



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2024-25-040
Business Name: Fred's Liquors
Business Address: 300 Mason St.
District: District 3
Applicant: A.R. Sghayer, Manager
Nomination Date: January 7, 2025
Nominated By: Supervisor Aaron Peskin

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

300 Mason St. from 1966 to Present (59 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

FEATURES OR TRADITIONS: Liquor store

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: August 18, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program
Office of Small Business
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1 Dr. Carlton B. Goodlett Place
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**City and County of
San Francisco**



**President, Board of
Supervisors**

AARON PESKIN

January 7, 2025

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Tang,

I am writing to nominate Fred's Liquors located at 300 Mason Street for the Legacy Business Registry.

Established in 1972, Fred's Liquors has been a staple in the neighborhood for over five decades serving locals and tourists including many industry workers from hotels like the Hilton and Nikko. Rashad Sghayer, a former employee who was initially hired as a student to assist with business operations, purchased the store from Richard Parasol in 1977. The business has been visited by many illustrious customers including Sean Connery, Salma Hayek and Khabib Nurmagomedov.

Fred's Liquors, a family-owned business, continues to center the community they have served for so many years. The business owner and its employees share a long-standing commitment to uplifting this iconic corner of San Francisco's downtown.

Fred's Liquors would be a worthy addition to the Legacy Business Registry, and it is my pleasure to nominate the business for consideration.

Sincerely,

A handwritten signature in black ink that reads "Aaron Peskin". The signature is stylized with a large, flowing "A" and "P".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Fred's Liquors

Business owner name(s): Rashad Sghayer

Identify the person(s) with the highest ownership stake in the business

Current business address: 300 Mason St., San Francisco, CA 94102

Telephone: (415) 362 – 4887

Email:

Mailing address (if different than above):

Website:

Facebook:

Twitter:

7-digit San Francisco Business Account Number (BAN): 0 0 6 3 3 6 8

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☒ **Immigrant-Owned Business**

☐ **Owned by Person with a Disability**

☐ **LGBTQ+-Owned Business**

☐ **Veteran-Owned Business**

☒ **Minority-Owned Business***

☐ **Woman-Owned Business**

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: A.R. Sghayer

Contact person title: Manager

Contact telephone: () –

Contact email:

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.

Original San Francisco address: 300 Mason St. Zip Code: 94102

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1966 To: Present

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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.

Name:

A.R. Schayer

Signature:



Date:

12-3-24

FRED'S LIQUORS

Written Historical Narrative

INTRODUCTION

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

Fred's Liquors at 300 Mason Street has been a first or last stop for tourists visiting downtown San Francisco since the 1960s. It provides snacks, spirits, and everything a tourist would find handy on their visit to San Francisco.

b. Describe whom the business serves.

The store serves mostly tourists, whether international, from across the country, or other parts of the state and Bay Area. It also serves many local industry workers from hotels like the Hilton and Nikko and restaurants like the Cheesecake Factory and Mastro's.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Convenience and rare wines and spirits.

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.

The early history of Fred's Liquors is unknown, but it appears through telephone directories that the business was founded circa 1966 by Fred J. Gedeon and William J. Gedeon in its current location at 300 Mason Street in Union Square.

Circa 1975, Rashad Sghayer purchased the store with a business partner David Tarazi. Rashad recalls purchasing the business from Richard Parasol, but Richard is not indicated in telephone directory listings.

Circa 1977, Rashad became the sole owner of the business and has owned it ever since.

Telephone directory listings from the mid-1960s through the mid-1970s were as follows:

- **1964-65:** Not in directory under Fred's Liquors or 300 Mason Street
- **1966:** Listed in the directory at 300 Mason Street with William J Gedeon named.
- **1967:** Listed in the directory at 300 Mason Street with William J Gedeon and Fred J Gedeon named.

- **1968:** Listed in the directory at 300 Mason Street with William J Gedeon and Fred J Gedeon named.
- **1969-70:** Listed in the directory at 300 Mason Street with Fred J Gedeon named.
- **1971:** Listed in the directory at 300 Mason Street with Fred J Gedeon named.
- **1972:** Listed in the directory at 300 Mason Street with Fred J Gedeon named.
- **1973:** Listed in the directory at 300 Mason Street with Fred J Gedeon named.
- **1974:** Listed in the directory at 300 Mason Street with Fred J Gedeon named.
- **1975:** Listed in the directory at 300 Mason Street with Mike Tannous named as manager.
- **1976:** Listed in the directory at 300 Mason Street with Mike Tannous named as manager.

There is a store at 200 Valencia Street called Fred's Liquor that first shows up in the 1975 directory with Fred Atain named. That store is unrelated to the 300 Mason Street store.

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

Circa 1966 to circa 1975:	Fred J. Gedeon; William J. Gedeon
Circa 1975 to circa 1977:	Rashad Sghayer; David Tarazi
Circa 1977 to Present:	Rashad Sghayer

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

The business had not shut a single day in its history until May 30, 2020, when a protest over the death of George Floyd while in police custody turned violent shortly before 9:00 p.m. Looters broke off from the peaceful protesters and began smashing shop windows and looting stores in Union Square and on Market Street. The vandalism at Fred's Liquors kept the store closed for one or two days for cleanup.

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.

Fred's Liquors is your go-to convenience store for a wide selection of beverages and snacks. The business has been a constant stopover for tourists for decades, including those on their first visits to San Francisco, yearly convention attendees, and everyone in between. The business is open late and is known for its consistency in stocking what all tourists need, whether toiletries and phone chargers or rare wine and spirits. Customers are also happy with the selection of beer, snacks, and other beverages.

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

The business is family-owned but not necessarily linked with anyone famous or well-known beyond the neighborhood of Union Square. Well-known people, however, have patronized the store, including Sean Connery, Salma Hayek, and Khabib Nurmagomedov, as well as countless professional athletes.

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

The business always maintains good relations with its neighbors and keeps an eye out for those other businesses' interests as well. More of this is needed in the community.

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

There are no known media references of Fred's Liquors. However, this hasn't been terribly important to the business. The main goal has been to serve as many customers as possible and have them leave with a smile.

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

Not applicable.

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

If the business were to close, the effect for the neighborhood would be massive. Some of the city's biggest hotels would have nowhere to send their clientele for their basic needs during their visits. Local servers, bartenders, and rental car workers would need to find a new store to get the items that make their breaks from work enjoyable.

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?

The building that houses Fred's Liquors is a historic resource and a contributor to the Kearny-Market-Mason-Sutter Conservation District.

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

Fred's Liquors is committed to providing convenience store goods to as many different customers as possible, whether tourists or locals.

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

The present owner looks to continue the business in the same manner it has been run: as a family business closely connected to its neighbors and customers.

d. What challenges is the business facing today?

The main challenges are the homeless and panhandlers who don't always respect the customers or staff in the store. Pigeons are also a challenge for the business.

Legacy Business Program staff will add the following details:

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.

The Planning Department Historic Resource Status of the building at 300-330 Mason Street is "A - Historic Resource Present." The "Hotel Gloster" building by architect Frank S. Van Trees was constructed in 1908 after the 1906 earthquake and fire. The brick building in Renaissance/Baroque Influence style is a contributory building to the Kearny-Market-Mason-Sutter Conservation District.



NAPA
WINES

Fred's LIQUORS
FREE DELIVERY 362-4887

DINE
• BREAKFAST • LUNCH • DINNER

FOOD
MART

T-SHUTTLE-TICKETS

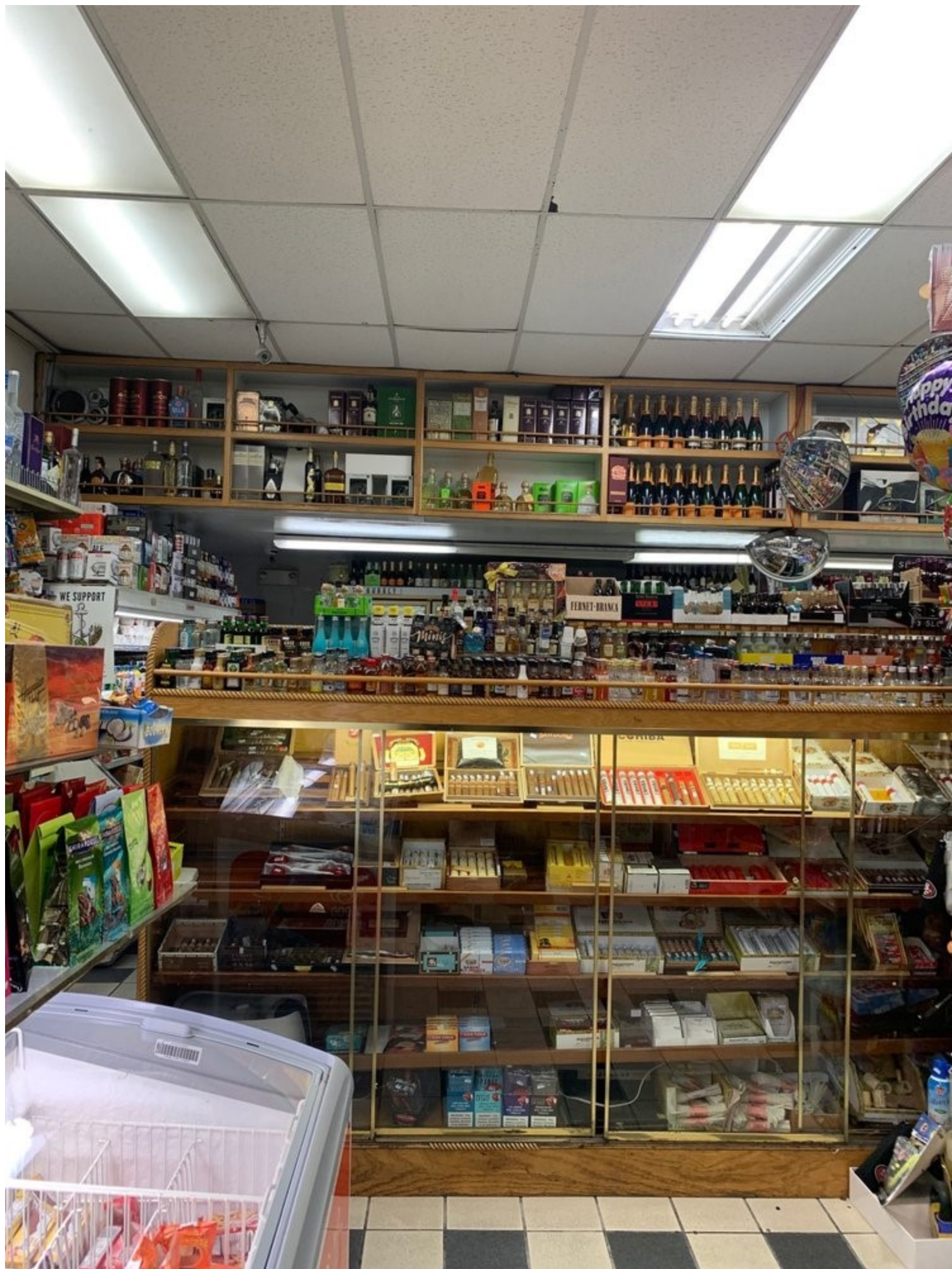
Fred's
LIQUORS
FOOD MART

FRESH-FRUIT

OPEN

Corona
Extra

BUD
LIGHT



300.312 MASON / O'Farrell
street address

Hotel Virginia

hotel 4

315
block number

16
lot number

2
summary

building type/use/number of floors

landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of
setting to building -2 -1 0 1 2 3 4 5

Importance 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 5

Unique visual
feature of interest 0 1 2 3 4 5

Example of a rare or
unusual style or design 0 1 2 3 4 5

Overall architectural
quality -2 -1 0 1 2 3 4 5

☐ PROPOSED FOR FURTHER INVESTIGATION

☒ CORNICE, PARAPET, APPENDAGE
Importance of cornice
to building design -2 -1 0 1 2 3 4 5

Cornice 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

☒ REMODELING
Appropriateness
of improvements -2 -1 0 1 2 3 4 5

grand floor

Engle 8.76
date

Field Notes

Review Notes

Junior League Listing

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



photo 303.19

D7



Small Business Commission

Resolution No. _____

September 22, 2025

FRED'S LIQUORS

Application Number: LBR-2024-25-040
Business Name: Fred's Liquors
Business Address: 300 Mason St.
District: District 3
Applicant: A.R. Sghayer, Manager
Nomination Date: January 7, 2025
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Fred's Liquors, currently located at 300 Mason 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 September 22, 2025, 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 Fred's Liquors in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

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





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Fred's Liquors.

Physical Features or Traditions that Define the Business:

- Grocery sales and convenience goods.

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

- Liquor store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 22, 2025.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
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LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: SEPTEMBER 17, 2025

Filing Date: August 18, 2025
Case No.: 2025-007620LBR
Business Name: Fred's Liquors
Business Address: 300 Mason Street
Zoning: C-3-G (Downtown-General) Zoning District
Priority Equity Geographies Special Use District
80-130-F Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0315 / 016
Applicant: Rashad Sghayer
300 Mason Street
Nominated By: Former Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Claire Feeney, (628) 652-7313, claire.feeney@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Fred's Liquors is a convenience store which opened at 300 Mason Street in 1966. The current owner, Rashad Sghayer purchased the business in 1966 and it has been open and operating at the corner of Mason and O'Farrell streets continuously. Fred's Liquors is a go-to convenience store with a wide selection of beverages, rare wines and spirits, snacks, and daily necessities. It is a frequent stopover for tourists, including those on their first visits to San Francisco, yearly convention attendees, and everyone in between. Employees of the many hotels, bars, restaurants, and hospitality businesses in the area also frequent Fred's Liquors, whether on their breaks or picking up items on the way home. The business is open late and is known for its consistency stocked shelves.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1966.

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

Yes. Fred's Liquors qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Fred's Liquors has operated continuously in San Francisco for 59 years.
- b. Fred's Liquors has contributed to the history and identity of the Downtown/Civic Center neighborhood and San Francisco.
- c. Fred's Liquors 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 tourism, hospitality, and convenience store goods.

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

Yes. The Mason Street property is a contributing structure to the Article 11 Kearny-Market-Mason Conservation District. The District has small-scaled, light- colored buildings that are predominantly four to eight stories tall. This height and scale create a walkable streetscape for pedestrians with comfortable, sunlit sidewalks. The Kearny-Market-Mason Conservation District includes the hospitality and retail core of not just San Francisco but the greater Bay Area. There are many shops, theaters, hotels, and restaurants. The area is centered around Union Square, a large public open space which is two blocks away and is both an international commercial and cultural hub.

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

Yes, the site is a contributing structure to an Article 11 Historic District, the Kearny-Market-Mason Conservation District.

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. While no articles or publications have featured Fred's Liquors, the business is an active participant in the merchant community and supports both local neighbors and visiting tourists.

Racial and Social Equity Analysis

On July 15th, 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.

Fred's Liquors is an immigrant and minority owned business. It is family owned and actively works to support the local community and be a supportive, responsible neighbor.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 300 Mason Street (1966 – Present)

Recommended by Applicant

- Grocery sales and convenience goods

Additional Recommended by Staff

- None

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

DRAFT RESOLUTION NO.

HEARING DATE: SEPTEMBER 17, 2025

Case No.: 2025-007620LBR
Business Name: Fred's Liquors
Business Address: 300 Mason Street
Zoning: C-3-G (Downtown-General) Zoning District
Priority Equity Geographies Special Use District
80-130-F Height and Bulk District
Block/Lot: 0315 / 016
Applicant: Rashad Sghayer
300 Mason Street
Nominated By: Former Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Claire Feeney, (628) 652-7313, claire.feeney@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FRED'S LIQUORS CURRENTLY LOCATED AT 300 MASON STEET, BLOCK 0315, LOT 016.

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 September 17, 2025, 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 Fred's Liquors 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 Fred's Liquors.

Locations

Current Locations:

- 300 Mason Street (1966 – Present)

Physical Features or Traditions that Define the Business

- Grocery sales and convenience goods

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 2025-007622LBR to the Office of Small Business on September 17, 2025

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 17, 2025