

# Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 10, 2018

## MARINA SUPERMARKET, INC.

*Application No.:* LBR-2017-18-036  
*Business Name:* Marina Supermarket, Inc.  
*Business Address:* 2323 Chestnut Street  
*District:* District 2  
*Applicant:* Kenneth Puccini, Owner  
*Nomination Date:* March 7, 2018  
*Nominated By:* Supervisor Catherine Stefani  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Marina Supermarket, Inc. ("Marina Super") is a full-service store providing fresh produce and prepared meals along with phone orders and local delivery services. They have an extensive line of local and imported cheeses, wine and spirits. The business was founded circa 1924. Little is known about the former owners of Marina Super prior to 1963, when John Plessas took over ownership. Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina district for 85 years. He was born on June 13, 1926, as a first generation Greek-American. John worked as the owner of Marina Super for over 20 years.

In 1984, John Plessas approached four employees – Kenneth (Ken) Puccini, Craig Lubey, James Brett and Dan Manza– to suggest that they buy the business, and a year later they took over ownership. In 1995, Craig Lubey departed the business, then, in 2010, James passed away suddenly. Ken and Dan ran the store together as co-owners until Dan retired in 2016. Since then, Ken has been the sole owner of Marina Supermarket.

The Marina Supermarket is not a business whose ownership has stayed in one family since its beginnings, as there are not two or more family members from the Puccini family involved as original owners. However, three generations of the Puccini family have worked at the Marina Supermarket in the butcher section of the shop.

The business is located on the southwest corner of Chestnut and Scott streets in the Marina District.

### 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:

2323 Chestnut Street from 1924 to Present (94 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 Marina 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:

- Marina Supermarket has contributed to the history and identity of San Francisco by serving as a full-service grocery store.
- Yes, 2323 Chestnut Street was identified in a storefront survey conducted by the Planning Department as a potential contributor to a Marina Commercial Historic District. The building was constructed in 1931 in the Art Deco style by Architect S. Heiman. Builder: L. John Original Owner: E. Stern. It is a large corner commercial building with multiple storefronts distinguished by floral Mayan Deco ornamentation beneath a shaped parapet. A zig-zag beltcourse also separates the upper facade from the storefronts, which have been altered at various times with varying degrees of compatibility.
- The business has been featured in few magazines and has been on national TV and local news. Also, the business has been featured in the SF Chronicle, Viva magazine, Curbed SF and other publications.

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

Yes, Marina Supermarket is committed to maintaining the physical features and traditions that define the organization.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Marina Supermarket, 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:

- Full-service grocery services.
- Farmers' market style with excellent produce.
- Home delivery service.
- 20-year old interior murals of fresh fruit.
- Interior signage.
- Art Deco storefront and primary building facades.

**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.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Marina Supermarket, Inc. currently located at 2323 Chestnut Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.





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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

Richard Kurylo, Program Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 10, 2018

MARINA SUPERMARKET, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

<i>Application No.:</i>	LBR-2017-18-036
<i>Business Name:</i>	Marina Supermarket, Inc.
<i>Business Address:</i>	2323 Chestnut Street
<i>District:</i>	District 2
<i>Applicant:</i>	Kenneth Puccini, Owner
<i>Nomination Date:</i>	March 7, 2018
<i>Nominated By:</i>	Supervisor Catherine Stefani
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR MARINA SUPERMARKET, INC., CURRENTLY LOCATED AT 2323 CHESTNUT STREET.

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

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on September 10, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Marina Supermarket, 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 Marina Supermarket, Inc.:

Physical Features or Traditions that Define the Business:

- Full-service grocery services.
- Farmers' market style with excellent produce.
- Home delivery service.
- 20-year old interior murals of fresh fruit.
- Interior signage.
- Art Deco storefront and primary building facades.

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

- Grocery store.

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

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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-2017-18-036  
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*District:* District 2  
*Applicant:* Kenneth Puccini, Owner  
*Nomination Date:* March 7, 2018  
*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?       X       Yes                      No

2323 Chestnut Street from 1924 to Present (94 years)

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

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

**NOTES:** N/A

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 2



City and County of San Francisco

## CATHERINE STEFANI

March 7, 2018

San Francisco Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi:

I hereby nominate Marina Super to the Legacy Business Registry of San Francisco. Marina Super has been a staple grocery market in the Marina District since the early twentieth century.

San Francisco native Ken Puccini and his family have been connected to Marina Super since 1920, when Ken's grandfather opened Puccini Meats butcher shop within the store. Ken is part of the third-generation of Puccini family members to work inside Marina Super. He is now the owner and operator, and is celebrating 33 years this year since taking over the business from longtime owner John Plessas.

Marina Super continues to provide vital grocery and market services in the Marina District, delivering fresh produce, delivery services, and an incredible level of personalized customer service to all residents and visitors. Marina Super continues to answer to the needs of the community and their customer base, often changing products and items based on customer requests and preferences.

Ken and the rest of the community at Marina Super is committed to continue to offer full services at this vital location on Chestnut Street.

I look forward to Marina Super's ongoing success as a Legacy Business.

Sincerely,

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

Catherine Stefani  
San Francisco Supervisor, District 2

## 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.

<b>NAME OF BUSINESS:</b>		
MARINA SUPERMARKET, INC		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
KENNETH PUCCINI 100%		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
2323 CHESTNUT ST SAN FRANCISCO, CA 94123		((415))346-7470
		<b>EMAIL:</b>
		MARINASUPER@COMCAST.NET
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>

<b>APPLICANT'S NAME</b>	
KENNETH PUCCINI	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
OWNER	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0163342	C1194947

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>



## 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
2323 CHESTNUT ST	94123	1920'S
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		

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
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		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.

KENNETH PUCCINI 03/30/2018



Name (Print):

Date:

Signature:

## **MARINA SUPERMARKET**

### **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.**

Marina Supermarket, Inc. ("Marina Super") located at 2323 Chestnut Street was founded in the 1920s. The exact year is believed to be 1924.

Little is known about the former owners of Marina Super prior to 1963. A man named Clarence owned the supermarket for some time, followed by a family named Werner. John Plessas took over ownership of Marina Supermarket in 1963.

Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina district for 85 years. He was born on June 13, 1926, as a first generation Greek-American. His parents, Toula and Panagiotis Plessas, immigrated to San Francisco from Katsiboli, Greece, at the turn of the century. After graduation from Samuel Gompers' Trade school, John was drafted into the U.S. Navy during World War II. Upon returning to San Francisco, John began his career in the grocery business, first at Marina Super, then Little Man market, and eventually opening up his own store on Fillmore and Eddy with his business partner, Nick Colichidas. John worked as the owner of Marina Super for over 20 years.

In 1984, John Plessas approached four employees – Kenneth (Ken) Puccini, Craig Lubey, James Brett and Dan Manza– and said he wanted to retire. He suggested that the four employees buy the business since all four were dedicated employees. Craig, James and Dan responded to the offer very enthusiastically, while Ken was the one who was hesitant. At first Ken thought this wasn't his plan in life, but after careful thought he realized it was a good offer and excellent opportunity. So in 1985, the four employees purchased Marina Supermarket and became owners of the business.

In 1995 after ten years, Craig Lubey departed the business leaving Kenneth Puccini, James Brett and Dan Manza in charge. Then in 2010, James passed away suddenly. Ken and Dan ran the store together as co-owners until Dan retired in 2016. Since then, Ken has been the sole owner of Marina Supermarket.

Marina Supermarket continues to thrive as the "heart" of the Marina district. They are a full service store providing fresh produce and prepared meals along with phone orders and local delivery services. They have an extensive line of local and imported cheeses, wine and spirits.

To their business, customers always come first. Marina Supermarket contributes to the history and the stability of the neighborhood as a family-friendly store.

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

Marina Supermarket has not ceased operations in San Francisco since it opened, remaining open even after the Loma Prieta Earthquake in 1989.

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

The Marina Supermarket is not a business whose ownership has stayed in one family since its beginnings, as there are not two or more family members from the Puccini family involved as original owners. However, three generations of the Puccini family have worked at the Marina Supermarket in the butcher section of the shop.

George Puccini had nine butcher shops in San Francisco, one of which was a butcher shop in Marina Supermarket. George immigrated to the United States from Italy before World War I and started working for a meat company. When the owner got drafted for war, George was put in charge of the business. George learned how to run the business and became a wholesaler. In time, he doubled the business and was able to buy his own store. He recruited the best employee from the meat store to work in his store. George Puccini did that nine times, eventually owning nine butcher shops in San Francisco including the one in Marina Super.

Everett Puccini, George's younger brother, came to the United States from Italy in 1912 when he was 16 years old. He worked for George in the meat business. George gave Everett ownership of the butcher shop in Marina Supermarket calling it Puccini Meats. Everett was the sole owner of Puccini Meats and a half-partner in the butcher shop at 22nd and Taraval Market. Everett worked at Marina Supermarket for over 40 years.

Walter Puccini, Everett's son, joined Everett at Puccini Meats in Marina Supermarket after he graduated from the University of San Francisco on 1950. Ken Puccini, Walter's son, started working at Marina Supermarket in 1977 after he graduated from Saint Ignatius High School. He worked part time while attending San Francisco State College (now San Francisco State University). In 1988, Walter retired. Craig Lubey, James Bread, Dan Manza and Ken, who were four partners, took over the butcher shop. Two of them later retired, not wanting to put their names on a long lease. Ken Puccini eventually became the sole owner of Marina Supermarket.

In 2007, Puccini Meats was relocated down the block to 2395 Chestnut Street and renamed Marina Meats.

Since the current owner Ken Puccini now has full ownership of the store, it could certainly be said that there is a generational significance to the store itself, and that his ancestors

contributed to the supermarket's success and contributed to the history and identity of the neighborhood.

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

Following is the ownership history of Marina Supermarket:

1924 to Unknown year	Unknown owner(s)
Unknown year to Unknown year	Clarence (unknown surname)
Unknown year to 1963	Werner Family
1963 to 1985	John Plessas
1985 to 1995	Ken Puccini, Craig Lubey, James Brett, Dan Manza
1995 to 2010	Ken Puccini, James Brett, Dan Manza
2010 to 2016	Ken Puccini, Dan Manza
2016 to Present	Ken Puccini

**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 prior to current ownership is included in this Legacy 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 building at 2301-2323 Chestnut Street housing Marina Supermarket is a one-story Art Deco building. Its historic resource status is classified by the Planning Department as Category B ("Unknown / Age Eligible") with regard to the California Environmental Quality Act. In a 1975 field form on the Planning Department's website, it was noted that the building is "one of few (commercial buildings) on Chestnut that hasn't been totally bastardized."

## **CRITERION 2**

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

Since it was founded in the 1920s, Marina Supermarket has been located at the same address. Marina Supermarket is a full service, independent grocery store. The store has a full line of groceries, dairy, frozen food and fresh homemade salads and meals prepared daily. There are specialty products, locally-made products, and fresh produce. Marina Supermarket has an

extensive line of local and imported cheeses and wine and spirits. The business also accepts phone orders and offers local delivery service.

When John Plessas sold the supermarket to his four employees in 1985, there were six other grocery stores in the Marina district not including Marina Safeway. One by one they all closed. Marina Supermarket is the only independent grocery store left in the Marina. Marina Supermarket contributes to the history and stability of the Marina neighborhood as a family-friendly store.

Immediately after the Loma Prieta Earthquake in 1989, Marina Supermarket played a significant role meeting the residents' great needs for supplies. For some time after the earthquake, a large number of people moved out, but many young people moved in. Marina Supermarket served the new residents in addition to the remaining residents as the old local neighborhood store. Marina Supermarket continues to contribute to the identity of the Marina district today.

Marina Supermarket has been certified by the National Grocers Association (NGA), the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. NGA's mission is to ensure that independent, community-focused grocers succeed and thrive.

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

In 1989, the Loma Prieta Earthquake hit the Marina particularly hard. Many businesses shut down due to the damage. Marina Supermarket was able to remain opened during the crisis and also survived the aftermath, which was also challenging. The supermarket had a large generator for power and lights so they could clean up the mess, which was quite substantial. By noon the day after the earthquake, they had everything off the floor, and they spread cat litter over the floor so it wouldn't be slippery. By that time, customers were begging for supplies and water, so they finally opened for business. Everyone was in great need of supplies so the business was swamped. Kenneth called his grocery company, and they were able to deliver 100 cases of water the next day in response to the community's needs. Marina Supermarket was extremely busy for the next 3 or 4 days as they were the only shop opened on Chestnut Street. However, after a few days, everybody moved away and it was a struggle for the next few years. Luckily, Marina Supermarket had a very loyal customer base who ordered the groceries for delivery to the new destinations they moved to. This helped the business stay open while the area recovered from the Loma Prieta Earthquake.

Marina Supermarket participates in many neighborhood events and donations year round. Kenneth Puccini himself donates a lot to events regarding children and schools.

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

Marina Supermarket has been featured in few magazines and has been on national TV and local news. Also, the business has been featured in the SF Chronicle, Viva magazine, Curbed SF and other publications.

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

Marina Supermarket is not particularly associated with a significant or historical person. However, over the years, Marina Supermarket has been a trustworthy destination for well-known people such as Willy Brown, Nancy Pelosi and Joe Montana.

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

The Marina Supermarket has served the Marina district with fresh products 7 days a week ever since it first opened.

The supermarket has had home delivery service since day one. Initially, they had a designated delivery boy who delivered groceries to houses of customers who were unable to bring the groceries home themselves. As time passed, the Marina Supermarket initiated a formal delivery service and took phone orders to have groceries delivered directly to customers.

Marina Supermarket donates often to local schools and events, especially those involving youngsters and children's education.

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

There are an average of 1,000 customers per day and approximately 360,000 customers per year. The Marina Supermarket's range of customers is 10% tourists, 80% locals and 10% walk-ins. The Marina is a very fluid area with people of different backgrounds. The Marina Supermarket serves mainly younger families and adults. The supermarket appeals to new residents and also has a very loyal customer base. As the demographics of the neighborhood changed over the years, Marina Supermarket expanded their product lines numerous times to serve the changing clientele. Throughout the years, they added organic products and produce, prepared meals, grass fed beef and sustainably raised poultry and seafood.

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

The outside of the Marina Supermarket building is an art deco design. The decor both inside and outside is fresh and clean and resembles a farmer's market. The business has a huge 10-year-old colorful and vibrant sign that says "Fresh Home Made Salads" along with a menu of the freshly made food provided. On the opposite side of the store on the wall, there are 20-year-old murals of fresh grown fruits.

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

Not having an independent grocery store in the Marina district would lower the quality of life for residents. Also, not having access to fresh produce, groceries and dairy products would lead to poor choices for nutrition. Even though there are some other supermarkets around, the Marina Supermarket has a loyal customer base who shop there regularly. At Marina Super, they can find products that are not usually offered in other stores. Not only does the Marina Supermarket provide everything that their customers need, but the grocery store is also like a meeting place for friends and parents. They have many customers that shop almost every day, and the supermarket is often a designated location for people to meet.

**CRITERION 3**

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

As the last remaining local neighborhood grocery store in the Marina, Marina Supermarket is a full service store offering everything from specialty products to locally-made products to fresh produce. The market has a full line of groceries, dairy, frozen food and fresh homemade salads and meals prepared daily. Marina Supermarket has an extensive line of local and imported cheeses and wine and spirits. Marina Supermarket meet the grocery demands and needs of local residents living around the Marina area. To meet changing demands, the business has extended its services throughout the years, including accepting phone orders, offering local delivery service and selling fresh organic produce. Marina Supermarket has many long-served employees who know their local customers by their names. This allows Marina Supermarket succeed as a friendly, local neighborhood store that is different from chain stores.

**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)**

Marina Supermarket is committed to maintaining its historical tradition of serving the Marina district as a full service supermarket. The business would always offer everything from specialty products, to locally made products to fresh produce. They're committed to keeping a full line of groceries, dairy and frozen foods, as well as fresh homemade salads and meals prepared daily. At the heart of the business, customer service comes first. Marina Supermarket takes care of its customers and customer service as the center of the business' value. Ken Puccini was taught this from John Plessas, and it has always been the store's mantra to this day. Marina Supermarket listens to its customers and provides excellent service, along with fair prices for all goods sold.

**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.).**

The Marina Supermarket has always had the best produce, which distinguished them from everybody else. They want to maintain the physical features the same as they are now, keeping the vibrant colors, the murals and the signs that represent the supermarket itself. Just keeping the store clean and modern adds to their commitment to the neighborhood.

**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.**

Marina Supermarket has consistently served the Marina district as a full service supermarket since it was founded.















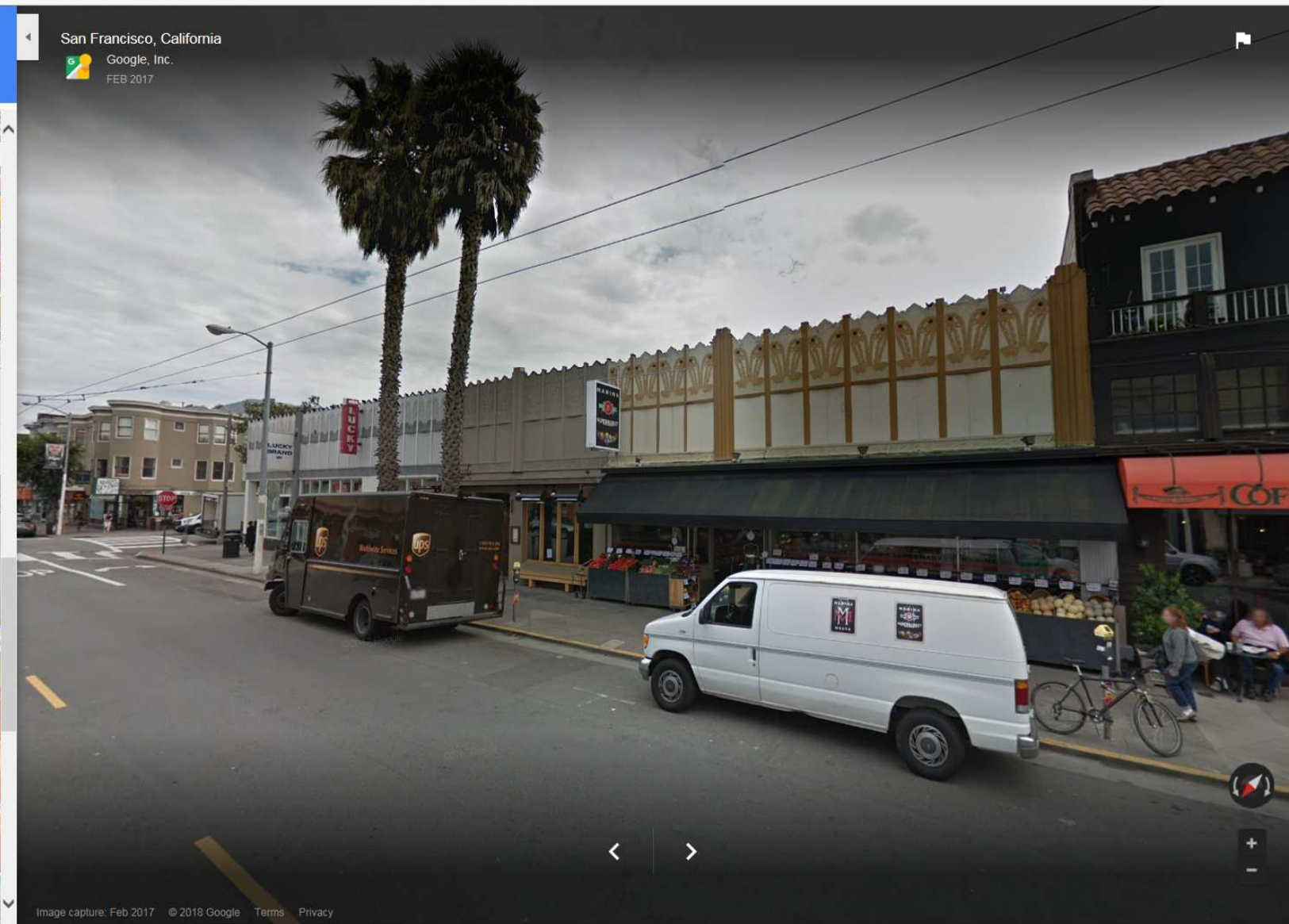




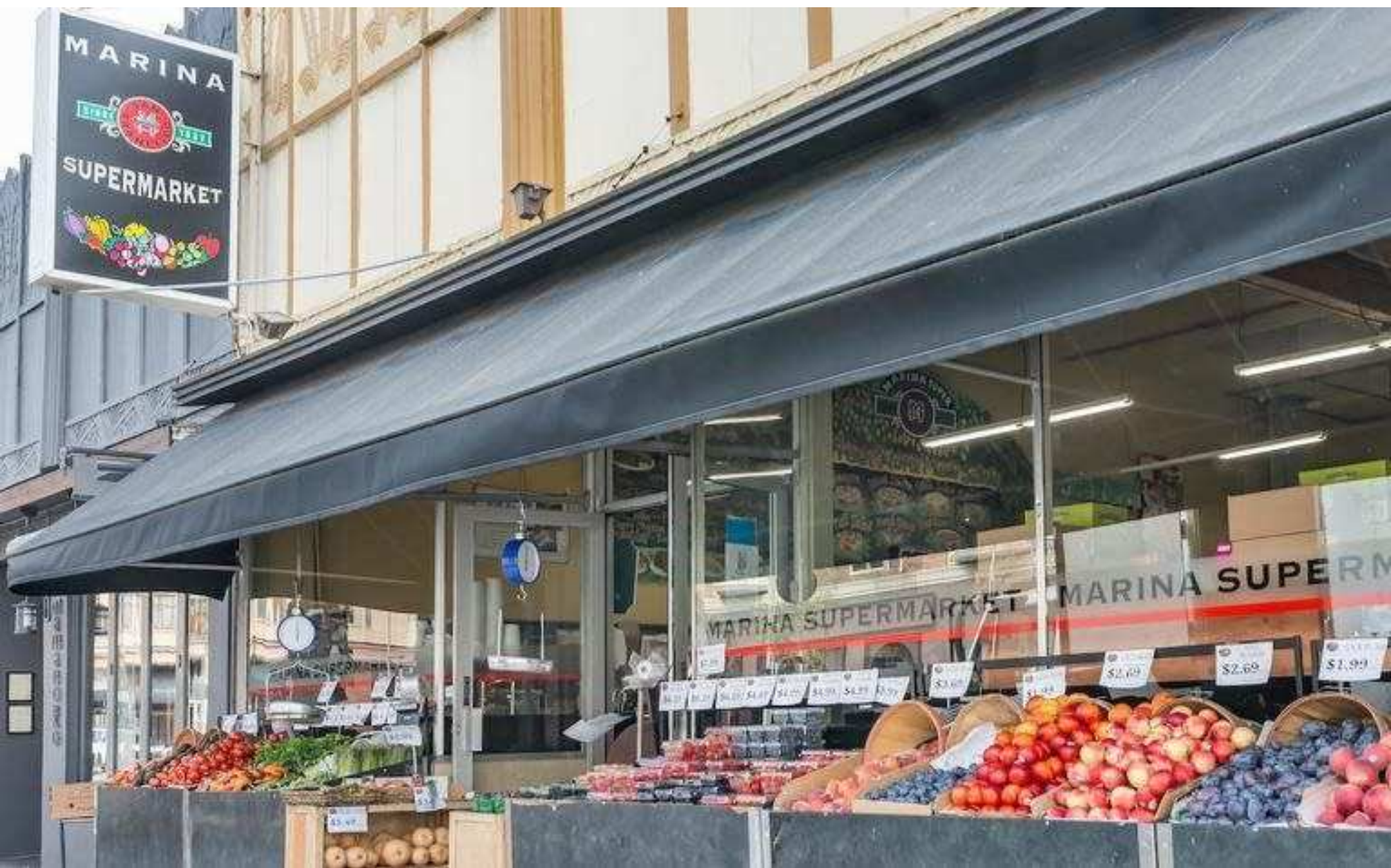


Marina Supermarket

ALL FROM MENU INSIDE









# MARINA SUPERMARKET

AVOCADOS  
\$1.99 EACH

ROMA TOMATOES  
\$1.69 PER LB

YOUR BEST  
CLUSTERS  
\$2.49 PER LB

\$1.99

\$3.99 \$3.69

\$1.29





# MARINA SUPERMARKET

MIXED LETTUCE  
\$1.49

ITALIAN SAUSAGE  
\$1.99

ITALIAN SAUSAGE  
\$2.29

ITALIAN TOMATOES  
\$1.49

ITALIAN TOMATOES  
\$2.29

PROCCOLI RABE  
\$2.99

PASILLA OR  
ANAHUIM PEPPERS  
\$1.99

ENGLISH PEAS  
\$3.49

PERSIAN  
CUCUMBERS  
\$1.99

FAVA BEANS  
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**MARINA**



**SUPERMARKET**







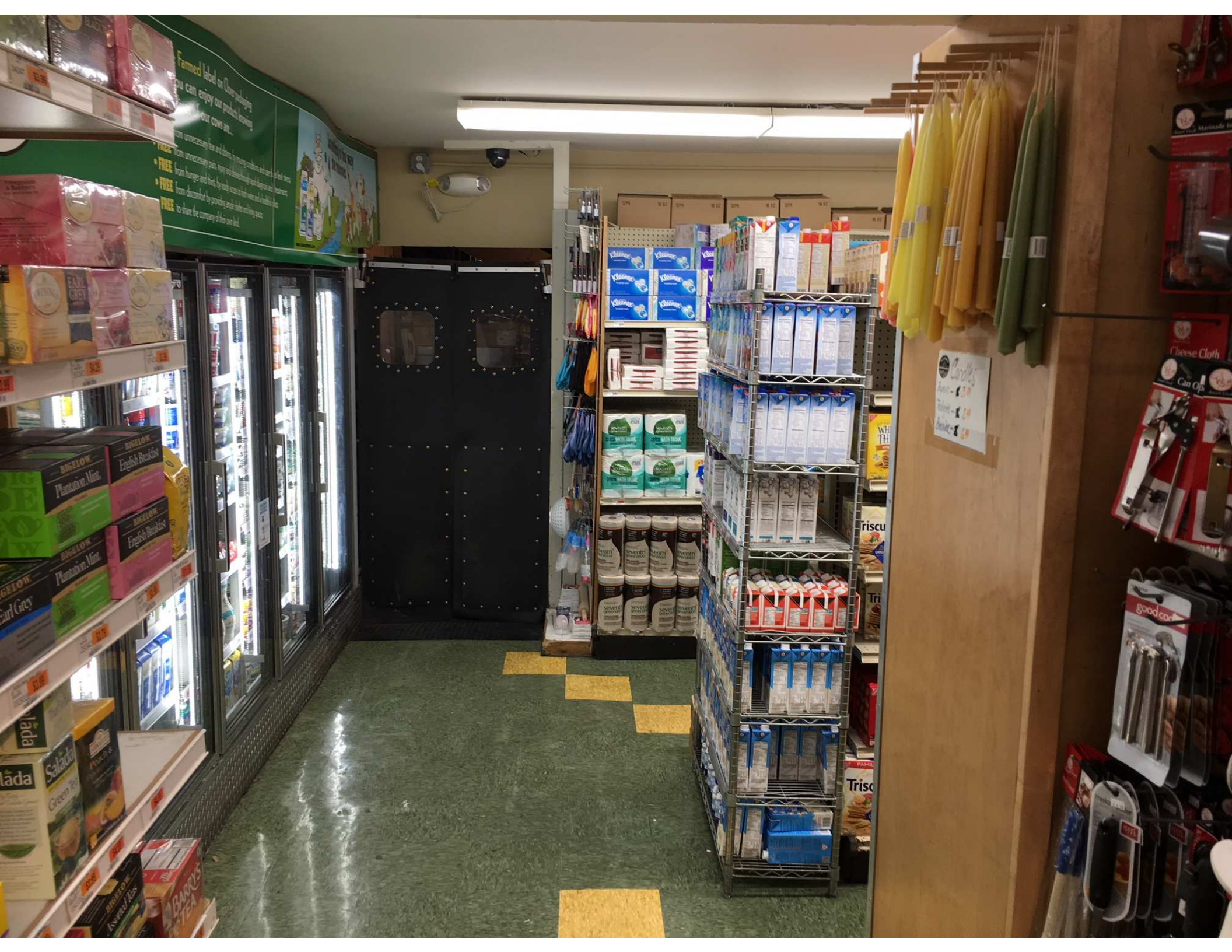








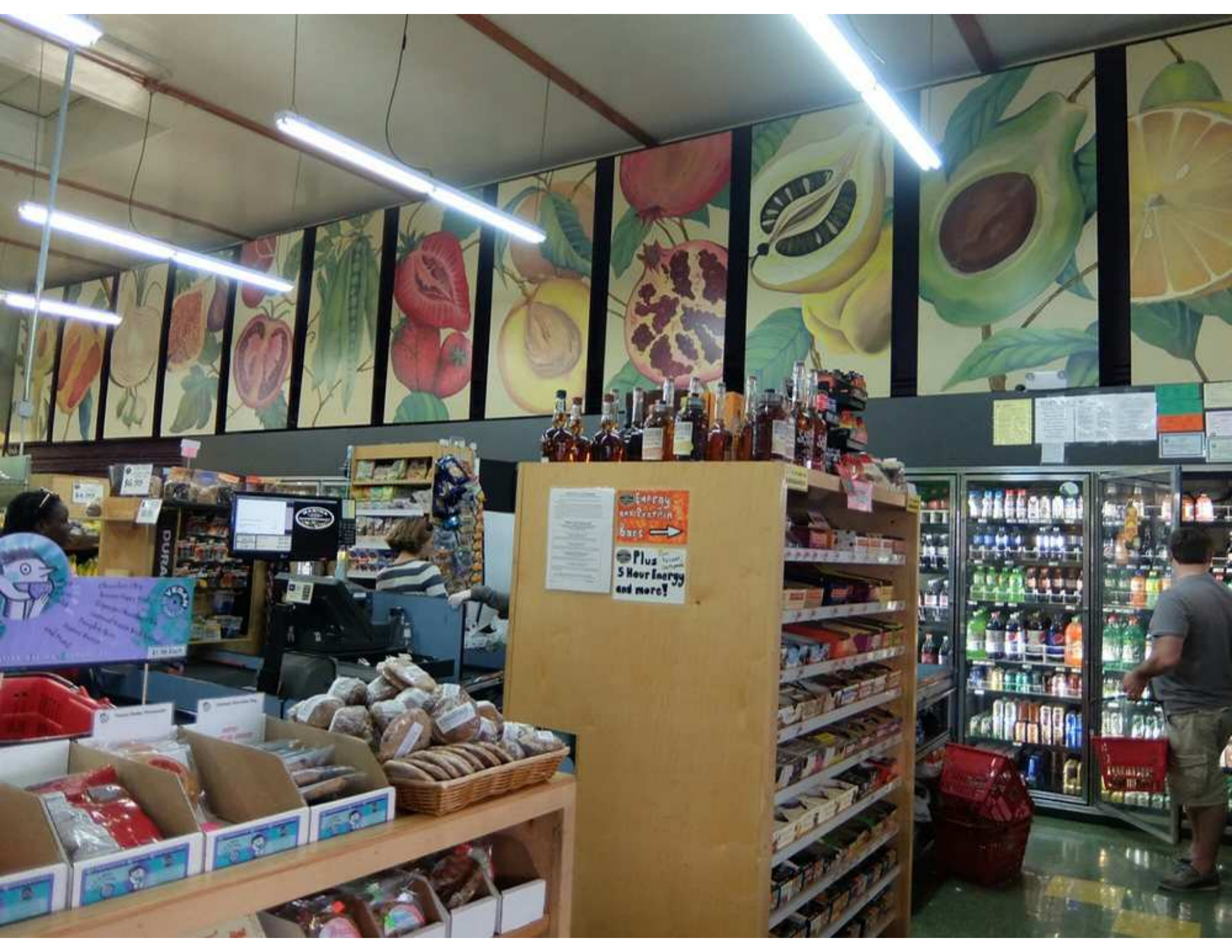












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Plessas Records (7)

**JOHN PLESSAS**

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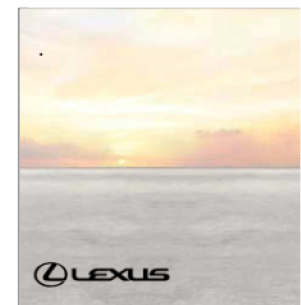
John Peter Plessas Passed away quietly on Tuesday October 12, 2011, with his children Peter and Paula by his side. Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina District for 85 years. John was born on June 13, 1926 as a first generation Greek-American. His parents, Toula and Panagiotis Plessas immigrated to San Francisco from Katsiboli, Greece at the turn of the century. After graduation from Samuel Gompers' Trade school John was drafted into the [US Navy](#) during [World War II](#). Serving as a first class machinist on the Patrol Craft 810 USS Valentine he traveled throughout the South Pacific. Upon returning to San Francisco, John began his career in the grocery business, first at Marina Super, then Little Man market, and eventually opening up his own store on Fillmore and Eddy with his partner, Nick Colichidas. In the late sixties John bought Marina Super Market on Chestnut street, two blocks from his home. He worked as the owner of Marina Super for over 20 years and sold it to his employees. Marina Super continues to thrive as the "heart" of the Marina district. John enjoyed his retirement years spending time with his children, walking up and down Chestnut street and frequently occupied the bench at the Coffee Roastery. John loved children and would stop to give a "high-five" to all the children who crossed his path. John's motto was: "eat good, sleep good, and don't worry," and he lived out that motto to his final days. John P. Plessas is survived by his son Peter John Plessas, his daughter Paula Plessas-Hall, her husband, Bryan Hall, and his beloved granddaughters, Eavy and Demi Hall. John leaves behind his sister Christina Lamerdin, his brother Gus Plessas and wife Betty, and his brother James Plessas and wife Eleanore, and his many nieces and nephews. The Plessas family would like to especially thank Cheryl Van Hammersveld, his caregiver, Dr. Louise Walters of the VA, Al and Millie Lucchesi, his life-long neighbors, Rose and Tha San Thong of the Coffee Roastery, Dan and Carrie Manza, and Kenneth Puccinni of Marina Super and all of the community of Chestnut street who took the time to support and care for John. May His Memory Be Eternal. Trisagion Services will be held at Duggan's Serra Mortuary, 500 Westlake Avenue Daly City, CA

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Records for John Plessas

Immigration Records 1

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Mrs. Emily Carringer  
Memorial services will be at 11 a.m. at Old World Chapel at Cypress View in Julia E. Carringer, 71, of 825 Harbington, formerly resident and a member of the National Council of the Daughters of the American Revolution. The funeral will follow in the mortuary.

Mrs. Carringer, who died Sunday, was born in Illinois and came to San Diego as a member of the Point Loma Club International, the San Diego Floral Association and the San Diego Flower Guild Arrangements of San Diego.

Immigration Records	1
Historical Obituaries	3
News Article	816

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<https://sf.curbed.com/2016/6/2/11844950/marina-neighborhood-guide>



THE PEOPLE'S GUIDE  
MARINA

## Palm House Owner Anderson Pugash Guides Us Through the Marina

**Restaurateur and philanthropist tells us to ease up on the unfairly maligned Marina, and rediscover it all over again**

By [Brock Keeling@BrockKeeling](#) Jun 2, 2016, 2:16pm PDT

SHARE Palm House Owner Anderson Pugash Guides Us Through the Marina ***The People's Guide** is Curbed SF's tour of neighborhoods, led by our most loyal readers, favorite bloggers, San Francisco celebrities, and other luminaries of our choosing. Have a piece to say? We'll be happy to hand over the megaphone. This time around, we welcome **Anderson Pugash**, owner of Palm House and The Dorian in the Marina, as well as SOMA-based nightclub Audio San Francisco and cocktail/eatery Bergerac San Francisco. Let's find out what he has to say about the Marina.*



Photo by [Jenn Vargas](#)

**How long have you lived in [the Marina](#)?**

Eight years

**What's the neighborhood housing stock like?**

The marina has an amalgamation of housing types ranging from funky low-rise apartments to spiffed-up ultra modern single-family homes. It is predominantly comprised of housing stock built in the 1920's with heavy art-nouveau architectural influences, especially in the large apartment buildings. There's also some really impressive single family homes, especially on Marina boulevard and around the Palace of Fine Arts.

**Better for buyers or renters or both?**

I'm not sure I would say anywhere in the city is good for buyers or renters right now. If I had to choose, I would say its better for renters because a) most of the housing stock is old, which means tenants are protected by rent control and b) if there's an earthquake, you'll be glad you weren't an owner.

**Do you need a car to get around?**

It's better not to have a car; it's a great place to walk around with lots of fresh air and things to do. Trying to find parking will raise your blood pressure.



**thepersephonejet**

Another amazing sunset in San Francisco #sunset #sanfrancisco #photogenic #AlwaysSF #fiery  
#gorgeous #nofilter #themarinasf #clouds  
September 30, 2015

## **Most reliable public transit**

If you go by the narrow definition of reliability, I would say the Marin Airporter which stops on Lombard street. I've used the 30x, the 22 and the 41 and they are all okay although sometimes the 30 gets so crowded you can't board. I heard they are adding more busses to the line.

## **Nearest grocery store (and why you like it)qq**

[Marina Supermarket](#) is the best grocery store in the area. It is independently-owned and fits the neighborhood. It has great produce, friendly staff, and really good pre-made meals, which are convenient for those of us who are short on time for cooking.

## **Good for kids?**

I think so. There's a lot of places to go outdoors, which is rare in many cities and I think playing outside is an important part of childhood. [Crissy Field](#), [The Presidio](#), the Fort Mason lawn, and [Moscone Park](#) are all within walking distance of each other. A lot of homes have backyards too.

## **Notable residents:**

It feels like half of the San Francisco Giants live out here and surprising to many there are actually quite a few artists as well. The international DJ and house music producer [Viceroy](#) lives out here.

## **Best place to get a coffee:**

[La Marais Bakery](#), because you can also crush a pastry while you're there and the Americano is awesome.

## **Best park:**

Moscone Park is a pretty cool part of the neighborhood. What it lacks for in size and nature it makes up for in activities for the community. Its home to a lot of sports activities, with tennis courts, baseball fields, golf cages, putting green, playground and community center it is really great for a wide range of residents.





[palmhousesf](#)

Cotton candy skies last night #tgethursday 📷: @amintzagram

April 7, 2016

### **Beloved neighborhood joint:**

I'm a huge fan of the Japanese restaurant [Umami](#) on Webster and Union. The food is awesome and fresh, and long ago I helped sand and stain the tables among other odd jobs for the pre-opening while I interned for the restaurant

group that owns it. (They have some other great restaurants in the neighborhood too, like [Mamacita](#) and [Tippy Pig](#).)

### **Best-kept secret in the Marina?**

[Brazenhead](#) is a small neighborhood restaurant that only locals know about. It's easy to miss, tucked away on a side street with no signage, and stepping in feels like you stumbled on someone's secret hideaway. The dimly lit, old-school vibe melds perfectly with its classic fare—onion soup, pepper steak and garlic bread and other dishes of that ilk. Since it's one of the few places that serves food till 1 am, it attracts a lot of the bar and restaurant industry, so it's a great place to meet some new characters.

### **Stereotypical residents:**

The Marina is San Francisco's favorite punching bag for resident stereotypes. I won't go into them all but the most infamous of these is the much maligned "Marina bro." These are your former high school athletes, replete with popped collar, short shorts, pompous haircuts, and a mysterious inability to converse at anything less than shouting volume.

### **Are the stereotypes true?**

Yes. I don't know if I should admit this publicly, but I am friends with some of them. One of them is among my best friends and he's nicknamed the "Wildcard." He once placed fifth in the annual [Mr. Marina competition](#).

### **Most common sight:**

Lululemons, cold-pressed juice, very small dogs.

### **Stay away from:**

Kale salads.

### **Where are the best places to chill and/or experience the outdoors?**

Crissy Field is an amazing place to be on a warm day. It has stunning views of the golden gate bridge, sailboats and Alcatraz along with a great beach to relax on. If you follow the path towards the Golden Gate, they also have barbecues you can use, so it's good spot for getting people together.

## **Who wouldn't be happy here?**

Trump supporters.

## **Piece of neighborhood lore:**

The [Panama-Pacific International Exposition](#) was held in the Marina in 1915 as a celebration of the completion of the Panama Canal and as an ostentatious effort to prove that San Francisco had recovered from the earthquake of 1906. The event covered over 635 acres and displayed numerous wonders of the time, ranging from the first steam locomotive to a telephone line connected with New York that allowed east-coasters to listen to the Pacific Ocean. The buildings were not designed to last, and after the affair ended, the land was sold to a developer and turned into residences. Today the [Palace of Fine Arts](#) is the most recognizable remnant left behind.

## **Describe your 'hood in one sentence:**

Don't knock it till you try it.

\*\*\*

[The Marina](#) [Curbed SF]

*Filing Date:* August 8, 2018  
*Case No.:* 2018-011497LBR  
*Business Name:* Marina Supermarket  
*Business Address:* 2323 Chestnut Street  
*Zoning:* NC-2 (Neighborhood Commercial, Small Scale)  
40-X Height and Bulk District  
*Block/Lot:* 0936/001  
*Applicant:* Kenneth Puccini, Owner  
2323 Chestnut Street  
San Francisco, CA 94123  
*Nominated By:* Supervisor Catherine Stefani, District 2  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Marina Supermarket, Inc. ("Marina Super") is a full-service store providing fresh produce and prepared meals along with phone orders and local delivery services. They have an extensive line of local and imported cheeses, wine and spirits. The business was founded circa 1924. Little is known about the former owners of Marina Super prior to 1963, when John Plessas took over ownership. Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina district for 85 years. He was born on June 13, 1926, as a first generation Greek-American. John worked as the owner of Marina Super for over 20 years.

In 1984, John Plessas approached four employees – Kenneth (Ken) Puccini, Craig Lubey, James Brett and Dan Manza– to suggest that they buy the business, and a year later they took over ownership. In 1995, Craig Lubey departed the business, then, in 2010, James passed away suddenly. Ken and Dan ran the store together as co-owners until Dan retired in 2016. Since then, Ken has been the sole owner of Marina Supermarket.

The Marina Supermarket is not a business whose ownership has stayed in one family since its beginnings, as there are not two or more family members from the Puccini family involved as original owners. However, three generations of the Puccini family have worked at the Marina Supermarket in the butcher section of the shop.

The business is located on the southwest corner of Chestnut and Scott streets in the Marina District. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

22. *When was business founded?*

The business was founded circa 1924.

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

Yes, Marina Supermarket qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- x. Marina Supermarket has operated continuously in San Francisco for 94 years.
- xi. Marina Supermarket has contributed to the history and identity of San Francisco by serving as a full-service grocery store.
- xii. Marina Supermarket is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

***Architecture***

Yes, 2323 Chestnut Street was identified in a storefront survey conducted by the Planning Department as a potential contributor to a Marina Commercial Historic District. The building was constructed in 1931 in the Art Deco style by Architect S. Heiman. Builder: L. John Original Owner: E. Stern. It is a large corner commercial building with multiple storefronts distinguished by floral Mayan Deco ornamentation beneath a shaped parapet. A zig-zag beltcourse also separates the upper facade from the storefronts, which have been altered at various times with varying degrees of compatibility.

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

No.

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, the business has been featured in few magazines and has been on national TV and local news. Also, the business has been featured in the SF Chronicle, Viva magazine, Curbed SF and other publications.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 2323 Chestnut Street

**Recommended by Applicant**

- Full-service grocery services
- Farmers' market style with excellent produce
- Home delivery service
- 20-year old interior murals of fresh fruit
- Interior signage

**Additional Recommended by Staff**

- Art Deco storefront and primary building facades