



Legacy Business Registry Staff Report

Hearing Date: March 25, 2024

RISTORANTE IDEALE

Application No.: LBR-2023-24-011
Business Name: Ristorante Ideale
Business Address: 1309 Grant Ave.
District: District 3
Applicant: Shanna Bruschi, Co-owner
Nomination Date: October 24, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Ristorante Ideale (“Ideale”), a bright and colorful Italian restaurant specializing in authentic Roman cuisine, has been bringing Rome to North Beach since 1993. The restaurant was founded at 1309 Grant Avenue by Maurizio Bruschi, his brother Stefano Bruschi, and business partner Carlo Ferretti. In 2000, Maurizio bought out the other two partners, and the restaurant became exclusively his.

Ideale is the modern version of a traditional Roman trattoria – rustic and festive with simple, fantastic food and low prices. Inspired by the cooking of four generations of chefs from the brothers' charming medieval neighborhood of Trastevere, Rome, the bright and colorful restaurant is known for its homemade pastas and breads, which acclaimed Chef Maurizio perfected under the loving tutelage of his grandmother, la Nonna Serafina.

Ideale was one of the first restaurants to bring authentic Italian cuisine to San Francisco including their thin-crust pizza made with imported “Fior di Latte” mozzarella and traditional Roman dishes like “Spaghetti alla Carbonara” and “Bucatini all’Amatriciana.” The chefs exclusively use locally sourced meats and fish, and farmer’s market vegetables, which are hand-picked daily. The ingredients are only of the highest quality; they are mostly organic and made with only premium Italian extra-virgin olive oil. Ideale offers a large wine list with many lesser known, exquisite Italian wines, as well as those from more recognized wineries, all at excellent prices.

The customers of Ideale include many locals and regulars who enjoy the familial feeling at the neighborhood restaurant that comes from having many staff members having been there for so long. Ideale also appeals to many tourists, especially Europeans looking for an experience like what they had growing up. Many of Ideale’s customers are Italian ex-pats as well who miss their parents’ cooking and want to replicate the experience at home. Any night of the week, you can find the bar filled with Italians sharing a bottle of wine together and chatting about their days in Italy. Finally, many families come to Ideale as it is a comfortable place to dine without pretense and just good food, where Maurizio will make any kind of accommodation to the menu to make it more kid- or dietary-friendly without any kind of fuss, appealing to everyone.

Ideale serves customers from North Beach and from all over the Bay Area who come to the restaurant for Maurizio’s home-made Italian cooking. In general, the customers tend to be aged 30 and above, although that can vary as well. Many significant people have eaten at Ristorante Ideale. Representative Nancy Pelosi and her family come often, as has Governor Gavin Newsom and his family. Several film directors have dined at Ideale, including Francis Ford Coppola, George Lucas, and Philip Kaufman. Performer Carol Doda used to hang out at the bar nightly.

Legacy Business Program

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





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

1309 Grant Ave. from 1993 to Present (31 years)

CRITERION 2

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

Yes, Ristorante Ideale has contributed to the history and identity of the North Beach neighborhood and San Francisco.

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

- The business is associated with authentic home-made Italian (specifically Roman) cuisine.
- The 2-story, 2-bayed vernacular Classic frame building at 1309-1311 Grant Avenue is located within the California Register-eligible Upper Grant Avenue Historic District, but has been identified as a non-contributor to the district. The neighborhood consists of a neighborhood shopping street and its surrounding apartments and flats, all less than one block distant from the narrow shopping street, Grant Avenue. The Upper Grant Avenue District is significant because of its historical land use pattern, recreated after the 1906 fire and essentially unchanged today from the earliest development: a tightly packed area of interdependent housing and small shops serving the community with basic services and ethnic specialties. Its period of significance is from 1906-1925.

The neighborhood is densely packed, both in plan: by two or three very narrow alleys added to each block of the city's rectangular grid; and in architecture: by sidewalk-hugging, multiple-unit adjoining buildings and nary an open space except the streets themselves. Most buildings are 3-story & basement vernacular Classic frames; those on the main streets have bay windows, those on alleys do not. On Grant Avenue and a little way on some cross streets, ground floors were built to house stores with plate-glass windows, transom strips of windows, bases and posts, and a V-shaped recessed entry which increases show window spaces and invites customers inside. The dense, bustling neighborhood reflects the crowded living conditions typically experienced by recent immigrants. The area has always had a mixture of Germans, Italians, Latin Americans, and French in 1880, Italians after 1900, and Asian Americans today. In the mid-20th century, the small apartments and low rents began to attract Bohemians and literati who enjoyed the multi-cultural atmosphere and inexpensive ethnic restaurants. Performer Carol Doda used to hang out at the bar nightly.

- Ristorante Ideale has been referenced in the media. Following are some notable media mentions:
 - "Simple Italian Pleasures: North Beach's Ideale, fantastic food, low prices" San Francisco Examiner, August 1993.
 - "Authentic Trattoria joins Grant Ave hubbub" San Francisco Chronicle, 1993.
 - "Faster, Pasta" Dine & Travel, December 1996.
 - "The great North Beach pasta hunt / After visiting more than 40 restaurants, we uncover the best" SFGATE, August 4, 2004 (<https://www.sfgate.com/cooking/article/The-great-North-Beach-pasta-hunt-After-visiting-2736340.php>).

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- “Ristorante Ideale: Check, Please! Bay Area review” KQED, September 20, 2011 (<https://www.youtube.com/watch?v=WjTM0BZqwFY>).
- “Ideale in North Beach a blast from the past” San Francisco Chronicle, September 17, 2015 (<https://www.sfchronicle.com/food/article/Ideale-in-North-Beach-a-blast-from-the-past-6508993.php>).

Excerpt: “I immediately fell in love with its thin, saltine-colored crust with a few darkened bubbles and a slick of bright tomato sauce, puddles of mozzarella and fragrant leaves of basil.” – Michael Bauer, San Francisco Chronicle

- Ideale has won numerous awards, including Zagat’s “Best Italian Restaurants in America” award for many consecutive years; the San Francisco Chronicle’s “Best Pasta in North Beach,” (2004); OpenTable’s “20 Best Pizzeria Restaurants In San Francisco Bay Area” and “Best Italian Restaurants in North Beach”; GAYOT honors with a rating of 14/20 (1997); and the Gambero Rosso Award as one of the top Italian restaurants in the world (2023).
- With regard to racial and social equity, Ideale contributes to the cultural fabric of San Francisco as an immigrant-owned business. It is community oriented; Ideale has been an integral part of the North Beach community since it was founded, feeding the priests at St. Vincent’s around the corner, offering food to local homeless before they open daily, and taking an active part in neighborhood events. During the COVID pandemic, they created a GoFundMe to raise money to deliver meals to healthcare workers and partnered with the non-profit Dine11 to create meals for food-challenged communities, supporting the Raphael House of San Francisco, for example, who provides shelter and training for homeless women and kids in particular need. Ideale is a part of two North Beach neighborhood organizations, as well: North Beach Neighbors and North Beach Foodie Fridays.

CRITERION 3

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

Yes, Ristorante Ideale is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Ristorante Ideale is committed to maintaining the physical features and traditions that define the 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:

- Authentic, simple, and rustic Roman Italian cuisine, crafted by using only the freshest local ingredients.
- Homemade pastas, breads, and desserts.
- An immediately identifiable sign and color palette across two storefronts.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring Italian cuisine.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Ristorante Ideale is committed to maintaining the physical features and traditions that define the currently located at 1309 Grant Ave. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

March 25, 2024

RISTORANTE IDEALE

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District: District 3
Applicant: Shanna Bruschi, Co-owner
Nomination Date: October 24, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
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Adopting findings approving the Legacy Business Registry application for Ristorante Ideale, currently located at 1309 Grant Ave.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on March 25, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Ristorante Ideale 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 Ristorante Ideale.

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Physical Features or Traditions that Define the Business:

- Authentic, simple, and rustic Roman Italian cuisine, crafted by using only the freshest local ingredients.
- Homemade pastas, breads, and desserts.
- An immediately identifiable sign and color palette across two storefronts.

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

- Restaurant featuring Italian cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 25, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2023-24-011
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Business Address: 1309 Grant Ave.
District: District 3
Applicant: Shanna Bruschi, Co-owner
Nomination Date: October 24, 2023
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?

Yes No

1309 Grant Ave. from 1993 to Present (31 years)

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

Yes No

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

Yes No

NOTES: NA

DELIVERY DATE TO HPC: February 21, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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City and County of
San Francisco



Board of Supervisors,
President

AARON PESKIN
佩斯金市參事

October 24, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
SF City Hall, 1 Dr. Carlton B. Goodlet Place, Room 110
San Francisco, CA 94102

Dear Director Tang,

I write to nominate Ideale Ristorante & Bar, located at 1309 Grant Avenue, for inclusion on the Legacy Business Registry.

Established in 1993 by Chef Maurizio Bruschi and his brother, Stefano, Ideale Ristorante serves up authentic Roman trattoria ambience inspired by the cooking of four generations of chefs from the brothers' charming medieval neighborhood of Trastevere, Rome. The bright and colorful Italian restaurant is known for its homemade pastas and breads, which Chef Maurizio perfected under the loving tutelage of his grandmother, la Nonna Serafina.

Ideale Ristorante has won numerous honors, including being listed in Zagat's "Best Italian Restaurants in America" and earning the distinction of offering the "Best Pasta in North Beach" by the San Francisco Chronicle. The restaurant has hosted a revolving door of celebrities, from Francis Ford Coppola and Sean Penn to Sam Shepard and Frances McDormand, and snippets of French and Italian conversations are regularly overhead in the intimate interior of the homey two-room restaurant. The walls of the restaurant are adorned with the paintings of Chef Maurizio's wife, while their daughter, Sofia, bakes delicious cakes and pastries for the restaurant when she visits from college.

Chef Maurizio and his staff at Ideale Ristorante are not only longtime anchors of the North Beach Neighborhood Commercial District but very active contributors to the greater North Beach community, from supporting local non-profits to feeding the Capuchins at the National Shrine of Saint Francis of Assisi on Vallejo Street.

Ideale Ristorante & Bar would benefit greatly from being added to the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

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

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Ristorante Ideale

Business owner name(s): Maurizio Bruschi

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

Current business address: 1309 Grant Ave.

Telephone: (415) 391 - 4129 Email: ristorante_ideale@yahoo.com

Mailing address (if different than above):

Website: http://www.idealrestaurant.com/

Facebook: https://www.facebook.com/ideale.sf Twitter:

7-digit San Francisco Business Account Number (BAN): 0 3 4 0 7 6 6

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

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

- Immigrant-Owned Business
- LGBTQ+-Owned Business
- Minority-Owned Business*
- Owned by Person with a Disability
- Veteran-Owned Business
- Woman-Owned Business

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

Contact Person Information

Contact person name: Shanna Bruschi

Contact person title: Co-owner

Contact telephone: () - Contact email:

Business Location(s)

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

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

Original San Francisco address: 1309 Grant Ave. **Zip Code:** 94133

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

Dates at this location: **From:** July 1993 **To:** Present

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

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

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

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

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

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

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

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

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

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

Applicant Disclosures

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

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

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

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

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

Name: Maurizio Bruschi

Signature:



Date: 10/26/2023

RISTORANTE IDEALE

Written Historical Narrative

INTRODUCTION

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

Ristorante Ideale (“Ideale”) is an Italian restaurant specializing in authentic Roman cuisine. The chefs use only the highest quality ingredients, including fresh, locally sourced meats and fish, farmer’s market vegetables, and home-made breads and pastas and desserts. Ideale offers a large wine list with many lesser-known, exquisite Italian wines, as well as those from more recognized wineries, all at excellent prices.

b. Describe whom the business serves.

The customers of Ideale include many locals and regulars who enjoy the familial feeling at the neighborhood restaurant that comes from having many staff members having been there for so long.

Ideale also appeals to many tourists, especially Europeans and Italians looking for an experience like what they had growing up. Many of Ideale’s customers are Italian ex-pats as well who miss their parents’ cooking and want to replicate the experience at home. Any night of the week, you can find the bar filled with Italians sharing a bottle of wine together and chatting about their days in Italy.

Finally, many families come to Ideale as it is a comfortable place to dine without pretense and just good food, where chef Maurizio Bruschi will make any kind of accommodation to the menu to make it more kid- or dietary-friendly without any kind of fuss, appealing to everyone.

Ideale serves North Beach, but all over the Bay Area as well for those diners willing to make a trip to the city for Maurizio’s home-made Italian cooking. In general, the customers tend to be ages 30 and above, although that can vary as well.

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

Authentic home-made Italian food.

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

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

Ristorante Ideale was founded in July 1993 by Maurizio Bruschi, his brother Stefano Bruschi, and business partner Carlo Ferretti. The restaurant was founded at 1309 Grant Avenue, where it is still located today.

In 2000, Maurizio bought out the other two partners, and the restaurant became exclusively his, as it still remains today.

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

1993 to 2000: Maurizio Bruschi; Stefano Bruschi; Carlo Ferretti
2000 to Present: Maurizio Bruschi

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

The only time that Ideale shut down briefly was during the COVID pandemic. The City and County of San Francisco mandated that the restaurant close, but that was very short-lived. It reopened at a limited capacity as soon as the restrictions were lifted.

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

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

Ristorante Ideale, a bright and colorful Italian restaurant, has been bringing Rome to North Beach since 1993. Ideale is the modern version of a traditional Roman trattoria. It is a “real” Italian restaurant – rustic and festive with simple, fantastic food and low prices.

Ideale was one of the first restaurants to bring authentic Italian cuisine to San Francisco including their thin-crust pizza made with imported “Fior di Latte” mozzarella and traditional Roman dishes like “Spaghetti alla Carbonara” and “Bucatini all’Amatriciana.” The pastas, breads, and desserts at Ideale are all homemade, and the ingredients are locally sourced and hand-picked daily. The ingredients are only of the highest quality; they are mostly organic and made with only premium Italian extra-virgin olive oil.

Ideale’s highly acclaimed chef, Maurizio Bruschi, hails from four generations of Roman chefs, lovingly taught by his grandmother, Serafina. Maurizio previously opened several other successful Italian restaurants in San Francisco and is currently the co-owner of “Piccolo Forno” in North Beach and “Serafina” on Nob Hill.

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

Many significant people have eaten at Ristorante Ideale. Representative Nancy Pelosi and her family come often, as has Governor Gavin Newsom and his family. Several film directors have come to Ideale, including Francis Ford Coppola, George Lucas, and Philip Kaufman. Performer Carol Doda used to hang out at the bar nightly.

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

Ideale has been an integral part of the North Beach community since it was founded, feeding the priests at St Vincent's around the corner, offering food to local homeless before they open daily, and taking an active part in neighborhood events. During the COVID pandemic, they created a GoFundMe to raise money to deliver meals to healthcare workers, and partnered with the non-profit Dine11 to create meals for food-challenged communities, supporting the Raphael House of San Francisco, for example, who provides shelter and training for homeless women and kids in particular need. Ideale is a part of two North Beach neighborhood organizations, as well: North Beach Neighbors and North Beach Foodie Fridays.

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

Ristorante Ideale has been referenced in the media. Following are some notable media mentions:

- *"Simple Italian Pleasures: North Beach's Ideale, fantastic food, low prices"*
San Francisco Examiner
August 1993
- *"Authentic Trattoria joins Grant Ave hubbub"*
San Francisco Chronicle
1993
- *"Faster, Pasta"*
Dine & Travel
December 1996
- *"The great North Beach pasta hunt / After visiting more than 40 restaurants, we uncover the best"*
SFGATE
August 4, 2004
<https://www.sfgate.com/recipes/article/The-great-North-Beach-pasta-hunt-After-visiting-2736340.php>
- *"Ristorante Ideale: Check, Please! Bay Area review"*
KQED
September 20, 2011
<https://www.youtube.com/watch?v=WjTMOBZqwFY>

- *“Ideale in North Beach a blast from the past”*
San Francisco Chronicle
September 17, 2015
<https://www.sfchronicle.com/food/article/Ideale-in-North-Beach-a-blast-from-the-past-6508993.php>

“I immediately fell in love with its thin, saltine-colored crust with a few darkened bubbles and a slick of bright tomato sauce, puddles of mozzarella and fragrant leaves of basil.” – Michael Bauer, San Francisco Chronicle

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

Ideale has won numerous awards, including the following:

- Zagat’s “Best Italian Restaurants in America” award for many consecutive years
- The San Francisco Chronicle’s “Best Pasta in North Beach,” 2004
- OpenTable’s “20 Best Pizzeria Restaurants In San Francisco Bay Area” and “Best Italian Restaurants in North Beach”
- GAYOT honors with a rating of 14/20, 1997
- Gambero Rosso award as one of the top Italian restaurants in the world, 2023

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

Ideale been a part of the San Francisco Italian community since 1993. If Ideale were to close, North Beach would lose one of the most authentically Italian restaurants in the neighborhood, a place of congregation for many years with locals as well as Italians.

San Francisco would also lose employment for 12-14 employees. These are all immigrants from various places in Latin America as well as Italy, most of whom have been with the business since 1993 and have become family. These are also people with families, many of whom live paycheck-to-paycheck, so a closure would be very much of a hardship for them.

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

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

The business has a sign and color palette across two storefronts that is immediately identifiable as Ideale.

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

Ristorante Ideale is committed to maintaining the business as an Italian restaurant and bar.

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

The present owners will maintain ownership as long as they can sustain it. In the future, the owners probably will sell the restaurant to employees, a couple of whom have expressed interest in eventually taking over, keeping the name, concept and employees all the same.

d. What challenges is the business facing today?

As a result of the ordinances imposed on restaurants by the City and County of San Francisco as a result of the COVID pandemic, business at Ideale decreased 85% in 2020 compared to financials from 2019. The business persevered and is still open, but is still operating at a significant loss. The losses were \$20,500 in calendar year 2022 and \$46,000 in calendar year 2023 through September alone. The business is struggling to get back on its feet, and now with the minimum wage increase in San Francisco, the hope is to just be able to break even at this point and pay all of the employees. Ideale is doing everything possible to stay open. Being recognized as a San Francisco Legacy Business would be immensely helpful, as it would help with marketing and bringing new business to the restaurant. Thank you for this consideration.

Legacy Business Program staff will add the following details:

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

Restaurant featuring Italian cuisine.

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

The Planning Department Historic Resource Status of the building at 1309-1311 Grant Avenue is "A - Historic Resource Present." The building is a contributor to the Eligible Upper Grant Avenue Historic District.



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IDEAL RISTORANTE BAR

SAVE DAY SERVICES
394-7226

NOW OPEN FOR OUTDOOR DINING & TAKE-OUT
PULL-UP & COCKTAILS



IDEALe

RISTORANTE
BAR

1309

GALLERY
1317

WINE MENU
TASTING MENU

TASAY
2017

RISTORANTE

IDEALe

1309



IN
historical









IDEALE MENU

≡ ANTIPASTI ≡

INSALATA PRIMAVERA

MIXED ORGANIC BELGIAN ENDIVE, RADICCHIO & ARUGULA SALAD
IN A BALSAMIC VINAIGRETTE WITH 36 MO. AGED PARMIGIANO 16

CALAMARI E RUGHETTA

FRESH LOCAL CALAMARI, GRILLED AND SERVED WITH ORGANIC ARUGULA 20

INSALATA IDEALE

BEET SALAD WITH ORGANIC ARUGULA, FAVA BEANS, ITALIAN CHESTNUTS AND GOAT CHEESE 16

PROSCIUTTO E PERA

PROSCIUTTO TOSCANA FROM SIENA (24 MONTHS) WRAPPED AROUND ORGANIC PEAR & MASCARPONE 20

INSALATA D'ARANCI & FINOCCHI

THINLY SLICED ORGANIC FENNEL WITH ORANGE, WALNUTS, CAPERS, GORGONZOLA
IN A CHAMPAGNE VINAIGRETTE 15

BURRATA DALLA PUGLIA CON BRUSCHETTA

FRESH BURRATA FROM PUGLIA, SERVED WITH BRUSCHETTA WITH CHERRY TOMATOES & BASIL 20

ANTIPASTO DI FORMAGGI E SALUMI (FOR TWO)

GOURMET ITALIAN CHARCUTERIE BOARD WITH FREE-RANGE TUSCAN PROSCIUTTO (AGED 24 MONTHS),
LONZINO (AIR-CURED PORK LOIN), ALPEGGIO (RAW MILK BLUE CHEESE),
BRANZI (RAW MILK CHEESE FROM ALPINE BROWN COWS) & ROCCOLO AGED
VALTALEGGIO (6-MO. AGED CHEESE). SERVED WITH HOME-MADE TOASTED BREAD 25

≡ PIZZA ≡

* ROUND, INDIVIDUAL ROMAN-STYLE THIN-CRUSTED PIZZA MADE WITH ORGANIC ITALIAN FLOUR

PIZZA MARGHERITA

PIZZA TOPPED WITH TOMATOES, FRESH MOZZARELLA AND BASIL 20

PIZZA FUNGHI E SALSICCIA

PIZZA TOPPED WITH MOZZARELLA, TOMATOES, HOME-MADE SAUSAGE & MUSHROOMS 21

PIZZA N'DUJA

PIZZA WITH TOMATOES, FRESH MOZZARELLA & N'DUJA (A SPICY ITALIAN SAUSAGE FROM CALABRIA) 21

PIZZA BIANCA CON ALICI

PIZZA BIANCA WITH MOZZARELLA, ANCHOVIES & CAPERS 20

≡ CONTORNI ≡

(LARGE SIDES)

PATATE ARROSTO (OVEN-ROASTED POTATOES WITH ROSEMARY) 10

BROCCOLETTI RIPASSATI IN PADELLA (SAUTÉED BROCCOLI RABE, GARLIC, CHILI FLAKES) 12

SPINACH SAUTÉED IN A SPICY GARLIC SAUCE 12

<https://www.sfchronicle.com/food/article/Ideale-in-North-Beach-a-blast-from-the-past-6508993.php>

San Francisco Chronicle

Ideale in North Beach a blast from the past

By [Michael Bauer](#)

Sep 16, 2015 (Updated Sep 17, 2015)



The Margherita pizza at Ideale in S.F. hasn't changed and is one of the best things about the North Beach restaurant. Michael Bauer/The Chronicle

When the Margherita pizza (\$14) arrived at the table at Ideale, it was like blasting back nearly 25 years.

I remember this same pizza at Pazzia on Third near Folsom long before the pizza craze took hold. I immediately fell in love with its thin, saltine-colored crust with a few darkened bubbles and a slick of bright tomato sauce, puddles of mozzarella and fragrant leaves of basil. Owner Maurizio Bruschi took the pizza with him when he opened Ideale 22 years ago in North Beach.

Now he has to compete with the likes of Tony Gemignani, who has become the pizza god with his two nearby restaurants, but there's still something special about what Bruschi turns out of his Baker's Pride oven.

The roast potatoes, on the menu since the restaurant opened, are another throwback; no one can do them better than Bruschi. The golden cubes have a translucent outer shell that cracks like glass to release the creamy, steamy interior. This and the pizza alone are worth a visit.

When people talk about where to eat in North Beach, Ideale is often overlooked. In fact, the last time I visited the restaurant was 2008, and going back was like meeting an old high school friend. The service has a similar neighborly demeanor, seemingly unaffected by years of hosting tourists. Maybe it's because the restaurant has a loyal local following.

However, in some cases, it felt as if two decades catering to an everyman palate may have taken its toll. The restaurant was always known for pasta, and much of it is house made. Indeed, the product is good — but the veal tortelloni (\$16.50), plump with spiced meat, was profusely coated with a cream sauce that dulled the flavor of the mushrooms and prosciutto. It was a similar situation with the pappardelle with lamb ragout (\$16.50); with half as much sauce, the texture and flavor of the pasta would have been showcased rather than diminished. I could see the kitchen's talent in the food — and felt the frustration of giving in to the masses who want pasta to swim in sauce.

There's nothing wrong with staying the course, but I feel the chef needs to refresh what he's doing. A decade ago we said in an Update review that the shaved fennel salad (\$11) with Gorgonzola, thick slices of orange and walnuts in Champagne vinaigrette needed a more assertive acidic component to highlight the ingredients; the same criticism still holds.

However, that wasn't the case with the seafood salad (\$15). The medley of squid, clams, mussels, shrimp and octopus has a properly acidic lemon dressing mixed with tomatoes and arugula, which added a pleasantly bitter component.

For main courses we chose the nightly fish special — whole branzino (\$26), which showcased the kitchen's talent. The beautifully bronzed fish was mostly boned and propped on thick slices of steamed fennel, radicchio and those amazing roasted potatoes: We didn't mind that the waiter had said the vegetable would be sauteed spinach.

For dessert, Bruschi has always been known for his tiramisu (\$8), and it is a very good version. There are also other favorites (all \$8), such as panna cotta, cannoli and profiterole.

The interior, which stretches across two storefronts, has a '90s vibe enhanced with a few unique accents such as a wainscoting of mosaic tile, orange drop lights and comfortable but unstylish upholstered chairs.

A little updating and reinvention would go a long way in bringing the decor and food back on top, as long as Bruschi doesn't change that pizza or those roasted potatoes.

Michael Bauer is The San Francisco Chronicle's restaurant critic and editor at large. Find his blog at <http://insidescoopsf.sfgate.com> and his reviews on www.sfchronicle.com. E-mail: mbauer@sfchronicle.com Twitter: @michaelbauer1

★★

Ideale

Food: ★ ★

Service: ★ ★ ½

Atmosphere: ★ ★

Price: \$\$\$

Noise: Four Bells

1309 Grant Ave. (near Columbus) San Francisco
(415) 391-4129 or www.idealrestaurant.com.

Open for dinner 5:30-10:30 p.m. Monday-Thursday and until 11 p.m. Friday-Saturday. 5-10 p.m. Sunday. Beer and wine. Reservations and credit cards accepted.

By [Michael Bauer](#). *Michael Bauer has been following the food and wine scene at the San Francisco Chronicle for more than 28 years. Before working at The Chronicle, he was a reporter and editor at the Kansas City Star and the Dallas Times Herald.*



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: MARCH 20, 2024

Filing Date: February 21, 2024
Case No.: 2024-001550LBR
Business Name: Ristorante Ideale
Business Address: 1309 Grant Avenue
Zoning: NCD (NORTH BEACH NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0131/007
Applicant: Shanna Bruschi
1309 Grant Avenue
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Michelle Langlie - 628-652-7410
Michelle.Langlie@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Ristorante Ideale (“Ideale”), a bright and colorful Italian restaurant specializing in authentic Roman cuisine, has been bringing Rome to North Beach since 1993. The restaurant was founded at 1309 Grant Avenue by Maurizio Bruschi, his brother Stefano Bruschi, and business partner Carlo Ferretti and is still located there today. In 2000, Maurizio bought out the other two partners, and the restaurant became exclusively his.

Ideale is the modern version of a traditional Roman trattoria. It is a “real” Italian restaurant – rustic and festive with simple, fantastic food and low prices. Inspired by the cooking of four generations of chefs from the brothers' charming medieval neighborhood of Trastevere, Rome, the bright and colorful Italian restaurant is known for its homemade pastas and breads, which acclaimed Chef Maurizio perfected under the loving tutelage of his grandmother, la Nonna Serafina.

Ideale was one of the first restaurants to bring authentic Italian cuisine to San Francisco including their thin-crust pizza made with imported “Fior di Latte” mozzarella and traditional Roman dishes like “Spaghetti alla Carbonara” and “Bucatini all’Amatriciana.” The chefs exclusively use locally sourced meats and fish, and farmer’s market vegetables, which are hand-picked daily. The ingredients are only of the highest quality; they are mostly organic and made with only premium Italian extra-virgin olive oil. Ideale offers a large wine list with many lesser-known, exquisite Italian wines, as well as those from more recognized wineries, all at excellent prices.

The customers of Ideale include many locals and regulars who enjoy the familial feeling at the neighborhood restaurant that comes from having many staff members having been there for so long. Ideale also appeals to many tourists, especially Europeans and Italians looking for an experience like what they had growing up. Many of Ideale’s customers are Italian ex-pats as well who miss their parents’ cooking and want to replicate the experience at home. Any night of the week, you can find the bar filled with Italians sharing a bottle of wine together and chatting about their days in Italy. Finally, many families come to Ideale as it is a comfortable place to dine without pretense and just good food, where chef Maurizio Bruschi will make any kind of accommodation to the menu to make it more kid- or dietary-friendly without any kind of fuss, appealing to everyone.

Ideale serves North Beach, as well as diners from all over the Bay Area willing to make a trip to the city for Maurizio’s home-made Italian cooking. In general, the customers tend to be aged 30 and above, although that can vary as well. Many significant people have eaten at Ristorante Ideale. Representative Nancy Pelosi and her family come often, as has Governor Gavin Newsom and his family. Several film directors have dined at Ideale, including Francis Ford Coppola, George Lucas, and Philip Kaufman. Performer Carol Doda used to hang out at the bar nightly.

Spread over two storefronts, the business’ location at 1309-1311 Grant Avenue is a Category A (Historic Resource Present) structure on the west side of Grant Avenue between Green and Vallejo Streets in the North Beach neighborhood. It is within the North Beach NCD (Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District. It is also located within the North Beach, Telegraph Hill-NB, North Beach Limited Financial, Group Housing and Priority Equity Geographies Special Use Districts. 1309-1311 Grant Avenue lies within the boundaries of the California Register-eligible Upper Grant Avenue Historic District, identified via survey in 1982.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1993.

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

Yes. Ristorante Ideale qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Ristorante Ideale has operated continuously in San Francisco for 31 years.

- b. Ristorante Ideale has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- c. Ristorante Ideale is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with authentic home-made Italian (specifically Roman) cuisine.

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

Yes. The property is located within the California Register-eligible Upper Grant Avenue Historic District. The neighborhood consists of a neighborhood shopping street and its surrounding apartments and flats, all less than one block distant from the narrow shopping street, Grant Avenue. The Upper Grant Avenue District is significant because of its historical land use pattern, recreated after the 1906 fire and essentially unchanged today from the earliest development: a tightly packed area of interdependent housing and small shops serving the community with basic services and ethnic specialties. Its period of significance is from 1906-1925.

The neighborhood is densely packed, both in plan: by two or three very narrow alleys added to each block of the city's rectangular grid; and in architecture: by sidewalk-hugging, multiple-unit adjoining buildings and nary an open space except the streets themselves. Most buildings are 3-story & basement vernacular Classic frames; those on the main streets have bay windows, those on alleys do not. On Grant Avenue and a little way on some cross streets, ground floors were built to house stores with plate-glass windows, transom strips of windows, bases and posts, and a V-shaped recessed entry which increases show window spaces and invites customers inside. The dense, bustling neighborhood reflects the crowded living conditions typically experienced by recent immigrants. The area has always had a mixture of Germans, Italians, Latin Americans and French in 1880, Italians after 1900, and Asian-Americans today. In the mid-20th century, the small apartments and low rents began to attract Bohemians and literati who enjoyed the multi-cultural atmosphere and inexpensive ethnic restaurants. Performer Carol Doda used to hang out at the bar nightly.

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

No; however, the 2-story, 2-bayed vernacular Classic frame building at 1309-1311 Grant Avenue is located within the eligible-Upper Grant Avenue California Register Historic District and has been identified as a non-contributor to the district.

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

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

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

Ristorante Ideale has been referenced in the media. Following are some notable media mentions:

- "Simple Italian Pleasures: North Beach's Ideale, fantastic food, low prices" San Francisco Examiner, August 1993.

- “Authentic Trattoria joins Grant Ave hubbub” San Francisco Chronicle, 1993.
- “Faster, Pasta” Dine & Travel, December 1996.
- “The great North Beach pasta hunt / After visiting more than 40 restaurants, we uncover the best” SFGATE, August 4, 2004 (<https://www.sfgate.com/recipes/article/The-great-North-Beach-pasta-hunt-Aftervisiting-2736340.php>).
- “Ristorante Ideale: Check, Please! Bay Area review” KQED, September 20, 2011 (<https://www.youtube.com/watch?v=WjTM0BZqwFY>).
- “*Ideale in North Beach a blast from the past*” San Francisco Chronicle, September 17, 2015 (<https://www.sfchronicle.com/food/article/Ideale-in-North-Beach-a-blast-from-the-past-6508993.php>).

Excerpt: “I immediately fell in love with its thin, saltine-colored crust with a few darkened bubbles and a slick of bright tomato sauce, puddles of mozzarella and fragrant leaves of basil.” – Michael Bauer, San Francisco Chronicle

Ideale has won numerous awards, including Zagat’s “Best Italian Restaurants in America” award for many consecutive years, the San Francisco Chronicle’s “Best Pasta in North Beach,” (2004), OpenTable’s “20 Best Pizzeria Restaurants In San Francisco Bay Area” and “Best Italian Restaurants in North Beach,” GAYOT honors with a rating of 14/20 (1997) and the Gambero Rosso Award as one of the top Italian restaurants in the world (2023).

8. **Racial and Social Equity Analysis**

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

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

Ideale contributes to the cultural fabric of San Francisco as an immigrant-owned business. It is community-oriented; Ideale has been an integral part of the North Beach community since it was founded, feeding the priests at St. Vincent’s around the corner, offering food to local homeless before they open daily, and taking an active part in neighborhood events. During the COVID pandemic, they created a GoFundMe to raise money to deliver meals to healthcare workers and partnered with the non-profit Dine11 to create meals for

food-challenged communities, supporting the Raphael House of San Francisco, for example, who provides shelter and training for homeless women and kids in particular need. Ideale is a part of two North Beach neighborhood organizations, as well: North Beach Neighbors and North Beach Foodie Fridays.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1309 Grant Avenue (1993 – Present)

Recommended by Applicant

- Authentic, simple, and rustic Roman Italian cuisine, crafted by using only the freshest local ingredients.
- Homemade pastas, breads, and desserts.
- An immediately identifiable sign and color palette across two storefronts.

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: MARCH 20, 2024

Case No.: 2024-001550LBR
Business Name: Ristorante Ideale
Business Address: 1309 GRANT AVE
Zoning: NCD (NORTH BEACH NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 0131/007
Applicant: Shanna Bruschi
1309 Grant Avenue
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Michelle Langlie - 628-652-7410
Michelle.Langlie@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR RISTORANTE IDEALE, CURRENTLY LOCATED AT 1309 GRANT AVENUE (BLOCK/LOT 0131/007).

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

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

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

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

WHEREAS, at a duly noticed public hearing held on March 20, 2024, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Ristorante Ideale 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 RISTORANTE IDEALE.

Location

- 1309 Grant Avenue

Physical Features or Traditions that Define the Business

- Authentic, simple, and rustic Roman Italian cuisine, crafted by using only the freshest local ingredients.
- Homemade pastas, breads, and desserts.
- An immediately identifiable sign and color palette across two storefronts.

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on March 20, 2024.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: March 20, 2024