



Legacy Business Registry Staff Report

Hearing Date: April 26, 2021

FANTA CLEANERS INC.

Application No.: LBR-2020-21-006
Business Name: Fanta Cleaners Inc.
Business Address: 650 4th Street and 2943 Baker Street
District: Districts 6 and 2
Applicant: Young Park, Manager
Nomination Letter Date: July 31, 2020
Nominated By: Supervisor Catherine Stefani
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Fanta Cleaners Inc. is a local, family-owned business that provides dry cleaning, laundry, and alteration services to the San Francisco community.

In 1990, after immigrating from South Korea, working as a tailor for several dry cleaners in San Francisco, and even opening a small alteration and dry-cleaning business on California Street, Mu Ung Yi took ownership of Fanta Cleaners Inc. with his daughter and son. Fanta Cleaners Inc. was believed to have been founded by a person of Chinese descent in the early 1980s with their original Fanta Deluxe Cleaners location (1564 Bush Street). The business was sold in 1983, sold again in 1988, and sold a final time in 1990 to its current owners, the Yi-Park family.

Fanta Cleaners Inc. has grown and currently has two locations. In 2003, Young Park, Mu Ung Yi's daughter, established another Fanta Deluxe Cleaners on 640 4th Street. This South of Market (SoMa) location is located along a few major MUNI lines, making it a convenient location for commuters to drop off and pick up their goods. In 2005, they added another location on 2943 Baker Street. The Baker Street location was aptly renamed Clover Green Cleaners to indicate the business' dedication to environment-friendly service. Fanta Cleaners Inc. serves commuters as well as local residents, hotels, and apartments. They have even helped individuals who have fallen on hard times. The original storefront on 1564 Bush Street closed in 2018, with the business owners citing operation complications due to nearby construction.

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, Fanta Cleaners Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1654 Bush Street (Fanta Deluxe Cleaners) from 1980s to 2018 (at least 35 years)
650 4th Street (Fanta Deluxe Cleaners) from 2003 to Present (18 years)
2943 Baker Street (Clover Green Cleaners) from 2005 to Present (16 years)

CRITERION 2

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

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City Hall Room 140
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Yes, Fanta Cleaners Inc. has contributed to the history and identity of the South of Market 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:

- The business is associated with the dry cleaning, laundry, and alteration profession. They are involved in the Dry Cleaning Association and continues to be a contributing member of the industry.
- The 4th Street property was found to be contextually important by the Foundation for San Francisco Architectural Heritage Survey (1978). The site was included the South of Market Area Historic Resource Survey (2011), where it received a California Historical Resource status code of "6Z" (found ineligible for National Register, California Register, or Local designation through survey evaluation); the Foundation for San Francisco Architectural Heritage Survey (1978), where it was identified as having "Contextual Importance;" and the DCP 1976 Survey, where it received a Y rating. The building is contextually important but does not meet age eligibility requirements to be listed on any registries since it was constructed in 2001.

CRITERION 3

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

Fanta Cleaners Inc. is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Fanta Cleaners Inc. 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:

- Victorian exterior at the 2943 Baker Street location.
- Mascot logo found at both locations.
- The green motif found outside the Baker Street location and within the 4th Street location.

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.

- Laundry services.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Fanta Cleaners Inc. currently located at 650 4th Street and 2943 Baker Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

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Small Business Commission

Resolution No. _____

April 26, 2021

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Adopting findings approving the Legacy Business Registry application for Fanta Cleaners Inc., currently located at 650 4th Street and 2943 Baker 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 April 26, 2021, 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 Fanta Cleaners Inc. 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 Fanta Cleaners Inc.

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Physical Features or Traditions that Define the Business:

- Victorian exterior at the 2943 Baker Street location.
- Mascot logo found at both locations.
- The green motif found outside the Baker Street location and within the 4th Street location.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Fanta Cleaners Inc. on the Legacy Business Registry:

- Laundry services.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 26, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-006
Business Name: Fanta Cleaners Inc.
Business Address: 650 4th Street and 2943 Baker Street
District: Districts 6 and 2
Applicant: Young Park, Manager
Nomination Letter Date: July 31, 2020
Nominated By: Supervisor Catherine Stefani

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?
☒ Yes ☐ No

1654 Bush Street (Fanta Deluxe Cleaners) from 1980s to 2018 (at least 35 years)
650 4th Street (Fanta Deluxe Cleaners) from 2003 to Present (18 years)
2943 Baker Street (Clover Green Cleaners) from 2005 to Present (16 years)

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

NOTES: N/A

DELIVERY DATE TO HPC: March 11, 2021

Richard Kurylo
Program Manager, Legacy Business Program

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Member, Board of Supervisors
District 2



City and County of San Francisco

CATHERINE STEFANI

July 31, 2020

Richard Kurylo
Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mr. Kurylo,

It is my pleasure to nominate Fanta Cleaners Inc., owned and operated by Bryant Park and Young Park, for the Legacy Business Registry. Fanta Cleaners Inc. is a distinguished small business serving the Cow Hollow and China Basin neighborhoods.

The nominee has operated in San Francisco for 30 years and has maintained a strong and consistent identity. Bryant and Young opened their first location on Bush Street in 1990 and now have two locations in the City. For years, Clover Green Cleaners has been serving the laundry and dry-cleaning needs of Cow Hollow residents and Fanta Cleaners has been providing laundry services and alterations for residents in and around China Basin. With many long-term clients and regular patrons, Fanta Cleaners Inc. has built a name for itself and a reputation for thorough, efficient, and reliable laundry services.

As a small business institution, dedicated to serving the dry cleaning, laundry and alteration needs of residents throughout the City, Fanta Cleaners Inc. has become an important community resource and contributor to the well-being of their surrounding neighborhoods. It is my absolute pleasure to nominate Fanta Cleaners Inc. for the Legacy Business Registry.

The nominee can be contacted here: Bryant Park and Young Park, 650 4th Street, San Francisco, CA 94107; (415) 672-5399; yopark650@gmail.com.

Sincerely,

A handwritten signature in dark ink, appearing to read "Catherine Stefani".

Catherine Stefani
Supervisor, District 2

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: | |
| Fanta Cleaners, Inc (DBA Fanta Deluxe Cleaners and Clover Green Cleaners) | |
| BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business): | |
| Young Park | |
| CURRENT BUSINESS ADDRESS: | TELEPHONE NUMBER: |
| 650 4th Street San Francisco, CA 94107 | (415) 495-7788 |
| | EMAIL ADDRESS: |
| | admin@fantacleaners.com |
| MAILING ADDRESS – STREET ADDRESS: | MAILING ADDRESS – CITY AND STATE: |
| <input checked="" type="checkbox"/> Same as Business Address | |
| | MAILING ADDRESS – ZIP CODE: |
| | |
| WEBSITE ADDRESS: | |
| www.fantacleaners.com | |
| FACEBOOK PAGE: | |
| | |
| TWITTER NAME: | |
| | |
| APPLICANT'S NAME: | APPLICANT'S TELEPHONE NUMBER: |
| Young Park | |
| APPLICANT'S TITLE: | APPLICANT'S EMAIL ADDRESS: |
| Manager | |
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | |
| 0478928 | |
| SECRETARY OF STATE ENTITY NUMBER (If applicable): | |
| | |

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 |
|---|----------|--|
| 1654 Bush Street (Fanta Deluxe Cleaners) | 94109 | 1980s |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | DATES OF OPERATION AT THIS LOCATION |
| | | 1980s to 2018 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|--|----------|--------------------|
| 650 4th Street (Fanta Deluxe Cleaners) | 94107 | Start: 2003 |
| | | End: Present |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---|----------|--------------------|
| 2943 Baker Street (Clover Green Cleaners) | 94123 | Start: 2005 |
| | | 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: |

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.

Young Park

7/16/2020



Name (Print):

Date:

Signature:

FANTA CLEANERS

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.

Fanta Cleaners Inc. was established in the 1980s at 1564 Bush Street and currently operates two locations under two different fictitious business names: Fanta Deluxe Cleaners at 650 4th Street and Clover Green Cleaners at 2943 Baker Street. The original location at 1564 Bush Street, which was also called Fanta Deluxe Cleaners, closed in 2018 due to construction on Van Ness Avenue by the San Francisco Municipal Transportation Agency (SFMTA).

Fanta Cleaners Inc. was established at 1564 Bush Street sometime in the 1980s. Not much is known about the original owners of Fanta Cleaners. It is believed the business was founded in the early 1980s by a person of Chinese descent. The business cannot be found in the 1982 or earlier [San Francisco business directories](#), so it was possibly established in 1983. The business was sold circa 1983 to a person of Korean descent. It was sold again in 1988 to an owner named Raymond who was of Nicaraguan descent. The business sold one more time in 1990 to the current owners, the Yi-Park family, including Mu Ung Yi (father), Young Park (daughter, *née* Young Yi), Pong Yi (son); and Jae H. Park (Young Park's husband).

The Yi-Park family had immigrated to the United States a few years before buying the business. In 1986, Mu Ung Yi and his wife came to the United States to visit family. They ended up moving to the United States, and Mu Ung Yi found a job as a tailor so he can help make clothes for his grandkids but also to support his wife with their new life in the United States. After several years working as a tailor for several dry cleaners in San Francisco, he opened a small alteration and dry clean business circa 1989 on California Street called Pro Alterations. Through his hard work, he was able to bring his children – Young Park and Pong Yi – from South Korea to San Francisco in 1990.

Daughter Young Park helped him run the store while raising her two children in the Inner Richmond. During this time, Mu Ung Yi continued to help neighbors in his community of Japantown, where families needed help with better fitted clothes for their office jobs or family events.

In 1990, Mu Ung Yi, Young Park, and Pong Yi took over ownership of Fanta Deluxe Cleaners on 1564 Bush Street. Due to Mu Ung Yi's age, Young Park managed the business, and Pong Yi helped at the cleaners by providing dry cleaning and custom alterations. Although dry cleaning

was popular with the financial and tech workers in San Francisco, Fanta focused primarily on alterations and laundry for local businesses.

Around 2000, Pong Yi purchased a dry-cleaning business in South San Francisco, leaving ownership of Fanta Cleaners to his sister and father. It was a challenging time for Young Park and Mu Ung Yi, because the two of them worked the counter, ironed, delivered clothes, and did mechanical work at the business to keep Fanta Cleaners afloat. In 2001, Young Park married Jae H. Park, and he became part owner of the business.

In October 2003, Young Park opened a new location of Fanta Deluxe Cleaners at 650 4th Street in the South of Market district. Opening a location on in SoMa was a desire to be a part of the revitalization effort in this developing neighborhood. The business is located along a few major Muni lines and offers a drop off/pick up location for people commuting to work using public transit.

In July 2005, Fanta Cleaners Inc. took over a dry-cleaning facility at 2943 Baker Street in the Marina district called Excellent Cleaners. The business was renamed Clover Green Cleaners to indicate a cleaner, more environment-friendly way to give people the same great service. Young Park invested in several machines to help the business stay compliant with the changing regulations by the Department of Health. Mu Ung Yi regularly took the bus to 2943 Baker Street to provide custom alterations for the new customers served in this location. However, due to his age and deteriorating health, the business was on the verge of losing the ability to offer alteration services. In order to stay true to their core offering and help people look the way they want to with custom-fitted clothes, Fanta Cleaners hired a fashion designer, who to this day still work with the company.

When the Great Recession hit, Fanta Cleaners saw sales decline by more than 50%. The business had to cut costs and keep things lean despite rising rents in hopes that things would return to pre-recession levels. The dry-cleaning industry never recovered. Furthermore, construction of the new Central Subway along 4th Street forced customers to find a more convenient location, and the owners were barely getting by.

Then in 2013, with the tech boom in our beloved city, a venture capital-backed startup called Rinse began marketing and offering customers the ability to get a full-service option for their dry cleaning without ever stopping at a brick and mortar location. Rinse is a tech company that doesn't do their own cleaning but contracts out to dry cleaners, much like Uber with riders and drivers. Fanta Cleaners saw another 25% drop in revenue due to their aggressive marketing, and eventually Fanta was forced to contract with Rinse to stay in business. Fanta Cleaners was breaking even on all laundry services and was now having cashflow issues, which caused the business to get more into debt. Due to Rinse's payment terms, Fanta finally terminated their services with them and did greater outreach to the community. In 2013, Fanta Cleaners brought in an investor, Vivik Khuller, to help fund operations.

In 2018, the store at 1564 Bush Street closed due to negative effects from the construction project on Van Ness Avenue, a massive civic improvement project including Bus Rapid Transit, extensive utility maintenance, civic improvements, and safety enhancements. Construction began in October 2016 and is expected to be completed sometime in 2021.

In 2020, the coronavirus pandemic hit, and Fanta Cleaners has been relying on grants and government subsidies to get by. Their landlords have continued to provide some assistance, but the owners are still behind on lease payments and on the verge of eviction.

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

Fanta Cleaners has not ceased operations since it was established until the pandemic in 2020. The business had to comply with stay at home orders and City mandates and continues in 2021 to operate at limited capacity.

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

Since 1990, the business has been the center of the Yi-Park family, which immigrated to the United States from Korea. The business started at Fanta Deluxe Cleaners at 1564 Bush Street, providing dry cleaning services in addition to laundry and alterations. Young Park established Fanta Deluxe Cleaners in 2003 and Clover Green Cleaners in 2005. Ownership of the business has included a father, daughter, son, and daughter's husband. Young Park and Jae H. Park's son, Bryant Park, also works at the business.

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

The ownership history of Fanta Cleaners Inc. is as follows:

Fanta Deluxe Cleaners at 1564 Bush Street:

| | |
|---------------|--|
| 1980s to 1983 | Unknown owner of Chinese descent |
| 1983 to 1988 | Unknown owner of Korean descent |
| 1988 to 1990: | Raymond (last name unknown) of Nicaraguan decent |
| 1990 to 2000: | Young Park; Mu Ung Yi; Pong Yi |
| 2000 to 2001: | Young Park; Mu Ung Yi |
| 2001 to 2018: | Young Park; Mu Ung Yi; Jae H Park |

Fanta Deluxe Cleaners at 650 4th Street:

| | |
|------------------|------------|
| 2003 to Present: | Young Park |
|------------------|------------|

Clover Green Cleaners at 2943 Baker Street:

| | |
|------------------|------------|
| 2005 to Present: | Young Park |
|------------------|------------|

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 650 4th St, San Francisco, CA 94107 is classified by the Planning Department as Category A, Historic Resource Present with regard to the California Environmental Quality Act.

The historic resource status of the buildings that house the three locations of Fanta Cleaners, Inc. are classified by the Planning Department as follows with regard to the California Environmental Quality Act:

- **1564 Bush Street:** Category B, Unknown / Age Eligible.
- **650 4th Street:** Category A, Historic Resource Present. The building is contextually important, but does not meet age eligibility requirements to be listed on any registries since it was constructed in 2001.
- **2943 Baker Street:** Category B, Unknown / Age Eligible.

CRITERION 2

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

Fanta Cleaners Inc. has served many different neighborhoods of San Francisco: The Western Addition, Japantown, the Polk Street corridor, and the Tenderloin from the Bush Street location; SoMa, Yerba Buena, Rincon Hill, South Beach, South Park, and Mission Bay from the 4th Street location; and the Marina, Cow Hollow, and the Presidio from the Baker Street location. Fanta Cleaners considers itself a “San Francisco first” business. The owners did not sell out to large tech companies or investors, and they continue to stay open and serve their communities even with financial duress. They’ve had opportunities to move operations out of San Francisco to save costs or to avoid the city’s growing financial dues, but they felt they should pay our dues, and the city will continue to prosper. Fanta Cleaners continues to deliver clothes to local apartment complexes and offices to aid in compliance with COVID restrictions, at least to those who didn’t sign agreements with Rinse or the like. Fanta Cleaners has recently started doing laundry for local hotels for which business came to an abrupt halt due to the pandemic.

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

Fanta Cleaners has been involved with the Dry Cleaning Association and continues to be a contributing member of the industry, even though the industry has suffered tremendous setbacks, especially in tech centers like San Francisco where the dress code may not require dry cleaning or alterations.

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

Fanta Cleaners has not been recently referenced in an historical context. There may be some newspaper articles written about the business, but nothing that has been documented.

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

No.

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

The Park family serves at the local Salvation Army Korean Church where Young Park helps serve the senior citizens who attend.

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

Fanta Cleaners serves the local residents of San Francisco and those who commute into and out of the city taking public transit. Fanta has also helped individuals that have fallen on hard times by providing them with cleaning services. Fanta Cleaners hopes to continue to serve the community if the business can survive the coronavirus pandemic.

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

The building at 2943 Baker Street is an attractive Victorian-era building that retains its original decorative features and is an integral part of the local residential community.

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

If the business were to shut down, it would displace four residents of San Francisco who have been here for decades working in the city. It would also prevent a local family-owned business from serving the new generations of residents who would be living in the new planned construction in SoMa. These new residents would then be limited to using the services of venture capital-backed companies that continue to take away the history of our city.

CRITERION 3

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

Fanta Cleaners Inc. is a family-owned laundry, alterations, and dry-cleaning business. The company provides exceptional customer service. Fanta Cleaners also has an amazing seamstress who oversees all alterations, providing customers with the ability to get clothes properly fitted for occasions like interviews, parties, and even weddings. You can't find a better place for your tailoring needs! Fanta Cleaners services local hotels and apartments to clean bedding, drapes, and towels.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

The business is committed to maintaining its historical tradition as a family-owned laundry, alterations, and dry-cleaning business that serves numerous neighborhoods in San Francisco.

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.).

Fanta Cleaners Inc. is committed to retaining the Victorian exterior at the 2943 Baker Street location.

d. 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 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 business has been an alterations and dry cleaners for 30+ years is included in this Legacy Business Registry application.

Registered Business Locations - San Francisco

Based on [Registered Business Locations - San Francisco](#)

This dataset includes the locations of businesses that pay taxes to the City and County of San Francisco. Each registered business may have multiple locations and each location is a single row. The Treasurer & Tax Collector's Office collects this data through business registration.

| Location Id | Business Account Number | Ownership Name | DBA Name | Street Address | City | State | Source Zipcode | Business Start Date | Business End Date |
|----------------|-------------------------|----------------------|-----------------------|----------------|--------------|-------|----------------|---------------------|-------------------|
| 0344518-01-001 | 0344518 | Park Jae H | Fanta Deluxe Cleaners | 1564 Bush St | San Franc... | CA | 94109 | 01/01/2001 | 10/24/2013 |
| 0478928-01-001 | 0478928 | Fanta Cleaners Inc | Fanta Deluxe Cleaners | 650 4th St | San Franc... | CA | 94107 | 05/01/2013 | |
| 0478928-02-001 | 0478928 | Fanta Cleaners Inc | Clover Green Cleaners | 2943 Baker St | San Franc... | CA | 94123 | 05/01/2013 | |
| 0484236-02-001 | 0484236 | Brannan Cleaners Inc | Fanta Deluxe Cleaners | 1564 Bush St | San Franc... | CA | 94109 | 10/24/2013 | 06/25/2020 |
| 1204910-11-181 | 0478928 | Fanta Cleaners Inc | Fanta Deluxe Cleaners | 1564 Bush St | San Franc... | CA | 94109 | 05/01/2013 | |





FANTA
DELUXE

CLEANERS

Mon - Friday
7am-6:30pm
Saturday
9am-5pm

ONE WAY

8



MON-FRI

7:00-6:30

SAT 9:00-5:00

(415) 495-7788

**FANTA DELUXE
CLEANERS**

**10 MIN.
CUSTOMER
PARKING
ONLY**



FANTA DELUXE CLEANERS

PROFESSIONAL DRY CLEANING & LAUNDRY

EXPERT ALTERATIONS



690 FOURTH ST. / @ Townsend

3786

9

0

street address

block number

lot number

summary

WRHS / OFFICE - SHOWROOM / 2

ing type/use/number of floors

landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of
setting to building -2 -1 0 1 2 3 4 5Importance as contribution
to a cluster/streetscape -2 -1 0 1 2 3 4 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions -2 -1 0 1 2 3 4 5

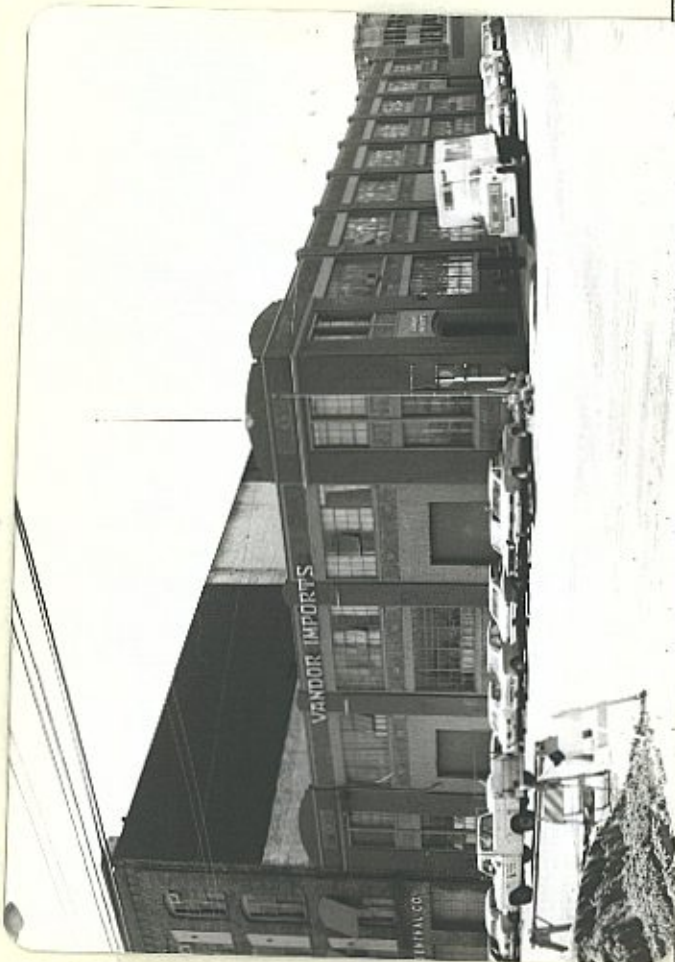
Richness/Excellence
of detailing/decoration -2 -1 0 1 2 3 4 5Unique visual
feature of interest 0 1 2 3 4 5Example of a rare or
unusual style or design 0 1 2 3 4 5Overall architectural
quality -2 -1 0 1 2 3 4 5☐ PROPOSED FOR FURTHER INVESTIGATION☐ CORNICE, PARAPET, APPENDAGEImportance of cornice
to building design -2 -1 0 1 2 3 4 5Cornice contribution
to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION

Physical condition -2 -1 0 1 2 3 4 5

Paint/Material
color -2 -1 0 1 2 3 4 5☐ REMODELINGAppropriateness
of improvements -2 -1 0 1 2 3 4 5FE 5/27/75
date

Field Notes



Review Notes

Junior League Listing

☐ text ☐ index ☐ file☐ Northern California Guide☐ Other Listing _____

photo 18-2

F1





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MANAGEMENT!



CLOVER GREEN CLEANERS

We Use The Most Advanced Dry Cleaning System:

- Environmentally Safe
- Organic
- No Odors
- Allergy Free
- Extremely Soft & Gentle On Fabrics!



Professional Alterations Available!!!

MON - FRI 7AM - 7PM SAT 9AM - 5PM
(415) 345 - 1008
2943 Baker Street San Francisco CA 94123



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: April 7, 2021

Filing Date: March 11, 2021
Case No.: 2021-002569LBR
Business Name: Fanta Cleaners Inc.
Business Address: 650 04th Street (Primary Address)
Zoning: CMUO (CENTRAL SOMA-MIXED USE OFFICE) Zoning District
130-CS Height and Bulk District
Block/Lot: 3786/104
Applicant: Young Park, Manager
650 4th Street
San Francisco, CA 94107
Nominated By: Supervisor Catherine Stefani
Located In: District 6
Staff Contact: Ryan Balba - 628-652-7331
Ryan.Balba@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

In 1990, after immigrating from South Korea, working as a tailor for several dry cleaners in San Francisco, and even opening a small alteration and dry cleaning business on California Street, Mu Ung Yi took ownership of Fanta Cleaners Inc. with his daughter and son. Fanta Cleaners Inc. is a local, family-owned business that provides dry cleaning, laundry, and alteration services to the San Francisco community. Fanta Cleaners Inc. was believed to have been founded by a person of Chinese descent in the early 1980s with their original Fanta Deluxe Cleaners location (1564 Bush Street). The business was sold in 1983, sold again in 1988, and sold a final time in 1990 to its current owners, the Yi-Park family.

Fanta Cleaners Inc. has grown and currently has two locations. In 2003, Young Park, Mu Ung Yi's daughter, established another Fanta Deluxe Cleaners on 640 4th Street. This South of Market (SoMa) location is located along a few major MUNI lines, making it a convenient location for commuters to drop off and pick up their goods. In

2005, they added another location on 2943 Baker Street. The Baker Street location was aptly renamed Clover Green Cleaners to indicate the business' dedication to environment-friendly service. Fanta Cleaners Inc. serves commuters as well as local residents, hotels, and apartments. They have even helped individuals who have fallen on hard times. The original storefront on 1564 Bush Street closed in 2018, with the business owners citing operation complications due to nearby construction.

The business's primary location at 650 4th Street is a Category A (Historic Resource Present) structure on the southwest side of 4th Street between Bluxome and Oak streets in the SoMa neighborhood. It is within the Central SoMa Mixed Use-Office Zoning District and a 130-CS Height and Bulk District. It is also within the Fringe Financial and Central SoMa Special Use District. 650 4th was included in several survey areas.

Fanta Cleaners Inc. currently maintains one additional location in the Marina neighborhood at 2943 Baker Street. This location is a Category B ("unknown historic resource") within the NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District. It's also within the Scenic Streets Special Sign District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in the 1980s.

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

Yes. Fanta Cleaners Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Fanta Cleaners Inc. has operated continuously in San Francisco for 30 years.
- b. Fanta Cleaners Inc. has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- c. Fanta Cleaners Inc. 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?*

Yes. The business is associated with the dry cleaning, laundry, and alteration profession. They are involved in the Dry Cleaning Association and continues to be a contributing member of the industry.

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

Yes. The 4th Street property was found to be contextually important by the Foundation for San Francisco Architectural Heritage Survey (1978).

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

No. The site was included the South of Market Area Historic Resource Survey (2011), where it received a California Historical Resource status code of “6Z” (found ineligible for National Register, California Register, or Local designation through survey evaluation); the Foundation for San Francisco Architectural Heritage Survey (1978), where it was identified as having “Contextual Importance;” and the DCP 1976 Survey, where it received a Y rating. The building is contextually important but does not meet age eligibility requirements to be listed on any registries since it was constructed in 2001.

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.?*

No, nothing has been documented.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 650 4th Street (2003 – Present)
- 2943 Baker Street (2005 – Present)

Previous (No Longer Extant) Locations:

- 1564 Bush Street (1980s – 2018)
- 300 De Haro Street #354 (2004-2017)
- 1263 Fell Street (2006-2008)

Recommended by Applicant

- Victorian exterior at the 2943 Baker Street location

Additional Recommended by Staff

- Mascot logo found at both locations
- The green motif found outside the Baker Street location and within the 4th Street location

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. 1178

HEARING DATE: APRIL 7, 2021

Case No.: 2021-002569LBR
Business Name: Fanta Cleaners Inc.
Business Address: 650 04th Street (Primary Address)
Zoning: NC-2 (NEIGHBORHOOD COMMERCIAL, SMALL SCALE) Zoning District
40-X Height and Bulk District
Block/Lot: 3786/104
Applicant: Young Park, Manager
650 4th Street
San Francisco, CA 94107
Nominated By: Supervisor Catherine Stefani
Located In: District 6
Staff Contact: Ryan Balba - 628-652-7331
Ryan.Balba@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FANTA CLEANERS INC. CURRENTLY LOCATED AT 650 04TH STREET (PRIMARY ADDRESS), BLOCK/LOT 3786/104 AND 2943 BAKER STREET (SECONDARY LOCATION), BLOCK/LOT 0940/002.

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 April 07, 2021, 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 Fanta Cleaners Inc. 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 Fanta Cleaners Inc.

Location(s):

Current Locations:

- 650 4th Street (2003 – Present)
- 2943 Baker Street (2005 – Present)

Previous (No Longer Extant) Locations:

- 1564 Bush Street (1980s – 2018)
- 300 De Haro Street #354 (2004-2017)
- 1263 Fell Street (2006-2008)

Physical Features or Traditions that Define the Business:

- Victorian exterior at the 2943 Baker Street location
- Mascot logo found at both locations
- The green motif found outside the Baker Street location and within the 4th Street location

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 to the Office of Small Business on April 07, 2021.



Laura Lynch
Acting Commission Secretary

AYES: Black, Foley, Johns, Nageswaran, Pearlman, So, Matsuda
NOES: None
ABSENT: None
ADOPTED: April 7, 2021