

Casa Guadalupe Supermarket

Legacy Business Registry: Review Sheet

Application number: LBR-2025-26-053
Business name: Casa Guadalupe Supermarket
Business address: 3400 Cesar Chavez
District: 9
Applicant: Steven Gil, Manager
Nomination date: 7/1/2026
Nominated by: Supervisor Jackie Fielder

Eligibility

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

Criterion 2

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

Yes

Criterion 3

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

Yes

Features or traditions

Grocery store

Notes

None

Delivery date to the Historic Preservation Commission

July 8, 2026

Member, Board of Supervisors
District 9



City and County of San Francisco

JACKIE FIELDER

I am writing in support of Casa Guadalupe's inclusion in San Francisco's Legacy Business Registry. Casa Guadalupe Supermarket is a family-owned business that has proudly served San Francisco's Mission District since 1990. For more than three decades, Casa Guadalupe has provided fresh produce, quality meats, pantry staples, and culturally significant Latin American grocery products while remaining committed to affordable prices and exceptional customer service. More than just a grocery store, it has become a trusted neighborhood institution where generations of families have found both the foods and the welcoming atmosphere that reflect the Mission's rich Latino heritage.

Casa Guadalupe has made an enduring contribution to the cultural and economic fabric of the Mission District. Through its continued investment in locally owned neighborhood markets, support for community organizations, participation in food access programs, and commitment to preserving Latino food traditions, the business has become an essential community anchor. Its family ownership, bilingual service, and dedication to serving working families have earned the trust and loyalty of residents for over thirty years.

I support Casa Guadalupe Supermarket and its continued recognition as a vital community-serving business. Its long history of service, cultural significance, and ongoing commitment to the Mission District demonstrate the values that define San Francisco's neighborhood businesses. Casa Guadalupe is not only preserving an important tradition but also investing in the future of the community it has faithfully served for generations.

Sincerely,

Jackie Fielder

Supervisor, District 9

06- 30- 2026

A handwritten signature in blue ink, reading "Jackie Fielder".

Legacy Business Registry Application form

Business information

Business name: Casa Guadalupe Supermarket

Business owner name: Pedro Gil

Current business address: 3400 Cesar Chavez St.
San Francisco, CA 94110

Mailing address (if different):

Business phone: (415) 642-8355 Business email: info@casaguadaupesm.com

Website: <https://casaguadalupesm.com/>

Business Account Number: 1126583

Legacy Business application contact

Applicant first name: Steven Applicant last name: Gil

Applicant title: Manager

Business locations

Original San Francisco location: 2498 Folsom St.
From: 1990
To: 1997

Additional San Francisco locations (if applicable):

2nd location: 2909 Mission St. From: 1997 To: 2008	3rd location: 2999 Mission St. From: 2008 To: Present
4th location: 3400 Cesar Chavez St. From: 2024 To: Present	5th location: From: To:

Casa Guadalupe Supermarket

Written Historical Narrative

Introduction

a. Describe the business. What does it sell or provide?

Casa Guadalupe Supermarket is a family-owned and operated grocery store serving San Francisco's Mission District. Since 1990, the business has provided fresh produce, meats, Latin American grocery items, pantry staples, household essentials, beer and wine where licensed, and specialty products connected to Mexican, Central American, South American, and broader Latino food traditions.

Casa Guadalupe is more than a place to pick up groceries. It is a neighborhood market, a familiar stop on Mission Street, and a trusted resource for families looking for the ingredients that make a meal feel like home. Customers visit the store for ripe avocados, chiles, masa, meats for weekend asados, everyday pantry items, and products that reflect the flavors and traditions of Latin America.

The business has built its reputation on fresh food, family prices, and a welcoming neighborhood atmosphere. For many customers, shopping at Casa Guadalupe feels less like visiting a chain supermarket and more like stopping by a place that knows the community, its recipes, and its rhythms.

b. Describe whom the business serves.

Casa Guadalupe Supermarket primarily serves residents of San Francisco's Mission District, especially Latino families, immigrant communities, working-class households, seniors, parents, small-business workers, and longtime neighborhood residents. Its products reflect the food traditions of Mexican, Central American, South American, and other Latino communities, while also serving the broader Mission community.

The business serves customers who shop for daily meals, traditional recipes, family gatherings, celebrations, and weekly household needs. Its stores have served abuelitas picking up ingredients for family recipes, parents shopping after work, local workers grabbing essentials, cooks looking for authentic flavors, and newer residents discovering the food traditions that are part of the Mission's Latino corazón.

Casa Guadalupe's Mission District locations have allowed it to serve customers along and around Mission Street, 24th Street, 25th Street, 26th Street, Cesar Chavez Street, and the surrounding neighborhoods. Whether a customer has lived in the Mission for decades or recently arrived in the neighborhood, Casa Guadalupe has remained a place where people can find fresh groceries, familiar products, and a sense of community.

c. In about 2-5 words, describe what the business is known for.

Quality food, family prices

Casa Guadalupe Supermarket

Written Historical Narrative

Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years.

a. Provide a short history of the business, including locations and owners.

Casa Guadalupe Supermarket was founded in San Francisco in 1990 by brothers Pedro Gil and José Gil. Pedro and José are Peruvian immigrants who built the business in the Mission District after leaving Peru during a period of economic instability. With determination, family support, and a strong work ethic, the brothers created a grocery business rooted in the needs of the neighborhood.

From the beginning, Casa Guadalupe was a family business. Spouses, children, nephews, and extended family members helped with customer service, produce, inventory, deliveries, and day-to-day operations. The business grew not only through sales, but through trust. Customers came to rely on Casa Guadalupe for fresh groceries, culturally familiar products, and the kind of service that made the store feel connected to the block.

The original Casa Guadalupe Supermarket opened at 2598 Folsom Street in the fall of 1990. The store began as a modest neighborhood market and became a trusted grocery resource for Latino families in the Mission, including Mexican, Central American, South American, and other immigrant households seeking familiar foods, produce, and pantry items.

In 1997, Casa Guadalupe expanded to 2909 Mission Street, near 25th Street. This expansion strengthened the business's presence along the Mission Street commercial corridor and allowed the Gil family to serve more customers with a larger selection of produce, groceries, meats, beverages, and household goods.

In 2008, Casa Guadalupe opened another location at 2999 Mission Street, near 26th Street. This location became especially visible in the neighborhood because of its exterior features, including rooftop flags representing countries connected to the store's products and customers, as well as culturally significant murals on or near the building.

In 2016, the Casa Guadalupe location at 2909 Mission Street underwent a major renovation and reopening as part of the family's effort to modernize the business while preserving its neighborhood identity. The renovation reflected the second generation's increasing involvement in the business and the family's commitment to keeping Casa Guadalupe active, welcoming, and relevant for the next generation of Mission customers.

In October of 2024, Casa Guadalupe expanded into the former Walgreens space at 3400 Cesar Chavez Street, near Mission Street. This marked one of the business's most significant recent milestones. By bringing a locally owned supermarket into a large vacant retail space, Casa Guadalupe continued its tradition of investing in the neighborhood and providing fresh groceries to the community.

Casa Guadalupe Supermarket Written Historical Narrative

Today, Casa Guadalupe remains a family-run Mission District grocery business connected to the Gil family's original vision: providing fresh groceries, culturally relevant products, and everyday service to the neighborhood.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1990–1997:

Pedro Gil and José Gil founded and operated Casa Guadalupe Supermarket at 2598 Folsom Street in San Francisco, with support from family members.

1997–2008:

Pedro Gil and José Gil continued operating Casa Guadalupe Supermarket and expanded the business to 2909 Mission Street. Ownership remained with the Gil family.

2008–2024:

Pedro Gil and José Gil continued the family-owned business, including the 2999 Mission Street location. Second-generation family members became increasingly involved in the business operations.

2024–Present:

Casa Guadalupe continued under Gil family ownership, with the business expanding to 3400 Cesar Chavez Street while maintaining its Mission District presence.

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Casa Guadalupe Supermarket has operated in San Francisco since 1990 with no significant break in operations. Individual locations have closed, relocated, or paused operations at different times, but the business has maintained a continued presence in the Mission District.

The original Folsom Street location closed in August 2010 after the end of its lease. The 2909 Mission Street location closed in July 2024 as the business shifted resources toward the larger 3400 Cesar Chavez Street location. A one-year renovation impacted one of the stores before reopening in 2016, but this only affected an individual location rather than the entire business.

Throughout these transitions, Casa Guadalupe continued serving San Francisco customers through its Mission District operations. The business has adapted to lease changes, renovations, and new opportunities while preserving its core role as a neighborhood grocery store.

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community.

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

Casa Guadalupe Supermarket

Written Historical Narrative

Casa Guadalupe Supermarket has contributed to the Mission District's history and identity by serving as a long-standing Latino family grocery business in one of San Francisco's most important Latino cultural neighborhoods. Since 1990, the business has provided fresh produce, meats, pantry staples, and specialty Latino grocery products to generations of Mission residents.

The business reflects the food traditions of Mexican, Central American, South American, and immigrant families who have shaped the Mission's identity. Its stores have offered familiar ingredients, Spanish-language customer service, and a welcoming neighborhood-market atmosphere for customers who often see the business as part of their daily lives.

Casa Guadalupe's aisles reflect the neighborhood itself: chiles, masa, produce, meats, pantry staples, and products tied to recipes passed down through families. The business helps keep those food traditions visible and accessible in a city where many longtime communities have faced displacement and rising costs.

Casa Guadalupe also contributes to the Mission's commercial identity by maintaining a locally owned grocery presence along Mission Street at a time when many neighborhoods are losing independent markets and facing the closure or vacancy of large retail spaces. Its expansion into the former Walgreens space at 3400 Cesar Chavez Street represents continued investment in the neighborhood and a commitment to keeping essential grocery services locally owned.

The business also contributes to the visual and cultural landscape of the Mission. Its signage, rooftop flags, murals, and culturally specific product selection make Casa Guadalupe recognizable as part of the neighborhood's Latino identity and public life.

b. Is the business associated with significant people or events, either now or in the past?

Casa Guadalupe is connected to the Mission District's public art and cultural landscape. The 2999 Mission Street location is associated with the La Doña mural near 26th and Mission, painted by Bay Area artists DJ Agana, Robz, and Vogue. The mural depicts San Francisco musician La Doña and reflects the Mission's cultural identity, music, neighborhood pride, and Latino artistic expression.

The mural is connected to broader public art efforts in San Francisco, including the San Francisco Giants' Resilient SF mural project, which commissioned local artists to create murals throughout the city. Casa Guadalupe's association with this mural strengthens the store's connection to neighborhood culture beyond its role as a supermarket.

Casa Guadalupe has also been connected to community events and organizations, including Mission Lotería, Calle 24 Latino Cultural District activities, La Cocina food distribution efforts, Día de los Muertos-related activities, voter registration efforts, and other neighborhood partnerships. These connections reflect the business's role as a community participant, not simply a place of commerce.

Casa Guadalupe Supermarket

Written Historical Narrative

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

Casa Guadalupe Supermarket demonstrates its commitment to the community through long-term service, culturally relevant grocery access, local employment, family-based operations, food access support, and participation in community-centered efforts.

The business has served the Mission District since 1990, providing groceries that reflect the needs of Latino and immigrant families, including produce, meats, pantry staples, and culturally specific products. Its long-term role as a neighborhood grocery supports everyday food access for local residents.

Casa Guadalupe has also contributed to local employment by operating as a family-owned business with staff drawn from family and community networks. Over time, spouses, children, nephews, and second-generation family members have participated in the business, helping maintain a strong connection between the store and the people it serves.

The business participates in Too Good To Go, a food-waste reduction platform that allows customers to purchase surplus grocery items at a discounted price. This supports both affordability and food-waste reduction.

Casa Guadalupe has also supported community organizations and local residents through donations, discounts, and promotions. The business has donated to St. Anthony's, St. Peter's, and La Cocina, offered discounts to members of the church community, and before the pandemic, provided complimentary items such as eggs or beverages after customers purchased a certain amount of groceries.

These forms of support reflect the store's understanding of its customers and the economic realities many families face. For years, Casa Guadalupe has worked to offer quality food at family prices, helping customers stretch their household budgets while still accessing fresh and culturally familiar groceries.

The business also demonstrates commitment by continuing to invest in the Mission District. Its expansion into the former Walgreens space at 3400 Cesar Chavez Street brings a locally owned grocery use back to a large retail space that had been vacant, helping strengthen the neighborhood's commercial corridor and access to everyday goods.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Yes. Casa Guadalupe Supermarket has been referenced in local media, public records, and cultural coverage. Notable examples include:

"Old School SF Grocery Reopens with New School Appeal"

Mission Local

December 26, 2016

Casa Guadalupe Supermarket Written Historical Narrative

This article discusses Casa Guadalupe's renovation and reopening, including the family's effort to reinvigorate a two-generation business.

"Exclusive: Shuttered Mission Street SF Walgreens to Become Locally Owned Produce Store"
SFist

September 4, 2024

This article reports that Casa Guadalupe was moving into the former Walgreens at 3400 Cesar Chavez Street and notes that the 2999 Mission Street location would remain open.

"Long-shuttered SF Walgreens to become a locally owned grocery store"

SFGATE

September 5, 2024

This article reports that Casa Guadalupe, described as a family-owned Mission business, filed planning documents to open a supermarket at 3400 Cesar Chavez Street.

"A Shutdown Mission Street Walgreens Gets New Life as a Grocery Store"

Eater SF

September 5, 2024

This article reports on Casa Guadalupe moving into the former Walgreens space at Mission Street and Cesar Chavez Avenue.

"This former Walgreens is now a grocery store. Here's why most closed S.F. drugstores remain empty"

San Francisco Chronicle

January 2025

This article describes the former Walgreens at Cesar Chavez and Mission streets as being revitalized as Casa Guadalupe Supermarket and serving Mexican and Central American products.

"Neighborhood Notes: A mural of La Doña, an art crawl, Pride party and more"

Mission Local

June 25, 2021

This article references the La Doña mural at Mission and 26th Streets, associated with the Casa Guadalupe area and painted by DJ Agana, Robz, and Vogue.

"Resilient SF Mural Project"

San Francisco Giants

July 29, 2021

This public art project included local artists creating murals across San Francisco and is connected to the mural at or near Casa Guadalupe's 2999 Mission Street location.

Board of Supervisors File No. 250376

City and County of San Francisco

2025

Casa Guadalupe Supermarket Written Historical Narrative

Public records identify Casa Guadalupe Supermarket 2 at 3400 Cesar Chavez Street in connection with a Type-20 off-sale beer and wine license transfer and a public convenience or necessity determination.

Casa Guadalupe has also advertised through La Grande 1010 radio and has been referenced in connection with Mission District murals and public recognition.

e. Has the business ever received any awards, recognition, or political commendations?

Casa Guadalupe Supermarket has received public recognition for its role as a longstanding Mission District small business and community-serving grocery store. The business has been recognized by local public officials and community partners for its contribution to neighborhood life, immigrant entrepreneurship, and Latino cultural continuity in San Francisco.

The business has also been visited or acknowledged by local officials in connection with Mission District merchant walks and small-business outreach.

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

If Casa Guadalupe Supermarket were to close, the Mission District would lose a longstanding Latino family-owned grocery business that has served the neighborhood since 1990. The closure would reduce access to fresh produce, meats, pantry staples, Latin American grocery products, and culturally specific foods that many customers rely on for daily meals, traditional recipes, and family gatherings.

The neighborhood would also lose a familiar business where customers are served in Spanish and English, where products reflect the cultures of the surrounding community, and where generations of residents have shopped with a sense of familiarity and trust. Casa Guadalupe's value is not limited to its inventory; its importance comes from its family ownership, cultural product mix, neighborhood relationships, and decades of service.

A closure would also reduce local employment and weaken the Mission Street commercial corridor. Casa Guadalupe has continued to reinvest in the neighborhood, including through its expansion into the former Walgreens space at 3400 Cesar Chavez Street. Losing the business would mean losing a visible example of local immigrant entrepreneurship and neighborhood reinvestment.

Casa Guadalupe's closure would also diminish the cultural landscape of the Mission. The store's physical presence, signage, rooftop flags, murals, and everyday grocery offerings help communicate the Mission's Latino identity. Without Casa Guadalupe, the neighborhood would lose not only a grocery store, but also a cultural anchor that helps preserve the Mission's food traditions, community memory, and the flavors of home that have nourished generations of families.

Casa Guadalupe Supermarket

Written Historical Narrative

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business.

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Casa Guadalupe Supermarket is associated with several physical and cultural features that help define its identity in the Mission District.

At the 2999 Mission Street location, the store is associated with a highly visible exterior presence at 26th and Mission, including signage, rooftop flags, and nearby public art. Pedro Gil installed steel poles along the roof to display flags of the United States and countries from South America, reflecting the origins of many of the products sold inside and the communities served by the store.

The 2999 Mission Street location is also associated with the La Doña mural at 26th and Mission. The mural was created by DJ Agana, Robz, and Vogue and depicts San Francisco artist La Doña. It connects the store's location to the Mission's broader mural tradition, Latino cultural expression, music, and public art.

The business's defining features are not only exterior or architectural. They also include traditions that are visible in the shopping experience: Latino grocery products, fresh produce, meats, culturally specific ingredients, Spanish-language customer service, family ownership, and a familiar neighborhood-market atmosphere.

The business has also maintained the exterior character of its Mission District locations through repainting, upkeep, and continued use of the storefronts as recognizable neighborhood grocery spaces. At one location, the back exit wall has been used as a rotating mural canvas by artists connected to Mission art networks.

Together, these features make Casa Guadalupe recognizable as more than a supermarket. They make it part of the Mission's everyday cultural landscape: a place where food, family, public art, and neighborhood identity meet.

b. In a few words, describe the main business activity you commit to maintaining.

Family-owned Latino supermarket

c. What is the plan to keep the business open in the long term beyond the current ownership?

Casa Guadalupe Supermarket's long-term plan is to remain a family-owned and operated business serving the Mission District. Since its founding in 1990 by Pedro Gil and José Gil, the business has involved multiple generations of the Gil family. Family members have contributed

Casa Guadalupe Supermarket

Written Historical Narrative

to store operations over the years, helping preserve the business's values, customer relationships, and cultural identity.

The business plans to continue operating as a neighborhood-serving Latino supermarket, strengthen its newer 3400 Cesar Chavez Street location, maintain its Mission District presence, and continue offering fresh groceries, culturally relevant products, and community-centered service.

The transition to younger family members will help preserve the values that define Casa Guadalupe while allowing the business to adapt to modern grocery operations, changing customer needs, and the economic pressures facing independent supermarkets in San Francisco. This balance of tradition and adaptation is central to the business's future: keeping the warmth of a family market while growing in a way that allows Casa Guadalupe to serve the next generation of Mission families.

d. What challenges is the business facing today?

Casa Guadalupe Supermarket faces many of the challenges common to independent, family-owned grocery businesses in San Francisco. These include rising operating costs, commercial rent and lease pressures, labor costs, insurance costs, food and supply price inflation, competition from large grocery chains and delivery platforms, and the difficulty of maintaining affordable prices for working families while also sustaining the business.

The business also faces the challenge of operating in a neighborhood that has changed significantly since 1990. The Mission District has experienced displacement, demographic shifts, rising costs, and changes in shopping patterns. Casa Guadalupe must continue serving longtime Latino and working-class customers while also adapting to newer residents, changing retail expectations, and increased demand for convenience, online visibility, and modern store infrastructure.

The expansion into 3400 Cesar Chavez Street represents an important opportunity, but also a major operational responsibility. The location requires the business to manage higher overhead, licensing, staffing, inventory, buildout needs, and customer awareness.

Other challenges include maintaining product quality, preserving the store's cultural identity, competing for employees, preventing food waste, navigating licensing requirements, and keeping prices accessible for the families who have supported the business for decades. Like many small businesses in San Francisco, Casa Guadalupe must balance rising costs with its commitment to quality food and family prices.

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Grocery store

b. 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.

None







LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: August 5, 2026

Filing Date: July 15, 2026
Case No.: 2026-006174LBR
Business Name: Casa Guadalupe Supermarket
Business Address: 3400 Cesar Chavez Street
2999 Mission Street
Zoning: NCT (MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
55-X Height and Bulk District (Cesar Chavez)
65-B Height and Bulk District (Mission)
Cultural District: Not Applicable
Block/Lot: 6569/004 (Cesar Chavez)
6528/052 (Mission)
Applicant: Steven Gil
Nominated By: Supervisor Jackie Fielder
Located In: District 9
Staff Contact: Tina Tam, 628-652-7385
tina.tam@sfgov.org

RECOMMENDATION: Adopt a Resolution to Recommend Approval

Business Description

Casa Guadalupe Supermarket is a family-owned and Peruvian immigrant owned grocery store that has served the Mission District and neighborhood community for 36 years. Run by the Gil family, Casa Guadalupe Supermarket opened in 1990 and made a presence in the neighborhood as a barrio staple. The supermarket provides fresh produce, poultry, and other authentic goods that serve the Latino and Hispanic community,

all at affordable prices. The business also upholds services such as Spanish-language customer service, and local employment opportunities.

Currently, Casa Guadalupe Supermarket operates at two locations, including one at 2999 Mission St., and the second at 3400 Cesar Chavez St. Both stores contribute to the cultural identity of the Mission District through their exterior presence, Latinx/Hispanic characteristics, and authentic traditions. Murals, signage, rooftop flags, and nearby public art all make Casa Guadalupe Supermarket a unique cultural landmark, and a place where community is strengthened. The Gil family also prioritizes supporting the community through partnerships and direct help towards local organizations through food access initiatives. In short, Casa Guadalupe Supermarket does much more than simply sell neighborhood groceries. Instead, it operates as a spot for cultural preservation, resilience, pride, and visibility.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1990.

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

Yes. Casa Guadalupe Supermarket qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Casa Guadalupe Supermarket has operated continuously in San Francisco for 36 years.
- b. Casa Guadalupe Supermarket has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Casa Guadalupe Supermarket 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. Casa Guadalupe Supermarket provides Central American, South American, and broader Latin American grocery products, as well as hold up its neighborhood's cultural heritage and history. Spanish-language customer service and community outreach are associated with this business, including local mural artists and other organizations. The La Doña Mural is located on the exterior wall of Casa Guadalupe Supermarket on 2999 Mission St., serving as a symbol of Latino cultural expression, strength, resilience, and community togetherness.

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

Yes. Casa Guadalupe Supermarket has two existing locations, one on 3400 Cesar Chavez St. and the other on 2999 Mission St. The location on Cesar Chavez St. is notable for its opening, as the business took over the long-time closed Walgreens. It is remarkable and extremely unique to San Francisco that a previously operated pharmacy completely and successfully changed to be a neighborhood community market.

Additionally, Casa Guadalupe Supermarket on Mission St. is home to the La Doña Mural; a landmark that celebrates Chicano and Latinx heritage. The artwork covers the entire right exterior wall of the storefront, and includes the word ‘RESILIENT’, symbolizing the strength of the Latino community. It features the Latin and hip-hop musician La Doña, who is a San Francisco native and Mission icon. The mural was completed in 2021 by DJ Agana, Robz, and Vogue, and was completely funded by the San Francisco Giants. This location is also characterized by rooftop flags of the United States and countries from South America, reflecting the origins of the products sold inside and the communities served by the store.

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

No, the property is not associated with the business listed on a local, state, or federal historic resource registry. The property at 2999 Mission Street was previously surveyed in 2010 and determined to not be eligible for listing. The property at 3400 Cesar Chavez was constructed in 2010 and is age eligible as a historic resource.

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

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

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

Yes. Casa Guadalupe Supermarket has been referenced in several local media, public records, and cultural coverage. Examples include:

“Old School SF Grocery Reopens with New School Appeal” Mission Local. December 26, 2016. This article discusses Casa Guadalupe’s renovation and reopening, including the family’s effort to reinvigorate a two-generation business.

“Exclusive: Shuttered Mission Street SF Walgreens to Become Locally Owned Produce Store” SFist. September 4, 2024. This article reports that Casa Guadalupe was moving into the former Walgreens at 3400 Cesar Chavez St. and notes that the 2999 Mission St. location would remain open.

“Long-shuttered SF Walgreens to become a locally owned grocery store” SFGATE. September 5, 2024.

This article reports that the family-owned Mission business, Casa Guadalupe, filed planning documents to open a supermarket at 3400 Cesar Chavez St.

“A Shutdown Mission Street Walgreens Gets New Life as a Grocery Store” Eater SF. September 5, 2024. This article reports on Casa Guadalupe moving into the former Walgreens space at Mission Street and Cesar Chavez Avenue.

“This former Walgreens is now a grocery store. Here’s why most closed S.F. drugstores remain empty” San Francisco Chronicle. January 2025. This article describes the former Walgreens at Cesar Chavez and Mission streets as being revitalized as Casa Guadalupe Supermarket and serving Mexican and Central American products.

“Neighborhood Notes: A mural of La Doña, an art crawl, Pride party and more” Mission Local. June 25, 2021. This article references the La Doña mural at Mission and 26th Streets, associated with the Casa Guadalupe area and painted by DJ Agana, Robz, and Vogue.

“Resilient SF Mural Project” San Francisco Giants. July 29, 2021. This public art project included local artists creating murals across San Francisco and is connected to the mural at or near Casa Guadalupe’s 2999 Mission St. location.

Board of Supervisors File No. 250376 City and County of San Francisco. 2025. Public records identify Casa Guadalupe Supermarket 2 at 3400 Cesar Chavez St. in connection with a Type-20 off-sale beer and wine license transfer and a public convenience or necessity determination.

Casa Guadalupe has also advertised through La Grande 1010 radio and has been referenced in connection with Mission District murals and public recognition.

Racial and Social Equity Analysis

On July 15, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department’s Racial and Social Equity Initiative. This is also consistent with the Mayor’s Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco’s cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was

established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

If applicable, add language about how your legacy business contributes to the cultural fabric of San Francisco. Mention any cultural associations or if the business is LGBTQ+-owned, woman-owned, immigrant-owned, veteran-owned, or owned by someone that has a disability. This information can be found in the first few pages of the Office of Small Business application packet. You could also mention things like businesses prioritizing hiring and training recent immigrants or general community events they participate in/support.

Casa Guadalupe Supermarket is family-owned as well as immigrant-owned, the business being founded by Peruvian immigrant brothers, Pedro and José Gil. It is a long-standing Latino neighborhood supermarket that has served the Mission since 1990. It is a provider of culturally relevant foods and Spanish-language customer service. Casa Guadalupe is a supporter of community organizations including La Cocina, St. Anthony's, St. Peter's, Mission Lotería, Calle 24 Latino Cultural District, voter registration efforts, Día de los Muertos activities, and food access initiatives. The supermarket also contributes to the local culture through the La Doña mural, rooftop flags, Latino products, neighborhood identity, and employment of multiple generations of the Gil family.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 3400 Cesar Chavez St. (2024 – Present)
- 2999 Mission St. (2008 – Present)

Previous (No Longer Extant) Locations:

- 2598 Folsom St. (1990 - 1997)
- 2909 Mission St. (1997 - 2008)

Recommended by Applicant

- Provider of culturally relevant foods and Spanish-language customer service.

Additional Recommended by Staff

- The La Doña Mural, located on the exterior wall of Casa Guadalupe Supermarket at 2999 Mission St.

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
- Nomination Letter
- Contextual Photographs and Background Documentation

Casa Guadalupe



Resolution of the Small Business Commission

Resolution number: 0530, 046-26-LBR

Resolution date: August 24, 2026

Application number: LBR-2025-26-053

Business address: 3400 Cesar Chavez St.

District: 9

Applicant first name: Steven

Applicant last name: Gil

Applicant title: Manager

Resolution

Adopting findings approving the Legacy Business Registry application for: **Casa Guadalupe Supermarket**

Currently located at: **3400 Cesar Chavez St.**

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on **August 24, 2026**, 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 the business listed above in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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

Grocery Store

Executive Director certification

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 24, 2026

Katy Tang
Executive Director

Small Business Commission action

Ayes – Nays – Abstained – Absent –