



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: February 3, 2021

Filing Date: January 7, 2021
Case No.: **2021-000330LBR**
Business Name: G. Mazzei & Son Hardware
Business Address: 5166 3rd Street
Zoning: NCD-Bayview Neighborhood Commercial Zoning District
40-X Height and Bulk District
Block/Lot: 5358/016
Applicant: Edward Mazzei and Vince Lorenzo
5166 3rd Street
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Melanie Bishop-628.652.7440
melanie.bishop@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

G. Mazzei & Son Hardware is a hardware store opened by Italian immigrant Gualitero Mazzei at 5166 3rd Street in 1936. Mazzei opened the business originally as a watch repair shop after being injured and unable to return to work in the Hunter's Point shipyard during the Great Depression. The business continued to expand their selection of goods to address the needs of customers as the population of the Bayview grew during World War II, eventually growing into its current business model as a hardware store. In 1952, after renting the storefront for several years, the Mazzei family was able to purchase the building at 5166 3rd Street where the business still operates today. Mazzei Hardware is one of the oldest family owned and operated businesses in the Bayview and has operated at the same location for 84 years.

As an independent hardware store, Mazzei Hardware offers a personalized shopping experience that is more approachable than big box hardware stores. Staff is able to provide tailored advice due to extensive knowledge of the neighborhood's building stock throughout time and the store is well-stocked with supplies for home improvement and repair projects. Mazzei Hardware displays several features that demonstrate the history of the

business including the current key duplicating machine which has been in use since the business opened in 1936. The business has been supportive of various Bayview community improvement efforts over the years and is a staple of the Third Street Commercial District.

The business's primary location at 5166 3rd Street is a Category B (Unknown/Age Eligible) structure on the west side of 3rd Street between Bayview and Thornton streets in the Bayview neighborhood. It is within the Bayview Neighborhood Commercial Zoning District, a 40-X Height and Bulk District, the Third Street Special Use District, the Third Street Alcohol Restricted Use District, the Bayview Invest in Neighborhoods Initiative Area, and the African American Arts and Cultural District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1936.

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

Yes. G. Mazzei & Son Hardware qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. G. Mazzei & Son Hardware has operated continuously in San Francisco for 84 years.
- b. G. Mazzei & Son Hardware has contributed to the history and identity of the Bayview neighborhood and San Francisco.
- c. G. Mazzei & Son 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 the early Italian-American population of the Bayview as well as the tradition of independently-owned hardware stores in San Francisco.

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

Yes. While previous evaluations of the property have not been conclusive, the property is identified in several Department documents as significant to the history of the Bayview neighborhood. Future evaluations may formalize these previous findings. The property is included in the *Bayview-Hunters Point Area B Historic Context Statement*, listed as 5164-5170 3rd Street, and is identified for its association with Bayview-Hunters Point history and was assigned a California Historical Resource status code of "3CS" (appears eligible for CR as an individual property through survey evaluation).¹

¹ Kelley & VerPlanck, Appendix to *Bayview-Hunters Point Area B Survey Historic Context Statement*, San Francisco Redevelopment Agency, February 11, 2010, 5.

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?*

Yes. The property is listed in the adopted *Bayview-Hunters Point Area B Historic Context* for its associations with the history of Bayview. The property is also identified as part of a discontinuous cluster of mixed-use commercial masonry buildings on 3rd Street in the *Draft Neighborhood Commercial Buildings Historic Context Statement and Survey 1865-1965*.

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

Yes. The business has been featured in local newspapers and websites including SFGate as well as in features by community history groups including All Things Bayview.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 5166 3rd Street (1936-Present)

Previous (No Longer Extant) Locations:

- None

Recommended by Applicant

- Key duplicating machine that has been in use since the business opened.
- Exterior brick façade with blue tile bulkhead
- Display windows featuring tools and products from different eras
- The “G. Mazzei & Son Hardware” blade sign and “Fuller Paints” trade sign

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: February 3, 2021

Case No.: **2021-000330LBR**
Business Name: G. Mazzei & Son Hardware
Business Address: G. Mazzei & Son Hardware (5166 3rd Street)
Zoning: NCD-Neighborhood Commercial Zoning District
40-X Height and Bulk District
Block/Lot: 5358/016
Applicant: Edward Mazzei and Vince Lorenzo
5166 3rd Street
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Melanie Bishop-628.652.7440
melanie.bishop@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR G. MAZZEI & SON HARDWARE CURRENTLY LOCATED AT 5166 3RD STREET, BLOCK/LOT 5358/016.

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 February 3, 2021, 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 G. Mazzei & Son Hardware 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 G. Mazzei & Son Hardware.

Location(s):

Current Locations:

- 5166 3rd Street (1936-Present)

Previous (No Longer Extant) Locations:

- None

Physical Features or Traditions that Define the Business:

- Key duplicating machine has been in use since the business opened.
- Exterior brick façade with blue tile bulkhead
- Display windows featuring tools and products from different eras
- The “G. Mazzei & Son Hardware” blade sign and “Fuller Paints” trade sign

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 2021-000330LBR to the Office of Small Business February 3, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: February 3, 2021



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-027
Business Name: G. Mazzei & Son Hardware
Business Address: 5166 3rd Street
District: District 10
Applicant: Edward Mazzei and Vince Lorenzo, Co-owners
Nomination Letter Date: December 7, 2020
Nominated By: Supervisor Shamann Walton

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

5166 3rd Street from 1936 to Present (85 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: January 7, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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



Member, Board of Supervisors
District 10



City and County of San
Francisco

SHAMANN WALTON

華頌善

Monday December 7, 2020

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

G. Mazzei & Son Hardware
Attn: Edward Mazzei and Vince Lorenzo
5166 3rd Street
San Francisco, CA 94124

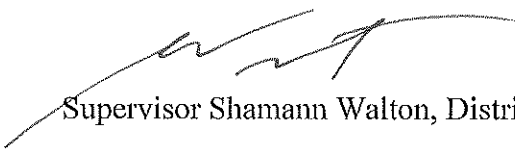
Re: Legacy Business Nomination for G. Mazzei & Son Hardware

To Whom It May Concern:

I am writing to express my support for **Edward Mazzei and Vince Lorenzo's** application to recognize G. Mazzei & Son Hardware as a Legacy Business.

San Francisco is a City that continually supports small business and the entrepreneurial spirit of its citizens. G. Mazzei & Son Hardware opened up to the neighborhood in 1952 and continues to positively impact the community and represent the history of San Francisco. It has survived through the Great Depression and many other economic downturns. The small business has been a part of the shifts in the neighborhood including the influx of immigrants from Italy, Ireland, Malta, and Germany at the time of their opening to the influx of African Americans after WWII. It has been in the community for around 80 years, serving the people in the Bayview neighborhood and the greater San Francisco community.

Thank you for your consideration.



Supervisor Shamann Walton, District 10

Section One:

Business / Applicant Information.

Please 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:	
G Mazzei & Son Hardware	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Edward Mazzei and Vince Lorenzo	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
5166 3rd Street SF CA 94124	(415) 822-2655
	EMAIL ADDRESS:
	vlorenzo9022@att.net
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
FACEBOOK PAGE:	
https://www.facebook.com/MazzeiHardware/	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
C1534753	

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
5166 3rd Street SF CA 94124	94124	1936
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1936-present	

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:
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OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
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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. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

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

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

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

VINCENT LORENZO

Name (Print):

10-16-20

Date:

Vincent Lorenzo

Signature:

G. MAZZEI & SON HARDWARE

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.

G. Mazzei & Son Hardware (“Mazzei Hardware”) has served the Bayview neighborhood since 1936. It is very likely the oldest family operated business along 3rd Street.

Located at 5166 3rd Street, the business was opened by Italian immigrant, Gualitero Mazzei. Gualitero was injured while employed at the shipyard in the mid-1930s. Unable to return to work, he decided to utilize his technical skills and started a business repairing watches. He rented space at 5166 3rd Street and set up a shop. Gradually he began to add a variety of goods to this storefront to meet the needs of the neighborhood. With his son Walter by his side, the business continued to grow. In 1952, the Mazzei family purchased 5166 3rd Street and still own it today.

G. Mazzei & Son Hardware opened during the Great Depression, yet managed to survive. The business prospered as the Bayview grew in population during World War II. As the neighborhood transitioned into a predominantly African American neighborhood after the war, G. Mazzei & Son Hardware remained even as other businesses closed. G. Mazzei & Son Hardware survived the growth of the big box hardware chains and the ubiquity of online retailers and remains a family owned and operated business after 84 years in the same location. They accomplished this by providing quality products and outstanding customer service to the residents of the Bayview and nearby neighborhoods.

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

Not applicable. The business has been continually operated at the same location since 1936.

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

G. Mazzei & Son Hardware is a family owned business. The business has been owned and operated by members of the Mazzei family since 1936.

1936-1968	Gualitero Mazzei
1946-1986	Walter Mazzei (Gualitero’s son)
1968-1986	Walter Mazzei and Edward Mazzei (Gualitero’s grandson)

1986-1992	Walter Mazzei, Edward Mazzei, and Vince Lorenzo (Edward's brother-in-law)
1996 to present	Edward Mazzei and Vince Lorenzo

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

Not applicable. The business has been owned by members of the Mazzei family since 1936.

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.

5166 3rd Street was built in 1914. Although the building has not been identified as a historic resource or associated with a historic person, due to its age the building is listed by the San Francisco Planning Department as a Category B property. Category B Properties generally require further evaluation and review to determine their significance as a historic resource.

CRITERION 2

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

G. Mazzei & Son Hardware's continued existence is an important reminder that neighborhoods change. Gualitero Mazzei took the risk and opened a business during the Great Depression. That business found a way to survive for over 80 years. Few other business established along 3rd Street from this era are still existing or remembered today.

As a business opened by Italian immigrants, Mazzei Hardware is the last remaining business that reflects the identity of Bayview before WWII. In 1936, the population of the Bayview was nearly exclusively of European ancestry. Recent immigrants from Italy, Ireland, Malta, and Germany lived and worked alongside those born locally and in the United States. The rapid growth of the African American population after WWII changed the identity of the Bayview. Many of the businesses that thrived pre-WWII slowly declined, changed ownership, or closed into the 1960s and 70s. Today, few residents of the neighborhood are aware of the rapid shift in population. G. Mazzei & Son Hardware is likely the only business along 3rd Street that recalls a pre-WWII Bayview.

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

G. Mazzei & Son Hardware has been supportive of various Bayview community improvement and unity efforts over the years.

In 2010, a proposal surfaced to rename 3rd Street after former Mayor Willie L. Brown Jr. As a respected and prominent merchant, the owners spoke out against this idea on behalf of the merchant community as well as the greater neighborhood. The owners of G. Mazzei & Son argued that such a change would have a multitude of unforeseen impacts that would significantly impact every business with a 3rd Street address. They also maintained that the name "3rd Street" was synonymous to "the Bayview" for many. Their opposition helped rally the community to defeat the name change.

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

G. Mazzei & Son Hardware is often cited as the longest continually operated business along the 3rd Street corridor in the Bayview neighborhood. The current owners are often interviewed concerning Bayview merchant issues and the vibrancy of the commercial corridor.

The business was featured in a 2014 San Francisco Chronicle article about local, independent hardware stores in an article titled *Readers' favorite S.F. hardware shops - tools to tchotchkes*: https://m.sfgate.com/homeandgarden/article/Readers-favorite-S-F-hardware-shops-tools-5751701.php?cmpid=hp-hc-living&fbclid=IwAR1yPJucVYnRp7Ce_wxCNGVkjcfMim3E3bKtpYyjQUaK7LclXRGZDTQNhg#photo-6856265

G. Mazzei & Son Hardware is also featured on YouTube in a video titled *Mazzei Hardware - Bayview - San Francisco*, posted by All Things Bayview: <https://www.youtube.com/watch?v=jKo6q84noYQ>

In a Vimeo video titled *Keep It 3rd*, longtime Bayview resident and activist Espanola Jackson interviews Ed Mazzei, owner of Mazzei Hardware about renaming the street Willie L. Brown, Jr. Blvd.: <https://vimeo.com/3908648>

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

Not applicable.

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

G. Mazzei & Son survived the changes occurring within the neighborhood because they continue to provide a service that transcends demographics and socio-economic backgrounds. This commitment to the community can be seen a foundation to their longevity. Populations diversify and neighborhoods transforms, but as long as there are places where residents call

“home,” G. Mazzei & Son Hardware has a role in the community. By adapting, Mazzei Hardware demonstrates their commitment to the Bayview Hunters Point community.

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

As a traditional independent hardware store, G. Mazzei & Son Hardware’s geographic reach is mostly limited to Bayview Hunters Point and nearby neighborhoods such as Dogpatch, Silver Terrace, Portola, and Visitacion Valley. Although these are diverse neighborhoods, they all have a high percentage of single-family owner-occupied homes. As these homes age, upkeep and routine maintenance chores inevitably will increase. Mazzei Hardware is often the “go to” source for hard-to-find items for these pre-mid-century homes.

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

The building is listed as a Category B property due to its age. Category B Properties require further evaluation and review. That said, there are several culturally significant items related to the business, as follows:

- The key duplicating machine has been in use since the business opened.
- The exterior brick façade with its blue tile trim appears to be largely original.
- The display windows artfully feature tools and products from earlier times.
- The “G. MAZZEI & SON HARDWARE” blade sign and “FULLER PAINTS” trade sign are iconic. Both signs appear in early (1940s) photos of the business and were likely part of the original façade.

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

Without G. Mazzei & Son Hardware, the Bayview and San Francisco would be diminished by the loss of a valuable local retail establishment and a historic connection to a past era. Mazzei Hardware is an important link to Bayview’s almost forgotten past. It is a reminder that the neighborhood we see today wasn’t always this way. If this business were sold to non-family members, that 80-plus years link to the neighborhood’s past would be broken.

Small, independently owned hardware stores simply don’t open anymore. Given the retail landscape, if this store closed it is highly unlikely another hardware store would or could replace it.

CRITERION 3

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

G. Mazzei & Son Hardware is a traditional hardware store. They provide a wide range of materials and goods to the neighborhood. Although this is an essential feature, it is not unique.

What defines the business' character is the quality of customer service provided by the owners. Their knowledge and experience are invaluable. They understand the neighborhood, it's housing stock, and its people – things that can't be understood by the random clerk at a big box store or explained to an online retailer. Because of this, Mazzei Hardware has found a way to survive and continue to be of a service to the neighborhood.

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

G. Mazzei & Son Hardware still takes pride in providing one-to-one, in-person, high quality customer service. In an age where customer service is automated, less personal, and on the decline, Bayview residents and other patrons get a unique customer experience through high quality customer service when they visit the store. Mazzei Hardware is uniquely qualified to serve the community due to its deep understanding of the existing housing stock and ability to help local residents resolve issues relating to their housing, regardless of their socio-economic backgrounds.

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.).

G. Mazzei & Son Hardware is a quintessential pre-big box hardware store. The layout of the store complements a business that has been in service for 80-plus years. It looks, feels, and smells like a store from a different time. It has a small footprint, but is well stocked with many essential home improvement and repair items. The business is committed to maintaining the following special physical features that define the business:

- The key duplicating machine that has been in use since the business opened.
- The exterior brick façade with its blue tile trim.
- The display windows that artfully feature tools and products from earlier times.
- The "G MAZZEI & SON HARDWARE" blade sign and "FULLER PAINTS" trade sign.

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

Not applicable. The business has been continually operated at the same location since 1936.



MAZZEI

HARDWARE

PAINT KEYS GLASS WORK PLUMBING LOCKWORK ELECTRICAL LAWN AND GARDEN HARDWARE HOUSEHOLD

REAL ESTATE - INTERIOR DESIGN - RENOVATION



**FULLER
PAINTS**

They last



**G. MAZZEI & SON
HARDWARE**





1927 Directory Listing

" Violet clk Westn Sugar Refinery r1552 Grant
 av
 Mazzarella Nich tailor r341 O'Farrell
 Mazzei Gualtiero (Gelinda) meat ctr h64 Po-
 mona
 Mazzer Geo (Maria) bldg supplies 4261 Mis-
 sion h4265 same

1941 Directory Listing

Mazzei Gualtiero (Gelinda) hdw 5166-70 3d
 h64 Pomona (C)
 " John A (Marie) lctywr h2777a San Jose
 av
 " Walter with Federal-Mogul Corp r64 Po-
 mona
 Mazzeo Jos (Grace) lab h1125 Shotwell (C)





1978





MAZZEI, Gelinda — At rest, March 18, 1980; beloved wife of the late Gualtiero **Mazzei**; loving mother of Walter **Mazzei** and Isabelle Massolo; adored grandmother of Robert and Edward **Mazzei**, Linda Watson and Larry Massolo and eight great-grandchildren; a native of Tuscany, Italy; aged 80 years.

Friends may attend the funeral services 10:30 a.m. Friday March 21 at GARDEN CHAPEL, 885 El Camino Real, So.S.F.; thence to All Souls Church, Walnut and Miller Ave, So.S.F. where a Mass of Christian Burial will be offered at 11 a.m. Entombment, Italian Cemetery. Rosary 8:30 p.m. Thursday.

GARDEN CHAPEL 583-2510

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Walter P. Mazzei

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Walter P. Mazzei

Passed away peacefully at home on June 18, 2015 at the age of 94. Walter is survived by his loving wife of 72 years, Mary, his sister Isabelle Massolo (Ed), his children Robert (Doreen), Edward (Sharon), grandchildren Cristina, Michael and Steve, 5 grandchildren, and extended family, friends and neighbors. Walter was born and raised in San Francisco, attended Mission High School, was trained as a machinist and proudly served his country as an Army Sergeant in the Philippines during WW II. He owned G. Mazzei & Sons Hardware in San Francisco. The family would like to give special thanks to Merci Trasmil for Walter's care in his final years. Private committal Italian Cemetery. In lieu of flowers, the family requests that a donation be made to a charity of your choice. Condolences may also be made at www.gardenchapel885.com.

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Public vote unlikely on Third Street, but citizens will have input on renaming

Street from page B1

Point — will get a full public airing and is not a done deal. But voters probably won't be asked to approve it.

"We're going to be responsive and do the appropriate amount of public process," he said.

Supervisor Sophie Maxwell kick-started the renaming effort Tuesday when she introduced legislation to change the street name to "Willie L. Brown Jr. Blvd." Brown was Newsom's predecessor, serving as mayor from 1996 to 2004. Before that, he had become one of the most powerful politicians in California after more than 30 years in the state Assembly, the last half as speaker.

The Department of Public Works will review the renaming proposal and reach out to affected property owners and public safety agencies. The proposal will land back at the Board of Supervisors for public hearing before a final vote.

If approved, there would be a five-year transition in which the street would be known as both Third and Brown Boulevard. The cost of changing road signs will be covered by private donations, Newsom said.

He said if the name change is approved and the public is dissatisfied, opponents can ask voters to change it back. But the mayor said that should be a last resort.

The last time voters were asked to decide a street re-

"No! No! And that's with a big capital N. People know Third Street."

Ed Mazzei, owner of a hardware store on Third Street, on a proposal to rename the thoroughfare

naming proposal was 1995. Opponents of renaming Army Street in honor of a famous labor organizer went to the ballot to force a change. Voters decided to stay with the newly named Cesar Chavez Street.

If Ed Mazzei could vote today on whether to rename Third Street after Brown, his position would be clear: "No! No! And that's with a big capital N," he said Wednesday,

standing behind the counter of his family's Third Street hardware store.

The shop, which Mazzei's grandfather started during the Great Depression, is the oldest business still operating on Third Street, the main commercial corridor in Bayview-Hunters Point.

Mazzei doesn't want to have to alter the address on checks, invoices and other business papers — not even if he would have five years to make the changes. And he doesn't like the idea of changing something so integral to the identity of his neighborhood.

"People know Third Street," he said.

E-mail Rachel Gordon at rgordon@sfgchronicle.com.



Real Estate//Home Design, Home Improvement & Garden

Readers' favorite S.F. hardware shops - tools to tchotchkes

Alec Scott
Sep. 12, 2014

San Francisco's independent hardware stores reflect the needs of the neighborhoods where they've long been located and the personalities of their owners.

They're often family businesses, with different generations working alongside one another. "Your expertise grows over time," says Martha Asten, a co-owner of Cliff's Variety in the Castro, whose family, by marriage, opened that store during the Depression and still owns and runs it.

"We're basically again becoming like general stores in the Old West," says Sam Black, the manager of the long-established Pacific Heights store Fredricksen's. "We're becoming the kings of what you need right now, and also the kings of 'I didn't know I needed that.'"

On a tour of these stores, some of these unknown needs and wants proved irresistible: silicon pouches for poaching eggs, drill bits and dowels to keep an Ikea bed from collapsing (again), a lint brush to take a black cat's hair off a white sofa, picture hangers, a valve to stop a sink from groaning, a baby gift and card, and nifty Japanese ice trays, with lids to keep the cubes from tasting the way a freezer smells.

We asked readers (via Twitter) to recommend their favorite neighborhood independents. Herewith a few of San Francisco's longest-lived and best-loved hardware stores.

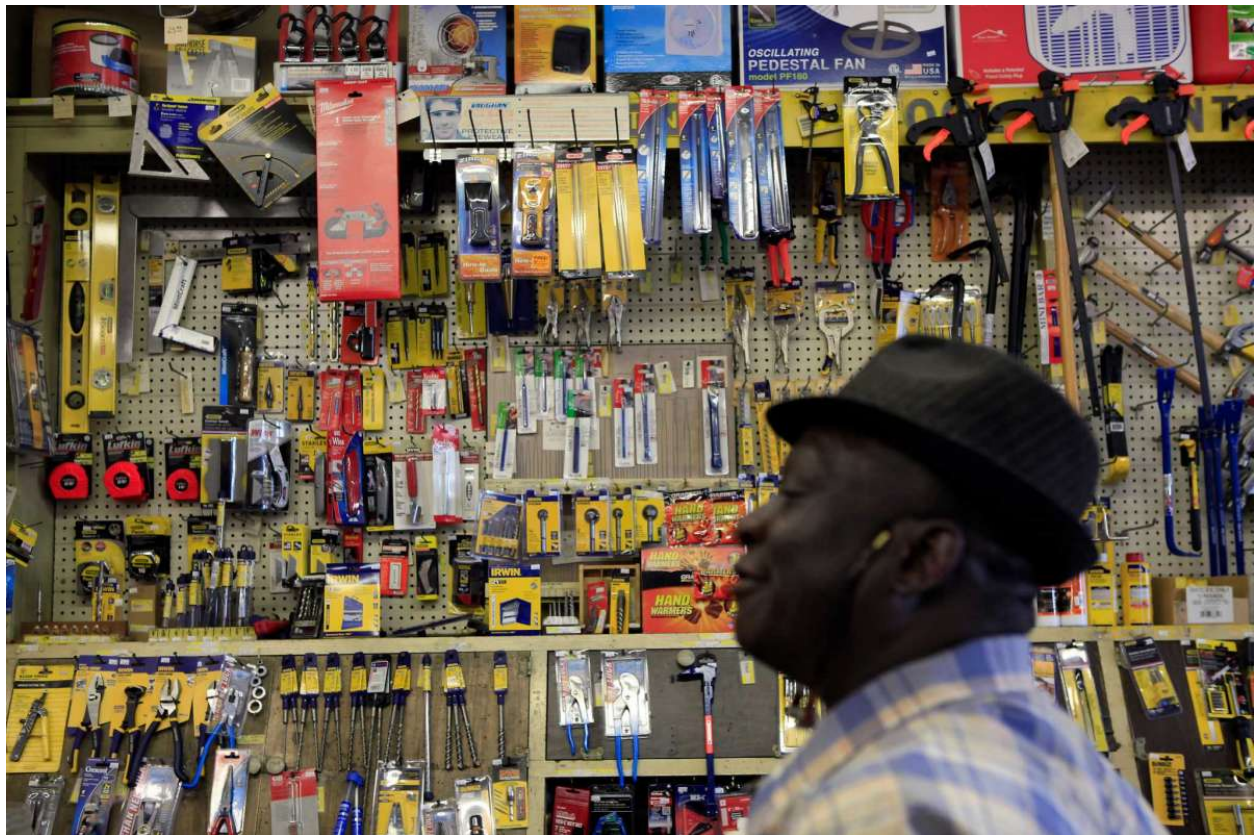
G. Mazzei & Son Hardware

History: Three generations of Mazzeis (and some spouses) have worked in this store since its founding by an Italian immigrant in 1936. Shoppers are greeted by a window full of old tools (planes, saws) and Americana (roller skate keys, washboards) and a stuffed duck and pheasant stationed near the cash register.

Merchandise: Mole poison, pigeon spikes.

Impulse buy: The taxidermy duck is not for sale — “Honestly,” a staffer says, “we’d love to get rid of the dusty old thing, but people love it.”

5166 Third St., (415) 822-2655



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Tools and accessories at G. Mazzei & Sons Hardware in San Francisco.

Michael Short, Staff / The Chronicle



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A 1939 photo of store founder Gualtiero Mazzei (Ed Mazzei's grandfather) in G. Mazzei & Sons' Hardware in S.F.

Michael Short, Staff / The Chronicle



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Vince Lorenzo (left) and Ed Mazzei in G. Mazzei & Sons Hardware in the Bayview neighborhood of S.F.

Michael Short, Staff / The Chronicle



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Signs at G. Mazzei & Sons' Hardware in S.F. advertise glass cutting and key making.
Michael Short, Staff / The Chronicle



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A stuffed duck that is the unofficial store mascot, sits near the cash register at G. Mazzei & Sons Hardware in San Francisco, CA, Wednesday, August 20, 2014.

Michael Short, Staff / The Chronicle



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A vintage oil dispenser is seen in a window display at G. Mazzei & Sons Hardware in San Francisco, CA, Wednesday, August 20, 2014.

Michael Short, Staff / The Chronicle

State of the independents

“Those green trucks, they could be the end of us.” Rick Karp is the second generation of his family to run Cole Hardware, a chain of three small San Francisco stores, and he’s talking about the Amazon trucks seen increasingly, making deliveries around the city.

A few years ago, Karp led the charge by the independent hardware stores against the proposal to allow big box hardware stores to breach the city limits. “One is here now,” he says, conspicuously not naming Lowe’s, which has an outlet in the Bayview district. “And their noxious cousins, Target and others — with all their housewares — are now arriving.”

By 2012, according to a report by Hardware Retailing magazine, the so-called home centers — led by Home Depot and Lowe’s — and lumberyards had secured an estimated 87 percent of the \$292 billion domestic hardware market, leaving the dregs, 13 percent, for traditional hardware stores.

To raise their purchasing power, most of the city’s remaining independents have joined distributing cooperatives — the likes of Ace, Do It Better and True Value. But they still don’t have the clout of the megastores. “Where we have to compete is, of course, service, service and more service,” Karp says. Cole recently became the first hardware store to strike a deal with Google to deliver its wares by Google’s competing shopping service. “We’ll see how that goes.”

“Some of the greatest independents in the nation are in San Francisco,” Dan Tratensek, Hardware Retailing’s Indianapolis publisher says. “And it’s not all bad news for them. The hardware market in general is growing, at 4 to 6 percent per annum now. Real estate costs and availability in downtown San Francisco might keep some bigger stores out. If they’re careful, if they keep on top of what their customers want, these stores will stick.”

— *Alec Scott*



The 16 best hardware stores in San Francisco

Essential stores during the shelter-in-place order

By [Brock Keeling](#)
[@BrockKeeling](#)
Mar 17, 2020



Whether it's in your house, neighborhood, or city, here's how to make the most of where you live in the new year.

Most businesses have closed following the [shelter-in-place order in San Francisco](#) due to the novel coronavirus. But some types of businesses deemed essential will remain open, like grocery stores, pharmacies, restaurants (for delivery only), and hardware stores.

Hardware shops will be critical stops the three-week-long order. You can find everything from home goods—e.g., power tools, screwdrivers, hammers, ballcocks, buzzsaws, and other doodads—to paint and plants at these stores. You can even buy a pair of high heels for drag at Cliff's Variety. Seriously, hardware stores have almost everything.

Plus, these brick-and-mortar spots will get your home-centric creative juices flowing faster than Pinterest, Bob Villa, and *Elle Décor* combined.

Listed in no particular order, below we've included a handful of our favorite hardware outfits in the city, as well as one major chain for you to peruse.

Note: Please call these stores in advance before heading over.

13. G Mazzei and Sons' Hardware



5166 3rd St
San Francisco, CA 94124

(415) 822-2655
[Visit Website](#)

A fine family-owned shop that went above beyond the call of duty stocking N95 masks during the 2018 Butte County fire, which saw San Francisco covered in smoke for days. Amazing customer service. Great items. Helpful beyond words. In a word, excellent.

