a museum-like feel. Photos from the 1940s and 1950s are displayed prominently throughout the building, and you can feel the history of the building and the company. Wilcox will keep their green and yellow logo colors and will continue to be a teamsters union shop like they have since 1946.













frozen foods



frozen foods

2200

OAKDALE

OAKDALE



Wilcox







LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JULY 20, 2022

Filing Date: June 22, 2022
Case No.: **2022-006122LBR**
Business Name: Wilcox Frozen Foods
Business Address: 2200 Oakdale Avenue
Zoning: PDR-2 (Production, Distribution, And Repair) Zoning District
65-J Height and Bulk District
Block/Lot: 5597A/002
Applicant: David Schoop
2200 Oakdale Avenue
Nominated By: Former Supervisor Matt Haney
Located In: District 10
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Wilcox Frozen Foods is a frozen food distribution company opened originally by Don Wilcox at 1051 Battery Street in 1946. Wilcox Frozen Foods distributes a variety of frozen food products to customers in San Francisco and the Bay Area. When Wilcox Frozen Foods was first established in 1946, it was the City's first distributor of frozen food, eventually becoming one of the largest frozen food distributors in the Bay Area. Today, Wilcox Frozen Foods stands out as the longest operating frozen foods distributor using union labor only. Wilcox Frozen Foods has been owned and operated by the Schoop family since 2021.

Wilcox Frozen Foods first opened in 1946 at 1051 Battery Street, in a building historically known as "The Ice House", in the Northeast Waterfront neighborhood. Wilcox Frozen Foods remained at 1051 Battery Street for two years. The business moved in 1948 to its current location at 2200 Oakdale Avenue in the center of the Bayshore industrial area, staying under the ownership of Wilcox until 1953, when the company was sold to Wilcox's son-in-law, Robert Smith. The Smith family owned and operated the business until 2021, when the Smiths sold the business to two

of their local customers, Catherine and David Schoop. Though the company recently changed hands, the new owners ensured that all existing employees were able to keep their jobs.

Though utilitarian and not easily accessed by pedestrians, 2200 Oakdale Avenue was a natural home for Wilcox Frozen Foods' operation as a distributor, both from a logistical standpoint with its proximity to the railway, and with Bayshore's lasting use as a distribution and industrial hub. Wilcox Frozen Foods was not only the first frozen food distributor in San Francisco, but it also was one of the first broadline distributors in the City, meaning the business was capable of distributing larger volumes of different types of products most often utilized by grocery stores and other large retail foodservice chains and businesses. Located in a classic Midcentury distribution building, its current location is painted a cream color with "Wilcox Frozen Foods" written in green and black text on the exterior of the building. Further, honoring its history as a distributor, Wilcox Frozen Foods also maintains a collection of vintage distribution equipment dating to the 1950s.

Wilcox Frozen Foods' customers are primarily hyperlocal, with some being in the greater Bay Area, and include businesses such as local grocery stores, restaurants, hotels, and most importantly, local organizations and non-profits including Glide Memorial Church, Project Open Hand, Meals on Wheels, Valley Senior Services, and Self Help for the Elderly. Wilcox Frozen Foods also serves local entrepreneurs from San Francisco, particularly those in District 10. Wilcox Frozen Foods is committed to affordability for its customers, offering some of the lowest prices in the City and accepting cash as payment when needed.

Wilcox Frozen Foods continues to give back to the community it serves. Wilcox Frozen Foods is committed to maintaining low and affordable prices for its customers, which is particularly important for its non-profit and charitable organization customers. Additionally, as mentioned above, Wilcox Frozen Foods prides itself on being a primary supplier to local entrepreneurs. The business consistently donates extra food to local shelters, food banks, and food pantries such as Mission Food Hub, SF-Marin Food Bank, and Excelsior Action Group. Wilcox Frozen Foods was also an emergency supplier and distributor after the Loma Prieta Earthquake in 1989. Lastly, since opening in 1946, Wilcox Frozen Foods has continuously used local union labor only (Teamsters), to offer good wages and great benefits to its employees.

The business's primary location at 2200 Oakdale Avenue is a Category B (Unknown / Age Eligible) structure at the northwest corner of Oakdale Avenue and Toland Street in the Bayshore neighborhood. It is within a PDR-2 (Production, Distribution & Repair) Zoning District and a 65-J Height and Bulk District. It is also located within the Industrial Protection Zone Special Use District, the Bayview Hunters Point Planning Area, the African American Arts and Cultural District, and the Bayview Hunters Point Area B Zone 2 Redevelopment Area.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1946.

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

Yes. Wilcox Frozen Foods qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Wilcox Frozen Foods has operated continuously in San Francisco for 76 years.
- b. Wilcox Frozen Foods has contributed to the history and identity of the Bayshore neighborhood and San Francisco.
- c. Wilcox Frozen Foods is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

No.

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

No.

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

No, not as of the date of this Executive Summary.

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

Yes. Wilcox Frozen Foods was featured in various articles for trades magazines in the 1960s.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2200 Oakdale Avenue (1948 - Present)

Previous (No Longer Extant) Locations:

- 1051 Battery Street (1946 – 1948)

Recommended by Applicant

- Frozen food distribution company.
- Distribution building painted with a cream-colored body and black and green lettering.
- Location in the Bayshore industrial area.
- Use of union labor.

- 10,000 square foot on-site freezer.
- Vintage distribution equipment dating to the 1950s.

Additional Recommended by Staff

- Broadline wholesale distribution services.
- Engagement with, and donation to, local food pantries and banks.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1254

HEARING DATE: JULY 20, 2022

Case No.: **2022-006122LBR**
Business Name: Wilcox Frozen Foods
Business Address: 2200 Oakdale Avenue
Zoning: PDR-2 (Production, Distribution, And Repair) Zoning District
65-J Height and Bulk District
Block/Lot: 5597A/002
Applicant: David Schoop
2200 Oakdale Avenue
Nominated By: Former Supervisor Matt Haney
Located In: District 10
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR WILCOX FROZEN FOODS CURRENTLY LOCATED AT 2200 OAKDALE AVENUE, BLOCK/LOT 5597A/002.

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 July 20, 2022, 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 2200 OAKDALE AVE 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 Wilcox Frozen Foods.

Location(s):

Current Locations:

- 2200 Oakdale Avenue (1948 - Present)

Previous (No Longer Extant) Locations:

- 1051 Battery Street (1946 – 1948)

Physical Features or Traditions that Define the Business:

- Frozen food distribution company.
- Distribution building painted with a cream-colored body and black and green lettering.
- Location in the Bayshore industrial area.
- Broadline wholesale distribution services.
- Use of union labor.
- 10,000 square foot on-site freezer.
- Vintage distribution equipment dating to the 1950s.
- Engagement with, and donation to, local food pantries and banks.

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 2022-006122LBR to the Office of Small Business on July 20, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Matsuda

NOES: None

ABSENT: Nageswaran

ADOPTED: July 20, 2022