

Free  
Monthly

# Portola Press

May  
2001

serving the Portola, Silver Terrace, Portola Place, University Mound neighborhoods

## Our Changing Face

A brief history of the neighborhood

Contributed by Chris Ortiz

In 1869, the Homestead Association filed with the San Francisco Department of Streets and Maps a plan which delineates the blocks and streets as they exist today in the Portola District. Yet in the early 1900's the Portola District remained largely agricultural. Nurserymen and farmers built their homes here because hot houses dotted San Bruno Avenue and vegetable gardens spread out east of San Bruno Avenue. Portola supplied flowers and food for the city. As late as the early 1960's at Bayshore and Paul, now the site of "U-Haul Storage and Rental", two elderly farmers still worked the plot with a horse-drawn plow.

The neighborhood's nicknames, long since discarded, included "Little Jerusalem" and "The Flat". Many early residents were immigrant Italian and Maltese farmers and nurserymen.



San Bruno Avenue

On San Bruno Avenue many Jewish shopkeepers lived above their stores. Germans and Swedes also settled here. A wave of people from throughout the U.S. came during and just after the Second World War, many to work at Hunters Point Naval Shipyard.

Today the Portola District, approximately one square mile tucked in the southeast section of the City, has a very high percentage of owner-occupied single-family homes, many schools and churches, and a busy 9-block business strip along San Bruno Avenue. However, it is not a well recognized neighborhood; it is not part of Excelsior from which it is

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### Community Alliance of Portola & Silver Terrace

Non-Profit Publication

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## Political Profile

### Townhall Meeting

Portola First to be Singled out

In March, our newly elected District 10 Supervisor, Sophie Maxwell, began the process of formal out reach into the district's far flung and diverse neighborhoods. Maxwell held the first of her travelling "Town Hall" meetings at the "Grace Lutheran Church" in the Portola neighborhood, and focused upon concerns of the greater Portola-Silver Terrace area of the district.

This meeting served primarily as an introduction to Maxwell's Legislative staff, Sarah He and Greg Asay, as well as, a briefing on how the City's legislative process works.

Additionally, Maxwell featured a parade of various City department representatives (ie: DPW, DPT, Muni, SFPD, and SFFD) who were soon



"Sophie Maxwell"  
District 10 Supervisor

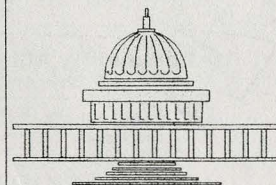
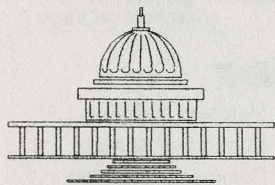
treated to a bombasting earful from concerned residents.

The fact that Maxwell spot lighted our neighborhood area **first** should not escape our notice. While we have, in the past, been in the shadow of our better known neighbors (ie: Viz Valley, Bay View, and Potrero), we are a strong voting community that is closing ranks and emerging as a dynamic presence within the district.

**Well done Sophie!** We remember those who remember to watch over us.

### City Services

District 10 Supervisor.....	554-7670
Mayor's Neighborhood Services.....	554-6110
Department Parking & Traffic.....	553-1200
Department Public Works.....	895-2020
Graffiti Cleanup.....	241-Wash
Animal Control.....	554-6364
Parks & Recreation.....	831-2700



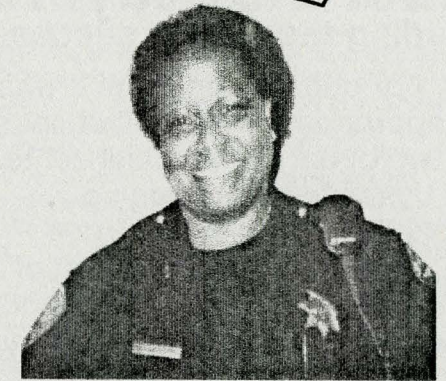
## Crime & Safety

### Purse Snatching

Dangerous Duo Raids Portola

At a recent S.F.O.P. meeting police officers from the Bay View Station alerted community members about a pair of purse snatching predators that have been making the rounds in the Portola area. They reportedly operate by one robber acosting unsuspecting residents, while the other one drives the get-away car. Police described the perpetrators as two African-American males in their 20's, driving an old model Buick sedan.

Captain Patricia Jackson - commander of the Bay View Station that covers Silver Terrace and most of Portola - updated us with news that her R.A.T. (Robbery Abatement Team) unit's have stepped up police presence at neighborhood hot spots



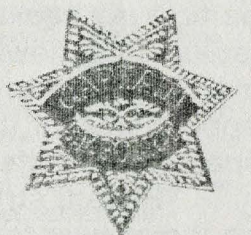
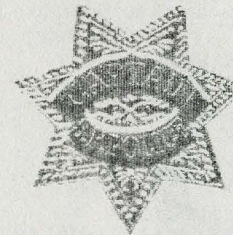
Capt. Patricia Jackson, Commander of  
Bayview Station

resulting in a significant decrease in criminal activity.

While we give kudos to our dedicated police captain, it is important to remember that each of us must do his/her part. If you see suspicious activity, report it to the SFPD and, if you are a victim of a crime, it is imperative that you alert police without delay; minutes in response time can make all the difference in a successfull arrest of the "bad guys".

### Who to Call

Emergency.....	911
S.F.P.D. Bayview Station.....	671-2300
S.F.P.D. Ingleside Station.....	553-1603
Crime Stoppers.....	1-800-giveinfo
SAFE (neighborhood watch).....	673-safe
Domestic/Family Violence.....	864-4422





# Merchants Spotlight

## Meet the Players

### Leading the way to success

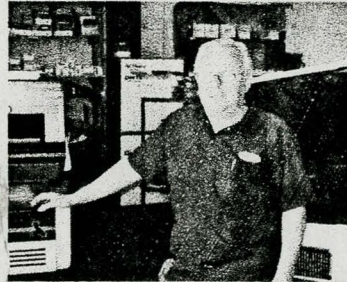
For our maiden issue it was only appropriate that we first spot light two of our commercial center's most dynamic and engaging personalities.

Paul Giannini, President of the "San Bruno Avenue Merchants Association", a neighborhood native with 30 years of business experience here, has seen it all. For Giannini this community is obviously an affair of the heart; he is quick to laude both the character of this community, as well as, the quality of its residents.

Giannini owns the "Portola Auto Service" garage; it's an AAA approved, complete auto repair facility located at 2780 San Bruno Avenue. If you are looking for reliable and friendly service, then Paul's your guy.

Giannini is doubling his efforts to enhance participation in the Merchants Association; he particularly seeks to draw from the ranks of the newly arrived Asian merchants, whom he greatly appreciates for their presence sparking new life into the area.

Recent arrival Hazel Lee may be the answer for Giannini's efforts; she has become the defacto



Paul Giannini, President of San Bruno Merchants Association

spokesman for Asian merchants' issues. Three year ago, Lee settled here confident that she found an up-and-coming community with bright future prospects. "What remains to be done", says Lee, "is for the community to work more closely together and make that vision a reality."

Lee is the proud owner of the attractive "Ling Ling Cuisine Restaurant" located at 2517 San Bruno Avenue. Lee's motto "Eat Right, Live Bright" underscores the tasty, yet healthy character of her scrumptuous chinese dishes; give it a try, the treat is all yours!



Hazel Lee, Spokesman for Portola's Asian Merchants

# Merchant Directory

## Automotive

Silver Gas & Diesel - 2400 San Bruno  
Shell - 2380 San Bruno  
Unocal76 - 2895 San Bruno  
Valero - 2985 San Bruno  
Express Gas - 2985 San Bruno  
Arco - 2190 Carroll  
Unocal76 - 975 Bayshore  
Portola Auto Service - 2780 San Bruno  
City Service Auto - 2800 San Bruno  
Kragen's Auto Parts - 2500 San Bruno  
Epoch Auto Accessories - 2601 San Bruno  
Hole in the Wall Motorcycles - 3030 San Bruno

## Banking

Bank of America - 2485 San Bruno  
Bank of the West - 2675 San Bruno  
1st Federal Savings of San Rafael - 2521 San Bruno  
Money Mart - 3000 San Bruno

## Bakery

Lido Pastry - 2684 San Bruno  
Georgie's Donuts - 2462 San Bruno  
Red House Chinese Bakery - 2495 San Bruno  
Sugar Bowl Chinese Bakery - 2623 San Bruno

## Building

SF International Building Supply - 2442 San Bruno  
Celtic Glass Co. - 2598 San Bruno  
Bob & Tom's Windows - 2636 San Bruno  
Best Tile Inc. - 2975 San Bruno  
Contractor's Depot - 2901 San Bruno  
Magic Carpet & Flooring - 2857 San Bruno

## Cleaners/Laundry

Sliver Cleaners - 1258 Silver  
Jo-Ann's Cleaners - 2481 San Bruno  
Ho's Tailors & Cleaners - 2818 San Bruno  
Landerette Wash & Dry - 1440 Silver  
Landerland - 2810 San Bruno  
Wash-Dry - 2810 San Bruno  
Foothill Wash & Dry 3028 San Bruno

## Clothing/Shoes

Ruth's Children Shoppe - 2469 San Bruno  
Payless Shoes - 2555 San Bruno  
Donny's Shoe Repair - 2509 San Bruno  
Frank's Shoe Repair - 2497 San Bruno

## Dental/Medical

Richard Pirodi, DDS - 2497 San Bruno  
Dr. Justin Tin & Dr. Sh Wan Chan & Asst - 2748 San Bruno  
Ladow Chiropractic - 2633 San Bruno  
Dr. Michael Wong Chiropractor - 2858 San Bruno  
Dr. Anthony Kakis Podiatrist - 2858 San Bruno

## Driving/Traffic School

Nu Tech - 2633 San Bruno

## Electronic Sales/Repair

Ocean T.V. Repair - 2542 San Bruno  
Radio Shack - 2490 San Bruno  
New City Wireless - 2700 San Bruno  
Tri Star Copier Service - 2726 San Bruno

## Florist/Gifts

Il Fiore Flowers - 2466 San Bruno  
Botany Shop Florist - 2556 San Bruno  
Gifts Europa - 2585(B) San Bruno  
San Bruno 99¢ Gift Store - 2563 San Bruno  
Creative Gifts - 2822 San Bruno

## Herbs

Merit Herbs - 2488 San Bruno  
Han Hing Herbs - 2512 San Bruno  
J&C Market & Herbs - 2544 San Bruno

## Jewelry

Johnny Ko's Jewelry - 2541 San Bruno

## Furniture/Upholstry

Avenue Upholstry - 2820 San Bruno  
Stanly Steamer Upholstry - 2360 San Bruno  
Mr. R's Furniture Refinishing - 7 Dwight  
Mistique Antiques - 2739 San Bruno  
Frames & Antiques - 2473 San Bruno

## Grocers

Bell Market - 1390 Silver  
Foods Co. Supermarket - 345 Williams  
San Bruno Supermarket - 2480 San Bruno  
White Palace Market - 1524 Silver  
La Loma Produce Market - 2456 San Bruno  
Bus Stop Liquors & Market - 2698 San Bruno  
Tierra Santa Market - 2890 San Bruno  
Foothill Market & Liquors - 3004 San Bruno  
Jamil Market - 153 Bacon  
Mike's Market - 2200 Silver

## Hair/Nails

Giannini's Barber Shop - 2732 San Bruno  
Saleema Beauty - 2418 San Bruno  
Miracle Workers Hair Stylists - 2591 San Bruno  
Portola Beauty Salon - 2585(A) San Bruno  
Image Hair Tech - 2491 San Bruno  
New Start Hair Studio - 2656 San Bruno  
San Bruno Hair Salon - 2670(B) San Bruno  
Galloway's Hair Care - 2605 San Bruno  
Michele's Hair Studio - 2772 San Bruno  
Anza Hair Design - 2701 San Bruno  
J.C. Beauty Salon - 2832 San Bruno  
TGIF Beauty Supply - 2714 San Bruno  
American Pro Nails - 2577 San Bruno  
Kevin's Nails - 2611(A) San Bruno  
Tena Pro Nails - 2717 San Bruno  
Lido's Nails - 2863 San Bruno  
Nails Plus - 2803 San Bruno

## Music/Video

Sports Werr Music - 1401 Silver  
Long-Hai Video (Vietnamese) - 2564 San Bruno  
RCM Merchandise (Tagalog) - 2477 San Bruno  
Record Store - 2658 San Bruno  
Lucky Star Video (Chinese) - 2676 San Bruno

## Pharmacy

Walgreens - 2477 San Bruno

## Realty/Notary/Tax

A-1 Realty - 2420 San Bruno  
Jennings Realty & Notary - 2745 San Bruno  
Milanes Realty/Notary/Tax - 2527 San Bruno  
H&R Block Tax Service - 2750 San Bruno  
F. Dorsey Tax Service - 2493 San Bruno

## Retail

Casa Sport Soccer Supply - 1250 Silver  
T.W. Import Distributor - 2587 San Bruno  
T.W. Wholesale - 2501 San Bruno

## Storage

U-Haul - 1575 Bayshore

## Tarven

El Toro Night Club - 2470 San Bruno  
The Avenue Club - 2575 San Bruno  
O'Connor's Bar - 2629 San Bruno  
Joey J's Bar - 2819 San Bruno  
New Junich's Bar - 1888 San Bruno

## Restaurant (American)

Breakfast at Tiffany's - 2499 San Bruno  
Avenue SweetShop - 2680 San Bruno  
Johnson's BBQ - 2646 San Bruno  
G.T. Express - 2763 San Bruno

## Restaurant (Chinese)

Ling Lings Chinese Cuisine - 2517 San Bruno  
Imperial Garden Seafood - 2626 San Bruno  
China City - 2428 San Bruno  
Tops Cafe Hong Kong BBQ - 2460 San Bruno  
Hoy Suin Restaurant - 2520 San Bruno  
Wing King Restaurant - 2550 San Bruno  
Silver Garden Restaurant - 2571 San Bruno  
Giant Scoop Cafe - 2708 San Bruno  
Hong Kong Restaurant & Ice Cream - 2728 San Bruno

## Restaurant (Italian)

Armaninos Italian Deli - 2599 San Bruno  
Round Table Pizza - 2660 San Bruno

## Restaurant (Mexican)

Cinco De Mayo Taqueria - 2426 San Bruno  
La Placita Taqueria - 2531 San Bruno

## Restaurant (Japanese)

Aiya Japanese Restaurant - 2600 San Bruno

## Restaurant (Thai)

Charm Thai - 2546 San Bruno



## Community Services & Associations

### Services

S.F. Public Library (Portola Branch)  
2450 San Bruno Avenue

US Post Office (Portola Annex)  
2755 San Bruno Avenue

W.I.C. Foods (Women & Infant Care)  
2424 San Bruno Avenue

Boys & Girls Club (Portola Unit)  
2574 San Bruno Avenue

Family Connections  
2565 San Bruno Avenue

S.F. Tool Lending Center  
2713 San Bruno Avenue

### Associations

California Soccer Association  
1348 Silver Avenue

### Religion

Allen Chapel  
African Methodist Episcopal  
195 Scotia Street

Apostolic Church  
100 Felton Street

Christian Evangelical Mission  
400 Brussels Street

Grace Lutheran Church  
465 Woolsey Street

Greater Life Ministries  
1015 Silver Avenue

Mathew Zion Baptist Church  
2340 San Bruno Avenue

New Jerusalem Missionary Baptist  
3043 San Bruno Avenue

Skekinah Christ Fellowship  
2650 San Bruno Avenue

St. Elizabeth's Catholic Church  
449 Holyoke Street

Ukranian Orthodox Catholic Church  
215 Silliman Street

## Community Spotlight

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separated by the McLaren Ridge, nor the Bay View from which it is separated by Silver Terrace.

What may be suprising to residents of the area today is the fact that, at one time, Silver Terrace and the new Portola Place neighborhoods were actually a contiguous part of Portola - that is, until the construction of Bayshore Freeway divided our community, if only geographically. In fact, Silver Terrace derives its name from the old "Silver Terrace Nursery" that was prominent in the area, when the freeway was built in the 1950's.

The recent immigration boom has brought new Hispanic and Asian populations who have found a welcoming home in this community. Their cultural contributions have added a new flavor to an already rich mix. Our newest neighbors have sparked new life into the San Bruno Avenue commercial strip.

Today, as we realize that our business strip is growing and the neighborhood is continuing to become more densely populated, it is apparent that many challenges face us. However, as the past has taught us, by coming together as a community there are no challenges that can not be met.



**Participants from our Community**  
From left to right: Liz Botein, Irene McKeever, Dwayne Jusino, Gini Dold, Terezinha Jusino, Shirley Evans, Antonia Valle, Rashada Tucker, Veronica Maya & Frances Ng

### **C.Y.F.A.R. 2001** San Diego Education Convention

Recently the "Children, Youth and Families Education and Research Network" held their annual convention in San Diego. The event, which focused upon issues affecting families and youths who are most at risk within the community, drew educators from across the nation. Our community was well represented by a varied contingent of the E.R. Taylor Elementary educators and P.T.A. leaders, the Family Connections resource center staff, and concerned parents.

Participants said it was an informative and rewarding experience, that has enriched them with a broadened perspective and a host of new ideas. We can't wait!



# Community Calendar

## MEETINGS

### **R.O.S.E.S. (Residence of SouthEast Sector)**

*A community forum addressing community-policing issues.*

7:00pm - first Thursday of month at SouthEast Community Facility, 1800 Oakdale Avenue.

### **S.F.O.P. (San Francisco Organizing Project)**

*A faith-based organization focused on improving the quality of living in our community.*

7:00pm - third Thursday of month at St Elizabeth Church's Cantwell Hall, Wayland & Goettingen.

### **S.B.M.A. (San Bruno Merchants Association)**

Meeting information contact S.B.M.A.. president Paul Giannini at 468-5175.

### **F.O.M.P. (Friends of McLaren Park)**

*A community organization dedicated to a clean and safe park.*

Meeting information contact F.O.M.P. president Franco Mancini at 239-5378.

### **P.P.H.A. (Portola Place Homeowners Association)**

Meeting information contact P.P.H.A. vice-president Jim Rodriguez at 370-2648.

### **P.T.A. (Parents Teachers Association)**

E.R. Taylor Elementary - Contact Parent Leadership President Veronica Maya 330-1530.

## EVENTS

### **Family Connections**

*A multi-cultural family resource center*

Programs information contact staff at 715-6746, located at 2565 San Bruno Avenue.

### **Boys & Girls Club**

*A youth development center*

Programs information contact staff at 468-0616, located at 2574 San Bruno Avenue

### **Palega-Portola Recreation Center**

*A youth recreation center & park*

Programs information contact staff at 468-2875, located at Felton and Somerset Streets.

### **S.F. Public Library (Portola Branch)**

Programs information contact staff at 715-4090, located at 2450 San Bruno Avenue.