



## Union Street News

• A Publication of the Union Street Association

• September/October 1991



More than a dozen merchants are taking part in gallery receptions! All Union Street Merchants are encouraged to remain open late Friday, October 4 to help celebrate the Fifth Annual Arts Alive promotion, or to attend any of the receptions, entertainment or food tastings — 5:30 p.m. to 10:00 p.m. **Don't Miss It!**

Join us at  
**Georgiou's,**  
1725 Union, at 5:30 p.m.  
Auction Begins 6:30 p.m.  
Raffle Starts 7:15 p.m.

## Hail the Arts!

If you haven't seen it yet, you will soon. It's the Union Street cow in its latest incarnation, on a poster to promote the Fifth Annual Arts Alive celebration. When? This Friday, October 4, 1991 from 5:30 p.m. to 10:30 p.m. Arts Alive '91 will raise funds for the Juvenile Diabetes Foundation as it celebrates the arts with restaurant food tastings, a raffle and an auction (see box below).

Art buffs may recognize the cow poster's background, a Maxfield Parrish painting entitled "Ecstasy." Vast Tech, a computer graphics and animation studio new to the area (1798 Filbert), transferred Parrish's work to computer using a color scanner, then manipulated it so that the figure of a woman in long flowing robes was replaced by a partially robed cow (the work of local artist J.E. Brady).

The poster is attention getting, and folks from as far afield as Indiana have visited Vast Tech to purchase the poster. An animal husbandry professor from Purdue University is just one of many cow lovers interested in the artwork. Please display your posters to boost this art event! For last minute information on participating in Arts Alive '91, contact Executive Director Lesley Leonhardt at the USA office, 441-7055.

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## SUPPORT YOUR ASSOCIATION!

### 1991 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/Professional

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

##### Associate 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

Note: Membership lasts for one year.  
New members joining October '91 will be eligible for renewal October '92. Join now!

### PLAN TO ATTEND USA NEXT GENERAL MEETING

Wednesday,

October 16, 1991

at 8:45 a.m. Sharp!

PIXLEY CAFE - 3127 Fillmore  
(between Filbert and Pixley Alley)

#### AGENDA

- Arden Smith - CDM Health Plan
  - Exciting Holiday Promo Plan
- Presented by RhodyCo Productions

## The Best of SAN FRANCISCO

Those who frequent San Francisco's favorite shopping and dining street know why they return again and again—Union Street has so much of the city's best! The once a year annual reader's poll of the Best of San Francisco and Bay Area by The Bay Guardian affirms what Union Street customers already know—you'll find much of the best right here in Cow Hollow.

**Best of S.F. '91**

AMONG THE BEST —  
Osome - (3145 Fillmore)  
Best Japanese Restaurant

Mel's Drive-In - (2165 Lombard)  
Best Traditional American Restaurant

Margaritaville - (1787 Union) Best Margaritas

Two of our local restaurants tied for the  
Best Indian Restaurant—  
North India - (3131 Webster)  
Pasand Madras Cuisine - (1875 Union)

ALSO —

Wells Fargo - (1900 Union) Best Bank  
Clean 'n Press for Less - (2758 Octavia)  
Best Dry Cleaners  
22 Fillmore -  
Best Bus Route

AND —

Can we claim Robin Williams Best Celebrity since he frequents Union Street businesses?

### Quotable:

*Always do right. This will gratify  
some people and astonish the rest.*

—Mark Twain

## USA in London

by Leslie Leonhardt

Eighty degree weather at London's Heathrow airport—quite a surprise! Clearing customs was

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a huge drag, with long serpentine lines of travellers sweltering in a room with low ceilings and any form of air conditioning conspicuously absent—not even a fan was present to blow the sticky air around. I guessed it was the British way of finding out if visitors would be polite and courteous guests of Britain! How I appreciated SFO after that experience.

Every aspect of my trip from then on was fabulous. A driver grappled with the luggage, and with quick dispatch deposited Terry Pimsleur and myself at the entry of one of London's most historic hotels, the Stafford, off

of St. James Place near Piccadilly Square and Jermyn Street.

I could hardly wait to explore the wonderful tiny streets full of shops, pubs, and quaint buildings. As a business owner, I was most interested in how the English displayed their wares. Very discreetly I must say, and business was brisk. "Sale" signs or "Discount Merchandise" placards were not visible in any windows I saw. The merchandise was of high quality and beautifully displayed. Items on sale were placed in an unobtrusive manner amongst other merchandise. It was inspirational to see these London businesses surviving without the "sale" mentality that seems to pervade San Francisco. However, there were many "TO LET" signs indicating that they too had a high turnover.

Terry and I toured the British museum, the  
see USA in London page 6

## Watch for Union Street in...

• During August and September over 30,000 copies of the Union Street Guide were distributed to over 50 hotels & bed and breakfast inns, and made available at 15 conventions. Thanks to Executive Director Lesley Leonhardt and Association Assistant Steve Warner, 200 phone and mail requests and needs by The Convention and Visitors Bureau and by event and meeting planners were also filled.

• Union Street is now one of the three shopping areas featured in the downtown Marriott Hotel video concierge program. Supported by the Association, and by merchants Artifacts, Smile Gallery, The Enchanted Crystal and Old & New Estates, the in-room service provides a visual presentation plus direct phone access to merchants who advertise. If you are interested in showcasing your business in this manner, please contact Dennis Beckman at 885 - 1335.

• Our rack brochure, developed by the Special Promotion Program, with distribution paid by the Association, continues to be available at over 250 locations throughout San Francisco and at the SFO airport area.

• Union Street is also featured in 11, 000 hotel rooms on a closed circuit TV visitor tour of San Francisco, supported by the Association.

• A color section on Union Street is spotlighted in hotel rooms of San Francisco and the Peninsula in the hard-bound Guest Informant and in Pacific Guest.

• Watch for the upcoming 1992 issue of AM/PM magazine (100,000 copies) which will feature a one and one-half page color ad from Union Street, thanks to the advertising support of merchants.

To those of you who know that the above ads by various merchants bring business to you—get with it and do your own advertising to bring business to us all!



## MERCHANT NEWS

### ON UNION HITS THE STREET

Cow Hollow has a new publication. To help lift the spirits of consumers and merchants. *On Union Street*, published by new Association member Alan K. Brask, features articles on local business and issues, Cow Hollow history and Association activities.

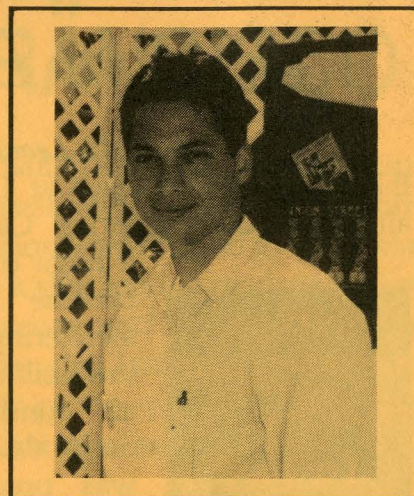
The premier issue, 25,000 copies strong, hit the pavement September 1, and was home delivered to all residences in the Marina, Cow Hollow, Pacific Heights and Russian Hill zip codes. The magazine is also available at 12 (soon to be 16) racks in the area. According to Brask, the publication gives Union Street visitors and residents a new community voice.

Articles range from mild (a review of special tourist spots on the Street)

to mildly challenging (an editorial declaiming, "Do away with a couple of deputy majors and spend their salaries cleaning the streets and sidewalks.")

Brask says response to *On Union Street* has been positive, and he encourages merchants to contribute advertising and feature stories on items of interest. A special November issue of this new monthly will contain a gift-giving guide highlighting Union Street merchants.

"We'll flood the market just prior to Thanksgiving," said Brask, "to give our advertisers the best shot in the arm possible." Contact *On Union* at 668-9301 for free calendar listings or advertising rates and information.



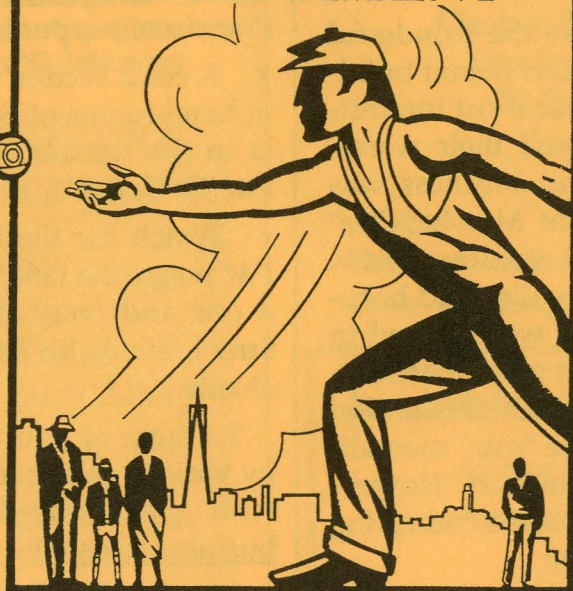
In case anyone doesn't know who this familiar face is—Steve Warner is Union Street Association's assistant for promotion and beautification. Steve started working on the Street's Beautification Program last November when the construction industry came to a real slowdown (his specialty is tile work and his services are available). Born on the Hawaiian island of Oahu, Steve's recent and on-going activities include watering our treewell flowers once a week, delivering guides and promotional materials to merchants and hotels, coordinating and fund raising for the August Sidewalk Sale, and selling ads and listings for the 1992 Union Street Guide. Steve is enthusiastic about his work on Union/Fillmore; "the positive response from so many merchants makes my job a pleasure," he says. So when you see Steve coming he isn't always looking for contributions for our activities, he's helping promote and beautify our area as well.

### Merchant Support

- Recent events aided by the generous efforts of Union Street merchants include A la Carte a la Park, a Labor Day extravaganza benefitting the Shakespeare festival and supplemented by goodies from Baja Cantina, Bepples Pies, La Nouvelle Patisserie, Mai's and Prego.
- The First Annual Bocce Tournament, also sponsored by Prego, which benefitted the ALS & Neuromuscular Research Foundation.
- Dance the Night Away, a benefit for Project Open Hand, will happen Saturday, October 5, 1991. It is being produced by Union Street law firm Lawrence Murray and Associates.

#### PREGO RISTORANTE

### 1<sup>st</sup> ANNUAL BOCCE TOURNAMENT



## MERCHANT NEWS

### BOLSTER YOUR BOTTOM LINE

To assist local merchants in their efforts to increase business, the San Francisco Chamber of Commerce along with the Mayor's Office of Business, are sponsoring a seminar "Maximizing Retail Profits: Strategies for Adding to the Bottom Line."

The seminar, which includes San Francisco merchants as well as marketing, merchandising and public relations professionals, will take place Tuesday, October 22 at the Hotel Nikko, 222 Mason Street. Topics include "Retail Trends: What Does the Future Hold?" and "Increasing Revenues Through Marketing," among others. The seminar will run from 8:30 a.m. - 3:00 p.m., and the cost, \$75 in advance, \$85 at the door, includes a continental breakfast and lunch. To register or receive further information, call the Mayor's Office of Business and Economic Development at 554-8930, or mail your check to MOBED Seminar, 100 Larkin Street, S.F., CA 94102.

Need Help Finding a Good Plumber, Electrician, etc.?



The next time you need to find a reputable tradesperson to help with an upcoming project, call The Trader's Guild. This free service screens and bonds all contractors and craftspeople they refer to consumers. The service is available Monday through Friday 8:30 a.m. - 5:00 p.m. Call 777-4045 to ask for their helpful reference directory.

### Japan Travel Bureau Takes USA Board To Lunch

On their recent tour of San Francisco, twenty small business merchants from the Sumida City Shopping Districts Federation in Tokyo came to call on the Association.

USA President Deborah West was on hand to toast the guests at a luncheon held at Prego, along with other Association boardmembers. The Japanese merchants are considering launching events similar to our highly successful Union Street Festival and were curious about how the USA supports and markets member merchants.

Terry Pimsleur provided the group with a background and history of the area, while Executive Director Lesley Leonhardt fielded a question and answer session that included a display of Union Street's fast-selling merchandise—the popular cow mugs, posters, and t-shirts.

Federation President Masazoh Hakoda gifted the Association with extraordinary hand painted Japanese calendars. He, along with the Japanese Travel Bureau, extended an invitation to all of us to explore possibilities for future exchange and support.

### Welcome

THAT PERFECT GIFT

1728 Union  
Gifts and Art

LAMPERTI ASSOCIATES

1757 Union  
Custom  
Kitchen Design

SUNNYSIDE UP

1815 Union  
Cards, gifts

VAST TECH

1798 Filbert  
Computer  
Animation

### Goodbye

PARADISE DESIGNS  
1815 Union

MASQUERADE  
2337 Union

### WELCOME NEW MERCHANT



### TC JEWELER

Jewelry Repairs, Watch Batteries Changed  
Specializing in Custom Design  
WG/YG Platinum, Color Stones and Diamond Setting

1739-A Union Street  
San Francisco, CA 94123

TOM PHAM  
Tel: (415) 346-9508



# ★ SIDEWALK SALE! ★

## THREE ★★★ FOR THE UNION ST. SIDEWALK SALE!

The first annual Union Street Sidewalk sale drew old and new customers to our area. What follows is a compilation of reactions to the Sidewalk Sale, both successes and opportunities for improvement for next year's event. Here's what worked:

- The Sidewalk Sale created greater interaction and new support among participating fellow merchants on the street. Many merchants reported that their staff *loved* the fast action generated by brisker business the day of the sale.
- Listings and advertising in the *Marina Times*, in the *Chronicle's* Style section and in the *Examiner's* Wholesale events section were positive boosters to the event.
- The Sidewalk Sale boosted revenue and profit for merchants who participated, while clearing inventory odds and ends.
- Participating merchants reported that the event was fun, well worth extra time spent, and opened doors to ideas for new activities and events to increase sales on Union Street.

From USA in London page three

Tate and the Royal Academy, as well as seeing the musicals *Miss Saigon* and *Five Guys Named Moe*. Both were super, with the London theatres reminiscent of our own Geary Theatre.

We are now on diets as the food was just too good. We had lunch at Wiltern's Harrod's, and at the Tate. Dinners were extraordinarily delicious at La Gavroche, Landord's (owned by Michael Caine), and La Caprice.

In three days time we walked, talked, and wine and dined our way through some of London's best retail and visitor attractions, all in the best of weather and with friendly and courteous service. We were even treated to a tour of the Stafford's wine cellar, where Prince Charles had his bachelor's party in 1971. Ah, the history of London! Now on to Germany...but that's for the next issue of the Union Street News!

...and FIVE ★★★★★ to Eleanor Carpenter and Leslie Drapkin of *Jest Jewels* (2049 Union) for their great efforts at making the Sidewalk Sale a reality!

Some merchant areas of concern and room for improvement included:

- Not enough merchants participated in the planning and execution of this event.
- Better entertainment would draw bigger crowds.
- Bureaucratic problems hindered the idea of valet parking which would increase customer participation.

Other reactions to the Sidewalk Sale were less positive. The following is an excerpt from a letter received by the Association.

"...The decreasing quality of the shops, the dirty sidewalks, illegal A-frame signs intruding on the sidewalks, in addition to the out-of-control proliferation of "newsracks" has been evident for some time. The cheap earring and miscellaneous junk shop which opened in the last six months (replacing the shoe store which had been there for years) was an ominous sign of things to come.

Are there any long term plans being made for Union Street? I am aware that this is a serious recession we are in now and rents are high on Union Street, but I don't believe that downgrading is the way to go. If anything, I believe that philosophy will reinforce the sense of desperation that is only too apparent to residents of the neighborhood."

The Association welcomes the comments of neighbors and encourages them to join the USA as a Friend of Union Street, to help contribute to positive and profitable change for us all.

# PLANNING AND ZONING UPDATE

Two wonderful new additions to our area have won approval by the USA Planning and Zoning Committee and by the San Francisco Planning Commission.

Long empty Coffee Cantata (2030 Union) will soon offer cuisine of Asia and the Pacific at a new restaurant featuring appetizers and full course meals. Building

owner Stanley Tom and Architect John Lee along with Operations Manager George Chen are to be congratulated on their innovative project, which includes a new facade and interior for the building. The new restaurant, to be

*Pei-ju Wu will retain Coffee Cantata's street-facing bar, while a new working kitchen will let the public view the chef at work.*

called Peiju Wu (or "Pacific Cuisine") will retain Coffee Cantata's street-facing bar, while a working kitchen will be added so the public can view the chef as he creates his specialties.

Across the street, the building which formerly housed Jalapeños will be getting a face lift and a new identity. Amici's Long Island Pizzeria, based in San Mateo, will be the new proprietors of this long-empty brick building at 2033 Union. Amici's will revamp the back garden, giving Union Street a new outdoor lunch and dinner spot to which visitors and locals can be directed. Both projects are expected to open later this year. Welcome and Good Luck!

Again, a reminder to those businesses using sandwich boards (A-frames) to advertise their location. In San Francisco these boards are illegal, and when requested to, local police will enforce the law by issuing tickets. As a policy, the Union Street Association has always asked for enforcement of the ordinance, primarily to keep the sidewalks free for pedestrian use and to keep our area clear of unattractive signage. Please find alternative ways of directing customers to your place of business—call the Association if you would like some alternatives.

# THE PERILS OF PARKING

The City Parking Authority has begun to enforce a one-hour limit for metered parking on Union Street. The program, which began in August and continues indefinitely, is endorsed by the Association. This measure aids our efforts to eliminate meter feeding by merchants and employees to make spaces available to customers. The city reports that their program of marking tires, taking license numbers and ticketing continuing meter-feeders has already significantly improved customer parking available on our street.

Unfortunately, shoppers who feed the meters for longer than an hour can be ticketed, so please encourage customers remaining longer to park in our parking garages. The city has denied our request for two hour meters, stating that meters are for short-term visits of one hour or less, and customers desiring longer stays should use garages. Employees needing parking should contact our parking garages at 2001 Union (Union Plaza Garage) and Moulton Street (Lombard Garage) or local motels for long-term parking. This effort is the first step in an overall program by the Association and the city to increase Union/Fillmore customer parking.

**Attend Next General Meeting,  
Wednesday, October 16  
at 8:45 a.m.  
Pixley Cafe - 3127 Fillmore**

*The fall season, with its new opportunities for effort, enterprise and achievement is upon us. We may have allowed pessimism to grip us...we may even have allowed laziness to enter our bones. Now it is up to us to throw off both lassitude and pessimism. The time has come for action...*

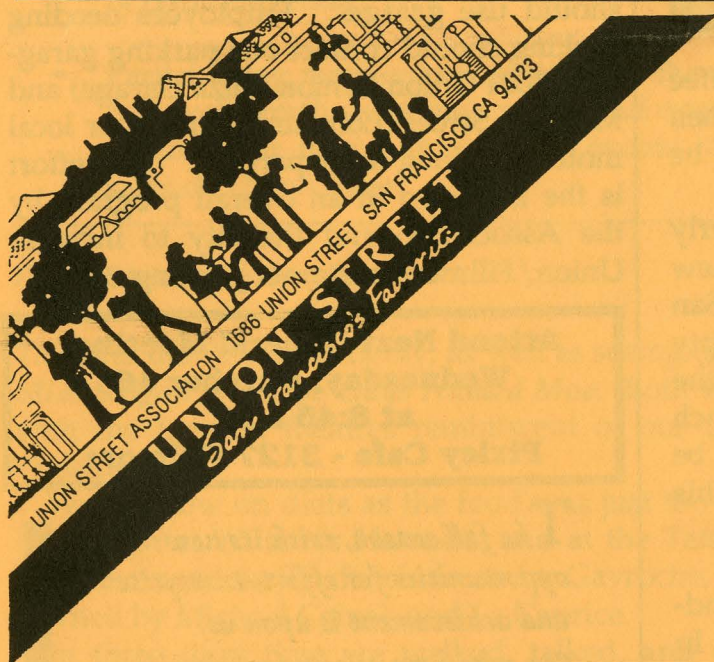
—B.C. Forbes



# 1991 Fourth Quarter Convention Schedule

OCTOBER	Estimated Attendance	OCTOBER	Estimated Attendance
03 - 05 Vision '91	3,000	26 - 30 American Society of Anesthesiologists	13,000
04 - 09 American Bankers Association	6,500	30 - 03 National Conference of Bankruptcy Judges	1,700
06 - 08 San Francisco Jewelry Show	15,000		
06 - 08 International Biotechnology Expo and Scientific Conference	3,000	<b>NOVEMBER</b>	
06 - 09 Grand Lodge Free & Accepted Masons of California	4,500	02 - 07 American Association of Homes for the Aging	3,500
09 - 12 American Society of CLU and ChFC(N)	3,000	04 - 07 American College of Chest Physicians	5,000
11 - 12 Cornell University	2,000	06 - 09 The College Board	1,200
13 - 16 League of California Cities	4,000	10 - 15 American Nuclear Society	1,400
16 - 20 American Academy of Child Psychology	1,400	11 - 12 Gralla Expositions	2,000
19 - 22 Golden Gate Apparel Show	4,000	19 - 21 Wescon	55,000
20 - 23 National Electrical Contractors Association	7,500	19 - 24 American Society of Criminology	2,400
21 - 24 National Trust for Historic Preservation	2,000	21 - 23 California Credit Union League Annual Convention of Exposition	2,200
21 - 25 Apple Computers World Wide Sales Conference	5,000	22 - 24 Psychonomic Society, Inc.	1,400

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



SF Public Library  
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San Francisco CA 94123