



Union Street News

USA's Christmas Party

Everyone is invited! Come & Meet
Your Neighbors

When: Tuesday, December 12th
5:30 p.m.-8:30 p.m.

Where: Cal's (2001 Union Street)

Refreshments & Hors D'oeuvres will be served

6:30 p.m.: USA 1990 Board of Directors
will be elected and sworn in.

6:45 p.m. Best Window & Architectural Design Awards

Christmas

The Christmas Season brings many visitors to our streets, and we all want to make their visit as pleasant as possible, so that they come back throughout the year.

Union & Fillmore businesses are preparing for the holiday season with beautiful window displays and outside decorations. As in the past, USA asks business owners to use white lights to give our area a unified look.

USA thanks those businesses (**The Complete Traveler, The Bus Stop, Chicago Title Co., L'Essentiel de Provence, Aud's, Anne, Trojanowska Gallery, Hill & Co., Yankee Doodle Dandy, Barni & Wilino's Pizza, and Moda-In**) who have already donated money to pay for Christmas banners and Father Christmas appearances on Saturday afternoons. Additional funds are needed, so please dig into your pockets to help draw holiday shoppers to our streets.

Father Christmas will be on the streets during December, passing out candy canes to all. If you are planning any special holiday treats for your customers, please let USA know (441-7055) so that we can help you promote them.

(continued on P. 7)

USA Slate of Officers

USA's Nominating Committee has presented the following names for the 1990 Board of Directors:

Two-year Terms:

Charles Jacobs (Old & New Estates)
Roberta Robinson (Security Pacific Bank)
Lin Doyle (Dynasty Gallery)
Dennis Beckman (Enchanted Crystal)
Patricia Blume (Artifacts)
Helen London (Paris 1925)

One-year Terms:

Rosie Houweling (Wells Fargo Bank)
Janice Lee (Janice Lee)

and continuing the second year of a two-year term:

Cal Bordonaro (Cal's)
Miriam Ebrahimi (Prego)
Deborah West (Smile)

Also in this issue...Christmas Decorations Regulations... Shoplifter Alerts...President's Letter...Conventions...Shoppers' Shuttle Update...Planning & Zoning...USA Accomplishments for 1989...Beat Patrol Officer Don Schneider's Retirement Party...Guide Distribution...Discounted 1990 Membership...

Letter from the President

After going through an economically devastating last two months, we do have very bright economic Union Street news for 1990! Through the efforts of the Special Promotion Group, a major shopping and dining shuttle will be coming to Union/Fillmore--but only with your support! (See story on this page)

The shuttle will connect major hotels and 10 shopping and dining areas and is scheduled to begin in February 1990, in time for the beginning of the next major convention/visitor surge.

Hotel concierges, convention groups, and the other areas involved in the shuttle are extremely excited about the concept and anxious for it to begin. But -- contracts and commitments must be made in December by each of the shopping and dining areas included.

Other areas such as Ghiradelli Square and The Embarcadero Center, where monthly fees are required already have their financial commitment ready. We, the individual merchants of Union/Fillmore must make our own commitment -- or we will be left out.

This is the most important program ever to involve our area and vitally affects our a future! I hope you will join us at the annual Christmas Party at Cal's on December 12. We will be presenting the shuttle concept. Please -- send in your contribution to make the shuttle a reality.



*Wishing you
a very Successful season!*

Dennis Beckman

Shoppers' Shuttle

Exciting news! Our long-awaited shoppers' shuttle service appears to be nearing reality. In fact, it now has an official licensed name -- **D.A.S. BUS** (Dining And Shopping Bus), and will be managed by **Showbus, Inc.**

It is estimated that service will begin in February 1990, with a passenger capacity of over 30,000 shoppers per month. Plans call for a route with 10 shopping locations, including Union Square, Embarcadero Center, Ghiradelli Square, and North Beach. Tickets will be sold at \$5.00 for adults, \$3.00 for children and seniors, and will provide for a full day of shopping.

D.A.S. BUS will operate daily from 10 am-10 pm with two to three 33-passenger German high-tech buses in service at 15 - 25 minute intervals. Preliminary research shows a strong interest from hotels and conventions as well as locals. Videos in hotel room, brochures, and advertisements will support the service. On D.A.S. BUS, passengers will be treated to live entertainment, professionally produced videos showcasing each shopping area, and live commentary.

This entire program has been produced as a result of the efforts of the Union Street Promotional Program in conjunction with **Jim Hollenbeck** and **Judy Jacobs** of **IDEA, Ltd.** And, this is just one of the many exciting programs planned for 1990. For those of you who are participating in USA's promotional program, thank you! For those of you who aren't, get involved or you might miss D.A.S. BUS! You will be notified about our -- your -- financial commitment. For further information on joining the promotional program, contact **Dennis Beckman** at 885-1335.

Update

The 6th Annual edition of the **Union Street Shopping & Dining Guide**, published by **Keith Howell**, has been delivered to residents of Nob Hill, Cow Hollow, Russian Hill, Presidio Terrace, Telegraph Hill, Pacific Heights and Sausalito. USA thanks all those businesses taking out display ads in the Guide, making this promotional piece possible. Copies of the guide will soon be received by USA members, who receive a free listing (worth \$45) in the guide. The 1991 guide goes into production in May 1990.

Safe Xmas

The **San Francisco Fire Department** requires regulations be followed regarding the use of Christmas trees in retail stores, hotels, and office buildings, including:

1. Trees and wreaths must be treated and maintained in flame retardant condition, and tagged as so certified.
2. Flame retardant must be applied by a certified applicator registered with the State Fire Marshal.
3. Candles are prohibited on Christmas trees and wreaths.
4. All Christmas tree butt's or bottom's must be immersed in at least 2 inches of water at all times. Just before immersion, the trunk must be cut off at least one inch above the original cut.
5. No readily combustible materials shall be placed on, under or within four feet of the maximum horizontal projection of any Christmas tree.
6. No Christmas tree or decoration shall be displayed in such a manner as to impede or affect any exit.
7. No Christmas tree shall be displayed for a period of more than 30 days after the date of a required flame retardant application.
8. (Sec. 27.10) Electrical Decorations:
Approved electrical decorations and wiring appurtenant thereto which are displayed...may be installed and maintained on Christmas trees, live Christmas trees and on Christmas decorations; provided that all such electrical decorations and wiring which are displayed during the Christmas Season shall be certified as safe for the displayer's designated use by a licensed electrical contractor within thirty (30) days of the beginning of each Christmas Season. For the purposes of this subsection, "Christmas Season" shall mean from the Monday immediately preceding "Thanksgiving" to the including January 15th of the following year.

Any certification required under this Section shall be made by letter on the business stationery of such electrical contractor. Any such certification shall include all of the following:



- Date of Certification
- Licence number of the Contractor
- Business address of the Contractor
- Statement of the type and quantity of materials certified.
- Designated use of the materials certified
- Signature of the contractor.

For further information, contact the SFFD Fire Prevention Bureau at 861-8000, extension 310.

Shoplifting Alert/Tips

The Christmas season means more shoppers and, unfortunately, more shoplifters. Review these tips from SFPD Officer **Ben Vigil** to minimize your losses:

1. 80% of all shoplifting is "spur of the moment." Someone sees an opportunity to steal, and does so. Alert clerks can make a big difference.
2. 20% of shoplifting is done by professionals. If you suspect someone is a "pro," let them know you are aware that they are in your store. Simply approaching them and asking if you can help them is a good beginning. Keeping a close eye on them may result in their leaving empty-handed and finding an easier mark.
3. Beware of teams (two or three people) of professional shoplifters who enter your store together. Usually, one of them keeps store clerks occupied while the other(s) steals. Alert clerks to this scam, and see that they maintain close contact with both "shoppers" if they suspect a crime is in progress. Juveniles also often divert the attention of clerks while friends are shoplifting.
4. Shoplifters often carry empty shopping bags (to fill with your goodies) or many shopping bags. Also, persons wearing big, bulky overcoats -- especially when the weather doesn't call for it --might be looking for "freebies." You may want to check bags as shoppers enter your store.
5. Keep expensive items away from main entrance to avoid quick rip-offs (grab and run). Lock up jewelry and other expensive, easily stolen items.
6. It is illegal to search a person, though you may search their packages. While you need to be aware of the laws to avoid liability and bodily harm, you may want to confront a shoplifter in your store if you're sure they've stolen items from you so that you can retrieve those items. This is a judgement call, as professionals may try to resist your efforts. By retrieving the stolen items before the person leaves your store, you cannot have them arrested -- but you have your merchandise. If shoplifters are caught after they leave your premises, they can be arrested.

In all cases of shoplifting in progress, call 911.

Union Plaza Pharmacy Offers Cholesterol Check

Get your cholesterol checked on December 8 from 10-6 p.m. at Union Plaza Pharmacy, 2001 Union Street. Cost for the test is \$7.

USA Meeting Notes

The USA General Meeting, held on October 25 at the **Hafez Cafe** (2001 Union St.), was attended by 40 business owners expressing interest in earthquake recovery. **Marina Merchants Association President Harold Hoogasian (Hoogasian Flowers)** reported that most merchants were operating regularly but that some restaurants still did not have gas service. He introduced **Dave Ish**, publisher of the **Marina News** and **The New Fillmore**, who offered a full page ad space in his newspapers and was getting commitments from other San Francisco papers to print a statement from both USA and the Marina that we are open for business. This statement should give confidence to the consumer that they can return to our side of town. Thanks, Dave.

A report on USA's Advertising & Promotion Program was given by **IDEA** representatives **Jim Hollenbech** and **Judy Jacobs**. They encouraged businesses to go ahead with scheduled events and promotions. The Arts Alive Promotion was proceeding as well as the Christmas "Season of Entertaining" Program. Funds are needed for a shopping shuttle (see article on page 2). **IDEA** is continuing to solicit local businesses to become part of the "Let's Meet on Union Street" promotions for 1990. A new brochure and umbrellas bearing the new logo are currently being designed.

It was suggested and agreed that a portion of the proceeds from the Arts Alive opening be donated to the Marina Earthquake Relief fund.

Captain Denis Martel, of the SFPD Northern Station updated the audience on post-earthquake police matters. He reported that the special Christmas beat patrol will be visible and that the SFPD crime prevention program is operational. Police officers will be visiting our merchants with advice on crime prevention.

Many thanks to **Hafez Cafe** for providing delicious refreshments to attendees!

Don Schneider Retires

Long-time Cow Hollow beat patrol **Officer Don Schneider's** retirement luncheon at **Perry's** on November 21st was attended by **USA President Dennis Beckman** and **Executive Director Lesley Leonhardt** as well as representatives from several local businesses.

Schneider had been the beat cop on Union Street for years, until the SFPD modified its beat patrol plan, replacing foot patrol with drive-and-walk patrol officers. Recently, he was responsible for the return of stolen property to several Union Street boutiques.

Many of Schneider's fellow officers and friends were on hand to "roast" him with skits and jokes. The **Union Street Association** presented him with a Certificate of Honor in appreciation for the years he spent keeping us and our businesses safe.

Good luck, Don!

USA 1989 Projects/Accomplishments

Planning & Zoning-Projects Approved

- The Wherehouse (2083 Union)
- Union French Laundry (1718 Union)
- Bombay & Co. (2035 Union)
- Mixed Use (2240 Union)
- Mixed Use (2253 Union)

Beautification

- Tree Well Planning
- Grafitti Removal

Ad & Promotion

- New Logo/Slogan-"Let's Meet on Union Street"
- Valentines's Promotion
- 14th Spring Festival
- Arts Alive
- Christmas
- New Products Promoting US
- Hotel Concierge Luncheon

Advocacy at City Hall--Testified:

- Against Repeal of Sandwich Board Ordinance
- Against Repeal of Billboard Ordinance
- Against Mandated Health Benefits for Small Businesses
- Supported Small Business Commission Funding
- Support/Demand Beat Cops in the Neighborhoods
- Against Raiding Off-street Parking Funds
- Supported business/residents on parking/traffic issues



USA Thanks Businesses

Throughout the year, many people contribute to the success of our commercial district, volunteering their time, space and services/products. All of us benefit from their special help, and USA wishes to extend our thanks on behalf of everyone (though, we hope everyone thanks these people in person!).

Thank you to the **Curtain Call**, **Chez Chez**, **Prego**, **Cal's**, and the **Hafez Cafe** for hosting USA's General Meetings in 1989.

Many thanks to USA's Board of Directors, including **President Dennis Beckman (Enchanted Crystal)**, **Vice President Janice Lee (Janice Lee)**, **Treasurer Rosie Houweling (Wells Fargo)**, and **Cal Bordonaro (Cal's)** **Miriam Ebrahimi (Prego)**, **Rudy Bertolozzi (Union Plaza Pharmacy)**, **Debra West (Smile)**, **Patricia Blume (Artifacts)**, and **Executive Director Lesley Leonhardt (Images of the North)**.

Thanks to **Prego** for hosting early morning USA Board Meetings and the Arts Alive/Concierge Luncheon; and to **Pasand** for hosting a Concierge Reception.

Sincere thanks to **Advertising & Promotion Committee members: Chair Dennis Beckman (Enchanted Crystal)**, **Janice Lee (Janice Lee)**, **Debra West (Smile Gallery)**, **Helen London (Paris 1925)**, **Patricia Blume (Artifacts)**, and **Miriam Ebrahimi (Prego)**.

Many thanks to **Planning & Zoning Committee members: Chair Lesley Leonhardt (Images of the North)**, **Bob Dougherty (Pasand)**, **Terry Pimsleur (Terry Pimsleur & Co.)**, **Ray Hackett (property owner)**, **Roberta Robinson (Security Pacific Bank)**, **Dennis Beckman (Enchanted Crystal)**, and consultants, architect **Alan Levy** and **Joe Kissel (Hill & Co.)**.

Thanks to **Terry Graham (Scott/Graham Associates)** and **Barbara Callow (Barbara Callow Calligraphy)** for their work on this newsletter.

Special thanks to **Teddy Flores** and **Vincent Wynn** for their on-going beautification efforts.



USA MEMBERSHIP APPLICATION

1. Business: _____
2. Address: _____
3. Type of Business: _____
4. Bus. Hrs.: _____
5. Phone: _____
6. Owner: _____
7. Manager: _____
8. Renewal of Membership ☐ YES ☐ NO

DUES:

Retail/Commercial/Professional

Participating Member	\$150
Sustaining Member	\$250
Benefactor	\$500
Patron	\$750

Associates Member:

(Employees of member businesses are eligible to join as associate members, receiving health benefits, but not eligible to vote):

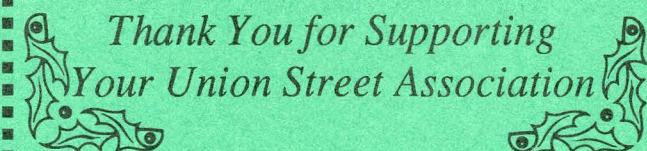
Names & Addresses:

Non-Profit Organization	\$ 50
Property Owner	\$150
Resident (not eligible to vote)	\$ 25

TOTAL DUES: _____

10% DISCOUNT IF PAID BY 12/31/89: (-) _____

TOTAL DUES ENCLOSED: _____



Please return completed form with dues to:
USA, 1686 Union St. #214, SF, CA 94123

Building Controversy

After meeting with USA Planning & Zoning Committee, an understanding to preserve the facade of the classic box style building at 2253 Union Street was reached.

Building owner Dr. Stan Dinchto was granted a permit to renovate this structure into a 15-room Bed & Breakfast Inn in 1986. Dinchto did not build the B&B, and applied for a revised usage and design.

Hearings were held by the SF Department of City Planning to ensure the historic building, protected by Proposition M and Union Street's Design Guidelines, would be preserved.

This past April, Dr. Dinchto applied for a modification of the approved plans, requesting he be permitted to extend the rear of the building by 10 feet. Dinchto declined to meet with USA's Planning & Zoning Committee and residents prior to the SF Planning Commission hearings on these proposed changes. USA and residents then went to the Department of City Planning and secured the blueprints to review those changes. When it was determined that some of the modifications had been made prior to a permit being granted, USA requested a "Discretionary Review," which is a controversial process in which special hearings of the Planning Commission review in detail a specific project's progress, and listen to conflicting opinions on the project.

The SF Planning Commission voted 4 to 2 to disallow the changes made to the first and second stories of the building on the grounds that they would not be in keeping with the character of the neighborhood, that the encroachment into the "green belt" behind the building was too great, and the height exceeded the original permit. The Commission allowed the basement enlargement. It further mandated that the developer adhere to historic design and use compatible materials in the new additions of windows, trim, moldings, etc., and that work on the project not begin before 8:00 a.m. No work is allowed on Sunday.

USA wishes to thank the members of our Planning & Zoning committee for volunteering their time to ensure the character of historic Cow Hollow is preserved and maintained.



CDM Updates

USA, in cooperation with the **San Francisco Council of District Merchants Associations (CDM)**, is now offering our members preferred rates for several of **Golden Bay's Health Plans**. Employers with three or more employees, including the owner, can enroll as few as two people in the plan of their choice. The plan contracts with St. Luke's, St. Mary's, Mt. Zion, and St. Francis Hospitals as well as several hundred area doctors. The plans are available as of December 1, 1989. **For information on rates and coverage, contact Art Feagles at 398-2272.**

CDM Annual Dinner



The **San Francisco Council of District Merchants Associations' (CDM)** Annual Awards & Installation Dinner is scheduled for Saturday, January 13, 1990 at the Spanish Union (2850 Alemany Blvd).

The event, which is attended by representatives of 33 of San Francisco's neighborhood business associations as well as representatives of local government, begins with no-host cocktails at 6:30 p.m., followed by dinner and the program at 7:30 p.m. Cost is \$40 per person; \$280 for a table of eight. USA has reserved a table of eight, so that our members can reserve seats for \$35 per person. If you would like to attend, please call **Lesley Leonhardt** at 673-1273.

USA's benefits, including access to a health plan and credit union membership, are offered through CDM. In turn, \$10 of each of USA's membership dues is paid towards CDM membership fees. To join USA, call 441-7055.

HELLO TO...

Killer 1749 Union St. Boutique
Union Street

Coffee Roastery 2191 Union St. Coffee, etc.

GOODBYE TO...Augusta's 1778 Union

Christmas (continued from Page 1)

This is a good time to remind employees that their jobs depend upon satisfied customers. The many small boutiques and specialty stores that make our area unique can only compete with the large department stores by emphasizing *the personalized service we offer shoppers. Let's keep up the quality of that service, and make shopping here an experience that our customers will recommend to their friends.*

For questions on Christmas tree safety, see article on page 6 or call the SF Fire Department. (861-8000).

With increased foot traffic, our sidewalks will require more sweeping than usual. Sidewalk cleaning is the merchant's responsibility, and will make the difference between a good first impression to shoppers. Please **DO NOT SWEEP LITTER INTO THE STREETS**. This practice is illegal and makes our area look unkempt.

Remember, also, that shoplifting is more common during the holiday season. Protect your employees and your business by taking the usual precautions.

Holiday window painting is available by calling Don MacRitchie at 821-0306. Free estimates and samples of his work are available upon request.

Service businesses located upstairs also find this time of year is when they suffer from stolen purses and wallets. Don't leave office doors unlocked when you aren't there to ensure you don't suffer any losses.

With discouraging reports about how retail sales are down this season, we must all cooperate to make this season a good one for our businesses. Please, do your part...and have a happy and prosperous holiday!

SHOPLIFTERS DESCRIPTION...The perpetrators of the October 17 shoplifting spree are known in this area. Bob Meyer (Heffalump) warns that these two men usually "work" the area in the mornings. One is a tall (6'3"), athletic-looking light-skinned ethnic (nonwhite) man with heavy bags under

Arts Alive Update

The Third Annual Arts Alive Celebration opened on Wednesday, November 8 from 6 - 9 p.m. with artists' receptions, demonstrations, wonderful food and entertainment. Champagne receptions drew a good-sized crowd.

Dynasty Gallery (1854 Union) provided a large searchlight to announce the event.

Sanuk (1810 Union) was mobbed with art enthusiasts enjoying spicy Thai food and exotic Thai dancers dressed in traditional costumes.

Oggetti (1846 Union) featured a paper marbling demonstration, and **Images of the North (1782 Union)** offered carving techniques by noted American Indian sculptor **Harry Richardson**.

Union Street Graphics (1690 Union) gave visitors a chance to design and paint their very own T-Shirt.

Many thanks to **Prego (2000 Union)** for hosting a concierges' luncheon on the opening day of Arts Alive. **The IDEA Team**, USA's public relations consultants, spoke to attending concierges about the event and its participants, so they in turn would encourage hotel guests to visit participating galleries. Also, thanks to **Valley of the Moon Winery** in Sonoma for providing the wine for opening night receptions.

Many thanks to all of the Arts Alive participants for creating an event that helps draw people to our streets.

A beautiful brochure, promoting Union/Fillmore Street galleries is available to distribute to shoppers. If you would like to receive copies, please call 441-7055.

his eyes. He dresses in jeans and a T-shirt. His accomplice is slimly built with a ruddy complexion, freckles and wears a bomber-style jacket with light pants. Both have bloodshot eyes and liquor on their breath. Phone police if you spot these two. Use the USA phone tree to alert your neighbors.

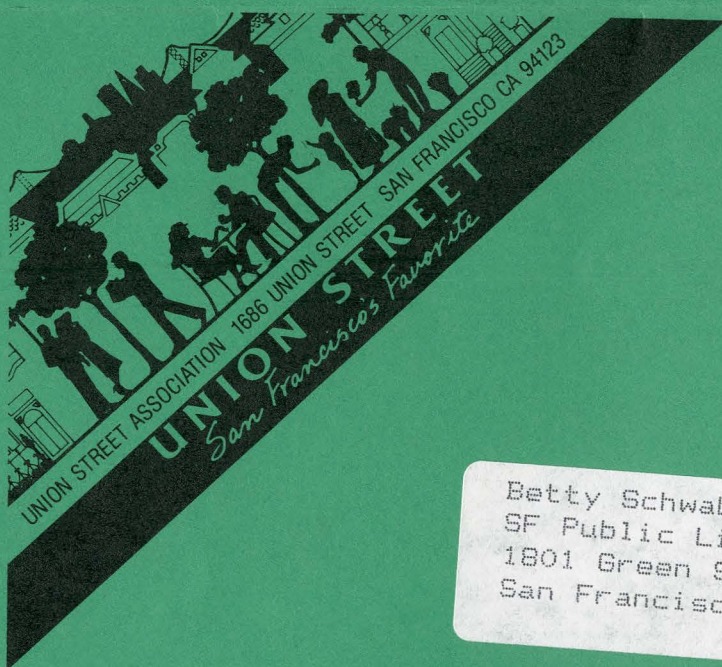


Conventions

December	27-30:	American Historical Association	3000
	30-7:	Northern California Marine Association	15,000
January	8-11:	American Football Coaches Association	3,000
	16-18:	Coldwell Banker National Sales Conference	4,500
	20-26:	Winter Home Furnishings Market	18,000
	22-25:	Optical Society of America	4,000
	23-25:	Electric West '90	10,000



Executive Editor: Lesley Leonhardt • Produced & Edited by Terry Graham • Calligraphy by Barbara Callow



Betty Schwabacher
SF Public Library
1801 Green St.
San Francisco, CA 94123



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