

Legacy Business Registry Staff Report

HEARING DATE APRIL 24, 2017

CAL'S AUTOMOTIVE CENTER

Application No.: LBR-2016-17-074
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
District: District 9
Applicant: Dominic Calabrese, Owner
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Established by the Calabrese family, Cal's Automotive Center has continuously served the Mission District since it was founded in 1975. Fortunato "Fudge" Calabrese and his son, Dominic "Nick" Calabrese, opened the business and ran it together for over two decades. Fudge earned a reputation as one of the city's most talented mechanics and was an avid drag racer. Nick started working at the shop while in high school and took over the business following Fudge's death in 1998. He and his wife, Josie, remain the owners. Cal's Automotive Center provides general auto repair services for all types of vehicles but specializes in working on classic and vintage cars, which can often be seen in the shop or parked on the street nearby. Some of these include vintage cars owned and restored by Cal's Automotive Center mechanics, and include a 1962 Cadillac Park Avenue, 1938 Chevrolet Master Deluxe, and 1969 Oldsmobile 422 convertible. As an Italian-American owned business, Cal's Automotive Center sends its classic cars to participate in the annual Columbus Day parade in North Beach. It also participates in the annual St. Patrick's Day parade and other community events. As evidenced by the letters of support submitted as part of its Legacy Business Registry application, Cal's Auto has a loyal customer base that can count on the business to provide honest appraisals, reasonable prices, and an "extra ordinary" quality of service. An A+ ranked member of the Better Business Bureau since 1998, Cal's Automotive Center has built cars for a number of famous Bay Area residents, including Huey Lewis, Robin Williams, Jay Leno, Boz Scaggs, and Joan Baez. Most patrons of the business are neighborhood residents, many of whom have been loyal customers since the shop opened. With all staff living in the Mission District and a strong emphasis on providing assistance to neighborhood schools, churches, organizations, and community members in need, Cal's Automotive Center maintains a strong Mission District identity. Nick is well-known in the neighborhood as a caring figure, offering repairs to struggling neighbors for little or no cost. Cal's Automotive Center is involved with two churches in the neighborhood – St. Peters and St. Charles. The business also participates in car show fundraisers for St. Anne's Home for the Elderly, as well as a toy drive called Ships for Tots, supplying toys to 12 women's shelters in Marin County and the San Francisco Fire Department. Cal's Automotive Center continues to create culture and community in the Mission District through its restoration and creation of classic and vintage cars, its participation in parades and motorcades, and the many ways in which it gives back to local schools, its neighbors, and those in need. The business is currently at risk of displacement as it has received a Notice of Termination from its Landlord.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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

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

- 30 Pearl Street from 1975 to 1980 (5 years).
1004 Treat Street from 1980 to Present (37 years).

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

Yes, the applicant has contributed to the Mission District neighborhood's history and identity.

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

- Cal's Automotive Center is associated with auto repair services with a special expertise in servicing vintage and classic cars.
Cal's Automotive Center has contributed to the history and identity of San Francisco's Mission District by continuously offering high quality auto repair services, participating in the restoration of classic and vintage cars, and fostering a culture of giving to neighbors in need.

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

Yes, Cal's Automotive Center is committed to maintaining the physical features or traditions that define its practice of offering low cost auto repair services to Mission District residents, including its expertise in servicing classic and vintage cars.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Cal's Automotive Center 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:

- Auto repair services.
Specialty in restoration of vintage and classic cars.
Mission District location.
Commitment to neighborhood and practice of community service.

CORE PHYSICAL FEATURE(S) OR TRADITION(S) THAT DEFINE THE BUSINESS

Following is(are) the core physical feature(s) or tradition(s) that define the business that would be required for maintenance of the business on the Legacy Business Registry.

- Automotive repair and maintenance services.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Cal's Automotive Center currently located at 1004 Treat Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE APRIL 24, 2017

CAL'S AUTOMOTIVE CENTER

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-074
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
District: District 9
Applicant: Dominic Calabrese, Owner
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CAL'S AUTOMOTIVE CENTER, CURRENTLY LOCATED AT 1004 TREAT AVENUE.

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 April 24, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Cal's Automotive Center 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 Cal's Automotive Center:

Physical Features or Traditions that Define the Business:

- Auto repair services.
Specialty in restoration of vintage and classic cars.
Mission District location.
Commitment to neighborhood and practice of community service.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Cal's Automotive Center on the Legacy Business Registry:

- Automotive repair and maintenance services.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 24, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-074
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
District: District 9
Applicant: Dominic Calabrese, Owner
Nomination Date: March 6, 2017
Nominated By: Supervisor Hillary Ronen

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

30 Pearl Street from 1975 to 1980 (5 years).
1004 Treat Street from 1980 to Present (37 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: March 24, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

Mr. Richard Kurylo
Legacy Business Program
Office of Economic and Workforce Development
1 Dr. Carlton B. Goodlett Place, Room 448
San Francisco, CA 94102

March 6, 2017

RE: Nomination of Cal's Automotive Center (Cal's Auto)

Dear Mr. Kurylo:

I am excited to nominate to the Legacy Business Registry – Cal's Automotive Center (Cal's Auto), a family owned auto repair shop that has been a staple in San Francisco's Mission District for over 40 years.

Cal's Auto has been at 1004 Treat Avenue since 1980 and run by the Calabrese family since 1975. Cal's Auto has been a vital part of the history and identity of the Mission District. Nick, the primary owner of Cal's Auto, is a community anchor who knows everyone in the neighborhood and often repairs cars for little or no cost to low cost for struggling neighbors. The staff at Cal's Auto are all from the Mission and continue to raise their family in the Mission. Cal's Auto is one of the rare gems left in San Francisco that treats everyone like family.

This business plays an essential role in creating community, culture, and history in the Mission District of San Francisco and it is my honor to nominate Cal's Auto to become part of San Francisco's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen

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:		
Cal's Automotive Center		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Dominic and Josie Calabrese		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1004 Treat Street San Francisco, CA 94110-3322		((415))550-6999
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Dominic Calabrese	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
1004 Treat Street San Francisco, CA 94110-3322	(415) 550-6999
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0341449	

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
1004 Treat Street San Francisco, CA 94110-3322	94110	
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1980 to present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
30 Pearl Street, San Francisco, CA	94103	Start: 1975
		End: 1980

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

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

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

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.

Dominic Calabrese Feb. 15, 2017

Name (Print):

Date:

Signature:

CAL'S AUTOMOTIVE CENTER

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.

Cal's Auto was started by Fortunato (Fudge) Calabrese and his son Dominic (Nick) Calabrese in 1975. Fudge and Nick's operated the business together until Fudge's death in January 1998. Nick was still in high school when the business began and has been continuously operating the business since that time.

The business was originally located at 30 Pearl Street in San Francisco, and moved to 1004 Treat Avenue in October 1980 when the Pearl Street building was torn down to make way for an apartment building. Cal's Auto has been at 1004 Treat Avenue since then. This is its only location of the business.

Cal's Automotive Center has operated in San Francisco for more than 40 years. The business is, and always has been, a family owned business.

Cal's Auto has significantly contributed to the history or identity of its neighborhood and community and, if not included in the Registry, Cal's Auto will face a significant risk of displacement. Cal's has received a Notice of Termination form its Landlord.

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

Cal's Automotive Center has not ceased operations in San Francisco since it opened in 1975.

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

Cal's Automotive was originally owned by Fortunato Calabrese, a San Francisco native and Korean War veteran, who opened the automotive shop in 1975. Fortunato owned and operated Cal's Automotive with his son Nick until he passed on in 1998, when Nick took over business operations. Currently the business is owned by Nick and his wife Josie Calabrese.

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

Cal's Automotive is a family-owned business.

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.

Not applicable.

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.

Cal's Automotive is located in a 1950s-era warehouse in the Mission District. The building is not listed on a local, state, or federal historic registry.

CRITERION 2

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

Cal's Automotive Center is intimately connected to the Mission District. The Calabrese family has been in the Mission District for generations, and current owner Nick Calabrese grew up in the neighborhood. Cal's Automotive is always open for business, and has been serving the community since its doors opened in 1975. Along with being an automotive shop, many of the elderly neighborhood residents have come to rely on Nick for the well-being of the neighborhood and residents. Cal's is very much a neighborhood business in that it serves the community with its services, as well as its personal identity as a neighborhood business.

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

Cal's Automotive, being an Italian-American owned business, participates in the annual Columbus Day parade in North Beach by sending cars that the business owns to ride down the street. Cal's also sends its cars to the annual San Francisco St. Patrick's Day parade. Cal's sends vintage cars such as a 1962 Cadillac Park Avenue, 1938 Chevrolet Master Deluxe and 1969 Oldsmobile 442 Convertible, all restored and maintained by Nick at Cal's Automotive.

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

As an auto body shop, the business does not attract media coverage generally. However, Cal's Automotive has been an A+ ranked member of the Better Business Bureau since 1998.

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

Cal's Automotive founder Fudge was a very well-known mechanic in the City, widely regarded as one of the best mechanics in San Francisco. Fudge was a Mission native, born and raised in the neighborhood. He also was a member of the drag race team the Excelsior Throttlers, who raced in the 1960s and 1970s on the Great Highway.

Cal's has also built cars for several notable Bay Area residents such as Huey Lewis, Robin Williams, Jay Leno, Boz Scaggs (also owner of the San Francisco rock club Slim's) and Joan Baez.

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

Cal's Automotive is very committed to the neighborhood residents and particularly involved with two churches in the neighborhood, St. Peters and St. Charles. When patrons from the church come to Cal's, Nick does not charge them labor costs for work done on their vehicles. Cal's has serviced over 100 vehicles in this way. Also, as an amputee, Nick has helped fellow amputees associated with the churches by connecting them with support groups such as San Francisco Prosthetics.

Nick also participates in a toy drive for the past 18 years called Ships for Tots, which supplies toys to 12 women's shelters in Marin County, with the extra toys brought back to the San Francisco Fire Department for them to distribute. The toys given to children in San Francisco generally number between 1,200 and 1,500.

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

Cal's Automotive is located in the heart of the Mission District and is very characteristic of a neighborhood-serving business. The patrons of Cal's are made up of the shop's neighbors, many of whom have been loyal customers since the shop opened. Most of Cal's customers are also referred by word of mouth, and rarely gets customers off of the street. The referrals ensures that there are cars in the shop to be serviced. In addition to general car repairs, Nick is an expert in classic and vintage cars and has an encyclopedic knowledge of how they are "supposed to look" on the inside and outside.

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

Cal's is located in a 1950s-era warehouse that does not have any cultural significance. Many of the classic cars seen around the Mission District, however, are serviced by Nick at Cal's Automotive.

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

Cal's Automotive is definitive of a neighborhood-serving business. Most of Cal's customers are residents of the surrounding neighborhood and know Cal's because of its location on Treat Avenue. If the business were to be relocated or closed down, many of the residents would have to look elsewhere and lose a neighborhood service that has existed for over 30 years.

CRITERION 3

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

Cal's Automotive is your typical auto body shop, however it is its neighborhood-serving attitude that makes this business characteristic of the Mission District. Owner Nick Calabrese seems to know every customer that walks into his shop, as well as everything about any car that is brought into the shop. As mentioned earlier, the shop also services a great deal of classic cars and many times will have them on site as they are being worked on. On any given day you can walk into Cal's Automotive and see a classic car that has been restored to its original grandeur, making this an essential character of the shop.

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)

The auto repair service has been in existence as long as the automobile itself. Cal's Automotive is characteristic of an auto body shop in that it services any type of vehicle that enters the shop. However, when discussing Cal's and the historical traditions of the automotive repair industry, it is prudent to mention the vintage and classic cars that are serviced and parked around the location. Servicing these types of vehicles along with cars for everyday use are essential in maintaining the historic traditions of the automotive industry, which in many ways is representative of a wider historic automobile industry in the United States.

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.).

Cal's Automotive is largely unchanged since its opening in 1975. The exterior of the warehouse still features the classic signage in 1970s style. There is a stylized sign over the front office that reads "Cal's Automotive Center" in red, white and black, as well as black lettering describing the business over the garage door. These features being unchanged since the 1970s are characteristic of a neighborhood auto body shop and present a specific aesthetic of a working and functioning neighborhood such as the Mission District of San Francisco.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the

current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

The business is currently owned by the son and daughter-in-law of the original owner Fortunato "Fudge" Calabrese. The owners Nick and Josie have owned the business since 1998 and can provide adequate documentation of the age and ownership of the business.

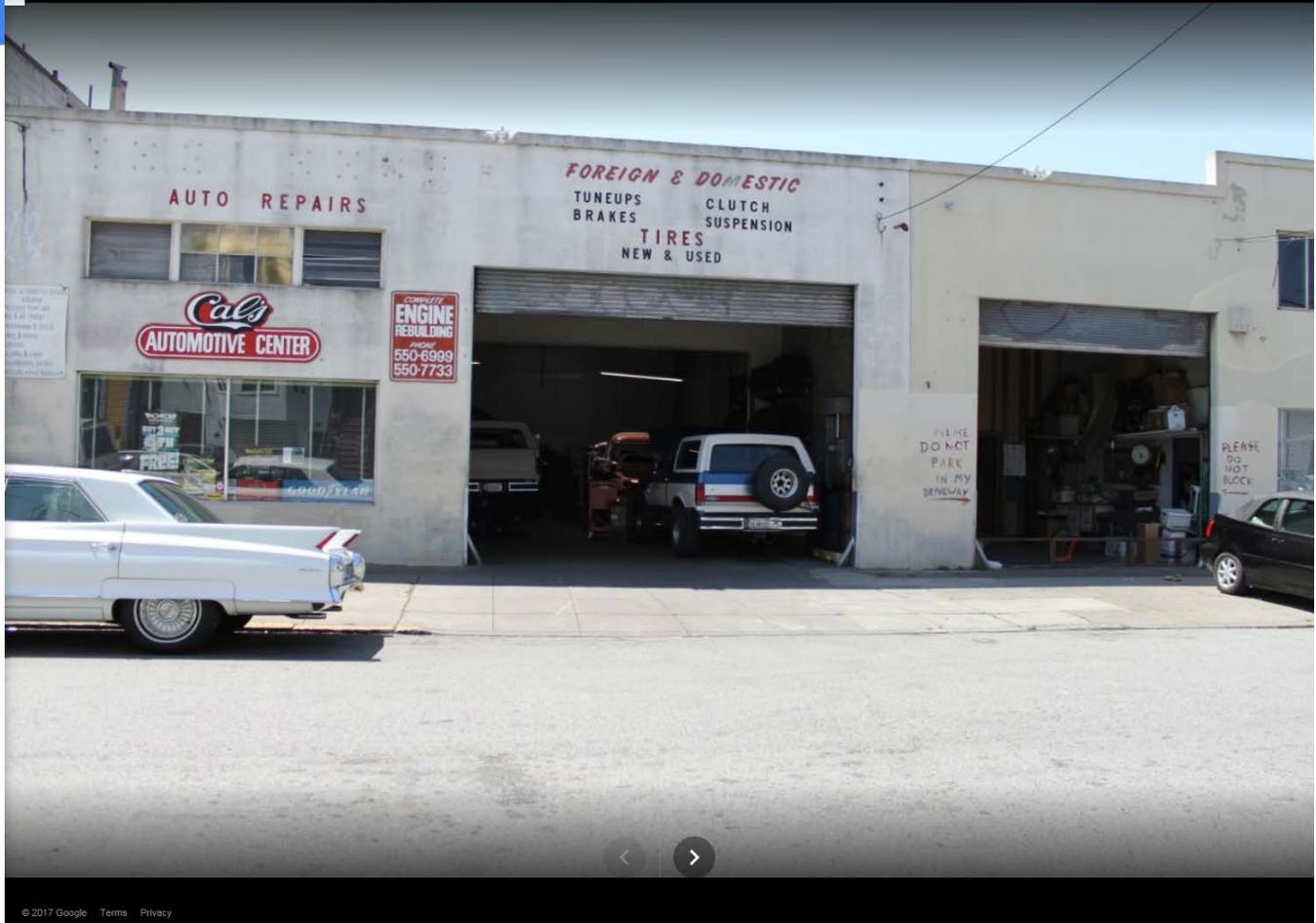
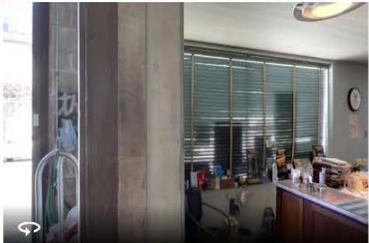




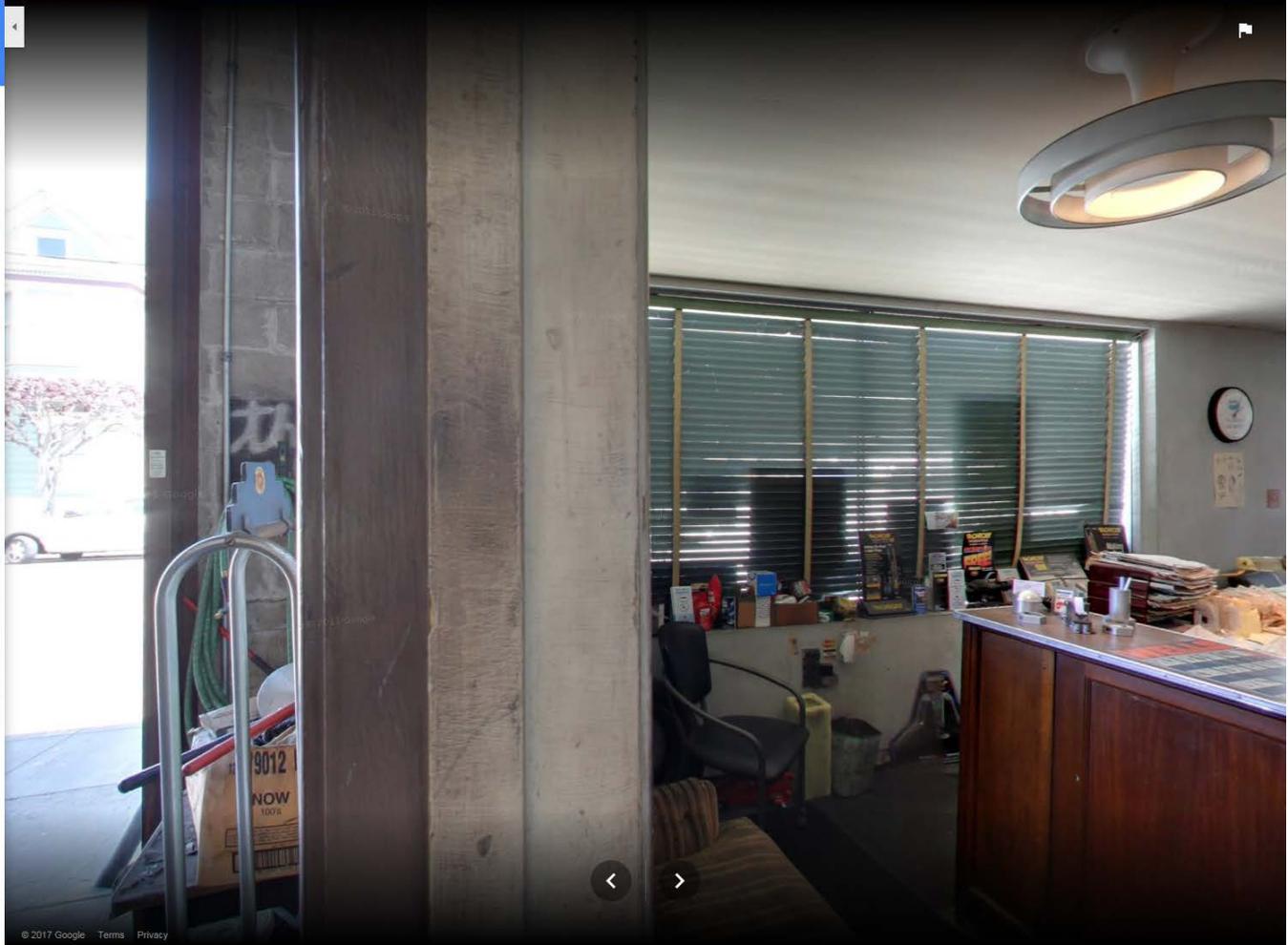
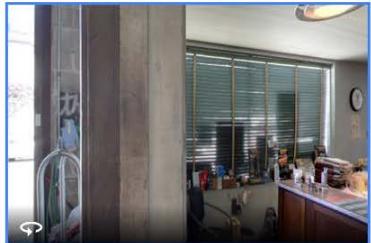




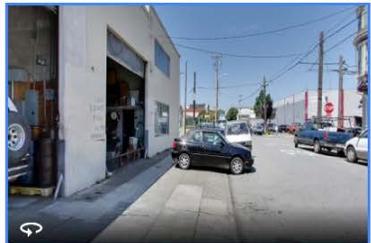
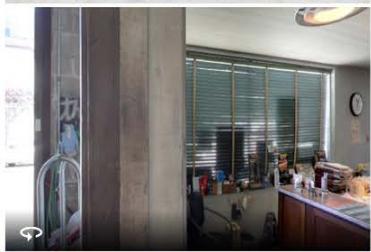
Cal's Automotive Center
ALL BY OWNER 360° VIEW

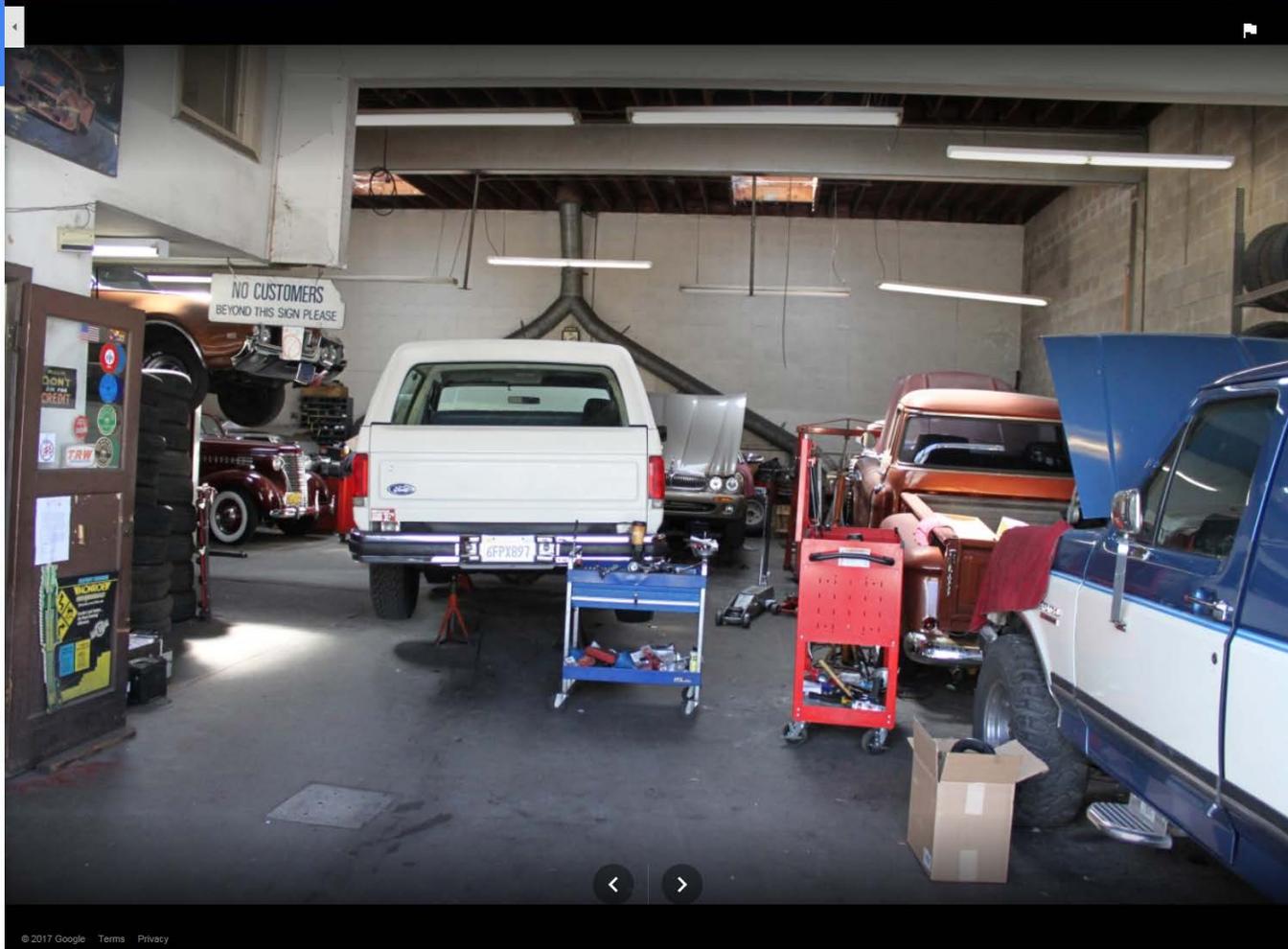


← Cal's Automotive Center
ALL BY OWNER 360° VIEW



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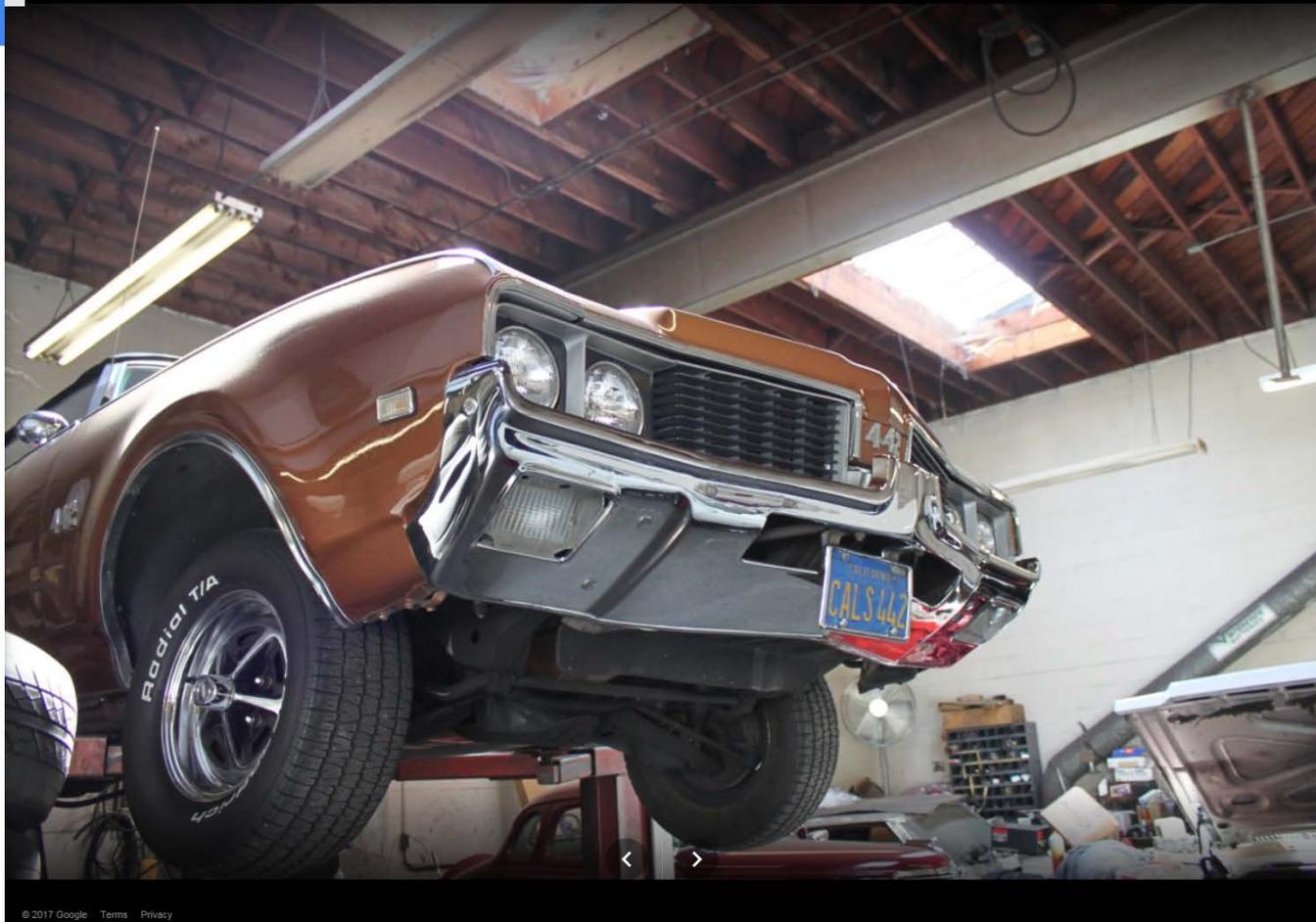




Cal's Automotive Center
ALL BY OWNER 360° VIEW

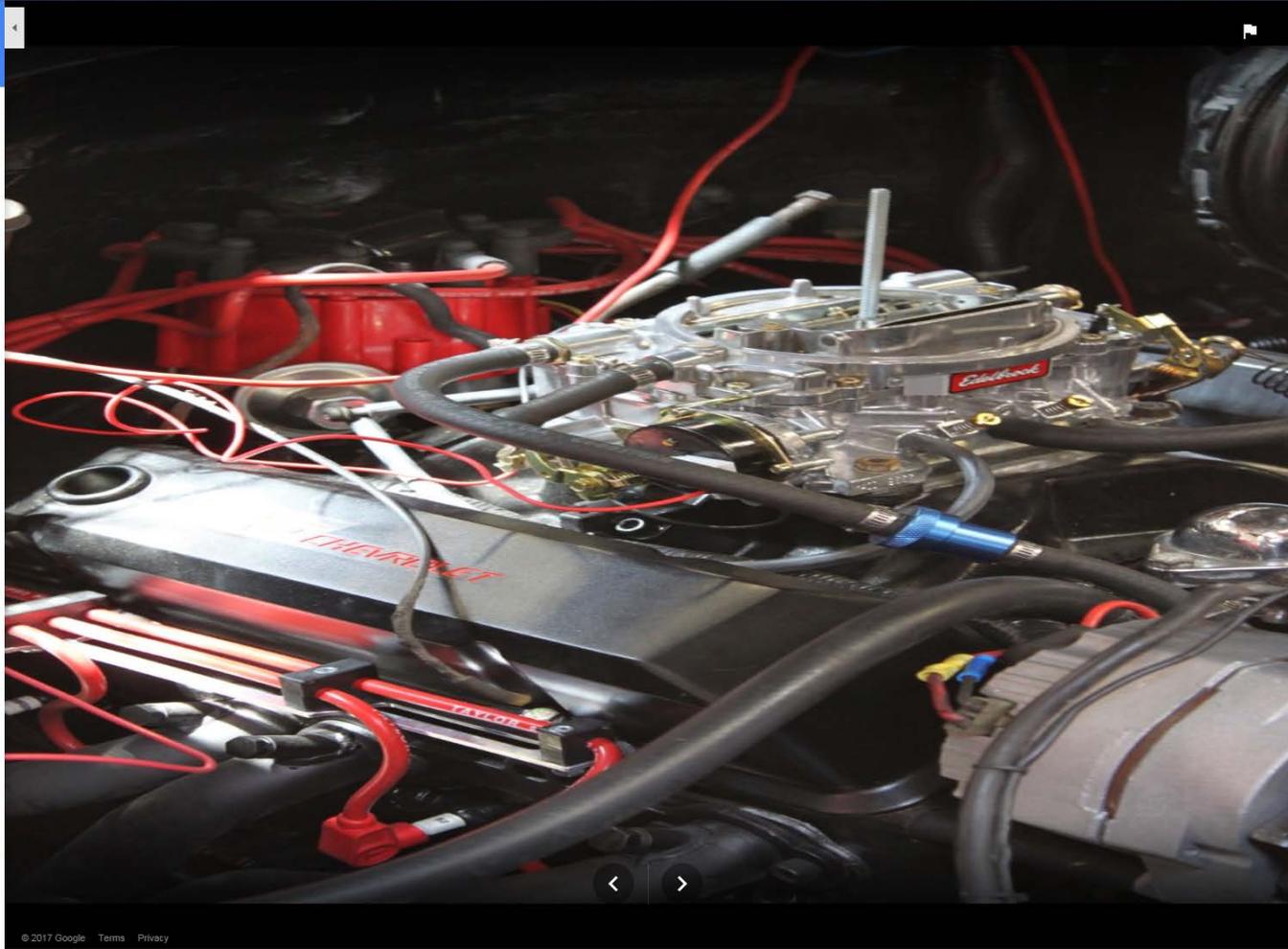


Cal's Automotive Center
ALL BY OWNER 360° VIEW



Cal's Automotive Center

ALL BY OWNER 360° VIEW



From: [Roger Douglas](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal motors
Date: Thursday, February 16, 2017 12:56:26 PM

I really hope there's a way to keep Nick, Marcus and Sal here in the neighborhood-- extra ordinary service and honest appraisals. I always go to them first unless my car breaks down far away. Nick even ran over to St. Francis hospital to give me a ride home!!

From: [St.Charles Borromeo](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal's Auto Body on Treat at 23rd street: desire to stay at location during upgrade of building
Date: Thursday, February 23, 2017 8:27:10 AM

Greetings

I am writing on behalf of Nick Calabrese, owner of Cal's Auto Body to support his efforts to work with the owner of the building on Treat and 23rd street, who needs to upgrade their building for insurance purposes.

I have known Mr. Calabrese since going to school together, from primary to high school and I can attest to his good character and his willingness to help others in need. Now that I am pastor at St Charles Borromeo Church, a few blocks away from their location, I can also attest to his community involvement, from helping to fix cars for elderly or low income people in the area and being a reliable help to them, to helping with carshow fundraisers, such as the annual large fundraiser for St. Anne's Home for the Elderly on Lake street and 2nd Avenue.

I think Mr. Calabrese's offer to help the owner to do the retrofits necessary is the better solution, rather than have the tenants move out. This way, the owner gets what they need, a retrofited building, and the neighbors get what they need, a reliable auto repair nearby, and Nick can also continue his public service of fundraisers. Feel free to call me for anything

Respectfully,

Fr. John Jimenez

St. Charles Borromeo Church

713 S. Van Ness

SF Ca 94110



From: [Jesse Hagy](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal's Automotive - 1004 Treat Ave
Date: Friday, February 24, 2017 4:56:47 PM

Hello Natalie,

This email is in regard to Cal's Automotive at 1004 Treat Avenue. I have been informed that they are being threatened with eviction. Nick Calabrese's shop is a neighborhood institution and represents the kind of family businesses that are being forced out of San Francisco on a daily basis. My business uses Nick's shop for all of our automotive repairs, and for that we are thankful. But what is truly invaluable is Nick himself, a man who has been working in that shop since he was a kid, and is a repository of stories that only a local would know.

The owners of the property just want to tear it all down to build condos. There are already three potential developments being built on this block, and none of them have adequate parking for what is already an overcrowded neighborhood. Nick's shop is an asset to the community, certainly more than another overpriced soulless apartment building. We don't need any more million dollar condos.

Best,

Jesse Hagy
General Manager
The Little Giant Lighting & Grip Co.

www.littlegiantlighting.com

Shop: 415.626.3555

Fax: 415.723.7232



From: [allenleong](#) [REDACTED]
To: [Gee, Natalie \(BOS\)](#)
Subject: Cal's Automotive
Date: Friday, February 24, 2017 5:30:40 PM

I'd like to put in a good word for Legacy Business status for Cal's Automotive, at 1004 Treat Ave. in the Mission. Nick Calabrese has kept up my GMC Safari van for more than 20 years now, starting with a rebuilt engine and covering everything else, including a transmission. He goes out of his way to make sure my needs are covered and that the price is reasonable, and he is a good neighbor to the businesses around him. He's an old school guy who adjusts to the changes around him. If I need a good place to eat breakfast while my car is being repaired, he knows where the good places are. Apparently he's been there more than thirty years, and the community would be poorer without him.

-Thanks,
Allen Leong
[REDACTED]

THE SAPIRO LAW FIRM

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February 21, 2017

The Honorable Hillary Ronen
Supervisor
City and County of San Francisco
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, Ca 94102-4689

re: Dominic Calabrese, dba Cal's Auto

Dear Supervisor Ronen:

I am a third generation San Franciscan. Although I am not a resident of your Supervisorial District, I write in support of the proposal to add Mr. Dominic Calabrese, doing business as Cal's Auto, to the Historic Business Registry.

Dominic is known as "Nick" Calabrese. Nick's father was Fortunato Calabrese. Fortunato was known as "Fudge" Calabrese. Unfortunately, Fudge died in 1998.

I first met Fudge and Nick more than thirty years ago, when I began to patronize Cal's Auto. At that time, they were located on Pearl Street. In 1981, they moved to 1004 Treat Street. I have been so impressed by the magnificent service I have received from them that I have not only kept patronizing them but also referred my mother and other relatives and friends to them.

Nick and Fudge have long provided valuable services to San Franciscans. By itself, Cal's Auto would deserve listing as an Historic Business. There is more, however.

Nick has long supported good causes and deserves recognition for his public service. He and his father have been supporters of St. Peter's and St. Charles' Roman Catholic Churches. Nick has assisted homeless women and children. He is a long time, ardent supporter of, and has given many volunteer days to, the Toys for Tots program run by the San Francisco Fire Department.

For more than twenty years, Nick has employed two immigrants from Latin America. They live in your Supervisorial District and also deserve your support.

The Honorable Hillary Ronen
February 21, 2017
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If I can provide any additional information about Nick Calabrese or Cal's Auto, please contact me.

Very truly yours,

Jerome Sapiro, Jr.

js:1098

From: [theharveys](#) [REDACTED]
To: [Gee, Natalie \(BOS\)](#)
Subject: Legacy Business: Cal's Automotive
Date: Friday, February 17, 2017 5:32:45 PM

Natalie,

My name is Tom Harvey and I'm writing on behalf of Nick Calabrese and Cal's Automotive at 1004 Treat Avenue at 23rd Street.

I have been going to Nick for many years to keep my 1994 Toyota and 2001 Ford van on the road.

I now work in San Bruno but previously had driven a tow truck for Courtesy Tow in San Francisco. It is now located in San Bruno.

I also used to work for a printing company that closed operations in San Francisco. I think it is great that the City is trying to keep "legacy" businesses in town. Cal's is definitely the business we need to keep in the neighborhood.

I've lived in San Francisco my whole life and I thank you and Supervisor Ronen for your efforts to keep Nick and his employees in the City.

You could check with Nick but I think he has been at this location about 40 years and treats his mechanics, Salvador and Marco well.

He had mentioned in the past helping with school attendance to help one of the mechanics with English in what I would guess was an ESL program to help with gaining citizenship.

You would not notice but Nick has a disability and a prosthetic leg. He works six days a week.

I know many San Franciscans who rely on Nick to keep their older vehicles functional and would hate to see his business close or move outside of San Francisco.

I don't know where I would go for repairs if we lose this auto repair shop, quite possible not in San Francisco and not in Supervisor District 9.

If I can provide any information or attest to the professional service provided by this generous fixture of the community, please contact me at your convenience.

Thank you for your time and that of the Supervisor.

Tom Harvey
[REDACTED]

From: [brodie](#)
To: [Gee, Natalie \(BOS\)](#)
Subject: Pertaining to Treat and 24th >
Date: Saturday, February 25, 2017 1:20:23 PM

Greetings Natalie,

My name is Brodie Sullivan, a 17 year resident artist of San Francisco proper. I'm writing in regards to the displacement of certain long-standing business owners from their establishments.

Now, I get by as an artist and performer here because I was trained to adapt my craft for different environments and shifting social-climates. Some studios cannot be transported so easily, as they rely on their immediate surroundings for consistent business to continue. For instance, Cal's Automotive in the Mission has been precisely where we needed it to be all along.

Nick, the Mechanic, is a steady compatriot for the neighborhood. Companero, it's also called.

He established lasting relationships with the locals, and that is exactly how I came to rely on his business.

Steady, incredibly personable, and mechanically sound. He is the neighborhood medic.

I'm certain that you recognize yourself the general ambiance of any Mission mechanics shop

and how every crew has their own system/tool-kit laid out for the daily loop.

If Nick is forced to relocate his auto-shop, as I am told is happening quickly, this upsets the foundation.

Firstly, the man himself is gigantic and rooted into the property by his stature alone, not to mention his legs aren't working so well as of late.

He has taken great care to keep some class and quality vintage vehicles on this corner for many years.

And he keeps it all clean and clear. Recognize the park and foot traffic right there, all day, every day. Respectfully,

the district will not benefit by removing this workshop. His crew is literally a tribe of elders in their element.

They are not only old in years; they are established and wise.

By no means feeble in this future-forward city, but dang Nat, have you been to the shop?

Seen the crew embedded in their trade? Are you certain that your team understands the character and cars of this city block? They fit like a glove, Cal's. They protect the neighborhood and our response-abilities therein.

People make places.

Please continue the discussion necessary to keep this shop right where it is.

Thanks for the work you do and the stand you might take to protect the integrity of small business owners here.

Cheers ~ ;b

>>> Note the locals and out-of-towners who maintain the importance and HISTORY of this shop!! >>>>

Filing Date: March 24, 2017
Case No.: 2017-003872LBR
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
Zoning: UMU (Urban Mixed Use)/
40-X Height and Bulk District
Block/Lot: 3640/039
Applicant: Dominic and Josie Calabrese
1004 Treat Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Established by the Calabrese family in 1975, Cal's Automotive Center ("Cal's Auto") has continuously served the Mission District, operating out of its 1004 Treat Avenue shop since 1980. Fortunato "Fudge" Calabrese and his son, Dominic "Nick" Calabrese, opened the business and ran it together for over two decades. Fudge – a San Francisco native and Korean War Veteran – earned a reputation as one of the city's most talented mechanics, and was an avid drag racer. He belonged to a drag race team called the Excelsior Throttlers who raced on the Great Highway during the 1960s and 1970s. Nick started working at the shop while in high school and took over the business following Fudge's death in 1998. He and his wife, Josie, remain the owners.

Cal's Auto provides general auto repair services for all types of vehicles but specializes in working on classic and vintage cars, which can often be seen in the shop or parked on the street nearby. Some of these include vintage cars owned and restored by Cal's Auto mechanics, and include a 1962 Cadillac Park Avenue, 1938 Chevrolet Master Deluxe, and 1969 Oldsmobile 422 convertible. As an Italian American-owned business, Cal's Auto sends its classic cars to participate in the annual Columbus Day parade in North Beach; it also participates in the annual St. Patrick's Day parade and other community events.

As evidenced by the letters of support submitted as part of its Legacy Business Registry application, Cal's Auto has a loyal customer base that can count on the business to provide honest appraisals, reasonable prices, and an "extra ordinary" quality of service. An A+ ranked member of the Better Business Bureau since 1998, Cal's Auto has built cars for a number of famous Bay Area residents, including Huey Lewis, Robin Williams, Jay Leno, Boz Scaggs, and Joan Baez. Most patrons of the business are neighborhood residents, many of whom have been loyal customers since the shop opened; most customers are referred by word of mouth. With all staff living in the Mission District and a strong emphasis on providing assistance to neighborhood schools, churches, organizations, and community members in need, Cal's Auto maintains a strong Mission District identity.

Nick is well-known in the neighborhood as a caring figure, offering repairs to struggling neighbors for little or no cost. Cal's Automotive is involved with two churches in the neighborhood – St. Peters and St. Charles. Nick does not charge patrons of either church for labor costs on work done to their vehicles. Nick, an amputee, has connected fellow amputees (who he meets through the church associations) by connecting them with resources and support groups. The business also participates in car show fundraisers for St. Anne's Home for the Elderly, as well as a toy drive called Ships for Tots, supplying toys to 12 women's shelters in Marin County and the San Francisco Fire Department.

Cal's Automotive Center continues to create culture and community in the Mission District through its restoration and creation of classic and vintage cars, its participation in parades and motorcades, and the many ways in which it gives back to local schools, its neighbors, and those in need. The business is currently at risk of displacement as it has received a Notice of Termination from its Landlord.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1975.

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

Yes, Cal's Automotive Center qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Cal's Automotive Center has operated for 42 years.
- ii. Cal's Automotive Center has contributed to the history and identity of San Francisco's Mission District by continuously offering high quality auto repair services, participating in the restoration of classic and vintage cars, and fostering a culture of giving to neighbors in need.
- iii. Cal's Automotive Center is committed to maintaining the physical features or traditions that define its practice of offering low cost auto repair services to Mission District residents, including its expertise in servicing classic and vintage cars.

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

The business is associated with auto repair services with a special expertise in servicing vintage and classic cars.

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

The property at 1004 Treat Street was identified as a "Category C Property" through the South Mission Historic Resource Survey and is not considered a historic resource based on its architecture.

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

No.

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

No.

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1004 Treat Street

Recommended by Applicant

- Auto repair services
- Specialty in restoration of vintage and classic cars
- Mission District location
- Commitment to neighborhood and practice of community service

Additional Recommended by Staff

- No additional recommendations



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE APRIL 19, 2017

Filing Date: March 24, 2017
Case No.: 2017-003872LBR
Business Name: Cal's Automotive Center
Business Address: 1004 Treat Avenue
Zoning: UMU (Urban Mixed Use)/
40-X Height and Bulk District
Block/Lot: 3640/039
Applicant: Dominic and Josie Calabrese
1004 Treat Avenue
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen, District 9
Staff Contact: Desiree Smith - (415) 575-9093
desiree.smith@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CAL'S AUTOMOTIVE CENTER, CURRENTLY LOCATED AT 1004 TREAT AVENUE (BLOCK/LOT 3640/039).

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

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

WHEREAS, the subject business has contributed to the identity of San Francisco's Mission District neighborhood; and

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

WHEREAS, at a duly noticed public hearing held on April 19, 2017, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Cal's Automotive Center 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 Cal's Automotive Center:

Location (if applicable)

- 1004 Treat Avenue

Physical Features or Traditions that Define the Business

- Auto repair services
- Specialty in restoration of vintage and classic cars
- Mission District location
- Commitment to neighborhood and practice of community service

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2017-003872LBR to the Office of Small Business.

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

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT

ADOPTED: