

Legacy Business Registry Staff Report

HEARING DATE MAY 8, 2017

GINO AND CARLO, INC.

Application No.: LBR-2016-17-045
Business Name: Gino and Carlo, Inc.
Business Address: 548 Green Street
District: District 3
Applicant: Marco Rossi, Frank Rossi and Ron Minolli, Owners
Nomination Date: December 12, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Gino and Carlo, Inc. is a sports bar in the North Beach neighborhood established in 1942 by two friends, Gino and Carlo, to cater to the surrounding working class Italian American community, and more specifically, those who worked the graveyard shift. The business opened at 6 a.m. to serve this niche – a practice that continues today. In 1956, Gino and Carlo sold the business to Donato Rossi and Aldino Cuneo, a famous bocce ball player. Rossi's brother, Frank Rossi Sr., joined the business in 1968, followed by Ron Minolli who joined a decade later. Today, the business is co-owned by Frank Rossi Jr., Marco Rossi, and Ron Minolli. Over the years, Gino and Carlo initiated numerous traditions and events that provided opportunities for neighborhood residents to come together, including a monthly Thursday Banquet Luncheon, Thanksgiving meals, *pedro* (an Italian card game) and bocce ball. Memorial services for famous residents of North Beach, such as Joe DiMaggio, Warren Hinckle, and Carol Doda, have been held at the bar, and the business regularly participates in the annual Columbus Day Parade and North Beach Fair. Gino and Carlo's most popular event, however, is its annual eight-week-long Donato Rossi Bocce Tournament, which starts and ends at the bar and takes place on the courts at Joe DiMaggio Playground. The business further contributes to its community by sponsoring various benefits and donating to local schools and nonprofit organizations.

Gino and Carlo features a long wood bar spanning the course of its long, narrow entrance and opening towards the middle and rear of the space. Its walls are decorated with Italian flags, sports memorabilia and dozens of framed photos of famous Italian American celebrities and historic photos of the bar and its patrons. Its exterior is characterized by a green awning located over its front entrance, which is recessed and clad in decorative green, white, and yellow tile. A *terazza* spells out "Gino & Carlo" at the entrance. One of its strongest visual features is a projecting green neon blade sign. On the secondary elevation, the exterior siding is painted the colors of the Italian flag – green, white, and red – along with the words, "Gino & Carlo, Est. 1942, Cent' Anni."

Operating in the same location for 75 years, Gino and Carlo has become a neighborhood institution, attracting a loyal customer base that continues to patronize the business. Gino and Carlo is essential to the identity of North Beach, serves as a cultural landmark and tangible reminder of North Beach's Italian American working class heritage, and continues to serve both long-time residents with deep roots in San Francisco and newcomers.



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 applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

548 Green Street from 1942 to Present (75 years).

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

Yes, the applicant has contributed to the North Beach neighborhood's history and identity.

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:

- Gino and Carlo is associated with tradition of neighborhood-serving bars that promote community.
- Gino and Carlo has contributed to the history and identity of San Francisco's North Beach neighborhood by serving as a working class neighborhood bar for a largely Italian American customer base. While the neighborhood continues to change demographically, it retains a loyal customer base and maintains the connection to its Italian American heritage by hosting and participating in community events such as its annual Bocce ball tournament and the San Francisco Columbus Day parade.
- The property at 548 Green Street is associated with significant architecture, as it was identified as eligible for listing in the California Register eligible Upper Grant Avenue Historic District and is thus considered a "Category A" property for the purposes of CEQA.
- The business has been cited in the following publications:
 - San Francisco Appetites and Afterthoughts: In Search of the Good Life by the Golden Gate (2017), by Ernest Beyl, published by Grizzly Peak Press.
 - SFGate, 8/22/2010, "Frank Rossi of Gino and Carlo's to retire," by Carl Nolte.
 - San Francisco Examiner, 3/25/2011, "Gino and Carlo holds steady amid a changing North Beach," by Erik Cummins.
 - SFGate, 8/24/2011, "Gino & Carlo's Donato Rossi Bocce Tournament," by Catherine Bigelow.
 - Hoodline, 9/28/2015, "Frank Colla Says Goodbye to Gino & Carlo Tonight."

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

Yes, Gino and Carlo is committed to maintaining the physical features or traditions that define its tradition of serving as a neighborhood bar in North Beach and that connect it to its working class Italian American roots.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Gino and Carlo, Inc. 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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Function as a neighborhood bar.
- Affordable prices.
- Promotion of Italian-American heritage through events such as its annual bocce ball tournament and family-style Italian lunches, as well as its interior decoration features.
- Interior design features including its wood bar.
- Exterior features including its neon green awning, tile entrance, terrazzo, characteristic green painted brick, and painted signs associated with the business

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.

- Bar.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Gino and Carlo, Inc. currently located at 548 Green Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE MAY 8, 2017

GINO AND CARLO, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-045
Business Name: Gino and Carlo, Inc.
Business Address: 548 Green Street
District: District 3
Applicant: Marco Rossi, Frank Rossi and Ron Minolli, Owners
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 GINO AND CARLO, INC., CURRENTLY LOCATED AT 548 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 May 8, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Gino and Carlo, Inc. 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 Gino and Carlo, Inc.:

Physical Features or Traditions that Define the Business:

- Function as a neighborhood bar.
Affordable prices.
Promotion of Italian-American heritage through events such as its annual bocce ball tournament and family-style Italian lunches, as well as its interior decoration features.
Interior design features including its wood bar.
Exterior features including its neon green awning, tile entrance, terrazzo, characteristic green painted brick, and painted signs associated with the business

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Gino and Carlo, Inc. on the Legacy Business Registry:

- Bar.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 8, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-045
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Nomination Date: December 12, 2016
Nominated By: Supervisor Aaron Peskin

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

548 Green Street from 1942 to Present (75 years).

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

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

NOTES: NA

DELIVERY DATE TO HPC: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program



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 Gino and Carlo Cocktail Lounge for inclusion on the Legacy Business Registry.

Established in 1942, Gino and Carlo's remains a tremendously popular destination and is particularly well known for fostering community among its local regulars. The bar is a well-traversed nook in North Beach's "living room" environment and has a verifiable reputation for taking care of its people. Among its regulars, the late writer Warren Hinckle remarked fondly that it's "an institution that has never changed." For the last decade, Gino and Carlo's has hosted a newer tradition: the immensely popular eight week-long Donato Rossi Bocce Tournament.

Gino and Carlo's is committed to keeping North Beach's heritage alive, and in doing so is an important meeting place and cultural landmark for the North Beach community. It's a community-serving business both qualified and deserving of a spot on the Legacy Business Registry, and I hope for its continued success and growth.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Gino & Carlo, Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Marco Rossi Frank Rossi Ron Minolli		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
548 Green St, San Francisco, CA 94133		(415) 421-0896
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
http://www.ginoandcarlo.com/	www.facebook.com/pages/Gino-and-Carlo	https://www.yelp.com/biz/gino-and-carlo-co

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business Owner	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
1036917	C0930844

BACKGROUND INFORMATION	
Founding Location:	548 Green St, San Francisco, CA 94133
Current Headquarters Location:	548 Green St, San Francisco, CA 94133
Operating in San Francisco since:	1942

NAME OF NOMINATOR:	DATE OF NOMINATION:
Aaron Peskin	12/12/2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
548 Green St, San Francisco, CA 94133	94133	1942 to present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

3. Eligibility Criteria

Attach the business's historical narrative.

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

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.

Marco Rossi

3/24/17

Name (Print):

Date:

Signature:

Gino & Carlo
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.

In 1942, two friends, Gino and Carlo, opened a cocktail bar in North Beach at 548 Green Street in the location of a former boarding house. With the passage of time, nobody quite remembers the surnames of Gino and Carlo.

In 1956, Aldino Cuneo (one of the greatest bocce players in the world) and Donato Rossi took over the bar, purchasing it from Gino and Carlo. In 1968, Frank Rossi Sr., Donato's brother, became a co-owner as well. This continued for a decade until 1978, when Ron Minolli joined as well.

In 1981, Aldino left the bar and Frank Colla bought the shares of Aldino. Frank Colla, Frank Rossi, Donato, and Ron owned the bar until 2005, Donato passed away and left his share of the bar to his son Marco. In 2010, Frank Sr. retired and left his shares of the bar to Frank Jr., long time employee who currently is a part owner. The current ownership consists of Frank Jr, Ron Minolli, and Marco Rossi.

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

Gino & Carlo has never ceased operations in San Francisco.

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

Gino & Carlo is partially a family owned business. The original owners and namesakes Gino and Carlo sold the bar to Donato Rossi and Aldino Cuneo, who owned the bar until 1968. That year, Donato's brother Frank Rossi Sr. joined as well. Though there have been other shareholders such as Ron Minolli and Frank Colla, the bar is currently owned by sons of the Rossi brothers, Marco and Frank Jr, as well as Ron. Both Frank Jr. and Marco were employed at the bar prior to their ownership and have been a part of the North Beach institution for generations. Chronologically, the ownership is:

Gino and Carlo 1942-1956

Donato Rossi and Aldino Cuneo 1956 -1968

Donato Rossi, Frank Rossi, Sr. and Aldino Cuneo 1968-1978

Donato Rossi, Frank Rossi, Sr., Aldino Cuneo and Ron Minolli 1978-1981

Donato Rossi, Frank Rossi, Sr., Ron Minolli and Frank Colla 1981-2005

Frank Rossi Sr., Ron Minolli, Frank Colla and Marco Rossi 2005-2010

Ron Minolli, Frank Colla, Marco Rossi and Frank Rossi, Jr. 2010-2015

Ron Minolli, Marco Rossi and Frank Rossi, Jr 2015- present

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

Gino & Carlo is a family-owned business purchased from the original owners in 1956.

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.

N/A

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 bar location is not a registered landmark, however the business Gino & Carlo is listed as a Certified Legacy Establishment by San Francisco Heritage in J.K Dineen's 2015 Book *High Spirits: The Legacy Bars of San Francisco*.

CRITERION 2

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

Gino & Carlo has been a North Beach institution since its inception in 1942. Being an Italian-American owned bar in the historic Italian district of North Beach in San Francisco, it remains a neighborhood-serving bar and essential part of the identity of the neighborhood.

The bar has long been a gathering space for the Italian-American community of North Beach. Throughout its history, elder Italian men would play bocce ball and pedro (an Italian card game), and the bar has accommodated guests for holidays such as Thanksgiving and Christmas. The bar also is one of the only bars in the City that opens at 6:00 a.m., originally catering to the graveyard shift working-class Italian population of the neighborhood. The bar has also hosted numerous events over the years that have come to be neighborhood traditions and have maintained North Beach's association with the Italian-American community.

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

Gino & Carlo has hosted numerous neighborhood events throughout the years. One tradition is the monthly Thursday Banquet Luncheon, which accommodates up to 90 patrons and serves Italian staples such as Osso Buco and other specialties family-style. This tradition has been going on monthly for 25 years and was initiated by Frank Rossi Sr. as a way of keeping his bar patrons around for the lunch rush. This event was originally held bi-monthly, however it changed to monthly when the rush became too much and has continued to be a neighborhood tradition

Gino & Carlo also hosts an annual bocce ball tournament each summer that lasts between 6 to 8 weeks depending on turnout. The league normally consists of 8 teams and originates at the bar and continues onto the bocce courts at Joe Dimaggio playground. After the games, the players head back to the bar where a spread of food is provided.

The bar also is known to host memorial services for famous San Franciscans and Italian-Americans of North Beach origin such as: Joe Dimaggio, Warren Hinckle and Carol Doda.

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

Gino & Carlo has been featured and mentioned in numerous media and publications, local and national. These publications include but are not limited to: the San Francisco Chronicle, San Francisco Examiner, New York Times, Hoodline, Trip Advisor, Marina Times, Nob Hill Gazette, a full chapter in the 2015 book *San Francisco: Appetites & Afterthoughts* by Ernest Beyl and Look Magazine. The bar was listed as a Certified Legacy Establishment by San Francisco Heritage in J.K Dineen's 2015 Book *High Spirits: The Legacy Bars of San Francisco* .

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

Many famous San Franciscans and celebrities as well were known to visit Gino & Carlo. Some of these personalities include: Carol Doda, Curt Gentry, Paul Newman, Matt Dillon, Nicholas Cage, Matt Damon, Laurence Fishburn, Ray "Boom Boom" Mancini, "Irish" Pat Lawler – "The Pride of the Sunset", Tony Dingman, Herb Caen, Charles McCabe, Stanton Delaplane, Sean Mooney, Francis Ford Coppola, Willie Brown, Gavin Newsom, Kamala Harris, Aaron Peskin, Jane Kim, Al Saracevic, Steve McQueen, Brian Sabeen, poolshark Sam Runco and Vida Blue.

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

As a longstanding North Beach business, Gino & Carlo has contributed in many ways to the North Beach and San Francisco community. Gino & Carlo donates to the Salesian Boys and Girls Club, numerous Bay Area memorial golf tournaments and schools such as St. Vincent de Paul and Sacred Heart High School. They sponsor the Donato Rossi Annual Bocce Ball Tournament, the Annual 8 Ball Tournament (at the bar) and a number of softball and pool teams. The bar also does field trips to San Francisco Giants and 49ers games and to the horse races at the Sonoma County Fair, as well as trips to tour breweries such as Lagunitas and Anchor Steam. The bar also is part of the annual Columbus Day Parade and North Beach Fair, key events in the North Beach community.

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

Throughout its history, the bar has long been a community staple where residents from all types of backgrounds, although heavily Italian, have come to congregate. The patrons ranged from local judges to longshoremen and largely consist of people with very deep roots in San Francisco. When someone asks you "what school did you go to?" at Gino & Carlo, they are referring to your high school.

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

The building that Gino & Carlo is located in is not a historic landmark, however there is a great degree of history behind the building. The title history for the site dates back to 1847 – before the Gold Rush. The current building was re-constructed just after the San Francisco Earthquake in 1907. Originally it was a boarding house for Italian immigrants arriving from the Cicagna/Genoa area of Italy known as the Verde Hotel (Verde, meaning “green” in Italian, could be for Green Street, its location). The boarding house operated in the upstairs units, while the street level storefront originally was Tony & Marios until 1942, when Gino & Carlo opened their bar in that space. The basement for many, many years was used to store the family’s Sonoma wine for local distribution.

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

Gino & Carlo is a longstanding neighborhood bar that has drawn North Beach residents for generations. Over the years, people have come to Gino & Carlo to see a familiar face. The bar has long been associated with North Beach and holds a distinctive place in the community. During the holidays, former North Beach and other former San Francisco residents visiting their families come to Gino & Carlo to catch up. The bar has long catered to the residents in the neighborhood of all professions, ranging from bakers, to longshoremen, to police officers, to judges, to firefighters. The North Beach community would be missing a key part of its identity without Gino & Carlo.

CRITERION 3

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

Gino & Carlo is a neighborhood establishment cocktail bar that has deep roots in North Beach. An essential feature of the bar is its Italian heritage, which is reflected in its ownership as well as its patrons. The bar maintains a dimly lit interior, full of draft beers, wood paneling and flat screen TVs, as the bar is a sports bar as well. There are also two pool tables where the pool tournaments are held, and many identifiers of its Italian heritage such as Italian flags and photos of Italian celebrities like Joe DiMaggio. The bar is also located on a heavily trafficked section of Green Street, at the heart of the North Beach neighborhood.

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)

As a neighborhood staple, Gino & Carlo caters to its neighborhood base. The regular customers mostly come from the North Beach neighborhood and have been loyal patrons for, in some cases, decades. In order to honor their patrons and keep true to their roots, Gino & Carlo ensures that its food and drinks are affordable, as many of their patrons are retirees and long-time residents. The monthly Thursday luncheon for example, is \$30 for a large amount of food, attended by around 90 people. This demonstrates both the commitment to the patrons and the commitment for maintaining the Italian heritage of the neighborhood.

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.).

Gino & Carlo is a bar in the most traditional sense. It resembles a pub with a wooden bar and wood panel walls. The bar also has a distinctive green awning and neon sign with the name Gino & Carlo. It is located on a busy strip of Green Street between Grant and Columbus Avenues and is part of the fabric of the neighborhood culturally, as well as physically.

d. When the current ownership is not the original owner and has owned the business for less than 30years; 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.

Not applicable.



BE HERE
for
*Monday Night
FOOTBALL!*
AND ALL MAJOR SPORTING EVENTS
ON THE 6' SCREEN

EST.
1942

GINO & CARLO

EST.
1942

Gino & Carlo
Open 6^{am} till
Draft Beer
Well Drinks 4

All major sport even
On big screen TV
2 Pool tables and
Tournaments
Buffet & Special event

Thursday Lunch
New York Steak ^{or} 20
Prime Rib - Rack of Lamb
Salad - Pasta - Wine

NO RESERVATIONS
ATM AVAILABLE

GINO & CARLO

Gino & Carlo

Gino & Carlo
Gary Clark
JUL 2016

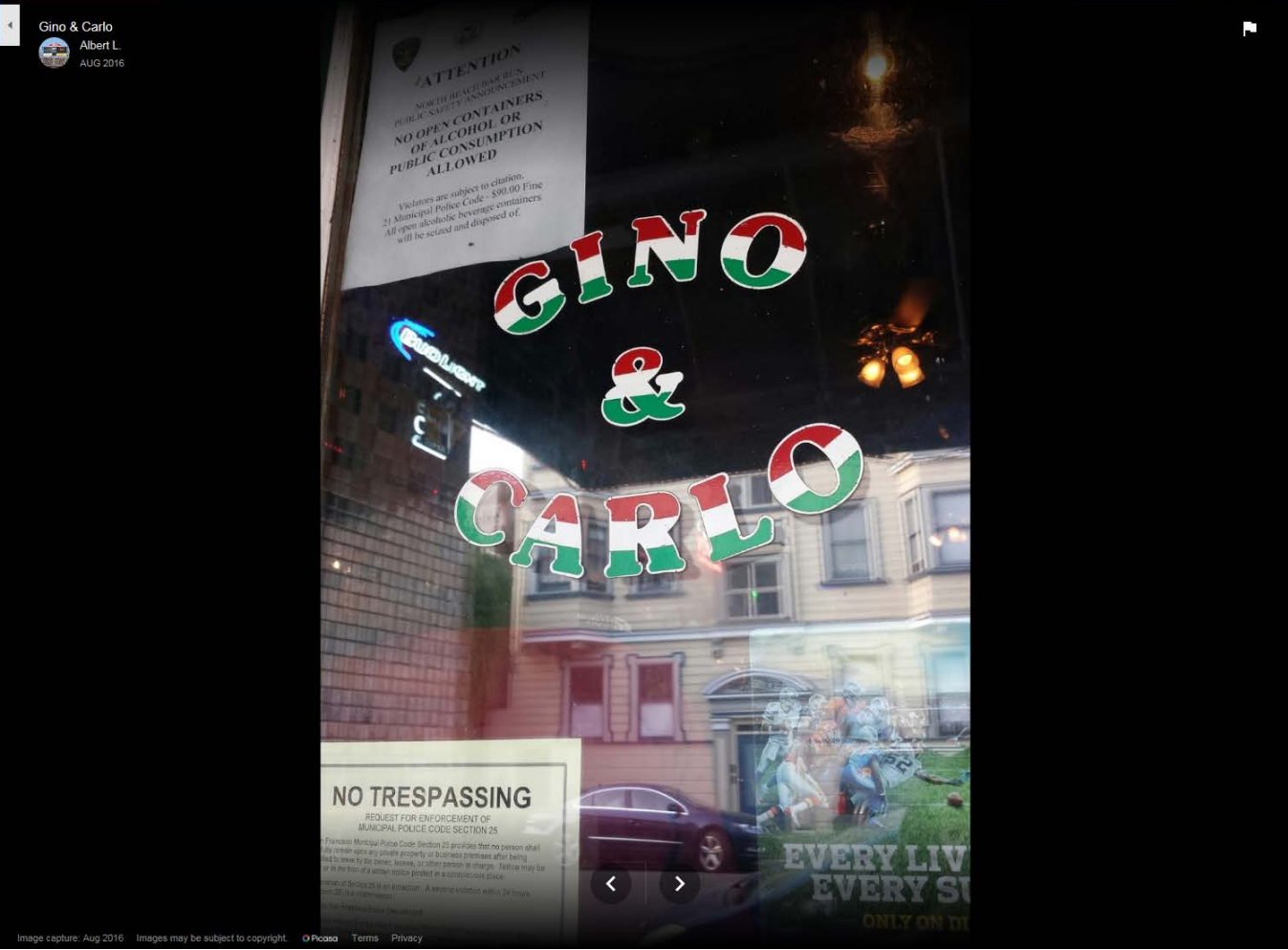




Gino & Carlo

Gino & Carlo
Albert L.
AUG 2016





Gino & Carlo

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Cepeda_Quiles_Travels
OCT 2016



Gino & Carlo



GINO & CARLO

Est. 1942

CENT' ANNI





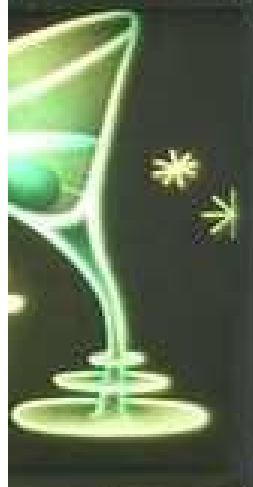
GINO
and
CARLO

OPEN
6 a.m.

WAY

GINO & CARLO EST. 1942
GINO & CARLO EST.

GOLDEN BOY PIZZA



DANTE
BENEDETTI'S
NEW PISA

GINO
and
CARLO

COLUMBUS
CAFE



RESTAURANTE

GINO CARLO



Gino & Carlo

Gino & Carlo
Jeremy Hylton
JUN 2016

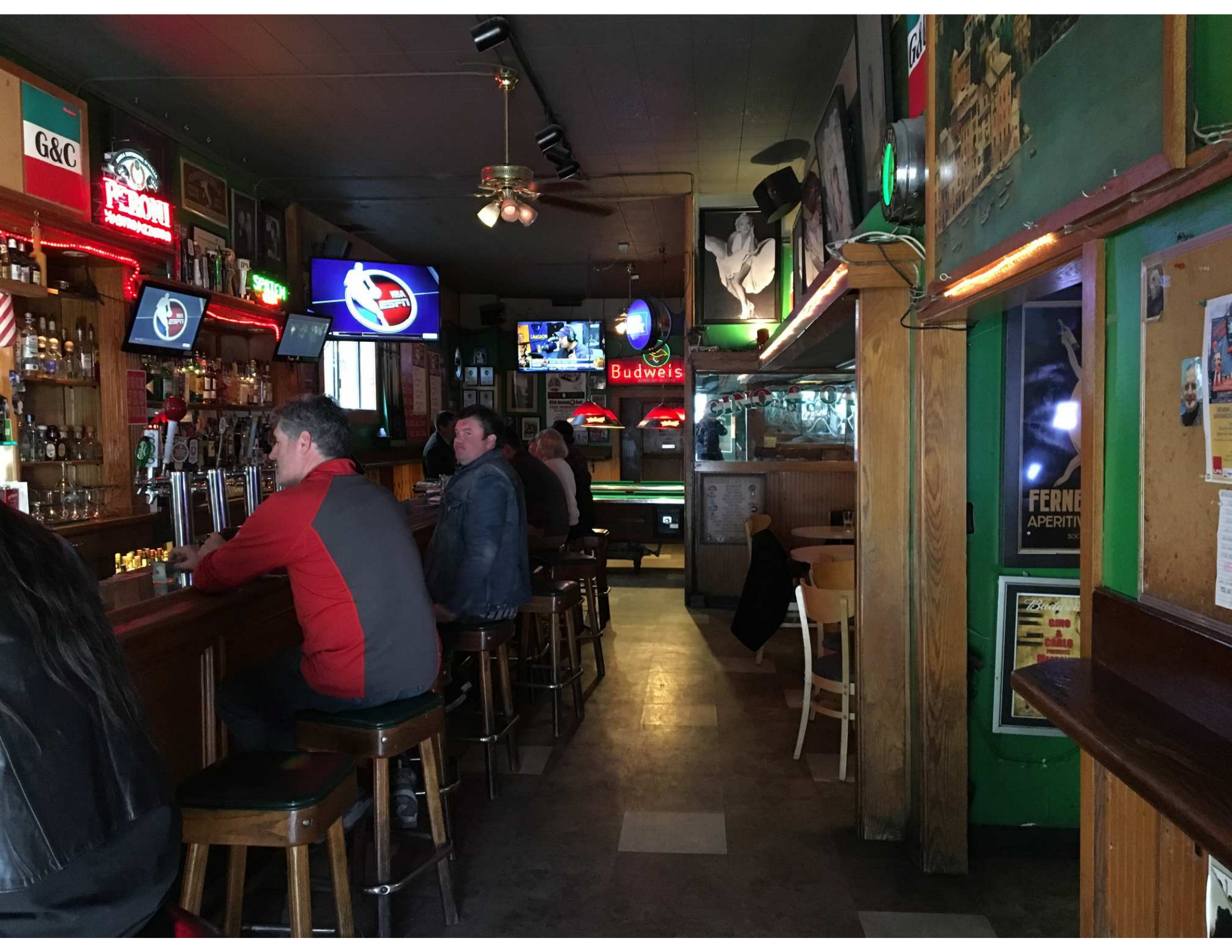


Gino & Carlo

Gino & Carlo
Joanna Twa
FEB 2013







G&C

PERONI
SPARKLING
WINE

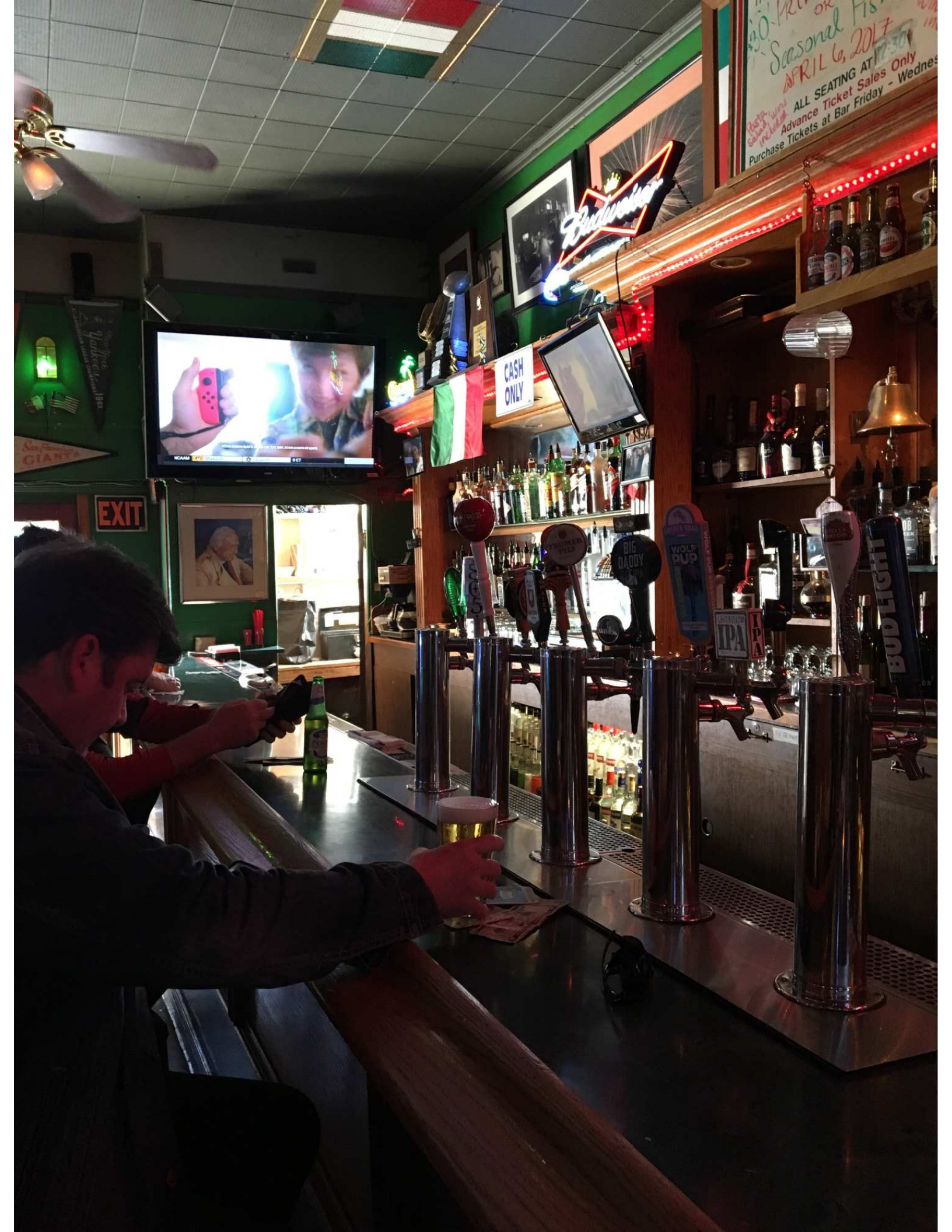
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& CARLOS
PREMIER
MEXICAN









GINO & CARLO
45th Annual 8 Ball
POOL TOURNAMENT
Starts Mon. Feb. 27th 2017
Sign up at bar
64 Entries - Entry Fee: \$20
Defending Champion: Jack Chirman
FIRST PLACE: Trip to Vegas w/ \$1000
SECOND PLACE: \$500 & Trophy
SEMI FINALIST: \$100 & Trophy
QUARTER FINALIST: \$50 Tab & Trophy
TOP WOMAN: \$50 Tab & Trophy

GINO and CARLO
POOL TOURNAMENT
GRAB BUDS
Budweiser
SEAN MITCHELL





Gino & Carlo



2017



SAN FRANCISCO APPETITES AND AFTERTHOUGHTS

IN SEARCH OF THE GOOD LIFE BY THE GOLDEN GATE



Ernest
Beyl



GRIZZLY PEAK PRESS

building at 420 Mason Street. The all-wooden building was destroyed in the fire and quake of 1906.

As the city built and prospered, saloons sprang up along the streetcar lines that ran out into working class neighborhoods that were beginning to crop up at the edge of the western sand dunes.

San Francisco's catastrophic earthquake and fire in 1906, wiped out many saloons, but it didn't take long for them to be resurrected.

The Speakeasies

Then, along came the 18th Amendment to the Constitution in 1920 and Prohibition was launched. It was finally repealed with the 21st Amendment in December 1933. But let's not debate the Prohibition issue. It did however generate a fascinating period in U.S. history—nowhere more so than in San Francisco. The fact is that during Prohibition the operation of saloons hardly stumbled. They simply became speakeasies (patronized by both men and women) and served illicit alcohol of all types. Poet Kenneth Rexroth wrote about San Francisco during Prohibition. "...Prohibition simply didn't exist. There were several bars along Market Street where a perfect stranger could walk in and get a full whiskey glass of respectable moonshine or grappa for 25 cents." There were popular speakeasies all over the city, especially in North Beach and the Tenderloin.

The classic San Francisco speakeasy was Izzy Gomez's which operated at 848 Pacific Avenue. Izzy Gomez, a portly, handsome man who always wore a black fedora, not only served booze but also thick steaks and other restoratives. Izzy attracted an eclectic group of regulars, including the Mexican muralist Diego Rivera when he was in town.

Just as there is a Shanghai Kelly's saloon today, there is also an Izzy's Steak and Chop House on Steiner Street.

Some Classic San Francisco Saloons

During and after Prohibition there were many saloons clustered around the newspaper offices in the city. The original *San Francisco*

Examiner was located then at Third and Market Streets. Breen's, Jerry and Johnny's, and the House of Shields were popular with the *Examiner* news staff and printers. Over at Fifth and Mission streets, *San Francisco Chronicle* staffers hung out at Hanno's in an alley behind the plant. Later when the *Examiner* moved to Fifth Street, near Mission, the M & M became the saloon of choice.

Saloons come and go just as their habitués do. Those wishing to pursue their own research and qualify as a master San Francisco saloonist may wish to check out a few of these:

Red's Place in Chinatown, a fixture at the same location on Jackson Street since 1937; Perry's, the popular Union Street saloon opened by Perry Butler, a transplanted New Yorker, in 1970 (the late *Chronicle* columnist Charles McCabe wrote that Perry's was "Mr. Butler's seminary for drinkers."); the Buena Vista, the bar where *Chronicle* columnist Stanton Delaplane introduced Irish Coffee; Vesuvio's, a Beat Generation joint still operating; Spec's at 12 Adler Place, in a tiny North Beach alley now called Saroyan Place; Gino and Carlo; LaRocca's Corner; and the aforementioned Saloon. Sports bars, which can be said to be a saloon sub-classification, are popular. And by the way, Fern Bars, now not the fashion, weren't a sub-classification of true saloons, although companionship frequently can, and does, exist between men and women in saloons.

It is good to remember and to embrace the memories of bartenders past and present: Certainly the aforementioned—now departed—Michael McCourt was the MVP of San Francisco bartenders. The highly literate Neil Riofski, of whom it was said kept a copy of the Unabridged Oxford English Dictionary at hand for emergencies; Bobby McCambridge and Bobby Frugoli; the late, sad-faced Sean Mooney of Mooney's Irish Pub (or are all Irish bartenders sad-faced?); Dennis O'Connor; Seamus Coyle; Cyril Boyce; Michael English; Cookie Picetti; Shanty Malone; Allen McVeigh. These are just a few.

So, is the saloon culture dying in San Francisco? Those who may believe this point to the fact that people don't drink as much as they

neighborhood. I find him a good sounding board, so I frequently stop him to talk and then wind up buying a couple of shirts out of his black bag.

Bernie is a native San Franciscan. He attended Polytechnic High School and played football there. A good looking guy of Mexican descent, Bernie became a male model and then an actor with a few good parts on TV.

Every time I see him he's at work on a film idea. He hooked me when he said that he wanted me to play the part of Walter Winchell in his upcoming movie. That day I bought a blue, fly fishing shirt, a sweater and a couple of pairs of white cotton socks. That's my usual costume and Bernie knows his customers.

CHAPTER 34

IN SEARCH OF THE PERFECT BLOODY MARY

Those of you who know me will appreciate my ongoing quest for the perfect Bloody Mary. I have journeyed far and wide in this task—to the Hemingway Bar at the Ritz Hotel in Paris and Harry's Bar in Venice, where legend has it this morning after eye-opener may have originated. Actually it was popularized in this country at the King Cole Bar in New York's St. Regis Hotel where it was called the Red Snapper. A good drink, but not in the same league as my favorite here in San Francisco. Bartenders at the late Ed Moose's Washington Square Bar & Grill had a serviceable Bloody Mary which I preferred mixed, shaken with ice, then poured through a sieve into a wine glass—the Moose way, we called it. And now, the guys and gals behind the bar at Original Joe's indulge me by serving my Bloody Mary the same way. One day at Gino and Carlo, instead of my de rigueur Campari and soda with a brandy float, it seemed like Bloody Mary time. Ron Minolli was behind the plank and I gave him a mandate to exercise his considerable experience. What I received in a short cocktail glass (with ice I should add), was the Perfect Bloody Mary. Quest ended. Here, in Ron's words, is how he does it: "Well, first, most bartenders screw up this fine drink by making it too watery. And second, they don't mix the ingredients into the tomato juice the way they should. Here's how I do it. Get yourself a 12-ounce glass and fill it with ice. Squeeze in the juice of two limes, four good shakes of salt, and three good shakes of pepper. Next comes about one half ounce of Worcestershire Sauce and a shake or two of Tabasco. Then, about a quarter teaspoon of horseradish right out of the jar. This is the time to add two ounces of a good vodka. Now here's the secret. Before you start pouring in the tomato juice, mix thoroughly all the ingredients you have sensibly put into the glass. And only after these are all mixed do you add the tomato juice and mix that in thoroughly. See what we've done here? We have mixed and blended all the spices and the vodka into the Bloody Mary." Yes Ron, I see.

GINO AND CARLO: THE QUINTESSENTIAL SALOON

I have a passion for saloons. And San Francisco is a good place to exercise that passion. One of my favorites is Gino and Carlo. It was established in 1942, is still family-owned and Italian, and proud of it. It's open 365 days a year from 6 a.m.—happy hour for those who work at night—to 2 a.m. You may be getting the idea that Gino and Carlo, on Green Street between Columbus Avenue and Upper Grant Avenue in North Beach, is not your usual San Francisco saloon. It's a sports bar with an attitude. It's a drinking establishment for what remains of the drinking establishment—a phrase I love and used earlier in this book. Janis Joplin liked to shoot pool at Gino and Carlo.

Frank Rossi, now retired, was one of the owners. He spent 42 years behind the bar. He still drops in occasionally, “to make sure the boys are doing everything right.” Frank's son, Frank Rossi, Jr. is now one of those behind the bar—and he is doing everything right. And so is another son, Marco Rossi.

Ron Minolli, a part owner and bartender, who has been there for more than 30 years and began working in the bar when he was in college, has served a generation of newspaper reporters and columnists, police and fire workers, stock market people (who get up very early) and garbage crews that are up even earlier. And, of course, there are neighborhood regulars. I am one of those.

Gino and Carlo is a full-time saloon but not a full-time restaurant. On the first Thursday of every month it serves an Italian, family-style lunch for about a hundred lucky patrons. Salad, pasta, meat or fish, wine and bread. Thirty bucks. Denise Sabella (who died as I was writing this book) was a neighborhood roustabout, sometime bartender and cook. She prepared the family style meal. It's a helluva deal. But that's not the whole story on Gino and Carlo



Gino and Carlo barman, Ron Minolli, constructs one of his special Bloody Mary's while neighborhood Bloody Mary expert, James Melling, observes.
PHOTO: ERNEST BEYL

and Denise Sabella. Each year at Thanksgiving, Denise roasted several turkeys and served them with all the trimmings to those in the neighborhood without families to be with. All you needed was a few bucks to buy one drink and you were in for the Thanksgiving dinner. That tradition continues.

First a word about myself: Don Booher

(Note: The original address for "Gino & Carlo" was 522 Green St, but after the 1906 Earthquake/Fire due to the number of buildings destroyed the renumbering became 544 Green Street!)

When I retired for good in 1994, (22 years in USAF, and 10 with General Dynamics) in San Diego, I did family histories for each of my 4 grandparents (Booher, Day, Horner, and Epstine). When these were finished, I started on my wife Jean's 4 grandparents (all Italian) histories (Foppiano, Bacigalupi, Lucchesi, and Ferrari), though the latter was adopted and no data on this grandparent!).

This turned out to be better than my own histories, as while records were scarce, I found the Italians passed down family history from generation to generation verbally, and there were many in their 90s that remembered these stories! Many of these concerned the present Gino & Carlo's building. In addition they had family photos dating to the late 1800s that had been passed down to them.

Since there are so many folks connected with the building that Gino & Carlo now occupies (many not related to my wife's family) I am including all my research on history of your buildings ownership!

Frank, I would appreciate if, some one that can make copies, would pass this to those that have worked a long time at Gino & Carlo. While Dinner reservations prevented me from your generous offer of a beer, I will take you up on this n our next visit!

First to keep things straight, these are my wife's Italian family: Foppiano and Bacigalupi's, Cicagna, Genoa Province, Lucchesi (Lucca Province), who owned or had business in the building, with wife Jean's ancestral owners shown in **Bold Print**:

Pietro Foppiano (1830s-1903) m Rose Arata (1840s-1870)

Matilda Foppiano (1865-

Nicola Foppiano (1869-1942)

In 1882 Pietro purchased the property at 522 Green Street for use as a boarding house, which was to house newly arrived Italian immigrants most feom the Cicagna/Genoa area. Foppianos, Donderos, Leveronies and other

families lived there in the early days. In 1893 **Pietro** turned over management of the boarding house to his son **Nicola**, who in 1898 married **Amelia Bacigalupi**. **Nicola and Amelia** (who are my wife's grandparents) had 3 daughters, 2 of which with their mother **Amelia**, were in the building when the 1906 earthquake struck!

Bacigalupi(o). This family knew the Foppianos from Cicagna. The **Bacigalupi's** arrived in San Francisco in 1865 as fishermen, and in the early 1880s moved to Agua Caliente, 6 miles North of Sonoma, where they started a small winery. The wine was delivered to 522 Green Street, where it was stored in the basement and then distributed. The wine was handed down to the basement by way of the small door (which is still there) on the west side of Gino and Carlo building. John "Jack" Bacigalupi was in charge of the wine distribution, until he married Irene Molinari of the meat business family. Another of this family, was James Bacigalupi, a San Francisco lawyer who helped the family in legal matters. He later became the lawyer for A.P. Gianini, and when A.P. retired in 1924 James became President of Bank of Italy and later Transamerica, but retired after he was forced out in a Proxy battle.

1906 Earthquake and Fire. On this fateful day **Nicola** had gone to the **Bacigalupi** ranch near Sonoma, while **Amelia** and her 2 daughters were upstairs at 522 Green Street. No one was hurt, and while I examined all maps and records on this neighborhood as to extent of the fire, I could find no evidence that fire reached this part of Green Street. However, there must have been some major damage to the building, as when **Nicola** returned, he sent his family to the Ranch near Sonoma for a year while repairs were made. Other buildings must have been damaged extensively, were torn down, and the building addresses renumbered, resulting in the 548 Green St. address today!

Following building repairs, the wine business continued to grow, and more space was needed than the Green Street basement provided, and a wine distribution business was opened in a brick building on Jackson Street. This building was one of few not destroyed by the earthquake and fire in this area.

Descendants. One of **Nicola and Amelia's** daughters, **Dorothy Foppiano**, in 1937 Married **Gino Lucchesi**, whose ancestors came from Boveglio, Lucca Province. Their daughter **Jean** married me in 1963 and our daughter **Donna**

Booher was born in 1964, and we started celebrating her 46th birthday at Gino & Carlo June 28th!

The history of all Owners and their time of ownership as found in San Francisco Abstract of Title records:

522 Green St., San Francisco.

4 May 1847. The property of which 522 Green St is a part, was probably an Original Spanish/Mexican Land Grant comprised of a 50 Varas Square property (one vara is 31 inches square; so the 50 square Varas lot size would be 129 feet by 129 feet). San Francisco recorded this property as Lot #373, a portion of which the Foppiano family would come to own, fronted on the North side of Green Street, the East side of Union Place and the West side of Dupont (today's Grant Ave). In 1847, Edwin Bryant deeded to David Dutton some of this property (lot size 19 3/4 ft by 89 1/2 ft), which was recorded in San Francisco records as a portion of "Lot 373," located at the Northwest corner of Green St and Union Place. (Note: This is the size of the parcel that would be eventually owned by the Foppiano's)

19 Oct 1847. David Dutton deeded this parcel to James Coates.

10 Aug 1849. James Coates deeded this parcel to Samuel Norris.

9 Oct 1849. Samuel Morris deeded this parcel to William Pettet. (In addition to this parcel, suspect that William Pettet owned the other portions of Lot #373.)

27 Oct 1849. William Pettet deeds lot #373 to: Levi Stowell, William Waters, Henry Williams, and John Joyce for \$5,500.

1849-1852. It is difficult to follow the five transactions that were recorded during these times, but apparently the property (all of the original lot #373) came into the sole possession of Levi Stowell who sold off three portions of lot #373 at various dates during this time period. Only the lot portion to be eventually purchased by the Foppiano's is discussed below.

21 Aug 1852. Levi Stowell deeded the 19 3/4 ft by 89 1/2 ft parcel of lot #373 to James Trainor for \$1,000.

8 Jun 1863. James and Mary Ann Trainor deed this parcel to Louis Vanden Bruel, a Belgian. When Louis dies six months later, the parcel is probated to his wife Elizabeth in 1870. The probate proceedings list the value of the parcel at \$500! In 1876 Elizabeth marries Joseph Schmitt.

1876. The first mention of Pietro Foppiano is in the 1876 San Francisco Directory, which shows his residence at 11 Union Place. The 1878-1882 Directories

lists a **Pietro Foppiano** Boarding House as located at 11 and 13 Union Place (probably at least a part of the property at what became readdressed as 522 Green Street. Pietro was probably renting or leasing part or all of the building at this time.

23 Mar 1879. Elizabeth and Joseph Schmitt deed this parcel to Jules Garist for \$2,500.

31 Aug 1882. Jules Garist deeds the parcel to **Pietro Foppiano** for \$2,700. On **21 Jun 1883**, the property is mortgaged by **Pietro** to Bartolmeo Canepa for \$2,000. The mortgage is canceled **4 Aug 1886** when the mortgage debt is apparently paid off. Between 1882 and **Pietro's** death in 1903, the property was used as a boarding house, mostly for newly arrived Italian immigrant men.

1891-1893. The boarding house is shown under the names of "Foppiano and Dondero." (**Nicola Foppiano and Giovanni Dondero**). At this time, it appears that **Pietro** may have turned over boarding house to **Nicola and family friend Giovanni** to manage, and Pietro possibly returned to Italy for a visit/while.

1903-1921. On **Pietro's** death in 1903, his son **Nicola and daughter Matilda** inherited this property. At this time both Nicola and Matilda (Foppiano) Leveroni families lived there and several of their children were born at the boarding house. In 1907, when Nick's family returned from Sonoma, they moved to the flats a block away at 447-451 Green Street. The living quarters of the former boarding house were then rented/leased, but Nick used the basement as a distribution center for the wine that was produced by the Bacigalupi Ranch in Agua Caliente (near Sonoma). Apparently the wine business grew and a larger storage/distribution building was rented on Jackson Square about 1916. (The 1918 San Francisco Directory lists the Wholesale Liquor business as being at 472 Jackson Street.) **The former boarding house at 522 becomes 544 Green Street** building was leased out to various restaurants and bars during this time.

1922-1941. In 1922, **Nicola and Matilda** agree to split the properties with **Nicola** taking sole ownership of the 544 Green Street property, and Matilda taking sole ownership of the flats at 447-451 1/2 Green street for consideration of \$10.00. This transfer was recorded 1 Jun 1922, with James A. Bacigalupi acting as lawyer and witness. The 544 Green Street property continues to be leased out. **Nicola** died in 1941. (The current lessors of the ground floor of the property, "Gino and Carlo," started leasing this property in 1942!)

1941-mid 1960s. On **Nicola's** death, his wife **Amelia (Bacigalupi) Foppiano** inherited the property, and continued to lease it out until the mid 1960s when it was sold.

1960s to 2010. The last leaseor of the property when it was sold in the 1960s, was "Gino and Carlos Bar," and it has continued to operate at this location for almost 68 years. The bar may never attract a tourist's eye, and yet is an important meeting place for people of Italian descent as well as San Francisco politicians! We visit there whenever come to San Francisco. **Congratulations on 68 Great Years!**

P.S. I forgot to mention that after Prohibition became law, that the Winery/ranch was limited to selling wine to the Church or for their own consumption, though I am sure the Bacigalupe neighbors, as well as relatives in San Francisco, benefited from the "fruits of their labor"!

SFGATE

Frank Rossi of Gino and Carlo's to retire

By **Carl Nolte**

Published 4:00 am, Sunday, August 22, 2010

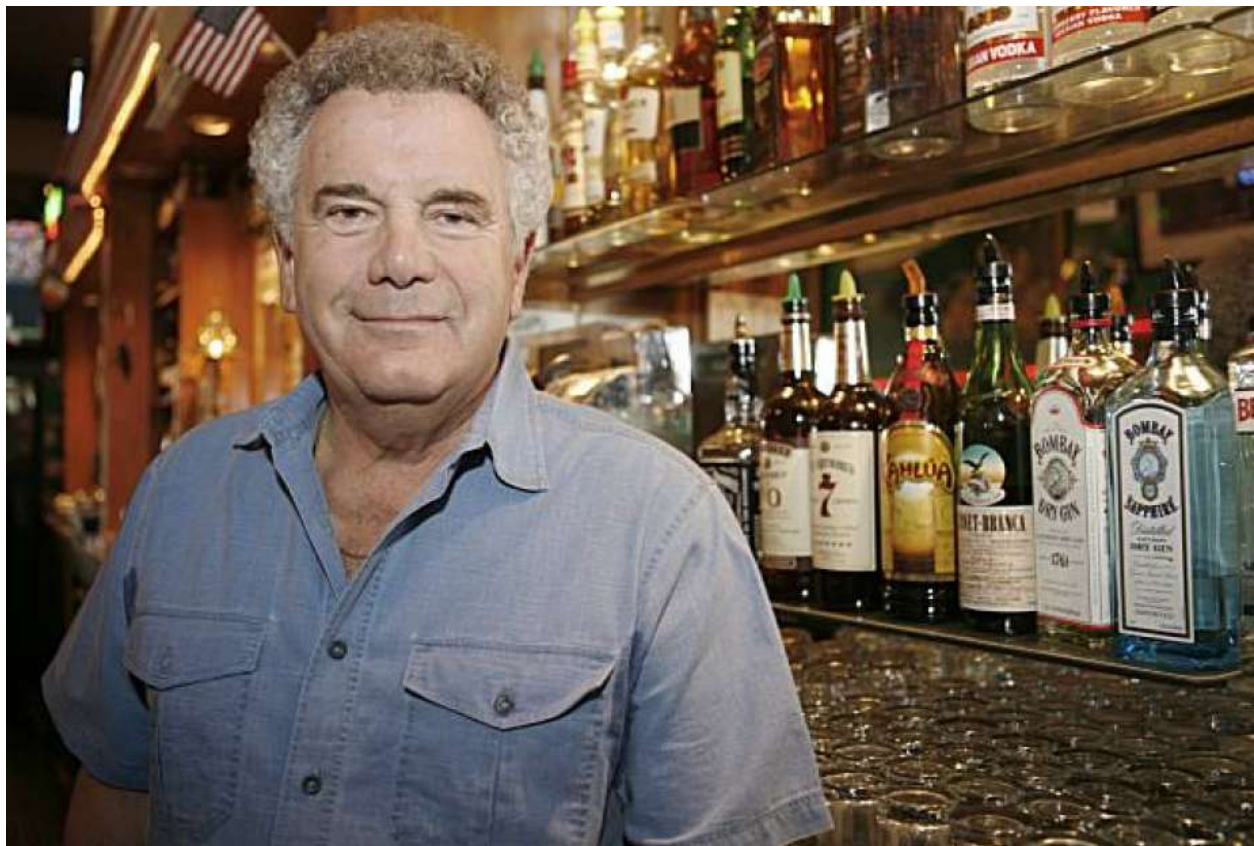


Photo: Jasna Hodzic, The Chronicle

Frank Rossi, bartender and one of the co owners of the bar Gino and Carlo's, poses in Gino and Carlo's bar in San Francisco, Calif. on Friday August 21, 2010. Rossi is set to retire at the end of August.

As everybody knows by now, there is more than one San Francisco. There may be a dozen or more, with different people, different scenes, shifting all the time, like a kaleidoscope.

So when I want to take a look at an older San Francisco, I head for North Beach, and the single block of Green Street between Columbus Avenue and upper Grant Avenue.

There's a bank on the corner with a handy ATM; Caffè Sport, the Sicilian restaurant; Amante, another good restaurant; the Columbus Cafe; Sotto Mare, a fish place; and Gino and Carlo, which may be the best old-time bar left in the city.

A tourist who walks in is sure to think it looks like some fictional bar they've seen on television. A San Franciscan is sure to see somebody he or she knows. A big difference.

"We treat everybody like family," said Frank Rossi, one of the owners.

Rossi has spent 42 years behind the bar; though he has two other partners, he's the padrone of the place in the Italian sense, the host. He is old school, a husky man with curly gray hair and the gravelly voice of a man who has spent a lifetime in the bar business. He remembers what you are drinking, never forgets an old customer's name and treats a new customer like an old pal.

In a city where there are no real celebrities or famous chefs, bartenders like Rossi, like Michael McCourt at the old Washington Square, Seamus Coyle at Amante, Paddy Nolan at the Dovre Club in its prime, are the stars.

"Frank's the kind of guy that when you come in the bar you are glad to see him," said John Pesenti, who has been coming in to Gino and Carlo for 35 years on and off. "When he's here, people don't want to leave."

The bad news is that Rossi himself is leaving, retiring at the age of 67. He had a stroke a couple of years ago, and had to learn to walk and talk again. He's been back at work a couple of days a week but has slowed up a bit. His last day will be the 30th.

Rossi's leaving is a blow to the habitués of Gino and Carlo, a place that's like the living room of North Beach, with its own customs and rhythms.

It opens at 6 a.m., and on some days there's a line to get in, even at the crack of dawn.

"Early in the morning is when bakers get off, and people who work at night - off-duty cops, garbage men. Happy hour for them is 6 to 8 in the morning," said Tony Dingman, a regular.

There is a lunch crowd - and food on Thursdays - and an afternoon crowd, ducking in about 3. Sometimes there are billiard players, sometimes card players, dealing a hand or two at a table. Sometimes politicians are huddled in the corner, talking with their cronies.

There is a nighttime crowd, of course. North Beach comes really alive only at night.

If you listen, you can hear the accents of the old city: people talking fast, running their words together. San Francisco talk.

"An institution that has never changed," said Warren Hinckle, the writer.

"How can you not love this place?" said Patricia Sing, who usually comes in on Mondays or Tuesdays.

Rossi has been the center of it, especially since his brother, partner and mentor, Donato Rossi, died five years ago.

"Frank's a very kind guy, too," Pesenti said.

Sometimes, a big city bar and its patrons really are a city person's only family. When a few of these people died, alone and broke, Frank Rossi would close the doors and throw a wake - the old kind with free food and drink, and a toast to the departed.

"We take care of our people," he said.

So now it's time to drink a toast to Frank Rossi himself. He is the father of three girls and two boys - two sets of twins.

His son, Frank Jr., "a good kid," Rossi said, will take over his share of the place.



Gino and Carlo holds steady amid a changing North Beach

By Erik Cummins on March 25, 2011 12:00 am

For a generation, newspaper columnists and locals have bemoaned the changes that have swept through North Beach. Yet, some neighborhood institutions remain the same, and some are even better. One of the best is Gino and Carlo, an unpretentious Italian bar founded in 1942 just a block off Columbus Avenue. Ron Minolli, a bartender and part-owner, has been a fixture at the bar for more than 30 years and knows all the regulars, and often their parents and grandparents, too. The place isn't a time warp, though. There are plenty of lively activities at this friendly watering hole and always a new face or two. It is also one of the few North Beach bars that is still open from 6 a.m. to 2 a.m.

Gino and Carlo, 548 Green St., San Francisco, (415) 421-0896

I started here 33 years ago. There are four partners and we all work here.

Are you a local? I was born and raised in North Beach and went to [St. Ignatius]. I went to San Francisco State. My wife was born and raised here, too. We'd still be living here, but 19 years ago we had twins and the homeless problem was really bad, so we moved to Marin. Since then, we have been looking to move back. North Beach is what we know.

What did you do before working here? I was inducted in the Fire Department at 25, but they offered me a partnership here at 26. I worked here in college and drove for San Francisco Mountain Springs Water Co.

What are some of the activities you host here? We have pool teams, softball teams and a Thursday lunch every other week. It's \$20 for all the wine you can drink, a main course and pasta. We don't want to turn it into complete sports bar, so we do the lunch as a camaraderie thing. We usually get 65 to 85 people for lunch. We've had an eight-ball pool tournament here since 1972. We start out with 64 players and have prizes for the winners.

What's the clientele like? We get lawyers, accountants, policemen, firemen, stock market guys and Merchant Marines. On weekends, we get a young crowd. The regulars are what keep us going, especially with this economy and the fact that a lot of people have moved out of The City. We have regulars in the mornings, afternoons, evenings and late nights. We have football kids, basketball pools and the Giants are huge, obviously.

What do you like about bartending? When I come to work, it's always different because I rotate days and nights. The real people come out on Sundays and I've learned that you shouldn't make judgments when you see people. You never know who they are.

Do you get any celebrities here? We've had Matt Dillon and Matt Damon before he was famous. People come in and won't get bothered. We get people who work with Coppola. [The late columnist] Charles McCabe used to write his columns here and we get [veteran journalist and former San Francisco Examiner columnist] Warren Hinckle and [former Supervisor] Aaron Peskin. Carol Doda comes in here to sing once a month.

What's the history of this place? Before Gino and Carlo, it was another bar. I think it was called Tony and Mario's, but that's hearsay. In the 1940s, you got seamen, longshoremen, scavengers — the whole collage. It was a real Italian bar. We used to do bachelor parties in the basement a long time ago. That ended many years ago.

North Beach Campari

- 1½ shots Campari
- 1 oz. Soda
- Brandy
- Lemon twist

Add ice to a rocks glass. Pour Campari and soda and stir. Float the brandy. Finish with a twist.

SFGATE

Gino & Carlo's Donato Rossi Bocce Tournament

By **Catherine Bigelow**

Published 4:00 am, Wednesday, August 24, 2011



Image 1 of 2

Donato Rossi Bocce Tournament competitors (from left) Gerry Calgaro, Jim Valenti and Gigi Fiorucci. August 2011. By Catherine Bigelow.

Photo: Catherine Bigelow, Special To The Chronicle



Image 2 of 2

Donato Rossi Bocce Tournament organizers (from left) Marco Rossi, Denise Sabella Diorio and Ron Simone. August 2011. By Catherine Bigelow.

Photo: Catherine Bigelow, Special To The Chronicle

Every summer for the past eight years, dedicated denizens of Gino & Carlo's, that venerable North Beach boite on Green Street, take a break from bending their elbows atop the bar's hallowed plank and venture out into sunshine (and fog) to exercise that joint in the ancient Roman game of skill and stellar hand-eye coordination: bocce.

Victory was sweet, yet slow, Sunday on the sandy courts in the Joe DiMaggio playground during semifinals of the annual Gino & Carlo's Donato Rossi Bocce Tournament.

"This is like the Yankees and the Red Sox," joked competitor and retired SFPD officer Gerry Calgaro. "It takes seven hours to play one game."

But none in the spirited crowd of players and spectators, ranging in age from 87 to 23, seemed to mind: The sun broke through a foggy bank over Columbus Avenue, beers chilled in a cooler and a radio crackled with the welcome news of a Giants win in Houston.

"For 25 bucks, our 12 teams enjoy eight or nine weeks of bocce, all the beer they can drink and a feed back at the bar," explained tournament organizer Marco Rossi. "When we get some of these characters out of the bar and onto the courts, it gets pretty interesting and everyone has a great time."

The tournament was founded by the late Donato Rossi, an Italian native, who with his brother, Frank Rossi, presided over the beloved bar he purchased in 1956 from the original Gino and Carlo, whose surnames have gotten a bit foggy amid the mists of time.

Some might shorthand the place a "sports bar." Others might assume entree there requires a surname filled with lots of vowels. And yes, many of the regulars have lived in the North Beach neighborhood their entire life and can recite a litany of long-gone elementary schools like a prayer learned nearby at SS Peter and Paul's Church in Washington Square Park.

But Gino & Carlo's is more like the cozy rec room of your favorite uncle, decorated with Giants and 49ers memorabilia, pool tables, old photos and hand-drawn signs announcing the typically Italian menu for its twice-monthly, and much loved, Thursday lunches.

It's an old-school bar where garbage collectors, bakers and a few fishermen might alight at the 6 a.m. opening for their reverse-schedule happy hour. A place where wakes are convened, World Series are celebrated and even a few romances are born. And that camaraderie carries over, outside, on the bocce court.

"Walking into Gino & Carlo's is like going from a big city into a small town," observed player Jim Valenti, whose team is entering Sunday's final match undefeated, the first in league history.

The joint's now run by the Rossi brothers' sons, cousins Marco Rossi and Frank Rossi, with partners Frank Colla and Ron Minolli. When Donato Rossi died in 2005, Marco Rossi renamed the tournament in honor of his father, who is fondly remembered as a master of the martini and an osso buco impresario.

Among those cheering the leisurely competition on the courts: Donato's widow, Lore Rossi; Irish Pat Lawlor, pugilist pride of the Sunset; Sotto Mare chef-restaurateur Gigi Fiorucci; tourney co-organizer Ron Simone; seaman Bertolo Diorio; and his wife, Gino & Carlo's chef and sportswoman Denise Sabella Diorio, who was a member of the late North Beach restaurateur Ed Moose's storied Lapin Sauvages softball team.

"Donato always kept the Italian heritage in the neighborhood," observed Bertolo Diorio. "Gino & Carlo has traditions. They don't just take your money and run; it's not some bus-stop joint. There's a tradition of giving back. Donato was a class act that way."

Chronicle society correspondent Catherine Bigelow's columns appear Wednesday in Datebook, Sunday in SFis Style and at SFGate.com. E-mail her at missbigelow@sfgate.com.

Hoodline

Frank Colla Says Goodbye To Gino & Carlo Tonight

Mon. September 28, 2015, 12:10pm



Frank Colla. (Photos: Geri Koeppel/Hoodline)

Frank Colla, the popular co-owner of [Gino & Carlo](#) (548 Green St.), is retiring. Tonight's his last shift behind the bar, and everyone's invited to stop in from around 6pm onward to say farewell.

Colla's son Nick, an attorney, said visitors can expect appetizers from local restaurants, lots of regulars, and a cake. "A cake?" Frank bellows. "Christ Almighty, I just wanted to disappear."

"No one's showing for this shit; don't worry," Nick retorts. "I don't like the word 'retirement,'" says Frank. "I'm not retiring. I'm re-aligning myself."

Frank went into business in 1977 with the Rossi brothers—Frank Sr., who retired in 2010, and the late Donato—at Dante's (now Calzone's). He then joined them as a co-owner at Gino & Carlo in 1981. The current owners—the Rossi brothers' sons, Frank Jr. and Marco, along with Ron Minolli—will buy out Frank and continue to run the bar with no changes, just as it's been going since it became Gino & Carlo in 1954.



The bar was first built in 1907 as the Verde Hotel, Frank said, and before 1954, it was Tony & Mario's. "Gino & Carlo were only here two years," Frank said, from 1954–56, and Donato Rossi bought it in 1956. "He didn't want to change the sign," Frank said. "It was too expensive."

What about the sign behind the bar saying it was established in 1942? "That's bullshit," Frank says. If you want the real story, you'll have to go in tonight and ask him to explain the discrepancy, along with any other tales.

Many customers have favorite Frank stories. Collette Baker of North Beach recalls when filmmaker Tim Burton was in town to shoot scenes for *Big Eyes*, and Frank went outside to give him some advice. "He's actually telling Tim Burton how to film the movie," she said. "We got a picture of it." Frank admits to talking to Burton, but only because he asked Frank a question.



Tim Burton and a crew member with Frank Colla. (Photo: Courtesy of Frank Colla)

Though Frank now lives in Novato, he grew up in North Beach and raised his two adult kids there. (Now 64, he also has a four-year-old daughter, Bryn.) His father came to the neighborhood from Sicily in 1906, shortly after the earthquake. When Frank began tending bar in 1972, Gino & Carlo was where he got his start.

He'll occasionally still visit the bar as a customer, but since he won't be there every day, we asked Frank what he'll miss most about it. "It's going to be the customers," he said. "I had a lot of fun. They [the customers] understand my sense of humor. Over the years, I had a lot of fun with all the customers. I met a lot of good people." He said he's learned more about people than anything during his time slinging drinks. "If you do take the time to listen, you can hear some interesting stuff," he added.

One of Frank's favorite memories is the time his daughter Francesca Colla, who lives in Boston, was wearing a Gino & Carlo T-shirt and a woman approached her and said she'd been to the bar. She said a man with white hair and a beard gave her and her companion San Francisco Giants tickets, and even told them where to go eat. It was the trip of a lifetime. "That was my dad," Francesca told the woman. Frank beams when he tells the story.

Frank also fondly recalled the time Francis Ford Coppola brought in the entire crew from *Apocalypse Now*, when actor Laurence Fishburne was still a teenager. He kept coming back, Frank said. "I called him Larry. I still call him Larry when I see him."

The bar remains an institution among all ages and types of people. For years, it was one of the only bars in North Beach to open at 6am, and Nick said it's a "social experiment"—they get a mix of FiDi workers stopping in for a drink on the way to the office, people from local SROs coming in for coffee, and police officers, fire fighters, garbage collectors and others who work odd hours getting off of their shift. "Tuesday at 6am could be their Friday night," Nick said.

"You've also got a lot of younger people who use this as their pre- or post-game spot," Nick added. They meet at Gino and Carlo to get their night started, and often come in later, after other stops. The bar also gets a lot of restaurant and bar industry folks who pop in for a drink. A huddle of political types are sometimes seen in a corner; Pat Alioto, son of Mayor Joe Alioto, tends bar there, too.



When asked what his plans are for life after the bar, Frank said, "I'm not concerned about it. Not having a schedule is a pretty nice thing. It'll be a while before I get bored." He said he timed his exit to coincide with the start of duck-hunting season, and he'll do some fly-fishing as well. His advice for the continued success of Gino & Carlo: "Treat your customers right, show them some respect, and they'll do the same for you."

Case No.: 2017-003825LBR
Business Name: Gino and Carlo, Inc.
Business Address: 548 Green Street
Zoning: NCD (North Beach Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0116/017
Applicant: Marco Rossi, Frank Rossi, and Ron Minolli
548 Green Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
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BUSINESS DESCRIPTION

Gino and Carlo, Inc. is a 75-year-old sports bar located at the northeast corner of Green Street and Jasper Place in San Francisco's North Beach neighborhood. It was established in 1942 by two friends, Gino and Carlo, to cater to the surrounding working class Italian American community, and more specifically, those who worked the graveyard shift. The business opened at 6 a.m. to serve this niche – a practice that continues today. In 1956, Gino and Carlo sold the business to Donato Rossi and Aldino Cuneo, a famous bocce ball player. Rossi's brother, Frank Rossi Sr., joined the business in 1968, followed by Ron Minolli who joined a decade later. Today, the business is co-owned by Frank Rossi Jr., Marco Rossi, and Ron Minolli.

Over the years, Gino and Carlo's initiated numerous traditions and events that provided opportunities for neighborhood residents to come together. When Frank Rossi Sr. managed the establishment, he organized a monthly Thursday Banquet Luncheon prepared by neighbor, Denise Sabella, which served up to 90 people family style and consisted of traditional Italian dishes such as Osso Buco. Sabella also cooked and served Thanksgiving meals at the bar for those with nowhere else to go. While Sabella has since passed away, the tradition has continued. Gino and Carlo's also became a popular space for elderly Italian men to socialize and play pedro, an Italian card game, as well as bocce ball. Memorial services for famous residents of North Beach, such as Joe DiMaggio, Warren Hinckle, and Carol Doda, have been held at the bar, and the business regularly participates in the annual Columbus Day Parade and North Beach Fair. Gino and Carlo's most popular event, however, is its annual eight-week-long Donato Rossi Bocce Tournament, which starts and ends at the bar, and takes place on the courts at Jo DiMaggio Playground.

Located in the ground floor of a three story commercial over residential property, the interior space of Gino and Carlo's features a long wood bar spanning the course of its long, narrow entrance and opening towards the middle and rear of the space. Its walls are painted green or are covered with wood paneling and/or mirrors, and are decorated with Italian flags, sports memorabilia, and dozens of framed photos of famous Italian American celebrities and historic photos of the bar and its patrons. Two pool tables are located near the rear of the dimly lit bar. Its exterior is characterized by a green awning located over its front entrance, which is recessed and clad in decorative green, white, and yellow tile. A terazza spells out "Gino & Carlo" at the entrance. Its primary façade is clad in painted green brick and its windows feature

more logos with specials painted on the windows. One of its strongest visual features is a projecting green neon blade sign. On the secondary elevation, the exterior siding is painted the colors of the Italian flag – green, white, and red – along with the words, “Gino & Carlo, Est. 1942, Cent’ Anni.”

Operating in the same location for 75 years, Gino and Carlo has become a neighborhood institution, attracting a loyal customer base that continues to patronize the business. Gino and Carlo is essential to the identity of North Beach, serves as a cultural landmark and tangible reminder of North Beach’s Italian American working class heritage, and continues to serve both long-time residents with deep roots in San Francisco and newcomers. The business further contributes to its community by sponsoring various benefits and donating to local schools and nonprofit organizations, including St. Vincent de Paul and Sacred Heart High Schools, and the Salesian Boys and Girls Club.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1942.

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

Yes, Gino & Carlo qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Gino & Carlo has operated for 75 years.
- vi. Gino & Carlo has contributed to the history and identity of San Francisco’s North Beach neighborhood by serving as a working class neighborhood bar for a largely Italian American customer base. While the neighborhood continues to change demographically, it retains a loyal customer base and maintains the connection to its Italian American heritage by hosting and participating in community events such as its annual Bocce ball tournament and the San Francisco Columbus Day parade.
- vii. Gino & Carlo is committed to maintaining the physical features or traditions that define its tradition of serving as a neighborhood bar in North Beach and that connect it to its working class Italian American roots.

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

The business is associated with tradition of neighborhood-serving bars that promote community.

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

The property at 548 Green Street is associated with significant architecture, as it was identified as eligible for listing in the California Register eligible Upper Grant Avenue Historic District and is thus considered a “Category A” property for the purposes of CEQA.

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

No.

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

No.

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

Yes. Gino & Carlo has been cited in numerous publications including but not limited to: *San Francisco Appetites and Afterthoughts: In Search of the Good Life by the Golden Gate* (2017), by Ernest Beyl, published by Grizzly Peak Press; SFGate, 8/22/2010, "Frank Rossi of Gino and Carlo's to retire," by Carl Nolte; San Francisco Examiner, 3/25/2011, "Gino and Carlo holds steady amid a changing North Beach," by Erik Cummins; SFGate, 8/24/2011, "Gino & Carlo's Donato Rossi Bocce Tournament," by Catherine Bigelow; Hoodline, 9/28/2015, "Frank Colla Says Goodbye to Gino & Carlo Tonight."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 548 Green Street

Recommended by Applicant

- Function as a neighborhood bar
- Affordable prices
- Promotion of Italian American heritage through events such as its annual bocce ball tournament and family-style Italian lunches, as well as its interior decoration features

Additional Recommended by Staff

- Interior design features including its wood bar
- Exterior features including its neon green awning, tile entrance, terrazzo, characteristic green-painted brick, and painted signs associated with the business



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution HEARING DATE APRIL 19, 2017

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Information:
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Filing Date: March 24, 2017
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CHINESE HISTORICAL SOCIETY OF AMERICA, CURRENTLY LOCATED AT 548 CLAY STREET (BLOCK/LOT 0116/017).

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 identity of San Francisco's Northbeach neighborhood; 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 April 19, 2017, 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 Gino and Carlo, Inc. 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 Gino and Carlo, Inc.:

Location (if applicable)

- 548 Green Street

Physical Features or Traditions that Define the Business

- *Function as a neighborhood bar*
- *Affordable prices*
- *Promotion of Italian American heritage through events such as its annual bocce ball tournament and family-style Italian lunches, as well as its interior decoration features*
- *Interior design features including its wood bar*
- *Exterior features including its neon green awning, tile entrance, terrazzo, characteristic green-painted brick, and painted signs associated with the business*

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 2017-003825LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 19, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED: