



Union Street News

• A Publication of the Union Street Association

• March/April 1991

USA



KARES FOR KIDS

As a part of our ongoing, comprehensive program to beautify Union/Fillmore Streets, the Union Street Association has applied for a City grant for up to \$9,000 towards an innovative beautification project called KARE (Kids and Roses Education Project). KARE is an exciting program that will include the placement, planting and maintaining of boxes planted with blooming flowers on every corner of Union and Fillmore Streets. Our area schools will have the opportunity to participate in the planting program and to receive educational talks on ecology and community pride.

The Union Street Association would have primary responsibility for the ongoing planting and maintenance and for all future costs involved. Grant monies are made available through the Neighborhood Beautification and Graffiti Clean-Up Fund, created by passage of Proposition D on the June 1990 ballot. This proposition allows businesses to designate up to 1% of their business and payroll expense tax for graffiti clean-up and beautification activities. The amount of monies available depends on business response to the program and

see Kids page 5

The President's Message

1st THE GOOD NEWS

"Union Street consists of old Victorian buildings transformed into trendy restaurants and chic boutiques. ...The street maintains a quaint turn-of-the century ambiance. Strolling and browsing on Union Street is a fascinating adventure."

These descriptions of Union Street, excerpted from several tourist publications found in the finest San Francisco hotels, invite visitors to discover Cow Hollow as being one of the most desirable and unique neighborhoods in the City. Let us put on our "tourist eyes" for a moment. What does a walk down Union Street show us? There is good news and bad.

The GOOD NEWS is:

There *are* charming Victorians. There *are* flowers and trees, lovingly tended. (Three cheers for Dennis Beckman's 8 a.m. gardening!) Union and Fillmore Streets are among the cleanest in the city and graffiti-free (thanks to the efforts of your Association).

The BAD NEWS is:

Plastic trash bags pile up on the sidewalks during the day. There is the occasional maelstrom of white styro-foam pellets, escaped from carelessly disgarded packing. Strolling and browsing can be quite an adventure while circumnavigating piles of cardboard that are obstructing the walkways.

WORSE NEWS is:

There is a proliferation of sandwich boards further blocking the sidewalks. These signs clash with the Victorian ambiance that has attracted visitors to the area, and these signs are *illegal*. Second floor businesses certainly have a right to advertise their whereabouts, but there are legal and attractive ways

In this issue:

Fashion, Food, Fun

»»page 2

Spring Festival

»»page 3

Council of Merchants

»»page 2

General Meeting Date

»»page 6

USA Doing Its Job

»»page 5

see Message page 7

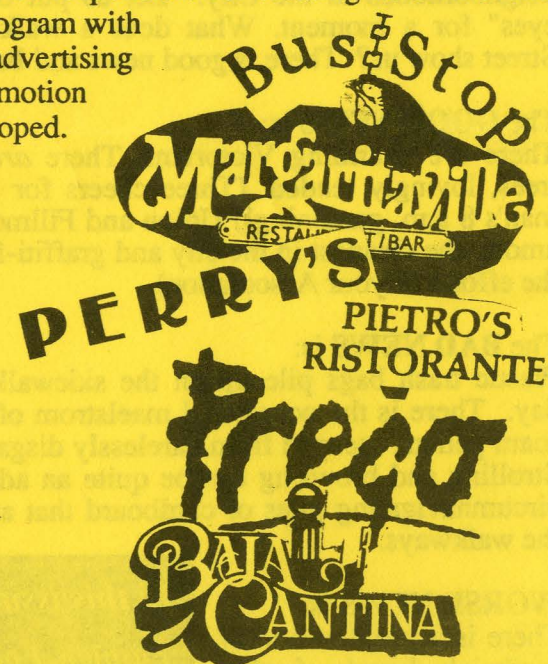
FOOD.... FASHION.... FUN....



*August 1991 is the time—
Union/Fillmore is the place!*

A new event is being planned to generate excitement and bring customers to our area! Called Fashion, Food and Fun, the event is being developed by the Special Promotion Program in conjunction with the Association's Advertising Committee.

This weekend event will provide a fun, festive atmosphere to highlight fashion, jewelry and related businesses, as well as restaurants and bars. Although each business will be responsible for creating its own event, an overall program with cooperative advertising and joint promotion will be developed.



WATCH
FOR
FURTHER
DETAILS!

VOLUNTEER-VOLUNTEER-VOLUNTEER

Since we are a volunteer organization, we need your participation to help our activities and programs succeed. If you would like to volunteer for one of the Association's committees—Advertising and Promotion, Beautification, Parking, Membership or as a "block captain," please leave a message at 441-7055.

Thank you.

SMALL BUSINESS AND THE USA

The Council Of District Merchants new President is Marina merchant Harold Hoogasian, of Hoogasian Flowers on Lombard.

President Hoogasian and USA Executive Director Lesley Leonhardt testified before the Small Business Advisory Commission of San Francisco, March 14, 1991.

Leonhardt targeted her comments towards business and the tourist industry and how dirty streets, lack of public facilities, panhandling and crime are impacting negatively on business. Citing statistics from the 1990 Bay Area Household Survey compiled by the Economic Development Corporation of San Francisco, retail trade is down 7% due to lack of convenient parking, non-existent or expensive parking and inconvenient public transportation. Potential visitors stayed away during 1990, effecting shopping and restaurants most heavily.

Leonhardt said she will seek support from the Commission for a shopping shuttle servicing many neighborhoods and tourist districts. Leonhardt will be approaching the City for a matching grant to fund the A-Round Town Trolley, a revival of the D.A.S. Bus concept tested in May of 1990. With statistics cited in the survey regarding transit problems, Leonhardt feels that now is the time for business and the City to collaborate and get behind this timely and needed shuttle service.

The Bay Area Household Survey can be purchased through the San Francisco Economic Development Corporation, 465 California Street - Suite 831, San Francisco, CA 94104.



S.F. COUNCIL OF DISTRICT MERCHANTS

Join your neighbors at Perry's (1944 Union Street) Thursday morning, 8:30 a.m., April 18 to meet Director of the Parking and Traffic Authority, Rina Cutler. Now is your opportunity to bring up ideas, problems, and concerns regarding traffic and parking issues in the City. Members of the Association will be receiving a special invitation; however, all are welcome—\$15 at the door.

COMMUNICATION IS THE KEY

Part of what makes a shopping and dining district financially successful and vibrant is the feeling of community and cooperation among its chief components—the staff and owners of the 500 or so retail, restaurant, service and professional businesses comprising the neighborhood.

The Union Street Association Board of Directors is working to make the Union Street Newsletter a more effective tool for communication in the Cow Hollow area. We're presenting information to help you and your employees become more knowledgeable of the history and activities of our area and its businesses, and more aware of who and what is new to our neighborhood.

We encourage you to give us your views and news and to please pass the Newsletter on to all employees so that they may be aware of how exciting and active our community is!

As the USA Newsletter evolves into a stronger and more effective vehicle for communication, we will offer additional space for advertising. Ad rates will be based on a one-eighth and one-quarter page space. New members to the Association will receive one inserted ad free of charge, while continuing members can advertise at a \$30 - \$50 rate.

Should this opportunity be of interest to you, please call Dorothy Divack, Editor of the USA Newsletter, at 474-0323.

3 Months Free Checking and 1st Order of Checks Free

Brooks T. Harris
Branch Manager

WELLS FARGO BANK

Cow Hollow Office
1900 Union Street
San Francisco, CA 94123
(415) 396-5724



Springtime in the USA

16th ANNUAL SPRING FESTIVAL



Scheduled for June 1 & 2, 10:00 a.m. to 6:00 p.m., this year's Festival is featuring pleasant surprises for merchants and fairgoers alike.

For the first time, the Festival will be co-sponsored by two radio stations—KGO and KJAZ.

Ronn Owens, radio talk show host of KGO and unofficial Mayor of Union Street, will be present at the opening ceremonies at noon on Saturday, along with local politicians eager for exposure this election year!

The traditional waiters race will be held at approximately 12:30 p.m. T.V. stations will be on hand to televise this unique event. Restaurants should plan to enter your fastest and least clumsy waiter in this attention getting race. The tea-dance, featuring David Hardeman's Big Band, will entertain from 3 - 6, Saturday afternoon, with on-going acts performing on the main stage throughout the day.

Prominent juggler Ray Jason celebrates his 20th year of performing his wonderful act—this year with a special show. A fashion show is being coordinated, and all Union Street boutiques will be solicited soon for their participation.

In addition to the wonderful media exposure given Union Street and the Festival by KGO and KJAZ, the *San Francisco Weekly* will print the official Festival program featuring the Festival poster, in color, on the cover.

Along with ads for local businesses, the *Weekly* is looking for old photos of Union Street as well as items of interest of an editorial nature regarding Cow Hollow. Contact *Lee Housekeeper* at Terry Pimsleur's office (346-4446) if you have an item worthy of mention. This year there will be a very pleasant surprise for Sunday's closing entertainment so stay tuned.



SWEET TREATS TO CONCIERGES

On Valentine's Day, concierges at 44 of the City's hotels and bed and breakfast inns received "Let's Meet on Union Street" coffee mugs filled with chocolate candies courtesy of the Special Promotion Program. The colorfully wrapped gifts included the Union Street Guide and Rack Brochure as well as a card from the 18 merchant participants, thanking them for their support of Union/Fillmore and inviting them to personally visit their establishments.

USA DOING ITS JOB

- Approved Membership in San Francisco Chamber of Commerce
- Requested City and new operator of Lombard
- Garage to meet and consider more workable merchant parking program and discuss advertising and promotion for garage
- Requested City to consider additional freeway reroute signage for Union Street area and other ways of mitigating closure of Franklin Street ramp, currently projected 1993
- Requested Board of Supervisors to consider public toilet facilities for Union Street and to assist in our efforts to make certain private facilities open to the public Requested businesses serving food who do not provide public facilities to refrain from directing their customers to other restaurants, and to help work on a solution to this problem
- Invited realtors to attend meeting to discuss merchant concerns relative to Union Street area
- Approved participation in San Francisco Convention & Visitors Bureau Mayfair, May 9
- Approved mailing notification to non-complying businesses and property owners regarding upper floor legal conversion requirements
- Requested City to consider allowing 2 Preferential Parking Permits per business
- Approved funds for Union Street Guide/Brochure promotion at 1991 Conventions through the services of "Reservations Tonight "

USA AND THE CHAMBER

New Chairperson of the Board of Directors of the San Francisco Chamber of Commerce, Regina Phelps spoke to delegates of the Council of District Merchants at their March meeting. The Chamber's renewed energy and outreach programs are her focus.

Regina stressed a more unified approach from big and small business in dealing with issues at City Hall. She cited communication, cooperation, coalitions, collaboration and commitment as the keys to achieving a better and more fair business climate in San Francisco. Our combined strength can be a powerful force effecting decisions at City Hall. The Chamber will be working intensely on two issues this year—a program targeting the homeless (a major problem to the visitor and tourist industry) and electing two new San Francisco supervisors with a business background to the Board.

She reported that elected officers of the Councils' 34 associations could join the S.F. Chamber of Commerce for \$35.00—an opportunity to enjoy many of the benefits of Chamber membership. This offer is presented as a way of more directly communicating to neighborhood business leaders issues relevant to small business. "Our collective clout politically, can make for some very welcome changes here in San Francisco," commented Phelps. She also spoke to the USA General Meeting, March 6, on these issues.

SPECIAL PROMOTION PROGRAM

A group of dedicated Union/Fillmore merchants continues to provide special funding to cooperatively advertise and promote our area and their businesses. The 14 current participants, who provide \$200 each toward the special fund, are welcoming other merchants to join them in their effort.

Last year's successes included publication of our first-ever rack brochure, press releases, concierge activities and major funding for such programs as Arts Alive.

This year's activities include additional press releases, concierge activities, Union Street Shopping bags, new photographs of our area, co-op advertising, creation of a special coupon booklet, funding for Food, Fashion & Fun, Arts Alive, Christmas Festivities, and many other activities. Learn more about joining this special promotional program by contacting Deborah West at 771-1909.

BAY CITY GUIDE PLANS UNION STREET SPREAD

Bay City Guide, a Union Street based publication, reaches 85,000 people a month. It is distributed through major hotels, motels, bed and breakfasts, street racks in high-traffic visitor areas, and San Francisco airport's four information booths.

We are delighted to report that the *Guide* has initiated a program expanding their coverage of Union Street to coincide with the Union Street Fair in June.

Current plans call for a two-page, four-color spread with editorial and display ads featuring merchants and restaurants. The *Guide* is offering especially low advertising rates to encourage participation from fellow Union Street businesses.

Maximum advertising participation will create the most effective spread. The *Guide* is seeking a minimum of 15 participants and requires that ads be purchased for at least three months. The special Union Street spread will premiere in their June 1991 issue.

Don't miss this opportunity to promote your business at these discounted rates. Deadline for submission to the June issue is Friday, April 30. Call Lynda Watkins at 929-7722 for further information.

FREEWAY OPENING DELAY

Bad news again for Union Street! The State Department of Transportation recently announced that our Franklin Street off ramp will not open until Spring of 1993 at the earliest.

Previous estimates for opening the important Highway 101 ramp leading to Union Street projected repair work would be completed by June 1991. After the USA Association indicated to the City that closing both the Broadway & Franklin Street ramps seriously impacted our customers from the East & South Bay, the City installed a dozen signs re-routing motorists to our area. In view of the additional two-year delay, the Association is requesting an evaluation of further signage, and programs to assist in guiding customers to Union Street.

The Association is redistributing a freeway route map, originally prepared and distributed to members in 1990. We encourage all to post the information so employees can use it when assisting callers asking for directions to Union/Fillmore from the East & South Bay.

M A striking booth, featuring Victorian building cut-outs, will promote Union Street at the Annual San Francisco Convention and Visitors Bureau, held at Moscone Center, Thursday, May 9, from 5 p.m. to 8 p.m.

T Tickets for the event, attended by thousands of people involved in the Bay Area's visitor market can be purchased for \$10 each by calling 227-2666. The fair highlights products, services and facilities from 170 exhibitors in the Bay Area meeting and travel industry.

A The San Francisco Visitors and Convention Bureau lists *only* 17 members from our Union Street shopping and dining area, including USA. The Bureau serves as a connection to the over 13 million people visiting San Francisco annually, distributing over 600,000 of their "San Francisco Guides" to visitors. If you would like to become a member of the Bureau, call 227-2666.

GOODBYES

JLC
2124 Union

Sutro Bath Shop
1980 Union

Jalapeño's
2033 Union

Goodbye and good luck to long time merchant and staunch Association supporter

Baldwin Brass
3108-B Fillmore
who has moved to 87 McLea Court located south of Market between 9th & 10th (Bryant & Harrison)

WELCOME

Dolphin House
1763 Union
Antiques-Jewelry

Zuni Pueblo
1749 Union
American Indian Art

David Ravel
1837 Union
Ladies Fashion

Fotobahn
3108 Fillmore
Photography Lab
Magazine Store

Bath Sense
1980 Union
Lotions and Notions

NEW LOCATION

VIVO
from
2034 Union
to
2124 Union

USA ONGOING ACTIVITIES

ADVERTISING

- Continuous Tele Vu television visitor segment on Union Street in over 11,000 hotel rooms
- Distribution of color rack brochure at 250 locations
- Distribution of Union Street Guide to hotels, conventions and others
- Ad in Quick City Guide
- Concierge handbook—3-page ads
- Developing programs for Spring Festival; Arts Alive; Fashion, Food & Fun; Christmas and other activities

CRIME

- Merchant Watch Program in effect
Is your business participating?

MEMBERSHIP

- Active campaign initiated
Currently 100 members

PLANNING & ZONING

- Approved final design for 2263 Union Street
- Lobbying and providing notices regarding upper floor legal conversion requirements
Realtors' meeting—Landlord letter—
Signboard & Signage consultation

BEAUTIFICATION

- On-going planting and maintenance of tree wells; graffiti and poster removal

PARKING

- Developing program to increase availability of merchant/employee parking to reserve metered spaces for customers

PLAN TO ATTEND USA NEXT GENERAL MEETING

Wednesday, April 24, 1991 8:45 a.m.

Baja Cantina

3154 Fillmore (at Greenwich)

Bay Area Talk Show Host, P.R.

Expert and Author of

Expose Yourself: Using the Power of P.R.

Melba Beals

Is Our Special Guest Speaker

Don't Miss Out!!

SUPPORT YOUR ASSOCIATION! MEMBERSHIP APPLICATION

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

Dues:

Retail/Commercial/Profession

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)

Non-Profit Organization \$ 50

Property Owner \$ 150

Resident \$ 25

TOTAL DUES _____

TOTAL DUES ENCLOSED _____

Please return completed form with dues to:

Union Street Association

1686 Union Street

San Francisco, CA 94123

Free Ad in USA Newsletter for All New Members!

From Kids page 1

will be divided among non-profit groups around the City.

Although the City will not announce grant recipients and grant amounts until June 1991, we are excited and optimistic about the possibility of being selected, as preferred status is given to programs involving the City's youth and to organizations that are currently undertaking beautification programs.

The Association's current beautification activities are ineligible for grant monies. The ongoing clean-up of graffiti and planting of tree wells, budgeted at \$6,000 a year, is funded by Association membership dues, Spring Festival proceeds, sales of Union Street promotional merchandise, and special contributions. Dennis Beckman, Chairman of our Beautification Committee, encourages merchants to make a special effort to maintain Union/Fillmore Street by sweeping their storefronts and watering the flowers.

From The President's Message page 1

to do so. There are several designers on your Association's Board of Directors who will be delighted to provide suggestions if you need creative inspiration. Help us get citations for outstanding historic preservation rather than for obstructing pedestrian traffic.

The WORST NEWS is:

There are empty store fronts. There are even more businesses with signs advertising "60%-80% OFF", "ALL INVENTORY MUST GO", "LIQUIDATION". These banners suggest impending doom. Is this the image we wish to present? Is it in one's best interest to appear to be losing money? Does the public even believe it? Where did all the sale advertising lead Emporium Capwell? If we examine our long-term successful businesses, we will see positive images and excellent service—stores with interesting, well presented merchandise, rather than bargains born of disaster. Quality customers do not flock to businesses or neighborhoods that appear to be collapsing. An upbeat atmosphere is the magnet to which customers are attracted!

More GOOD NEWS:

In addition to the beautification projects, funded by our USA dues, we have submitted several grant requests for available tax money. If awarded, we will spend this money to make the area more attractive. We will augment the inherent charm of the area with permanent floral displays. Colorful flowers are a powerful magnetic force (Look at Macy's annual flower show). We have been actively engaging every means economically available to us to combat the prevailing "buyer-resistance". In the current post-war climate of recession, it is even more vital than ever for us to advertise as a shopping destination. If the public doesn't know we exist, confuses us with Union Square, or thinks there is no parking here, what does signage . . . or clean streets . . . or beautiful floral displays do for us? Union/Fillmore must be mentioned in every publication in the City for exposure to locals as well as to tourists.

Hurrah for 1757 Union Street - Great Restoration!

We Can Have the Most Beautiful and Successful
Businesses in San Francisco!

—Deborah West

VERY IMPORTANT MEETING!!

USA INVITES REALTORS TO GET INVOLVED IN LONG TERM GOALS

All real estate companies and agencies doing business in the Union Street area have been invited to an informal meeting on April 17, at the Pixley Cafe (3127 Fillmore) to discuss our problems, concerns and goals.

An increasing number of merchants and businesses have expressed concern about the future of the Union Street shopping and dining area.

We view the real estate industry as a crucial factor in bringing new businesses to our area, serving as an intermediary between property owners and businesses and maintaining the physical and economic vitality of our neighborhood. As merchants, we realize that it is in our best interest to establish and maintain close communication with real estate companies and agencies involved in our community.

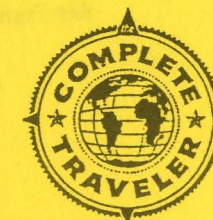
Some of the issues to be discussed include:

- Reasonable rents
- Appropriate businesses
- Maintaining a desirable mix
- Chain operations
- Legalization of upstairs conversions
- Preserving the charm and character of the area
- Funding for advertising and beautification programs
- Participation in the Union Street Association

A report on this meeting will be included in the June newsletter.

THE COMPLETE TRAVELER

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1991 Second Quarter Convention Schedule

APRIL

19 - 23	National Electric Sign Association International Sign Expo '91	9,000
22 - 24	The Healthcare Forum	3,000

MAY

01 - 03	American Occupational Health Conference	6,000
04 - 09	Wendy's International, Inc.	3,000
05 - 09	National Association of Purchasing Management, Inc.	3,500
05 - 09	United States Trademark Association	2,500
07 - 09	Texpo '91	18,000
12 - 15	The Industrial Distribution Convention	3,500
12 - 16	Radiology Business Management Association	1,000
13 - 17	American Law Institute	1,500
14 - 18	National Association of Trade and Technical Schools	1,000
19 - 22	National Aids Update Conference	3,000

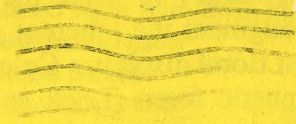
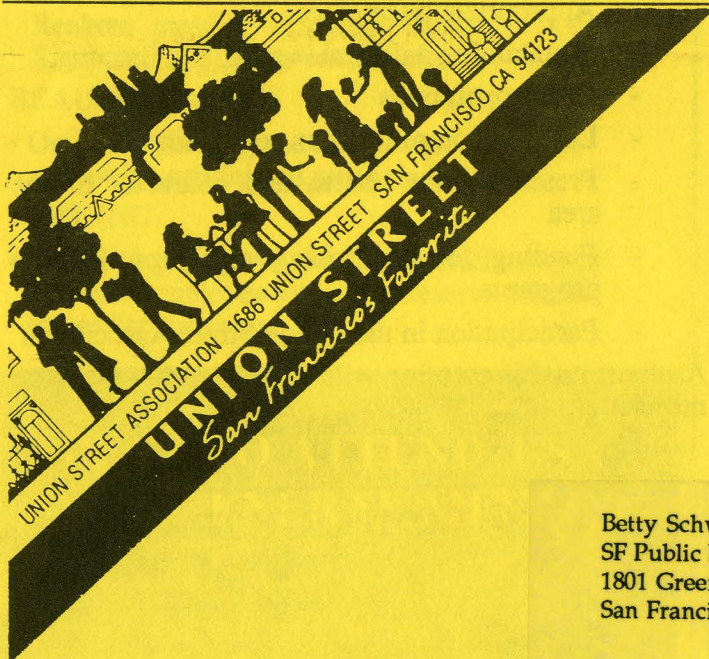
MAY

19 - 23	American Society for Training and Development	7,000
25 - 30	American Academy of Physician Assistants	5,000
26 - 29	Association for Institutional Research	1,200
30 - 01	The Interface Group, Inc.	8,000
31 - 02	Photo West	6,500
31 - 06	Medical Library Association	2,000

JUNE

01 - 04	Golden Gate Apparel Show	4,000
02 - 08	World Expo Corporation	3,500
05 - 08	National Home Health Care Expo	7,000
06 - 08	Letterman Army Medical Center	1,000
17 - 20	Association for Computing Machinery	10,000
21 - 23	Watchtower Society	36,000
23 - 29	Communication Workers of America	4,000
25 - 28	Transducers	1,000
26 - 29	Pacific Coast Builders Conference	15,000

President: Deborah West • Executive Director: Lesley Leonhardt • Editing & Production: CENTER OF EXCELLENCE



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



LOOKING for HISTORIC PHOTOS

USA is developing a display of historic photos and memorabilia relating to Cow Hollow. If you have photos or other historic items you are willing to share, loan, etc., please call USA at 441-7055.