

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 23, 2019

SODINI'S GREEN VALLEY RESTAURANT

Application No.: LBR-2016-17-044

Business Name: Sodini's Green Valley Restaurant

Business Address: 510 Green Street

District: District 3

Applicant: Mark A. Sodini, President Nomination Date: December 12, 2016
Nominated By: Supervisor Aaron Peskin

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Sodini's Green Valley Restaurant has operated continuously at 510 Green Street in North Beach since 1906, originally as Green Valley Restaurant. The restaurant has maintained its Italian American roots and traditions, fostering a sense of sempre in famiglia ("always in the family"). The restaurant is best known for serving classic Italian dishes that provide a sense of tradition with their simplicity.

The original ownership of the restaurant from 1906 to 1949 is unknown. In 1949, Edward Simi obtained ownership of the restaurant and operated it for 44 years. In 1993, Peter Sodini and his wife Victoria, purchased Green Valley Restaurant. Peter grew up working for in father's bakery, Cuneo, in North Beach and eventually went on to start Golden Boy Pizza in San Francisco in 1978. Sodini restored the old building and turned the restaurant into the thriving, popular North Beach establishment it is today. Approximately 90 percent of Sodini's clientele are North Beach residents.

The business is located on the north side of Green Street between Bannan Place and Grant Avenue in the North Beach neighborhood.

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, Sodini's Green Valley Restaurant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

510 Green Street from 1906 to Present (113 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Sodini's Green Valley Restaurant has contributed to the history and identity of the North Beach neighborhood and San Francisco.



CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

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 Italian cuisine.
- The property is listed in the California Register as part of the Upper Grant Avenue Historic District and has a Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within the eligible historic districts. The building, constructed in 1910, is a contributor to the Upper Grant Avenue Historic District and appears to be eligible for the National Register. Early in its history, the building housed a hotel, rumored to be a brothel, directly above the restaurant.
- Sodini's Green Valley Restaurant has been featured in North Beach newsletters, newspapers
 magazines, videos and travel sites such as Trip Advisor and Yelp including, but not limited to, the
 following:
 - San Francisco Examiner, "North Beach's leading lady helms Sodini's with a certain charm," by Examiner Staff, Dec. 7, 2014.
 - ➤ Hoodline, "Sodini's Green Valley Restaurant Celebrates 110th Year In North Beach," by Alisa Scerrato, October 10, 2106.
 - > Trip Advisor and Yelp, featuring reviews, ratings and a history of the restaurant.
 - YouTube, "Sodini's Green Valley," by Click4Corp on June 29, 2018.
 - YouTube, "Sodini's Green Valley Restaurant, San Francisco, CA: BarPeak Video Review," by BarPeak on March 13, 2019.
 - > SF Weekly, "Best of San Francisco: Best 'Old-Style Italian' food and drink restaurant."
 - Marina Times, "The sixth annual Ernesto's: Best of North Beach awards," by Ernest Beyl, April 2018.
 - GQ Magazine.
 - Traveler Magazine.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Sodini's Green Valley Restaurant is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Sodini's Green Valley Restaurant 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:

- Classic Italian cuisine.
- The original bar.
- The 7-Up sign.
- The neon blade sign.
- Green awnings.
- The original floor plan.
- Ephemera decorating the walls.





CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

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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.

Restaurant featuring Italian cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Sodini's Green Valley Restaurant currently located at 510 Green Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager Legacy Business Program







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 23, 2019

SODINI'S GREEN VALLEY RESTAURANT

LEGACY BUSINESS REGISTRY RESOLUTION NO.

Application No.: LBR-2016-17-044

Business Name: Sodini's Green Valley Restaurant

Business Address: 510 Green Street

District: District 3

Applicant: Mark A. Sodini, President Nomination Date: December 12, 2016
Nominated By: Supervisor Aaron Peskin

Staff Contact: Richard Kurylo

legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SODINI'S GREEN VALLEY RESTAURANT, CURRENTLY LOCATED AT 510 GREEN STREET.

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 in 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 September 23, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





CITY AND COUNTY OF SAN FRANCISCO LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Sodini's Green Valley Restaurant 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 Sodini's Green Valley Restaurant:

Physical Features or Traditions that Define the Business:

- Classic Italian cuisine.
- The original bar.
- The 7-Up sign.
- The neon blade sign.
- Green awnings.

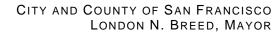
Absent -

- The original floor plan.
- Ephemera decorating the walls.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Sodini's Green Valley Restaurant on the Legacy Business Registry:

Registry:	
Restaurant featuring Italian cuisine.	
I hereby certify that the foregoing Resoluti September 23, 2019.	ion was ADOPTED by the Small Business Commission on
	Regina Dick-Endrizzi Director
RESOLUTION NO	
Ayes –	
Nays – Abstained –	







OFFICE OF SMALL BUSINESS REGINA DICK-ENDRIZZI, DIRECTOR

Richard Kurylo

Program Manager, Legacy Business Program

Legacy Business Registry Application Review Sheet

·		
Application No.: Business Name: Business Address: District: Applicant: Nomination Date: Nominated By:	510 Green Street District 3 Mark A. Sodini, President	
	licant has operated in San Francisco for 30 or more years, with no rations exceeding two years?Yes	Νc
510 Green Street from 1906	to Present (113 years)	
	licant contributed to the neighborhood's history and/or the identity of a ommunity? X Yes No	а
	ant committed to maintaining the physical features or traditions that ag craft, culinary, or art forms?XYes	Νc
NOTES: N/A		
DELIVERY DATE TO HPC:	August 19, 2019	



Member, Board of Supervisors District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

December 12, 2016

Director Regina Dick-Endrizzi San Francisco Office of Small Business City Hall, Room 110 1 Dr. Carlton B. Goodlett Place San Francisco, CA 94102

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Sodini's Green Valley Restaurant for inclusion in the Legacy Business Registry.

Sodini's has been a significant part of the Italian-American community in North Beach for over a century. At its present location for over 110 years, Sodini's has provided the community with a warm environment and the neighborhood's finest traditional Italian dishes. Its interior is adorned with references to the neighborhood's rich Italian-American history, its sidewalk seating provides a front-row seat to the splendor of North Beach, and its long-serving bar and wait staff have risen to the level of local celebrities and dear friends.

I look forward to the continued success of Sodini's Green Valley Restaurant and trust that it will benefit substantially from inclusion on the City's Legacy Business Registry.

Sincerely,

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:						
Sodini's Green Val	ley Restaurant	_ : -				
BUSINESS OWNER(S) (identify the per	son(s) with the highest ownersh	ip stake ii	n the business)			
Mark A. Sodini						
CURRENT BUSINESS ADDRESS:		TELEPI	HONE:			
510 Green Street			(415) 291-0499			
San Francisco, CA	94/33	EMAIL:				
WEBSITE:	FACEBOOK PAGE:	- W	YELP PAGE			
			12			
APPLICANT'S NAME						
Mark A. Sodini				Same as Business		
APPLICANT'S TITLE						
President	S		7			
APPLICANT'S ADDRESS:			TELEPHONE:			
			EMAIL:			
	*	9				
SAN FRANCISCO BUSINESS ACCOUN	T MIMDED. SECDET	ADV OF S	TATE ENTITY	NUMBER (if applicable):		
SAN FRANCISCO BUSINESS ACCOUNT		21780		Nomber (ii applicable).		
				**		
OFFICIAL USE: Completed by OSB Sta	ıff					
NAME OF NOMINATOR:		DATE	OF NOMINATIO	ON:		

Section Two:

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. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS	
510 Green Street, San Francisco	94133	Approx. 1906	
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPER	RATION AT THIS LOCATON	
O No S Yes	1906 (approx) - present		
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION Start:	
		End: .	
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION Start:	
		End:	
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION	
		Start: End:	
		CIIU.	

Section Three:

Disclosure Statement.

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 and a business deemed not current in 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 the Business Assistance Grant.

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.
MARK Sopini 9 3 17 Signature. Date: Signature.

V.5-6/17/2016

SODINI'S GREEN VALLEY RESTAURANT Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Sodini's Green Valley Restaurant ("Sodini's) has operated continuously at 510 Green Street in North Beach since 1906 originally as Green Valley Restaurant, serving generations of North Beach denizens. For more than 100 years, the restaurant maintained its Italian American roots and traditions, fostering a sense of *sempre in famiglia* ("always in the family") as each generation of North Beach introduces the next generation of North Beach into its warm, welcoming atmosphere.

The restaurant is best known for serving classic Italian dishes that provide a sense of tradition with their simplicity. Pasta dishes are the most popular, specifically the tortellini carbonara. Other popular food items are the lasagna, rack of lamb and the gnocchi, which is imported from Italy.

The original ownership of the restaurant from 1906 to 1949 is unknown.

In 1949, Edward Simi obtained ownership of the restaurant, and operated it for 44 years. Little is known about Mr. Simi.

In 1993, Peter Sodini and his wife Victoria, purchased Green Valley Restaurant from Edward Simi. Peter grew up working for in father's bakery, Cuneo, in North Beach and eventually went on to start Golden Boy Pizza in San Francisco in 1978. Over the years, Peter and his family opened several more Golden Boy Pizza restaurants throughout San Francisco. In 1993, when the Sodini's purchased Green Valley Restaurant, they restored the old building and turned the restaurant into the thriving, popular North Beach establishment it is today.

In 1995, Peter's brother Mark Sodini came on board in place of Victoria as an owner. Peter and Mark changed the name of the restaurant to include the family name, revamped the menu to offer Northern Italian cuisine, and added their own touches to the décor. it has since been known as Sodini's Green Valley Restaurant.

In June 2005, Peter noticed that Bertolucci's Ristorante in South San Francisco was for sale. Bertolucci's was founded by the Bertolucci Family in 1928. It was originally a boardinghouse where Mama Bertolucci cooked family style meals for steel workers. The large Italian eatery soon became an institution attracting diners from all over the Bay Area. Mama Bertolucci

eventually turned the business over to her son Larry and daughter Lola. They operated the restaurant and continued the Italian tradition until they retired. Peter Sodini had fond memories of the restaurant. When he saw it was for sale, he knew this was the opportunity of a lifetime. He sold his share of ownership of Sodini's Green Valley Restaurant to his brother Mark and purchased Bertolucci's, which he remodeled and re-opened on December 3, 2005.

Sodini's Green Valley Restaurant today continues to serve North Beach residents, San Francisco locals and tourists. The restaurant adds to the neighborhood's family-oriented ambiance while serving traditional Italian dishes. The restaurant has continued to thrive as a legacy business and well-known San Francisco eatery.

Residents of this tight-knit North Beach community come and go, but take comfort in knowing that however far away from San Francisco they may roam, Sodini's will be there when they return home, waiting for them with familiar faces, warm greetings and a great plate of pasta.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

There has not been a single circumstance that required the business to cease operations in San Francisco for six months or longer.

c. Is the business a family-owned business? If so, give the generational history of the business.

Sodini's Green Valley Restaurant is no longer a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family, as Mark Sodini is the sole owner of the restaurant. However, Sodini's Green Valley Restaurant was a family-owned business when it was co-owned by Peter and Victoria and by Peter and Mark.

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

Green Valley Restaurant was founded in 1906. Early ownership of the restaurant is unknown. In 1949, Edward Simi purchased Green Valley Restaurant, which he owned for 44 years. The Sodini family has owned the restaurant since 1993. The ownership history of Sodini's Green Valley Restaurant is as follows:

1906 to 1949: Unknown 1949 to 1993: Edward Simi

1993 to 1995: Peter Sodini and Victoria Sodini 1995 to 2005: Peter Sodini and Mark Sodini

2005 to Present: Mark Sodini

On the wall of Sodini's Green Valley Restaurant hangs a photo of the original owner in front of the business in its early years.

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any 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 historic resource status of the building at 510 Green Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the Upper Grant Avenue Historic District, and appears to be eligible for the National Register. Early in its history, the building housed a hotel, rumored to be a brothel, directly above the restaurant.

CRITERION 2

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

Sodini's Green Valley Restaurant has been a part of North Beach's Italian culture since 1910. Through the years, Sodini's has remained a local neighborhood restaurant where people from near and far visit to experience delicious, authentic Italian food reflecting the flavors of the Tuscany region in Italy and to become part of the family that is Sodini's. The restaurant is one of only a few family owned restaurants in North Beach, and all the employees are local Approximately 90 percent of Sodini's clientele are North Beach residents.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Sodini's Green Valley Restaurant has been featured in at least two modern movies. In Mrs. Doubtfire, Daniel (Robin Williams) got a modest apartment at 520-522 Green Street above Baonecci Ristorante, just across the alley from Sodini's. More recently, Sodini's appeared in the opening scene of Big Eyes, the bio-pic of famed North Beach artist Margaret Keane.

Sodini's Green Valley Restaurant is also involved with local fundraising efforts and events via gift certificate donations. The restaurant donates certificates for local groups or organizations to use as prize giveaways or as a means of fundraising for their cause.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Sodini's Green Valley Restaurant has been featured in North Beach newsletters, newspapers magazines, videos and travel sites such as Trip Advisor and Yelp including, but not limited to, the following:

- San Francisco Examiner, "North Beach's leading lady helms Sodini's with a certain charm," by Examiner Staff, Dec. 7, 2014.
- Hoodline, "Sodini's Green Valley Restaurant Celebrates 110th Year In North Beach," by Alisa Scerrato, October 10, 2106.
- Trip Advisor and Yelp, featuring reviews, ratings and a history of the restaurant.
- YouTube, "Sodini's Green Valley," by Click4Corp on June 29, 2018.
- YouTube, "Sodini's Green Valley Restaurant, San Francisco, CA: BarPeak Video Review," by BarPeak on March 13, 2019.
- SF Weekly, "Best of San Francisco: Best 'Old-Style Italian' food and drink restaurant."
- Marina Times, "The sixth annual Ernesto's: Best of North Beach awards," by Ernest Beyl, April 2018. Ernest Beyl stated, "If you can't find good pizza in North Beach you're not really trying. The best is found at Sodini's Green Valley — one of the old Italian standbys in the neighborhood."
- GQ Magazine.
- Traveler Magazine.

d. Is the business associated with a significant or historical person?

The business is associated with the Sodini family. They are no strangers to North Beach, and their roots in the community run deep. Guilio Sodini, Mark and Peter's father, once owned Cuneo Bakery across the street, and Peter opened the first Golden Boy Pizza right down the block in the late 1970s. As a child, Mark Sodini and his family would dine at Green Valley Restaurant. In the 1990s, Mark and his brother Peter purchased Green Valley Restaurant and added the family name making it Sodini's Green Valley Restaurant. Sodini's has transformed from a tavern to a restaurant over the years. Mark is proud to be the owner of a restaurant he began visiting from the age of 8.

The Sodinis' love for North Beach extends to their staff, which includes native North Beachers such as Ana Handelman, who has been with the restaurant for more than 20 years as Sodini's lead bartender.

Well-known patrons of the restaurant include Barry Bonds, Bruce Bochy, the Backstreet Boys, Steph Curry and Shirley Temple. The Rat Pack used to hang out at the back booth, hence the Rat Pack memorabilia in the restaurant.

The restaurant has been featured in a number of movies and television shows, including Mrs. Doubtfire, Big Eyes, Tales of the City, EDtv, Venom (closing scene) and Check Please, a KQED show in which ordinary diners review local restaurants (airing soon).

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

The business demonstrates its commitment to the community by hiring local residents and providing job security. Some employees have worked at the restaurant for 20+ years. This contributes to the economic stability of Sodini's, the North Beach neighborhood and San Francisco.

Sodini's also participates in community fundraising efforts by donating gift certificates to organizations for use in fundraising and events. One organization recently assisted was the San Francisco Italian Athletic Club.

f. Provide a description of the community the business serves.

Sodini's serves the North Beach community, but people visit the restaurant from all over San Francisco. Many guests hear of Sodini's via word of mouth. Mark Sodini and his family are well-known throughout North Beach. His father owned a North Beach bakery named Cunero, his grandparents owned The Venetian Cafe, and his brother opened Golden Boy Pizza, a popular late night pizza spot, along with numerous other Italian restaurants throughout the city. By being so prominent in North Beach, the Sodini family has established a large following of loyal guests. Sodini's serves many locals and caters to many regulars, often remembering guests' names and preferences, building on the family atmosphere Sodini's is proud to offer.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The building was constructed in 1910 and is an historic building. The business accumulated some culturally significant objects over the years. There is an original 7-Up sign over the awning that reads, "Green Valley" and "Restaurant" and Cocktails." There is a neon blade sign that reads, "Sodini's Restaurant." There is also a green awning over the front windows and entryway. The interior has not changed since the 1950s. Keeping the original floor plan has maintained the business's roots. The inside of Sodini's is plastered with old photographs, autographs, menus, news articles and thank you letters from guests who have dined there. From the minute you walk into Sodini's, you feel like you are a part of history, and a part of the family.

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

If Sodini's Green Valley restaurant were to be sold, relocated, or shut down, the community would suffer a great loss due to the fact that this is one of the last family-owned restaurants in

North Beach. Most, if not all, businesses that reside in North Beach do not share the same family passion that Sodini's Green Valley Restaurant has to offer.

CRITERION 3

a. Describe the business and the essential features that define its character.

Sodini's Green Valley Restaurant has been in existence since 1910 serving North Beach residents, Bay Area locals and tourists from all around the world with their authentic Italian cuisine. The restaurant is best known for serving classic Italian dishes that provide a sense of tradition and Italian culture. All employees at this business are local to San Francisco, and approximately 90% of Sodini's patronage comes from North Beach. The business is recognized throughout the city and has been featured in popular movies such as Mrs. Doubtfire and Big Eyes.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Sodini's Green Valley Restaurant is committed to maintaining its historical tradition as an Italian restaurant. Sodini's offers classical Italian food made with the finest ingredients. Mark Sodini has kept the menu consistent with the history and traditions of North Beach's Italian American community. He has spent time in Italy, cooking and learning how to prepare authentic Italian cuisine. The gnocchi served at the restaurant is imported from Florence, Italy. In addition, the bar itself has not been altered since the Sodinis took ownership, retaining its original look and creating a feeling of nostalgia.

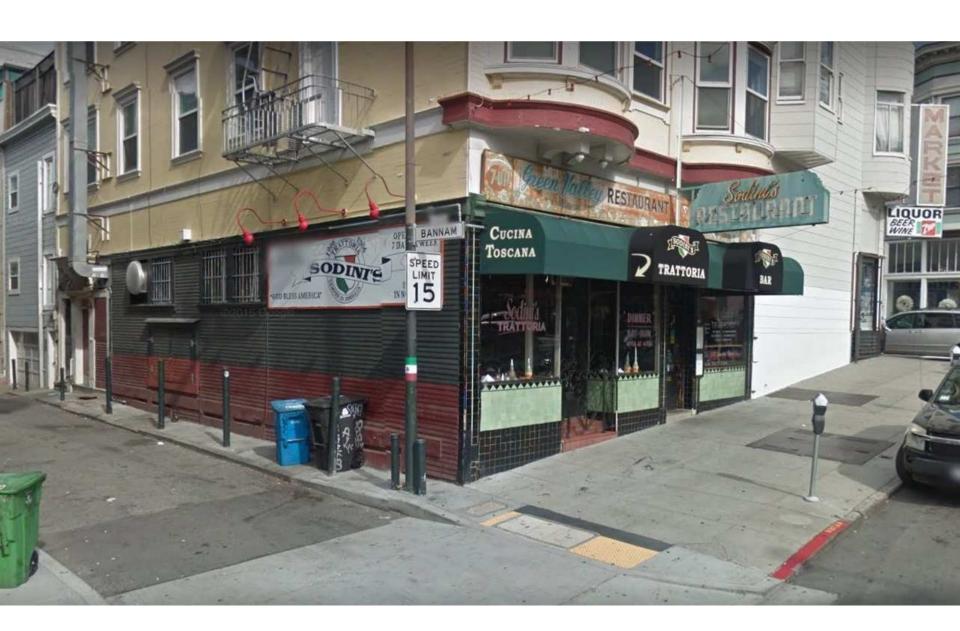
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Mark Sodini has maintained the exterior of the restaurant, including maintenance of the signage, The only change to the signage has been to add the Sodini name to the sign that appears on the alley side of the building on Bannam Place, and to the neon sign on the front of the building, which is also in keeping with the historical context of the neighborhood. Sodini's is committed to maintaining the original 7-Up sign and the neon blade sign. The interior of the restaurant has also been kept as close to original as possible, keeping the original bar and making changes to the restaurant itself to improve safety and hygiene. Sodini's was also the pioneer business in North Beach to string lights across the street. It was professionally installed, and Sodini's provides the electrical power.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been a restaurant for 30+ years is included in this Legacy Business Registry application.







a alamy stock photo

EJHKTF www.alamy.com

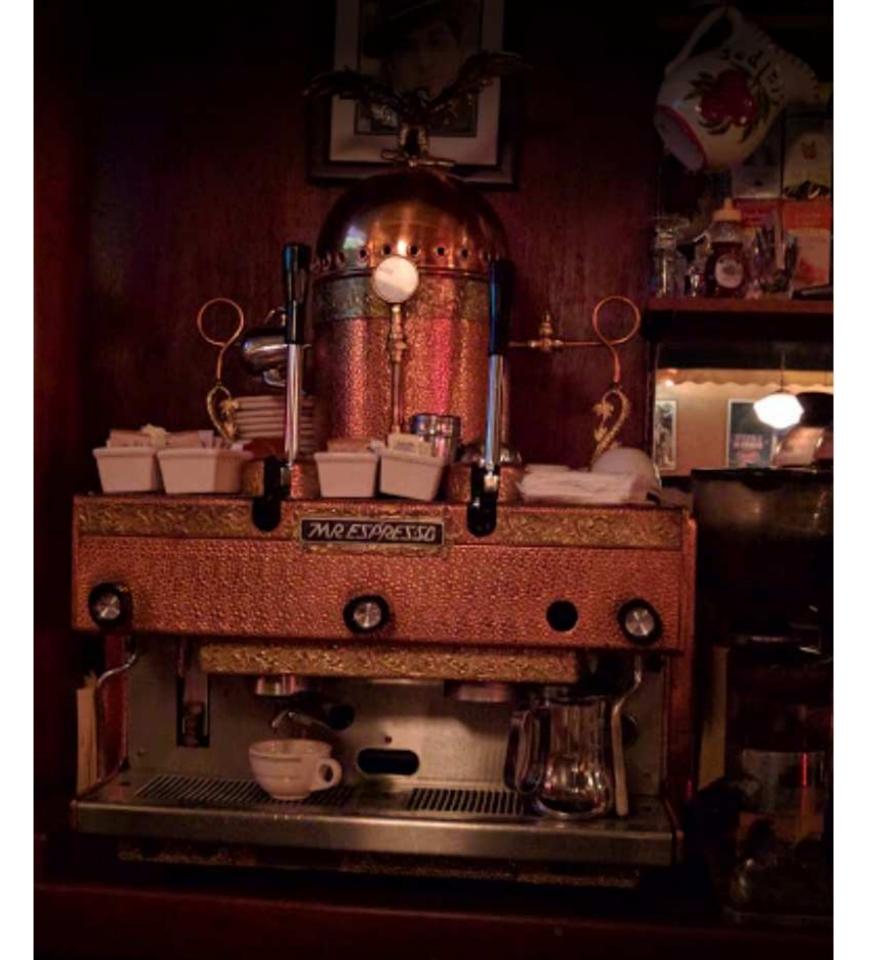














Mike koozmin/The S.f. ExaminerNorth Beach's Sodini's bartender Ana Handelman is a neighborhood staple

North Beach's leading lady helms Sodini's with a certain charm

EXAMINER STAFF / Dec. 7, 2014 12:00 a.m. / FEATURES

As much as I love the craft cocktail scene in The City, I'm just as impressed with an old-school, nofrills bartender.

Ana Handelman, who's been behind the stick at the famous Sodini's in North Beach for the past 17 years, is a neighborhood fixture at the restaurant on the corner of Grant Avenue and Green Street. She is original San Francisco, with family as far back as they come. Handelman says her ancestors came

west in 1848 from Genoa, Italy — long before other travelers dropped anchor in the Bay and rushed to the golden hills. I guess timeliness runs in the family.

"We came just a little bit before the Gold Rush," Ana says. "Because my family, we always come early."

And it's tough to be late for work when you live next door to your employer.

In a neighborhood where it seems that everybody is from somewhere else and came looking for some kind of gold of their own, Ana's roots are firmly planted here. Her mother and father live near Coit Tower, where her grandmother Filomena's mural graces an inside wall of the tower. And all the former bars, restaurants and hotspots that long ago faded away — like her wild nights — remain fresh in her memory.

Like that time she was on "Who Wants To Be A Millionaire?" and won \$16,000, but not without the help of all her lifelines.

"I took one of my friends to Puerto Vallarta for a week and went all out. She was one of my lifelines," Ana says. "Hotels on the beach, sunbathing all day, you name it."

But besides going on vacation once in a while, her feet stay planted in San Francisco's Little Italy, where she grew up near the former Old Spaghetti Factory, a popular place her parents ran. Robin Williams and other big acts found an early stage presence there. The space is now known as Bocce Cafe, where the inlay stayed mostly intact. Ana's baby photo still hangs on the wall.

I sat down at Sodini's for some bruschetta and a Negroni, reminiscing and thankful for places where this warm charm still exists. It was almost like being in the middle of Ana's living room.

I was surrounded by regulars, like the taxi drivers who make their last pickup a Manhattan over at Sodini's, and officers patrolling the neighborhood who stopped by for an iced tea and a chance to say hello to North Beach's leading lady.

All the while, Ana shook martinis and chatted up everyone, giving guests an Italian pour of wine — the kind that hits the rim. A couple of Ana's old friends who moved out of the neighborhood sat next to me. They brought her a potted herb garden.

"I love you Italians!" Ana said, fingers raised and puckered like a clove of garlic. "Always come bearing gifts."

After my Negroni, she whipped up a Liz Taylor. It's a violet Cosmopolitan in which the cranberry juice and blue curacao do for the drink what the Golden Age actress's eyes did for the screen. When Ana first landed the gig at Sodini's, her gals would dress up and take over the bar for "Liz Taylor Night."

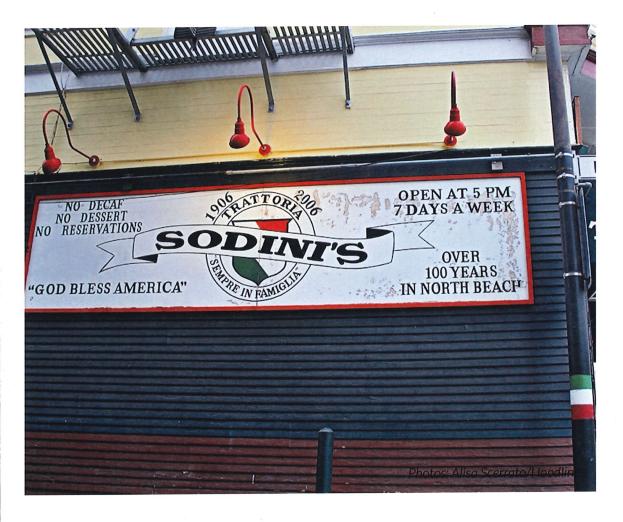
"We were all still single and had no kids — now those were the days," Ana says.

All her friends have long since married, moved out of town and had children, but she is here in the same neighborhood she has always called home. Still the first one you see when you first open the doors to the Rat Pack-themed bar and restaurant — the type who makes you smile every time.

When in North Beach ...

ralvarado@sfexaminer.com

Sodini's Green Valley Restaurant Celebrates 110th Year In North Beach



If you stand in front of Sodini's at the corner of Bannam and Green Street, you'll see the old "Green Valley Restaurant" signage above the awning. That's what the restaurant was called before the Sodini brothers bought the place 25 years ago.

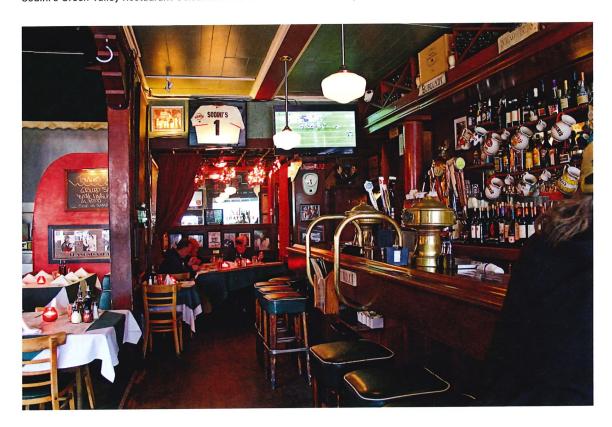
The North Beach restaurant is now in its 110th year, and it isn't planning on going anywhere.



Mark Sodini is currently the sole owner of Sodini's Green Valley Restaurant. He went into business with his brother, Peter, about 25 years ago. During that time, the brothers changed the restaurant's name, revamped the menu to offer Northern Italian cuisine, and added their own touches to the décor.



The Sodinis are no stranger to Green Street. Mark Sodini's father, Guilio, once owned Cuneo Bakery across the street, and his brother, Peter, opened the first Golden Boy Pizza (http://www.goldenboypizza.com)in San Francisco in the late '70s. About ten years ago, Peter Sodini left the 'Green Valley business' to focus on his other ventures: Golden Boy and Bertolucci's (http://www.sodinisbertoluccis.com/index.html) in South San Francisco.



Looking around the interior, you'll see photos of Sodini's family and friends, along with images of Frank Sinatra and Sophia Loren. "We are a Rat Pack restaurant," said Sodini. "But we also like to put up pictures of friends and customers who have been in here over the years."



The restaurant has never advertised, and doesn't plan on doing so any time soon. Sodini says that most of his customers are regulars, although he sometimes gets tourists in from off the street.



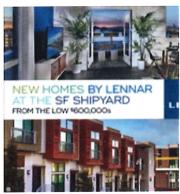
Ana Handelman, North Beach native and 20-year bartender at Sodini's.

Some of Sodini's most popular food items are the lasagna, rack of lamb, and the gnocchi, which is imported from Italy. North Beach staple Fernet-Branca is a favorite among customers, as is longtime bartender Ana Handelman's "Liz Taylor" cocktail. (It's a Cosmopolitan with a little blue curaçao, "which adds romance," she said.)



Born and raised in North Beach, Handelman has been working at Sodini's for 20 years. She started out waiting tables, but was soon behind the bar pouring drinks and greeting people as they came in the door. These days, she has a loyal neighborhood following.

Mon. October 10, 2016, 8:



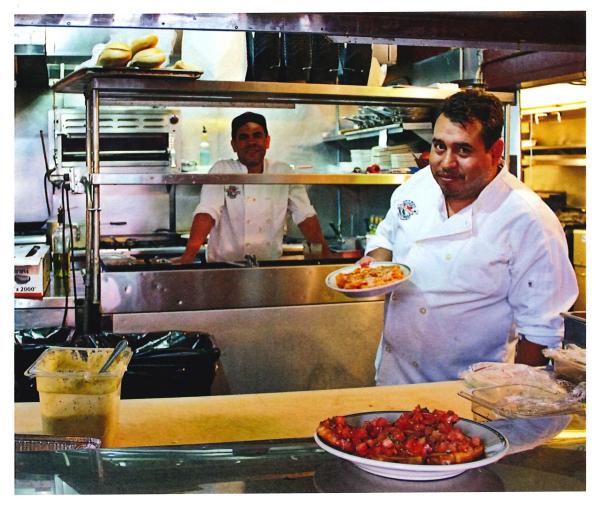
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Handelman with a regular of 18 years, Marl Deadder, who lives up the street.

Sodini says that once people start working for him, he never wants them to leave—his goal is for Sodini's to feel like home to employees, so they stick around for a long time. He likes to have a solid crew of longtime staffers that he can depend on, and that regulars can expect to see when they drop in.

Casey, another longtime bartender, splits the week's bartending shifts with Handelman, and two waitresses, Linda and Rachel, have been at Sodini's for 19 and 20 years, respectively. Chefs and brothers Refugio and Romero ("Cassie") have also worked with Sodini for several years.



Cassie (left) and Cheppie.

"North Beach will always be North Beach," Sodini said. "It's become modernized, but Sodini's is still standing. We don't change—we are still the true, authentic North Beach. I want to keep it old-school, and I go out of my way to do that."

Sodini believes North Beach is and always has been a special place to hang out, due to its character and charm. "All the restaurant owners and bartenders know each other and visit each other's businesses. It's still a great community. We all stick together and back each other up. I hope the restaurant will be here forever, at least for long as I am alive."

To Whom It May Concern,

Hello! My name is Rachel Maniscalco and I've worked here for 18 years plus. My first experience as this wonderful restaurant was of course as a customer. Best times sitting at the bar with my Dad having my rack of lamb. Over the years, I was lucky enough to work here. When I was hired, I was working at 2 other restaurants but I left both for Sodini's Green Valley. I am still here ③!

When I started, I was a single person and now have been married for 15 years and have 3 kids. I had the best time working here through 3 pregnancies and I was always welcomed back with open arms as we are a true family. We are all so close literally living in the same neighborhood and hanging out at the same bars and eating at the same restaurants. (Like we all don't see each other enough!) We can't get away from each other NOR do we want to. After hours, we would rather sit together, fold napkins, wipe down menus, some of us eat but mostly we talk.

After 18 years of working here there are so many great moments and memories. A Reality Show doesn't deserve us. That's how wonderful we have it!

I have worked for my boss, Mark Sodini, for all these years. He is the best boss ever. I'm sure that everybody says that, but in my life, it's for real. I have been working since the age of 13 and have worked for other families before. Still, I have never been treated with the upmost respect, kindest, compassion, generosity as I have been here. It all goes back to being treated like family. Working together with my co-workers is the greatest gift. The camaraderie that we have is indescribable. We live, breathe and would die for each other. And mind you, it is a job and a hard one. But, it's my pleasure to be a waitress and only here at Sodini's! I'm not here at work to give you a bad time! My job is to make the customer happy, the customer relaxes and I do the work. Truly I am a happy waitress and a simple thank you is wonderful. I love when my customers end up loving me at the end of their dinner and say not only was the food amazing but the service was fantastic too! I enjoy what I do and it shows.

When customers come in, they always ask about the history of the place. People are interested to hear the restaurant has been here since 1906 and withheld during the earthquake. From there, the discussion about the history starts. I love that part of my job. I also love recommending dishes to the customer as well. I ask their preferences and go from there. I give them the honest truth. I have a 99.99% rate of return on my recommendations. Customers always thank me and say how delicious all the food was. I love that customers will continue to have the best night ever thanks to me starting it off right at this amazing restaurant that I work.

I don't know how many people can stay at a job for 18 years, doing what I do but there is clearly a reason. All my regular customers and new customers make my night by just their appreciation and a smile. I am just a happy person loving my job and very proud

of it and the work that I do. You are very lucky if you work here. You would work with the world's best boss and staff that become like family. Oh, and the employee parties that we have with karaoke parties, super bowl parties and literally every Saturday night is just so wonderful. What a great place to work with others who all care about their jobs. It is truly amazing to be part of an establishment that is so well known and has been around for so long.

Sincerely,

Rachel

To Whom it May Concern: Sodinis Shoon Valley is North Booch living legend. Scolinis, has been an aperating restourant since 1906. of families, and tourists alike.

The feed is wonderful True Stelier-Comercian Jane. From Lenguine and Meatball Tomb, Cheekon, Dochood, Stoo. Wonderfal. When entering & establishment, Jeen are taken Dock to another lime. Doon Martin, Frank Sira Cosemany Cooney, and ennettle are blound to be in the beckground of t Nattorio takledaths, linen napkins, al call the look and fee

Sedinis has been in my life always. I have Alen people meet, become friends, become lovers, and become Spareses! Jes!! Its a romantie little place San Franciscans Vistory We have three & four generations that come to dine Children grow, and marry, We have always level the all We have sormed friendships that stell flourish. We have also have soid good bye to too many. But we have keen a part of it all. Corner from thes restaurage. I Couldn't emagene life without, selenis on Iten Street at Hant.

Sodinis is a wonderful -

staple of the neighborhood Truly & gom that cannot go lawy. We must treasure such establishments as This one. This place so highly? The I Solinis for the last twenty Leads. as a Native Son Francison, not am I only proud to coope here, but am truly to blessed for the opportun to be a part of thats hystorical establishment. here are the good old Truly, Ana Merina Meller (Hondelmen)

To whom it may concern,

My name is Ashley, and I have lived in San Francisco for 15 years. In this time, I have grown from a teenager of 17, just getting her bearings in a big city, to a local small business owner, wife, and mother.

During each phase of my time in SF, Sodinis has been a staple in my life.

Being away from my hometown, Sodini's has been like visiting a family home, filled with my favorite family members. Mark has created the most magical atmosphere, and each visit has made me feel warm, kept me well fed, and offered such a perfect, often Sinatra filled, time.

My husband and I had many of our first dates here. We very quickly became regulars, and felt truly well taken care of every time we'd visit. Our general perch, at the bar, was where we spent many-a-date eating, drinking, falling in love, and taking in the occasional Giant's game. We continue to have some our most favorite times here. One so memorable, it even landed us in a frame on the wall...our engagement!

We absolutely believe Sodini's to be deserving of Sf's Heritage status, as it has been such a meaningful staple in San Francisco for my family, as well as so many others, over the years. It has been our favorite restaurant, with our favorite staff, and a place to call home.

We hope these words of encouragement help to solidify your decision, and thank you in advance for your time and consideration.

Kindly,

Ashley and Mike Melamed

To whom it may concern,

I consider myself a bit of a "Bar Historian". I not only choose to spend my free time in old historic bars and restaurants, but i've also made a career of working in them. These establishments of public interaction are just as important to the cultural integrity of a city as any museum, bridge, or monument. In all honesty, they carry more value, due to the fact that the loyal patrons and employees carry a personal connection to the businesses themselves. This is especially true of the iconic, Sodini's Green Valley.

Sodini's has been my favorite North Beach restaurant for many years, but upon moving onto the block ten years ago, it immediately became a major part of my life. At the time, I was working six days a week and my girlfriend and I spent my one night off each week having dinner at the historic dinner house. Right away, the staff made us feel like family, giving us a huge welcome and saving us our favorite table. It never really felt like we were in a formal business, but more like we were attending a dinner party at a friend's home. It became obvious that we were not the only ones with this opinion. The more we went, the more we realized that about eighty percent of the clientele was local. With the exception of a few tourists stumbling onto the place, or travelers referred to the restaurant by their hotel, it was clear that Sodini's was a San Francisco joint for San Francisco people.

After spending over a decade working at another hundred year old business, the land lord refused to renew the lease. The city of San Francisco lost yet another great staple and I was out of a job. Mark Sodini came to the rescue, calling me up and inviting me to come tend bar at his awesome restaurant. I have been there ever since and after five years, I'm still the new guy. The employees have all been there forever, some upwards of twenty plus years. Everyone has their own story of love for the house, and together we continue to add to our own personal take.

I am just one person, but working there I get to observe just how many people carry a great deal of love for the place. There are customers who have been patronizing the restaurant for most of their lives and other service industry people who use it as a haven to escape their own jobs and stress. From the woman who brought in a picture of her relative who once owned the restaurant in the thirties, to the neighborhood bartender who chooses to spend their break from their double shift at the bar, Sodini's means a lot to a lot of people. San Francisco has lost too many great establishments over the years, and the character of the city has suffered greatly for it. If there ever was a place that deserved to be preserved or granted any sort of landmark status, Sodini's Green Valley is it.

Sincerely, Casey Lippi

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 Filing Date:
 August 19, 2019

 Case No.:
 2019-015743LBR

Business Name: Sodini's Green Valley Restaurant

Business Address: 510 Green Street

Zoning: North Beach NCD (Neighborhood Commercial District) Zoning District

40-X Height and Bulk District

Block/Lot: 0116/012

Applicant: Mark A. Sodini, President Nominated By: Supervisor Aaron Peskin

Located In: District 3

Staff Contact: Shelley Caltagirone - (415) 558-6625

shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Sodini's Green Valley Restaurant has operated continuously at 510 Green Street in North Beach since 1906, originally as Green Valley Restaurant. The restaurant has maintained its Italian American roots and traditions, fostering a sense of sempre in famiglia ("always in the family"). The restaurant is best known for serving classic Italian dishes that provide a sense of tradition with their simplicity.

The original ownership of the restaurant from 1906 to 1949 is unknown. In 1949, Edward Simi obtained ownership of the restaurant, and operated it for 44 years. In 1993, Peter Sodini and his wife Victoria, purchased Green Valley Restaurant. Peter grew up working for in father's bakery, Cuneo, in North Beach and eventually went on to start Golden Boy Pizza in San Francisco in 1978. Sodini restored the old building and turned the restaurant into the thriving, popular North Beach establishment it is today. Approximately 90 percent of Sodini's clientele are North Beach residents.

The business is located on the north side of Green Street between Bannan Place and Grant Avenue in the North Beach neighborhood. It is within the North Beach NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. When was business founded?

The business was founded in 1906.

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

Yes. Sodini's Green Valley Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Sodini's Green Valley Restaurant has operated continuously in San Francisco for 113 years.
- ii. Sodini's Green Valley Restaurant has contributed to the history and identity of the North Beach neighborhood and San Francisco.

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- iii. Sodini's Green Valley Restaurant 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 cuisine.

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

Yes. The building, constructed in 1910, is a contributor to the Upper Grant Avenue Historic District and appears to be eligible for the National Register. Early in its history, the building housed a hotel, rumored to be a brothel, directly above the restaurant.

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

Yes. The property is listed in the California Register as part of the Upper Grant Avenue Historic District and has a Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within the eligible historic districts.

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

No.

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

Yes. Sodini's Green Valley Restaurant has been featured in North Beach newsletters, newspapers magazines, videos and travel sites such as Trip Advisor and Yelp including, but not limited to, the following:

- San Francisco Examiner, "North Beach's leading lady helms Sodini's with a certain charm," by Examiner Staff, Dec. 7, 2014.
- Hoodline, "Sodini's Green Valley Restaurant Celebrates 110th Year In North Beach," by Alisa Scerrato, October 10, 2106.
- Trip Advisor and Yelp, featuring reviews, ratings and a history of the restaurant.
- YouTube, "Sodini's Green Valley," by Click4Corp on June 29, 2018.
- YouTube, "Sodini's Green Valley Restaurant, San Francisco, CA: BarPeak Video Review," by BarPeak on March 13, 2019.
- SF Weekly, "Best of San Francisco: Best 'Old-Style Italian' food and drink restaurant."
- Marina Times, "The sixth annual Ernesto's: Best of North Beach awards," by Ernest Beyl, April 2018.
- GQ Magazine.
- Traveler Magazine.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

510 Green Street

Recommended by Applicant

- Classic Italian cuisine
- The original bar

- The 7-Up sign
- The neon blade sign
- Green awnings
- The original floor plan
- Ephemera decorating the walls

Additional Recommended by Staff

None

Historic Preservation Commission Draft Resolution No.

HEARING DATE: SEPTEMBER 18, 2019

1650 Mission St. Suite 400 San Francisco, CA 94103-2479

Reception: 415.558.6378

Fax:

415.558.6409

Planning Information: 415.558.6377

Filing Date: August 19, 2019 Case No.: 2019-015743LBR

Business Name: Sodini's Green Valley Restaurant

Business Address: 510 Green Street

Zoning: North Beach NCD (Neighborhood Commercial District) Zoning District

40-X Height and Bulk District

Block/Lot: 0116/012

Applicant: Mark A. Sodini, President
Nominated By: Supervisor Aaron Peskin

Located In: District 3

Staff Contact: Shelley Caltagirone - (415) 558-6625

shelley.caltagirone@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SODINI'S GREEN VALLEY RESTAURANT CURRENTLY LOCATED AT 510 GREEN STREET, BLOCK/LOT 0116/012.

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 September 18, 2019, 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 Sodini's Green Valley Restaurant 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 Sodini's Green Valley Restaurant.

Location(s):

• 510 Green Street

Physical Features or Traditions that Define the Business:

- Classic Italian cuisine
- The original bar
- The 7-Up sign
- The neon blade sign
- Green awnings
- The original floor plan
- Ephemera decorating the walls

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 2019-015743LBR to the Office of Small Business September 18, 2019.

Jonas P. Ionin

Commission Secretary

AYES: NOES: ABSENT:

ADOPTED:

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