



# Legacy Business Registry Staff Report

HEARING DATE NOVEMBER 28, 2016

## CAFFE TRIESTE

*Application No.:* LBR-2015-16-014  
*Business Name:* Caffe Trieste  
*Business Address:* 601 Vallejo Street  
*District:* District 3  
*Applicant:* Adrienne Giotta and Ida Zoubi, Majority Shareholders  
*Nomination Date:* March 14, 2016  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Caffe Trieste is a local coffee house and shop specializing in Italian-style espresso beverages and assorted traditional Italian snacks to the North Beach neighborhood. Located on the corner of Vallejo Street and Grant Avenue, Caffe Trieste was established in 1956 as the first espresso coffee house on the west coast at the time. The café was founded by Giovanni Giotta who, after immigrating to the United States from Italy, missed the espresso houses of Italy and decided to open his own coffee house. Caffe Trieste is credited with igniting the “espresso movement” and is now an internationally known group of four Italian-themed coffee houses in the San Francisco and Monterey Bay areas. In the early years, the café became a meeting place for writers of the Beat Movement who lived in North Beach during the 1950s and 1960s and is now known for its high quality coffee, Italian snacks and for hosting musical performances that range from opera to original music to old-world Italian. The “Caffe Trieste Saturday Concert,” a traditional family musical performance that often features guest performances by local singers, is one of the longest running musical show in San Francisco. In 1972, the café opened a retail store adjacent to the coffee house, where traditional glassware, gifts, and Italian candies are sold. Caffe Trieste continues to contribute a sense of tradition and family to the North Beach community through its multigenerational family ownership, the level of familiarity that is carried over by knowing customers by name and their orders, and its Italian décor.

### 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:

601 Vallejo Street from 1956-Present (60 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:

- Caffe Trieste is associated with the craft of making Italian snacks, espresso and specialty coffees.
- Caffe Trieste has contributed to the North Beach community's history and identity by continuing to exhibit local art, music, and literature and to serve outstanding coffee roasted daily. The café prides itself in serving authentic Italian espresso, cappuccinos, and other specialty coffees as well as an array of Italian style snacks. The café has continuously served as a gathering place for poets, politicians, celebrities, locals and tourists from all walks of life and has come to be known as the "living room" for many neighbors. It also has a rich history as a local spot for bohemian poets and writers part of the Beat Movement to congregate.
- The 1908 property is located within the California Register eligible Upper Grant Avenue Historic District. The property is considered a "Category A Property" as part of this historic district. However, it has not been evaluated by the Planning Department for potential individual historical significance and requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publications:
  - The Wall Street Journal, 2/11/2010, "Caffe Trieste's Influence Percolates Through Area," by Don Clark.

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

Yes, Caffe Trieste is committed to maintaining the physical features that define its craft of serving authentic Italian espresso, specialty coffees and snacks and its tradition of acting as a community gathering space for all in the neighborhood to experience the unique drinks, food and musical events.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Caffe Trieste 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:**

- Hand painted window sign in the front window.
- Wooden sign hanging at the corner with the original espresso machine logo.
- Interior mural from 1957 painted by Max Patrick, which depicts Rovigno, the city that founder Giovanni Giotta was originally from where he was a fisherman.
- Colorful mosaic tiles created by Giovanni Giotta that cover some of the tables.
- Jukebox that offers Italian standards and opera as well as 60's local rock music.
- Walls lined with old Italian family/friends' photographs and photos of neighborhood artists and writers.
- Original color palette (red, white, green, gold).
- Simple, family style wooden furniture.
- Imported Italian espresso machines.
- Corner storefront system including transoms, windows, and bulkhead.
- Walk-up counter with display cases for baked goods.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Caffè Trieste currently located at 601 Vallejo Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



*SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION*  
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681  
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



# Small Business Commission Draft Resolution

HEARING DATE NOVEMBER 28, 2016

## CAFFE TRIESTE

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2015-16-014  
*Business Name:* Caffe Trieste  
*Business Address:* 601 Vallejo Street  
*District:* District 3  
*Applicant:* Adrienne Giotta and Ida Zoubi, Majority Shareholders  
*Nomination Date:* March 14, 2016  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CAFFE TRIESTE, CURRENTLY LOCATED AT 601 VALLEJO 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 November 28, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



SMALL BUSINESS COMMISSION



CITY AND COUNTY OF SAN FRANCISCO

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR

EDWIN M. LEE, MAYOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Caffe Trieste 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 Caffe Trieste:

Physical Features or Traditions that Define the Business:

- Hand painted window sign in the front window.
- Wooden sign hanging at the corner with the original espresso machine logo.
- Interior mural from 1957 painted by Max Patrick, which depicts Rovigno, the city that founder Giovanni Giotta was originally from where he was a fisherman.
- Colorful mosaic tiles created by Giovanni Giotta that cover some of the tables.
- Jukebox that offers Italian standards and opera as well as 60's local rock music.
- Walls lined with old Italian family/friends' photographs and photos of neighborhood artists and writers.
- Original color palette (red, white, green, gold).
- Simple, family style wooden furniture.
- Imported Italian espresso machines.
- Corner storefront system including transoms, windows, and bulkhead.
- Walk-up counter with display cases for baked goods.

---

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 28, 2016.

\_\_\_\_\_  
Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION  
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681  
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2015-16-014  
*Business Name:* Caffe Trieste  
*Business Address:* 601 Vallejo Street  
*District:* District 3  
*Applicant:* Adrienne Giotta and Ida Zoubi, Majority Shareholders  
*Nomination Date:* March 14, 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

**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:** October 3, 2016

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

March 14, 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  
[regina.dick-endrizzi@sfgov.org](mailto:regina.dick-endrizzi@sfgov.org)

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Caffè Trieste for inclusion on the Legacy Business Registry.

As the first espresso coffee house established on the west coast in 1956, Caffè Trieste is credited with igniting the “espresso movement” which has held traction to the present day. The Caffè also plays host to the Caffè Trieste Saturday Concert, the longest running musical show in San Francisco and one of the oldest in the Country, a concert that has hosted a vast assortment of celebrities. Aside from these bona fides The Caffè Trieste is known for catering to and caring for North Beach’s eclectic cast of poets, artists, musicians and eccentrics. It is cherished by all who are lucky enough to encounter it.

I hope for the continued success of Caffè Trieste, as it is an integral part of North Beach

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:   |                    |           |
| Caffe Trieste, Inc.   |                    |           |
| BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business) |                    |           |
| Adrienne Giotta<br>Ida Zoubi  |                    |           |
| CURRENT BUSINESS ADDRESS:   | TELEPHONE:         |           |
| 1465 25th St.<br>San Francisco, CA 94107  | ( 415 ) 246-8449   |           |
|   | EMAIL:             |           |
|   | Caffeida@yahoo.com |           |
| WEBSITE:  | FACEBOOK PAGE:     | YELP PAGE |
| www.caffetrieste.com  | Caffe Trieste      |           |

|   |                    |
|---|--------------------|
| APPLICANT'S NAME  |                    |
| <input checked="" type="checkbox"/> Same as Business Owner  |                    |
| APPLICANT'S TITLE   |                    |
| Majority Share holders                                      |                    |
| APPLICANT'S ADDRESS:  | TELEPHONE:         |
| C/O Ida Zoubi<br>609 Vallejo St.<br>San Francisco, CA 94133 | ( 415 ) 246-8449   |
|   | EMAIL:             |
|   | Caffeida@yahoo.com |

|  |   |
|--|---|
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | SECRETARY OF STATE ENTITY NUMBER (if applicable): |
| 004392                                 | C0910498  |

|  |
|--|
| BACKGROUND INFORMATION   |
| Founding Location: 601 Vallejo St. San Francisco, CA 94133           |
| Current Headquarters Location: 1465 25th St. San Francisco, CA 94107 |
| Operating in San Francisco since: 1956                               |

|                    |                     |
|--------------------|---------------------|
| NAME OF NOMINATOR: | DATE OF NOMINATION: |
| Aaron Peskin       |                     |

## 2. Business Addresses

|   |   |                      |
|---|---|----------------------|
| ORIGINAL SAN FRANCISCO ADDRESS:   | ZIP CODE:                                     | DATES OF OPERATION   |
| 601 Vallejo St. San Francisco, CA   | 94133   | April 1956 - Present |
| IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply) |   |                      |
| <input checked="" type="checkbox"/> Founding Location                               | <input 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.

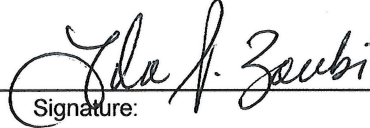
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

Ida Zoubi

Name (Print):

Sept. 7, 2016

Date:



Signature:

## **Caffe Trieste Historical Narrative**

### **Criterion 1**

*a. Short history of the business from the date the business opened in San Francisco to the present day, including the ownership history.*

Caffe Trieste has been continually serving Italian-style espresso beverages and assorted traditional snacks and desserts since 1956 (60 years). The historic business, located at 601 Vallejo Street in North Beach, is believed to be the West Coast's first European-style coffee house.

Caffe Trieste was founded by Giovanni Giotta (aka "Papa Gianni"), who emigrated to the United States from the small fishing town of Rovigno D'Istria, Italy (now part of Croatia). Missing the espresso houses of Trieste, Italy, Giotta opened his own coffee house. Caffe Trieste has become famous across the world for its combination of essences: Old Italy, Bohemian poets, art and music, and excellent espresso.

The unique pairing of Caffe Trieste's impeccable quality coffee and excellent music has made our coffee houses comfortable dens for artists of all types. Caffe Trieste provides indoor and outdoor seating and a retail annex for coffee beans from our family roasting facility and gift sales. It also serves as a venue for original live concerts and performances, from the traditional family Saturday opera series to local entertainers playing original music and old-world Italian favorites.

Naturally, anything great cannot stay confined for very long. Demand from other coffee houses and restaurants, as well as from patrons of Caffe Trieste, soon made it necessary to open a retail/wholesale outlet and a second coffee house. The retail store adjacent to the coffee house opened in 1972, offering traditional glassware, gifts, and Italian candies in our original location in North Beach. Then, in 1976, Caffè Trieste began roasting coffee sold out of its same annex.

In 1978, Trieste introduced its Sausalito coffee house, which was sold in 2002. Other licensees of the family program include our Monterey coffee house, which opened in 2011; our Berkeley location developed in 2005; and our Oakland location in 2009. We adhere to the philosophy of a family business expanding its unique offerings while adhering to local and family customs.

*b. Generational history of the business.*

The business has been built on two key legs: family and community. Caffe Trieste contributes a sense of tradition and family to the neighborhood insofar as it has been continually owned and operated by three generations of a very close-knit Italian-American family. Everything from the level of service at the counter (knowing customers' names and preferences) to the décor (which somewhat resembles the cozy living room of an Italian grandmother) suggests that family is the

heart of the coffee house. An extension of this concept of family is the sense of community. Caffè Trieste offers people – from law enforcement and firefighters to artists and “beatnik”-era remnants, politicians, tourists, and characters of notoriety – a place to begin their day, relax or conduct business.

Giovanni Giotta has much to be proud of: his children – Gianfranco, Sonia and Fabio – and most of all his granddaughter Ida, are helping to maintain the tradition of fine coffee making.

*c. Other special features of the business location.*

The physical building itself occupies the southwest corner of Vallejo Street and Grant Avenue in North Beach and, as such, enjoys significant visibility in the main commercial sector of the neighborhood. Easily approached from either street and across from the Church of St. Francis, it serves as a crossroads for the neighborhood. The building itself has not much changed its aesthetic concept of simple Italian colors (red, green, white) in its exterior paint and signage since its opening 60 years ago, reinforcing this corner as a sort of keystone of historic “Little Italy.”

**Criterion 2**

*a. The business’s contribution to the history and/or identity of the neighborhood, community or San Francisco.*

Family owned and operated since 1956, Caffè Trieste is an historic coffee house featuring art, music, literature and superb coffee roasted daily in San Francisco. We pride ourselves in serving authentic Italian espresso, cappuccino’s and other specialty coffees. We also offer a great selection of Italian style pastries, sandwiches, pizza and desserts.

Caffè Trieste has served as a gathering place for many poets, politicians, celebrities, locals and tourists from around the world. It is also known as the living room for many neighbors. In the 1960s many Bohemian poets gathered at Caffè Trieste to write and read poems and drink coffee where they were always welcomed. To this day, many poets still gather and share poems at the coffee house.

*b. The business’ association with significant events in the neighborhood, the City, and the business industry.*

Established in 1971, the Caffè Trieste Saturday Concert has been one of the longest running musical shows in San Francisco. All five members of the Giotta family (Papa Gianni, Mamma Ida, Gianfranco, Sonia and Fabio) have been performing on stage since 1953; they have performed with and for many celebrities like Luciano Pavarotti, The Drifters, Frankie Laine, Claudio Villa and Domenico “Volare” Modugno, to name a few... in front of thousands of local, national and international audiences.

*c. How the business has been referenced in an historical context, such as in business trade publications, media and historical documents.*

Caffe Trieste has been the subject of many articles, news stories and documentaries across the globe. There is even a book called “Old Italy” Written by Andy Kaufman in 1988 about the coffee house. Major features such as Tim Burton's *Big Eyes* (2013) have been filmed here, while the film scripts such as Francis Ford Coppola's *The Godfather* were written in the back of the coffee shop. Thousands of poems and performances later, it would be difficult to adequately assess the role the business has played and continues to play in the living arts.

*d. How the business associated with significant and/or historical people.*

Over a half a century ago, Giovanni Giotta brought his family to America. They found a new world where hard work and prudent decisions still spelled success. Settling in California, he soon opened Caffe Trieste in San Francisco's North Beach. A reputation for “...some of the best coffees in the city” soon followed. Giotta's “old world” techniques proved essential in securing this reputation, as did the distinction of being called “the Espresso Pioneer of the West Coast.”

When asked how he does it, Giotta would say, “No big deal. Buy the best beans, roast them yourself, and brew each cup like it's for you.” Sure, there's technology involved – the best people-controlled technology – but that only makes the coffee “good.” The hands and heart of Giovanni Giotta has made it great. In Rovigno and Trieste, residents still talk about the Giotta family in America as a story of a successful family of Italian immigrants who were able to achieve the American dream.

The walls of Caffe Trieste are adorned with pictures of famous celebrities who have visited over the years including Luciano Pavarotti, Francis Ford Coppola, Paul Kantner, Gianni Morandi, Domenico Modugno, Paul Kantner (Jefferson Airplane), Rob Schneider, Adam Sandler, Nicolas Cage, Mark Ruffalo and many more.

Caffe Trieste has served as comfortable respite for actors such as Michael Douglas, Tim Burton, Andy Garcia and Cameron Diaz. It has been a movie set for many feature films and television shows such as “40 Days and 40 Nights,” “Big Eyes,” “Just like Heaven,” and “The Godfather.” Francis Ford Coppola wrote much of the screenplay for “The Godfather” while sitting at the back table in the coffee house.

*e. A description of the community the business serves. How the business demonstrates its commitment to the community.*

There might be no broader a spectrum of the walks of life than the one served by Caffe Trieste, yet in its breadth there remains an element of consistency—even reliability.

We have our “morning crowd” who ushers in the day: local business people fueling up over a quick glance at *The Chronicle*, but then also early risers able to linger over several cups of

coffee while engaging in longer looks at the news and local gossip. Local police and firefighters stop in throughout the day, providing not only a colorful contrast to the business people and artists, but also old-school style news and tidbits about the neighborhood and its people.

It's commonly agreed that Caffè Trieste's social structure is from another era, when connectivity was a physical rather than an electronic phenomenon, and those yearning for that lost level of contact come to the coffee house to find it. The community's social strata are, therefore, much more difficult to separate or define than in many contemporary, Wi-Fi-driven cafes (we do have Wi-Fi, and it is used, but it has yet to become a predominant feature). We also welcome tourists, and those who return to San Francisco often are like adjunct members of our extended family.

We demonstrate commitment to the community by providing consistent services that can be relied upon: our menus change very little, and we strive to keep our prices as low and consistent as possible, with warnings in advance about incremental, inflation-based increases. We welcome diversity, inclusion and mingling: there is no one defining "target" customer at Caffè Trieste, and in the spirit of its founder, all members of the community are equally welcomed, recognized and respected.

We have birthday celebrations and funerary memorials, local musicians' concerts and annual events like the SF Firefighters' Annual Holiday Toy Drive. We host charity drives, feature artist performances and provide bulletin space for neighborhood activity promotion. Many regulars have claimed that they come to Caffè Trieste when they want to know what's happening in a particular week. We even host fundraisers for local people who have fallen on hard times.

*f. How the business is associated with a culturally significant building/structure/site/object/or interior.*

The exterior of Caffè Trieste features a hand-painted window sign in the front window. It was restored in 2016. There is also a wooden sign hanging at the corner. The sign has the original espresso machine logo.

The interior of Caffè Trieste houses a mural from 1957 painted by "Max Patrick." The mural depicts Rovigno, the city that founder Giovanni Giotta was originally from where he was a fisherman. This mural is a tribute to him.

Some of the tables in the caffè are covered with colorful mosaic tiles. Founder Giovanni Giotta created these pieces of art.

There is also a jukebox that offers Italian standards and opera, as well as 60's local rock music.

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

North Beach has enjoyed a considerable period of restrictions on formula retail, enabling independent merchants to maintain a competitive edge in a difficult retail environment.

The community atmosphere stands to be diminished by any closure or relocation of Caffè Trieste by losing its aforementioned social center, intellectual and cultural history, and even more simply put, its inimitable product. The corner of Grant and Vallejo has, in fact, become quite synonymous with Caffè Trieste itself. While niche coffee is now a popular Bay Area product, few vendors can offer traditional, old-world or first-generation Italian-roast coffee with such a storied sense of culture, history, and family. The more technologically advanced society seems to become, the more people yearn for an authentic, alternative, human experience. This element has always been and continues to be central to the Trieste community: firefighters, police, politicians, artists, neighbors, tourists, writers, drifters and the simply curious have always mingled here. It's the kind of happy accident that cannot just be re-designed.

### **Criterion 3**

#### *a. Description of the business and the essential features that define its character.*

The walls of Caffè Trieste are completely lined in old Italian family/friends' photographs that date from the founder's time in Trieste, Italy, all the way to the extended family of the present day, including neighborhood artists and writers (Coppola, Ginsberg, Ferlinghetti, etc.).

The only wall not covered in historic photographs features a large original mural of Old-World Italy, commissioned by founder Giotta. To this day, it remains the meeting place for local artists and intellectuals, and because of all these factors has become a highly popular tourist location as well.

#### *b. How the business demonstrates 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.*

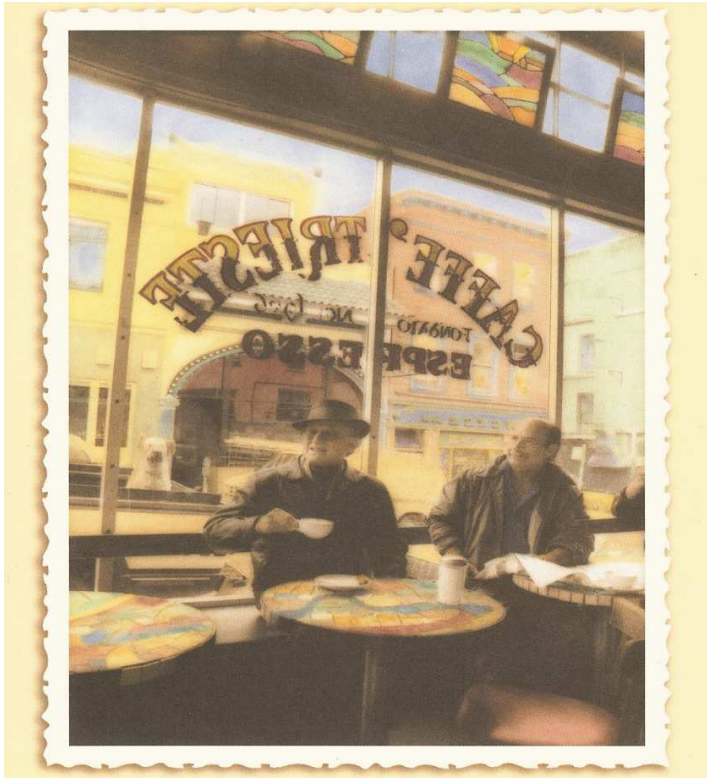
Music has always been a tradition at Caffè Trieste. Founder Papa Gianni always enjoyed singing at the Caffè and around the neighborhood. Wife Ida, daughter Sonia, sons Gianfranco and Fabio also participate in this tradition. This tradition is still alive. Every month, friends and family gather at the coffee house to play music and sing.

#### *c. How the business demonstrates a commitment to maintaining the special physical features that define the business. Description of special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.). How the building occupied by the business relates to the immediate neighborhood.*

We demonstrate a commitment to the physical features that define our business by adhering to the original color palette of our design (red, white, green, gold), the original lettering which is

retouched by hand as needed, a consistent identity system (the logo and signage has changed very little in 60 years), simple, family-style wooden furniture and mosaic-inlaid tables, modular furniture for flexible seating arrangements, imported Italian espresso machines, and a familiar, yet unassuming façade. It is the most traditional and consistent building façade in its vicinity.





The Giotta family preformed for Luciano Pavarotti, San Francisco 1979)





Hand-painted window signage, restored in 2016 by local sign artist Libby.



Corner sign, including the original espresso machine logo.



The interior of the coffee houses features a mural from 1957 painted by "Max Patrick". The mural depicts Rovigno, the city that founder Giovanni Giotta was originally from where he was a fisherman. This mural is a tribute to him.



The walls of the Caffe Trieste are adorned with many photos of celebrities who have visited the coffee house over the years such as Luciano Pavarotti, Francis Ford Coppola, Paul Kantner, Gianni Morandi and Domenico Modugno.







A jukebox offers Italian standards and opera, as well as 1960s local rock music.



Some of the tables are covered with colorful mosaic tiles. Founder Giovanni Giotta created these pieces of art.















Lawrence Ferlinghetti, Allen Ginsberg, Jack Hirschman, Bob Kaufman





Photos from the 50<sup>th</sup> anniversary celebration





Papa Gianni arrives to the 50<sup>th</sup> anniversary celebration. August 2006.



Live music for the 50<sup>th</sup> anniversary celebration)

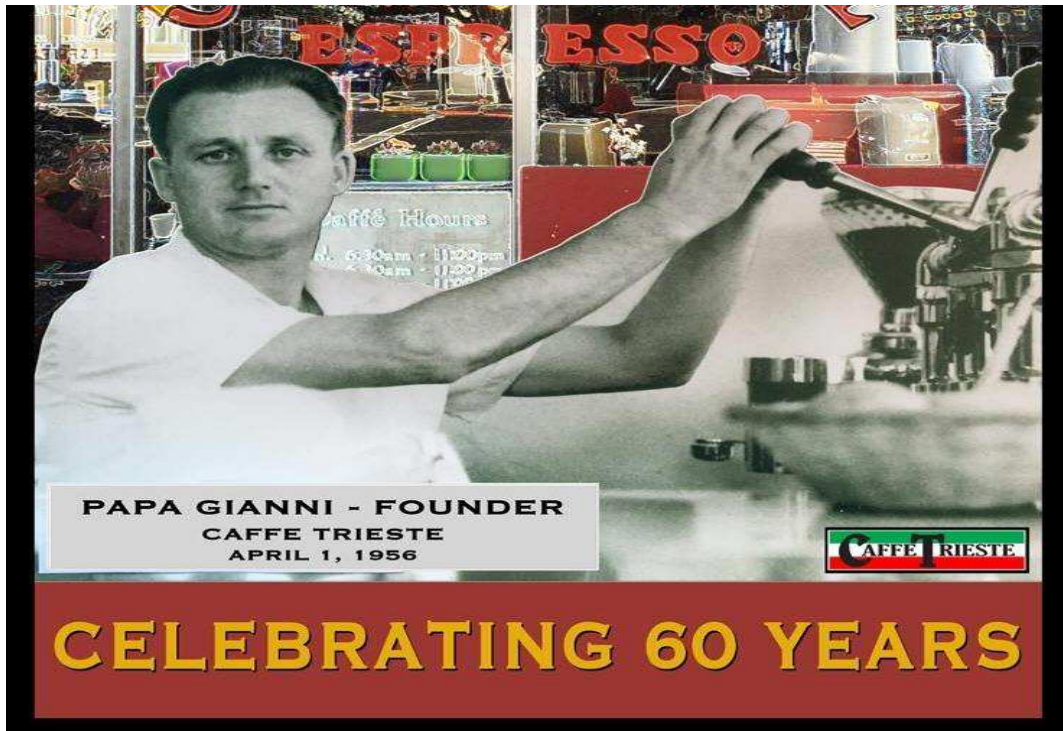




Caffe Trieste 50<sup>th</sup> anniversary celebration



Papa Gianni & daughter Sonia, 50<sup>th</sup> anniversary celebration)



April 1, 2016 marked the 60<sup>th</sup> Anniversary of the opening of Caffè Trieste. The photo above was taken on opening day 1956.



Opening day, Papa Gianni with the first customer Mr. Vinella, April 1, 1956




# Certificate of Honor

BOARD OF SUPERVISORS  
City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

**Caffe Trieste**  
**60<sup>th</sup> Anniversary**

The Board of Supervisors extends its highest commendation to Caffe Trieste, the *il primo autentico* Italian coffee house founded in 1956 by "Papa Gianni" to become home to the Beat literary movement, comfortable den for artists of all types including Francis Ford Coppola who sat at a table writing and rewriting the Screenplay for "The Godfather," and the beloved Caffe Trieste Saturday Concerts. Salute!



Supervisor Aaron Peskin

April 1, 2016





**HAPPY ANNIVERSARY  
CAFFÉ TRIESTE  
1956 ~ 2014**

**A GATHERING in REMEMBRANCE of**

*Jolanda*

**SUNDAY, MARCH 30, 2014  
2 - 5 PM  
CAFFÉ TRIESTE  
NORTH BEACH**



Come join  
the Caffé Trieste,  
Supervisor Aaron Peskin  
and the North Beach Merchants Association

in Honoring

## OUR POET LAUREATE

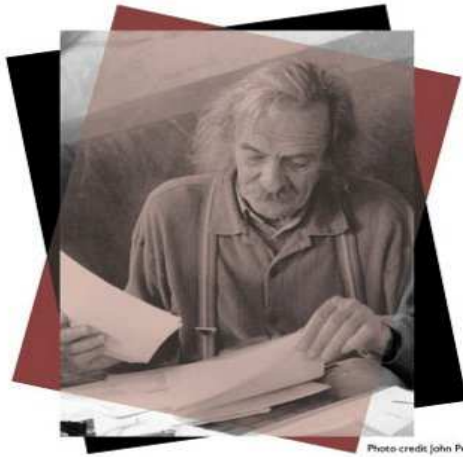


Photo credit John Perino ©2004

## JACK HIRSCHMAN

Tuesday March 21, 2006  
7:00pm - 9:00pm  
at the  
Caffé Trieste  
601 Vallejo Street, San Francisco  
(415) 392-6739



Founder Papa Gianni with Jack Hirschman





PRESENTS

A NIGHT OF MUSICAL PERFORMANCE AND BOOK READING WITH

# RON HACKER

## *White Trash Bluesman*



HIPPIE TRIPPIN'

"As my hair grew, my mind was also growing. I was meeting artists, social and political activists, pot dealers, and a host of other thinkers out of the main stream of society. I was becoming a Hippie."

A passage from Ron Hacker's autobiography, *White Trash Bluesman*. [www.ronhacker.com](http://www.ronhacker.com)



RON HACKER

**WHITE TRASH  
BLUESMAN**

[www.ronhacker.com](http://www.ronhacker.com)

FRIDAY, JANUARY 25, 2013

7:00 PM ~ 10:00 PM

-NO COVER CHARGE-

CD'S AND BOOKS WILL BE AVAILABLE FOR PURCHASE.

CAFFE TRIESTE  
601 Vallejo Street  
(corner of Vallejo Street & Grant Avenue)  
North Beach . San Francisco  
[www.caffetrieste.com](http://www.caffetrieste.com)

ROY MOTTINI  
APRIL 12, 1946 ~ January 4, 2016

# A MEMORIAL FOR ROY

PLEASE JOIN US IN CELEBRATING HIS LIFE  
A PROCESSION WILL BEGIN AT "GOLDEN EAGLE HOTEL"  
BROADWAY AT MONTGOMERY & ENDS AT CAFFE TRIESTE  
**SUNDAY, FEBRUARY 14, 2016, 4:00 PM**  
ENJOY LIVE MUSIC & SHARE ROY STORIES



# SAN FRANCISCO FIREFIGHTERS



**SAN FRANCISCO  
FIREFIGHTERS**



**TOY PROGRAM**

**SAN FRANCISCO  
FIREFIGHTERS**



**TOY PROGRAM**

**LIVE  
MUSIC!**

**P.A. SLIM  
SURFER ROMA  
GEORGE LONG  
DORAL CONRAD  
AS "ELVIS"**

# HOY DRIVE

**BRING  
A  
NEW  
UNWRAPPED  
TOY!**

**RAFFLE  
DRAWINGS!**

**GREAT PRIZES  
DONATED  
BY  
NORTH BEACH  
MERCHANTS  
&  
RESTAURANTS**

**FRIDAY, DECEMBER 13, 2013  
6:00 PM ~ 10:00 PM**

**CAFFE TRIESTE**

**601 VALLEJO STREET  
NORTH BEACH / SAN FRANCISCO**



# SFFD TOY DRIVE

SPONSORED BY CAFFE TRIESTE

Friday, November 30, 2012  
6:00 pm ~ 10 pm

Bring  
A  
New  
Unwrapped  
Toy



Raffle  
Drawings

Great Prizes  
Donated by  
Fine  
Local  
North Beach  
Merchants  
&  
Restaurants

Live  
Music

P.A. Slim  
Ron Hasker  
Ned Boynton  
Americano Social Club  
George Long  
Jack Hirschman  
Doral Conrad as "Elvis"



CAFFE TRIESTE

601 Vallejo Street  
North Beach, San Francisco

SAN FRANCISCO  
FIREFIGHTERS



TOY PROGRAM



# SAN FRANCISCO FIREFIGHTERS



KEEP BACK 500 FT.  
TOYS BEING DELIVERED



LIVE  
MUSIC!

# TOY DRIVE

RAFFLE  
DRAWINGS!

WEDNESDAY, DECEMBER 3, 2014  
6:00 PM ~ 9:00 PM

CAFFE TRISTE

601 VALLEJO STREET / NORTH BEACH / SAN FRANCISCO

**BRING A NEW UNWRAPPED TOY!**

NED BOYNTON'S  
SURFER ROMA



RENE  
SEVIERI



LIVE PAINTING  
BY  
THE RANDOM ARTIST  
GEORGE UTRILLA



DOROL  
CONRAD  
AS  
"ELVIS"

GREAT PRIZES DONATED  
BY  
NORTH BEACH MERCHANTS & RESTAURANTS





**SAN FRANCISCO FIREFIGHTERS**



**RAFFLE DRAWINGS!**

**LIVE MUSIC!**

**GREAT PRIZES DONATED BY NORTH BEACH MERCHANTS**

**TOY DRIVE**

KEEP BACK 500 FT. TOYS BEING DELIVERED



**SPONSORED BY CAFFE TRIESTE & THE NORTH BEACH BUSINESS ASSOCIATION (NBBA)**



**BRING A NEW UNWRAPPED TOY!**

**FRIDAY, DECEMBER 11, 2015**

**6:30 PM ~ 9:00 PM**

**CAFFE TRIESTE / 601 VALLEJO STREET / SAN FRANCISCO**



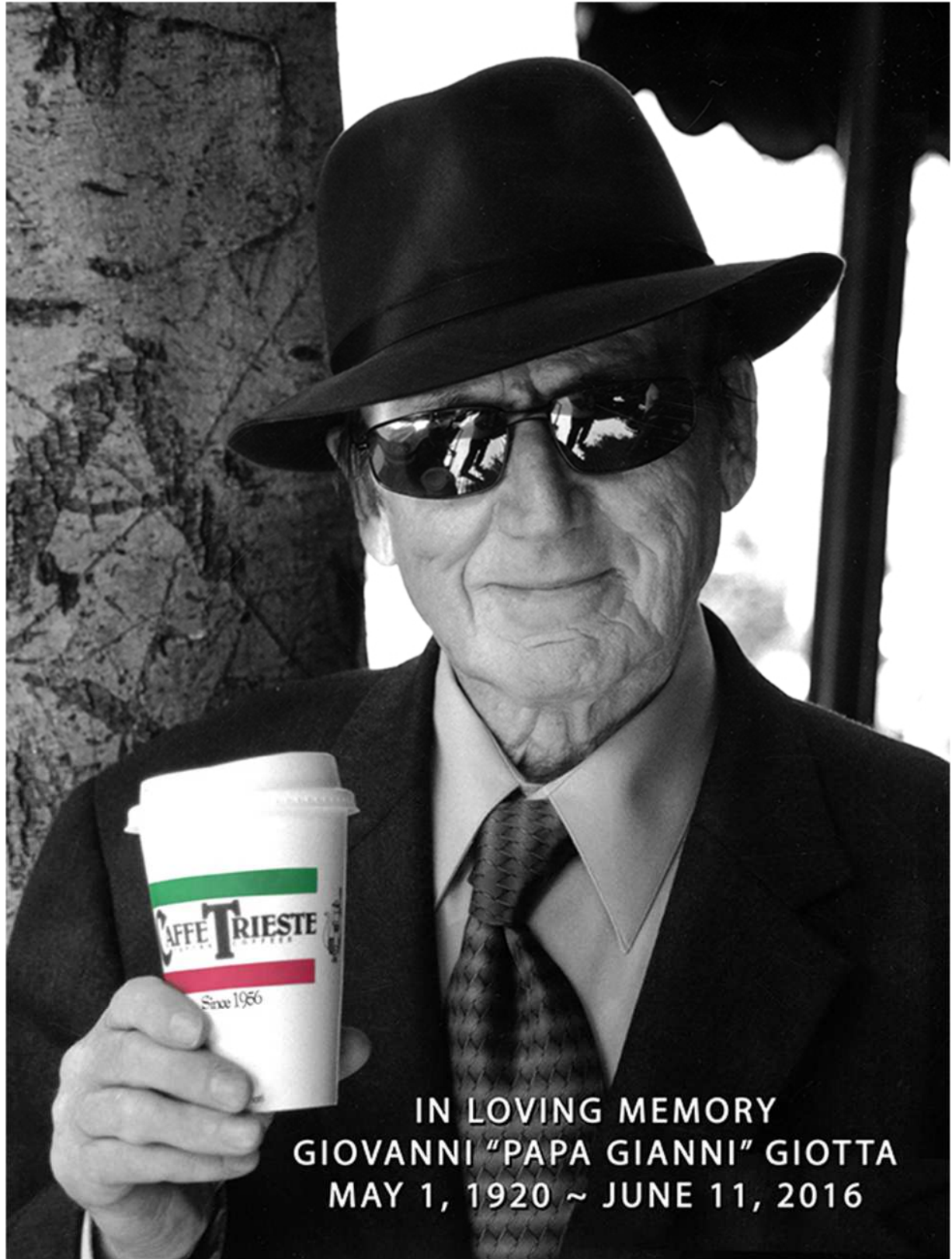
**DOROL CONRAD AS "ELVIS"**



**RENE SEVIERI**



**NED BOYNTON'S SURFER ROMA**



IN LOVING MEMORY  
GIOVANNI "PAPA GIANNI" GIOTTA  
MAY 1, 1920 ~ JUNE 11, 2016



# A CELEBRATION OF LIFE



IN HONOR OF  
**GIOVANNI "PAPA GIANNI" GIOTTA**  
SATURDAY, JULY 9, 2016 / 1:00 PM ~ 4:00 PM  
CAFFE TRIESTE - 601 VALLEJO STREET - SAN FRANCISCO





**Caffe Trieste**, fondato nel 1956,  
the first cappuccino cafe on the West Coast.  
*Saturday afternoon "Concerto" with singer  
Gianfranco Giotto & Famiglia Giotto, a North  
Beach tradition every Saturday afternoon!*

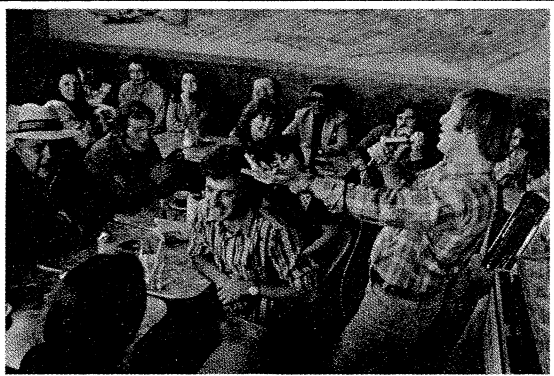
Best of San Francisco Publishing - Photo: Michelle Rochford-Boleyn 1998  
© Caffe Trieste 1998



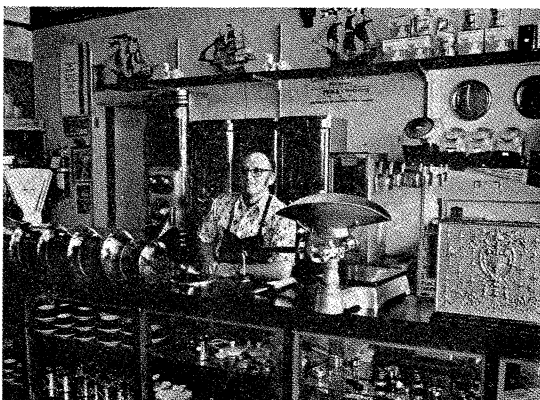
**Caffe Trieste**  
601 Vallejo Street  
San Francisco, CA 94133  
Caffe: (415) 392-6739 Retail Coffee (415) 982-2605



Every Saturday afternoon from 12:00 to 2:00, the Giotta family, owners of the Caffe Trieste, present a concert of favorite Italian and other songs. Admission — merely a cup of coffee.



## The CAFFE TRIESTE: Maintaining a Tradition



When we of the Giotta family decided to establish the Caffe Trieste in 1956, a great deal of nostalgia was involved. We missed the coffee houses of our native Italy — the flavor of properly made espresso, the delicious aroma pervading the room, the relaxation of lingering over our coffee and talking to friends or reading a newspaper.

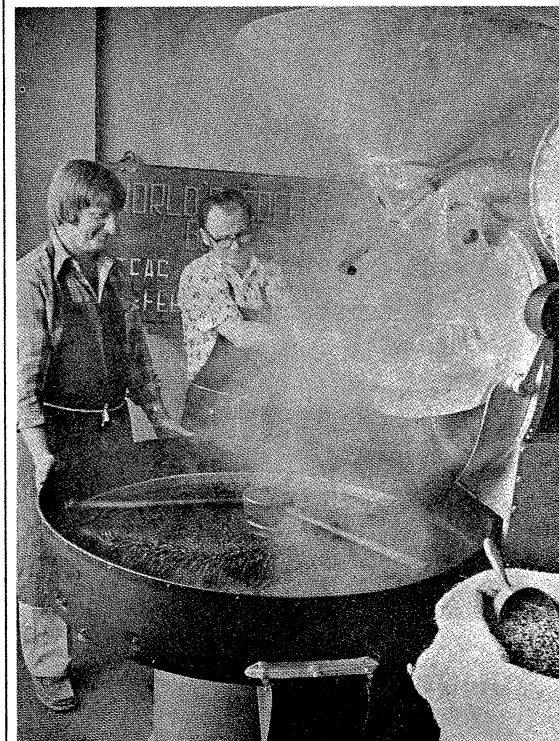
Those cafes represented a humane, cultured tradition that seemed to be passing from the world. We wanted to perpetuate it by recreating the atmosphere of Italian coffee houses. Because in such an atmosphere not only is coffee brewed, but so are ideas and friendships and, indeed, an appreciation of freedom.

Now the Trieste itself has become a tradition. We are perhaps as famous for the poets and other artists who gather here as for our coffee. And even after all these years we maintain the standards of excellence and leisure that inspired us to establish the cafe. It's a tradition we're determined to keep.

# CAFFE TRIESTE

## Superb Coffees

Custom Roasted and  
Custom Blended

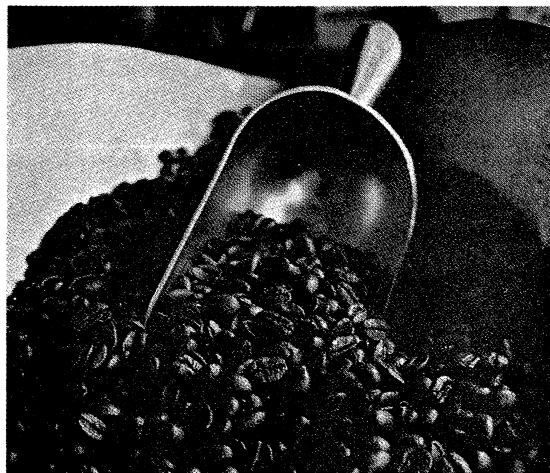


Sold by the Pound  
or  
Served by the Cup

## CAFFE TRIESTE

Vallejo at Grant Ave.  
San Francisco  
(415) 392-6739

# \$15,000 for a cup of Coffee?



We had been blending, brewing, and serving coffee in our famous cafe for more than twenty years, and our espresso, cappuccino, American breakfast, and other brews were generally acknowledged to be the best in San Francisco – perhaps in the west.

But we knew they could be even better. That's why we bought a roasting machine. Roasting was the one step we left to others, and it made the difference between an excellent and a superb cup of coffee. The machine cost \$15,000. It was worth every penny.

By careful temperature control and timing, we bring out just the right flavor in the choice beans we buy. And that enables us to create the incomparable Italian, French, and American blends we use to make the coffee we serve in our cafe.

We also sell these blends in our shop next door. If you prefer, we'll make your favorite blend. Or let us know the flavor you like, and we'll create a blend for you.

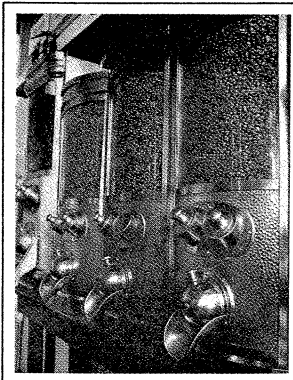
Don't worry, it won't cost you \$15,000. Just a few cents more a pound than you pay for ordinary coffee.

# Quality, Craftsmanship, & Leisure

Only at the Trieste will you find the combination of ingredients that produces superb coffee: Beans of the highest quality. Craftsmanship in the roasting and blending. And an old-world sense of leisure in the brewing and drinking.

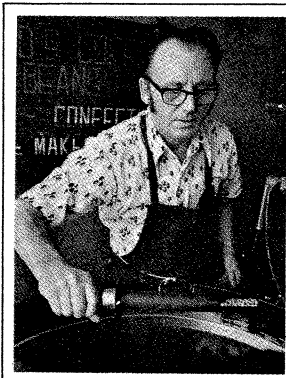
## Select Beans

We carry a variety of the finest beans grown, including select highland crops from Colombia, Nicaragua, Mexico, Jamaica, Arabia, and Indonesia. You have a choice at the Trieste.



## Controlled Roasting

During the roasting process, we continually check the color and texture to make sure the beans yield exactly the flavor we want.



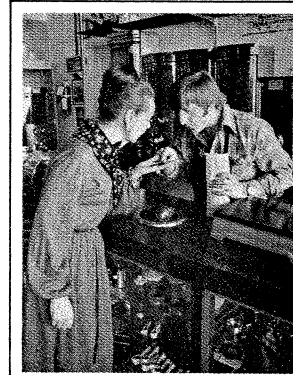
## Thoughtful Blending

By combining different beans roasted in different ways, we achieve the unique flavors and overtones that have made Trieste house blends the favorites of coffee lovers throughout the Bay Area. (Sorry, which beans and roasts we use in our house blends are Giotta family secrets.)



## Personal Service

When you come to buy coffee at the Trieste, you'll be waited on by a member of the Giotta family, owners of the cafe. Don't hesitate to ask for advice. And we'll be glad to make a blend to order or develop a special one to suit your individual taste.



## Expert Brewing

For a cup of coffee that's brewed to perfection, drop in at the cafe. The coffee you drink was probably roasted that very morning and ground seconds before it was made. We serve espresso, cappuccino, cafe latte, and an American blend. We also serve a number of teas, Italian and American soft drinks, and delicious pastries and sandwiches.



## Leisurely Drinking

Just as we bring old-world craftsmanship to the roasting, blending, and brewing of coffee, we encourage an old-world sense of leisure in the cafe. You're invited to linger over your coffee. A cup of coffee is a work of art, and as artists we want you to enjoy it to the fullest.





# THE WALL STREET JOURNAL

This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers visit <http://www.djreprints.com>.

<http://www.wsj.com/articles/SB10001424052748703630404575054094030451502>

SAN FRANCISCO BAY AREA

## Caffe Trieste's Influence Percolates Through Area



Giovanni Giotta, the 89-year-old Italian immigrant who opened Caffe Trieste in 1956, sings at the cafe. *HEIDI SCHUMANN FOR THE WALL STREET JOURNAL*

By DON CLARK

Updated Feb. 11, 2010 12:01 a.m. ET

Starbucks Corp. taught a lot of Americans about espresso drinks. But many San Franciscans learned about the brews earlier at Caffe Trieste in the city's North Beach neighborhood, where some other lessons were also apparent on a recent Saturday afternoon.

A crowd of regulars and tourists had turned up to sip cappuccinos and Chianti and hear a concert by the Trieste's founding family and friends. Four members of the clan took turns singing, none with more gusto than Giovanni Giotta, the 89-year-old Italian immigrant who opened the cafe in 1956.

One apparent lesson is that a one-of-a-kind business can endure here, despite the growth of competing chains. Caffe Trieste is believed to be the West Coast's first European-style coffee house, a haunt of beatniks and poets and where Francis Ford Coppola famously toiled on "The Godfather" screenplay.

— ADVERTISEMENT —







The Giotta family, meanwhile, has learned the kind of growth it wants. The family's next generation is ready to expand, but not if that means compromising the traditions it propagated in North Beach.

Besides the original cafe, the Trieste name is now on four other Bay Area hangouts. One recently opened on Oakland's Piedmont Avenue, along with a cafe in Berkeley, one in San Jose and another in San Francisco.

The closely held company, Caffe Trieste Inc., licenses its name to others who want to own such cafes, which share its coffee, menu items and decorative trademarks. Framed photos of family members, with celebrities such as Bill Cosby and Luciano Pavarotti, are common features. So is a piano for periodic live music, which includes Italian folk songs, opera, jazz and old pop songs.

Giovanni Giotta's son Fabio, the company's president and chief executive, expresses no interest in quickly opening cookie-cutter locations and says growth depends on finding collaborators who can be creative partners.

"I'm not in a hurry," Mr. Giotta, 47, says. "We have to find the right time and the right talent so it feels right."

The elder Giotta, widely known as Papa Gianni, hails from near Trieste, Italy. He and his wife, Ida, who will soon celebrate their 70th wedding anniversary, had a daughter, Sonia (now the company's chief financial officer), and two sons—Fabio and Gianfranco, who died in 1999.



The crowd listens to the performance at the San Francisco cafe. *HEIDI SCHUMANN FOR THE WALL STREET JOURNAL*

Fabio Giotta was exposed to the business early. Around the age of 4, family lore has it, he took a cappuccino outside the North Beach cafe and began selling it like a carnival barker on the sidewalk. He says he began experimenting with roasting coffee in 1971.

The company established strict formulas for selecting and roasting beans, which is now handled in a warehouse-style headquarters building in the Potrero Hill neighborhood. While other companies might substitute, say, a Costa Rican bean for a Brazilian, "we never make substitutions," Mr. Giotta says. "Our formulas are written in stone."

San Francisco's coffee market has gone through many changes since Trieste was born. As Americans developed a taste for espresso and high-priced varieties, competition intensified.

---

## BAY AREA FOOD GUIDE »

---



The Journal's guide to eating, drinking and dining at restaurants and bars in the San Francisco Bay Area. Updated weekly.

As a result, Caffe Trieste has tried—and pulled back—from some initiatives. While it once supplied its beans to major supermarkets, now it mainly distributes them to restaurants and cafes, Mr. Giotta says.

Another business—importing and selling espresso machines from Italy—also faded in the past decade amid sharp price rises for the machines, Mr. Giotta says. Still, the company repairs espresso machines and also operates a commercial recording studio in its headquarters, which Mr. Giotta oversees, as well as playing the accordion, singing and leading the band that accompanies the family.

The company doesn't disclose revenues but estimates its five Bay Area locations supply about 1.5 million cups of coffee a year. "We've been pretty recession-proof," Mr. Giotta says. "Having a cappuccino, and perhaps a pastry, is a luxury that most people can permit themselves—even in a down economy."

The cafes are now seen as central to the company's future as well as its past. Mr. Giotta thinks it could establish 20 stores in California and 100 across the country "pretty easily."

However it fares in that effort, there is no denying the company's contribution to the evolution of coffee in the Bay Area. James Freeman, owner of Oakland boutique roastery Blue Bottle Coffee Co., recalls having some of his first espresso at the original Caffe Trieste.

"We have to give them a lot of credit for introducing people to espresso drinks," he says. "They did a lot of the heavy lifting."

Write to Don Clark at [don.clark@wsj.com](mailto:don.clark@wsj.com)

Copyright 2014 Dow Jones & Company, Inc. All Rights Reserved

This copy is for your personal, non-commercial use only. Distribution and use of this material are governed by our Subscriber Agreement and by copyright law. For non-personal use or to order multiple copies, please contact Dow Jones Reprints at 1-800-843-0008 or visit [www.djreprints.com](http://www.djreprints.com).



November 17, 2016

*Via Email*

Small Business Commission  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Attn: Regina Dick-Endrizzi, Director  
Email: [regina.dick-endrizzi@sfgov.org](mailto:regina.dick-endrizzi@sfgov.org)



RE: **Caffè Trieste – 601 Vallejo Street**  
Application No. LBR-2015-16-014  
Support for Legacy Business Application

Dear President Dwight and Members of the Commission:

On behalf of the Telegraph Hill Dwellers, we are writing to provide our full support for inclusion of the Caffè Trieste on the City's Legacy Business Registry.

Founded in 1956 by Giovanni Giotto (known as "Papa Gianni"), who immigrated to the United States from a small fishing town in Italy, the Caffè Trieste is credited with being the West Coast's first espresso coffee house. It has become internationally renowned for its combination of old Italy, Bohemian poets, art and music and excellent espresso.

It has been a venue for original live concerts and performances, from the traditional family Saturday opera series to local entertainers playing original music as well as old-world Italian favorites.

The Caffè Trieste has continuously served as a gathering place for poets, politicians, celebrities, locals and tourists from all walks of life and has come to be known as the "living room" for many neighbors. It has a rich history as a meeting place for Beat Movement poets and writers, like Jack Kerouac and Allen Ginsberg, who lived in North Beach in the 1950s and 1960s.

An integral part of North Beach for 60 years, its inclusion on the Legacy Business Registry will enhance its continued viability and success. We urge your support.

Sincerely,

A handwritten signature in blue ink, appearing to read "Stan Hayes", is positioned above the printed name.

Stan Hayes  
President  
Telegraph Hill Dwellers

cc: Supervisor Aaron Peskin, District 3 [Aaron.Peskin@sfgov.org](mailto:Aaron.Peskin@sfgov.org)  
Ida Zoubi [Caffeida@yahoo.com](mailto:Caffeida@yahoo.com)

*Filing Date:* October 3, 2016  
*Case No.:* 2016-013190LBR  
*Business Name:* Caffe Trieste  
*Business Address:* 601 Vallejo Street  
*Zoning:* NCD (North Beach Neighborhood Commercial)/  
40-X Height and Bulk District  
*Block/Lot:* 0146/001  
*Applicant:* Adrienne Giotta and Ida Zoubi, Majority Shareholders  
601 Vallejo Street  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Caffe Trieste is a local coffee house and shop specializing in Italian-style espresso beverages and assorted traditional Italian snacks to the North Beach neighborhood. Located on the corner of Vallejo Street and Grant Avenue, Caffe Trieste was established in 1956 as the first espresso coffee house on the west coast at the time. It is housed within the ground floor commercial space of a three-story, mixed-use building constructed in 1908. The café was founded by Giovanni Giotta who, after immigrating to the United States from Italy, missed the espresso houses of Italy and decided to open his own coffee house. Caffe Trieste is credited with igniting the “espresso movement” and is now an internationally known group of four Italian-themed coffee houses in the San Francisco and Monterey Bay areas. In the early years, the café became a meeting place for writers of the Beat Movement who lived in North Beach during the 1950s and 1960s and is now known for its high quality coffee, Italian snacks and for hosting musical performances that range from opera to original music to old-world Italian. The “Caffe Trieste Saturday Concert,” a traditional family musical performance that often features guest performances by local singers, is the longest running musical show in San Francisco. In 1972, the café opened a retail store adjacent to the coffee house, where traditional glassware, gifts, and Italian candies are sold. Caffe Trieste continues to contribute a sense of tradition and family to the North Beach community through its multi-generational family ownership, the level of familiarity that is carried over by knowing customers by name and their orders, and its Italian décor.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1956

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

Yes, Caffe Trieste qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Caffe Trieste has operated for 60 years.
- ii. Caffe Trieste has contributed to the North Beach community's history and identity by continuing to exhibit local art, music, and literature and to serve outstanding coffee roasted daily. The café prides itself in serving authentic Italian espresso, cappuccinos, and other specialty coffees as well as an array of Italian style snacks. The café has continuously served as a gathering place for poets, politicians, celebrities, locals and tourists from all walks of life and has come to be known as the "living room" for many neighbors. It also has a rich history as a local spot for bohemian poets and writers part of the Beat Movement to congregate.
- iii. Caffe Trieste is committed to maintaining the physical features that define its craft of serving authentic Italian espresso, specialty coffees and snacks and its tradition of acting as a community gathering space for all in the neighborhood to experience the unique drinks, food and musical events.

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

Yes. The business is associated with the craft of making Italian snacks, espresso and specialty coffees.

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

The 1908 property is located within the California Register eligible Upper Grant Avenue Historic District. The property is considered a "Category A Property" as part of this historic district. However, it has not been evaluated by the Planning Department for potential individual historical significance and requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No. However, the property is located within the California Register *eligible* Upper Grant Avenue Historic District.

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. The Wall Street Journal, 2/11/2010, "Caffe Trieste's Influence Percolates Through Area," by Don Clark.

### ***Physical Features or Traditions that Define the Business***

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

- 601 Vallejo Street

#### **Recommended by Applicant**

- Hand painted window sign in the front window
- Wooden sign hanging at the corner with the original espresso machine logo
- Interior mural from 1957 painted by Max Patrick, which depicts Rovigno, the city that



- founder Giovanni Giotta was originally from where he was a fisherman
- Colorful mosaic tiles created by Giovanni Giotta that cover some of the tables
  - Jukebox that offers Italian standards and opera as well as 60's local rock music
  - Walls lined with old Italian family/friends' photographs and photos of neighborhood artists and writers
  - Original color palette (red, white, green, gold)
  - Simple, family style wooden furniture
  - Imported Italian espresso machines

**Additional Recommended by Staff**

- Corner storefront system including transoms, windows, and bulkhead
- Walk-up counter with display cases for baked goods



# SAN FRANCISCO PLANNING DEPARTMENT

## Historic Preservation Commission Resolution No. 811 HEARING DATE NOVEMBER 2, 2016

*Case No.:* 2016-013190LBR  
*Business Name:* Caffe Trieste  
*Business Address:* 601 Vallejo Street  
*Zoning:* NCD (North Beach Neighborhood Commercial)/  
40-X Height and Bulk District  
*Block/Lot:* 0146/001  
*Applicant:* Adrienne Giotta and Ida Zoubi, Majority Shareholders  
601 Vallejo Street  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

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

Reception:  
415.558.6378

Fax:  
415.558.6409

Planning  
Information:  
415.558.6377

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CAFFE TRIESTE, CURRENTLY LOCATED AT 601 VALLEJO STREET (BLOCK/LOT 0146/001).**

**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 North Beach 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 November 2, 2016, 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 Caffè Trieste 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 Caffè Trieste

*Location (if applicable)*

- 601 Vallejo Street

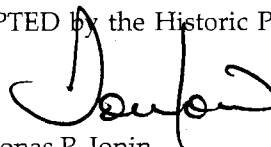
*Physical Features or Traditions that Define the Business*

- Hand painted window sign in the front window
- Wooden sign hanging at the corner with the original espresso machine logo
- Interior mural from 1957 painted by Max Patrick, which depicts Rovigno, the city that founder Giovanni Giotta was originally from where he was a fisherman
- Colorful mosaic tiles created by Giovanni Giotta that cover some of the tables
- Jukebox that offers Italian standards and opera as well as 60's local rock music
- Walls lined with old Italian family/friends' photographs and photos of neighborhood artists and writers
- Original color palette (red, white, green, gold)
- Simple, family style wooden furniture
- Imported Italian espresso machines
- Corner storefront system including transoms, windows, and bulkhead
- Walk-up counter with display cases for baked goods

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 2016-013190LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on November 2, 2016.



Jonas P. Ionin  
Commission Secretary

AYES: Johns, Hasz, Hyland, Johnck, Pearlman, Wolfram

NOES: None

ABSENT: Matsuda

ADOPTED: November 2, 2016