



# Legacy Business Registry Staff Report

Hearing Date: June 24, 2024

## THE VERDI CLUB

*Application No.:* LBR-2023-24-029  
*Business Name:* The Verdi Club  
*Business Address:* 2424 Mariposa St.  
*District:* District 9  
*Applicant:* Bonnie McGregor, Community Relations  
*Nomination Date:* February 12, 2024  
*Nominated By:* Supervisor Hillary Ronen  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

The Verdi Club is a hospitality venue offering full services for all manner of celebrations and events including weddings, all nature of parties, fundraisers, small graduation exercises, comedy shows, classical and contemporary musical performances, dance lessons, and a variety of weekly dance events. The business provides ongoing entertainment for the Mission neighborhood, San Francisco, and beyond, as well as a venue for dancers, musicians, and entertainers throughout the Bay Area. In San Francisco, which has lost many of its iconic social clubs, the Verdi remains a constant, providing employment for sound engineers, lighting technicians, dance teachers, bartenders, service workers, caterers, and more. Local businesses are able to avail themselves of the 2,500-square-foot ballroom and 400-square-foot bar.

The Verdi Club was founded in 1916 in the middle of World War I as an Italian American social club. It began in the back of a barber shop at 24th and Vermont streets in the Mission. A group of Italian men, led by George Gaggetti, met in the barber shop to lay out plans for the founding of the club. The name "The Verdi Club" was chosen because of how beloved the Italian composer Giuseppe Verdi was to the Italian people not only for his revolutionary operas but for his work as a member of parliament and a fervent supporter of Italian unification.

In 1934, the Verdi Club purchased land at 2424 Mariposa Street and proceeded to build an Art Deco building. In May 1935, the club opened its doors in the new building.

Ownership is by Members, governed by an elected Board of Directors. At present, Club Membership continues to own and operate the club. Prior to World War II, there were 500+ Members. Today, post COVID pandemic, the club has about 150 Members and is adding new Members each month.

### CRITERION 1

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

Yes, The Verdi Club has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

Barbershop at 24th and Vermont streets from 1916 to 1919 (3 years)  
2805-2811 Folsom St. from 1919 to 1935 (16 years)  
2424 Mariposa St. from 1935 to Present (89 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](http://www.legacybusiness.org)





## CRITERION 2

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

Yes, The Verdi Club has contributed to the history and identity of the Mission neighborhood 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 Verdi Club is associated with the Italian American culture and social club tradition.
- The Verdi Club is associated with several significant persons in San Francisco's history including Joe DiMaggio, Italian Consulate General Mauro Battocchi, San Francisco Supervisor Malia Cohen, and State Treasurer Fiona Ma.
- Per the Showplace Square/Northeast Mission Historic Resource Survey (2011), the building is associated with significant events and architecture, specifically for its association with San Francisco's once numerous and still influential Italian American community and as an intact and unusual example of a social hall designed in the Art Deco style. The property was identified as eligible for the California Register.
- The Verdi Club has been featured in several publications including the San Francisco Chronicle, Mission Local, SFist, and others.
- The Verdi Club has also received many awards and recognitions since it was established in 1916. The 100<sup>th</sup> anniversary in 2016 was commemorated by the City and County of San Francisco with a declaration along with a memorable party.
- With regard to racial and social equity, Verdi Club is an immigrant-, minority-, veteran-, and a woman-owned business. The business believes in giving back to the community. It hosts a Thursday Night Queer Line Dancing series and other regular events for the LGBTQ+ community. Collections at the club have included the annual San Francisco Firefighters Toy Program and Sonoma County Fire Relief. Many of Verdi's Members serve on neighborhood boards throughout the city. One current Member is on the Friends of Harvey Milk Plaza campaign. The Member gives Castro tours to prospective donors. In addition, Fiona Ma, State Treasurer, is a Verdi Member.

## CRITERION 3

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

Yes, The Verdi Club is committed to maintaining the physical features and traditions that define the business.

## HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that The Verdi Club 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:

- Identity as an entertainment and hospitality venue.
- Historic venue for music, dance, and celebration for all.
- Art Deco architecture.
- Neon sign.
- Anaglypta wall coverings.

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- Art Deco fixtures.
- Broadloom carpeting.
- Mural in ballroom.
- Inscription reading “VERDI CLUB” on the building’s front façade.
- Bas relief panel with floral motifs surrounding a portrait crowned by laurel and lyre with the inscription.
- “1935” on the building’s front façade.

### **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.

- Social club and entertainment venue.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include The Verdi Club currently located at 2424 Mariposa St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

#### **Legacy Business Program**

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# Small Business Commission

Resolution No. \_\_\_\_\_

June 24, 2024

## THE VERDI CLUB

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**Adopting findings approving the Legacy Business Registry application for The Verdi Club, currently located at 2424 Mariposa 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 June 24, 2024, 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 The Verdi Club in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**BE IT FURTHER RESOLVED**, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at The Verdi Club.

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Physical Features or Traditions that Define the Business:

- Identity as an entertainment and hospitality venue.
- Historic venue for music, dance, and celebration for all.
- Art Deco architecture.
- Neon sign.
- Anaglypta wall coverings.
- Art Deco fixtures.
- Broadloom carpeting.
- Mural in ballroom.
- Inscription reading “VERDI CLUB” on the building’s front façade.
- Bas relief panel with floral motifs surrounding a portrait crowned by laurel and lyre with the inscription.
- “1935” on the building’s front façade.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Verdi Club on the Legacy Business Registry:

- Social club and entertainment venue.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2024.

---

Katy Tang  
Director

RESOLUTION NO. \_\_\_\_\_

- Ayes –
- Nays –
- Abstained –
- Absent –

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# Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2023-24-029  
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**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?  
 Yes  No

Barbershop at 24th and Vermont streets from 1916 to 1919 (3 years)  
2805-2811 Folsom St. from 1919 to 1935 (16 years)  
2424 Mariposa St. from 1935 to Present (89 years)

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** May 8, 2024

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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Member, Board of Supervisors  
District 9



City and County of San Francisco

## HILLARY RONEN

February 12, 2024

Richard Kurylo, Legacy Business Program Manger  
Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of the Verdi Club, located at 2424 Mariposa Street. The Verdi Club has a fascinating and rich history dating back to its founding in 1916 and presence in their current location from 1935.

The Verdi Club began as an Italian American social club and has operated continuously since its inception. Much like San Francisco, the Verdi Club has evolved and today, the Verdi Club is proud to have a diverse membership and social calendar. The Club hosts a wide variety of events and celebrations, from weddings, non-profit fundraisers, musical events, to Queer line dancing and two-stepping. The Club, which includes its ballroom, bar, and facilities, has been recently renovated and continues to depict its 1930s charm with 18-foot ceilings, sconce lights, dimming chandeliers, and its fabulous neon marquee sign. Celebrating at the Verdi Club feels like stepping back in time and the staff and board have gone above and beyond no ensure the Verdi Club continues to be a strong presence in San Francisco.

The Verdi Club is remarkable for its storied history and perseverance, having survived two pandemics in its lifetime. It is a piece of San Francisco history, and I am proud to nominate the Verdi Club as a legacy business.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen  
Supervisor, District 9



# Legacy Business Registry Application



## Business Information

**Business name:** The Verdi Club

**Business owner name(s):** Membership Owned

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

**Current business address:** 2424 Mariposa Street, San Francisco, CA 94110

**Telephone:** ( 415 ) 861 - 9199      **Email:** info@verdiclub.net

**Mailing address (if different than above):**

**Website:** www.verdiclub.net

**Facebook:** www.facebook.com/VerdiClubSF      **Twitter:**

**7-digit San Francisco Business Account Number (BAN):** 0 1 8 5 5 1 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.*

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business               | <input checked="" type="checkbox"/> Veteran-Owned Business |
| <input checked="" type="checkbox"/> Minority-Owned Business* | <input checked="" type="checkbox"/> Woman-Owned Business   |

*\*Minority is defined as one 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:** Bonnie McGregor

**Contact person title:** Community Relations

**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:**  **Zip Code:**

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

**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:**

---

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**Dates at this location:** **From:**  **To:**

---

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

**Dates at this location:** **From:**  **To:**

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## 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.

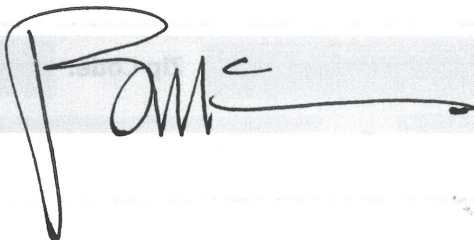
Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- 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:

BONNIE MCGREGOR

Signature:



Date:

JANUARY 10  
2023

# THE VERDI CLUB

## Written Historical Narrative

### INTRODUCTION

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

The Verdi Club is a hospitality venue offering full services for all manner of celebrations and events including weddings, all nature of parties, fundraisers, small graduation exercises, comedy shows, classical and contemporary musical performances, dance lessons, and a variety of weekly dance events. The club has a small local church which uses our facility each early Sunday morning throughout the year.

#### b. Describe whom the business serves.

The Verdi Club serves an eclectic demographic from all over San Francisco and beyond. Dance classes and dance events serve young adults in their 20s, as well some older audiences. Classical music and operatic events serve a more mature group. Thursday Night Queer Line Dancing serves a younger LGBTQ crowd. Comedy shows attract a cross section clients of different ethnicities and ages. One night, the Verdi Club may be serving a Tango dancing group, and the next night they may be serving Swing dancers from the city and the East Bay. There is not an average customer at the Verdi; it is governed by the catalog of events.

Kindly refer to the events calendar on the Verdi Club's website at [www.verdiclub.net](http://www.verdiclub.net).

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

Welcoming hospitality venue.

### 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.

The Verdi Club was founded in 1916 in the middle of World War I as an Italian American social club. It began in the back of a barber shop at 24th and Vermont streets in the Mission at an unknown address.

A group of Italian men, led by George Gaggetti, met in the barber shop to lay out plans for the founding of the club. The name "The Verdi Club" was chosen because of how beloved the Italian composer Giuseppe Verdi was to the Italian people not only for his revolutionary operas but for his work as a member of parliament and a fervent supporter of Italian unification. The Verdi Club was for all Italians who immigrated from all regions of Italy. A place for camaraderie. Mr. Gaggetti

presided at the initial meeting and was elected president. The first initiation was held a few days later during which over 50 members were accepted. The Verdi Club since its beginning has been owned and operated by its Membership.

Circa 1919, due to increasing membership, the Verdi Club moved from the back room of the barber shop to a small hall at 24th and Folsom streets. The Verdi Club is not listed in the 1918 San Francisco city directory, but it is listed in the 1919 directory at 2805 Folsom Street and the 1920 directory at 2811 Folsom Street.

In 1934, the Verdi Club purchased land at 2424 Mariposa Street and proceeded to build an Art Deco building. In May 1935, the club opened its doors in the new building.

The Verdi Club continues to offer hospitality services at its Mariposa Street building today.

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

The Verdi Club was founded in 1916. Ownership is by Members, governed by an elected Board of Directors. At present, Club Membership continues to own and operate the club.

Prior to World War II, there were 500+ Members. Today, post COVID pandemic, the club has about 150 Members and are adding new Members each month. The Verdi Club continues to be both owned and managed by its Membership with a Board of Directors. Their original bylaws govern the present operations.

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

The Verdi Club has never ceased operation since its inception in 1916. During World War I and World War II, the club operated nonstop, albeit with less membership. During the most recent difficulties presented by COVID-19, the Verdi Club operated "Verdi To Go," a program devised to provide dinners for the membership and neighborhood.

**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.**

The Verdi Club provides ongoing entertainment for the Mission neighborhood, San Francisco, and beyond, as well as a venue for dancers, musicians, and entertainers throughout the Bay Area. In San Francisco, which has lost many of its iconic social clubs, the Verdi remains a constant, providing employment for sound engineers, lighting technicians, dance teachers, bartenders, service workers, caterers, and more. Local businesses are able to avail themselves of the

2,500-square-foot ballroom and 400-square-foot bar. The Verdi Club is said to have one of the best dance floors in the city. Swing dancers love the club!

The Verdi Club is a truly unique business type, priding themselves on city hospitality.

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

An enlarged picture of San Francisco's own Joe DiMaggio greets visitors in the foyer. He is showing off the bag that the Verdi Club gifted him as he went out to New York.

The Verdi Club's 100-year anniversary in 2016 included a list of luminaries including Italian Consulate General Mauro Battocchi, San Francisco Supervisor Malia Cohen, and a soprano singing Verdi operas.

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

The Verdi Club underwrites a variety of events to offer affordability. The club's monthly dinner dance open to the public features a live band and 5-course dinner at under market value. The club also donates space for local school graduations. The club hopes to do a street fair in the summer of 2024.

The Verdi Club believes in giving back to the community. Collections at the club have included the annual San Francisco Firefighters Toy Program and Sonoma County Fire Relief. Many of Verdi's Members serve on neighborhood boards throughout the city. One current Member is on the Friends of Harvey Milk Plaza campaign. The Member gives Castro tours to prospective donors. In addition, Fiona Ma, State Treasurer, is a Verdi Member.

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

The Verdi Club is featured regularly in Mission Local, the San Francisco Chronicle, SFist, and other publications as the location for various events. Mission Local, in particular, has featured numerous articles about the Verdi Club's programs, including the popular SF Salon Music. The founder of the even, Michelle Chang, is a Verdi Member.

From time to time, the Verdi Club itself has been referenced in the Media. Following are some key media references:

- *"Woman quietly takes helm of 103-year-old club in SF"*  
San Francisco Chronicle  
January 24, 2019  
<https://www.sfchronicle.com/entertainment/article/Woman-quietly-takes-helm-of-103-year-old-club-in-13560021.php>

- *“San Francisco’s Verdi Club Turns 100!”*  
Perspectives from Mauro Battocchi, Consul General in San Francisco (2012-2016)  
May 23, 2016  
<https://sanfranciscoitaly.com/post/144807575826/san-franciscos-verdi-club-turns-100>
- *“Vintage class with a side of multigenerational party”*  
San Francisco Chronicle  
May 18, 2016  
<https://www.sfchronicle.com/entertainment/article/Vintage-class-with-a-side-of-multigenerational-7661033.php>

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

The Verdi Club has received many awards and recognitions since it was established in 1916. Mayor "Sunny" James Rolph 1912-1931 was a Verdi Club supporter, and Mayor Angelo Joseph Rossi attended the grand opening of the new building in 1935. Vintage photographs of that very grand day can be viewed in the Verdi Bar. The 100th anniversary in 2016 was commemorated by the City and County of San Francisco with a declaration along with a memorable party.

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

The Verdi Club lights up Mariposa Street on the edge of the vibrant Mission neighborhood. The club provides a unique entertainment venue with employment opportunities and celebrations aplenty. In a neighborhood that is experiencing both growth with many new multi-story residences and burgeoning restaurants and bars, the Verdi Club serves as an important anchor, punctuating the new with the important old and classic San Francisco.

**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?**

You can't miss the Verdi Club on Mariposa Street; it harkens back to San Francisco's past. The Verdi Club has endeavored to work on the club's appearance while maintaining its unique architecture. In the past several years, the club has updated the space with new paint, anaglypta wall coverings, new Art Deco fixtures, and appropriate commercial broadloom carpeting. The entire front of the building was repainted after nearly 50 years, and their classic neon sign was renovated. The sign is featured on the cover of the popular book about the city's neon signs – “San Francisco Neon: Survivors and Lost Icons” by Al Barna. Within their budget, the Verdi Club has made updates that suit their 1935 signature. The ballroom sports an enormous mural showcasing dance and the skyline, along with a honky-tonk piano.

The Verdi Club is currently embarking on accessibility improvements with a well-known historical San Francisco architect. The hope is to make the club more accessible to everyone who wishes to come and enjoy the club. In addition, with grant money they were able to get during the COVID pandemic, a new furnace, air conditioning, and full HVAC were installed. Never having had air conditioning, the big crowds are grateful, and so are the Verdi Club members.

The Northern California Art Deco Society is considering Verdi for special recognition in 2024. They are truly one of the jewels in San Francisco's Mission.

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

The Verdi Club will continue to commit to maintaining a welcoming, historic venue for music, dance, and celebration for all.

**c. What is the plan to keep the business open in the long term beyond the current ownership?**

The bylaws prevent Verdi from operating in any way other than Member ownership governed by a Board of Directors.

**d. What challenges is the business facing today?**

Maintaining a 100+ year old building always requires enormous attention, and keeping up with rising costs, particularly food and electricity, is an ongoing challenge. The newest and most concerning challenge lies ahead with the accessibility project. The club will be burdened with permit fees, architectural services, construction costs, planning delays, and the necessary shut down to complete construction. That said, a good community member must do all they can to provide full accessibility.

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**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.**

Entertainment venue.

**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 2424 Mariposa Street is "A - Historic Resource Present." The Art Deco building, adorned with master crafted plaster ornamentation, appears eligible for the California Register as an individual property through survey evaluation in 2011.







SEATING FOR THE BANQUET OF THE  
SENIOR SOCIETY OF THE  
WYOMING CLUB  
OCTOBER 1914  
SEATED, FRONT ROW  
Photo by ALBERT W. COE  
1914



VERDI CLUB

2411  
2413-2415

2411  
2413-2415

PARKING  
2411-2415  
THURSDAY





VERDI



CLUB

SF



1935

















Ginger Beer with Soda  
with Lemon \$1.65  
Whisky GINGER \$1.65





Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 3CS

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 4 \*Resource name(s) or number (assigned by recorder) 2424 MARIPOSA ST

P1. Other Identifier Verdi Club  
\*P2. Location:  Not for Publication  Unrestricted

\*a. County: San Francisco and P2b and P2c or P2d. Attach a Location Map as necessary.

\*b. USGS 7.5' Quad: SF North Date: 1994

\*c. Address: 2424 Mariposa St City: San Francisco Zip: 94110

d. UTM: (Give more than one ofr large and/or linear resources) Zone \_\_\_\_; \_\_\_\_\_mE/ \_\_\_\_\_mN

e. Other Locational Data: Assessor's Parcel Number: 3973002B

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This is a two-story-over-basement, reinforced-concrete, Art Deco-style commercial building built to the lot lines of a 5,000 sq.ft. rectangular lot on the north side of Mariposa Street between Potrero Avenue and Hampshire Street. It has a gabled roof concealed behind a stepped parapet. The facade is divided into three bays by concrete piers that rise to pyramidal caps. The central bay has a recessed entrance with stairs accessing the lower floor. It is surmounted by a bas relief panel with floral motifs surrounding a portrait presumably of the composer Giuseppe Verdi crowned by laurel and lyre and with the inscription "1935". The flanking bays are divided in two by concrete posts and contain two story window panels with 3/1 metal sash on the second floor, metal spandrels, and blinded openings on the ground floor. A concrete cornice terminates the building, with a frieze containing floral panels divided by fluted arrows, with a fluted molding above. In the center panel incised lettering reads "Verdi Club." A projecting neon sign also reads "Verdi Club." Currently, demolition of an adjacent building has exposed the original wooden forms of the east elevation, left in place after construction. The minimally altered building appears in good condition.

\*P3b. Resource Attributes: (list attributes and codes) HP13. Community Center/Social Hall

P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other (Isolates, etc.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects)

\*P5b. Photo (view, date, accession #  
100\_5671.JPG, 11/20/2007,  
view to NW

\*P6. Date Constructed/Age and Sources  
 Historic  Prehistoric  Both  
1936, Assessor's Office

\*P7. Owner and Address:  
Verdi Club  
2424 Mariposa St  
San Francisco Ca 94110

\*P8. Recorded by  
Tim Kelley  
Tim Kelley Consulting  
2912 Diamond St. #330

\*P9. Date Recorded:  
6/12/08

\*P10. Survey Type: (Describe)  
Intensive



\*P11. Report Citation: (Cite survey report and other sources, or enter "none") San Francisco Office of the Assessor/Recorder

\*Attachments  BSOR  None  Continuation Sheet  
 Archaeological Record  District Record  Location Map  Other...  
 Artifact Record  Photograph Record  Linear Feature Record

**BUILDING, STRUCTURE, AND OBJECT RECORD**

NRHP Status Code 3CS

Page 2 of 4 \*Resource Name of # (Assigned by recorder) 2424 MARIPOSA ST

B1. Historic Name: Verdi Club

B2. Common Name Verdi Club

B3. Original Use Private Club

B4. Present Use Nightclub, dance hall

\*B5. Architectural Style Art Deco

\*B6. Construction History (Construction Date, alterations and date of alterations)

The Verdi Club was constructed in 1935.

\*B7. Moved?  No  Yes

Date

Original Location:

\*B8. Related Features:

B9a. Architect Unknown

b. Builder Unknown

\*B10 Significance: Theme Commercial Development

Area Showplace Square Survey Area

Period of Significance 1935

Property Type Social Hall

Applicable Criteria 1 & 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The Verdi Club, established in 1916 by and for members of San Francisco's Italian and Italian-American community, moved to this location in 1935 after having the existing building constructed for the club. The Verdi Club was established as a private Italian American Social Club that offered entertainment such as boxing, wrestling, dancing, banquets, meetings, and music. The club, which opened on May 5, 1935 in a ceremony presided over by then-mayor Angelo J. Rossi, was an organization modeled after the Italian American Social Club (IASC) where members paid an initiation fee and membership was passed down from father to son. The IASC clubs would traditionally hold monthly dinners for members, family and friends. Still in operation today, although not as a members-only club, the Verdi Club currently operates as a popular dance hall and full-service banquet facility for weddings, parties, events and concerts.

The Verdi Club appears eligible for listing in the California Register under Criteria 1 and 3. The building appears eligible under Criterion 1 (Events) for its association with San Francisco's once-numerous and still influential Italian-American community. The Verdi Club was one of several clubs catering to Italian Americans; others included the Italian American Social Club and the Sons of Italy. The opening of the Verdi Club in the Mission District is indicative of the gradual southward shift of the city's Italian population from its former stronghold of North Beach toward the Mission District and other neighborhoods in the southern part of the city. The Verdi Club appears eligible under Criterion 3 (Design/Construction) as an intact and unusual example of a social hall designed in the Art Deco style.

(continued)

B11. Additional Resource Attributes (List attributes and codes)

HP13. Community Center/Social Hall

B12. References

Assessor's Records

Sanborn Maps 1900, 1914, 1950

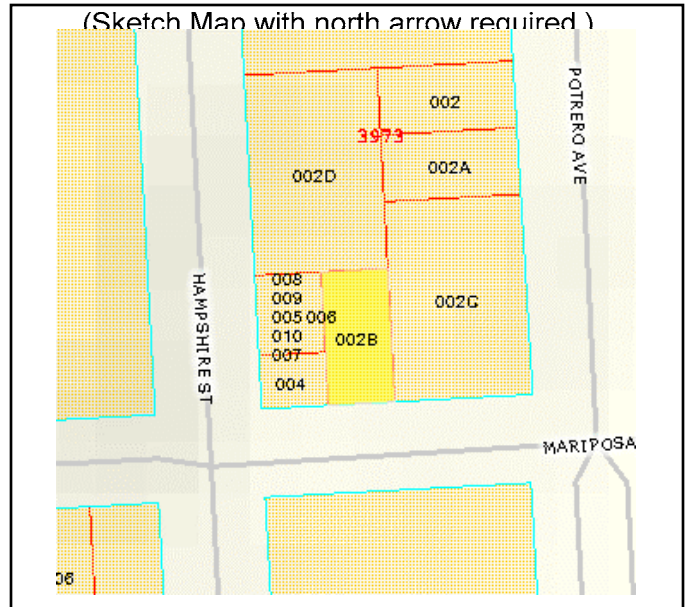
San Francisco Chronicle, "Party Planned by Verdi Club," March 10, 1935

B13. Remarks

B14. Evaluator Christopher VerPlanck

\*Date of Evaluation 12.01.08

(This space reserved for official comments)



**CONTINUATION SHEET**

Page 3 of 3

Resource Name or # (Assigned by Recorder) 2424 MARIPOSA ST

\*Recorded by: Tim Kelley

Date 6/12/08

Continuation  Update

B10 Significance (continued)

The extensive Art Deco relief ornament commemorates the club's namesake: Giuseppe Verdi, a touchstone for the Italian diaspora. The building appears intact on the exterior, retaining the following aspects of integrity: location, design, materials, workmanship, feeling, and association.

B12 References (continued)

San Francisco City Directories

Scherini, Rose Doris, *The Italian American Community of San Francisco: A Descriptive Study*, (Ayer Publishing, 1980).

<https://www.sfchronicle.com/entertainment/article/Woman-quietly-takes-helm-of-103-year-old-club-in-13560021.php>

# San Francisco Chronicle

[ARTS & ENTERTAINMENT](#)

## Woman quietly takes helm of 103-year-old club in SF

By [Beth Spotswood](#)

Jan 24, 2019



Delores Homisak with her children, Elizabeth and Erik Iverson. Beth Spotswood



Delores Homisak didn't make a big deal about it in her speech on Saturday night, Jan. 19, but she was making history. The 61-year-old Belmont resident simply took the microphone at the Verdi Club's monthly dinner dance and detailed the club's ambitious goals for the coming year. Wearing a sequined navy dress and holding a bouquet of roses, Homisak had just been inducted as the first female president of the Verdi Club in its 103-year history. The milestone wasn't mentioned once in her remarks.

Breaking barriers is nothing new for Homisak. In eighth grade, she was suspended from her Pennsylvania middle school for wearing pants — specifically bell bottoms. The move was a sartorial protest against the public school's skirts-only policy, one the young Homisak felt needed to be changed. Years later, in 2013, Homisak applied to become the first female member of the Verdi Club, the century-old Italian social club in a fabulous old-school venue just off Potrero Avenue.

Homisak, an executive at Visa in Foster City, first attended the club as part of her ballroom dance class, a fact that is one of the many very likable things about her. Homisak possesses a quiet confidence, a rare quality that allows her to succeed in business and leadership roles while also showing up to her first ballroom dance class alone and agreeing to join a very old all-male club. After all, a number of the club's oldest members were staunchly opposed to the inclusion of women.

"There were definitely people who were against it, but I think they've seen over time the benefit of it," Homisak said. "I think people realize the importance of new blood."

As part of her application, Homisak had to stand in front of a group of 12 men and explain why she wanted to join the Verdi Club as opposed to its Women's Auxiliary. Approved for membership, Homisak was the first of about 20 women who've now joined the Verdi Club, likely dropping the club's average age by a good two decades. Now that other women can follow in Homisak's footsteps, the club's Women's Auxiliary has since disbanded.

The amateur ballroom dancer soon found herself on the club's board of directors, taking on a variety of officer roles before Saturday's induction as the club's president. She plans to focus her tenure on growing membership, citizenship and stewardship of the Verdi Club's gorgeous venue.

Barney Glaser, 93, has been a member of the club for nearly 50 years and served as the club's president twice. He was seated at one of the 11 formal dinner tables

set up in the Verdi Club's vintage ballroom. Glaser was casually open-minded when sharing his thoughts on the club's first female president.

"Hey, why not?" he said with a shrug and a smile. "Everything has changed throughout the years, whether you like it or not."

I asked Homisak if any of the dozens of club members milling about us in the club's bar area were opposed to her reign. She casually looked around, possibly for someone specific, and never really pointed anyone out. If a detractor was in our midst, Homisak didn't seem to care. One past club president, Homisak recalled, was vocal about his initial disapproval. He later apologized and admitted he had been wrong.

Before the induction, dinner and dancing began, Homisak introduced me to her proud children, 28-year-old Elizabeth Iverson and 25-year-old Erik Iverson. Both had flown in for the occasion and both, like their mother, were smart and friendly. Elizabeth noted that, appropriately, the induction fell on the same day as the Women's March.

The threesome posed for a photo in front of a list of the Verdi Club's past presidents. Naturally the list was exclusively male, and many on it had great, long Italian names. We wondered how those long-gone past presidents would feel about Delores Homisak's name soon to join their ranks.

Again, I don't know that Homisak would be deterred by what someone else thinks. She isn't taking on the role of the club's president because she wants to make a point. Homisak plans to bring her skills and energy to this role just as dozens of club presidents have done before her. She simply hopes to open the doors of the Verdi Club a little wider.

"We are open and anxious to welcome new members," Homisak said of the club she now leads, "of all shapes, sizes, colors and creeds."

*Beth Spotswood's column appears Thursdays in Datebook.*

Email: [datebook@sfchronicle.com](mailto:datebook@sfchronicle.com)



# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: June 5, 2024**

*Filing Date:* May 8, 2024  
*Case No.:* 2024-004138LBR  
*Business Name:* The Verdi Club  
*Business Address:* 2424 Mariposa Street  
*Zoning:* PDR-1-G (PRODUCTION, DISTRIBUTION & REPAIR - 1 - GENERAL) Zoning District  
 58-X Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 3973/002B  
*Applicant:* Bonnie McGregor  
 2424 Mariposa Street  
*Nominated By:* Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Will McCallum - 628-652-7338  
 Will.Mccallum@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

The Verdi Club is a hospitality venue offering full services for all manner of celebrations and events including weddings, all nature of parties, fundraisers, small graduation exercises, comedy shows, classical and contemporary musical performances, dance lessons, and a variety of weekly dance events. The business provides ongoing entertainment for the Mission neighborhood, San Francisco, and beyond, as well as a venue for dancers, musicians, and entertainers throughout the Bay Area. In San Francisco, which has lost many of its iconic social clubs, the Verdi remains a constant, providing employment for sound engineers, lighting technicians, dance teachers, bartenders, service workers, caterers, and more. Local businesses are able to avail themselves of the 2,500-square-foot ballroom and 400-square-foot bar.

The Verdi Club was founded in 1916 in the middle of World War I as an Italian American social club. It began in the back of a barber shop at 24th and Vermont streets in the Mission. A group of Italian men, led by George Gaggetti, met in the barber shop to lay out plans for the founding of the club. The name “The Verdi Club” was chosen

because of how beloved the Italian composer Giuseppe Verdi was to the Italian people not only for his revolutionary operas but for his work as a member of parliament and a fervent supporter of Italian unification.

In 1934, the Verdi Club purchased land at 2424 Mariposa Street and proceeded to build an Art Deco building. In May 1935, the club opened its doors in the new building.

Ownership is by Members, governed by an elected Board of Directors. At present, Club Membership continues to own and operate the club. Prior to World War II, there were 500+ Members. Today, post COVID pandemic, the club has about 150 Members and is adding new Members each month.

The business's primary location at 2424 Mariposa is a Category A (Historic Resource Present) structure on the north side of Mariposa Street between Portero Avenue and Hampshire Street in the Mission neighborhood. It is within the PDR-1-G (Production, Distribution, & Repair) Zoning District and a 58-X Height and Bulk District. It is also within the Mission Alcoholic Beverage Special Use Subdistrict, the Fringe Financial Service Restricted Use District, Priority Equity Geographies Special Use District, and Mission Planning Area. 2424 Mariposa Street was evaluated in 2011 under the Showplace Square/Northeast Mission Historic Resource Survey, where it was identified as eligible for California Register as an individual property.

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

The business was founded in 1916.

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

Yes. The Verdi Club qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. The Verdi Club has operated continuously in San Francisco for 108 years.
- b. The Verdi Club has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. The Verdi Club 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 Italian American culture and social club tradition.

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

Yes. The business is associated with several significant persons in San Francisco's history including Joe DiMaggio, Italian Consulate General Mauro Battocchi, San Francisco Supervisor Malia Cohen, and State Treasurer Fiona Ma.

Per the Showplace Square/Northeast Mission Historic Resource Survey (2011), the building is associated with significant events and architecture. Specifically, for its association with San Francisco's once numerous and still influential Italian American community and as an intact and unusual example of a social hall designed in the Art Deco style.

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

No; however, the property was identified as eligible for the California Register as an individual property through survey evaluation.

**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. It has been featured in several publications including the *San Francisco Chronicle*, *Mission Local*, *SFist*, and others.

The Verdi Club has also received many awards and recognitions since it was established in 1916. The 100th anniversary in 2016 was commemorated by the City and County of San Francisco with a declaration along with a memorable party.

### **Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Verdi Club is an Immigrant-, Minority-, Veteran-, and a Woman-owned business. The business believes in giving back to the community. It hosts a Thursday Night Queer Line Dancing series and other regular events for the LGBTQ+ community. Collections at the club have included the annual San Francisco Firefighters Toy Program and Sonoma County Fire Relief. Many of Verdi's Members serve on neighborhood boards throughout the city. One current Member is on the Friends of Harvey Milk Plaza campaign. The Member gives Castro tours to prospective donors. In addition, Fiona Ma, State Treasurer, is a Verdi Member.

## Physical Features or Traditions that Define the Business

### Location(s) associated with the business:

Current Locations:

- 2424 Mariposa Street (1935 – Present)

Previous (No Longer Extant) Locations:

- 2805-2811 Folsom Street (1919 – 1935)
- Barbershop at 24<sup>th</sup> and Vermont Street (1916 – 1919)

### Recommended by Applicant

- Identity as an entertainment and hospitality venue
- Historic venue for music, dance, and celebration for all
- Art Deco architecture
- Neon sign
- Anaglypta wall coverings
- Art Deco fixtures
- Broadloom carpeting
- Mural in ballroom

### Additional Recommended by Staff

- Inscription reading “VERDI CLUB” on the building’s front facade
- Bas relief panel with floral motifs surrounding a portrait crowned by laurel and lyre with the inscription “1935” on the building’s front façade

## 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. 1396

**HEARING DATE: JUNE 5, 2024**

*Case No.:* 2024-004138LBR  
*Business Name:* The Verdi Club  
*Business Address:* 2424 MARIPOSA STREET  
*Zoning:* PDR-1-G (PRODUCTION, DISTRIBUTION & REPAIR - 1 - GENERAL) Zoning District  
 58-X Height and Bulk District  
*Block/Lot:* 3973/002B  
*Applicant:* Bonnie McGregor  
 2424 Mariposa Street  
*Nominated By:* Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Will McCallum - 628-652-7338  
[Will.Mccallum@sfgov.org](mailto:Will.Mccallum@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE VERDI CLUB CURRENTLY LOCATED AT 2424 MARIPOSA ST, BLOCK/LOT 3973/002B.

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 June 5, 2024, 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 The Verdi Club 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 The Verdi Club.

*Location(s):*

Current Locations:

- 2424 Mariposa Street (1935 – Present)

Previous (No Longer Extant) Locations:

- 2805-2811 Folsom Street (1919 – 1935)
- Barbershop at 24<sup>th</sup> and Vermont Street (1916 – 1919)

*Physical Features or Traditions that Define the Business:*

- Identity as an entertainment and hospitality venue
- Historic venue for music, dance, and celebration for all
- Art Deco architecture
- Neon sign
- Anaglypta wall coverings
- Art Deco fixtures
- Broadloom carpeting
- Mural in ballroom
- Inscription reading “VERDI CLUB” on the building’s front facade
- Bas relief panel with floral motifs surrounding a portrait crowned by laurel and lyre with the inscription “1935” on the building’s front façade

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 to the Office of Small Business on June 5, 2024.



Richard Sucre  
*Acting Commission Secretary*

AYES: Baldauf, Campbell, Vergara, Wright, Foley, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: June 5, 2024