



Legacy Business Registry Staff Report

Hearing Date: March 27, 2023

GUERRA QUALITY MEATS LLC

Application No.: LBR-2022-23-026
Business Name: Guerra Quality Meats LLC
Business Address: 490 Taraval St.
District: District 7
Applicant: Mark Schurmann, Owner
Nomination Date: January 17, 2023
Nominated By: Supervisor Myrna Melgar
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Guerra Quality Meats LLC is a retail butcher shop that first opened its doors in 1954. The business has become a mainstay in the Sunset district. When the shop opened, family run butcher shops were ubiquitous throughout the neighborhood. Over time, most of these independent butcher shops have disappeared, forced out of business by the proliferation of supermarkets, big box stores, and online shopping. Guerra Quality Meats is the last of its kind in the Sunset District and one of two remaining independent, union run, butcher shops left in San Francisco (the other being Bryan's Market at 3445 California Street).

The business was founded by brothers Vinicio (Mark) and Battista (Bobby) Guerra, immigrants from war-torn Italy. The brothers earned a living among the city's Italian enclave, learning the butcher's trade from George Puccini, a talented and highly regarded store owner in the city's Marina district. George not only taught them the butcher's trade but helped finance the Guerras when they opened their own store at its original location at 1201 Taraval Street at 22nd Avenue. Mark and Bobby, as they became known, ran the business successfully, catering to a close-knit community made up largely of Irish and Italian immigrants.

In 1982, the business moved to 110 West Portal Avenue in West Portal because the Guerras lost the lease to the original location. In 1983, Mark and Bobby passed on the trade and the store to Mark's sons Bill and Paul Guerra and their cousin John (Johnny) Guerra. The second generation of Guerras expanded the business to include a full deli, catering menu, fresh produce, milk and eggs, wine, and variety of select items imported from Italy making the small corner store a one stop shopping destination for customers wanting to avoid long lines at supermarkets or are uncomfortable ordering groceries online.

In 1988, the business moved to its current site a 490 Taraval Street on the corner of Taraval Street and 15th Avenue. Mark's youngest son Robert Guerra joined the business in 1992. Bill Guerra retired in 2000 and his brother Paul retired in 2018. In 2021, current owners John and Robert Guerra invited long time employees Daniel Doyle and Mark Schurmann to become partners in the business with the proviso that they maintain the traditions and relationships that have endeared the small business to the residents of the Sunset district as well as a large following throughout the Bay Area.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Yes, Guerra Quality Meats LLC has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1201 Taraval St. from 1954 to 1982 (28 years)
110 West Portal Ave. from 1982 to 1988 (6 years)
490 Taraval St. from 1988 to Present (35 years)

CRITERION 2

Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Guerra Quality Meats LLC has contributed to the history and identity of the Parkside and Sunset neighborhoods and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the trade of butchering, is dedicated to providing imported select items imported from Italy, and has a tradition of passing down the trade to the younger generations.
- Guerra Quality Meats has been profiled in numerous publications both online and in print including The San Francisco Chronicle (Aug. 16, 2016), The Sunset Beacon (Aug. 2003), and Food and Wine Magazine (Nov. 2020).

CRITERION 3

Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Guerra Quality Meats LLC is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Guerra Quality Meats LLC qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Committed to maintaining the traditional butcher's skills and service.
- Passing on butchering trade and skills to the new generations of San Franciscans.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Butcher shop.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Guerra Quality Meats LLC currently located at 490 Taraval St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

March 27, 2023

GUERRA QUALITY MEATS LLC

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Adopting findings approving the Legacy Business Registry application for Guerra Quality Meats LLC, currently located at 490 Taraval St.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on March 27, 2023, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Guerra Quality Meats LLC in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Guerra Quality Meats LLC.

Physical Features or Traditions that Define the Business:

- Committed to maintaining the traditional butcher's skills and service.
- Passing on butchering trade and skills to the new generations of San Franciscans.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Guerra Quality Meats LLC on the Legacy Business Registry:

- Butcher shop.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 27, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-026
Business Name: Guerra Quality Meats LLC
Business Address: 490 Taraval St.
District: District 7
Applicant: Mark Schurmann, Owner
Nomination Date: January 17, 2023
Nominated By: Supervisor Myrna Melgar

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 X Yes No

1201 Taraval St. from 1954 to 1982 (28 years)
110 West Portal Ave. from 1982 to 1988 (6 years)
490 Taraval St. from 1988 to Present (35 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
 X Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?
 X Yes No

NOTES: N/A

DELIVERY DATE TO HPC: February 15, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 7



City and County of San Francisco

MYRNA MELGAR

Jan 17, 2023

Katy Tang, Director,
Department of Small Business

Dear Director Tang,

I am writing to nominate Guerra's Quality Meats located at 490 Taraval Street, San Francisco, CA for legacy business status. Guerra's Meats has been an invaluable member of the Taraval Street corridor for decades and serves to keep the deep-rooted history of Italian butchers alive on the West side. Once located amongst dozens of butchers serving the Sunset, West Portal, and Parkside neighborhoods, Guerra's now represents a unique fixture of quality cuts and roasts in the neighborhood.

Originally opened in 1954, Guerra's is a family-run business that takes special care to provide the highest quality products to customers. Beyond the traditional responsibilities of a butcher, Guerra's dedicated staff provide personal services and individualized guidance on the preparation of their products to ensure families can enjoy their delicacies to the fullest.

With the support of my Office, the Office of Small Business, and the City & County of San Francisco, Guerra's will have the resources and recognition to continue serving quality meats to District 7 and all San Franciscans.

Thank you for your consideration and please do not hesitate to reach out if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Myrna Melgar".

Myrna Melgar
Member of the Board of Supervisors, District 7
City & County of San Francisco



Legacy Business Registry Application



Business Information

Business name: Guerra Quality Meats LLC

Business owner name(s): John Guerra, Robert Guerra, Daniel Doyle, Mark Schurmann

Identify the person(s) with the highest ownership stake in the business

Current business address: 490 Taraval Street, San Francisco, CA. 94116

Telephone: (415) 564 – 0585

Email: topsirloin@sbcglobal.net

Mailing address (if different than above):

Website: guerrameats.com

Facebook: facebook.com/guerrameats

Twitter: N/A

7-digit San Francisco Business Account Number (BAN): 0 1 3 2 5 3 2

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Mark Schurmann

Contact person title: Owner

Contact telephone: () –

Contact email:

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 1201 Taraval Street **Zip Code:** 94116

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1954 To: 9/30/1982

Other address (if applicable): 110 West Portal Avenue **Zip Code:** 94127

Dates at this location: From: 10/01/1982 To: 1988

Other address (if applicable): 490 Taraval Street **Zip Code:** 94116

Dates at this location: From: 1988 To: Present

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other Address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

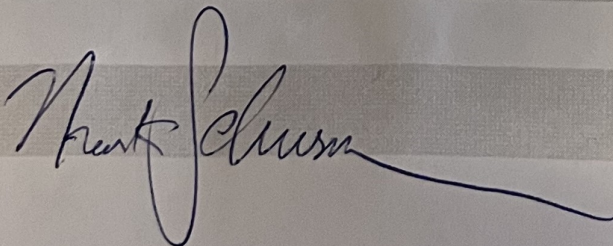
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name: Mark Schurmann

Signature:



Date:

210312023

GUERRA QUALITY MEATS

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Guerra Quality Meats is a retail butcher shop and grocery store that provides fresh meat, prepared foods, and groceries to customers. Additionally, Guerra Quality Meats provides catering for events and processes wild game and fish for hunters and sport fishermen.

b. Describe who the business serves.

Guerra Quality Meats, one of the last union-run, independent butcher shops in San Francisco, primarily serves the Sunset District but also draws customers from throughout the city of San Francisco and neighboring counties, including San Mateo, Marin, and Alameda. It provides goods and services to customers from a variety of cultural and ethnic backgrounds including Middle Eastern, Latino, East and South Asian, African American, European, as well as traditional American fare. Guerra's staff also makes special provisions for the elderly and disabled such as delivery by staff within the general vicinity.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Highest quality service and skills.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Guerra Quality Meats has been a neighborhood institution in San Francisco's Sunset District since 1954. The business was founded by brothers Vinicio (Mark) and Battista (Bobby) Guerra, immigrants from war torn Italy. The brothers earned a living among the city's Italian enclave learning the butcher's trade from George Puccini, a talented and highly regarded store owner in the city's Marina district. George not only taught them the butcher's trade but helped finance the Guerras when they opened their own store at its original location at 1201 Taraval Street at 22nd Avenue.

Mark and Bobby, as they became known, ran the business successfully, catering to a close-knit community made up largely of Irish and Italian immigrants.

In 1982, the business moved to 110 West Portal Avenue in West Portal because the Guerra's lost the lease to the original location.

In 1983, Mark and Bobby passed on the trade and the store to Mark's sons Bill and Paul Guerra and their cousin John (Johnny) Guerra. The second generation of Guerras expanded the business to include a full deli, catering menu, fresh produce, milk and eggs, wine, and variety of select items imported from Italy making the small corner store a one stop shopping destination for customers wanting to avoid long lines at supermarkets or are uncomfortable ordering groceries online.

In 1988, the business moved to its current site a 490 Taraval Street on the corner of Taraval Street and 15th Avenue.

Mark's youngest son Robert Guerra joined the business in 1992.

Bill Guerra retired in 2000 and his brother Paul retired in 2018.

In 2021, current owners John and Robert Guerra invited long time employees Daniel Doyle and Mark Schurmann to become partners in the business with the proviso that they maintain the traditions and relationships that have endeared the small business to the residents of the Sunset district as well as a large following throughout the Bay Area.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1954 to 1983:	Vinicio Guerra; Battista Guerra
1983 to 1992:	Bill Guerra; Paul Guerra; John Guerra
1992 to 2000:	Bill Guerra; Paul Guerra; John Guerra; Robert Guerra
2000 to 2018	Paul Guerra; John Guerra; Robert Guerra
2018 to 2021:	John Guerra; Robert Guerra
2021 to Present:	John Guerra; Robert Guerra; Daniel Doyle; Mark Schurmann

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

Aside from the relatively brief time it took to move the shop from its original location to West Portal and, later, from West Portal to its current location at 490 Taraval Street, Guerra Quality Meats has been operating, uninterrupted, since 1954.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Guerra Quality Meats has become a mainstay in the Sunset District. When the shop opened in 1954, family run butcher shops were ubiquitous throughout the neighborhood. Over time, most of these independent butcher shops have disappeared, forced out of business by the

proliferation of supermarkets, big box stores, and online shopping. Guerra Quality Meats is the last of its kind in the Sunset District and one of two remaining independent, union run, butcher shops left in San Francisco (the other being Bryan's Market at 3445 California Street).

Guerra Quality Meats has earned a reputation for providing the highest quality meats and goods at competitive prices, for sterling service, and for enduring relationships with their customers, many of the relationships established by its founders.

b. Is the business associated with significant people or events, either now or in the past?

Guerra's has served a fair number of local and national celebrities including actors, athletes, and politicians. But, by and large, the shop has catered to the ordinary, working class residents of the Sunset District and San Francisco.

c. How does the business demonstrate its commitment to the community?

Guerra Quality Meats has long been involved as a donor and active participant in events by schools and churches such as St. Cecilia Catholic Church, St. Gabriel Roman Catholic Church, and St. Stephen Catholic Church.

Additionally, the business has a long tradition of employing local youth after school and on weekends to help teach fundamental work skills and the work ethic necessary for future employment.

To help alleviate food hunger and poverty within the city, Guerra Quality Meats often donates food and groceries to the non-profit Food Runners San Francisco. Food Runners is a leader in the effort to keep edible food from being discarded by picking up excess food from businesses and delivering it directly to neighborhood food programs.

Guerra sources much of its product from local farms, ranches, and fisheries in an effort to help sustain and promote California's food industry and its workers.

Presently, 95 percent of Guerra's staff are native born San Franciscans. The business has a long history of providing sustainable wages and benefits to employees to assist with the high cost of living in the Bay Area. Traditionally, Guerra has enjoyed a very low turnover rate among staff with the average employee serving a minimum of five years and many working as many as 10 years or longer. Guerra partner Danny Doyle started at the shop as 16-year-old "clean-up" kid.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Guerra Quality Meats has been profiled in numerous publications both online and in print including The San Francisco Chronicle (Aug. 16, 2016), The Sunset Beacon (Aug. 2003), and Food and Wine Magazine (Nov. 2020).

e. Has the business ever received any awards, recognition, or political commendations?

In 2020, Guerra Quality Meats was voted as one of the 50 best butcher shops in America by Food and Wine Magazine. It has been recognized numerously as one of San Francisco's best places to shop and eat by the San Francisco Chronicle and the Bay Guardian.

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

As one of San Francisco's oldest and last independently run, union butcher shops, the closing of Guerra Quality Meats would end a link to an important part of San Francisco's past when dozens of small, independent butcher shops thrived throughout the city, and neighborhood butchers knew their customers by their first names. As the tech industry continues to reshape the city, many of Guerra's customers, especially the elderly who are unfamiliar or uncomfortable with phone apps, have come to rely on the shop's reputation for quality food and personalized service to meet their shopping needs. In addition, as a union run shop, many of Guerra's staff are long-term employees with both health benefits and a retirement plan.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

The building on the corner of Taraval Street and 15th Avenue that houses Guerra Quality Meats was originally built to serve as St. Cecilia parish until the cathedral was built at its present location on 18th and Vicente.

b. In a few words, describe the main business activity you commit to maintaining.

Guerra Quality Meats is committed to maintaining the traditional butcher's skills and service that have sustained this business for so long and passing on that legacy to a new generation of San Franciscans.

c. What challenges is the business facing today?

The outer Sunset has undergone a noticeable demographic shift over the last 10 years as tech workers have moved into the neighborhood in large numbers. In one sense this has been a boon to Guerra Quality Meats as the shop has been able to draw on a new customer base. Unfortunately, to accommodate the increase in the use of public transportation by commuters, San Francisco has undertaken a major renovation of Taraval street resulting in the loss of parking for many of the small business that have defined the thoroughfare for decades. A few notable businesses have shut their doors (Marcello's Restaurant) while others are struggling to stay afloat (the Shannon Arms). Guerra Quality Meats has seen a drop in sales since construction began in 2021. Customers that rely on proximity to the shop through parking,

mainly the elderly and disabled, have shopped less frequently at Guerra opting instead for larger, better financed businesses with parking such as Mollie Stone's or Safeway. The continued loss of parking due to ongoing construction has posed problems for Guerra's customers and the store but may present a major challenge to the viability of the business as it now exists (i.e., employment and services) should it extend through yet another holiday season.

Nonetheless, Guerra Quality Meats has endeavored to meet these challenges by expanding their services to meet the needs and limitations of current and future customers. Shoppers can now access their products online and have them delivered via apps like Mercato, Door Dash, and Chow Now. Additionally, Guerra has a longstanding tradition of courtesy deliveries of groceries by staff and management to many of their elderly and disabled customers, a tradition Guerra's ownership hopes to expand digitally via user-friendly access to their website.

Finally, to fill the vacancy left by the closure of Lucca's Deli on Valencia Street, Guerra Quality Meats has expanded its commercial kitchen to produce fresh and dried pastas as well as hot prepared meals for families or even singles with little spare time for home cooking. The new, commercial space will allow Guerra to offer classes, both in person and online, for traditional butchering techniques, cooking and wine paring in an effort to reach newer customers within their neighborhood and beyond.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Butcher shop.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building at 2382-2390 15th Avenue is "B - Unknown / Age Eligible."







GUERRA QUALITY MEATS

Holidays
Season's Greetings
GUERRA QUALITY MEATS
• DELICATESSEN • CATERING AND
ITALIAN GOODS

GUERRA QUALITY MEATS
SINCE 1954
• PORK • VEAL • POULTRY • FISH
ROASTED CHICKEN
HOT & COLD CHICKEN
BROODER CHICKEN
PREPARED WITH OUR
FAMOUS RUB
ALWAYS
SERVED READY
DAY OR NIGHT
IN DELIVERIES
CALL OR VISIT US AT
452 TARAVEL ST.

Lee's Nail Care
452 Taraval St.

Lee's Nail Care



















Longtime butcher Mark Guerra makes his move

SR Progress

By Dan Borsuk

After nearly 28 years of cutting meat for customers at 22nd and Taraval streets, Mark Guerra has opened a new butcher shop at 110 West Portal.

And to mark the big occasion, Guerra, who is in partnership with sons Paul, 29, Bill, 30, and nephew John, 22, will hold a Grand Opening on Friday, Oct. 1.

The partnership is known as Guerras Quality Meats.

Already many of

Mark's longtime customers are heading to his new shop, the butcher said recently.

"I was flabbergasted about my clientele making the move along with me," he said.

"I decided to leave the Taraval store because I didn't like the arrangements there under new ownership," he said.

So Guerra, the father of four sons and three daughters, established the family

partnership.

"The Guerras will be in the meat business for years and years to come because I have lots of boys in my family," he said with a smile.

The Guerras are completely remodeling their new location by adding new meat cases and changing all equipment.

"I like this business and I'm good at it," said Guerra. "I especially enjoy

teaching the kids a trade that's important."

Altogether the Guerras put in 12 hours a day at the meat shop, but he noted the family-owned business lacks one thing that

supermarkets have. "We can't offer all the frills of the big supermarkets," he said.

Guerras Quality Meats, he said, does have two major assets that the big stores can't offer.

The Guerras give personal service and they stand behind their products.

The butcher shop sells Foster Farms poultry and USDA-approved Elk Grove Meat Co. beef.



Progress Photo by Bob Clay

A REAL PARTNERSHIP—Guerra Quality Meats has relocated and has a new partnership consisting of Guerra family members. Making up the newly formed partnership are Mark, Paul, Bill and John. The store is now located at 110 West Portal Ave. and formerly was located at Taraval and 22nd Avenue. Mark Guerra's butcher business was at

GUERRA'S QUALITY MEATS

CELEBRATES -A- GRAND

GRAND OPENING

AT OUR NEW LOCATION
15th AVE. & TARAVAL

PHONE: 564-0585

Come and See The New, Improved
GUERRA MEATS . . . Bring a Friend
And Try a Delicious B.B.Q. Italian
Sausage On Us.

ALSO

On Saturday, May 7
11:00 A.M. to 2:00 P.M.

JUDY, from **CAPELLINO**
Will Be Cooking Her Gourmet
Sauces And Ravioli For Sampling.
Everyone Welcome!

Happy Mother's Day!

VICTOR BRAND 'DRY CURE'
HAM SALE!

BUTT
or
SHANK

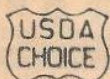
Portion

1.49 Lb.

BONELESS
GOURMET
HAM

Half or Whole,
3-12 Lb. Avg.,
Lb.

2.59



USDA CHOICE BEEF SALE!

LONDON BROIL 2.99
Bake, Broil or BBQ, Lb.....

TOP ROUND STEAK 2.79
Tender & Tasty, Lb.....

T-BONE STEAK 3.49
Aged To Perfection, Lb....

SIRLOIN TIP ROAST 2.19
Ideal For Rotisserie, Lb.....

RUMP ROAST 2.19
Solid Meat, Tender, Lb.....

LEG O' LAMB

USDA Choice With 5 Nice Chops, Lb.

GROUND CHUCK

Lean, Freshly Ground, Lb.....

1.89

FOSTER FARMS POULTRY SALE!

FRESH FRYERS 69¢
Whole or Cut-Up, Lb.

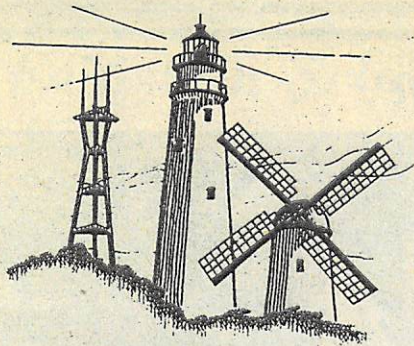
TURKEY CUTLETS 2.99
Boneless, Skinless Filet, Lb....

TURKEY BREAST 1.69
5 to 6 Lb. Avg., Lb.....

GROUND TURKEY 89¢
Low in Cholesterol, Lb.

SEAFOOD SPECIALS

SHRIMP MEAT 5.99
Cooked & Peeled, Lb.....



The **Sunset Beacon**

FREE

Serving Residents of the Sunset and Parkside Districts

August 2003

Meet the 'Meatmeisters'



Sunset Residents Fight Outer Judah St. Starbucks

By Peter Sciacca

Trouble is brewing in the Outer Sunset as residents and neighborhood coffeehouses band together against Starbucks' plan to open a store at the corner of 44th Avenue and Judah Street.

Tess Manalo-Ventresca, who lives a block away from the proposed site, began the push to block the Seattle-based chain from moving in.

"I happened to see a notice posted at the site that a Starbucks was going to move in," she said. "From there, with the help of Other Avenues (a co-operative market where Manalo-Ventresca volunteers), I started a

Guerra Quality Meats: A Little Bit of Italy in the Sunset

By Pat Soberanis

If you remember North Beach in its Italian-American heyday, you will recognize Guerra Quality Meats as a cultural descendent of the family markets that once dotted the old neighborhood.

Packed tidily into a compact shop at 15th Avenue and Taraval Street are a meat market, deli, catering service, farm-fresh produce, an Italian grocery, wines and cheeses and a freezer full of homemade soups and sauces. Green-checked half-curtains line the front windows and produce is displayed in wicker baskets and galvanized-steel buckets. As with any self-respecting Italian deli, strings of garlic, peppers and dry salami hang from ceiling hooks. Upstairs is an equally packed storage area.

"My father always says, 'Stay small and happy,'" says co-owner Roberto Guerra. "When it becomes too large, you lose quality."

Quality is something Roberto's father, Mark, and uncle, Battista, learned under the tutelage of George Puccini, then-owner of Marina Super in the Cow Hollow district. Mark Guerra started at Marina Super in 1946, upon arriving from Lucca, Italy. Eight years later, Mark and Battista opened the first Guerra Meats at 22nd and Taraval, where they stayed for 25 years. Then, in the mid-'80s, Mark joined sons Bill and Paul and nephew Johnny to open Guerra Quality Meats, first on West Portal, later at its current location. Now Roberto, Paul and Johnny are the joint owners and all of them still live in the Sunset.

"There used to be nine meat markets on Taraval alone," says Roberto. "Now we're the last in the Sunset, and one of the few



Photo: Maureen McGettigan

The Guerra family, Paul, Roberto and John (left to right) stand in front of the Guerra Quality Meats on Taraval Street. The store has been a family owned business for the past 50 years.

left in the City."

The connection to Italy is always close at hand. Roberto and Paul speak fluent Italian. The unique foccacia comes frozen from Puglia, ready to finish in your oven. Many wines and cheeses, the Bartolini olive oil and the Bindi tiramisu also come from the old country.

The secret of Guerra's longevity is its ability to change with the times. Where once it was a classic meat market with a small delicatessen, now it is a full-service specialty food shop, with customer service its stock in trade. Guerra also offers recipes and will special-order any cut of meat and any specialty product.

"Anything people want cooked, we cook for them," says Roberto. "People don't have time to cook anymore. The single-income family doesn't exist anymore. The eight-hour workday doesn't exist anymore."

Guerra's dazzling array of fresh and lean beef, lamb, pork, chicken and seafood is a sight to behold — and so are its prices.

Five trained butchers serve up such finds as swordfish, osso buco and flank steak. Boneless chicken breasts are \$5.99 a pound, at least \$1 less than elsewhere.

As Easter approaches, lamb takes center stage in every cut imaginable: lamb shish kabob, lamb chops, ground lamb, lamb crown roast and Saratoga lamb roast. A leg of lamb (\$4.99), rack of lamb (\$6.99) or the elegant Guard of Honor roast — two racks of lamb frenched and intertwined to represent a king's

also available.

The farmer's-market-fresh produce runs the gamut from apples to zucchini, potatoes to lemons. Summertime is especially sweet at Guerra, when Battista brings in vine-ripened peaches, tomatoes, plums and cherries from his walnut ranch in Marysville.

In the deli, most sandwiches are \$4 each and the meatloaf, roasted chicken, turkey legs, chicken breasts, lasagna, "Pauline's stuffed eggs" and "Patty's macaroni salad" are made on the premises. The freezer is full of homemade soups — chicken noodle, split pea, minestrone, navy bean, vegetable and clam chowder — plus four stocks, brown gravy, two pasta sauces and meatloaf.

The whole atmosphere is family-style. The staff of 11 take coffee breaks together and tend to stick around; butcher Daniel Doyle, now 32, started as a cleanup boy at 16 and never left.

Customers are like family too, and some are lifelong friends.

"People look forward to coming here every week," says Roberto. "They come in here and people know them and take an interest in their lives."

As proud as he is of the business he helps run, Roberto doesn't boast.

"It's not rocket science. It's just preparing foods and preparing cut meats and giving people the best service you can," he said.

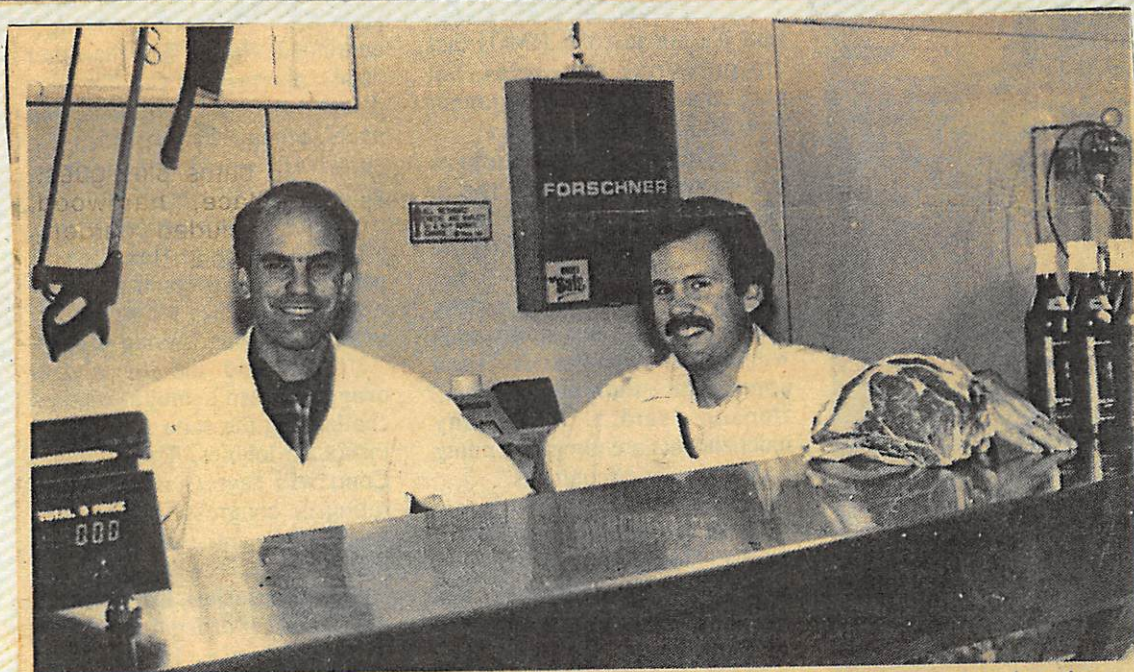
Guerra Quality Meats: 490 Taraval St., 564-0585; hours: Monday — Friday, 9 a.m. — 7



Progress photo by Michael Mustacchi

Guerra Meats in new location

Bill, John and Paul Guerra are pictured with George Massis (second from right) at their new location at 15th and Taraval. New to the new location will be a complete Italian Deli, plus a section for selected wines, featuring many from Italy. Grand Opening "Surprise Specials" will be in effect today through Tuesday, May 10.



At 15th and Taraval St., Paul and John Guerra are well settled into their new store location. **Guerra Meats, 490 Taraval St.**, moved four months ago from West Portal. All their old friends have found them and new customers discover their quality meats, fish, poultry and deli counters everyday. Open Monday through Saturday from 9 a.m. to 6 p.m.

above chains

A number of things have gone the way of the sand dunes in San Francisco — landmarks, parking and reasoned political debate.

But the years also have etched away at scores of business mainstays that once dotted the landscape — local pharmacies, family-owned hardware stores, neighborhood theaters and perhaps the most lean example — butcher shops.

This will help explain the growing success of a small but cherished enterprise in the west side of San Francisco called Guerra's Quality Meats. It is a place that has prospered because of location, service and decades of experience.

And perhaps as much as anything else — time.

In a place where more than two dozen butcher shops existed a few decades ago, Guerra's is a thriving throw-back, one of three meat markets still feeding the flocks in the town's largest residential neighborhood.



KEN GARCIA

Where Petri- ni's once flourished, Guerra's now reigns supreme, a cut above its pricier compatriots and a tribute to the city's still-thriving nonvegan ways. Guerra's is everything that Costco and Albertsons are not — highly professional, friendly, self-contained and full of personality.

"We're like a dinosaur here," said Paul Guerra, who runs the crowded meat store with his brother, Robert, and his cousin John. "Almost everything that used to be around us is gone. And the art of cutting meat is now a lost trade."

Guerra's is a testament to tradition — Paul and John's fathers were butchers and for decades ran a string of grocery/butcher shops, starting in the Marina and working their way across town to the Sunset and Parkside. Both sons started working in the shops as teenagers, which means that give or take a year, they've both been in the business for 30 years.

"Being a butcher and running your own shop is not easy work," Paul said. "There's a lot of heavy labor involved. During Christmas week, the three of us (partners) each worked 90 hours. If I got paid by the hour, they couldn't afford me."

And the people who work there are the last of a breed. At one time, when butchers were as common as grocery stores, they would migrate from shop to shop in search of the best

Neighborhood butchers carve their niche in S.F.

► GARCIA

From Page 1

and the right home. Dennis Hoyt, a butcher for nearly 40 years, said all the butchers he worked alongside had at one point put time in at every meat market on Taraval Street — where more than a dozen such outlets once thrived.

Manor Market, Carriage Market, Mypet and Sunset Super are long gone. Only Andronico's and Tower Market have anything resembling butcher shops now, although a number of Asian markets have sprung up to fill the niche.

Such attrition is what brought Hoyt to Guerra's front door at 15th and Taraval a few years back, following the closing of Fairlane's, one of the last dozen or so family-owned grocery stores that kept its own butcher shop. Diana Cuvelas — one of the few women working in San Francisco's fading meat shops — joined him at Guerra's, thus concentrating what's left of the independent meat cutters.

"The difference between us and the stores you see now is that we'll help them with the cuts," Paul said. "They'll ask us how to cook it, and then they'll come in and tell us how it came out. We don't really compete with anyone because no one does what we do."

Not being a butcher myself, I can't tell you how carefully they slice the loins, the ribs, the shoulders, the joints. I can tell you that

they trim their own hanging meats, the lambs, the beef, the veal. Everything is ground in-house as are many of the sauces and sausages, and Guerra's has grown to the point of carrying products under its own name.

There's rarely a shortage of meat, unless someone should place a ton-and-a-half order, which is about the amount the six full-time butchers at the store slice and dice each week. During the holiday season, they get so many orders that they have to rent a refrigerator truck to store the turkeys. They also make more than 100 sandwiches during the week — bringing in people from surrounding schools, churches, and yes, even nearby delis, now that Herb's and his famous meatballs have faded from the avenues.

"It's almost impossible to find a butcher these days," Paul said. "People just don't have the training. We had someone come in from Safeway, and they just couldn't cut it."

And if you can't cut it as a butcher, you're in the wrong business.

So how does one get the proper training. Well first, there's the apprenticeship.

"First you grab a broom," Guerra's veteran Danny Doyle said. "And you start cleaning up."

You can reach Ken Garcia at (415) 777-7152 or e-mail him at kgarcia@sfchronicle.com.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: March 15, 2023

Filing Date: February 15, 2023
Case No.: 2023-001582LBR
Business Name: Guerra Quality Meats
Business Address: 490 Taraval Street
Zoning: NCD – Inner Taraval Street Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 2343/021
Applicant: Mark Schurmann
490 Taraval Street
Nominated By: Supervisor Myrna Melgar
Located In: District 7
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Guerra Quality Meats is a retail butcher shop which first opened its doors in 1954. Guerra Quality Meats has become a mainstay in the Sunset District. When the shop opened, the family run butcher shops were ubiquitous throughout the neighborhood. Over time, most of these independent butcher shops have disappeared, forced out of business by the proliferation of supermarkets, big box stores, and online shopping. Guerra Quality Meats is the last of its kind in the Sunset District and one of two remaining independent, union run, butcher shops left in San Francisco (the other being Bryan's Market at 3445 California Street).

The business was founded by brothers Vinicio (Mark) and Battista (Bobby) Guerra, immigrants from war-torn Italy. The brothers earned a living among the city's Italian enclave, learning the butcher's trade from George Puccini, a talented and highly regarded store owner in the city's Marina district. George not only taught them the butcher's trade but helped finance the Guerras when they opened their own store at its original location at 1201 Taraval Street at 22nd Avenue. Mark and Bobby, as they became known, ran the business successfully, catering to a close-knit community made up largely of Irish and Italian immigrants.

In 1982, the business moved to 110 West Portal Avenue in West Portal because the Guerra's lost the lease to the original location. In 1983, Mark and Bobby passed on the trade and the store to Mark's sons Bill and Paul Guerra and their cousin John (Johnny) Guerra. The second generation of Guerras expanded the business to include a full deli, catering menu, fresh produce, milk and eggs, wine, and variety of select items imported from Italy making the small corner store a one stop shopping destination for customers wanting to avoid long lines at supermarkets or are uncomfortable ordering groceries online.

In 1988, the business moved to its current site a 490 Taraval Street on the corner of Taraval Street and 15th Avenue. Mark's youngest son Robert Guerra joined the business in 1992. Bill Guerra retired in 2000 and his brother Paul retired in 2018. In 2021, current owners John and Robert Guerra invited long time employees Daniel Doyle and Mark Schurmann to become partners in the business with the proviso that they maintain the traditions and relationships that have endeared the small business to the residents of the Sunset district as well as a large following throughout the Bay Area.

The businesses' current location at 490 Taraval Street is in a Category B (Unknown / Age Eligible) structure on the corner of Taraval and 15th Avenue in the Parkside neighborhood. It is within the Inner Taraval Street Neighborhood Commercial District and a 40-X Height and Bulk District and is within the Taraval Street Restaurant Subdistrict.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1954.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Guerra Quality Meats qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Guerra Quality Meats has operated continuously in San Francisco for 69 years.
- b. Guerra Quality Meats has contributed to the history and identity of the Parkside and Sunset neighborhoods and San Francisco.
- c. Guerra Quality Meats is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the trade of butchering, is dedicated to providing imported select items imported from Italy and has a tradition of passing down the trade to the younger generations.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

No.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

No.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Guerra Quality Meats has been profiled in numerous publications both online and in print including The San Francisco Chronicle (Aug. 16, 2016), The Sunset Beacon (Aug. 2003), and Food and Wine Magazine (Nov. 2020).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 490 Taraval Street (1988 – Current)

Previous (No Longer Extant) Locations:

- 1201 Taraval Street (1954 – 1982)
- 110 West Portal Avenue (1982 – 1988)

Recommended by Applicant

- Committed to maintaining the traditional butcher's skills and service.
- Passing on butchering trade and skills to the new generations of San Franciscans

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History

- Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1320

HEARING DATE: MARCH 15, 2023

Case No.: 2023-001582LBR
Business Name: Guerra Quality Meats
Business Address: 490 Taraval Street
Zoning: NCD – Inner Taraval Street Neighborhood Commercial District
40-X Height and Bulk District
Block/Lot: 2343/021
Applicant: Mark Schurmann
490 Taraval Street
Nominated By: Supervisor Myrna Melgar
Located In: District 7
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GUERRA QUALITY MEATS CURRENTLY LOCATED AT 490 TARAVAL ST, BLOCK/LOT 2343/021.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on March 15, 2023, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Guerra Quality Meats qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Guerra Quality Meats.

Location(s):

Current Location:

- 490 Taraval Street (1988 – Current)

Previous (No Longer Extant) Locations:

- 1201 Taraval Street (1954 – 1982)
- 110 West Portal Avenue (1982 – 1988)

Physical Features or Traditions that Define the Business:

- Committed to maintaining the traditional butcher's skills and service.
- Passing on butchering trade and skills to the new generations of San Franciscans

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2023-001582LBR to the Office of Small Business on March 15, 2023.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Nageswaran

NOES: None

ABSENT: Matsuda

ADOPTED: March 15, 2023