



Legacy Business Registry Staff Report

Hearing Date: November 9, 2020

FIOR D'ITALIA

Application No.: LBR-2019-20-034
Business Name: Fior d'Italia
Business Address: 2237 Mason Street
District: District 3
Applicant: Trudy Audieri, Owner
Nomination Date: February 11, 2020
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Fior d'Italia is an Italian sit-down restaurant, first opened by Italian immigrant Angelo Del Monte in 1886 at 432 Broadway. The restaurant has served authentic cuisine from Northern Italy for dine-in since its opening 134 years ago. Fior d'Italia holds the title of oldest Italian restaurant in the United States and is the fifth oldest restaurant in San Francisco. Fior d'Italia's menu consistently offers items such as homemade pasta, fresh seafood, soups, stews with root vegetables, cured meats, and other cheesy, cream-based dishes, reflecting the authentic, regional taste of Northern Italy.

Fior d'Italia has called many places home over its 134-year existence. Since 2005, the restaurant has been located in the ground floor of the San Remo Hotel in the North Beach neighborhood. Fior d'Italia's main dining area features four uniquely themed banquet rooms – the Godfather Room, the Assisi Room, the Umbria Room, and the Tuscany Room – to accommodate parties, receptions, and everyday diners. The main dining area is decorated with antique tin ceiling tiles, a mural of various Northern Italian scenes and landscapes by Paul Rockwell commissioned by Fior d'Italia in 1945, and an original lamp from Fior d'Italia's historic Broadway location. Fior d'Italia patrons may also be served drinks and food from the spuntini menu at the San Remo Hotel's antique bar, also located on the ground floor.

Remaining in the North Beach neighborhood for its entire 134-year existence, Fior d'Italia has been in four previous locations prior to the San Remo Hotel. From 1886 to 1893 it was located at 432 Broadway (non-extant) until a fire destroyed the building. The restaurant then moved down the block to 492 Broadway until 1930. 492 Broadway was destroyed in the Great Earthquake and Fire of 1906 and subsequently rebuilt at the same address in 1909 (extant). Before 492 Broadway was rebuilt, however, and within a week of the disaster, Fior d'Italia erected a tent with a wooden façade from which they served soup to sustain the local populace and those rebuilding the city. In 1930, Fior d'Italia moved yet again down the block to 504 Broadway (extant). In 1954, Fior d'Italia moved to 601 Union Street (extant), across from Washington Square Park, where it would remain for 51 years. In 2005, a small fire destroyed part of the 601 Union Street location, prompting Fior d'Italia's move to the San Remo Hotel where it remains today.

Fior d'Italia has been a culinary staple of North Beach throughout its history, hosting countless patrons of political and cultural significance such as Bank of America founder A.P. Giannini, former President Richard Nixon, singer Tony Bennett, singer Carlos Santana, actor Robin Williams, and numerous other well-known athletes, actors, singers, and politicians. While Fior d'Italia has served countless well-known individuals from around the world, it also has continuously given back to its North Beach neighborhood, participating in North Beach events as well as hosting and donating food to local institutions and organizations.

Legacy Business Program

Office of Small Business
City Hall Room 140
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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, Fior d'Italia has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

432 Broadway from 1886 to 1893 (7 years)
492 Broadway from 1893 to 1930 (37 years)
504 Broadway from 1930 to 1954 (24 years)
601 Union Street from 1954 to 2005 (51 years)
2237 Mason Street from 2005 to Present (15 years)

CRITERION 2

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

Yes, Fior d'Italia 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 traditional cuisine from Northern Italy.
- The 2237-2239 Mason Street property, the San Remo Hotel, has a Planning Department Historic Resource status code of "A" (Historic Resource Present) because of its inclusion in a prior historic resource survey. The building was constructed at the direction of Bank of America founder A.P. Giannini in 1906 in the wake of the Great Earthquake and Fire. The hotel originally housed laborers, many of them Italian immigrants, working to rebuild the City after the disaster. Further, the San Remo Hotel was surveyed as part of the North Beach Historic Survey (1984) and has undergone little exterior alteration since 1906, making it a prime example of the Italianate Victorian architectural style.
- Fior d'Italia is mentioned several times in the 2018 Draft North Beach Historic Context Statement prepared by Michael Corbett for the Northeast San Francisco Conservancy.
- There have been a number of local and national features, articles, and television news stories on Fior d'Italia. Within the restaurant industry, Fior d'Italia has been an honoree of the Distinguished Restaurants of North America, which recognizes excellence in fine dining, since 1990. The restaurant has been covered in local and national media, including appearances by head chef Gianni Audieri on ABC7 KGO's segment "View from The Bay" and ABC's "Good Morning America". Additionally, "Fabulous Fior: Over 100 Years In An Italian Kitchen, The Fior d'Italia Of San Francisco, America's Oldest Italian Restaurant", a book published in 2005 by Francine Brevetti, tells the story of the founding of Fior d'Italia by Italian immigrants. The book contains many historic photos and recipes from the restaurant.

CRITERION 3

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

Yes, Fior d'Italia is committed to maintaining the physical features and traditions that define the business.

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HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Fior d'Italia 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:

- Italian sit-down restaurant.
- Authentic Northern Italian cuisine (including lunch, dinner, spuntini (small plates) and dessert menus).
- Four unique banquet rooms (The Godfather Room, The Assisi Room, The Umbria Room, and the Tuscany Room).
- San Remo Hotel antique bar.
- Mural of scenes and landscapes of Northern Italy painted by Paul Rockwood for Fior d'Italia in 1945.
- Antique tin ceiling tiles.
- Lamp from Broadway-street era of Fior d'Italia.
- Location in North Beach neighborhood.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring Italian cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Fior d'Italia currently located at 2237 Mason Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

November 9, 2020

FIOR D'ITALIA

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District: District 3
Applicant: Trudy Audieri, Owner
Nomination Date: February 11, 2020
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
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Adopting findings approving the Legacy Business Registry application for Fior d'Italia, currently located at 2237 Mason 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 9, 2020, 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 Fior d'Italia 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 Fior d'Italia.

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Physical Features or Traditions that Define the Business:

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- San Remo Hotel antique bar.
- Mural of scenes and landscapes of Northern Italy painted by Paul Rockwood for Fior d'Italia in 1945.
- Antique tin ceiling tiles.
- Lamp from Broadway-street era of Fior d'Italia.
- Location in North Beach neighborhood.

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

- Restaurant featuring Italian cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 9, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

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

☒ Yes ☐ No

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504 Broadway from 1930 to 1954 (24 years)
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2237 Mason Street from 2005 to Present (15 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: N/A

DELIVERY DATE TO HPC: September 23, 2020

Richard Kurylo
Program Manager, Legacy Business Program

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Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

佩斯金 市參事

February 11, 2020

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

Director Dick-Endrizzi:

It is my honor and privilege to nominate Fior d'Italia for inclusion on the Legacy Business Registry.

Located in San Francisco's North Beach, Fior d'Italia is billed as the oldest Italian restaurant in the country. It was founded by Angelo Del Monte in 1886, and Armido "Papa" Marianetti joined the business in 1890. The classic neighborhood eatery offers authentic Italian cuisine, fantastic service, and an elegant atmosphere.

In 133 years, the landmark restaurant has operated out of six sites in North Beach and has had only had four owners. In 2012, long-time executive chef Gianni Audieri and his wife, Trudy, purchased it. Audieri has been with Fior d'Italia since 1982 and continues to cook and share with the North Beach community his traditional Northern Italian cuisine inspired by his upbringing in Milan.

I hope for its continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

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

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Fior d' Italia		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Gianni Audieri Trudy Audieri		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2237 Mason St. San Francisco, CA 94133		415 986-1886
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
fior.com		

APPLICANT'S NAME	
Trudy Audieri	☒ Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0474223	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
432 Broadway, San Francisco	94133	5-1-1886
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
☐ No ☒ Yes	1886-1893	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
492 Broadway SF	94133	Start: 1893 End: (4-18-1906) 1930

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
504 Broadway SF	94133	Start: 1930 End: 1954

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
601 Union St SF	94133	Start: 1954 End: 2005

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2237 Mason St SF	94133	Start: 2005 End: Present

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Trudy Andieri 9-21-20

Name (Print):

Date:

Signature:

Trudy Andieri

FIOR D'ITALIA

Section 4: Written Historical Narrative

CRITERION 1

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

Fior d'Italia opened on May 1, 1886. When it first opened its doors, great sailing ships packed San Francisco's harbor, goats roamed Telegraph Hill, and the Barbary Coast was a very tough place teeming with miners, gamblers, and sailors of all description boisterously cluttering the saloons and taverns. It was the jumping off point to the Sierra's rich gold fields. Fior d'Italia, the "Flower of Italy," was in the middle of the Pacific Coast's largest city, catering to its growing Italian community.

Angelo Del Monte immigrated to the United States to make his fortune in the California Gold Rush. Unsuccessful, he moved to San Francisco and saw huge opportunity serving food to the city's fortune hunters. He opened Ristorante Fior d'Italia at 432 Broadway. Four years later in 1890 came another young Italian immigrant, Armido "Papa" Marianetti, to join the business. Together they developed Fior d'Italia into one of the leading Italian restaurants in its day. The restaurant was a hit with the locals and became a favorite of the patrons who frequented the bordello upstairs.

The original building was destroyed by fire in 1893.

After the fire, Fior d'Italia quickly moved not far up the street to 492 Broadway. By 1903, Marianetti had become a full partner with Del Monte, and the restaurant had grown into a bustling establishment, attracting society, diplomats, and artists.

This building, too, was destroyed in a fire – this time the Great Earthquake and Fire of 1906.

With great determination, Del Monte and Marianetti, within a week after the 1906 earthquake, erected a tent with a wooden façade sustaining the local populace and those rebuilding the city with great kettles of soup.

Fior d'Italia was then rebuilt at 492 Broadway adding a second building next door in 1909. This exquisite property featured an upstairs dining room with remarkable stained-glass windows, gilded crown moldings, and murals painted on the ceiling. The building still exists today and the same oval-shaped windows can be seen at the corner of Kearny and Broadway.

Del Monte sold his ownership of Fior d'Italia to Marianetti and his family in the mid-1920s.

In 1930, Fior d'Italia abruptly moved to a location across Kearny Street to 504 Broadway after a landlord dispute. Overnight they moved food, liquor, iceboxes, tables, and chairs. By 3:00 a.m., they had finished moving and served lunch at 11:00 a.m.

Gradually, in the mid-1930s, Armido Marianetti's sons George and Frank took over the running of Fior d'Italia from their father.

In the 1950s, Broadway began to change, and it was no longer a good fit for the restaurant. Fior d'Italia moved to Union and Stockton streets across from Washington Square in the heart of North Beach where they stayed for over 50 years.

George and Frank Marianetti sold the restaurant in 1977 when age caught up with the family and there was no new blood to run it. It was sold to a group headed by two North Beach natives, Sergio and Larry Nibbi, with Charles Ramorino, Achille Pantaleoni, and Bill Armanino. When the group opted to sell Fior d'Italia to run their other businesses, it was purchased by Bob and Jinx Larive, Chef Gianni Audieri, Hamish Fordwood, and Maitre d' Jim Bril who became the third owners of the restaurant.

In 2005, after a busy Valentine's Day celebration night, fire struck from a furnace in the basement. With considerable damage, and landlord issues again, Fior d'Italia made a quick move to the San Remo Hotel. In its long history, The Fior has now operated out of North Beach in six different locations and a tent.

In 2012, Fior d'Italia was acquired by its fourth owner in 133 years – long-time Executive Chef Gianni Audieri and his wife Trudy. Born and raised in Milan, Gianni has worked in restaurants all over the world. He had joined Fior d'Italia as Executive Chef in 1982 and has been cooking his traditional Northern Italian cuisine to rave reviews ever since.

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

Fior d'Italia closed in May 2012, but Gianni Audieri and Trudy Audieri resurrected Fior d'Italia in the same location, and it reopened in December 2012.

In addition, Fior d'Italia closed during the coronavirus pandemic from mid-day March 16, 2020, to the present (September 2020).

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

The business is a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. The business is owned by husband and wife team Gianni Audieri and Trudy Audieri.

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

The ownership history of Fior d'Italia is as follows:

1886 to 1903:	Angelo Del Monte
1903 to 1928:	Angelo Del Monte and Armido Marianetti
1928 to Mid-1930s:	Armido Marianetti
Mid-1930s to 1977:	George Marianetti and Frank Marianetti
1977 to 1990:	Sergio Nibbi, Larry Nibbi, Charles Ramorino, Achille Pantaleoni, and Bill Armanino
1990 to 2012:	Bob Larive, Jinx Larive, Gianni Audieri, Hamish Fordwood, and Jim Bril
2012 to Present:	Gianni Audieri and Trudy Audieri

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

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

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

The historic resource status of the building at 2237 Mason Street is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is determined eligible for listing in the National Register or the California Register.

CRITERION 2

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

Fior d'Italia has been a labor of love for nearly a century-and-a-half. Their three greatest loves are food, family, and friends, and they are eager to share.

Owner Gianni Audieri is proud of their authentic Northern Italian cuisine and the cultural influence their Italian culinary traditions have had on shaping San Francisco's North Beach. Through its long history, Fior d'Italia has remained true to its authentic Northern Italian cuisine with homemade pasta and sauces, fresh seafood, and original Italian dishes cooked the way that Mama used to make them.

Fior d'Italia features four banquet rooms for parties, wedding receptions, corporate events, and more. There are few other restaurants or reception halls with so many wonderful choices:

- **The Godfather Room** is perfect for an intimate gathering of 6-10 people. Situated in a warm, cozy alcove in the main dining room, this setting is perfect for intimate, special occasions with family and friends.
- **The Assisi Room** seats 15-30 people. Have a few drinks with your closest friends in the shadow of a mural of the beautiful abbey of Assisi. This room is situated close to the bar, making it the perfect place for pre-dinner gatherings or cocktail receptions.
- **The Umbria Room** can hold 35-50 people. Relax in elegance and enjoy the beautiful view of the Umbria mural while dining on the finest Italian cuisine. Whether you're hosting a rehearsal dinner or a holiday party, you're sure to make a great impression.
- **The Tuscany Room** combines the Assisi Room and the Umbria Room to seat 50-90 people. There is plenty of space to host a wide variety of events from wine dinners and family reunions to team-building events and wedding receptions.

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

Over the years, Fior d'Italia has participated in many street fairs and festivals in North Beach.

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

There are many stories, recipes, and photos of Fior d'Italia in Francine Brevetti's book "Fabulous Fior: Over 100 Years In An Italian Kitchen, The Fior d'Italia Of San Francisco, America's Oldest Italian Restaurant" published in 2005. The book chronicles the lives of the immigrant families who created America's oldest Italian restaurant, the difficulties of operating a restaurant during Prohibition, the complexities of serving an upstairs brothel and the requirements of pleasing VIPs such as Richard M. Nixon and Luciano Pavarotti. A lively tale of cookery and passion, as witnessed by Italian-American immigrants in San Francisco from the Gold Rush through the 1906 Earthquake and Fire and World War II to the 21st century. It includes thirty classic recipes.

Fior d'Italia is an honoree of the Distinguished Restaurants of North America (DiRōNA). As an authority for excellence in distinguished dining since 1990, DiRōNA seeks to recognize excellence in fine dining throughout the United States, Canada, Mexico, Central America, and the Caribbean. A restaurant displaying the DiRōNa Achievement of Distinction in Dining Award has earned one of the most respected awards in the dining and hospitality communities.

Chef Gianni has done numerous television appearances on ABC7 KGO television news and "View from The Bay" in San Francisco and has also demonstrated his famous "3 Minute Gnocchi" live on ABC's Good Morning America.

Michael Savage was a regular customer who talked about Fior d'Italia daily on his radio show, The Savage Nation.

There was a wonderful article written about the 100-year anniversary of Fior d'Italia. The same 1886 menu was used including the same prices. Customers lined up around the corner and

were served all day, non-stop. The story was not only in the local news, but in newspapers and TV news shows around the world. The celebration was repeated at the 110th anniversary.

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

William Del Monte, one of the sons of original Fior d'Italia owner, Angelo, was the last known survivor of the 1906 earthquake when he died in January 2016. The present owners of the restaurant called him Uncle Bill.

A.P. Giannini started the Bank of Italy (now Bank of America) to help "working folks." Angelo Del Monte supported his bank, became a charter member and investor, and held one of the original 28 accounts. Giannini lunched regularly at Fior d'Italia on Broadway and brought his staff along with him.

Artists, actors, singers, and musicians from Europe visited Fior d'Italia regularly. Neapolitan tenor Enrico Caruso visited the restaurant twice, including the day before the 1906 earthquake. Although Caruso survived the experience, he vowed never to return to San Francisco.

When Vice President Richard M. Nixon visited San Francisco, a member of the DiGiorgio family recommended Fior d'Italia. The owners of the Fairmont Hotel, where Nixon was staying, escorted him to the restaurant along with FBI personnel and security. For dinner, Nixon wanted some good pasta. When someone in his group suggested spaghetti and meatballs, he refused saying he was just in Italy and that was not even on the menu there. The cook quickly created a sauce of ground filet mignon and imported dried mushrooms. He raved it was the best sauce he had outside of Italy.

In 1982, the Italian men's club Il Cenacolo, which met at Fior d'Italia every Thursday, invited Luciano Pavarotti to speak at a luncheon. The whole restaurant, the customers, and the neighborhood were energized in anticipation of his arrival. For the menu, instead of serving food fit for a king, as he most assuredly was used to, they decided on a platters of Italian "peasant" food. He had tripe and polenta, sausage and beans, boiled beef, pasta, and lots of vegetables. Luciano raved about it and asked for a doggie bag. Then he told the waiter he did not have a dog!

Tony Bennett appeared at Fior d'Italia to celebrate the grand reopening under the new ownership in 1977. A banquet room was named for him where his gold and silver albums were displayed, along with his paintings and personal memorabilia.

Fior d'Italia was Tommy Lasorda's favorite restaurant. When they were in town for a weekend, Fridays were night games so he'd bring 10 to 15 team members for lunch. Saturdays he would bring trainers and administrators. USA TODAY quoted him praising the restaurant's "terrific homemade pasta." Although retired, he still visits Fior d'Italia when he is in San Francisco.

Every year the night before the Big Game, Stanford vs. Berkeley, the restaurant would be packed with cigar smoking alumni from both universities. They came for lunch and stayed long after.

When Robin Williams came to Fior d'Italia he would ask for a table in the middle of the dining room so he could talk with other patrons. Similarly, William Shatner showed up at the restaurant one Thanksgiving evening and asked for a table where he could socialize with the customers.

It was at Fior d'Italia on Union Street where Steve Young signed a record ten-year, \$40 million contract with the Los Angeles Express of the newly formed USFL (United States Football League) which disbanded after only three years.

Carlos Santana has been to both the Washington Square location and to the current location on Mason Street. Santana's original percussionist Michael Carabello is a regular when in town. He held his wedding in one of the banquet rooms. He also spent many days at Fior d'Italia designing the cover for their latest album.

Poet and City Lights Bookstore owner Lawrence Ferlinghetti had been a regular at Fior d'Italia up until the time of the Shelter in Place Order due to the coronavirus pandemic in March 2020.

Other patrons over the years include the following: San Francisco Mayor Angelo Rossi; New York Mayor Fiorello La Guardia; San Francisco Mayors Joseph Alioto, George Moscone, Frank Jordan, and Mayor and Senator Diane Feinstein; Italian inventor Guglielmo Marconi; Rudolph Valentino; Douglas Fairbanks and Mary Pickford; Rita Hayworth; Gregory Peck; Robert Preston; Raymond Burr; Phil Harris; Tennessee Ernie Ford; Herb Caen; Ty Cobb; Joe DiMaggio; Joe Montana; Dwight Clark; and Will Clark just to name a few of the many.

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

Fior d'Italia donates food, money, gift certificates, and space in the restaurant regularly to the following organizations: Tel-Hi Community Center, North Beach Citizens, San Francisco Art Institute, San Francisco Symphony, food banks, local public and private schools, and small theaters.

The restaurant hires temporary exchange students from different parts of the world. Once Fior d'Italia hired an opera student who would sing her arias as she walked through the dining room and bar.

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

Fior d'Italia's customers are local and from all over the world. The restaurant serves the neighbors of North Beach, as well as people from all of San Francisco and the surrounding Bay Area. There are many repeat customers from around the United States that come by when visiting Northern California. And there are many patrons from Canada, Australia, New Zealand, Japan, China, and of course Europe. Fior d'Italia gets the most compliments from the Italians, and that makes the chef happy.

Customers range in age from babies to retirees. There are numerous families, and because Fior d'Italia is a romantic restaurant, there are singles on dates and young married couples. Many

customers are artists, professionals, and those involved in the tech scene. Average income is probably average to above average. Fior d'Italia sees a little of everything.

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

One of the many highlights of Fior d'Italia's current location is the renovation of their famous mural that has been part of the restaurant since the 1950s. It is a spectacular composite of various northern Italian scenes, painted by artist Paul Rockwell in the mid-1940s. A significant artifact, the mural is brilliantly painted with an emphasis on light and movement. Rockwell had an architectural background giving him a unique ability to place structures and people in the painting. The mural has been painstakingly restored by local artists Ted Somogyi and his wife Jacqueline Probert. According to Somogyi, "Restoring the Fior d'Italia mural has been like finding and reading someone's diary from 1945." A final panel, stored for 53 years when the mural was too wide in the Union Street location, was restored and added to complete the mural as first created.

Also of historical note at Fior d'Italia is the antique bar that graced the San Remo Hotel for years. It originally came from Okinawa and spent time in the Red Garter Saloon. When the bar was located in a warehouse on one of San Francisco piers in 1976 it was in several pieces. It was restored, put back together, and installed in the San Remo Hotel.

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

If the business were to close, the Fior d'Italia family would be broken apart. Many employees have been together for a long time – some over 40 years. San Francisco would lose the oldest Italian restaurant in the United States. So much history would be lost. Fior d'Italia has survived the World Wars, Prohibition, the Great Depression, two major earthquakes, numerous fires, several recessions, and many periods of social unrest. It survived the 1918 pandemic and is trying extremely hard to get through the 2020 pandemic.

CRITERION 3

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

Fior d'Italia offers lunch, dinner, spuntini, desserts, and a wide variety of fine wines and spirits. The restaurant has served authentic Northern Italian cuisine for 140 years. Founded in 1886, Fior d'Italia is the oldest Italian restaurant in America dedicated to this cuisine and features traditional recipes that "Mama" made for the family in Northern Italy.

Italy is a fairly small country whose mountainous regions and 7,600 kilometers (4,723 miles) of coastline form countless pockets of unique micro-climates. From snowy mountains in the north to sandy beaches in the south, Italy covers seven main climatic zones. Northern Italy's summers are short. Whatever can be grown in the ground or in the shade will find its way onto the table. You won't find a lot of 'red sauce' in the northern region because tomatoes weren't abundant decades ago when all these delicious recipes were written with what was available way back

when. What you will find are cheesy, cream-based dishes, soups, and stews using root vegetables and oftentimes cured meats.

Warmer temperatures and an abundance of inland lakes and rivers make the northern region ideal for raising and grazing several types of livestock, while inland waters provide refuge for wild game. These rich northern resources result in meals that feature an abundance of meat, cream, cheese, and game. The northern climate in Italy has an abundance of rich pastures perfect for raising livestock. Dairy cows are a natural fit for the region, making butter a mainstay in every household.

Fior d'Italia cooks the traditional recipes like those handed down family to family through the generations from Northern Italy.

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

Fior d'Italia is committed to maintaining its historical tradition as a restaurant featuring Italian cuisine.

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

Following are noteworthy physical features that should be preserved:

- The bar.
- The mural currently in the banquet rooms. It was painted in 1945 by Paul Rockwood. It was commissioned by Fior d'Italia owners to celebrate its heritage. It depicts the many landscapes of Northern Italy, from the peaks of the Appenines to the Arno winding through Florence, ruined turrets, baronial estates, and the town of Assisi. The mural has always moved with the restaurant to the new locations.
- The antique tin ceiling tiles, which many people admire.
- An original lamp which used to hang in the glorious Fior d'Italia Broadway Street dining room donated by a North Beach Italian family.

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

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























BUSINESS REGISTRATION CERTIFICATE

RENEW BY DATE
05-31-2020

EXPIRATION DATE
06-30-2020

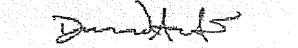
FY 2019-20

BUSINESS ACCOUNT NUMBER 0474223	LOCATION ID 0474223-01-001
TRADE NAME (DBA) FIOR D'ITALIA	BUSINESS LOCATION 2237 MASON ST
BUSINESS STELLA INC	THIRD PARTY TAX COLLECTOR ☐ PARKING TAX ☐ TRANSIENT OCCUPANCY TAX

STELLA INC
2370 REDWOOD RD
HERCULES CA 94547

CITY AND COUNTY OF SAN FRANCISCO
OFFICE OF THE TREASURER & TAX COLLECTOR


José Cisneros
Treasurer


David Augustine
Tax Collector

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION

Read reverse side. To update addresses or to close a business, go to www.sftreasurer.org/accountupdate.

Fior d'Italia



 **ADDRESS** 2237 Mason Street, San Francisco, CA, United States

 **WEBSITE** <http://www.fior.com/>
[<http://www.fior.com/>]

 **PHONE** 415-986-1886

Overview

Ristorante Fior d'Italia, "The Flower of Italy" was opened on May 1st, 1886. San Francisco's Barbary Coast was then a rough and tumble neighborhood in a wild, and bawdy period in the city's history. Miners, gamblers, and sailors of all description cluttered the saloons and taverns.

With a history as rich as San Francisco itself, Fior d'Italia has built up a tremendous reputation for outstanding traditional Italian food, fantastic service, and an elegant atmosphere. First established in 1886 in the heart of North Beach, America's oldest Italian restaurant has endured countless obstacles throughout the years and come out stronger and better than ever. The original Gold Rush Era building burned down in 1893, and then the new location was destroyed in the great earthquake and fire of 1906. After a few relocations in the 20th and 21st centuries, we're proud to call our Mason Street location "home."



Celebrating our 36th Year!

APPETITES AND AFTERTHOUGHTS

Old and notable: Fior d'Italia, America's oldest Italian restaurant

by Ernest Beyl

AUGUST 2016

Loyal readers will note the *Marina Times* frequently discusses newly opened restaurants in the column New and Notable. I always read these dispatches with considerable interest. Sometimes I patronize the “new and notables,” sometimes not. I am an old-fashioned diner; I’ve been called that repeatedly because my style is to patronize the “old and notables” and then write about them for this publication.

AMERICA'S OLDEST ITALIAN RESTAURANT

Recently I walked from Telegraph Hill to the historic San Remo Hotel (2237 *Mason Street*) for lunch at Fior d'Italia. One of the city's oldest dining places, Fior d'Italia bills itself as “America's Oldest Italian Restaurant.” It dates to 1886 when it opened at 432 Broadway. Enrico Caruso, in town to sing his tenor role in *Carmen*, dined there the night of April 17, 1906. The following morning the great earthquake struck and Caruso left San Francisco in a hurry, never to return. In the many years since, the long-lived establishment has occupied several sites. Five of these previous locations were on Broadway, with one move necessitated by the famed earthquake and fire. In 1954, it moved to Union Street where Original Joe's is now located. Then in 2005 the Union Street location gave way to the present site in the historic San Remo Hotel, which opened in 1906.

Although I am a devotee of old San Francisco restaurants and bars, I have given scant attention to Fior d'Italia (Flower of Italy) in recent years. I vowed to check it out and see what was going on.

THE SAN REMO DINING ROOM

Fior d'Italia's dining room was a nostalgic trip back to Italy. It brought to mind pleasant stays in a boutique Rome hotel where I walked down a twisting staircase from my room to enter the hotel's dining room for a fine lunch. Now, here I was in a handsome room — with dark carpet, widely spaced tables set with white tablecloths, crisp napkins, good cutlery and sparkling wine glasses. It was partially occupied by other diners, perhaps guests from the old hotel upstairs. The pressed tin ceiling was offset by beige and tan wooden columns. Large windows let in a soft light from the street. A low murmur of conversation made the experience seem all the more like my Roman hotel.

A SIMPLE, ELEGANT LUNCHEON

My wife and I were seated by a man in a chef's white jacket and a black baseball cap. After he left us I realized the man was Gianfranco Audieri, longtime Fior d'Italia chef and now owner. There was one waiter on duty, a young, helpful man in a white shirt, black tie and vest and black pants. His service was smooth, without undue social frills. A few minutes later, a basket of dark and crusty sourdough was set down and shortly my glass of Simi Sauvignon Blanc (\$10) appeared as well.

Our lunches were simple, elegant, and satisfying. My wife chose a salad — pomodoro con mozzarella (\$14). It appeared with a ring of ripe tomato wedges, offsetting the mozzarella decorated with frisée, and drizzled with olive oil. The white plate was ringed with a tracing of balsamic vinegar. Joan proclaimed it excellent. I opted for linguine con vongole (\$18). Two dozen or more, tiny Manila clams graced my linguine, moistened by a clam liquor and white wine sauce that was perfumed by a bit of minced garlic and topped by a sprinkling of fresh parsley. It was as fine a luncheon dish as I've had in recent months.

Bear in mind this account is not a *Marina Times* review of Fior d'Italia. It's simply an account of a pleasant lunch at a classic Italian restaurant.

THE SAGA OF THE OSSO BUCO

We decided to wrap up this totally satisfying midday meal with an espresso (\$3). I had noticed that our young waiter served all diners their meals. But when it came to dessert or coffee, Gianfranco popped out of the kitchen to do that himself. I was looking forward to talking to him and sure enough, here he came with our espressos.

“Do you know the first time I ate in Fior d'Italia? I said.

“Tell me,” Gianfranco answered.

“It was in the early fifties when the restaurant was on Broadway. I was with the Chronicle and writing the annual Gourmet Guide. I ordered osso buco. The waiter dropped it on the floor and I wound up ordering spaghetti and meatballs.”.

“Oh, you're the guy who wrote about that in the Marina Times,” he said.

Indeed, I was the guy.

GIANFRANCO AND THE FLYING SALMON

“Now let me tell you a story,” Gianfranco said. “I'm from Milan but I studied cooking in Switzerland. Later I got a job in a fancy restaurant in Lausanne. One night I prepared a beautiful salmon Bellevue for a party — a cold poached salmon in aspic decorated with potatoes, chopped carrots and peas in mayonnaise,” he said.

“It was on a heavy silver dish. I held it over my head and walked out of the kitchen into the dining room and tripped on a loose carpet. The salmon Bellevue sailed over one table and landed squarely in the middle of another one.” Gianfranco laughed and finished his story: “So what's a dropped osso buco in comparison to that?”

I agreed.



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What is the oldest restaurant in North Beach?

By MARY FRANKLIN HARVIN • FEB 12, 2019

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(//www.kalw.org/sites/kalw/files/styles/x_large/public/201902/unnamed.jpg)

Gianni and Trudy Audieri, owners of Fior d'Italia.



Listen

2:00

Bay Area newcomer, Brittany Bare, wanted to know the history of the oldest restaurant in North Beach. She asked: “What is the oldest restaurant and the history of that restaurant in Little Italy?” After setting Brittany straight about the fact that this ain’t New York and, in San Francisco, it’s North Beach, reporter Mary Franklin Harvin, found the answer – with a slight caveat.

According to dozens of articles on historic restaurants in San Francisco, it’s Fior d’Italia.

Angelo Del Monte opened Fior d’Italia above a bordello during the hardscrabble days of the Barbary Coast. This first location at 432 Broadway was said to be popular among the patrons of the bordello, who would splurge on dinner downstairs after working up an appetite upstairs.

Fior is now in its fifth location after surviving earthquakes, kitchen fires, and brief closures. In 2012, after the most recent of these closures, longtime Executive Chef, Gianni Audieri, and his wife, Trudy, took over the business. It’s currently operating out of the bottom of the San Remo Hotel on Mason Street.

When I go to visit one afternoon, I find them sitting together in one of the front windows talking business between the lunch and dinner shifts.

Gianni has a sly smile under his silver mustache and sounds like the maître d' from the spaghetti scene in *Lady and the Tramp*. He invites me to scooch into the booth next to him for our chat.

A copy of the opening day menu, dated May 1, 1886, still hangs in the restaurant. Items included frog’s legs for .40 cents, veal scallopini for .15 cents, and calf’s brains for .05 cents.

“It used to be a four-course meal, so you got the scallopini, plus you would most likely get a salad, a pasta, and a dessert. Of course, now you only get the scallopini, haha!” Gianni says. He laughs again when he notes the current price of the scallopini: \$38.

Over the last 132 years, the restaurant has become a staple for neighborhood families celebrating milestones, and they’ve worn a path between Fior and Saints Peter and Paul Church.

“We have people which they come here because they had their communion. They came here because they had their graduation from high school. They came here because they got married here. And they came here because their funeral...not they come here, but the people...they come here because Peter and Paul, the church is right across the street and the used to come for the reminiscence when they die.”

It’s the whole circle of life, Gianni says.

Though Fior's customers have gotten a lot more sophisticated since its bordello days, they still aren't all that buttoned up.

"We did a big party when we had the 100th birthday...so what we did, we went back to [the original menu] prices. For that day, we served 4,000 people, and, believe it or not, a few of them ran out on the bill."

The more reliable customers come to Fior for the tradition, and they're particular about anything that encroaches on that tradition.

"I don't change an item on the menu very often, because we have a lot of people they...What do you mean you took it off the menu, I been eating it for 30 years...you took it off...Of course, you know, sometimes we have to change."

TAGS: [SAN FRANCISCO \(/TERM/SAN-FRANCISCO\)](/TERM/SAN-FRANCISCO) [NORTH BEACH \(/TERM/NORTH-BEACH\)](/TERM/NORTH-BEACH)

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MAY 1, 1886
FIOR D'ITALIA
SAN FRANCISCO

MENU

Veal Sauté	\$.05
Tortellini with Meat Sauce	\$.10
Chicken Parmigiana	\$.10
Linguini and Meatball	\$.10
Roast Sirloin	\$.30
Eggplant Parmigiana	\$.20

*Includes Minestrone soup, Caesar salad, entrée, dessert
Drinks and wine at regular prices.*

Thank you for joining us for the celebration
of our 125th year serving the residents and
visitors to San Francisco. Enjoy your meal
and we look forward to serving you again.
Please take care of your server.

Fior d'Italia
America's Oldest Italian Restaurant
2237 Mason Street, San Francisco CA
Phone: YUkon 6-1886 (415.986.1886)

A LA CARTE

Oyster Cocktail 30

ANTIPASTI

Italian or Salami	15
Tonno or Olive Oil	30
Green Onions or Pickles	15
Celery en Branch	15
Pepperoncini di Verona	10
Italian Anchovies	30
Antipasto "Il Sole"	40
Assorted Antipasto	50

SALADS

Lettuce or Romana	15
With Eggs or Tomatoes	25
With Anchovies or Tonno	40
Combination 30; with Shrimps	
Crab, Anchovies or Tonno	40
Asparagus with Mayonnaise	35
Shrimp Salad	30
Sliced Tomato, Green Peppers	25
Chicken Salad	50

SHELL FISH

Shrimp Cocktail	25
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COLD MEATS

Assorted Cold Meats	50
Cold Sliced Chicken	75

SOUP

Consomme	10
Vermicelli	15
Pastina 15; with Eggs	25
Minestrone	15
Maritata	30
Pavese	40

ITALIAN SEMOLINO PASTE

Spaghetti a la Napoletana	40
Ravioli a la Genovese	40
Mozzaccioni a la Napoletana	40
Tagliarini a la Napoletana	40
Farfalle a la Parmigiana	40
Risotto a la Milanese (to order)	50
Any Paste with Mushrooms	50c

CHICKEN

Half Broiled Spring Chicken	65
Half Chicken, Fried or Saute	
a Sec	65
Chicken Saute a la Cacciatora	1.25
Chicken Saute with Artichokes	
Green Peppers, Peas or Potatoes, Zucchini	1.50
Chicken Saute, Mushrooms	1.50
Chicken Saute a la Casserole	1.75
Chicken a la Fior d'Italia	1.75

VEGETABLES

Cauliflower Saute	25
Spinach Saute	25
Fried Artichokes	40
String Beans	25

POTATOES

Italian Fried	15
Saratoga	15
Long Branch	20
Shoestring	20
Cottage Fried	25
Hashed Brown	25
Au Gratin	30

STEAKS AND CHOPS

Club Steak	30
Sirloin Steak	75
T-Bone Steak	1.00
Porterhouse Steak	90
Tenderloin Steak 1.10..Half	65
Veal Chop	40
Lamb Chops	50
Veal Cutlet a la Milanese	40
Broiled Ham or Bacon	40
Veal Saute with Potatoes	60

ITALIAN SPECIALTIES

Scallopi with Peas or Potatoes	50
Scallopi with Mushrooms	50
Fritto Misto	60
Rovelline a la Luchese	50
Sweetbreads Saute	50
Frittata a la Genovese	40
Veal Saute a la Cacciatora	40

SANDWICHES

Swiss Cheese	30
Salami	30
Ham	30
Chicken	40
Turkey	40

EGGS and OMELETTES

Fried or Boiled Eggs (2)	30
Scrambled Eggs on Toast	30
Plain Omelette	30
Spanish Omelette	40
Ham or Bacon and Eggs	40

CHEESE

Fresh Monterey	15
Imported Swiss	15
Imported Gorgonzola	15
Imported Parmigiano	15

DESSERT

Orange, Pear or Apple	10
Vanilla Ice Cream	25
Baked Apple 10; a la Mode	20
Preserved Peaches 20; a la Mode	25
Apple Fritters	30
Banana Fritters	30
Mixed Fresh Fruit in Season	25
Zabalone	30
Coffee (per cup)	10
Milk	10
Pot of Chocolate	20

SUNDAY, FEB. 10, 1935

REGULAR DINNER 75c

Oyster or Shrimp Cocktail
Or Shrimp or Lettuce Salad Salami

Chicken Soup, Minestrone or Consomme

Paste, Italian Style

Roast Chicken Lamb Chops and Potatoes
Scallops of Veal and Potatoes

Glass of Beer Ice Cream
Cup of Coffee or Glass of Claret

DE LUXE DINNER -- \$1.00

Oyster Cocktail or Salad

Assorted Antipasto a la Fior d'Italia

Minestrone Soup or Chicken Broth with Pasta

Special Tagliarini or Ravioli with Mushroom Sauce

Chicken Saute a la Fior d'Italia
Scallops of Veal with Mushrooms and Potatoes
or Club Steak

Fresh Fruit Ice Cream
Coffee, Beer or Pint of Claret

SPECIAL ENTREES

Veal Fricandeau, Ravioli	40	Roast Veal with Vegetables	40
Fresh Cod Fish	40	Brains with Brown Butter	40
Veal Fricandeau, Spinach	40	Veal Cutlet Breaded with Fried	
Boiled Beef, Vegetables	40	Potatoes	40
Sea Bass	40	Roast Chicken and Vegetables	50
Roast Beef, Vegetables	40		

FISH

Sandabs and Potatoes	40	Rex Sole and Potatoes	40
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BEER LIST

(Half Bottle)

Pabst Blue Ribbon 25	Regal Amber 15	Globe 15
Golden Glow 15	Lucky Lager 15	

BEVERAGES

Grenadine 25	White Rock 40	Syphon 15
Canada Dry 40		Belfast 30

240 Bay Street, Apt. 4260
San Francisco, CA 94133
(415) 441-0291

October 7, 2019

Office of Small Business
Attn. Legacy Business Registration Applications
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Sir/Madam:

Please accept my heartfelt recommendation of the restaurant, Fior D'Italia, for the Legacy Business Registration in San Francisco. In my view, no other local restaurant is more deserving.

Your website describes the Legacy Business Registration as a program designed to preserve local small businesses that have existed for at least 30 years. These businesses are viewed as contributing to a sense of neighborhood history and culture, or, as your website states: "as a bedrock of our community and a draw for tourists from around the world".

Fior d'Italia is certainly such a business. Established in 1886, it is celebrating its 133rd anniversary this year. It is San Francisco's oldest Italian restaurant. Located in the city's classic Italian neighborhood, it has been the crown of North Beach for its entire existence, enjoying several physical locales over the years that even include a tent immediately following the 1906 earthquake. Today, it pins down the northern edge of North Beach at 2237 Mason Street, where it serves neighbors and tourists alike with wonderful, authentic Northern Italian cuisine.

Already having decades of culinary experience, the Chef, Gianni Audieri, took over in 1982, and later became the co-owner with his wife, Trudy. As other restaurants in San Francisco constantly change up their menus in order to follow artificial trends, Gianni Audieri takes painstaking care to maintain his authentic Northern Italian menus (lunch, dinner, and small bites) with organic ingredients and succulent dishes that no diner could ever tire of. In fact, I have personally overheard tourists from overseas exclaim that they had sought Fior d'Italia out in the city in order to find REAL Italian food.

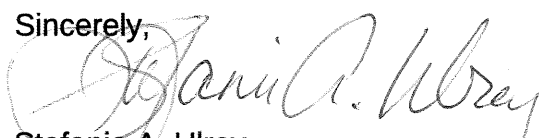
To enhance this fine dining experience, Fior d'Italia also boasts a polished, professional and welcoming staff. Most of them have been with the restaurant long term, the longest being over 30 years. Everyone there takes obvious pride in his work, starting with the host, who greets diners with a warm "Welcome Home" when they walk through the door. The servers never miss a beat, and it seems as though the busier they are, the more finely tuned their service becomes. Each one of them lends to an atmosphere of elegance and grace, all the while keeping the warmth and welcome in their smiles and demeanors.

It should be no surprise, after reading all this, that Fior d'Italia has a large local following as well. The bar offers a generous Happy Hour from 4:00 to 6:00, and on any given night a regular group of neighbors can be found enjoying an after-work cocktail or glass of wine and a bite to eat. People come from around the neighborhood and across town to catch up, exchange news, celebrate occasions and share sorrows. Fior d'Italia is a social center for all of us. No matter what the occasion, we all feel safe and included there.

I have lived in San Francisco for almost 25 years. I have watched the rents increase, businesses close, and the character of the city change. Neighborhood spots like Fior d'Italia give the city its personality. They lend to its charm. This restaurant is one of the city's jewels – and one of the last bastions of classic San Francisco. We must preserve these places while we still can, before we have nothing left but chains and franchises. So again, I wholeheartedly recommend Fior d'Italia for the Legacy Business Registration. It will become the flagship of the Registry and set the bar for future applicants.

There is no better fit.

Sincerely,

A handwritten signature in cursive script, reading "Stefanie A. Ulrey". The signature is written in dark ink and is positioned above the printed name.

Stefanie A. Ulrey

Local Patron and Lover of San Francisco



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: OCTOBER 21, 2020

Filing Date: September 24, 2020
Case No.: **2020-008538LBR**
Business Name: Fior d'Italia
Business Address: 2237-2239 Mason Street
Zoning: NCD (NORTH BEACH NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Block/Lot: 0051/002
Applicant: Trudy and Gianni Audieri
2237-2239 Mason Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Fior d'Italia is an Italian sit-down restaurant, first opened by Italian immigrant Angelo Del Monte in 1886 at 432 Broadway. Fior d'Italia has served authentic cuisine from Northern Italy for dine-in since its opening 134 years ago. Fior d'Italia holds the title of oldest Italian restaurant in the United States and is the fifth oldest restaurant in San Francisco. Fior d'Italia's menu consistently offers items such as homemade pasta, fresh seafood, soups, stews with root vegetables, cured meats, and other cheesy, cream-based dishes, reflecting the authentic, regional taste of Northern Italy.

Fior d'Italia has called many places home over its 134-year existence. Since 2005, Fior d'Italia has been located in the ground floor of the San Remo Hotel in the North Beach neighborhood. Fior d'Italia's main dining area features four uniquely themed banquet rooms, the Godfather Room, the Assisi Room, the Umbria Room, and the Tuscany Room, to accommodate parties, receptions, and everyday diners. The main dining area is decorated with antique tin ceiling tiles, a mural of various Northern Italian scenes and landscapes by Paul Rockwell, commissioned by Fior d'Italia in 1945, and an original lamp from Fior d'Italia's historic Broadway location. Fior

d'Italia patrons may also be served drinks and food from the spuntini menu at the San Remo Hotel's antique bar, also located on the ground floor.

Remaining in the North Beach neighborhood for its entire 134-year existence, Fior d'Italia has been in four previous locations prior to the San Remo Hotel. From 1886 to 1893 it was located at 432 Broadway (non-extant) until a fire destroyed the building. The restaurant then moved down the block to 492 Broadway until 1930. 492 Broadway was destroyed in the Great Earthquake and Fire of 1906 and subsequently rebuilt at the same address in 1909 (extant). Before 492 Broadway was rebuilt however, and within a week of the disaster, Fior d'Italia erected a tent with a wooden façade. From this tent they served soup to sustain the local populace and those rebuilding the city. In 1930 Fior d'Italia moved yet again down the block to 504 Broadway (extant). In 1954, Fior d'Italia moved to 601 Union Street (extant), across from Washington Square Park, where it would remain for 51 years. In 2005 a small fire destroyed part of the 601 Union Street location, prompting Fior d'Italia's move to the San Remo Hotel where it remains today.

Fior d'Italia has been a culinary staple of the North Beach neighborhood throughout its 134-year history, hosting countless patrons of political and cultural significance such as Bank of America founder A.P. Giannini, former President Richard Nixon, singer Tony Bennett, singer Carlos Santana, actor Robin Williams, and numerous other well-known athletes, actors, singers, and politicians. While Fior d'Italia has served countless well-known individuals from around the world, it also has continuously given back to its North Beach neighborhood, participating in North Beach events as well as hosting and donating food to local institutions and organizations.

The business's primary location at 2237-2239 Mason Street is a Category A (Historic Resource Present) structure on the west side of Mason Street between Chestnut and Water 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 and Telegraph Hill-NB Residential Special Use Districts.

The business's primary location, the San Remo Hotel located at 2237-2239 Mason Street, is in a Category A (Historic Resource Present) structure built in 1906 in the Italianate Victorian style. 2237-2239 Mason Street was included in two survey areas, including the North Beach Historic Survey (1984), where it received a survey rating of 2 (properties determined eligible for listing in the National Register (NR) or the California Register (CR)). It is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey. 2237-2239 Mason Street, due to its inclusion in the North Beach survey listed above, maintains a Planning Department Historic Resource status code of "A" (Historic Resource Present).

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1886.

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

Yes. Fior d'Italia qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Fior d'Italia has operated continuously in San Francisco for 134 years.
- b. Fior d'Italia has contributed to the history and identity of the North Beach neighborhood and San Francisco.
- c. Fior d'Italia 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 traditional cuisine from Northern Italy.

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

Yes. The Mason Street property, the San Remo Hotel, was constructed at the direction of Bank of America founder A.P. Giannini in 1906 in the wake of the Great Earthquake and Fire. The hotel originally housed laborers, many of them Italian immigrants, working to rebuild the City after the disaster. Further, the San Remo Hotel was surveyed as part of the North Beach Historic Survey (1984) and has undergone little exterior alteration since 1906, making it a prime example of the Italianate Victorian architectural style.

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

No. However, 2237-2239 Mason Street has a Planning Department Historic Resource status code of "A" (Historic Resource Present) because of its inclusion in a prior historic resource survey.

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

Yes. Fior d'Italia is mentioned several times in the 2018 Draft North Beach Historic Context Statement prepared by Michael Corbett for the Northeast San Francisco Conservancy.

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

Yes. There have been a number of local and national features, articles, and television news stories on Fior d'Italia. Within the restaurant industry, Fior d'Italia has been an honoree of the Distinguished Restaurants of North America, which recognizes excellence in fine dining, since 1990. The restaurant has been covered in local and national media, including appearances by head chef Gianni Audieri on ABC7 KGO's segment "View from The Bay" and ABC's "Good Morning America". Additionally, "Fabulous Fior: Over 100 Years In An Italian Kitchen, The Fior d'Italia Of San Francisco, America's Oldest Italian Restaurant", a book published in 2005 by Francine Brevetti, tells the story of the founding of Fior d'Italia by Italian immigrants. The book contains many historic photos and recipes from the restaurant.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2237-2239 Mason Street (2005 – Present)

Previous (No Longer Extant) Locations:

- 432 Broadway (1886 – 1893)
- 492 Broadway (1893 – 1930)
- 504 Broadway (1930 – 1954)
- 601 Union Street (1954 – 2005)

Recommended by Applicant

- Italian sit-down restaurant
- Authentic Northern Italian cuisine (including lunch, dinner, spuntini (small plates) and dessert menus)
- Four unique banquet rooms (The Godfather Room, The Assisi Room, The Umbria Room, and the Tuscany Room)
- San Remo Hotel antique bar
- Mural of scenes and landscapes of Northern Italy painted by Paul Rockwood for Fior d'Italia in 1945
- Antique tin ceiling tiles
- Lamp from Broadway-street era of Fior d'Italia

Additional Recommended by Staff

- Location in North Beach Neighborhood

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1150

HEARING DATE: OCTOBER 21, 2020

Case No.: 2020-008538LBR
Business Name: Fior d'Italia
Business Address: 2237-2239 Mason Street
Zoning: NCD (North Beach Neighborhood Commercial) Zoning District 40-X
Height and Bulk District
Block/Lot: 0051/002
Applicant: Trudy and Gianni Audieri
2237 Mason Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FIOR D'ITALIA CURRENTLY LOCATED AT 2237 MASON STREET, BLOCK/LOT 0051/002.

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 October 21, 2020, 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 Fior d'Italia 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 Fior d'Italia.

Location(s):

Current Locations:

- 2237-2239 Mason Street (2005 – Present)

Previous (No Longer Extant) Locations:

- 432 Broadway (1886 – 1893)
- 492 Broadway (1893 – 1930)
- 504 Broadway (1930 – 1954)
- 601 Union Street (1954 – 2005)

Physical Features or Traditions that Define the Business:

- Italian sit-down restaurant
- Authentic Northern Italian cuisine (including lunch, dinner, spuntini (small plates) and dessert menus)
- Four unique banquet rooms (The Godfather Room, The Assisi Room, The Umbria Room, and the Tuscany Room)
- San Remo Hotel antique bar
- Mural of scenes and landscapes of Northern Italy painted by Paul Rockwood for Fior d'Italia in 1945
- Antique tin ceiling tiles
- Lamp from Broadway-street era of Fior d'Italia
- Location in North Beach Neighborhood

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 2020-008538LBR to the Office of Small Business October 21, 2020.



Jonas P. Ionin
Commission Secretary

AYES: Black, Foley, Johns, Pearlman, So, Matsuda, Hyland

NOES: None

ABSENT: None

ADOPTED: October 21, 2020