



## NORTH BEACH BUSINESS NEWS

Vol. 6

Mar. '87



! \* NAG! NAG! NAG! NAG! NAG! NAG! NAG!  
BRONTOLARA! BRONTOLARA! BRONTOLARA! !

Over 150 businesses have signed up for the North Beach "Guide to Shops, Dining, Entertainment and Services". Typesetting, printing and distribution are expected to take several weeks. Therefore, it is imperative that we get your checks and completed applications right away. Herb Smith is visiting every merchant in North Beach. Not counting all of the second floor businesses, there are at least 400 of you. Time is of the essence! Tourist season is rapidly approaching! So please cooperate and let's get the show on the road.

Once again, the brochure will be approximately 11" x 24" and will be printed in two colors on high quality glossy paper. There will be a map on one side strongly emphasizing availability of parking at the various lots throughout North Beach. (It's difficult to believe that we actually have underutilized lots!) On the other side, businesses will be listed by category.

The cost is \$60 per business. North Beach has never had a brochure like this before. Distribution will be at the major hotels (who say tourists are hungry for information like this), bed & breakfast inns, the Convention & Visitors' Bureau with others available at businesses in North Beach and will be designed to appeal to both visitors and residents alike.

! Phone 673-3228 with questions or to set up an appointment with Herb Smith. !

\* New businesses on Grant Avenue: Les Delices at 1402 and The Nature S.T.O.P. at 1336, a cafe and a health food store. Both businesses are bright, clean and cheerful and add much to Grant Avenue. Les Delices features rotating art shows installed by Howard Munson of the North Beach Magazine. Welcome and good luck!

\* Affable Ness Aquino has announced that the Mabuhay Gardens is closing next month. The wonderful old building at 435-443 Broadway is owned by Cabelleros, Dediams, Alang, Inc. and was formerly Garibaldi Hall, ceremonial meeting place of the Garibaldi Guards Mutual Aid Society, the oldest Italian organization in San Francisco. Garibaldi Hall was built in 1906 and was designed by architect Henry Pizzigoni. Future plans include a supper club with an international flavor.

MARK YOUR CALENDAR NOW!!!

\* Thursday, March 19th, 3 pm, Broadway Barbary Coast members' meeting at Cafe Americain, 317 Columbus Avenue. Guests: Dr. Chris Nelson, Architectural Historian, SF Heritage Fdn., and Officer Jerry Calgaro, Broadway Beat Officer.

\* Thursday, March 19th, 7 pm, The Palateers, North Beach Neighbors' restaurant group, Beethoven Restaurant for German food in an Irish week. Phone 673-3228 for details.

\* Tuesday, March 24th, 6 pm, Mayoral Candidate Assemblyman Art Agnos' Kick Off Rally, Civic Auditorium, Grove between Larkin and Polk, FREE. Everyone's invited.

\* Wednesday, March 25th, Lunch for Mayoral Candidate, Art Agnos, so that he can meet North Beach business owners and residents. Ristorante Firenze, 1421 Stockton, noon. \$15 checks made payable to Firenze. Call 673-3228 for reservations.

\* Tuesday, March 31st. Telegraph Hill Children's Centre will be celebrating the opening of their new, state-of-the-art playground. There will be no-host cocktails from 5 - 6 pm. From 6 - 8 pm there will be movies for children and child care provided. Adults can enjoy entertainment by "Higher Ground" who sing everything from soul/gospel to Reggae and ballads, Jon Fromer singer/songwriter, and other performers to be announced. As this is a fundraiser, donation will be \$5 for adults, \$2 for children, seniors and unemployed.

For further information contact Renee Gibbons at 421-6443 from 9 am - noon, five days a week.

\* Saturday, April 4th, 10-3, San Francisco League of Urban Gardeners (aka SLUG) is conducting a compost workshop at the Michelangelo Community Garden, 1000 block of Greenwich between Jones and Leavenworth. Gardening bugs other than slugs are welcome, \$10 fee.

*Pastucci*

Cafe - Restaurant - Catering

561 Columbus Ave. - San Francisco, Ca. 94133  
(415) 362 - 2774



\* Bravo! Caffè Roma has acquired a recycled liquor license, La Pantera's. The Planning Commission's decision was unanimous in favor of the Azzolinis' request.

\* The San Francisco Brewing Company has drawn up a calendar of tastings. March 11, Beers of East Asia, March 17, St. Patrick's Day Party with specials all day long, March 18, Alexander Valley Region chardonnays, and March 25, English Ales. Information, 434-3344, Tickets at the brew pub or over the phone.

\* Free temporary space needed. At least 400 sq. ft. for 2-3 months for clerical work crew from the Association of Retarded Citizens, San Francisco. Eligibility for charitable tax deduction. ARC can provide tables and chairs and prefers space with access to telephone lines. Contact: Patricia Kemerling, 931-3330.

\* Three years ago brothers Tom and Robert Field bought the San Remo Hotel. Daily they toil refurbishing and improving the old establishment that had certainly seen better times. Now Victorian fretwork and brass fittings, stained glass skylights and antique furniture recall turn of the century San Francisco. If you want to see the 1906 Italianate Victorian beauty for yourself, call Tom or Robert, 776-8688, and they'll be glad to show you around the modestly priced hotel, which is located at 2237 Mason. The two brothers also are responsible for the handsomely decorated New San Remo Restaurant, which they finished three years ago.

George Erman

Mary T. White



759 Columbus S.F., CA 94133

(415) 989-1852

\* Coit Liquors, 585 Columbus, has been hosting wine tastings for the past five years. Because wine tastings require a large restaurant space that is closed to the public in the evenings, it was difficult for them to find a North Beach location, so they held the tastings at Opts, a south of Market restaurant on Monday nights. Recently, they moved to Cafe Francisco at 2161 Powell, back in the neighborhood but soon found that the attendance at the tastings had grown too large for the 45 seat cafe. On March 11th, there will be one more tasting at Cafe Francisco, 7:30 pm, Simi Winery, and then it's off to higher ground on Nob Hill, Vanessi's at 1177 California and on April 13th, 7:30 pm, the tasting will be California Pinot Noirs. Phone 986-4036 for details.

\* VICTORY FOR BROADWAY! When the city planners developed the Neighborhood Commercial Zoning package, Broadway and North Beach were treated as two separate zoning districts. The proposed controls forbid new billboards in North Beach but allow them along Broadway. The problem was whatever happens on Broadway impacts North Beach and if no new billboards were to be allowed in North Beach, wouldn't logic dictate there would be a rush to erect as many billboards as possible along Broadway, especially as it links Hwy. 280 with 101 North.

However, one of our organization's goals is to improve Broadway's appearance and additional billboards are not going to help.

Three hearings took place at City Hall the week of February 23rd and three times voices were heard asking that the proposed controls be amended to include no new billboards along Broadway.

Then words came rushing along the grapevine that Sup. Carol Ruth Silver wanted to weaken billboard controls and was about to propose new legislation on Monday, March 1st to that effect. Hasty letters were sent to her with copies to everyone involved at City Hall urging that there be no new billboards in North Beach and along Broadway as well. Carol Ruth's proposed legislation acknowledges our requests and states: "New general advertising signs (i.e. billboards) are to be prohibited in the Broadway, Castro, West Portal, Outer Clement, Haight, North Beach, Hayes-Gough, Sacramento, Union, 24th & Noe Valley Districts".

Even though the proposed legislation still has to be presented at numerous hearings, we can count this an early victory. Thank you, Carol Ruth.



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1208 STOCKTON STREET  
SAN FRANCISCO, CA 94133

## RESTAURANT

Monday  
Oxtail stew, roast beef  
Tuesday  
Cassoulet and Basque chicken  
Wednesday  
Clams and pasta, roast pork  
Thursday  
Spareribs with rice, roast chicken  
Friday  
Sole, roast lamb  
Saturday  
Oxtail stew, roast beef  
Sunday  
Shepherd's pie, Basque chicken

## BED & BREAKFAST

From \$30 single/\$37 double (plus tax). Two nights' payment required for reservations.



\* March 8-14 is Women's History Week.

\* Evans-Pacific Realtor has announced that the commercial building at 1831 Powell Street is up for sale -- \$475,000. The building is currently owned by the De Martini family and was previously used as an office for a construction company and is located half way between Filbert and Greenwich. The building contains a small mezzanine floor with bathroom and a full basement accessible by a ramp driveway. It is of wood frame construction and has a concrete foundation. The building is approximately 60 years old. It would be nice to see more commercial life in the sleepy 1800 block of Powell. The lot size is 25' x 70'. Call lister, Celia De Martini at 433-3652 for details.

\* CHEAP THRILLS CUSTOM SHIRT SHOP moved on March 1st from Columbus and Broadway to 420 Beach Street. Located between the Cheap Thrills ice cream store and City Lights Bookstore since August of last year, this shop has specialized in custom airbrushing and silkscreening and has carried a variety of casual wear. The parent company, FUNKY FINERY, has leased 3,000 sq. ft. on Beach Street between Jones and Taylor (the old Tandori Indian Restaurant) and opened its doors on the 1st of March as the INTERGALACTIC TRADING CENTER, featuring science fiction games, toys and novelties, as well as casual wear for children and adults. FUNKY FINERY will continue operating its booming mail order business as well as providing custom silkscreen and airbrush services to customers. We wish them well and thank them for being part of our community.

\* City Lights Bookstore is expanding into the space previously occupied by Cheap Thrills.

*Dariusz Reza* Home of Dari's Chicken  
And Other Great Sandwiches  
and Salads

### Petite Deli

752 Columbus Avenue  
San Francisco, CA 94133  
(415) 398-1682

*Catering*

# MICHOU

HAIR STUDIO

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## VANDEWATER BASKETS INC.

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OURS IS A SERVICE BUSINESS-DESIGNED TO HELP MAKE YOUR GIFTS A SUCCESS.

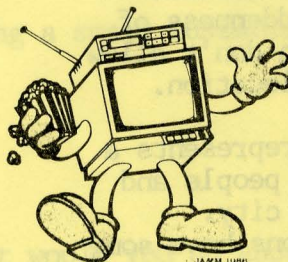
84 VANDEWATER • SAN FRANCISCO • CALIFORNIA 94133 415 433-5959

\* This month Broadway Barbary Coast Merchants Assn. is conducting a survey, dealing primarily with the bane of our existence, traffic and parking. Please give some thought to the questions and mail your response to Ron Hothem, Esq., Broadway Barbary Coast Merchants, 369 Broadway, San Francisco, 94133.

\* On June 20th and 21st, the Grant Avenue Street Fair will take place. This is the oldest ongoing street fair in the City and this year will run along Grant from Columbus to Filbert and along Green from Columbus to Grant.

Booth spaces are almost sold out and rent for \$175. Deadline for merchants' participation is 4/15. There will be lots of contests this year including best pasta, cappuccino, wine, gelato, pizza, calzone, bread and breadsticks, and poem.

Entertainment at the Filbert/Grant stage will include jazz, blues, opera and poetry. Terry Pimsleur & Associates is handling the arrangements. This is the PR firm that revived the fair so successfully last year. Call David Antman, 346-4446, with questions.



### Video North Beach

**North Beach Video, Inc.**  
1075 Columbus Avenue  
San Francisco, CA 94133  
(415) 474-9933

### THE SMOG MAN

Ron Edwards

721 Filbert Street at Columbus  
San Francisco, CA 94133

415/982-2739



\* Sprucing up! Tony's Hair Studio, 847 Columbus, Knitz, 1429 Grant Avenue and Cafe Italia, 708 Vallejo, are spring cleaning, redecorating and repainting.

\* One Hour Martinizing, formerly at 930 Columbus, has relocated at 757 Lombard in the space most recently occupied by Rege Wines, the wine company that locked horns with comedian Robin Williams and his Reggae skit. Owner is Ray Ra.

\* On February 23rd, the Small Business Advisory Commission hearing upheld the recommendations made to them by the Commercial Leasing Task Force. The proposals now go to the full Board of Supervisors and the mayor for approval. These proposals are an innovative approach to our commercial rent woes and in no way support the notion of commercial rent control.

The salient parts of the proposed legislation are this: that it is the responsibility of the commercial tenant to notify his landlord one year in advance of the lease's expiration. The landlord has three months in which to respond to his tenant and to announce his intentions with regard to the lease. If the landlord ignores the tenant, the lease is extended accordingly. If the landlord insists on unfairly escalating the rent, then the tenant will have nine months in which to negotiate and/or relocate.

Other parts of the recommendations involve education of lessors and lessees with regard to changing ordinances and zoning, how to negotiate, etc., detailed research study by the commission and monitoring.

Once again, San Francisco leads the country in innovations and hopefully this proposed legislation will ameliorate many of the problems we are now experiencing in the commercial sector, especially the suddenness of huge rent increases, which don't allow time for adjustment or relocation.

The 36 member task force represents a cross section of business people and residents from around the city. Although the recommendations have some details that still need ironing out, we owe a lot of thanks to local people on that task force: Chris Martin of The Cannery, Jane Winslow of Telegraph Hill Dwellers, Jim Stevens of North Beach Neighbors, Louis Martinelli of Florence Ravioli Factory and Brad Paul, a North Beach resident, as well as with the North of Market Planning Coalition.

\* STELLA PASTRY, 446 COLUMBUS, WILL PREPARE 10 DIFFERENT SIZES OF CHOCOLATE EASTER EGGS WHICH WILL BE ON DISPLAY AT THE STORE AFTER MARCH 16TH. IN ADDITION, OWNER FRANCO SANTUCCI ANNOUNCES HE WILL PREPARE THEIR OWN COLOMBO-EASTER DOVE. PLACE ORDER EARLY FOR STELLA'S FANTASTIC EASTER EGGS WHICH CAN BE DECORATED TO ORDER.

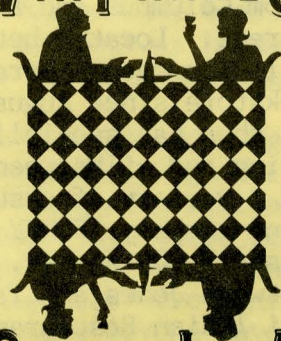
#### USEFUL PHONE NUMBERS:

- \* ILLEGAL DUMPING - 558-3271
- \* MOBILE ASSISTANCE PATROL - 431-7400 (for public drunks removal)
- \* MAYOR'S COMMERCIAL RENTS HOTLINE - 558-2666
- \* MUNI ROUTE INFORMATION - 673-MUNI
- \* SF S.A.F.E. - 673-SAFE
- \* Mike Tyrrell, ABC, 557-2057
- \* Tel-Hi Med Center, 421-6441

Tony Giovanzana

Classic North Beach Foods

**VIA PRANZO**



**VIA PRANZO**

579 Columbus at Union St.  
San Francisco, California  
94133 415-986-4058

\* Victory for entrepreneur John Jenkel of Carriage Charter, the elegant horse and buggy ride business at Fisherman's Wharf. With a little help from his friends (including Chronicle columnist Jon Carroll) and with Jenkel's own gentlemanly, persistent style, the Port Commission rescinded its eviction proceedings and Carriage Charter will continue its operation. Bravo! Brava! Bravi!

\* BBCM welcomes its new members:

Fresco Oyster, Broadway & Montgomery  
Ristorante Mamma Tina, 1315 Grant Ave.

\* If you are a NB resident and would like to subscribe to this newsletter, please send a \$15 check to Marsha Garland, 800 A Lombard, SF, 94133. Make your check payable to: Broadway Barbary Coast Merchants.

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Marsha Garland  
Editor  
Ph: 673-3228





## SURVEY

1. Would you as a business owner/manager insist that your employees park away from the commercial district in order to free up meter spaces for potential customers?

2. Do you think parking garages in the middle of a commercial district lessen congestion or worsen it?

3. Do you think the City should grant more taxi permits?

4. What are your feelings about a North Beach/Broadway Park & Shuttle Plan?

5. If the Broadway Barbary Coast Merchants Assn. expands to include the entire North Beach commercial district, do you think the North Beach Chamber of Commerce would be a good name for the organization? If not, please indicate why and indicate your preference for a name.

6. What do you think of the Commercial Leasing Task Force's recommendations about negotiating with the landlord one year ahead of the lease's expiration date as summarized in this newsletter?

7. What, in your estimation, makes being a small business owner difficult today?

8. If you were a traffic engineer, what would you do about traffic and parking in North Beach?

9. If you lived in North Beach, as well as did business in North Beach, would your opinions be different?



10. Some thought has been given to underground parking at the North Beach Playground. How do you feel about that?

11. What do you think will replace the automobile?

12. How do you think retail business will change the most in the next ten years?

13. What do you think is the best time for a merchants' association to meet?

14. What would you like to see covered in this newsletter?

15. Is the type of information presented of interest or value?

Please mail to: Ron Hothem, Esq.,  
Secretary-Treasurer  
Broadway Barbary Coast Merchants  
369 Broadway  
San Francisco, CA 94133

JOIN AN ACTIVE AND THRIVING MERCHANTS ASSOCIATION. SEND YOUR DUES TO:

Broadway Barbary Coast Merchants, 369 Broadway, SF CA 94133  
Attn: Ron Hothem, Treasurer

Enclosed is my membership check for \$75. My business name is:

Owner's Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Address: \_\_\_\_\_  
Length of Time in Business: \_\_\_\_\_  
Type of Business: \_\_\_\_\_