

## Welcome to Rocco's Neighborhood Newsletter

"Rocco's Cafe...one of the Best Kept Secrets of SOMA"

### A Special Note

I want to thank each of you, our Rocco's loyal customer, for your continued patronage of Rocco's Caf . I haven't written in awhile, but I promise to keep you up-to-date at least once a month via Rocco's Neighborhood Newsletter. Be sure to check out our new section "Upcoming Events" below. And remember, many times there is no waiting to be seated for lunch...but you can always give us a quick call to see how busy we are or to make reservations for parties of six or more.

### Rocco's Specials

So you can plan your week around your favorite Rocco's Specials, here they are:

Thursday, April 26<sup>th</sup> - Chicken Cacciatore over Rice; Shrimp Salad w/ Louie Dressing & Avocado

Friday, April 27<sup>th</sup> - French Onion Soup; Don's Seafood Pasta; Skirt Steak w/ Carmelized Onions & Garlic Mashed Potatoes

Saturday, April 28<sup>th</sup> - Roasted Red Bell Pepper with Fettuccine topped w/ Grilled Chicken or Grilled Prawns; Saut ed Red Snapper w/ Saut ed Vegetables

### Upcoming Events

Saturday, May 12<sup>th</sup> - KFOG's 14<sup>th</sup> Annual KaBoom! Fireworks and Concert 4-10 PM, Piers 30/32

This year features an expanded fireworks display synchronized to a World Class Rock soundtrack, 3 outstanding [KFOG artists](#) on the KFOG KaBoom stage, and [more](#). Headlining the stage is Grammy nominated Blues prot g , [Kenny Wayne Shepherd!](#) Also appearing are [Guster](#), and [Ozomatli](#). Purchase tickets [here](#) now for only \$10.00.

Sunday, May 13<sup>th</sup> - Mother's Day! Come to Rocco's for a Special Mother's Day Brunch

Bring Mom in for Brunch and spoil her with a FREE specialty coffee drink. Be sure to make your reservations ahead of time! You can do so by shooting me an email [now!](#)

### Rocco's Catering

Whether it's a Birthday, Anniversary, Wedding, or other special occasion, let [Rocco's Catering](#) do all the work! We make it an easy decision for you with these options:

- Host your party here at Rocco's Caf - on Sunday, Monday, & Tuesday nights you could have Rocco's all to yourselves! (Minimum number of people 30, Maximum 50)
- We prepare the food - you pick up or we deliver
- We prepare the food - we deliver, set up, and provide service staff

Mention this newsletter and receive 10% off the cost of your party!

### SOMA History

A major transformation of the neighborhood is planned with the [Transbay Terminal](#) Replacement Project, which if funded, is [planned](#) to be open by [2013](#). In addition, new high-rise residential projects like [One Rincon Hill](#), [300 Spear Street](#), and [Millennium Tower](#) are set to transform the San Francisco skyline (see [sfcityscape.com](#)). According to an article on May 25, 2006 (see [\[1\]](#)), the [Transbay Joint Powers Authority](#) proposed to raise the height limits around the new [Transbay Terminal](#). That will mean instead of having one 70 story, 925 ft. tower (282 m), a trio of towers, with two at about the same height as the 853 ft. (260 m) [Transamerica Pyramid](#) and a third one of at least 1,000 ft. (305 m) will be built. The third tower could be the tallest on the West Coast. On December 21, 2006 (see [\[2\]](#)), city developers led by the architect [Renzo Piano](#) submitted a proposal for a group of towers that includes two 1,200 ft. (366 m) towers, two 900 ft. (274 m) towers, and a 600 ft. (183 m) tower. The 1,200 ft. (366 m) towers would become the tallest buildings in the [United States](#) outside of [New York City](#) and [Chicago](#). This 13-tower proposal (five Renzo towers, eight Transbay towers) is said to give San Francisco an internationally recognized skyline by having

a central peak and in addition, balance the off-centered existing skyline due to the [Transamerica Pyramid](#) and the [Bank of America Building](#). For more information see [San Francisco Transbay Supertalls](#) and [List of tallest buildings in San Francisco](#).

Come visit us at [Rocco's Caf](#) ... we're a neighborhood institution having the same ownership and many of the same staff today as the day we opened in June of 1990. Thank you for being a Rocco's Caf customer!

Don Dial  
Chef/Owner

You are receiving this email because you joined our Email Club in our restaurant. Your email address will not be shared with anyone. You can opt out at any time by replying to this email with REMOVE in the subject line, calling us at 415-554-0522, or by snail mail to Rocco's Caf , 1131 Folsom St. San Francisco CA 94103.