



SAN FRANCISCO PLANNING DEPARTMENT

Legacy Business Registry Case Report

HEARING DATE: AUGUST 1, 2018

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****The following report provides staff recommendations for two (2) legacy business application.****

Filing Date: July 10, 2018
Case No.: 2018-008807LBR
Business Name: Hayes Street Grill
Business Address: 320 Hayes Street
Zoning: Hayes NCT (Hayes-Gough Neighborhood Commercial Transit)
40-X/50-X Height and Bulk District
Block/Lot: 0809/005
Applicant: Patricia Unterman and Richard Sander, Co-Owners
320 Hayes Street
San Francisco, CA 94102
Nominated By: Supervisor Breed, District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Hayes Street Grill is a 39-year-old restaurant located in Hayes Valley at the edge of the Civic Center Landmark District. The current owners, Patricia Unterman and Richard Sander, opened the business in a former photo shop at 324 Hayes Street with two other partners in 1979 while Davies Symphony Hall was under construction. The restaurant was successful from the beginning, serving both lunch and dinner to the performing arts and civic center communities. The Grill expanded in 1982 to the building next door at 320-322 Hayes Street, a former violin repair workshop. The business was founded on the principles of supporting local farmers, food producers, and suppliers and providing personal attention to its customers.

The opening of Hayes Street Grill pioneered the resurgence of Hayes Valley as a local commercial corridor. The restaurant throws cast parties for the opera and ballet, hosts matinee lunches for the San Francisco Symphony, books lunches for writers, and SF Criminal Lawyers Association meetings. In the past, they have hosted "Meet the Fisherman" dinners, AIDS benefits, and marriage celebrations for same-sex couples. The business survived the 1989 Loma Prieta Earthquake and remained open while many nearby buildings closed down for seismic retrofitting. It remains a cornerstone establishment as the neighborhood undergoes renewal spurred by the removal of the freeway.

In addition to donating thousands of meals to local non-profits and hosting many fundraising events, Hayes Street Grill with Zuni Cafe and Chez Panisse initiated Aid & Comfort, the first major AIDS benefit

in the United States. In 2003, it opened a breakfast booth to get the Ferry Plaza Farmers' Market on its feet. It has set up seafood booths at the Farallons Institute and contributed food and participation in CUESA; La Cocina; Education Outside; Episcopal Charities; the Japanese Community and Cultural Center; the San Francisco Ballet, Opera and Symphony; SF Jazz; City Arts & Lectures; and the Eureka Theater. The restaurant has always been at the forefront of hiring and employing gay men, women, immigrants and minorities.

Two potential legacy purveyors, Paul Johnson's Monterey Fish Company on Pier 33 and Greenleaf Produce, have been associated with Hayes Street Grill for its entire 39 years. Monterey Fish and Hayes Street Grill opened in tandem, supporting each other from the start. Hayes Street Grill also contributed startup funding for Hog Island Oyster Company and Pomponio Creek farm to nurture these fledgling businesses and their products.

The business is located on the north side of Hayes between Gough and Franklin streets in Hayes Valley. It is within the Hayes NCT a NC-1 (Hayes-Gough Neighborhood Commercial Transit) Zoning District and a 40-X/50-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1979.

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

Yes, Hayes Street Grill qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Hayes Street Grill has operated continuously in San Francisco for 39 years.
 - ii. Hayes Street Grill has contributed to the history and identity of San Francisco by serving as a restaurant.
 - iii. Hayes Street Grill 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 local seafood tradition and farm-to-table cuisine.
 4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Persons

One of the founding partners, Patricia Unterman, became the first permanent restaurant critic for the San Francisco Chronicle in the same year that she opened Hayes Street Grill. She had attended UC Berkeley's Graduate School of Journalism with a focus on criticism and started writing the monthly Underground Gourmet column for New West Magazine while she ran her first restaurant in Berkeley. In order to avoid the appearance of conflict of interest at the Chronicle, she adhered to a strict code which she herself drafted for the newspaper. She remained the restaurant critic at the Chronicle for 15 years. Then she wrote the first of five editions of

Patricia Unterman's San Francisco Food Lovers' Guide and became a food and travel columnist for the Examiner/Chronicle Sunday Magazine. She continued to work as the Examiner Restaurant Critic until 2016, another 24 years.

Two years after the Loma Prieto Earthquake, Unterman was asked to join a group to start a new farmers' market on the Embarcadero. A large island of pavement in the middle of the roadway had been liberated when the double decked Embarcadero Freeway was torn down. The area at the foot of historic Market Street desperately needed activation. She became a founder of the Ferry Plaza Farmers' Market which set up in the middle of the Embarcadero. The idea was to directly link nearby family farms with urban restaurants to invigorate restaurant menus with sustainable local agriculture. Hayes Street Grill opened an outdoor booth at the very first market which offered made-to-order breakfasts using all the ingredients directly from the market. Both the booth and the market quickly gained traction and became a part of San Francisco's culinary history. The Ferry Plaza Farmers Market, which she co-founded, has become one of the most successful farmers' markets in the nation. Along with the Market Hall inside the renovated Ferry Building, the farmers market has become an extremely popular tourist attraction.

Architecture

The buildings at 320-322 and 324-328 Hayes Street are listed as Category A buildings ("Historic Resource Present") for the purposes of the California Environmental Quality Act. The buildings are contributors to the Hayes Valley Commercial Historic District. From its earliest days to the present, Hayes Valley has remained an area of mixed use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings. It also contains some of the oldest extant buildings in the city—at least west of Octavia Street—which marks the western boundary of the fires that swept the area in the wake of the 1906 Earthquake. Thus, the neighborhood may also be seen as representing two distinct, yet tightly woven eras: the pre-Earthquake Victorian city, as well as the post-Earthquake Edwardian era of reconstruction. The primary building types consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes streets—the latter comprising the heart of the subject district. The period of significance is 1855 to 1929.

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

No, however, the property has a Planning Department Historic Resource status of "A" (Historic Resource Present).

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

No.

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

Yes, the business has been cited in several publications:

- Restaurant Magazine, a national trade journal;
- Gourmet Magazine;
- James Beard in the New York Times;
- Herb Caen's column in the San Francisco Chronicle;
- Check Please on KQED;

- Jack Shelton's Private Guide to Restaurants

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 320 Hayes Street

Recommended by Applicant

- Original palm logo stenciled in gold on the front windows
- Dark green and cream paint scheme on exterior
- Early 20th century architectural details
- Walls lined with photographs of performing artists and artistic directors
- Interior decorated with wainscoting, brass hooks, hanging school house lamps and ceiling fans in traditional San Francisco grill and fish house style
- Lunch and dinner menus composed daily based availability from the fish purveyor and farms
- Long-serving staff
- Dedication to the local food system

Additional Recommended by Staff

- None

Filing Date: July 10, 2018
Case No.: 2018-008754LBR
Business Name: Balboa Cafe
Business Address: 3199 Fillmore Street
Zoning: Union Street NCD (Union Street Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 0515/001
Applicant: Jeremy Scherer, President, Falstaff Management
3201 Fillmore Street
San Francisco, CA 94123
Nominated By: Supervisor Catherine Stefani, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Balboa Cafe Restaurant and Bar (“Balboa Cafe” or “the Balboa”) opened in 1913 despite the original signage above the door that says 1914 (the owner was superstitious about the number 13). The restaurant and bar has been operating continuously for 105 years in the Cow Hollow neighborhood.

The Balboa was originally a working-man’s saloon with a sawdust floor, pool tables, and a carving station serving sandwiches in the corner. Balboa has become a more sophisticated establishment over the years, but the historical integrity of the building is intact. Many original details remain, such as the back bar, the exterior signage that announces Off Sale Liquors, the original Coca-Cola sign, the windows, transoms, and small details throughout the restaurant’s interior.

There is little information about the Balboa Cafe owners and its history from the time of its opening through the early 1970s when Jack Hobday (aka Jack Slick, brother of Henry Africa aka Norman Hobday) took over operations. In 1980, famed chef Jeremiah Tower came on as Executive Chef for four years, helping to establish a proper bar menu. In 1994, Gavin’s PlumpJack Group’s Balboa Cafe Partners acquired the Balboa and debuted with minimal updates in 1995. Under new management, historical elements were restored like the back bar and some minor updates to give it a revitalized look. The menu was overhauled under PlumpJack but still features the famous Balboa Burger on its signature baguette with housemade pickles and pickled red onions. Behind the long Mahogany bar, longtime bartenders still mix the classics like Manhattans and Martinis, but also feature popular cocktails.

The business is located on the southwest corner of Fillmore and Greenwich Street in the Marina District. The property is within the Union Street NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

8. *When was business founded?*

The business was founded in 1913.

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

Yes, Balboa Café Restaurant and Bar qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- iv. Balboa Café Restaurant and Bar has operated continuously in San Francisco for 105 years.
- v. Balboa Café Restaurant and Bar has contributed to the history and identity of San Francisco by serving as a restaurant and bar.
- vi. Balboa Café Restaurant and Bar is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

Persons

Current partner and founder in the PlumpJack Group, Gavin Newsom, is the current Lieutenant Governor of California and also candidate for Governor of California. He is the former two-time Mayor of San Francisco and former District 2 Supervisor.

Pat Kelley, who helped broker the sale of the business to PlumpJack Group, was the first female stockbroker in San Francisco and was one of the most successful real estate people in town.

The Balboa has been a gathering place for many historical figures and celebrities, from sports figures and entertainers to movie stars and Bay Area local legends, including PlumpJack investor Gordon Getty.

Jeremiah Tower is an influential chef who worked at Balboa Cafe. He began his career as the chef at Chez Panisse in Berkeley, one of America's most important restaurants. He then went on to the Ventana Inn in Big Sur and the Balboa Cafe in San Francisco, then Berkeley's Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he had the most influence on the restaurant world, including the phenomena of celebrity chefs.

Architecture

The building is identified by the Planning Department as Category A ("Historic Resource Present") with regard to the California Environmental Quality Act. It is located within the Eligible Fillmore-Union Commercial Development Historic District. The district has been identified in the Neighborhood Commercial Buildings Historic Context Statement and Survey 1865-1965 as the "Union-Fillmore Commercial Development Cluster." The cluster contains 35 properties on Union and Fillmore streets generally constructed between 1898 and 1974 that are strongly associated with the historic development of the neighborhood's commercial strip, specifically in the number of mixed-use, residential-over-commercial buildings constructed during the period of significance, 1895 to 1915.

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

No, however, the property has a Planning Department Historic Resource status of "A" (Historic Resource Present).

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

No.

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

Yes, Balboa Cafe has been featured in local and national media, including:

- San Francisco Chronicle
- The Examiner
- The New York Times
- 7x7
- San Francisco Magazine

Columnists such as Herb Caen and Pat Steger frequently mentioned the Balboa in their weekly references about happenings around San Francisco.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3199 Fillmore Street

Recommended by Applicant

- Exterior signage, including "Off Sale Liquor" and "Coca-Cola" and neon "Balboa Café"
- The oak back bar dating from 1913, the tile floor, windows, and transoms, original side doors, and brass fittings
- The signature Balboa Burger
- An affordable wine list
- Historic photos of the original café interior

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 1, 2018

Case No.: 2018-008807LBR
Business Name: Hayes Street Grill
Business Address: 320 Hayes Street
Zoning: Hayes NCT (Hayes-Gough Neighborhood Commercial Transit)
40-X/50-X Height and Bulk District
Block/Lot: 0809/005
Applicant: Patricia Unterman and Richard Sander, Co-Owners
320 Hayes Street
San Francisco, CA 94102
Nominated By: Supervisor Breed, District 5
Staff Contact: Shelley Caltagirone - (415) 558-6625
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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 HAYES STREET GRILL CURRENTLY LOCATED AT 320 HAYES STREET, (BLOCK/LOT 0809/005).

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 August 1, 2018, 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 Hayes Street Grill 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 Hayes Street Grill.

Location(s):

- *320 Hayes Street*

Physical Features or Traditions that Define the Business:

- *Original palm logo stenciled in gold on the front windows*
- *Dark green and cream paint scheme on exterior*
- *Early 20th century architectural details*
- *Walls lined with photographs of performing artists and artistic directors*
- *Interior decorated with wainscoting, brass hooks, hanging school house lamps and ceiling fans in traditional San Francisco grill and fish house style*
- *Lunch and dinner menus composed daily based availability from the fish purveyor and farms*
- *Long-serving staff*
- *Dedication to the local food system*

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 2018-008807LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 1, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 1, 2018

Case No.: 2018-008754LBR
Business Name: Balboa Cafe
Business Address: 3199 Fillmore Street
Zoning: Union Street NCD (Union Street Neighborhood Commercial District)
40-X Height and Bulk District
Block/Lot: 0515/001
Applicant: Jeremy Scherer, President, Falstaff Management
3201 Fillmore Street
San Francisco, CA 94123
Nominated By: Supervisor Catherine Stefani, District 2
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@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 BALBOA CAFÉ RESTAURANT AND BAR CURRENTLY LOCATED AT 3199 FILLMORE STREET, (BLOCK/LOT 0515/001).

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 August 1, 2018, 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 Balboa Café Restaurant and Bar 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 Balboa Café Restaurant and Bar.

Location(s):

- *3199 Fillmore Street*

Physical Features or Traditions that Define the Business:

- *Exterior signage, including "Off Sale Liquor" and "Coca-Cola" and neon "Balboa Café"*
- *The oak back bar dating from 1913, the tile floor, windows, and transoms, original side doors, and brass fittings*
- *The signature Balboa Burger*
- *An affordable wine list*
- *Historic photos of the original café interior*

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 2018-008754LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 1, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
MARK FARRELL, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-044
Business Name: Hayes Street Grill
Business Address: 320 Hayes Street
District: District 5
Applicant: Patricia Unterman and Richard Sander, Co-Owners
Nomination Date: June 5, 2018
Nominated By: Supervisor London Breed

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? X Yes No

324 Hayes Street from 1979 to Present (39 years)
320 Hayes Street from 1982 to Present (36 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? X 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? X Yes No

NOTES: NA

DELIVERY DATE TO HPC: June 18, 2018

Richard Kurylo
Manager, Legacy Business Program



President, Board of Supervisors
District 5



City and County of San Francisco

LONDON N. BREED

June 5th, 2018

Dear Director Regina Dick-Endrizzi:

It is my honor to nominate Hayes Street Grill, located at 320 Hayes Street, to the Legacy Business Registry.

Since 1979, Hayes Street Grill has served as a cornerstone of Hayes Valley, and the founders are committed to high quality dining as well as participating and engaging within their communities to increase the quality of life for all San Franciscans.

The Hayes Street Grill is renowned as a true San Francisco destination for both long-time residents and visitors to the City. Offering locally sourced produce, fish, and meats the Hayes Street Grill prides itself on serving quality and delicious food to the performing arts and Civic Center communities.

The founders and co-owners of the Hayes Street Grill, Patricia Unterman and Richard Sander, have become vital members of both the Hayes Valley and the larger San Francisco communities. In addition to their work at the Hayes Street Grill, Ms. Unterman is a founder of the Ferry Plaza's Farmers' Market, and Mr. Sander is a supporter of local wildlife through his involvement with groups such as Trout Unlimited and the Nature Conservancy. Additionally, Ms. Unterman and Mr. Sander offer their space as a location to hold events and benefits for local performing artists, groups and charities.

Hayes Street Grill is a valued and productive asset to the District 5 community and would benefit significantly from inclusion in the Legacy Business Registry. Please do not hesitate to contact my office with any questions.

Sincerely,

A handwritten signature in black ink that reads "London Breed".

President London Breed
Board of Supervisors
City & County of San Francisco

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:		
Hayes Street Grill		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Patricia Unterman Richard Sander		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
320 Hayes Street San Francisco, CA 94102		(415) 863-5355
		EMAIL:
		patyunterman@comcast.net
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
HayesStreetGrill.com		

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business	
APPLICANT'S TITLE	
co-owner	
APPLICANT'S ADDRESS:	TELEPHONE:
3019 Washington St. San Francisco, CA 94115	(415) 674-8722
	EMAIL:
	patyunterman@comcast.net

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

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

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
324 Hayes Street	94102	3/17/1979
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	to present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
320 Hayes Street	94102	Start: End: to 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: 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.

Patricia Unterman

3/12/18



Name (Print):

Date:

Signature:

HAYES STREET GRILL

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.

Four young partners tremulously opened the freshly painted front door of the Hayes Street Grill at 324 Hayes Street for its first service on March 17, 1979, St. Patrick's Day. Robert Flaherty insisted on the date. He found the space, former photo shop in a handsome Edwardian building across the street from what would become Davies Symphony Hall, in a one-day search. The block was grimy and underpopulated, with derelict storefronts and drug dealing at the corner. "The sooner the better," thought Flaherty, a former corporate lawyer with an eye for decor and restoration and a desire to change his life.

Flaherty designed a dining room that evoked historic San Francisco institutions, like Tadich Grill and Jack's Restaurant, yet felt airy and contemporary. Light poured in from plate glass front windows onto dark-stained wood floors, wainscoting with brass hooks and schoolhouse lamps dangling from the high ceiling. Patricia Unterman and Anne Powning, who had cooked together at Unterman's Berkeley hippie restaurant, Beggar's Banquet, designed a simple open kitchen around a mesquite grill. Richard Sander, a former middle school biology teacher, called in his hometown Napa buddies to help build the space.

The restaurant took off right from the start by filling a gaping hole in San Francisco's dining scene – a place to have a local fish dinner a block away from to the opera, ballet and symphony and a full-service lunch for city hall denizens, arts administrators, artists and their patrons. There was nothing like it the neighborhood or actually the whole city at the time, and Hayes Street Grill became so popular that three years later it expanded to the building next door at 320-322 Hayes Street, a former violin repair workshop. This allowed space for a full bar, more seating at white linen and butcher paper covered tables with bentwood chairs, and a bigger kitchen.

Thirty-nine years later, Hayes Street Grill still serves the performing arts and civic center communities while staying true to its founding principles of supporting local farmers, food producers and suppliers and providing personal attention to generations of its customers.

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

Not applicable.

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

Two of the founding partners are still the owners today. Richard Sander and Patricia Unterman continue to own and operate Hayes Street Grill. Robert Flaherty died in 1985 during one of the saddest moments in San Francisco history when a whole generation of young men died of AIDS.

By 1985, Anne Powning Haskell married and had two young children. She decided to retire. Richard Sander and Patricia Unterman purchased the equity interest of their two partners.

The families of three of the founders have worked at Hayes Street Grill. Robert Flaherty's sister, Doris Flaherty was the original office manager. Richard Sander's wife Wendy Best has been the office manager for 20 years, and their son Max Sander runs the booth at the Ferry Plaza Farmers Market. Patricia Unterman's husband Tim Savinar, a lawyer, has worked on projects for the restaurant for 34 years.

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

The ownership history of Hayes Street Grill is as follows:

1979 to 1985: Robert Flaherty; Richard Sander; Patricia Unterman; Anne Powning Haskell
1985 to Present: Richard Sander; Patricia Unterman

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.

The buildings at 320-322 and 324-328 Hayes Street are listed by the Planning Department as Category A buildings ("Historic Resource Present") with regard to the California Environmental Quality Act. The buildings are contributors to the Hayes Valley Commercial Historic District. From its earliest days to the present, Hayes Valley has remained an area of mixed use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings. It also contains some of the oldest extant buildings in the city—at least west of Octavia Street—which marks the western boundary of the fires that swept the area in the wake of the 1906 Earthquake. Thus, the neighborhood may also be seen as representing two distinct, yet tightly woven eras: the pre-Earthquake Victorian city, as well as the post-Earthquake

Edwardian era of reconstruction. The primary building types consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes streets—the latter comprising the heart of the subject district. The period of significance is 1855 to 1929.

A special feature of the business location is its proximity to the government functions of the Civic Center and the arts institutions in the Performing Arts district.

CRITERION 2

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

Davies Symphony Hall was a construction site when we opened Hayes Street Grill, but we sensed that transformation was in the air. As ballet-, opera- and symphony-goers ourselves we knew it was important to have a place to eat, to meet, to talk, to gather in the performing arts neighborhood. From the moment we opened, we asked the artists we admired who used the restaurant as a clubhouse to give us their photographs to hang on the walls. Sydney Goldstein, who started City Arts & Lectures when we opened the Grill, brought every speaker and interviewer to dinner before sound check. Randall Klein of SF Jazz, Ruth Felt who started SF Performances, George Gelles of Philharmonia Baroque, choreographers Mark Morris and Chris Wheeldon, artistic directors Peter Sellars and Francesca Zambello, creative artist Bruce Connor and the founders and directors of the Asian Art Museum all used the Grill as their dining room along with many, many others.

We throw innumerable cast parties for the opera and ballet, host matinee lunches for the San Francisco Symphony, book lunches for writers we admire and provide lunches where the SF Criminal Lawyers Association debate issues. In the past, we put on “Meet the Fisherman” dinners, AIDS benefits during that tragic time when we didn’t know what AIDS meant and marriage celebrations for same-sex couples who finally were able to legally marry.

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

The opening of Hayes Street Grill in 1979 pioneered the resurgence of Hayes Valley as a local commercial corridor. The vitality of the neighborhood was severely impacted by the Loma Prieta Earthquake 10 years later. Many civic buildings, including City Hall and the Opera House, closed for earthquake retrofitting. Many businesses in the neighborhood suffered and disappeared, but Hayes Street Grill continued to serve the community during the immediate crisis and beyond.

The removal of the freeway through Hayes Valley and the construction of Octavia Boulevard and Patricia’s Green park and new housing in the 1990s and 2000s allowed the neighborhood to flourish.

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

From the moment we opened, we were covered by the press: Restaurant Magazine, a national trade journal; Gourmet Magazine; James Beard in the New York Times; Herb Caen's column in the San Francisco Chronicle; Check Please on KQED; Jack Shelton's Private Guide to Restaurants and many other local publications. Every mention in every publication cites our connection to San Francisco restaurant history, our classic San Francisco design and menu items. A look at 39 years of our menus tells the story of our intimate relationship to the city's seafood tradition. Our cooking has been inspired by our local fisheries and the desire to reveal the essential character of this precious harvest by cooking it very simply.

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

One of the founding partners, Patricia Unterman, became the first permanent restaurant critic for the San Francisco Chronicle in the same year that she opened Hayes Street Grill. She had attended UC Berkeley's Graduate School of Journalism with a focus on criticism and started writing the monthly Underground Gourmet column for New West Magazine while she ran her first restaurant in Berkeley. In order to avoid the appearance of conflict of interest at the Chronicle, she adhered to a strict code which she herself drafted for the newspaper. She remained the restaurant critic at the Chronicle for 15 years. Then she wrote the first of five editions of Patricia Unterman's San Francisco Food Lovers' Guide and became a food and travel columnist for the Examiner/Chronicle Sunday Magazine. She continued to work as the Examiner Restaurant Critic until 2016, another 24 years.

Two years after the Loma Prieto Earthquake, when the whole city was in the doldrums, Unterman was asked to join a group to start a new farmers' market on the Embarcadero. A large island of pavement in the middle of the roadway had been liberated when the double decked Embarcadero Freeway was torn down. The area at the foot of historic Market Street desperately needed activation. She became a founder of the Ferry Plaza Farmers' Market which set up in the middle of the Embarcadero. The idea was to directly link nearby family farms with urban restaurants to invigorate restaurant menus with sustainable local agriculture. Hayes Street Grill opened an outdoor booth at the very first market which offered made-to-order breakfasts using all the ingredients directly from the market. Both the booth and the market quickly gained traction and became a part of San Francisco's culinary history. The Ferry Plaza Farmers Market, which she co-founded, has become one of the most successful farmers' markets in the nation. Along with the Market Hall inside the renovated Ferry Building, the farmers market has become an extremely popular tourist attraction.

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

In addition to the thousands of meals donated to San Francisco non-profits and scores of fund raising events thrown in the restaurant dining rooms, Hayes Street Grill with Zuni Cafe and Chez Panisse initiated Aid & Comfort, the first major AIDS benefit in the United States. In 2003, it

opened a breakfast booth to get the Ferry Plaza Farmers' Market on its feet. It has set up seafood booths at the Farallons Institute and contributed food and participation in CUESA; La Cocina; Education Outside; Episcopal Charities; the Japanese Community and Cultural Center; the San Francisco Ballet, Opera and Symphony; SF Jazz; City Arts & Lectures; and the Eureka Theater. The restaurant has always been at the forefront of hiring and employing gay men, women, immigrants and minorities. At various times, Richard Sander has been the only heterosexual white male working at the restaurant.

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

Hayes Street Grill serves the Performing Arts community and the government community in the Civic Center as well as neighboring businesses and residents of Hayes Valley.

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

The original palm logo is stenciled in gold on the front windows. The building continues to be painted dark green and cream to highlight its early 20th century architectural detail. The interior walls are lined with photographs of performing artists and artistic directors, many from the opening days of the restaurant: directors from the San Francisco Symphony, San Francisco Opera and San Francisco Ballet; famous opera singers and musicians; composers; choreographers; and the founders of SF Jazz and City Arts & Lectures. The interior is decorated with wainscoting, brass hooks, hanging school house lamps and ceiling fans in traditional San Francisco grill and fish house style.

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

If Hayes Street Grill were to shut down, San Francisco's major cultural institutions and their patrons would lose an adjunct. Generations of San Franciscans consider a pre-performance lunch or dinner at Hayes Street Grill as part of their cultural experience. City Arts & Lectures participants and attendees use the Grill as their club room. Adults remember coloring in their special Children's Menu before the Nutcracker. Couples who marry at City Hall walk over to Hayes Street Grill to celebrate. Where else would every consecutive director of the Opera and Symphony have lunch surrounded by photographs of their artists? We have become a meeting place for elected officials, judges, lawyers and city administrators. We serve the administrations at the SF Unified School District, San Francisco Conservatory of Music and SF Jazz plus our residential neighbors in condos and apartments, fellow restaurateurs, shop owners and journalists.

We have developed a local food community with 3,000 people on our restaurant mailing list who wait for notification about seasonal delicacies like local wild salmon, Dungeness crab, Sacramento Delta asparagus, Half Moon Bay peas, Brentwood corn and Dirty Girl tomatoes. By using our daily menus as a consciousness raising tool, we have taught about seasonality,

sustainability, locality, about the importance of knowing where and how food is grown and harvested.

Two potential legacy purveyors, Paul Johnson's Monterey Fish Company on Pier 33 and Greenleaf Produce, have been part of our business for 39 years. Monterey Fish and Hayes Street Grill opened in tandem, supporting each other from the start. Hayes Street Grill also contributed startup funding for Hog Island Oyster Company and Pomponio Creek farm because we wanted to nurture these fledgling businesses and their products.

CRITERION 3

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

Hayes Street Grill is a full service restaurant that serves lunch Tuesday through Friday and dinner seven days a week. Our lunch and dinner menus are composed daily based on what comes in from our fish purveyor, Monterey Fish Company, our farms, Mariquita and Pomponio and Patricia Unterman's thrice weekly visits to the Ferry Plaza and Civic Center farmers' markets. We offer a full bar with walk in seating as well as two dining rooms. We seat 85 in these dining rooms. The core of our wait staff have been with us for over 30 years as have some dishwashers and our beloved main prep cook Lin Nguyen who turned 80 this year. Most of our bussers and cooks have been with us for 20 years. Many of our patrons have been with us from opening and have personal relationships with the staff.

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)

Our opening principles still inform the menu: full service and our dedication to our now expansive local food system. We believe in cooking only fresh foods to order and supporting local farms and sustainable fishing practices. We cultivated these suppliers and helped create the concept of farm to table. This daily practice is intrinsic to the tradition of the Hayes Street Grill and should be maintained.

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.).

Robert Flaherty designed our palm logo which still graces our front windows and our dining rooms, which still are simply decorated with wainscoting, brass hooks, hanging school house lamps and ceiling fans in traditional San Francisco grill and fish house style. Photos still line the walls. We have stayed true to this concept for 39 years. We have painted and maintained the exterior to highlight the original architectural details of the building.

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.



CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT

ACCOUNT NUMBER

01-79

SR BH 19-656232

THIS PERMIT DOES NOT AUTHORIZE THE HOLDER TO ENGAGE IN ANY BUSINESS CONTRARY TO LAWS REGULATING THAT BUSINESS OR TO POSSESS OR OPERATE ANY ILLEGAL DEVICE.

Hayes Street Grill
Robert Flaherty; Anne Powning; Richard Sander; Patricia Unterman, Gen. Ptrns.
324 Hayes Street
San Francisco, CA 94102

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE
Not valid at any other address

BT-442-R REV. 7 (4-78)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED

STATE OF CALIFORNIA
DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL

ALCOHOLIC BEVERAGE LICENSE

THIS IS A PERMANENT LICENSE. IT IS THE RESPONSIBILITY OF THE LICENSEE TO RENEW ON-SALE BY DECEMBER 31 AND OFF-SALE BY JUNE 30 EACH YEAR. SEE REVERSE FOR ADDITIONAL INFORMATION.

B019

ON SALE BEER & WINE EATING PLACE

TYPE	NUMBER	DUP.
41	49352	

LICENSE FEE
\$484.80

3800

AREA CODE

FLAHERTY ROBERT ETAL GPTS
BATMALE ANNE ETAL LTPTS
324 HAYES STREET
SAN FRANCISCO CA 94102

JAN 22 1979
ISSUE DATE

BUSINESS ADDRESS
(IF DIFFERENT) →

DBA HAYES STREET GRILL



STATE OF CALIFORNIA

BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

ACCOUNT NO.	LOC.	CLASS	CLASSIFICATION DESCRIPTION	EFFECTIVE DATE
116582	000	08	RETAIL STORES	03/21/79
BUSINESS NAME			BUSINESS LOCATION	
HAYES STREET GRILL CAL			324 HAYES ST	

OWNER
DBA
FLAHERTY ROBERT M
HAYES STREET GRILL

CARE OF
MAILING
ADDRESS
CITY-STATE
324 HAYES ST
SAN FRANCISCO CA

94102

DATE ISSUED 08/20/81

THAD BROWN
TAX COLLECTOR



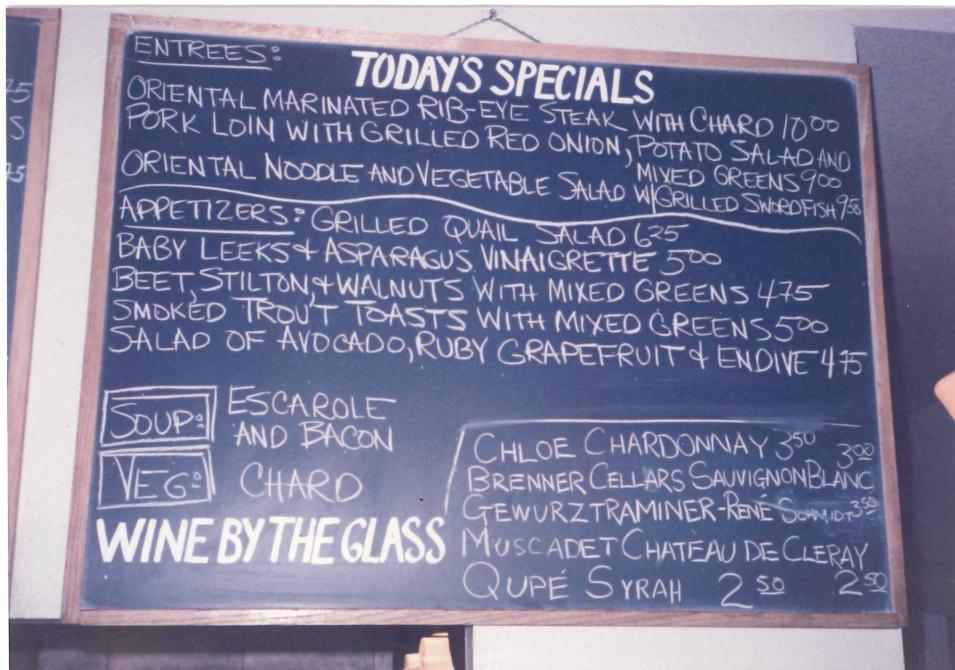
Form W40796

EDP FORM TC-03 8-75 REVISED

NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS-107 CITY HALL, SAN FRANCISCO, 94102-READ REVERSE SIDE









JAZZ

320

320

Hayes Street Grill

Hayes Street Grill

Hayes Street Grill

Hayes Street Grill 320



Hayes
Street
Grill

Hayes Street Grill

Grill

322

NO PARKING
2 AM 6 AM
TUES THURS
STREET CLEANING



320

Hayes Street Grill

Hayes
Street
Grill

OPEN



Hayes
Street
Grill















**324 Hayes Street
San Francisco
(415) 863-5545**

**Monday - Thursday: 11:30 A.M. - 10:00 P.M.
Friday: 11:30 A.M. - 11:00 P.M.
Saturday: 6:00 P.M. - 11:00 P.M.
Closed Sundays and holidays**

Salads	Large	Small <i>(with meal only)</i>
Salad cart — composed salads	5.25	3.00
Single selection from the cart		1.50
Slice of paté		1.75
Green salad, with house dressing	2.50	1.50
with blue cheese dressing	3.25	2.00
Caesar	4.50	
Spinach and bacon	4.50	
Spinach with feta cheese and black beans	4.00	2.75
Niçoise — with fresh fish	5.75	
Chicken — with cucumbers and toasted almonds	5.25	

Fish

*Charcoal Grilled (subject to season and catch — see blackboard for availability).
Served with pommes frites and a choice of sauces.*

Snapper	6.25	Salmon	10.25
Ling Cod	6.25	Sea Bass	8.50
Trout	6.25	Rex Sole	5.75
Halibut	8.75	Oyster Brochette	8.75
Swordfish	10.25	Sand Dabs	5.75
Grouper	8.75	Angler	7.25
Sturgeon	8.75	Flounder	7.25
Calamari Grenobloise	6.75	Petrale	8.25

Meats

Charcoal Grilled. Served with pommes frites and a choice of sauces.

Hamburger	4.25	Whole Chicken Breast	6.75
New York Steak	13.00	Boudin Blanc — sausages of chicken and pork	5.75
Whiskey and fennel sausages	5.50	Lamb Chops	11.25

Sauces

Bearnaise — a tarragon-flavored Hollandaise
Beurre blanc — a tart butter sauce
Tartar sauce — chef's own
Herb-shallot butter

Soup and Vegetables

Soup of the day *(see blackboard)*

Cup	1.00	Pommes frites75
Bowl	1.75	Seasonal vegetable	1.50

Desserts

House pastries — on pastry table ..	2.50	Vivoli's ice cream — espresso, chocolate or vanilla	1.50
Fresh mint or lime ice	1.50		
Crème brûlée — a rich custard	1.75		

Beverages*

House blend coffee .75	Decaffeinated Coffee .75	Calistoga water .75	Milk .60
Dr. Brown's sodas — Cola, Rootbeer, Gingerale, Cream, Black Cherry			
Black tea — Earl Grey, English Breakfast, Darjeeling			
Herb tea — Spearmint, Peppermint, Chamomile			
Unfiltered apple juice			

**We also serve a selection of beers and fine California and imported wines.*

Please see beer and wine card.

\$3.00 per person minimum charge.
Visa and Mastercharge cards accepted.

We assume no responsibility for loss of any article on our premises.
15% service charge for parties of 8 or more. **No pipes or cigars please.**



**320 Hayes Street, San Francisco
(415) 863-5545**

**Monday-Thursday: 11:30 A.M. - 3:00 P.M.
5:00 P.M. - 10:00 P.M.**

**Friday: 11:30 A.M. - 3:00 P.M.
5:00 P.M. - 11:00 P.M.**

**Saturday: 6:00 P.M. - 11:00 P.M.
Closed Sundays and holidays**

	Large	Small <i>(with meal only)</i>	
Salads and Appetizers			
Salad cart—composed salads	7.50	4.75	
Single selection from the cart.		2.50	
Slice of paté		2.50	
Green salad, with house dressing		2.75	
with blue cheese dressing		3.25	
Caesar	7.00		
Spinach and bacon	7.00		
Spinach with feta cheese and black beans	6.50	3.75	
Niçoise—with fresh fish.	7.75		
Smoked chicken salad	7.25		
Sonoma goat cheese with mixed greens		4.50	
Belgian endive salad (in season)		4.75	
Artichoke with aioli (in season)		3.00	
Avocado vinaigrette (in season).		2.75	
Fish			
<i>Charcoal Grilled (except as otherwise noted). Served with pommes frites and a choice of sauces. Subject to season and catch—see blackboard for availability.</i>			
Meats			
<i>Charcoal Grilled. Served with pommes frites and a choice of sauces. Also see blackboard for specials.</i>			
Hamburger	7.25	Whole Chicken Breast	8.50
New York Steak, dry aged	18.00	Boudin Blanc—sausages of chicken and pork	8.00
Whiskey and fennel sausages.	7.50	Provimi Calves' Liver.	8.75
Sauces (also see blackboard for special sauces)			
Béarnaise		Herb-shallot butter	
Beurre blanc		Sichuan peanut	
Tartar		(Each additional sauce .75 extra)	
Soup and Vegetables			
Soup of the day (see blackboard)			
Cup.	2.00	Pommes frites	1.50
Bowl	3.00	Seasonal vegetable	2.25
Desserts			
House pastries—on pastry table	3.75	Vivoli's ice cream—espresso, chocolate and seasonal flavors	2.50
Fresh fruit tarte	3.25	Fresh fruit ice	2.50
Crème brulée—a rich custard	3.00		
Beverages*			
Espresso	1.25	Cappuccino	1.50
Decaffeinated coffee	1.00	House blend coffee	1.00
Dr. Brown's sodas—Cola, Rootbeer, Gingerale, Cream, Black Cherry	1.00	Crystal Geyser water	1.00
Black tea—Earl Grey, English Breakfast, Darjeeling	1.00	Milk	1.00
Herb tea—Peppermint, Chamomile	1.00		
Unfiltered apple juice	1.00		

**We also serve a selection of beers and fine California and imported wines.
Please see beer and wine card.*

\$5.00 per person minimum charge
 Visa and Mastercharge cards accepted (\$10.00 minimum). No checks.
 We assume no responsibility for loss of any article on our premises.
 15% service charge for parties of 7 or more. **No pipes or cigars please.**

DINING

A first for The City

HAYES ST. GRILL, 324 Hayes (near Franklin). Closed Sun., otherwise 11:30 a.m. to 9 p.m. Mon. and Tues., to 10 Wed. through Fri. Sat 6 to 10 p.m. only. Beer & wine. Wheelchair access. Res: Phone 863-5545.

A peculiarly Bay Area kind of restaurant — where a group of young people dedicated to local cookery of excellence have banded together — has at last manifested itself in San Francisco. Berkeley has long had its Chez Panisse, Oakland its Bay Wolf, and Marin County the more recent Andalou in San Rafael. The Hayes St. Grill is a collective of two men who alternately work the dining room and two women who supervise the kitchen on alternate days. The four, associated since the days of the original Beggar's Banquet on Dwight Way in Berkeley, are Robert Flaherty, Anne Powning, Richard Sander and Patricia Unterman. Not unexpectedly, they and the personnel of the similar restaurants named above all know each other, the fulcrum of the movement being Chez Panisse, the oldest and most renowned.

Specializing in fish grilled over mesquite charcoal, and with few menu changes, the Grill is less ambitious than its counterparts across the bridges, but it exhibits the same effort toward high quality and localism in its cookery. Some 13 varieties of fish are listed — including such exotica as grouper and angler — but a chalkboard announces the day's availability, since only fresh fish is served. Unlisted items may appear on the board — as, the other night, fresh bluefin tuna at \$6.75. Ranging in price from \$5.75 to \$8.50 (salmon), the fish is served with French fries and a choice of sauces. I had sand dabs (\$5.75) with a fresh basil sauce alongside. The charring from the grill, I found, overwhelmed the sand dabs' fragile flavor, and I concluded that this cooking method is appropriate only for more robust or oily fish. I should have tried the angler, a rich Atlantic fish that feeds solely on crustaceans.

The soups that night were gazpacho and yellow squash, neither of which appealed, so we shared two appetizers — a fine calamari salad with fresh pimiento (\$4.75) and the house terrine (\$1.50), normally served with the salad cart. The cart (\$4.75 large or \$2.75 small) is an assortment from which the diner composes a salad, choosing some six items — a fine idea which also provides an appetizer plate for two. My friends had the salade nicoise (\$4.25) and the housemade boudin blanc, a delicate sausage of pork and chicken (Powning studied charcuterie in France). The generous nicoise was beautifully but unconventionally arranged — its components (including a large serving of barely blanched green beans) all clustered separately on the plate. It also had pimiento, anchovy, potato and unpeeled cherry tomatoes, but no hard egg or capers. The fish was a slab of bonito, a generally unesteemed mackerel. Our wine was a Phelps Gerwurztraminer at \$8.50, from a representative list with

descriptive comments. House wines are French bottlings at \$4.75 the fifth.

Our desserts offered surprises. We had (each at \$2) an almond torte, soft and cakelike in texture, lacking the density one expects in a nut torte, and a yet curiously strawberry tart. This was sugared berries on a naked pastry shell, devoid of custard. We also had a housemade mint ice at \$1, and this was lovely.

The setting in a pre-earthquake building, has been done with beautiful simplicity by Flaherty, who also designed the fine graphics. A large Civic Center crowd lunches here (the single menu applies daylong) and already concertgoers heading for the opera house have discovered it. No doubt it will be a busy locale during opera season. — R.B. Read

S.F. EXAMINER ☆ Fri., Aug. 3, 1979



CULINARY NOTES: Greens, the Zen Center's newish vegetarian restaurant in Fort Mason (smashing view of the Gate!), is the talk of the town, as you've heard, and definitely worth a visit — but reservations are a must. Repeat: must! Also, you have to like teriyaki brochette with tofu instead of beef, and be crazy about garlic. A lot of people are, judging from the crowd, and a handsome crowd it is . . . I've also been challenged to stop being a creature of old habitats and try the Hayes Street Grill, another fairly recent success. Okay, it has good fish and crispy fries and spare decor and plenty of noise. Handy to the Opera House . . . Idle statistic: San Franciscans eat 100,000 pounds of sole a day. I thought it would be more, too, for no matter where you go, the special o the day is sole, and what's so special about that? . . . Pierre and Claude's Le Central, which celebrated its fifth birthday Tues. (too bad waiters don't fly as fast as the time), has spawned a string of spinoffs down Bush, the latest being John Jerome's Metro-pole. The handsome old bar once adorned the Palace's Comstock Room, a long-gone second-floor hideaway where Montgomery St. toffs used to pass the afternoons with their popsies. John's pop, the late great El Cerrito dog track operator, "Black Jack" Jerome, bought the bar an eon ago and it's nice to see it again.

Fri., Nov. 30, 1979
San Francisco Chronicle

Restaurant Business

Fresh & light food stars at Hayes Street Grill

by Keith Thomas

The fact that it is just a short walk from the Opera House and that there are, strangely enough, few other places to dine in the immediate area is but one factor in the instantaneous success of Hayes Street Grill. In almost any location, it quickly would have attracted an abundance of loyal customers and

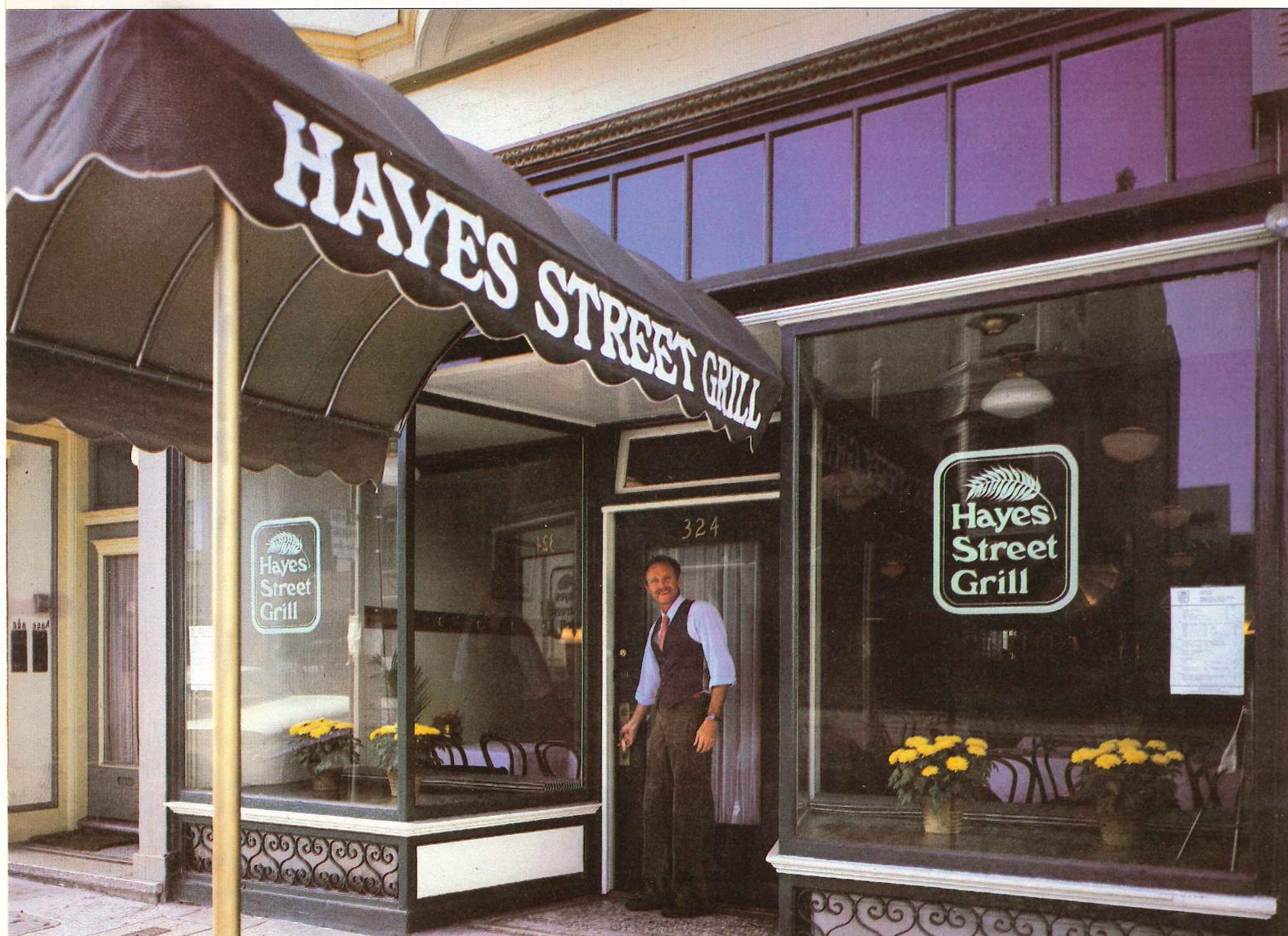
Keith Thomas is a freelance writer based in San Francisco.

Three months after opening in the highly competitive San Francisco market, the owners of Hayes Street Grill were negotiating for more space to expand.

stamped its unique personality on San Francisco's restaurant scene.

Why? Because it serves top quality fresh fish, fresh California fruits and vegetables, *fresh* everything. And nearly everything served is prepared daily on the premises, including desserts. That's one reason.

Flair is another. Robert Flaherty, Anne Powning, Richard Sander and Patricia Unterman characterize
continued on page 166



their menu and their approach to food as "simple, direct." And so it is, but it is also artful.

The listing of salads, for example, features the "Salad Cart," as well as Caesar Salad (a San Francisco original), ethnic combinations such as spinach with feta cheese and black beans, and the French *Nicoise*. (For the *Nicoise*, a local fresh fish such as bonito may be substituted when tuna isn't running.) The Chicken Salad is made with cucumbers and toasted almonds.

From the salad cart, at tableside, the waiter or waitress will "compose," on a bed of red leaf lettuce, a salad according to the customer's choice of the cart's offerings.

Selections usually include shredded or finely cut, crisp, blanched vegetables such as carrots tinged with tarragon, red cabbage vinaigrette, julienned pickled beets, celery root salad, marinated button mushrooms, and a white bean or lentil salad. A small piece of *paté maison* is placed in the center of each salad and is garnished with cornichons and a dollop of French mustard. A large salad (\$4.75)

With no advertising, the 50-seat restaurant grossed over \$90,000 in the first three months of operation. Today, its sales volume is close to \$2,000 per day.

makes a fine luncheon main dish accompanied by the sourdough French bread and sweet butter served with each meal. A "small" composed salad (\$2.75) is also offered as a first course.

Most of the "grills" of my acquaintance feature steaks and chops. Not so the Hayes Street Grill. The only red meat items on the menu are: a New York Cut steak and a hamburger. Both are served with *pommes frites* (french fries cooked in small batches) and a special sauce.

The emphasis at Hayes Street Grill is on fresh fish grilled over charcoal made from mesquite, the tree-shrub of Mexico and the Southwest. The printed menu lists 13 fish choices from native to west-

ern waters such as Rex sole, salmon, trout, snapper, rock cod, bass and swordfish to flown-in fish including angler and Atlantic grouper—rare treats in California restaurants. A blackboard above the pass-through to the partially-open kitchen lists the fish being served each day, including one specially-priced for lunch (usually \$4.75). Fish platter prices at dinner range from \$5.75 to \$8.50.

The "choice of sauces" is one of the touches that makes this restaurant unique. To complement their entrée, customers may order from the menu béarnaise, beurre blanc, herb-shallot butter or the "chef's own" tartar sauce. During the late spring and summer, fresh basil sauce may be listed on the board.

For those who don't want fish, a steak or a hamburger, the all-day menu provides a whole chicken breast (\$6.75) and intrigues adventurous patrons with seldom-served (outside of France) *Crepinettes* and *Boudin Blanc*, both priced at \$4.25. The former are spicy sausage patties, the latter are more subtly seasoned sausages made from finely chopped chicken and pork. Both are turned out in the Grill's compact kitchen by one of the owners, Anne Powning, who learned *charcuterie* as an apprentice in France.

Miss Powning, who alternates with another owner, Patricia Unterman, as kitchen supervisor (they don't just supervise, they get in there and *produce!*), is also responsible for the house pastries. Most patrons find them irresistible, especially at dinner, and at \$2.00 a serving, the pastry specialties contribute importantly to check totals.

Several of the desserts vary with the seasons and may include: a

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Two of the partners, Patricia Unterman and Robert Flaherty, check a specimen of one of the fresh fish on that day's menu.

creamy cheese pie, chocolate cake, chocolate-filled torte, creme brulée, as well as fresh mint and lime ices and orange-cream, chocolate, and espresso ice cream.

Each day the blackboard lists special soups and seasonal vegetables.

"The whole principle of the kitchen is *season*: to serve the best and freshest of California foods throughout the year. We never compromise on quality. Even if it means high food cost, we buy the best. And we think our policy is paying off," says Powning.

The Soup- or Soups-of-the-Day are prepared from a repertory of about 20, selected according to season. During The City's schizophrenic summer, the restaurant frequently offers a choice of cold or hot soup. Gazpacho, cold, of course, and yellow squash, hot, were featured during the summer months, as were fresh tomato (sometimes with basil), cream of

broccoli or spinach, cauliflower or watercress. And for some of San Francisco's chilly summer nights, the kitchen staff prepared hearty soups made with lentils, Navy beans and split peas.

The menu carries an eclectic assortment of beverages including: "house blend" and decaffeinated coffees, milk, a mineral water from nearby springs, three black teas plus spearmint, peppermint and chamomile, and Dr. Brown's sodas—cola, root beer, gingerale, cream, and black cherry.

And then there is the wine and beer list. Here one finds the same selectivity and emphasis on quality that permeate the menu. Under "beers," there are six listings, three imported (one a Canadian ale) and three U.S. brews including steam beer, indigenous to San Francisco.

The wine list could well be a model for other restaurateurs who have minimal storage space and therefore must limit their offerings.

The selections were made by Patricia Unterman with, of course, the approval of her partners.

"I think we have one of the more interesting and reasonably priced wine lists I've seen anywhere—and I've seen quite a few! Our house wines are truly bargains. We sell them at only slightly more than retail—if you could find them. We bought large quantities so as not to risk disappointing our regular guests," notes Unterman.

(Note to feminists: In this restaurant, not only do two women run the kitchen, but one of them is responsible for the wines while the male partners work the front of the house.)

In fairness, I should quickly add that the two men do more than greet and seat guests. Robert Flaherty, at 38 the oldest of the foursome and an attorney, handles financial affairs; Richard Sander was not only deeply involved in the

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The salad and dessert cart are located by the entrance for merchandising appeal.

transformation of the storefront space but continues to be responsible for all that meets customers' eyes—other than the food and the handsome logo which was designed by Flaherty.

"How do the four of us get along so well as partners? Part of it is longtime friendship, of course, and having worked together before, but essentially it is a matter of mutual respect for one another's talents and a willingness to let each person operate freely and exercise authority within his or her specific areas of abilities," says Sander.

Although wines from California—for the most part from small vineyards that are little-known outside the state—dominate the list, the house white and red wines are both French: Maitre de Chais Blanc and Cuvée Vercherre, both reasonably priced at \$4.75 a fifth or \$1.20 for a six-ounce glass.

Wine sales account for about 20 percent of the gross; about 90 per-

cent of total wine sales are white wines—not surprising in view of the predominance of fish on the menu. Little beer is sold except at lunch.

Hayes Street Grill seats only 50, is open Monday and Tuesday from 11:30 am until 9:00 pm Wednesday through Friday until 10:00 pm, and on Saturdays only dinner is served (6:00 pm to 10:00 pm). An average lunch period brings 80 people who spend a good \$9.00 each before tip. Dinner covers run approximately 110 with checks averaging a little over \$12.00. The owners "try" to hold food costs to one-third. They direct separate crews for lunch and dinner and have 16 employees.

No one goes to the Hayes Street Grill to admire the decor or to see and be seen. It's a "no nonsense" restaurant in the tradition of such landmarks as Jack's or Sam's.

With their planned expansion into an adjacent building, they will increase their seating capacity by at least half and gain a waiting area. At this time, one walks from the street directly into the dining room. Customers don't seem to mind but the lack of a waiting area makes careful scheduling of reservations essential. A waiting area will be a definite asset.

But no one goes to the Hayes Street Grill to sit in a lounge or admire decor—decor so simple a friend termed it "non-existent." The big attraction here is the food. (I don't mean to underrate the efficient service by the attractive young staff or the pleasant ambience they do so much to create.)

Like those venerable San Francisco landmark operations, Jack's and Sam's, this is what I call a "no nonsense" restaurant. It isn't a place one goes to for a night on the town or to see and be seen. One goes to the Hayes Street Grill to eat good food, drink good wine.

Before remodeling, the space that houses the restaurant was, essentially, one large room in extremely rundown condition. The first job was to give it a thorough cleaning; then partner Robert Flaherty deliberately created the look not of a new restaurant, but one that might have been there since San Francisco's early days.

"The motivation in playing down decor was to put the emphasis on food, just as some famous old San Francisco grills did in the past. The concept has worked. Our younger guests seem to like it as much as long-time diners who go out to eat, not to go out," says Flaherty.

A coat hook rail runs along each side wall (plaster painted light
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The wine list runs a scant three pages but contains many unusual California and imported wines. Co-owner Sander displays a bottle of a hard-to-come-by house burgundy to a patron.

beige), the parade of brass hooks interrupted every so often by old-fashioned sconce lamps. Principal illumination comes from frosted globes suspended on chains from the high ceiling. The lights are on a reostat, but this is one restaurant where the lights are up so you can easily read the menu and feast your eyes on the colors of the food.

Clever arrangement of tables and strategic placement of a few potted palms breaks up the space nicely. For lunch, the tabletops—all made of beautifully grained oak by co-owner Richard Sander—are bare. A few flowers are casually stuck into water tumblers. For dinner, the tables are covered with crisp white cloths.

Sander also used oak to face the glass-doored refrigerator unit (used primarily to hold chilled wines) under the kitchen pass-through at the back of the dining room. Other “period” touches—and the only wall decorations other than the coat-hook rails—are unframed mirrors

hung on chains above the rails and, here and there, a sepia-toned photograph. The darkstained wood floors are bare, polished.

Obviously, Hayes Street Grill is more than the result of four bright young people deciding it would be fun to open a restaurant together. Each was experienced and skilled in certain areas, and they had all worked together in Berkeley where Patricia Unterman was co-owner of Beggar's Banquet.

Patty hired Anne to cook, Richard and Robert to wait table.

Anne had a B.A. in sociology but found that she was more interested in cooking.

Richard was a biology student who needed the job to get through U.C.

Robert was with a law firm, sought his job in Patty's restaurant as a kind of hobby: he loved the atmosphere and the interaction.

Subsequently, Patricia sold out to her partner; the foursome went separate ways for a while. There was

lots of foreign travel and study as well as enjoyment of cookery in other countries.

Patricia, whose knowledge of French cookery was enhanced by three years of lessons with the dean of San Francisco's French cooks, Josephine Araldo, became restaurant critic for *New West* magazine. (Currently, she is restaurant critic for the *San Francisco Chronicle*.)

Anne, bored in a bakery job, became sous-chef in a fine French restaurant.

Robert taught law and “English Lit” at a San Francisco college, traveled, and dreamed of a restaurant in The City.

Richard managed a bar, got his degree in Wildlife Biology, taught for three years, then traveled all over Europe and the Middle East, to Africa, Alaska.

Finally, the foursome got together again and went into business as equal partners. The result is one of the most acclaimed new restaurants in San Francisco in many years. □

San Francisco

MAGAZINE
AUGUST 1979 VOL. 21, NO. 8

Where have all the fresh fish gone?

Shortages are driving prices up and restaurant owners out to sea

So if you're an avid fish-eater, you have several possible choices: 1) whine like hell for the City to enforce the law, 2) confine your gastronomic expeditions to Sam's, the Tadich Grill, Scott's Seafood Grill and Bar, the Hayes Grill, the Redwood Room, and other such places where the waiters reflect the integrity of the owner, 3) confine your epicurean forays to San Mateo County or to chains (like the Hungry Tiger) that have branches in Los Angeles, Orange or San Mateo counties, and so have been reformed, or 4) shut up and eat what's on your plate. □

DINING WITH BLOOMFIELD

THE HAYES STREET GRILL

By Arthur Bloomfield

DON'T TELL ANYONE, BUT THE **Hayes Street Grill** is really a very sophisticated French bistro masquerading as an oldtime San Francisco fish restaurant. You know the look: plain walls, unpadded chairs, a short mile of coat hooks, a quasi-open kitchen at the rear — plus, in this case, a grace-note selection of Victorian palms.

The Hayes may look like a somewhat garlanded branch of Sam's or Tadich's, but I very much doubt if old Sam and Tad could match its velvety *beurre blanc*, its equally Gallic Sorrel Butter, its baronial Caper Sauce Grenobloise. And as for the Hayes's lightweight, Twiggy-ish french fries, the constant accompaniment to its grilled fish selections, they have scant connection with those monolithic spuds served up in the Financial District. The *pommes frites* served at the HSG are the same commodity you'd purchase from a vendor on the mall in Moulins. They're as French as Gounod and de Gaulle, and I daresay no member of the Académie Française would turn up his nose at a heap of them on his noontime plate.

The Frenchness of the Hayes Street Grill begins at the beginning with the exceptional *Hors d'oeuvre variés*, which is listed on the no-nonsense railway-type bill of fare as "Salad cart — composed salads." I was complaining only last month about the problem of finding worthy *compositions* on this grand hors d'oeuvre theme. Well, here's the answer, an answer so delightful I'd almost consider forgoing the Hayes's marvelous fish. I hate to recommend using this exciting restaurant as a mere overture to a symphony or opera — the grill is located at 324 Hayes, only a few doors behind SF's fast-rising Symphony Hall — but a large helping of this hors d'oeuvre selection (it comes in "large" and "small") makes the ideal pre-concert meal, light and quickly digestible. You can follow it with a little dessert; not that any of the desserts at the Hayes is precisely little.

The hors d'oeuvre potpourri is not as comprehensive as the vast smorgasbordic symphonies rolled up and down the aisles of some European restaurants on Babelous multi-level trolleys. But no matter; such profusion can lead to terrible decision-making problems. At the Hayes you simply let the staff do

the orchestrating. The selection, served from a quietly circulated mobile buffet, runs to at least seven or eight items, more than enough to paint a very pretty picture on your plate. Most important, each is treated as a culinary voice with a timbre of its own. The precision and refinement of the mix rivals what you'd find in a starred restaurant in France.

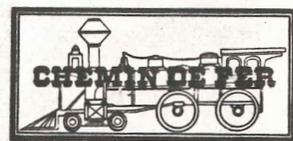
On my last evening visit to 324 Hayes the tidy neighbors on my hors d'oeuvre plate included the following *crudités*, all fresh and flavorsome, none the least bit wilted: lentils in a subtly currying vinaigrette; red cabbage in a vinaigrette scented, with equal delicacy, with dill; matchstick carrot juliennes in a hauntingly sweet vinaigrette; mushrooms marinated I know not how; and celery root in a "remoulade" that read to me as a lightly mayonnaised vinaigrette. There was also a half-moon of hard-boiled egg em-

One evening I delighted in a huge buttery slab of melt-in-mouth trout, accompanied by the Hayes's uniquely robust but ever-smooth *beurre blanc*.

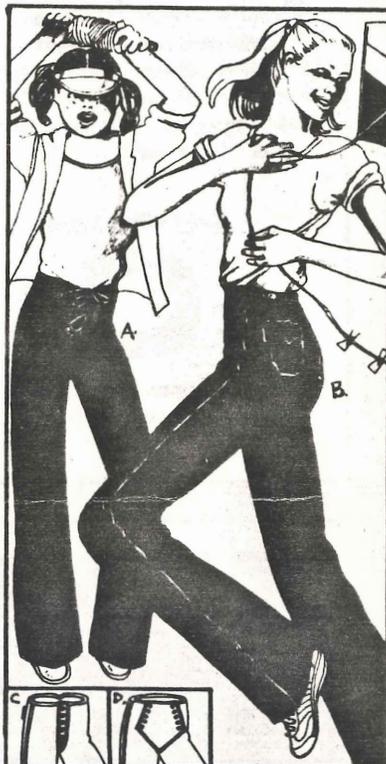
braced by a filet of anchovy and showered with some capers; and, heartiest of all, a slice of rich, almost creamy *pâté maison*, attended by cornichons plus a dollop of very strong Dijon mustard.

All the vinaigrettes were coated, rather than swimming, in their lubricants; there was, in short, plenty of flavor in every case but not so much juice that one item usurped the gustatory turf of its neighbor.

If you have time for a leisurely three-course feast at the Hayes Street Grill, no Tristan, Tosca or Figaro awaiting your applause around the corner, you might want to start with a small order of Spinach Salad with Feta Cheese and Black Beans. This is a Mediterranean/Caribbean original combining soft and hard textures with great logic and finesse. The little black objects look like coffee beans and have a nice nutty taste, an intriguing complement to the milky feta. Another option is to split a Caesar Salad. The provenance of this celebrated starter isn't French, but the Hayes's treatment, scored with a Provençal touch, certainly is. Low in key but not in taste, it shuns the paprika, tabasco, parmesan-strewn route for a pristine medley of well chilled romaine, minced anchovy, a touch of cheese and glorious garlic croutons that make you think of Nice. Speaking of Nice, there's also a *Salade Niçoise* with fresh fish. Cheers for such a highly principled



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pantry! At the Hayes, of course, the staff would sooner face the guillotine than open the customary can of "Niçoise" tuna.

Another starter, selected one evening from a generous range of blackboard specials, is *Mussels Marinière*. Some restaurants interpret this as a dish with cream, but the Hayes Street version is classically pure and uncluttered: just a bowl of wine-poached mussels served in their broth. They're as scintillating as a Scarlatti sonata, and what more could you want?

Now to the main course selection, centered on a blackboard listing of the day's best available fresh fish. All items are grilled over the same Mexican mesquite charcoal favored at Chez Panisse, and, if I may judge from six or seven meals, always with perfect marksmanship in terms of cooking time. The customary result is a piscatorial symphony in which the individual flavor of a particular fish comes through clearly, harmonized with the charcoal's hauntingly aromatic, woody, cindery note. For further harmonization you can select an accompanying sauce from the several on the menu.

One evening I delighted in a huge buttery slab of melt-in-mouth trout, accompanied by the Hayes's uniquely robust but ever-smooth *beurre blanc*. On another occasion a serving of sable fish in the same sauce sent me into a rapturous state; this is an extremely delicate fish, but not bland — it absolutely floats over your palate. Yellow tail with sorrel butter has been a highly rewarding experience, too, and I can also tell you that calamari, marinated in lemon and vinegar, responds very well to the charcoal treatment. Order this one with that wonderful *Grenoblotse* sauce, a lemony brew studded with large French capers.

Fish is, of course, the chief calling card at 324 Hayes, but a grilled Whisky Fennel Sausage — it's homemade — makes for a lively change of pace. And there's a New York Steak, as long as a yacht. It has to be one of the two or three best steaks in town, thanks to that eloquent mesquite and the Hayes's sensitivity to cooking times.

Desserts, made by a local genius of the rolling pins, encompass the ideals of Parisian pastry chefs and American moms as well. The choice is never easy, faced as one is with a table staggering under the richness of three or four daily goodies: Rum Cream Pie, Chocolate Meringue Torte, Almond Meal Cake, etc., etc. To complicate matters there's always *Crème brûlée*, too. It's described on the menu as "a rich custard." That's correct. The Hayes version is especially good because the "brûlée" or "scorched" effect of the brown sugar topping is registered with a light touch.

The wine list at the HSG is creative

and realistically priced. I've enjoyed the breezy house white, *Maitre Rodet*, which will set you back less than \$5, and, at double that tab, a wonderful *Morgon*; this is Beaujolais royalty, delightfully fruity yet full of body. Service, by a Berkeleyish staff (the roots of the Hayes Grill are across the bay at Panisse), is very efficient, friendly, well-informed without being bossy. No Central Casting waiters here! The price of an average meal for two, including a pair of small *hors d'oeuvre variés*, two plates of fish and fries, a couple desserts and house wine, will run you about \$30-35. Figure \$10 less for a lunch or supper of two rather copious courses.

In sum, an extremely intelligent, rewarding restaurant where pure flavors, characterful taste sensations and an anti-commercial approach are the orders of the day. Flaws are difficult to find. If I have any complaint it's that the sweet butter comes in mundane pats instead of wedged into artistic crocks. Also, the Hayes might consider serving boiled potatoes rather than fries with the delicate sable fish. I've heard numerous gripes that the noise level amidst those palms is too high — well, I've been too busy mopping up *beurre blanc* to notice.

Postscript: After a fair bit of research I've not been able to turn up another restaurant remotely comparable to the Hayes in the behind-the-Symphony Hall area. A port in the storm, however, is **Our Kitchen**, at 131 Gough between Oak and Page. The price is about half that of the Hayes, and the gastronomic excitement — well, it's perhaps 33 percent as high. The place, done up like a garden pavilion, is attractive, the service very attentive and the food homey, imperfect, sometimes original. I cannot recommend the watery Spinach Mushroom Crêpe, but a Bean Soup with Ham was very tasty. Although it suffered from meat cooked too slowly and too long, a Liver with Sour Cream and Baked Apple made for a fascinating marriage. Or is that a *ménage à trois*?

Hayes Street Grill, 324 Hayes (863-5545).

Price range: Upper medium.

Hours: 11:30 am-10:00 pm, Mon.-Fri. 6:00-10:00 pm, Sat. Closed Sun.

Reservations: Required for dinner; not taken for lunch.

Wine and beer.

Formality level: Medium-low.

Our Kitchen, 131 Gough (552-8177).

Price range: Inexpensive.

Hours: 5:00-10:30 pm every day; with additional brunch hours Sat. & Sun. 10:30 am-3:00 pm.

Reservations: Available but not required.

Wine and beer.

Formality level: Medium-low.

Robert Finigan's

Private Guide to Restaurants

* Please return to board after reading

Volume 15, Number 8

June, 1982

HAYES STREET GRILL: *Expanded Space, Expanded Menu -- What About the Food?*

SHALIMAR: *Moti Mahal in A Brand New Guise*

HUNAN VILLAGE: *An Interesting New Entry in the Chili Sweepstakes*

LA MEDITERRANEE: *Sparkling Dishes from a Lebanese Mother's Recipe File*

Plus Notes on Hog Heaven, St. Orres on the Mendocino coast, and Spago in Los Angeles

HAYES STREET GRILL

The Hayes Street Grill opened a few years ago to raves from us, the opening of another top-class seafood restaurant in San Francisco being an event deserving of much praise. Although other places have perhaps been more closely associated in the public consciousness with the so-called 'American cuisine' movement, Hayes Street was there at the forefront with its emphasis on the freshest of ingredients simply yet artfully prepared. We clearly were not the only fans of Hayes Street: in part because of its proximity to the Opera House, it quickly became an extremely difficult ticket in the evening, and was consistently crowded at lunch as well. Patricia Unterman and her partners did the logical thing and expanded into an available space next door, effectively doubling the seating capacity of the restaurant. The expanded part of the Hayes Street Grill is visually almost indistinguishable from the original space, save for an attractive bar which affords much-needed waiting space. In both rooms there is still the understatement of white-linened tables, bentwood chairs and minimum wall decoration, relieved here and there by a thriving green plant. But even though appearances may be maintained when a restaurant expands, very often food and service diminish in quality in some inverse relationship to the amount of new space. Since I have enjoyed and admired the Hayes Street Grill during the few years of its existence, I was concerned on a personal as well as professional basis about the effect that expansion might have on its character.

There are two menus here, one a printed card presented at table and the other a blackboard inscribed with the day's specialties. The fish, which after all are the major attraction at Hayes Street, are always listed on the blackboard, as they should be given their variable availability. In each dining room there is a small table on which one may find the day's crudites, and another with some of the day's desserts. A good way to begin is with those crudites -- which the restaurant inappropriately refers to as 'salad cart' -- though if you frequent the restaurant, you may find the choices changing only occasionally. Usually there are a standard celery root in a mustardy mayonnaise; marinated mushrooms; an adequate pate which I have always thought needs more zip; shredded carrots, and the like. Every now and then one finds variations such as sliced tomatoes in an herby vinaigrette, fresh sliced beets, and if you are very lucky, a wonderful mashed eggplant at once smoky and garlicky. Alternatively, the soups here are consistently excellent -- a recent Potato and Leek (\$1/cup, \$2/bowl) displaying an unusual deep green color and a wonderful leek flavor which seemed to me abetted by a slightly pungent green such as sorrel. Sometimes the blackboard offers Baby Leeks Vinaigrette (\$3), a preparation not to be missed, the leeks honestly young and tender as they so seldom are, their skilful charcoal grilling brought to a delectable point by the addition of a fine vinaigrette and a sprinkling of feta cheese. There is also ceviche from time to time, the price varying with the basic fish, the condition of which has been impeccable in my experience, and the seasonings just right for showing the vinaigrette-cured fish at its best.

The star of the show here is fresh fish, and I know of no other San Francisco restaurant which serves it fresher or prepares it more skilfully, with the consistency so much a keynote of Hayes Street. At present you will probably find the likes of Bluefin Tuna

(\$10.25), Halibut (\$9.75), Pacific Snapper (\$6.75), Trout (\$6.75), and of course our local Salmon (\$10). The grill chef has clearly been instructed to broil fish to a point well before dryness sets in: the restaurant would rather have those addicted to well-done fish send the plate back for re-cooking than serve an overcooked piece to begin with, although I suspect there are few returned plates. (I had to complain only once, in the course of many visits to the original and the expanded Hayes Street Grill, because a piece of angler seemed mushy and flavorless. My complaint was dealt with extremely courteously, the charge for the angler was removed from the bill without question, and, much to the restaurant's credit, I noted that the fish itself was promptly wiped off the blackboard menu.) Although Hayes Street is best known for its charcoal-grilled fish, it does very well with the sautes offered as specials. For example, a recent Flounder Saute with Scallions (\$7.25) presented this delicate fish as fluffy and sweet as I recall it from my favorite spots in New York's Chinatown -- my highest commendation. The addition of sliced green onions provided just the counterpoint this deliciously subtle fish needed.

Unlike most restaurants specializing principally in fish, the Hayes Street Grill can satisfy carnivores as well. If I decide against a fresh fish, which I do only rarely, I normally ask for one of the house-made sausages, either the assertively flavored Whisky and Fennel (\$6) or the more restrained and lighter Boudin Blanc (\$6.50) fashioned from chicken and pork. Recently I have marveled at the excellence of Provimi Calves' Liver Saute (\$7.50), the thin slices of impeccable liver cooked to that magic point of pinkness which eludes so many chefs. The new menu also features a Hamburger (\$5) which is accurately charcoal grilled and needs only a less bready and tastier bun to rank with the city's finest. The Hayes Street Grill offers occasional vegetable specials as side dishes, and if you visit soon you mustn't miss Sweet Local Peas (\$2.50), which are about the sweetest and tenderest fresh peas I have ever enjoyed, their intrinsic loveliness brought out perfectly by simple tossing in butter.

The desserts at Hayes Street, mostly if not exclusively made on the premises, have been legendary since the place opened, and are no less wonderful now than they were then. You can examine the pastries on the table where they are displayed, and even if you happen to be only an occasional dessert enjoyer, you won't be able to pass up a Blueberry Tart (\$2.75), just as delicious as it looks -- which is so infrequently the case with fruit tarts. The restaurant's reworking of the standard American strawberry shortcake is also well worth the calories, as is a benchmark version of Creme Brulee (\$2.25), the custard smooth and sensuous, the caramelized crust properly crunchy without the burned taste which mars so many versions.

The wine list here deserves special mention, because it has been so carefully put together, with the emphasis on whites one would expect in what is principally a seafood restaurant. And with the expansion, the Hayes Street Grill has become a sort of mini-wine bar, with four selections usually available by the glass each day. Among listed items, I can heartily recommend a 1980 Sancerre, Ch. de Nozay (\$12); a similarly styled but somewhat fruitier 1980 Blanc Fume de Pouilly "Les Loges", Guyot (\$14); a crisp and fruity 1981 Chardonnay, Greenfield (\$10); and the excellent, virtually bone-dry and pink Vin Gris, Edna Valley Vineyards (\$8). The house wine is the dependable 'Maitre Rodet', one of the new non-appellation French whites which as a class have caught on so remarkably among value-conscious American consumers.

In sum the Hayes Street Grill has, if anything, become more interesting with its expansion, because of the additional menu items which the additional kitchen space makes feasible. Until I commenced this series of re-review visits, I visited Hayes Street Grill only occasionally, in part put off by the virtual impossibility of obtaining an evening reservation when a symphony or opera performance was on the calendar. Since the restaurant is by any measure the best choice for dining in the Performing Arts Center region, the evening situation isn't likely to become easier, but there isn't always such a crowd at lunch, even though reservations are not taken for the midday meal. I have come to the conclusion that the Hayes Street Grill should occupy a special place on my list of personal favorites, and I intend to visit more frequently, particularly at lunchtime, than I have in the past -- and I frankly can't think of any heartier recommendation than that.

Robert Finigan's Private Guide to Restaurants is published monthly by Walnuts and Wine, Inc., 724 Pine Street, San Francisco, Calif. 94108. Annual subscription rate is \$24. (See back page for further subscription information and usage restrictions.)

D I N I N G

Hayes Street Grill boasts in-house critic, glittering clientele

By James Evans

Even if the Hayes Street Grill didn't advertise its clientele, it wouldn't take long to discover that it's a favorite of some prominent people.

Displayed along the wall at the entrance, across from the bar and front dining room, are autographed black and white photographs of celebrities — some nationally known, but mostly local. Many of the inscriptions mention the fabulous food and drink offered in this Civic Center seafood restaurant.

While such testimonials may be suspect as more the result of politeness than genuine admiration, there is something that gives them the ring of truth: The personages in the photos are also there in the flesh. At any given moment you may find yourself drinking wine next to or dining near Terry McEwen, the San Francisco Opera's general manager, Evan White of KRON-TV News, or a host of other recognizable faces.

They return, apparently, for three reasons: It's geographically convenient, they are treated deferentially but without embarrassing ceremony, and the restaurant has a reputation for quality. The fact that it can attract and maintain them as customers shows that the owners must be doing something right.

One of those owners is in a position to compare her place to the competition. As dining critic for the San Francisco Chronicle and one

of four proprietors of the Hayes Street Grill, Patricia Unterman provides a weekly analysis of similar and sundry establishments.

Her own is casual and comfortable, and for lunch it fills early. The front, which actually is one side of two connected storefronts, is divided into a bar and waiting area and a larger dining room.

The mostly professional crowd — wool suits for both sexes being a prevailing fashion — sits on wooden chairs at wooden tables without tablecloths.

In the main dining area there are small, subtle touches that recall the San Francisco restaurants of old. Black and white photos of those restaurants are interspersed with a surprising number of mirrors, and one large clock for time watchers.

Above the back wall in both rooms are blackboards with the daily seafood specials chalked in lists so long the writer must spend most of the morning working on them. There's also a long regular menu apart from the extensive specials.

To start, try the fresh sourdough bread that arrives quickly after you sit, as do the appetizers and salads. Try the marinated mozzarella and tomato salad for \$4.75. Not only is this a delicious combination, but it's presented like a painting, with varicolored and -shaped tomatoes blending with the red sauce and white mozzarella. An additional bonus to this dish is that it's easy to copy at

home to dazzle your family and friends.

The same praise can't be given to the soup of this day, Egyptian chickpea for \$2.25 a cup or \$3.25 a bowl. The temperature was perfect, and the texture of the celery, carrots, garbanzos and rice was excellent, but somehow the concoction had no flavor. Why this soup was bland is a mystery, but it was nonetheless disappointing.

Take your time with appetizers, soup or salads, because the entrees take their time getting to you. The tambo tuna with french fries for \$12.75 was surprisingly dry and without distinctive character. A lemon caper butter sauce, one of seven sauces available, helped provide the palate with some welcome novelty.

The rabbit in mustard cream, for \$9, had the flavor lacking in the tuna, but was unexpectedly bony. The mustard sauce was tasty, although a little too thin. The portion, as with the tuna, was generous and filling.

The printed menu offers many alternatives

in appetizers, soups, salads and entrees, the latter including whiskey and fennel sausages for \$7, chicken and pork sausages for \$7.75, chicken breast for \$8.50, Provimi calf's liver for \$8.75 and a dry aged New York steak for \$17.

However, the daily blackboard specials are where the hungry eye should roam. Fish and seafood dishes run from rex sole for \$7.50 to abalone for \$16, and include calamari for \$7.25, sea trout for \$9.25, swordfish for \$12, local king salmon and sturgeon for \$12.25 and bluefin and yellowfin tuna for \$12.75.

A full bar, desserts, espresso and other coffees and tea are available.

Summing up: The Hayes Street Grill is popular, comfortable and good, although flavor inconsistencies are apparent. There's a minimum charge of \$7.50 per person. Hours are 11:30 a.m. to 3 p.m. for lunch Monday through Friday and 5-10 p.m. for dinner Monday through Thursday, 5-11 p.m. Fridays and 6-11 p.m. Saturdays. Reservations are accepted for dinner only. Visa and Mastercard are honored with \$10 minimum order. 320 Hayes St. 863-5545. ■

Nov 7 1985 - SF Chronicle

HERB CAEN



Once Upon a Deadline

READ 'EM and weep: I mean the election returns. Obviously San Franciscans are mad for high-rises. For reasons only a developer could love, they keep voting for walls of skyscrapers,

★ ★ ★

FACES IN PLACES: Julia Child at Tu Lan on sleazy Sixth, a place with great Vietnamese chow. She contented herself with spring rolls, pork shish kebabs with rice noodles, lemon beef salad, fried fish in ginger and Tsingtao beer. The owner, Thao Nguyen, had never heard of Julia Child, but was pleased she liked the food. Bob Haldeman, Noddy Nixon's toady, at L'Entrecote de Paris on Union, scarfing up the splendid French fries. In that cooking dept., I guess it's a three-way tie between Hayes St. Grill, Le Central and L'Entrecote. Striking sightem outside the Dancers Stage Ballet Studio on Brady St., off Market nr. Franklin: Natalia (Natasha) Makarova, world's No. 1 ballerina, perched atop a Harley Davidson while waiting for husband Edward Karkar, who whisked her away in his Rolls ... Natasha is taking classes there and watching rehearsals for the studio's big show Nov. 14 at Davies, starring two other world-class dancers, ABT's Martine van Hamel and Kevin McKenzie.

★ ★ ★

ADD INFINITEMS: Restaurateur Modesto Lanzone, robed and wigged, will portray Cardinal Pietro Ottoboni during the Philharmonia baroque orchestra's "Tafelmusik" party Sat. night in Hearst Court at the de Young. Baroque food — "tear me off a hunk of that crashing bore" — is part of the deal. Bokoo baroque booze, too ... Hey, the AT&T really goes after deadbeats! Jim Turk of Arcata just got a bill from Ma Bell reading "Total FET .00. Total other tax .00. Amount due .01. Our records show your account is seriously delinquent. Please remit the above balance immediately."

★ ★ ★

THE S.F. Opera's "Masked Ball" cast is all shook up, I'm told, because I predicted a disaster just because Domingo and Margaret Price have dropped out. They are determined to prove me wrong and I rise to applaud their firm resolve. As for the season itself, Terry McEwen calls it merely "the most successful in the history of the San Francisco Opera," which is good to know.

WOOD ON RESTAURANTS

A bad year for business, but dining was never better

Despite the quake, The City remains a fine smorgasbord

By Jim Wood
EXAMINER FOOD AND WINE CRITIC

AS WE HEAD into the new year, it seems appropriate to step back for a moment and look at San Francisco's restaurant scene. This has been a tough year financially for San Francisco restaurants, mainly because of the Oct. 17 earthquake. Individual restaurants are always buffeted by changing tastes, food fads and the volatility of talented chefs, but the experienced restaurant operator learns to handle such culinary calamities and continue operations.

The earthquake was 15 seconds of very bad news for local restaurants. The tourist trade still seems off by around 15 percent, judging by hotel occupancies compared with December of last year. Damage to the Bay Bridge discouraged East Bay customers from coming

into The City for several weeks, an attitude that's still not totally eradicated, and in general there seems to be a post-quake opting for the security of home rather than eating out.

YET THE quality of San Francisco restaurants has never been higher. The food question I'm most frequently asked is, What's my favorite restaurant? The answer is, For what? The San Francisco area has so many fine restaurants it would take a book to list them all. Some of the places I liked best this past year include, in no particular order: **Angkor Palace**, **Zuni Cafe**, **Amelio's**, **Zola**, **La Fiammetta**, **Hyde Street Bistro**, **South Park Cafe**, **Helman** (the remarkable Afghan newcomer on Broadway), **City Block** and a very inexpensive Thai jewel way out on Mission called **Dusit**.

Stars continues to be excellent, certainly one of my favorites. Some outstanding new restaurants include **Postrio** (a revenue record breaker, as much because of the sensational food as because of Wolfgang Puck's promotional



One of the best restaurants in The C

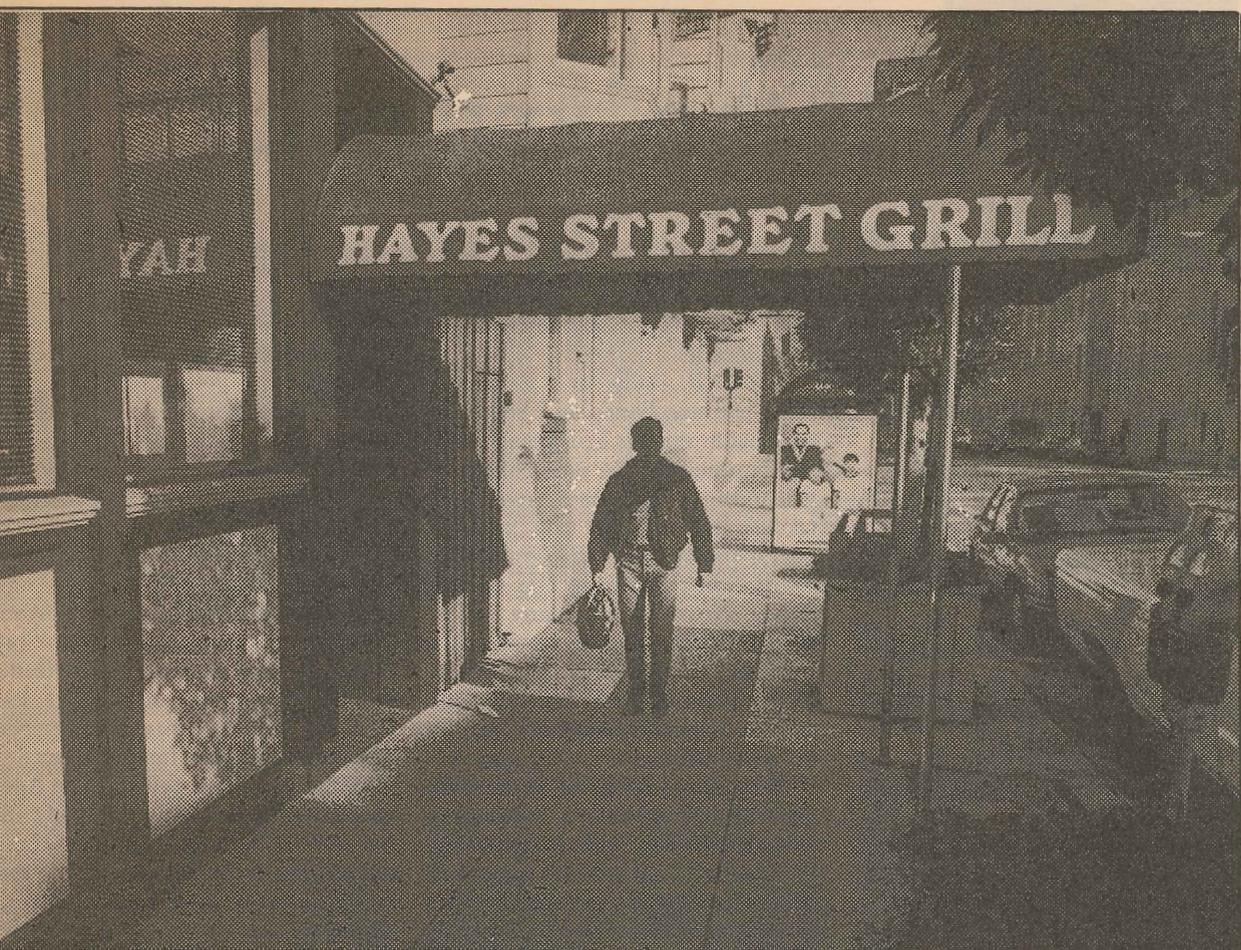
gifts), **690**, **Miss Pearl's Jam House** (unaccountably trashed in one of those cheeky what's-in-and-what's-out lists), **Monsoon** and, just for fun, **Embarko**. There are many, many others. San Francisco is a smorgasbord.

WHAT VISITORS usually want to know about is a good place for fish. I usually recommend



EXAMINER FILE PHOTO

One of the most publicized restaurants in The City, Wolfgang Puck's Postrio offers sensational food.



EXAMINER/MARK COSTANTINI

ty, Hayes Street Grill is seldom reviewed — for a ticklish reason. But the cooking is simple and sophisticated.

two places. For tradition, **Tadich Grill**, where the food is wonderful, the atmosphere bustling and the drinks good.

My other favorite restaurant for fish is the seldom reviewed **Hayes Street Grill**. The reason this marvelous restaurant is seldom reviewed is that one of the owners is Patricia Unterman, who reviews restaurants for the Sunday Chronicle pink section. She can't very well review her own place, and colleagues are reluctant to comment for fear they'll be accused of bias. That's a shame because Hayes Street Grill is really one of the best restaurants in The City. The cooking is simple but very good, the atmosphere is fun, the service excellent.

Hayes Street is, in the best sense of the word, a very sophisticated restaurant. The idea seems to be to make everyone comfortable and then give them the best simple food that its talented chefs (including Unterman, who takes her turn on the line) can come up with.

The menu features impeccably fresh fish or shellfish grilled, sautéed or steamed, with an inviting assortment of sauces from which the diner selects one. In addition, the restaurant offers special entrées that on a recent visit included marinated young chicken, rib-eye

steak served with mustard butter and roasted onions, and a Mediterranean seafood stew with crab, calamari, angler, clams and mussels. These entrée specials generally sell for around \$15.50 or \$16.50.

I've always had the feeling that the chefs at Hayes Street have fun with the appetizers, letting their imaginations soar. A half-cracked crab, for instance, was served cold with red pepper aioli, a hard offering to resist, even at \$9.95. (With bread and a little wine, it wouldn't do badly as a light before-the-Symphony dinner.) The aioli was perfect. The red pepper gave it a subtle sweetness that nicely complemented the fresh, cold crab. This is the kind of great dish that over the years I've come to expect at Hayes Street: perfect ingredients, in this case the crab, given a new dimension by an unusual but delicious sauce.

ANOTHER APPETIZER — Beet, Stilton cheese and walnut salad — is also Hayes Street at its best. Again the ingredients are perfect, the combination imaginative, the flavor mixture just plain good. Although the \$6.75 price seems a bit hefty, the dish is worth it. And having enjoyed it at Hayes Street, you can rip the combination off and serve it at home. Most other appetizers are simple but delicious: grilled quail salad for \$7.75; grilled scallops with papaya salsa, \$7.25; chicory stuffed with mozzarella and prosciutto, \$6.75; baby leeks vinaigrette with feta, \$6.50.

The range of mesquite grilled fish is impressive. calamari, Chilean king salmon, thresher shark, Pacific snapper, rainbow trout, yellowfin tuna, spearfish, Pacific halibut and scallops brochette were all on the blackboard one night recently. The selection seems almost boundless because the fish are served with your choice of delicious sauces: tomato salsa; tartar; beurre blanc; lemon, caper and butter; Sichuan peanut; bearnaise; and herb-shallot butter. (I really love the bearnaise sauce. It's perfect with grilled fish and I always request an extra saucer, just as I always ask for extra tartar sauce at Tadich Grill.)

GOING BACK to the days when Hayes Street was in one room and only about half its present size, I've eaten there at a minimum of once every two months or so and I don't think I've ever had a piece of fish that wasn't delicious.

In those early times, when Un-

terman was fresh from Beggar's Banquet in Berkeley (which had some of the best soups I've ever eaten), Hayes Street used to serve what it called a composed salad, little dabs of whatever was around that tasted especially good, served on greens. I thought this salad was easily the best in San Francisco and was sorry when the restaurant decided to give it up as too time-consuming for the servers. (Amey Shaw at the Maltese Grill is serving a similar salad now for two; she calls it a Mediterranean mix and it is really wonderful.)

The desserts are just right, not too sweet or heavy but, as for Goldilocks, just right, a great ending for a fine meal. The crème brûlée is consistently perfect.

Not all Hayes Street offerings are terrific. I thought that clams with Chinese black beans and ginger, a dish I've encountered elsewhere, didn't work. The sauce seemed too thin. Usually, however, I like almost anything Hayes Street serves. It is, I think, in the forefront of San Francisco's tradition for excellent restaurants.

Hayes Street Grill

Address: 320 Hayes St., near Franklin

Telephone: 863-5545

Hours: Lunch 11:30 to 3, Monday through Friday; dinner 5 to 10 p.m. Monday through Thursday, 5 to 11 Fridays, 6 to 11 Saturday. Closed Sunday.

Credit Cards: Visa, MasterCard.

Recommended Dishes: This is one of San Francisco's finest restaurants for fish. Salads are excellent and the crème brûlée is exemplary.

Ambiance: A wonderful restaurant in every way. Totally unpretentious, it bustles a little while getting everyone out for the Opera, Ballet or Symphony, then settles in for relaxed dining. Informal atmosphere, excellent service.

Rating: ★ ★ ★

Price range: \$\$

Jim Wood's restaurant reviews appear Fridays in the Weekend section. The Examiner's price and star-rating system follow:

\$ Inexpensive (less than \$15 a person for dinner, exclusive of drinks, tax and tip)

\$\$ Moderate (\$15 to \$35 a person)

\$\$\$ Expensive (more than \$35 a person)

★ Poor or fair

★★ Fine if you're in the neighborhood

★★★ Excellent; take your friends

★★★★ Unforgettable

Chronicle Books' new Inside Guide

THE BEST OF SAN FRANCISCO

by Don & Betty Martin

HAS SELECTED HAYES STREET GRILL AS
THE BEST SEAFOOD RESTAURANT IN THE
CITY

HAYES STREET GRILL • 342 Hayes Street (Franklin),
863-5545. Moderate, wine and beer; 11:30 a.m. to 3 p.m.
and 5 to 10 p.m. Monday through Friday, 6 to 10 p.m. Saturday,
closed Sunday. Reservations for dinner only; VISA, MC. We've
been going to the Hayes Street Grill since it opened in 1979.
Although we initially were put off by the high noise level and
crowds during its early clamor of success, we liked its fresh
mesquite-broiled, lightly done fish. The place has doubled in
size since then, the crowds have tapered off a bit, and carpeting
now dampens the decibels. The fish is still excellent. Although
the city offers dozens of fine seafood parlors, several factors
place this one a cut above the others: Only fresh fish is served,
and it's properly cooked and offered with an interesting selec-
tion of sauces—always on the side so you can nip at them
carefully before committing yourself. The wine list features
several modestly priced, full flavored yet dry whites, obviously
selected with fish in mind.

The daily-changing menu is written on a blackboard, saving
you the need to memorize a waiter's long incantation. A few
meats and even an excellent burger and fries are included on
the expanded menu, but essentially this is *the* place for won-
derfully fresh, simply prepared seafood.

The Hayes Street Grill

The Hayes Street Grill is first-rate: take the judge and opposing counsel to lunch and you just may get a settlement (if you can finesse final argument over the check).

by James F. Wisner

This review continues our *brief/case* survey of restaurants located in the vicinity of the San Francisco courts:

It was a treat to eat again at the Hayes Street Grill, particularly in an "official" capacity that would require me to focus on the experience. The Hayes Street Grill is first rate. In its chosen segment of the food spectrum, it does what it does as well or better than anyone else around. From start to finish, the young owners have done virtually everything right.

What was "right" was not all that obvious. It must have taken considerable courage to rent the storeroom at 324 Hayes in the first block west of Franklin. At the time, the area was rundown, seedy and totally inconsistent with a quality restaurant. True, the new Performing Arts Center would be open nearby, but this alone would not be enough to sustain the business. The judgment on location, like many others, was sound. The restaurant was busy before the Davies Center opened, and the complexion of the area is improving. Other restaurants which have opened nearby include Kimballs, Ivy's and Our Kitchen.

Another sound judgment was the selection of the food the restaurant would serve. In name and in fact, the restaurant is a grill. It grills primarily fresh fish. Describing the Hayes Street Grill, my friend — a former professional chef — said "It is the essence of professionalism to limit yourself to what you do well, and Hayes Street does this."

You do not find elaborate and classic sauce cookery here, but it is not missed. What you do find is an excellent variety of grilled fish, sophisticated appetizers, side dishes, desserts and wines which, together with excellent service, produce memorable meals of the first rank.

Before my visit to Hayes Street, I sent my chef friend to Tadich's for a

benchmark and a warmup, and then I sent him to Hayes Street to make some menu suggestions. His comments on Tadich's are unprintable, but his praise of Hayes Street was unstinting.

When my three friends and I arrived at Hayes Street we had our palates at the ready. Just as Bette Midler has the Harlettes and Ray Charles has all those horns, a food critic needs some backup. In this case, I had three of the best cooks I know, people with discriminating taste who know how to prepare delicious food. While Hayes Street is an altogether pleasant place, it is serious when it comes to food, and accordingly, it deserved a serious effort.

The fresh Parisienne sourdough bread and butter held us until our wine arrived. I noted that the Mondavi fume blanc had gone from \$8.50 to \$10.00, and I opted for French wine from a lesser region. It was fresh and dry with just the right "hint" of acid to spark a lunch and complement the fish. In my enthusiasm I failed to note its name. I did note, as I had in the past, that the wine list was well-priced, with many offerings to choose from that go with the items on the menu and on the chalkboard daily specials.

For appetizers, we chose an order of grilled calamari, smoked trout with dill mayonnaise and celery root remoulade, all of which we shared. The calamari was an entree, but when shared was tasty and tantalized us for what was to come. The trout was delicately smoked and was boned. The dill mayonnaise on the side was just the right accent, and on the plate there was a fragrant sprig of dill. The dill sprig was one of many reminders of the sensitivity with which Hayes Street presents its food.

The celery root remoulade was just one of the choices from a salad table presented on one side of the room. Other attractions there included pate with cournichons, mushrooms and lovely carrots julienne.

Our appetizers looked good, and they tasted good. Then we had just time to order another bottle of wine, this time a fruity and fuller fume blanc from San Luis Obispo, trying a Southern California wine just for the fun of it, before our entrees arrived.

Two of us had chosen caesar salad. This might seem odd, but on previous trips we had surveyed the main grilled fare. There are too few places that offer caesar salad and fewer still that get the right balance of herbs, dressing, egg and anchovies. This one was outstanding, with first rate ingredients and balance. We agreed it was completely satisfying.

The other entrees were whisky and fennel sausages and sauteed crab. The crab was especially beautifully prepared with the center shell hollowed out for additional sauce. The sausages were rich and flavorful, showing that meat eaters can also eat well here. Each dish had been prepared with taste and sensitivity, and each one was beautifully presented. It was a treat for our eyes and for our mouths.

We were leaning back with congratulations for all when our waiter, as waiters will, suggested we might just want to consider desserts. Our reticence was overcome when we saw them and heard them described. It turns out that Hayes Street has its own pastry chef who, that day, had prepared among other things, creme brulee, cheese pie with almonds, rum cake layered with strawberries and whipped cream, and Chocolate Temptation (layers of almond meringue and bittersweet chocolate). All I can say is that desert was worth it, and you shouldn't miss it, especially when topped with a cup of good coffee.

All of this again confirmed to me that the Hayes Street Grill has the conception, the talent, the energy and the intensity to satisfy the most discerning. Also, to be sure it doesn't get lost in the shuffle, I want you to know that the food is truly delicious, honestly presented, and should please everyone from "real eaters" to "aesthetes".

In further trying to get to the heart of this restaurant, I remember one of my companions saying "I like it in here — clean and simple. They haven't tried to be trendy. It is a good honest space." I agree, and I feel that the food is reflective of this approach.

A final note on reservations and timing. Reservations at dinner require at least one week's notice. There are no reservations at lunch and you must learn how to work around this. Getting served and getting back to court could prove to be a problem.

I know what to do. Take the judge and opposing counsel to lunch and, after such good food and such good wine, you just may get a settlement, if you can finesse final argument over the check.

San Francisco's Hayes Street Grill erases the ordinary with its blackboard menu.

Specialized Seafood

By Gail Bellamy

From the obscurity of the sea to prominence on the menu . . . Hayes Street Grill in San Francisco makes impressive use of underutilized seafood species, and serves them with an assort-

ment of sauces. Says Chef Patricia Unterman, one of the owners, "Our menu changes daily. For example, we use louvar, which is an incidental catch with swordfish. I'm in love with the flavor of the stuff. It's a fantastic, white-fleshed fish. We always celebrate when it comes in, and then try to figure out how we're going to prepare it. We

grill it, or pan-poach it."

Unterman is happy to share a louvar recipe, and she's also willing to pose with the finished product. The reason she's hiding her face is that she also happens to review restaurants for the *San Francisco Chronicle*, and insists on anonymity when dining on the paper's tab.

Unterman says she and her partners work closely with local supplier Paul Johnson of Monterey Fish Market in Berkeley. "He's just a fish genius," she says. "If we've never tasted a fish before, we grill it and see what its flavor and texture are like. If we're totally baffled, we call Paul and ask him what species it resembles and how fishermen might prepare it. We've had good success selling odd fish—Hawaiian fish you don't often see around here."

Johnson says his restaurant customers have a creative, let's-go-to-the-cupboard-and-see-what's-there mindset, and don't need to be sold on the benefits of offering underutilized species. Louvar, opah or moonfish, escolar, sand dabs, and kingfish or king mackerel fall into this category. Squid, he says, can be characterized as underutilized because so much of it is still exported rather than consumed in this country.

Hayes Street Grill uses its fair share of fresh squid, grilled or in salads, "But never deep-fried," Unterman stresses. Located near the opera house, the 85-seat restaurant



Publicity-shy part-time restaurant critic and full-time chef/co-owner of Hayes Street Grill, Patricia Unterman likes unusual fish like this louvar.

has been operating for 11 years, was featured in *Gourmet*, and in 1988 was ranked by a local magazine as having the best seafood in San Francisco.

Unterman says customers at Hayes Street Grill are slightly more sophisticated than those at the wharf tourist restaurants. "In nearly 11 years, we've never served a piece of frozen fish, or old fish, that I know of. We've had good luck selling strange fish, but a little work has to be done to educate the consumer. They come back and ask for something again, and of course we don't have it." ■

Pan Poached Louvar With Melted Spinach and Watercress:

For four servings, make a court bouillon with 2 cups each of water and dry white wine, 1 large onion thinly sliced, 1 bay leaf, 2 sprigs of fresh thyme, 1 tsp. kosher salt, and ¼ tsp. peppercorns. Simmer for 20 minutes; strain.

Other recipe ingredients are 4 louvar fillets, 7 to 8 ounces each (¾" thick), 2 bunches of spinach, 4 bunches of watercress, 4 Tbsp. butter, 2 tsp. lemon juice, and salt and black pepper to taste. Wash and dry spinach and watercress; cut into ¼" chiffonade. Toss spinach and watercress together; it should be about 4 packed cups. Divide strained bouillon into two 10" pans with lids. Bring bouillon to a simmer, then place two pieces of fish in each and simmer, covered, for about 3 minutes. Crack the largest fillet open at the center to make sure it's cooked through: it should be translucent and just cooked. If it's not, simmer for one additional minute. With a slotted spoon, remove fillets from pan to a warm plate. Leave ¼ cup cooking liquid in each pan, bring to a boil, and swirl in 2 Tbsp. butter and add 2 cups spinach and watercress mixture to each pan. In 15 seconds, the mixture absorbs the liquid and melts into a bright green sauce. Taste for salt and pepper, then add 1 tsp. lemon juice to each pan. Spoon mixture over the fish. This recipe can be used for any firm-fleshed fish fillets, Unterman says.

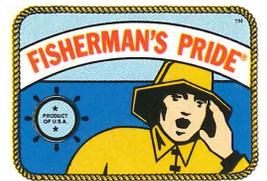


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FEBRUARY 1991 □ RESTAURANT HOSPITALITY 103

Hayes Street Grill still a great catch

Fabulous fish, french fries and service

By Jim Wood
EXAMINER FOOD AND WINE CRITIC

WHEN I LAST reviewed Hayes Street Grill years ago, I said it was one of the best restaurants in The City, and there's no reason to change that.

I also said that one of the chef-partners there was Patricia Unterman, the restaurant reviewer for the Chronicle's Sunday pink section. That's no longer true. There's only one way to characterize the Chron losing her services: dumb.

But the Hayes Street Grill sails on with its special mix of simple, good food, unusual taste combinations and state-of-the-art french fried potatoes.

The service is still near-perfect, prices reasonable given the quality. The appealing ambience is traditional serious-food-place. You find similar decor in good restaurants across the country — Galatoire's in New Orleans for instance. It's not a place where you notice the decor;

it's just comfortable so you can enjoy the food, the tables wide enough apart for uninhibited private conversation and unimpeded service.

When Unterman came over from Berkeley, locating on Hayes Street was akin to pioneering. A Russian opera place was there but not a great deal more. Now the street teems with urban life: good restaurants, galleries, a lively aerobics studio, even a nut shop. On nights when there's no Opera, Ballet or Symphony, you'll still find a reasonable amount of street life. And when the performing arts center is humming, Hayes Street is a principal artery.

As always (I've probably eaten there 50 times), the appetizers were wonderful. Crab, corn and avocado salad was gussied up with a bit of frisée (\$7.75). The plump avocado slivers contrasted nicely with the corn and crab; the overall effect was rich and surprising, an exceptionally good dish. The serving was large enough to satisfy a 49er linebacker.

Italian grilled calamari artichoke salad (\$7.50) was another Berkeley-style plate of visual and taste contrasts. The calamari was cut into small pieces, little flecks of

► **LOCATION:** 320 Hayes St. near Franklin

► **PHONE:** (415) 863-5545

► **HOURS:** Lunch 11 a.m. to 2:30 p.m. Monday through Friday. Dinner 5 to 10 p.m., Monday through Friday; 6 to 11 p.m. Saturday; 5 to 8:30 p.m. Sunday

► **CREDIT CARDS:** Major credit cards

► **WHEELCHAIR ACCESS:** Yes

► **RESERVATIONS:** Yes

► **PARKING:** Tight on street; parking lot across Hayes Street

► **AMBIENCE:** Comfortable; white tablecloths; relaxed. Many people are trying to make a curtain at the Performing Arts Center nearby.

► **SERVICE:** Excellent. You can rely on getting out on time if you're going

to the Opera, Ballet or Symphony. If you want a more leisurely meal, on the other hand, you won't be rushed.

► **RECOMMENDED DISHES:** Grilled fish, salads, mussels, flown in specials. Best *creme brulee* in San Francisco.

► **UPSIDE:** Superb food, pleasing atmosphere

► **DOWNSIDE:** If you can find one, maybe you're too picky.

► **COST:** \$\$

► **COMMENT:** One of the best in The City

The Examiner's price-rating system follows:

\$ Inexpensive (less than \$15 a person for dinner, exclusive of drinks, tax and tip)

\$\$ Moderate (\$15 to \$35 a person)

\$\$\$ Expensive (more than \$35 a person)

color set off by the pale green of the artichoke hearts. The taste, impossible to describe but very pleasant, catches you by surprise. Highly recommended.

Make sure someone at your table orders the smoked salmon on toast with roasted baby beets, greens and cucumber (\$8). Except for the composed salad that Hayes Street quit serving years ago (the best in town but much too time-consuming work for the waiter), this is probably the restaurant's greatest appetizer. What you get is three appetizers in one: large slices of toast with salmon and sauce, greens with little punches of flavor from the baby beets, and a small cucumber and onion salad.

The entrees are just as good as the appetizers. I ordered soft shell crabs, the kind of little extra attraction Hayes Street so often offers. They were small, tender and coated with a light meuniere sauce (\$19). Delicious. They were accompanied by french fried potatoes, a specialty of the house.

We also ordered petrale sole with fresh peas, morel mushrooms and basmati rice. But the person

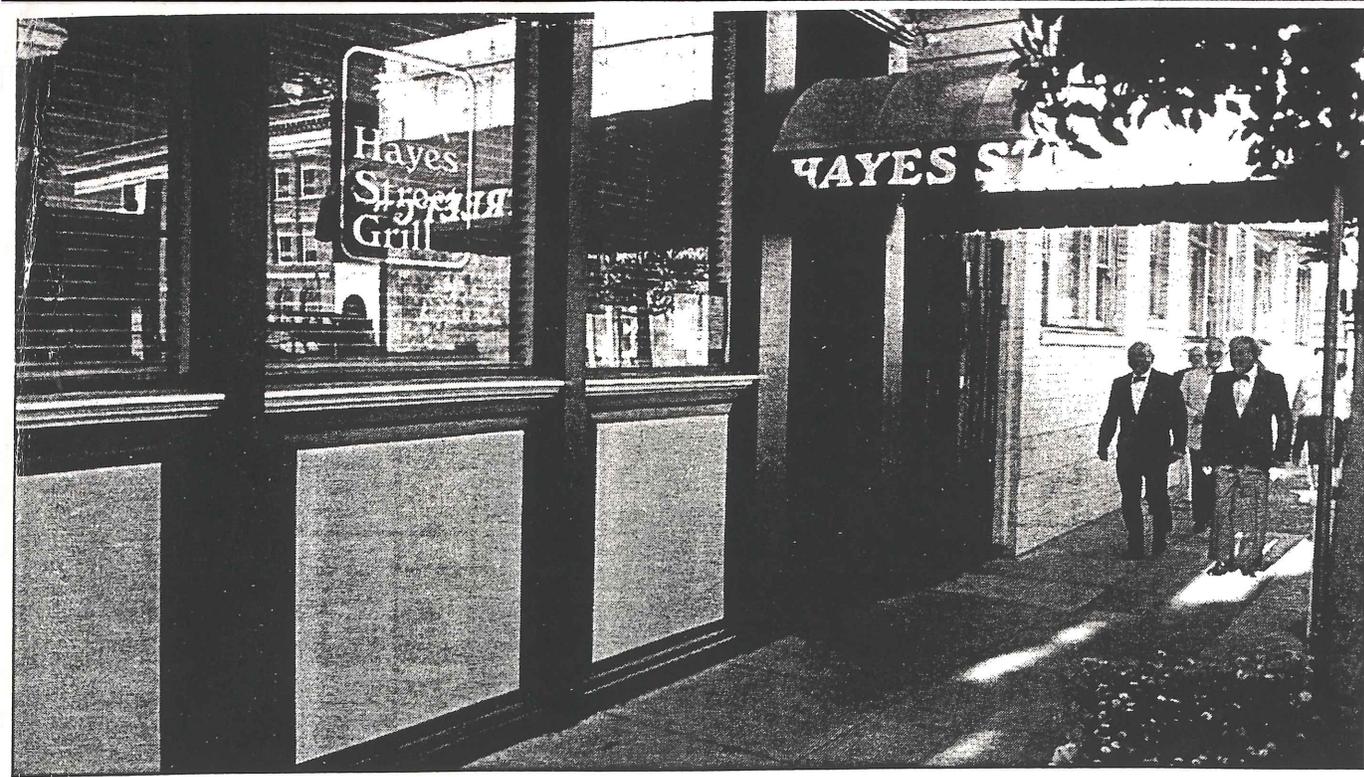
making this order, a regular customer, wanted those french fried potatoes instead of rice ("I could almost live on them"), a substitution our waiter was happy to make.

Another entree was new to me, a large bowl of mussels and shrimp with roasted tomatoes and soft polenta, served in a bowl with enough broth for dipping the excellent bread between bites (\$16.75). In both looks and taste, this was a super selection and I'd recommend it if you like old-fashioned seafood dishes. (Moose's also makes good use of polenta in its cioppino dish, to enhance the seafood taste.)

For desserts, Hayes Street still serves the best *crème brûlée* in The City. I'd also recommend the apricot dessert, with whipped cream offsetting the sourness of the fruit. If you prefer something sweet, try coffee pecan ice cream sandwich with pralines and a caramel sauce.

Something we did not try, because all of us had enjoyed it many times, was the Hayes Street Grill's specialty — plain grilled fish with one of eight available sauces. Fish just doesn't get any better than this.

Main
Independence
Journal
Sept 15 / A



HUNGRY: Opera buffs head for the Hayes Street Grill. Not as venerable as Tadich Grill, Jack's or Sam's, the Hayes Street Grill nonetheless has much the same look and feel as those classic San Francisco restaurants.

IJ photo/Frankie Frost

Dining duo is a season hit

Hayes Street and Backstage keep it simple

By Bill Citara
IJ correspondent

IT'S THAT time of year again for the fat lady to sing. If you're a music fan, culture vulture or just occasional dabbler in the arts, you know what that means — the 1994 San Francisco Opera and Symphony season is under way.

And since appreciating a cast of highly trained singers or powerful, finely balanced orchestra is both a hungry and thirsty business, I thought this would be the right time to tell you about a couple of restaurants within easy distance of War Memorial Opera House and Davies Symphony Hall.

First is Hayes Street Grill, a fixture in the area for 15 years and one of the city's most celebrated seafood restaurants; second is

RESTAURANT REVIEW

Hayes Street Grill ★★★

Address: 320 Hayes St., San Francisco
Phone: 863-5545
Hours: Monday through Friday, 11:30 a.m. to 2 p.m.; Monday through Thursday, 5 to 9:30 p.m.; Friday, 5 to 10:30 p.m.; Saturday, 6 to 10:30 p.m.; Sunday,

5 to 8:30 p.m.
Price: Expensive; appetizers from \$5.75 to \$8, entrees from \$8.75 to \$23.75; desserts from \$4 to \$5.50.
Reservations: Advised
Credit cards: Visa, MasterCard, American Express, Diners Club, Discover
Wheelchair access: Totally accessible

Backstage, not even 15 months old but already a restaurant with a passionate following.

Hayes Street Grill

Not as venerable as Tadich Grill, Jack's or Sam's, Hayes Street Grill nonetheless has much the same look and feel as those classic San Francisco restaurants. It's all in the details: Hardwood floors, vintage light fixtures, walls lined with autographed pictures of visiting celebrities, even brass coathooks — about as common in modern California restaurants these days as bechamel sauce and beef Wellington.

The food here is equally classic;

it's not meant to dazzle but to satisfy. The concept is simple and successful. Serve the best and freshest seafood available, grill it to medium-rare perfection, and present it with perhaps the city's best fries and a choice of eight different sauces, all served on the side. There's tartar, a couple of beurre blancs, tomato salsa, even Sichuan peanut.

That's the heart of the menu, but there are other choices: soft-shell crabs meunire, crabcakes with beurre blanc, sanddabs with brown butter, along with a few salads, appetizers and non-piscine entrees like New York steak and roasted chicken.

We arrived one recent evening

with reason to celebrate and splurged on a bottle of Veuve Clicquot "yellow label" champagne, priced at a reasonable \$45, about \$15 over retail. Of course, nothing goes with the nectar of the gods better than pristinely fresh oysters, in this case creamy Coramandels, served on the half-shell with a pungent mignonette (\$8).

For variety's sake we also ordered the quail salad (\$8). A triumph of menu brevity, it consisted of one tender and juicy grilled quail laid on a bed of mixed baby greens tossed with a tart vinaigrette. Very simple, very nice.

Same could be said of our entrees: good ingredients, simply prepared and served with an utter lack of truffles and garnishes. We paired a sizable filet of grilled salmon with two of the available sauces, a fine tartar sauce and an equally good tomato salsa (\$17.25). Off the saute menu came two luscious softshell crabs napped with a rich butter sauce (\$17). No seafood shows its age faster than these delicate little creatures, and my specimens were as fresh as could be.

Hayes Street is noted for its

creme brulee (\$5), and while it was smooth and creamy, the sugar crust on ours had apparently been caramelized far enough in advance of serving to get moist and soggy. Much better was a rich chocolate-orange torte with a dreamy chocolate sauce flavored with Grand Marnier (\$5.50).

edible

SAN FRANCISCO

TELLING THE STORY OF HOW THE CITY EATS, DRINKS AND COOKS

Member of Edible Communities WINTER 2018 NO. 51

LOVE IS ALL YOU NEED

HOW **PATTY UNTERMAN**
KEEPS HAYES STREET
GRILL GOING
AFTER 38 YEARS



BACK OF THE HOUSE: SON'S ADDITION • HEIDI SWANSON'S CHILI MAC • KANTINE'S DANISH CARDAMOM BUNS • EXPANSION OF SF PRODUCE MARKET • EAT YOUR WORDS: SOBREMESA • SUPER JUGOSO • TEN THINGS TO EAT RIGHT NOW • EDIBLE ASKS • A BRIEF HISTORY OF AMERICAN CRAFT CHOCOLATE



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An Everlasting Dream

HOW PATTY UNTERMAN KEEPS HER VISION ALIVE AFTER 38 YEARS

BY MOLLY GORE

On a crisp early morning in December, Patty Unterman is ordering fish over the phone in the back of her seminal restaurant, Hayes Street Grill. A few pounds of Georgia white shrimp, Dungeness crab, scallops, oysters. She's awash in a flurry of scribbled notes—ideas, changes to yesterday's menu, a shopping list for the market. That she's already this deep into things at 8:30 a.m. tells me she's either been here for a while or that she moves at a preternatural pace. Soon enough, she's tearing up and down the stairs between the kitchen and the basement like a silver-haired gazelle, leaving me lumbering like a hippo in her shadow. I've got my answer.

This lightening sprint is Unterman's menu writing ritual, springing between the kitchen and the basement office. On one trip, she rips into a fresh grapefruit to see if it might be right for a salad. It's sweet, perfect. On another, she checks

on the satsuma sorbet. One batch is too icy, but the other's fine. And on it goes for nearly every single item on the menu. Breathlessly, I wonder if it might be more efficient to save up a few questions at a time, but suggesting an easier way to a spring loaded person like Patty Unterman seems beside the point.

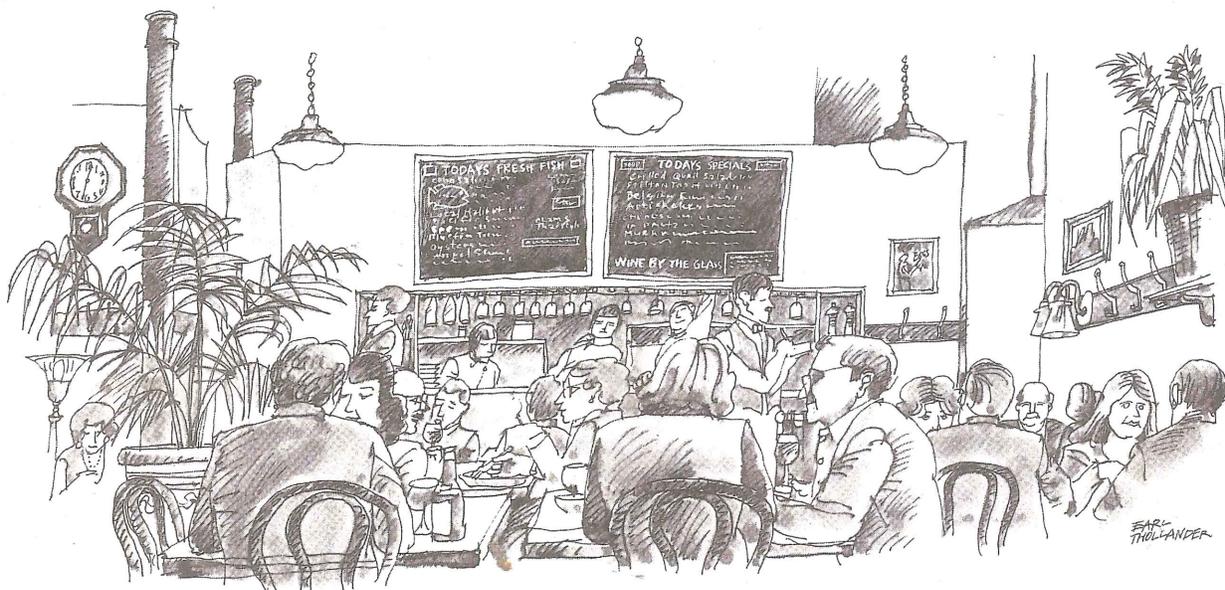
This glancing view of Unterman's rhythm let me in on something I'd learn to be true over the course of that day: Patty Unterman waits for no one. And from what I can gather, she never has.

She didn't wait to start her own restaurant at 25 years old with no culinary or business training to speak of. Or to start her second restaurant a few years later, opened the doors the same year the *San Francisco Chronicle* hired her on as their first food critic. She spent the early years in that role inventing the form, and all 15 years shifting the spotlight on to local holes in the wall and food she loved. Then she moved on to *The Examiner*, and spent the next 20 years there. She co-founded the Ferry Plaza Farmers Market with Sibella Kraus, changing the way that San Francisco restaurants bought their food and from whom. All of this to say, food in San Francisco is what it is in part because of Patty Unterman.

Left: We gathered a few of the long-time crew at Hayes Street Grill for a group photo: Carlo Togni, Tom Henderson, Fred Darr, Rob Zaborny, Patricia Unterman, Michael Hawley, John Bissell.

Spécialités de la Maison

CALIFORNIA



Hayes Street Grill

BY CAROLINE BATES

HAYES STREET GRILL, LE CENTRAL, GELCO'S

Hayes Street Grill was reviewed in the June 1985 issue of *Gourmet*.

I've come to find out what keeps the grill ticking after 38 years. I imagined that adaptation would have something to do with it (isn't that how things survive?), but by all appearances, Hayes Street Grill hasn't changed much at all since the day it started in 1979.

To start, tickets are still written out by hand. The accounting? Analog. The only fancy machine in the place is an Apple computer from a godforsaken era. When I ask what year it's from, Unterman asks me back, "what year did computers start?"

Of the long list of things that haven't changed, the staff is most notable. In a city where restaurants have more and more trouble staffing themselves—the rising rent partly to blame—the fact that Hayes Street Grill has kept so many of its staff for decades, from both front and back-of-the-house, makes the restaurant a glittering anomaly.

The backbone of the kitchen is Mama Lin, whose been with the restaurant since the day Unterman took over the lease.

Lin lives above the Grill, and when Unterman moved in downstairs, Lin told her she wanted to work, and that was that. Unterman didn't know anything about Lin's cooking experience, and she only spoke Vietnamese at the time, but something affirmative in her gesture told Unterman she knew she could do it. At 80 years old, she's still the one holding things together.

The way Unterman describes it, Mama Lin fills in all the cracks. She makes the crab cakes, soups, tomato sauce, preps the mise en place, and all the invisible minutiae that no one sees but everyone knows make the menu work. The real magic of Mama Lin, though, is in her instincts.

"Lin can taste something once, smell it, and know how to make it. It's remarkable," says Unterman.

Crab cakes were priority that morning and I could only edge in a few questions about Lin's recipe ("lots of chives!"), and by the time I rounded back to Lin, who also slipped around the corners of the kitchen so quickly that I eventually gave up trying to follow her, there were three sauces warming on the stove, potatoes boiling, and pies coming out of the fridge, seemingly all at once.

Executive chef Adriano Yerena is another loyal fixture in the kitchen. He met Unterman years ago, selling her berries from his family's farm—Yerena Farms—at the Ferry Plaza Farmers Market. He was in middle school back then, but years later, after he'd graduated from culinary school, Unterman took him on as an intern and he's been a stalwart ever since (with the exception of a few years he spent trying out his own restaurant concept). He'll be leaving the restaurant soon to take on a larger role in his family's farm, Yerena Farms, but he said he'll never be too far away.

"Patty is my mentor. Of course I'm always going to be here if she needs me," he says.

John Bissell, has also been around since the very beginning and has held just about every front of house job there is.

"At first it was just a job, as a busboy. But I always really believed in the food. There was this huge hands-on quality to it, and here I am. It's been 38 years," he says.

Why so many have stayed so long, Unterman doesn't exactly know. But she has a guess. It's got something to do with the kind of intimacy that arises after years of sharing a tight space, of seeing each other through lunch rush after lunch rush, of learning the ins and outs of each other's lives after sharing so much time together. It's a snowball kind of thing: once you're kind of part of the family, you're never not part of the family.

"Sometimes we hate each other, but we always have each other's backs," says Adriano.

And for Unterman, it comes down to care. "I feel very dedicated to my workers. I try to be fair and help everyone. The people we employ have houses. We've been lucky that we've been able to pay people well for so long that they can have a life here."

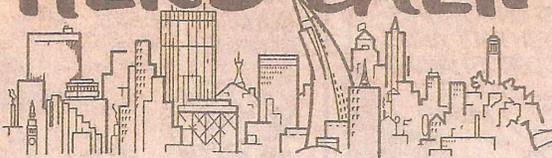
The timing she's talking about seems key. I've worked in restaurants where the lifestyle wove tight, comfortable bonds between us all, but rarely did anyone stick around for more than five years. Or even two. But Hayes Street Grill hired its staff in the days when waiting tables could be a steady full time job that paid for a comfortable life in San Francisco. And once you're in that groove, why leave?

Hayes Street Grill opened its doors when Hayes Valley was what Unterman calls a "war zone." The bygone highway that stretched over Hayes Street divided the neighborhood in two.

"Everything on this side," she says, gesturing west, "was

TUESDAY, APRIL 27, 1993

HERB CAEN



Pursuit of Excellence

AFTER PARKING in my no-longer secret place, Ann and I hustled over to the Hayes St. Grill. I've become a big fan of that place. It's professional without being slick or cool. That consummate pro, co-owner Patricia Unterman, was in the kitchen and once again the going was good. The Caesar salad scored a 9.99 (dressing just a touch tart). Her fries are the best in town and perhaps the world. The poached halibut with the greenest freshest veggies could become obsessive. Not only that, the waitpersons — egad, do I really have to use that term? Well, it's better than "waitron" — get all the orders straight and don't make a big deal of it.

★ ★ ★

Herb Caen loved the fries!

marginally okay. Everything on the other side was tough." There was a big and reliable heroine operation on the corner of Gough and Ivy, and she says gunfire wasn't rare. At one busy evening, a man who'd just been shot fell in through the front door, and the co-owner of the Grill, Dick Sander, carried him to the back of the kitchen and ripped some tablecloth to tie off his leg.

But the construction of Davies Symphony Hall was underway, and Unterman knew someone had to feed those concertgoers. Luckily, she had a few years experience under her belt running a very tiny and very humble little spot called Beggar's Banquet in Berkeley.

It's worth noting that Patty Unterman's pedigree is miles away from what you'd expect for the proprietor of one of San Francisco's oldest, most beloved and most successful restaurants. She opened her first and only restaurant before the Grill right out of journalism school with no culinary training beyond a few classes in the home of renowned French cook, Josephine Arnaldo. Flanked by Julia Child's cooking bibles and her college roommate who, in her words, "didn't know how to fry and egg but was willing to jump right in," Unterman took over the lease on an eight-table hole in the

(Reprinted with permission.)

1/30/87
TODAY'S FRESH FISH



GRILLED:

- ANGLER 14-
- GOLDEN EYE COD 10.50
- CORVINA 13-
- PACIFIC HALIBUT 13-
- ALASKAN SALMON 14.75
- WHITE SEA BASS 14.50
- SWORDFISH 16-
- YELLOWFIN TUNA 15.50
- MAHI MAHI 14-
- TROUT (NOT FILETED) 10-

SAUTE

- PETRALE W/ CHIVES 11.75
- TROUT AMANDINE 10-
- SHRIMP W/ ANCHO CHILI SAUCE & BLACK BEANS 15-
- PAN FRIED OYSTERS 10.75
- W/ COLE SLAW & TARTAR SAUCE

THAI STEW W/ CLAMS & MUSSELS 12-

SPECIAL: RED PEPPER BEURRE BLANC SAUCES TOMATILLO SALSA

TODAY'S SPECIALS:

- GRILLED MARINATED ROUSSEIN (YOUNG CHICKEN) 10-
- GRILLED RIB EYE STEAK W/ MUSTARD BUTTER + RED ONIONS 12-
- SAUTEED PROVIMI CALF'S LIVER W/ ONIONS 10.50
- PORK LOIN WRAPPED IN PANCETTA W/ POLENTA & BROCCOLI RAPE 12-

APPETIZERS:

- GRILLED QUAIL SALAD 6.50
- BABY LEEKS VINAIGRETTE W/ FETA 4.75
- BEEF, STILTON & WALNUTS SALAD 5-
- SMOKED TROUT TOASTS W/ GREENS 5-
- HAYES STREET GRILL ANTIPASTO PLATE 6-
- MANGO, AVOCADO & GREENS W/ BRAZIL NUTS + LIME 5.50
- WILLAPA BAY OYSTERS ON THE HALF SHELL 6.50

SOUP

- CHICK PEA W/ RICE cup 2.75 bowl 3.75

VEG

- BROCCOLI RAPE 3.75

320 Hayes Street • San Francisco, California 94102 • (415) 863-5545

Hand-written menu from January 30, 1987. Note the broad assortment of fresh seafood on the menu!

wall on the corner of Dwight and Sacramento. I live on this corner, and it took me two years to even notice that there was anything at all in the slice of space she told me her restaurant used to be.

The kitchen of Beggar's Banquet was the size of a closet, complete with a 4-burner stove and oven, a regular refrigerator, a double sink and a teeny-tiny space next to the stove for chopping.

"It was like cooking at home except that there were eight tables," says Unterman.

The students poured in. Everyday, she and her crew of hired friends wrote three dishes on a chalkboard. The best one? Mousseline of sole, a Julia classic. Fish ground up with egg whites, salt and pepper, a little nutmeg. Then sautéed and covered in duxelles and beurre blanc. It was the star dish.

I might just be soured by how difficult it is for a restaurant these days, but it struck me as pretty brazen to just, you know, start a restaurant. Especially with a plan that doesn't look much like a plan at all.

But Unterman has little interest in how things are supposed to be done, or in what order.

"I had Julia Child, I had the books, I'd eaten, and I knew what I wanted."

Somewhere in her characteristic, straightforward resolve is a force that obliterates doubt. When Patty Unterman sets her sights on something, the second guesses seem to dissolve. Perhaps it's because her ideas are all about manifesting more good food, and her love of good food is too forceful to get waylaid by doubt. Then again, opening a restaurant in 1979 is not like opening a restaurant in 2017. All you needed, apparently, was a roommate looking for a job, cookbooks, and a good idea. Oh, and a little bit of money.

Unterman's love of food started early, bred into her bones by a discriminating family, and sealed there by an Alice in Wonderland-like awakening while eating her way through France, Italy, and Spain.

"I couldn't believe how great the food was," she says.

She had a grandmother who espoused local food values, and she grew up eating peaches, berries, and tomatoes at the family's summer house in Michigan City. "Once you grow up tasting that, it's hard to go back."

It's still this love that energizes her, and of all the things I ask, the question that enlivens her the most is "what are you cooking at home these days?"

"Soups!" she says. "Delicious soups." And inward we fall into the sensual universe of Patty Unterman's kitchen. Stewing a turkey carcass for hours to make stock, chopping vegetables to just the same size, and cooking them to the very edge of tenderness. And then, she tells me all about the merits of simmering parmesan rind in the stock.

"Give it no less than two hours and it transforms into an entirely different food," she says, wistful. "Go home and do it. Now."

This is the same kind of simple sensibility that underlies the food at Hayes Street Grill. Grilled shrimp on greens with crema. Seared scallops. A good flank steak. Dungeness with avocado. There is nothing really revelatory about the menu, instead, the food is hearty, relaxed, and reliable.

But the restaurant never set out to be thrilling or cutting-edge. It was conceived in Berkeley, in the years that launched Chez Panisse and a new appreciation for simple good food from close to home. The Grill was born of good old 70s-era ideals like sharing and loving. Hayes Street Grill would much rather set you up with the same nice steak year after year than make it onto this month's heat map. For co-owner Dick Sander, overwrought dinners are a thing of the past. After a long life of eating his way around some of the best restaurants in the world, he's relaxed into his taste for the rustic and familiar.

"If I never eat another 15-course tasting menu in my life, I'll be fine. I would choose a good roast chicken any day," he says.

Unterman's second great love is travel, which is also to say, eating. The idea for the Grill came about when she was sitting on a beach in Yugoslavia with Sander. Eating grilled shrimp along the Adriatic, she fell in love.

"It was such a beautiful way to eat. The open fire, the fresh fish, fresh herbs, fresh vegetables. I said, we're gonna do something like that. This is what I want to eat."

She came home and started plotting.

She partnered with three friends from Beggar's to start the grill. There was Robert Flaherty, a lawyer who hated law and came to the restaurant every night after work to wait tables, which he loved. And there were Anne Powning, a friend of Unterman's who'd learned to cook from her French mother, and Dick Sander, her current partner, the former boyfriend of one of Unterman's longtime waitresses.

"Never in a million years did I think I'd be a food person," he says. But the Berkeley scene caught up with him, with all of its good wine and transcendent produce and artful cooking, and he was more or less done for, "forty years later and it's given me a good life."

Right away, Unterman laid down the principles for the new restaurant: good, sustainable, and fresh fish. No compromises. She wanted a menu that could be cooked quickly, nothing pre-prepared, that would sit well before a performance. She took some inspiration from other classic grills around the city, and committed to sourcing better fish, more responsibly.

When the symphony hall opened, the Grill was the only game in town, and it hit the spot. The neighborhood has since transformed into a wealth of options, but the Grill hasn't slowed. It shows its age with the dozens of signed, framed headshots of singers, dancers and performers of all



Original founders of Hayes Street Grill: Dick Sander, Ann Powning, Patricia Unterman, Robert Flaherty (March 17, 1979).

kinds through the decades that line the restaurant walls. The carpet is a deep clubhouse green. Something about the floral banquette upholstery and glass dividers harken to earlier decades. But just before 11 a.m. on a Tuesday, a stretch limo empties a matinée crowd onto the doorstep and half an hour later the place is packed.

The trick to succeeding, says Unterman, is to identify a need. Find an underserved neighborhood and open there. Serve communities that no one else is serving.

It starts to become clear, though, that having a restaurant is as much about serving her own deep desires. She credits the longevity of the Grill to having opened at the right time and place with the right food and little competition, but her own staying power comes from something else.

“Truthfully it fills a need for me, and I couldn’t do anything that didn’t fill a need for me.”

Becoming a restaurant critic allowed her to share what she loved and turn people onto delicious things, which sounds a lot like what owning a restaurant is all about. When she started working with the *Chronicle*, she says, there was no precedent to rely on. She made up the form, and held to a rigorous code of ethics. She looked up to Caroline Bates at *Gourmet* magazine, who reviewed restaurants all over the country.

“I thought she was very fair. What I always liked is that she tried to teach you something about what was going on there. About the food and the way it was done. And she did it with much love and a little instruction, and it was a great form. So I thought, that’s what I want to do. I want to turn people onto stuff that I love.”

What she did love is what she calls ethnic food. She found small Vietnamese, Thai, and Chinese places. She researched, and constantly flew abroad to eat at the source.

"I always thought that was important, and luckily, the *Chron* went along with it," she says.

This struck me as a far cry from the state of criticism in San Francisco these days. To start, the idea that a newspaper could fund trips abroad for research? Now that's a dream. I took over a quarter of Unterman's old role at the *Examiner* after her immediate successor, Jesse Hirsch, left. And it wasn't long before the newspaper scrapped all four of us they'd hired in his place because of budget cuts.

Secondly, the hegemonic rule of a single critic in San Francisco these days has left me feeling nostalgic for a voice whose taste and budget is more aligned with my own. I ask Unterman what she thinks of the state of criticism these days, prodding her, maybe a little self-indulgently to criticize the critic herself, but she's gentle.

"I think it's about to change. I mean, how long can you go? I don't know. The whole thing has changed. The Internet has practically supplanted everything, to tell you the truth. We have easy access to every magazine, *Eater*—which I love—and all these great writers."

But her ideas about what a critic should be hasn't changed. All in all, it's a matter of integrity, understanding, and experience.

"The mission of a critic is to have a really deep, intelligent understanding of food and how food is cooked. That includes study, hands-on experience, and whatnot. And then, that person has to be relatively unprejudiced. I really think the most important thing is the food itself. All the other stuff is important, especially I suppose if you're paying a billion dollars for a meal, but if something is really tasty, I don't really care if the waiter forgets something. I'm here for the food."

At the time, there were a lot of questions about whether it was ethical for someone to own a restaurant and review others. Did that make her biased? Some would say so. But Unterman says she always tried to be fair, and points to the *New York Times*: "Why do you think they hire novelists to review novels?"

We need look no further than the subjects of her reviews themselves. Generally, they were not her competition. She was looking for new, interesting, small places that in her words, deserved to be noticed.

"I think a good critic should make people hungry for the good stuff. To be able to write in a way that shows the joy of eating something really tasty. I think that's so important, because that's the most fun," she says.

I realize at some point that for Unterman, food and writing has always been about making pleasure more accessible. There are many ways to love food: eating, cooking, writing, peeling into it with every sense you have. A great part of Unterman's loving style is giving it to others. Making deliciousness available to pleasure seekers like her.

This thought got a little complicated when our conversation inevitably turned to sexism. She had been in the food world for upwards of 40 years, so I had to ask, surely she'd experienced some misogyny in the kitchen?

"I've always been the boss," she says. By which she means, no.

Inevitably, the subject of harassment floats into view—Mario Batali in particular—but what's immediately clear in how much or how little either of us sympathizes with the accused men is the vast cultural gap between my generation of food professionals and Patty Unterman's. She comes from a less regulated time, on the tail end of the free love movement. She and Sander wax on with fond memories of how "open" everyone was back then, chefs included.

"There was a lot of drinking, a lot of drugs, a lot of staying out late in the kitchen. And when you're partying with everyone like that you do get very close. In the beginning days of this restaurant we all went out every night. Stars was going, and such an exciting time," says Sander.

It sounds romantic and I imagine it was, sharing French wine in the kitchen, eating the most exciting food in the country night after night, staying out until three and rising early to open the restaurant because food is all you want to do. *Beggar's Banquet* wasn't about getting a Zagat sticker. It was about doing something with friends, making food that literally turned them on. It was, in a simple sense, about having a good time, although it's hard to believe that "freedom to be" never crossed paths in confusing ways with personal-boundary violations. I could see how problematic, non-consensual, interactions could be conflated with the consensual, shared sensuality surrounding a good meal with good wine, with good fun, and how that conflation might inspire someone to sympathize with an effusive, hedonistic personality like Mario Batali. Especially if he's a friend.

And yet, things are different when power's involved. And we agree that it's complicated. But what I can see through the complexity of it all is that Patty Unterman is abundant love, incarnate. She has always had the same radiant, kilowatt smile and, I imagine, the buoyant joyfulness she still exudes now. Food has always been sensual to Patty Unterman. And cooking is simply a way of loving.

Before she leaves to get on a plane to Mexico, someone brings her a snow goose and two mallards. The snow geese aren't the best to eat, and they'll have to learn to cook it in the kitchen. As she shows me the mallards, she coos, holding their heads next to each other, male and a female.

"They mate for life, you know. I'll bet these were a pair," she says, stroking their heads with some reverence.

Whatever happens to Hayes Street Grill, as long as Patty Unterman is around, there will be love. (e)

How does a restaurant succeed for 20 years?

Part of the answer is a staff
like this:

Fred Darr	20 years
Michael Hoff	20 years
Michael Hawley	20 years
Carlo Togni	20 years
Jose Hernandez	19 years
Christine Ambrose	19 years
Doris Flaherty	18 years
Lin and Kien Nguyen	18 years
John Bissell	18 years
Ron Fairley	18 years
Tom Henderson	18 years
Mickey Ehrenzweig	18 years
Gwyneth Davis	15 years
Sherman Koltz	13 years
Ricky Fry	13 years
Toni Moore	13 years
Jewel Schiess	12 years

20 years!
in July

To all our staff , past and present, 10 years or
more (listed above) and up to ten years.....we
thank you for all your incredible talent,
dedication and support. Patty and Dick

How does a restaurant succeed
for 30 years?

Part of the answer is a staff (partial)
like this:

Fred Darr	30 years
Carlo Togni	30 years
Michael Hawley	30 years
Michael Hoff	30 years
Jose Hernandez	29 years
Lin and Kien Nguyen	28 years
John Bissell	28 years
Ron Fairley	28 years
Tom Henderson	28 years
Sherman Koltz	23 years
Jewell Schiess	22 years
Rob Zaborny	20 years
Andree Audetat	14 years
Clifford Shulman	14 years

To all our staff, past and present.....we thank you
for your incredible talent, dedication and support.

Happy 30th
Dick and Patty

FINAL PROSPECTUS
HAYES STREET GRILL

October 30, 1978

INTRODUCTION

The Hayes Street Grill is a 49-seat restaurant serving lunch and dinner six days a week. It is located on the bottom floor of a four-story Victorian apartment building at 324 Hayes, one block from the Opera House and across the street from the Performing Arts Center currently under construction. The Hayes Street Grill is within easy walking distance of the Civic Center and a number of major office buildings in the immediate area.

The restaurant will serve charcoal-grilled seafood and meats, a large variety of salads, and desserts and pastries made on the premises. A beer and wine license is being applied for. Prices are moderate, ranging from \$3.75-6.75, a la carte.

The decor takes advantage of the high ceilings and good lighting already existing in the space. Finished wood moldings, hanging antique light fixtures, flowers and potted palms, wood-framed mirrors, bentwood chairs and antique cabinets will create a simple, elegant atmosphere conducive to the enjoyment of excellent food.

There presently exists no high quality restaurant in the Civic Center-Opera House neighborhood, a large and untapped market area. The Hayes Street Grill will provide a much needed service to arts patrons as well as working people in this restaurant-starved area. (See "Dining Journal" excerpt from Finnegan's Private Guide.)

The estimated expenses for installing a kitchen, decorating the dining room and beginning operations is around \$82,500.

Excerpt: "Dining Journal,"
Finnegan's Private Guide

NOTES FROM OUR DINING JOURNAL

Sept. 1978

This is the time of year many readers quickly scan their newly-arrived issue in hopes of finding a solution to the quest for a dining spot convenient to the Opera House or the Orpheum. And the 1978 season was the one in which help was supposedly on the way. Topping my list of likely newcomers in the Civic Center was GRISON'S SEA-FOOD HOUSE, which opened just this past month in Trinity Plaza at 8th and Market (the former Del Webb Towne House). As you know, I wouldn't normally comment on a restaurant at the tender age of one month. However, the Grison's people are seasoned restaurateurs, and more importantly, as one who shares the dilemma of where to dine with opera or theater tickets in my pocket, I realize that even a simply adequate restaurant would be fine indeed under the circumstances. Perhaps Grison's new venture will fit the bill -- but it certainly doesn't yet. Both a gruesomely starchy New England clam chowder and an unbelievably thickened Manhattan rendition were inexcusable, while flour-dry sand dabs made a mockery of their supposed meuniere preparation. Appallingly worse was Pacific snapper so wantonly overcooked and cottony dry as to be virtually inedible. Service was embarrassingly amateurish, the hostess performed her duties in a most perfunctory manner, and the wine list, apparently transferred directly from Grison's steak house, proved abysmally inappropriate to a seafood menu. The restaurant is collocated with an Italian-menu coffeeshop-style eatery called Trinity Joe's, and the two appear to share the same kitchen.

For the record, I've also recently looked in again on BEPPINO'S in the San Franciscan Hotel across 8th Street. It came closer to being 'adequate', but not close enough for me to give it serious consideration as a Civic Center possibility. RAFFLE'S on the north side of Market in the Fox Plaza, on the other hand, has to be one of the most execrable restaurants I've ever encountered in San Francisco: if I were inclined to attach a rating to what the kitchen slaps together as Polynesian food, I'd first have to create a new triple-X category.

PEOPLE ·

There will be four owners/operators of the restaurant: Patty Unterman, Dick Sander, Robert Flaherty, Anne Powning.

Patty is co-owner of Beggars Banquet restaurant in Berkeley, where she has cooked and managed the operation for six years. Patty has studied French cooking with Josephine Arraldo of San Francisco, a Cordon Bleu-trained chef under Pellaprat, and was Northern California restaurant critic for New West Magazine for two years. She has a B.A. in English from Stanford University and an M.J. in journalism from U.C. Berkeley. (See excerpt from Shelton's Private Guide.)

Dick has five years experience as waiter/bartender at Beggars Banquet, and previously managed bar at The Refectory, Jack London Square, Oakland. He currently teaches at Redwood School in Saratoga, California. Dick has a B.S. degree in Environment Science from U.C. Berkeley, and a teaching credential from San Jose State University.

Robert has six years experience as waiter/bartender at Beggars Banquet and has put in time in various university dining halls. Among other things, he has worked as a corporate attorney, part-time graphics designer and journalist, and recently completed six years as Associate Professor in English and legal studies at Lone Mountain College, San Francisco, through which he published an attorneys' guide to California corporations law. Robert has a B.A. in English from Georgetown University, an M.A. in English from San Francisco State, a J.D. from University of Michigan Law School, and did post-graduate work at the London School of Economics.

Anne has five years of extensive experience in all aspects of French cooking. She worked for 1 1/2 years at Beggars Banquet, cooked at La Cabane and Francoise in San Francisco, managed the Little River Cafe near Mendocino and was sous-chef for one year at La Chaumiere in San Anselmo. She recently returned from working six months in charcuteries in Paris and Tarbes, France. Anne has a B.A. in Sociology from U.C. Berkeley.

Excerpt: Shelton's Private Guide

* * *

1976

BEGGAR'S BANQUET, 1428 San Pablo Avenue, Berkeley, 525-9466. Open for dinner only from 5:30 to 9:30 p.m. Wednesday, Thursday and Sunday; from 5:30 to 10:00 p.m. Friday and Saturday; closed Monday and Tuesday. No credit cards accepted; reservations taken for parties of 6 or more only. Wine and beer.

Occasionally we receive a call or letter from someone asking our advice in getting started in the restaurant business. I have learned to divide these innocents into two groups -- the 'cookers' and the 'decorators'. The decorators are obsessed with finding the right location for their restaurant, with how it is decorated and with seeking the proper furnishings for the dining mood they want to create. The cooks simply want to get in front of a stove and start cooking. They ask about kitchen equipment and sources of food supply; to them what the dining room looks like is of lesser importance because their cooking will be so good. Predictably, very few of these fledgling ventures on either side of the fence ever see the light of day. But from time to time we come upon a restaurant that, without our discouraging counsel, obviously has its origins in one or the other of the two extreme philosophies. My heart of course is with the cooks, although as a group they are no more likely to be adept at restaurateuring than their ambience-oriented brethren. We considered Beggar's Banquet the archetypal cooks' restaurant when we first discovered it a few years ago -- but at that time its postage-stamp dining room behind a typical Berkeley storefront was simply too small to handle the influx of subscribers attracted by an enthusiastic review. Not long ago, however, Beggar's Banquet relocated to more spacious quarters, and our critical interest was rekindled.

Though the physical space may be larger, today's Beggar's Banquet has progressed only a degree or two beyond the barest fundamentals in outfitting its split-level dining areas. Outdoors, skewed bamboo screens and rampantly lush vegetation along a wooden entrance walkway suggest the distinct possibility of an abandoned property -- in fact, the building was dormant for a period after another restaurant, the Ajanta, closed its doors. Yet, despite a monochromatic decor and a kitchen that's almost part of the foyer, the dining atmosphere is rather pleasant, highlighted by a comfortable bar featuring an excellent selection of bottled and draught beers, stouts and ales. A chalkboard menu offers three or four a la carte entrees, one of which always is vegetarian. Soup and salad are separately priced at 50¢ each when ordered with an entree. My current series of review visits spanned the June hot spell, and as they progressed I found myself increasingly looking forward to dinner at Beggar's Banquet -- and to the frosty glass of Anchor Steam Beer on tap (60¢) with which I began each repast. Moreover, the equally refreshing Salad combines the choicest of greens, a perfectly orchestrated toss of fresh vegetables and a scintillating oil and vinegar dressing. (For 25¢ extra you may substitute another dressing; a generous handful of crumbled blue cheese in a tantalizingly delicious, creamy garlic sauce.) I quickly gave up trying to choose between salad and soupe du jour -- only both will do. For example, there was one evening's Tomato-Pepper Soup with the texture of a proper bread-enriched gazpacho, the undeniably fresh taste of in-season tomato and the distinctive but modulated zestiness of red chili peppers. Even that tired standby Leek and Potato achieved new stature by resolutely turning its back on starchy thickener, bringing into the forefront the flavor of leek while restraining the potato and cream components to more suitable roles as supporting players. Delicate soups are equally well handled: Puree of Yellow Squash could easily have reflected the skills of a distinguished haute cuisine chef.

My first visit, on Saturday the fifth of June, proved a bit odd. When I arrived there was only one entree left on the menu. Some diners might be offended to encounter such a restricted choice, but since my guest and I came in only half an hour before closing time (having reviewed elsewhere earlier), it was a signal to me that Beggar's Banquet does its purchasing on a daily basis. There was a good chance that Poached Salmon with Beurre Blanc (\$5.75) would be not only fresh as the waitress promised, but also fresh from the market. It turned out to be one of the finest specimens of salmon I have seen this year! And our servings were clearly poached to order, removed at the precise moment when the meat had 'set' to creamy tenderness. My only reservation was that such nobility in preparation should have made mandatory the removal of bones and skin before serving with beurre blanc. And that beurre blanc! As you

know if you have ever tried to make this seemingly simple Loire Valley sauce of softened shallots reduced with wine vinegar and whisked with fresh butter, success requires a certain sleight of hand that no recipe can teach you. Few beurre blancs I have encountered have been as impressive as this one.

The vegetarian entree is often just as interesting and just as conscientiously prepared. One evening it was a casserole of noodles, egg, mushrooms, spinach, cream and tomato sauce, mysteriously entitled Le Flutteur (\$4.25). This is the sort of dish all too likely to be solidly mired in that vein of vegetarianism that prefers food as a form of masochism; I was caught completely off guard by its downright tastiness and altogether pleasing texture. Fresh Vegetable Crepe (\$4.25) was a more sophisticated entry in this category, one that I also thought reflected admirably on the kitchen's skill with sauces -- in this case a basic but unusually accomplished bechamel. However, the presentation was almost too delicate and could have benefitted from a more extensive assortment of vegetables. Chopped olives might have added some zest: the olive idea came to mind because of our astonishment at finding both black and green varieties in Beef Stroganoff (\$5.50). Yet, the hallmark of the Stroganoff was not the olives, surprisingly appropriate as they were, but the perfect emulsion of the sour cream in the rich, smooth sauce. The same theme was evident in another dish that is almost perniciously omnipresent on the menus of so-called 'natural foods' restaurants: Chicken Breast in Wine and Cream Sauce (\$5.25). Again, a suavely accomplished sauce reinforced my admiration for the kitchen, which also proved it knows precisely when to remove breast of chicken from the heat to prevent ruinous overcooking. Chicken with Broccoli au Gratin (\$5) was the perfect entree one evening when I was ravenously hungry after a day spent in the Napa wine country. What under normal circumstances I would characterize as a double-portion baking dish was filled to the brim with tender flowers of broccoli, a sterling white sauce and an ample allotment of carefully trimmed and shredded white-meat chicken.

The predictable rice, white or brown, accompanies the entrees. But someone at Beggar's Banquet has had the good sense to make both varieties not only edible but interesting as well. Barely cooked rings of onion mixed with the fluffy grains of rice provide a welcome touch of moistness and flavor. Squash is often the featured vegetable at this time of year and I gave highest possible ratings to both zucchini and patty-pan, each thinly sliced and prepared with a flair for preserving their fresh, natural flavor and crisply 'al dente' texture. Finding a recommendable dessert, on the other hand, was more of a challenge: Chocolate Mousse (75¢) proved boringly average, Cheesecake (75¢) had little flavor above the thick cracker crust, and Beggar's Delight (\$1) was a heavy conglomeration of a brownie, ice cream, creme de menthe and hot fudge topping. Much better as a pleasant summer refreshment was Strawberry Parfait (\$1), but for all seasons the salvation of the dessert course must clearly be Chocolate Eclair (\$1). An oversized chou pastry -- as fresh and crisp as it could possibly be short of baking to individual order -- was filled with a luscious, liquid-gold custard sauce similar to creme anglaise. There's a small but serviceable and fairly priced wine list, ably backed up by Emile's jug wines and an excellent selection of beers.

I used to think of Berkeley as a town dominated by 10,000 anarchists in search of a leader. Today I am more impressed by the emergence of a new breed of Berkeley activists, young people whose passions are aroused less by the imagined imminence of the revolution than by a missionary's zeal to educate palates to their conception of foods that are pure and wholesome and nutritious and at the same time tasty. Beggar's Banquet may not be what the old alum in search of a steak and martini dinner has in mind, but for me the abundant skill demonstrated in the kitchen and the sense of devotion that touches all the bases from menu planning through purchasing, preparation and presentation prove conclusively that this branch of the Berkeley culinary underground is on the right track.

* * *

~~LA PANTERA, 1234 Grant Avenue (at Vallejo), San Francisco, 392-0170. Open for lunch from 12 noon to 2:00 p.m. Tuesday through Friday, and for dinner from 6:00 to 10:00 p.m. Tuesday through Sunday; closed Monday. No credit cards honored; reservations accepted for parties of 7 or more only. Full bar.~~

Dining out five or six nights a week all these years has had a perceptible effect in honing my appreciation for good, honest homecooking. An evening at home is an occasion, whether I use the time to keep my own hand in the kitchen, or enjoy a simple meal prepared for me, or join a festive gathering at a family dinner. About the closest

LOCATION, LEASE AND MARKET

The restaurant will be located in leased premises within easy access of the San Francisco Civic Center. We have negotiated a lease for 1500 square feet of ground-floor commercial space (plus basement storage space) at 324 Hayes Street, a few doors west of Franklin Street. The lease is for a ten-year term. The rent is \$600/month for the first two years, \$700/month for the following two years and \$750/month for the fifth year. Rent for the remaining five years will be based on the \$750/month figure plus annual cost-of-living adjustments or 5 1/2% of gross sales, whichever is higher.

The location of the leased premises is ideal for attracting a substantial lunch and dinner trade. The Civic Center, two blocks from the Hayes/Franklin corner, houses city and state courts and government offices; the Federal Building and the San Francisco Museum of Modern Art are also nearby. In addition, many buildings on Franklin and Gough Streets are being renovated as professional office space, and the California Bar Association has just completed a huge new complex at Franklin and MacAlister. At night, the Opera House, Herbst Auditorium, the Orpheum Theatre, and the Civic Auditorium bring a great number of people to the area. The new 5,000-seat Performing Arts Center, at Van Ness and Grove (across the street from our Hayes Street Grill location), is scheduled for completion in two years, and a municipal parking lot is to be constructed at Grove and Gough to accommodate the Center. (See Map.)

At present there are virtually no high quality restaurants which serve this large market. Except for the small Museum of Modern Art cafe which does a turn-away lunch business and Oronte's, at Turk and Larkin, which does a reservations-only pre-opera dinner, there are nothing but sandwich shops in the area. People we have spoken to are desperate for a good restaurant here, and this will become even more true as the neighborhood continues to improve.

Some other restaurants are planning to open in the area: two light lunch/dinner restaurants, Edna May's and Salmagundi's, are scheduled to go in on Grove between Larkin and Hyde, and a restaurant is planned for the renovation project which will house professional offices at Hayes and Gough. We feel that any other restaurants in this fast-improving neighborhood will add to the attractiveness of the area in general and help draw patrons to the Hayes Street Grill. We intend to be the first new restaurant to open in this fast-developing area; our location is excellent.

Location Map
HAYES STREET GRILL



MENU

Fish and Seafood Grilled over Charcoal
(subject to season and catch)

Served with pommes frites and a choice of sauces

Snapper	\$ 5.75
Flounder	5.75
Rock Cod	5.75
Trout	5.75
Ling Cod	5.75
Halibut	7.75 6.50
Swordfish	6.75 6.50 1.25
Rex Sole	5.75
Salmon	6.75 1.50
Sea Bass	6.75 7.25 4.25
Inverness Oysters	5.75

Barbequed

~~Wentworth~~

Sauces

- ^{1/2} Bernaise - tarragon flavoured Hollandaise
- ~~Freshly grated horseradish and sour cream~~
- Beurre Blanc - tart, creamy butter sauce
- Mayonnaise Verte

Meats ^{herb & Shallot Butter}

Served with pommes frites and a choice of sauces

Hamburger - house ground	4.25 3.75
New York Steak	8.25 9.25
Pork Chop	6.75
Chicken Breast	6.75
Boudin Blanc	
Sausages	4.25
Crepinettes - Flat Spicy Sausage	4.25

<u>Salads</u>	
Spinach with lettuce & black beans	3.75
Spinach with bacon & ham	4.25 / 2.25 with dinner
Caesar	4.25 / 2.25
House	2.25 / 1.25
Crudites*	4.25 / 2.25
Nicoise	4.75
Chicken	4.75

*A cart of composed salads

Daily Lunch Special	3.75 - 5.25
Soup of the Day	cup 1.25 bowl 2.50
Vegetable	.75 1.00
Pommes Frites	.75

(continued)

Desserts

House Pastries from the Cart 1.50
Fresh Mint or Lime Ice 1.00
Vivoli's Espresso or Chocolate Italian
Ice Cream 1.25

Crème Quilée 1.50
Beverages

Imported Beers-

~~Wine~~

House ~~Coffee~~

Herb and Black Teas

~~Cafe Filtre~~

Black Teas

Milk

Di.

Calistoga

A. Brown's Soda

OPERATION

The Hayes Street Grill will be open Monday through Friday for lunch and Monday through Saturday for dinner.

The head chefs and kitchen managers are Patricia Unterman and Anne Powning. They will be assisted by up to two kitchen workers. A pastry chef will work three to four times a week for half a day. The grill cook and a salad chef will work during serving hours.

Robert Flaherty and Richard Sander will manage the dining room and serve as salad chefs. They will be assisted by three waiters for lunch and dinner.

See "Operating Expenses" for monthly expenditures.

ADVERTISING

The Hayes Street Grill will do initial major advertising to announce its opening. Possibilities include:

1. Radio spots on KKHI and KDFC, the two classical music stations in the Bay Area.
2. Display advertising in the pink section of the Sunday Examiner-Chronicle, The Bay Guardian and program notes for various Opera House events.
3. Clever sandwich-board advertising before and after Opera House events.
4. Leaflets distributed before performances at the Opera House and during lunch hour in the City Hall-Civic Center area.

INITIAL COSTS

We project initial costs to construct the restaurant and open for business to be approximately \$82,500. This estimate is based on bids on our designs supplied by responsible restaurant suppliers, contractors and our own shopping around. Essentially we will be constructing a restaurant in what is now 1500 square feet of bare commercial space. The cost breakdown is as follows:

I.	<u>Structural renovation and major equipment</u>	
	Renovation and new walls (including bathroom)	\$ 7,000
	Kitchen equipment and installation	25,000
	Carpentry (shelves, cabinets, etc.)	5,000
	Lighting -- Kitchen and Dining Room	5,000
	Plumbing, electricity and gas -- Kitchen	15,000
		<u>Subtotal \$57,000</u>
II.	<u>Decor and smaller equipment</u>	
	Tables and chairs	\$ 3,000
	Miscellaneous decor	3,800
	Dishes, kitchen utensils, etc.	3,500
		<u>Subtotal \$10,300</u>
III.	<u>Initial operating expenses</u>	
	Initial food, beer and wine	\$ 1,000
	Miscellaneous supplies and expenses	1,300
	Advertising	1,500
	Reduced rent before opening (3 months)	900
	Beer and Wine license	500
		<u>Subtotal \$ 5,200</u>
IV.	<u>Leeway factor -- add \$10,000</u>	
		<u>Subtotal \$10,000</u>
		<u>Total \$82,500</u>

MONTHLY OPERATING EXPENSES

Rent	\$ 600	
Utilities	180	
Food*	6000 - 8500	
Beer and wine*	1600 - 2500	
Insurance	100	
Advertising	100	
Bank loan	875	(Estimated loan of \$40,000/5 years/12%)
Miscellaneous	275	
Salaries*	3500 - 4500	

Totals

Minimum (100 meals/day) \$13,230
Moderate (150 meals/day) 17,630

*Food, Beer and Wine, and Salaries expenses vary with business. Estimates are given here for a minimum of one seating for lunch and dinner (100 meals) and for a moderate crowd of 150 meals per day.

Salaries figure does not include owners' compensation which will consist of a \$7/hour draw against profits. (Investors' capital will be repaid out of 50-100% of profits remaining after owners' draw. See "Financing and Investment Plan.")

PROJECTED MONTHLY INCOME

Downside Revenues

75 meals/day (at an average price of \$7 per meal)*....\$13,650/mo.

Middle Revenues

100 meals/day (a full seating at lunch and dinner)....\$18,200/mo.

Upside Revenues

150 meals/day.....\$27,300/mo.

200 meals/day.....\$36,400/mo.

Income Statement

	<u>Income</u>	<u>Expenses</u>	<u>Profit</u>
75 meals --	\$13,650	\$10,690	\$ 2,960
100 meals --	18,200	13,230	4,970
150 meals --	27,300	17,630	9,670

*\$7.00/meal is a conservative to moderate figure, averaging anticipated lunch and dinner revenues.

FINANCING AND INVESTMENT PLAN

As indicated under "Initial Costs" above, we will require \$82,500 to open the Hayes Street Grill. We intend to raise this amount as follows:

Patty, Anne, Robert and Dick ("owners") will each invest \$5,000 cash, for a total of \$20,000 equity investment. The owners will be general partners in the business.

"Investors" will invest varying amounts in \$2500 increments for a total of \$22,500. For their investment, investors will receive a limited partnership interest in the restaurant which operates like a shareholder investment and protects investors from personal liability beyond the amount invested. Investors will be paid back pro rata the sum of their investment plus a 10% compounded return on their investment from the profits of the restaurant (see "Projected Income" above) as quickly as possible. At least 50% of all profits after owners' draw will be committed to return of investors' capital, although owners may elect to employ more than 50% of the profits for this purpose. When investors have received a full return of their capital and a compounded 10% return on their investment, their collective interest in the profits and losses of the partnership will be 9%, 1% for each \$2500 invested. Distributions consisting of that 9% share of the profits will be paid semi-annually to investors in proportion to their investment.

A loan from a commercial bank for \$40,000 will constitute the remainder of the total \$82,500 to be raised.

It is not anticipated that investors will receive the significant types of tax benefits generally associated with other types of limited partnership investments such as real estate, motion pictures, or oil and gas syndications. Investors should consult their own accountants and tax advisers concerning the advisability and tax aspects of an investment in the partnership.

THE FUTURE

The three working partners of the Hayes Street Grill feel that there is such an overwhelming need for a high quality restaurant in the Opera House area that we will soon be serving to our 49 seat capacity. We are committed to reinvesting our profits to expand and improve the restaurant operation. We are negotiating to lease the store front directly next door to us, which is owned by our landlords. We are also interested in obtaining a hard liquor license, and possibly in purchasing the building which houses the restaurant.



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
MARK FARRELL, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-045
Business Name: Balboa Cafe
Business Address: 3199 Fillmore Street
District: District 2
Applicant: Jeremy Scherer, President
Nomination Date: June 5, 2018
Nominated By: Supervisor Catherine Stefani

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

3199 Fillmore Street from 1913 to Present (105 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: June 18, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 2



City and County of San Francisco

CATHERINE STEFANI

June 5, 2018

San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi:

I am pleased to nominate Balboa Cafe to the Legacy Business Registry. Founded in 1913, Balboa Café celebrates over a century of business in San Francisco. Along an ever-changing stretch of Fillmore Street, Balboa Cafe remains one of the city's oldest saloons and an icon in the Cow Hollow neighborhood and Marina District.

In 1995, Balboa Cafe was one of the first properties acquired by PlumpJack Wines, which is now known as the PlumpJack Group. As PlumpJack has grown, Balboa Cafe has likewise prospered. The restaurant & bar is a neighborhood staple, with an incredibly knowledgeable staff, vibrant menu, and a long list of regular purveyors spanning generations of San Franciscans. Balboa Cafe has largely retained the décor that made it a staple over a century ago while offering both classic and modern dishes. The business is an anchor on the corner of Fillmore & Greenwich and contributes to the vitality of the intersection by attracting new, diverse retailers and restaurateurs to the area.

Balboa Cafe is committed to preserving and promoting Cow Hollow's and the Marina's robust history for residents and visitors alike through its old-time charm and rich character.

I look forward to Balboa Cafe's ongoing success as a Legacy Business.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani".

Catherine Stefani
San Francisco Supervisor, District 2

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:		
Balboa Cafe		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Falstaff Management Inc		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3199 Fillmore St San Francisco, CA 94123		415) 346-5222
		EMAIL:
		jeremy@plumpjack.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
balboacafe	balboacafe	balboacafe

APPLICANT'S NAME	
Jeremy Scherer	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	
3201 Fillmore St San Francisco, CA 94123	
TELEPHONE:	
415) 346-5222	
EMAIL:	
jeremy@plumpjack.com	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
142062	94-3231376

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

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3199 Fillmore St	94123	1913
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		1913-today

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
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		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.

Jeremy Scherer

3-4-18

Name (Print):

Date:

Signature:



BALBOA CAFE RESTAURANT AND BAR

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.

Balboa Cafe Restaurant and Bar (“Balboa Cafe” or “the Balboa”) opened its doors in 1913 despite the original signage above the door that says 1914 due to the owners’ superstition to the number 13. The restaurant and bar has been operating continuously for 105 years in the Cow Hollow neighborhood at 3199 Fillmore Street on the corner of Fillmore and Greenwich streets.

In the early days, the Balboa was a working-man’s saloon with a sawdust floor, pool tables, and a carving station in the corner where bartenders sliced hunks of meat off the bone and placed them on plain rolls for bar patrons to snack on.

Since the days of the saloon, Balboa has morphed into a more sophisticated establishment over the years with updates and additions without sacrificing the historical integrity of the building. Many of the original details remain like the back bar, the exterior signage that announces Off Sale Liquors, the original Coca-Cola sign, the windows, transoms, plus small details throughout the restaurant’s interior.

There is little information about the Balboa Cafe owners and its history from the time of its opening through the early 1970s when Jack Hobday (aka Jack Slick, brother of Henry Africa aka Norman Hobday) took over operations. During that time, it didn’t exactly resemble the bar of the early 1900s – the sawdust was gone along with the pool tables – but it was still more of a saloon than a more refined dining establishment. In 1980, famed chef Jeremiah Tower came on as Executive Chef for four years, helping to establish a proper bar menu, although different from the food Tower went on to cook at the famed Stars Restaurant after he left Balboa Cafe.

Before Gavin Newsom’s PlumpJack Group took over in 1994, the Balboa had lost a little bit of its luster and was in need of some new energy and TLC. Prior to taking over the property, Judge Bill Newsom, Gordon Getty, and Pat Kelley would hang out at the Balboa and discuss how much potential the café had and how great it would be to spruce it up and give it new life with a refreshed appearance.

It was Pat Kelley, who is a seasoned restaurateur, wine retailer, San Francisco real estate scion, and the first San Franciscan female stock broker, who was able to convince Gavin to make a bid

on the Balboa Cafe, as she knew Jack Hobday and his partner Doyle Moon were motivated to sell the business.

In 1994, Gavin's PlumpJack Group's Balboa Cafe Partners acquired the Balboa and debuted with minimal updates in 1995. Under new management, historical elements were restored like the back bar and some minor updates to give it a revitalized look that transitioned the Balboa from a storied saloon to a buzzing restaurant and bar establishment with new energy and luster.

The menu got an overhaul under PlumpJack but to this day still features the famous Balboa Burger on its signature baguette with housemade pickles and pickled red onions. Behind the long Mahogany bar, longtime bartenders still mix the classics like Manhattans and Martinis, but also feature popular cocktails to keep up with the ever-changing palates of new generations.

The Balboa Cafe is a San Francisco institution that has stayed true to its roots for more than a century. It has survived Prohibition, the Great Depression, the devastating 1989 Loma Prieta earthquake, and many other historic milestones in the city. It's never conformed to trends – always staying true to its identity, and is still a popular gathering place for San Francisco locals who crave community and visitors looking for a slice of San Francisco history.

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

In 1999, the Balboa Cafe closed the kitchen and ceased food operations but kept the bar open to add ADA bathrooms. The doors remained open to the public, but the famous Balboa Burger was on hold until they re-opened the kitchen after a few months of construction.

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

In 1994, Balboa Cafe was taken over by former San Francisco Mayor and now California Lieutenant Governor Gavin Newsom's PlumpJack Group, which is run by his sister Hilary Newsom and his cousin Jeremy Scherer. Gavin's father, Judge Bill Newsom, had a fondness for Balboa Cafe and had a lot of influence in Gavin's decision to take over the restaurant and bar.

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

There is little information about the Balboa's early proprietors. The current owners of the building, Raymond Carmignani and sister Judith Schuster, are longtime San Francisco residents. It's said that Raymond's and Judith's father was a cook at Balboa Cafe in the early days after they built a kitchen. In the 1970s, Jack Hobday, brother of Norman Hobday who started the Fern Bar trend in San Francisco, operated the Balboa Cafe until PlumpJack (Balboa Cafe Partners) took over operations in 1994.

From the beginning, one of PlumpJack’s co-founders and local legend, Pat Kelley, was the face of Balboa Cafe for many years as the longstanding lunchtime host.

Gavin Newsom, a fourth generation San Franciscan, said in a 1998 New York Times article that the PlumpJack Group purchased the restaurant in 1994 “because we're standard-bearers. It was purely selfish -- the partners invested in it because they wanted this place to continue.”

Today, the PlumpJack Group is overseen by Gavin Newsom’s sister Hilary Newsom and her co-president and partner Jeremy Scherer.

A history of the ownership of Balboa Cafe is as follows:

1913 to Unknown	Unknown Owners
Unknown to 1994	Jack Lapidos, Jack Hobday, Doyle Moon
1994 to Present	Balboa Cafe Partners LP

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

Documentation of the existence of the business prior to current ownership is included in the Legacy Business Registry application.

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

The Planning Department has categorized 3199 Fillmore Street as Category A (“Historic Resource Present”) with regard to the California Environmental Quality Act. The building is a contributing structure to the Fillmore-Union Commercial Development Historic District. The district has been identified in the Neighborhood Commercial Buildings Historic Context Statement and Survey 1865-1965 as the "Union Fillmore Commercial Development cluster." The cluster contains 35 properties on Union and Fillmore streets generally constructed between 1898 and 1974 that are strongly associated with the historic development of the neighborhood's commercial strip, specifically in the number of mixed-use, residential-over-commercial buildings constructed during the period of significance, 1895 to 1915.

CRITERION 2

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

Established in 1913, Balboa Cafe is one of the oldest saloons in San Francisco and a longtime neighborhood institution where locals gather for community, popular menu items like its famed Balboa Burger, and its Wednesday special, Chicken Paillard.

Balboa Cafe is part of the infamous “Triangle” that has included rotating bars on either corner, but unlike the others that shuttered over the years, the Balboa has continued its legacy on the corner of Fillmore and Greenwich.

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

Balboa Cafe celebrated its 100 Year Anniversary in October 2013. It was celebrated by locals and the café’s regulars with more than 100 attendees. Gavin Newsom and Hilary Newsom both spoke. We made a Negociant Pinot Noir branded for the 100 Year Anniversary that we sold in the wine stores and had on the Balboa Cafe menu.

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

Over the years, Balboa Cafe has been featured in local and national media, including San Francisco Chronicle, the Examiner, The New York Times, 7x7, San Francisco Magazine, and many others. Columnists such as Herb Caen and Pat Steger frequently mentioned the Balboa in their weekly references about happenings around San Francisco.

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

Current partner and founder in the PlumpJack Group, Gavin Newsom, is the current Lieutenant Governor of California and also candidate for Governor of California. He is the former two-time Mayor of San Francisco and former District 2 Supervisor.

Without Pat Kelley, the character of the Balboa Cafe might have been lost. Pat was the first female stockbroker in San Francisco and was one of the most successful real estate people in town. Herb Caen, would describe her as “the blond bombshell” or simply, “La Kelley.” It was Pat who suggested to Gavin that their PlumpJack Group buy the Balboa Cafe, that it could be as great as it used to be.

The Balboa has been a gathering place for many historical figures and celebrities, from sports figures and entertainers to movie stars and Bay Area local legends, including PlumpJack investor Gordon Getty.

Jeremiah Tower is an influential chef who worked at Balboa Cafe. He began his career as the chef at Chez Panisse in Berkeley, one of America’s most important restaurants. He then went on to the Ventana Inn in Big Sur and the Balboa Cafe in San Francisco, then Berkeley’s Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he forged the

restaurant world as we know it. He's one of the reasons chefs seek out local ingredients for their dishes, why they are no longer behind the scenes but part of the "scene." Indeed he's one of the factors in why restaurants have become an experience and entertainment in and of themselves. Now, celebrity chefs are part of the culinary landscape and it was Jeremiah who paved the way for those chefs to be seen and heard.¹

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

PlumpJack has a strong commitment to supporting the community where their businesses reside and with the Balboa we have stayed true to that commitment. The restaurant supports the nearby fire station with dinners for the firefighters, plus donations to their fundraisers. Balboa Cafe has a biannual fundraiser for Blood Centers of America called "Burger for A Pint" in which the business offers complimentary Balboa Burgers to people who give a pint of blood in the Blood Center's trailer parked out front.

Through the PlumpJack Foundation, Balboa Cafe has raised money throughout the year to support the Foundation's focus on preventing childhood poverty, cancer prevention, education, and research. There are many beneficiaries of the PlumpJack Foundation, including Holy Family Day Home, San Francisco Child Abuse Prevention Center, SF Can (UCSF's SF Cancer Initiative), Breast Cancer Emergency Fund, Cancer Prevention Institute of California and the SF Komen Foundation San Francisco Bay Area, and many others.

Every October, the Balboa Cafe donates food and wine for the Salesian Boys & Girls Club and St. Peter & Paul's annual Columbus Day Bazaar Sunday Night Dinner. In November, Balboa Cafe provides Thanksgiving lunch to the children of the Holy Family Day Home. Through the month of December, Balboa Cafe raises money for their holiday gift drive with Giving Trees.

During the recent Sonoma and Napa fires, the Balboa Cafe donated hundreds of meals to first responders and volunteers.

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

The Balboa Cafe serves as an extended living and dining room for many local residents of Cow Hollow, Pacific Heights, and the Marina neighborhoods. It's a generational restaurant where it's not unlikely to see grandparents dining at lunch, their kids dining at dinner, and their grandkids enjoying Balboa's nightlife. As the city continues to change with the times, people feel like they can always return to the Balboa Cafe for a slice of nostalgia and a great meal and cocktail, not to mention one of the best and most affordable wine lists in all of San Francisco.

¹ Forrest, Rachel, 'Wine Me Dine Me: Cooking with The Last Magnificent', *seacoastonline.com*, 5 April 2018 <<http://www.seacoastonline.com/news/20180405/wine-me-dine-me-cooking-with-last-magnificent>> [accessed 13 April 2018]

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

The exterior signage that references “Off Sale Liquor” and the original Coca-Cola signs are unique and significant. The Off Sale Liquor sign signified that at one point Balboa Cafe sold liquor that could taken and consumed off premises. The neon sign is also significant seeing how it’s very difficult to get neon signs in San Francisco. Most are grandfathered in.

In the interior of the restaurant, near the host stand, there are photos of the Balboa Cafe from the early 1900s that showcases the original interior.

The back bar is the original bar from when the saloon opened in 1913.

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

So many people of San Francisco and beyond have a strong connection to Balboa Cafe. Many staff members have been behind the bar or working as servers and in the kitchen since before PlumpJack took over in 1994. While other businesses in the area are popular for their nightlife or brunch, Balboa Cafe is consistently busy throughout the day into the night. The café has a steady stream of regulars that visit us weekly, some of which visit daily. We know their names, we know what they like to eat and drink, we know where they like to sit, but more importantly we know their stories.

The Balboa is multi-generational – there are babies and grandparents sitting side-by-side with politicians, actors, artists, writers, business leaders – everyone is part of the Balboa family. Lance, Brian, and Scott have been serving the neighborhood for decades.

A group of old friends from St. Ignatius’ class of 1952 still gather every first Friday of the month to catch-up over lunch – most of them order the same meal and drinks since they started their tradition more than 20 years ago.

If Balboa Cafe were to close, it would be a tremendous loss for San Francisco.

CRITERION 3

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

The Balboa Cafe was established in 1913 and is one of the oldest dining and drinking establishments in San Francisco. It continues to be a place where people gather in timeless tradition over a good meal, good drinks and spirited conversation. They feel welcome; they feel safe; they usually run into an old friend(s).

At PlumpJack, we believe in three core business principles: Honesty: living the truth and acting with integrity; Approachability: being welcoming, genuine and unpretentious, and; Passion: having enthusiasm for all that we do. This philosophy guides the team at every level at all of our businesses. At the Balboa Cafe, our focus is to deliver exceptional service, making guests feel welcome and going above and beyond to deliver memorable experiences.

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)

Balboa Cafe's signature dishes have not been touched since before PlumpJack (Balboa Cafe Partners LP) took over in 1994, mainly the popular Balboa Burger which has been named by numerous people and media as one of the best in the city. It's beloved for its unique shape and for being on a baguette vs. a standard bun and its housemade pickles and pickled red onions. Many of Balboa Cafe's customers personalize it by adding their own twist, and if they ask us to add or make it a certain way, we always oblige. Some of the popular renditions include bacon and jalapenos grilled into the meat of the burger, or the burger served naked, no bun – with cheese and nothing else. Additionally, Balboa's Chicken Paillard special has earned a cult following. People flock to Balboa Cafe on Wednesdays for the thinly breaded chicken cutlet perfectly sautéed in butter and topped with a delicious wine reduction and served with a classic arugula and tomato salad drizzled with a bit of olive oil and topped with a lemon wedge. There are also items that are not on the menu that are ordered by many – like the Halligan burger that customers and the staff just know about.

When Gavin Newsom opened PlumpJack Wines in 1992, his founding principle was to make the wine buying experience more approachable and affordable. That motto carried over to PlumpJack Cafe when he opened and debuted a wine list that marked up the wine \$1-2 above retail. This was revolutionary for a restaurant of this caliber. After opening Balboa Cafe, that same principle carried over to make wine more approachable for our patrons. Today, the wine list is probably the most reasonable and affordable in San Francisco, with an expansive collection of New World and Old-World wines.

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.).

PlumpJack provides regular maintenance and restoration to elements of the building that have historical value, including the original exterior Off Sale Liquors and the Coca-Cola signs, plus the Balboa Cafe neon sign that is not an original but has been part of the building for several decades. Additionally, the tile, windows and transoms, many pieces of brass throughout the restaurant, original side doors, and original oak back bar are all carefully maintained.

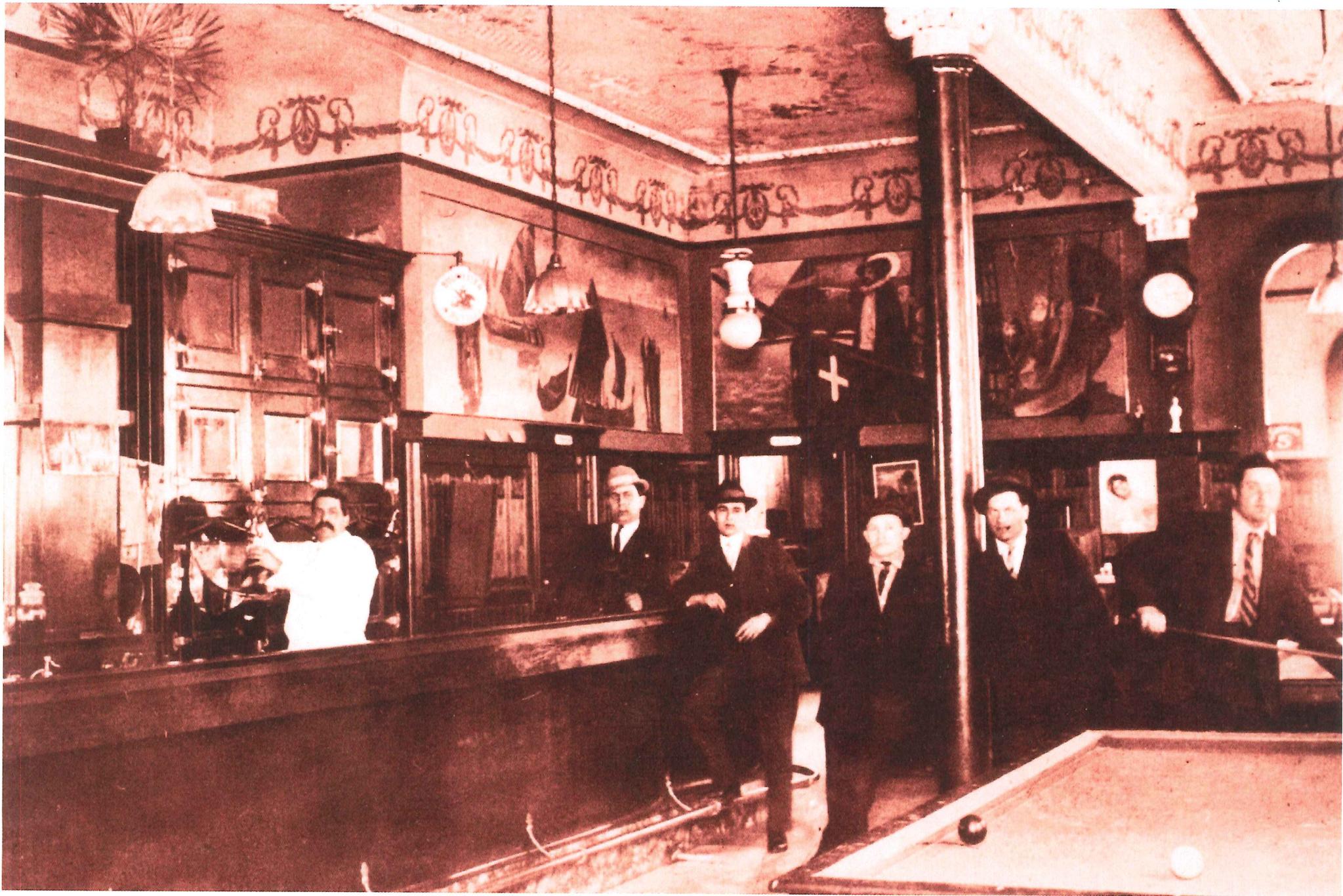
Prints of the original bar adorn the wall near the bar and the host stand in the restaurant that showcases the bar with the pool tables.

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.









BALBOA CAFE
OFF SALE LIQUORS



BALBOA CAFE
OFF SALE LIQUORS



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WAIT FOR
ATTENDANT



BALBOA CAFE
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DRINK
Coca-Cola

BALBOA CAFE
OFF SALE LIQUORS

Organica

WELLS FARGO ATM





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BAR & RESTAURANT

DRINK
Coca-Cola

BALBOA CAFE
RESTAURANT

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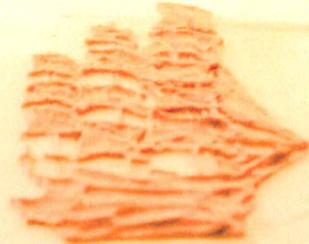






100 YEARS
Balboa Cafe

SINCE 1913



SAN FRANCISCO



100 YEAR ANNIVERSARY

Balboa Cafe

CENTRAL COAST PINOT NOIR



2012

Bruce Bellingham

Bellingham by the Bay : Bits, Bites & Adventure From Bruce Bellingham in San Francisco

MONDAY, MARCH 20, 2006



SEARCH THIS BLOG

Pat Kelley: The Face of the PlumpJack Dream

The Balboa's Hostess Is More Than Meets The Eye

When it comes to telling stories, few can beat the vivacious Pat Kelley, who knows just about everyone in San Francisco.

"She's the exquisite Rolodex," says the legendary statesman Hadley Roff, who has worked for six San Francisco mayors and now consults for the Political Science and Urban Affairs departments at San Francisco State University. "Without Pat Kelley, the character of the Balboa Café would be lost."

Over the years, columnists have quietly called Pat to ask her the "what's what" and the "who's who." It's a rare day when she doesn't have an answer. If she doesn't have an immediate answer, she'll graciously call back and rattle off a list of names and a constellation of characters that require a scorecard to follow. Fact is, Pat is one of the most fascinating of all San Franciscans on her own merits. Splashy and dazzling in her ingenue days, she takes her place among the local legends over the epochs, such as Alma Spreckels, Lillian Hitchcock Coit and Lola Montez.

She's played the part of courtesan and eminence grise. She gives the term "working girl" new meaning.

Yes, Pat was known to dance on the bar, martini glass in hand, until the cows came home. Her old friend, Herb Caen, would describe her as "the blond bombshell" or simply, "La Kelley." Sure, she could put away the martinis. But now, she's put them aside.

Today most people know Pat as the poised, graceful woman with the twinkling eyes and the elegant scarves who seats people for lunch at the Marina's storied Balboa Café -- a nexus for politicians, socialites, the shamelessly successful, and the rest of us. The current incarnation of the Balboa is part of the PlumpJack Group that was founded by Gavin Newsom. Among the investors are Gavin's childhood chum, Billy Getty, and various members of the Getty family. Gordon Getty is

COLUMN ARCHIVES

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the patriach. At first glance, Pat appears to be a highborn lady who has a hostess gig in order to occupy her days and mingle with her well-heeled Pacific Heights friends.

That's not the case. Pat has made and lost fortunes without benefit of inheritance or husbands. She has always worked hard; was a "single mom" and a "career woman" -- before the terms were invented. In fact, she was the first female stockbroker in San Francisco and was one of the most successful real estate people in town. She achieved that through a combination of smarts, charm, and absolute fearlessness. She modestly calls it "naivete."

"I never really knew about the big picture," says Pat. "that I might have been ahead of the pack."

It was 1962. Tired of her meager wage at Allstate on the Peninsula and with a child, she went to the personnel manager to ask for more money. Pat was told she would not be able to go any higher in the company because she was a woman.

"When I asked about being a manager, a higher level, I was told that women weren't managers," Pat recalled. "The woman in personnel was stunned when I quit. I had no child support, and now, no job."

In Menlo Park, Pat approached a small investment firm run by Sheldon Luce, of the famous family. Again, she encountered a woman in personnel.

"Any college?" she asked.

"No."

"Can't use you."

Pat came back the next day.

"How much typing?"

"Not much."

"Can't use you."

Determined, Pat returned on Monday and asked to talk to Mr. Luce. "He hired me," Pat says, "for my persistence."

That persistence rarely left her. Luce gave her advice, such as, "Don't read other people's theories and never tell anyone what you do for a living."

Then one day, she said, "Mr. Luce, I was thinking over the weekend ..."

"Don't ever think," he shot back. "If I wanted someone to think, I would've hired a man. Maybe you should be a stockbroker." He gave her a list of names.

She landed a job at E.F. Hutton. They sent her to New York for training. There were 100 men and Pat Kelley in the room. Pat became the first female registered stock representative in San Francisco. In the first year, she was third best producer in the San Francisco office.

"All the other stockbrokers wanted to get through the day and go home," Pat recalled. "But I'd stay in the office until eight o'clock at night, picking up all the walk-in business."

These days, Pat gets to the PlumpJack Management office on Fillmore Street at six in the morning. There she handles all sorts of paperwork for the company. At 11:30, she crosses the street to the Balboa and begins her "mayter-dee" (as Herb Caen would say) duties until late afternoon.

"Pat was really the backbone of PlumpJack at its birth," Judge Bill Newsom, Gavin's dad, said the other day. "She had the breadth of experience that Gavin and Billy lacked -- in retail, in wine, and in food. She still is the public face of the PlumpJack enterprise."

Since her E.F Hutton days -- she was a broker for 12 years -- Pat says it has all been "a kaleidoscope." She made lots of friends, went to lots of places.

"In 1970, I met Herb Caen and Billy Gaylord (crown prince of interior design), " Pat says, "I always had interesting friends who are interested in people, people who are doers. Harry de Wildt (Caen dubbed him "Sir Lunch-a-lot") would give parties two nights in a row and sometimes not even show up."

She went along when real estate mogul Vincent Friia would take 25 people to Paris to celebrate New Year's with a midnight supper at Maxim's several years in a row.

There were the best of times and it seems they couldn't be better. She took her stock money and bought real estate, was at the vanguard of condo-conversion, went into the wine store business -- she called the shops Crane & Kelley --and a hardware store at Polk & Pacific.

"I always wanted to own something that was somewhere between the Crystal Palace and Harrod's," she says. "So I created the Oakville Grocery with Joe Phelps (of winery fame). With that, another Crane & Kelley, and La Cuisine, a cooking school that included instructors such as Marion Cunningham, Carlo Middione, Marcella Hazan, Giancarlo Bugialli, Flo Braker, and Jeremiah Tower.

Pat and Jeremiah became an item. On a trip to Honolulu, they actually discussed marriage. Kelley recalls those days: "Jeremiah was going through -- how shall I say? -- an ambivalent stage. Back at the Balboa, I finally said, 'Jeremiah, I've been thinking. I really don't think we should get married.' He sighed and blurted out, 'Thank God!' in relief."

Tower, who lives in Merida, Mexico, in the Yucatan, is now writing and consulting. He recalls cooking for Pat's dinner parties on Russian Hill and in Napa in the old days:

Pat was the first high-flying member of some part of San Francisco's society to invite me to sit down to dinner at her table after I had cooked the dinner, even when other people at the table, some of those flying in that town's highest circles were appalled to sit next to a

cook. Later, of course, with my local fame as a superstar and chef, some from society wanted to sit next to me."

Pat says the Oakville Grocery was her dream come true.

"And it didn't even have parking." Her eyes sparkle as she speaks. "We had the best produce in town. We sold 100 kinds of mustard. Cyril Magnin came in every day. Then the union struck us over a dispute that was about our using novices. Genteel ladies did not like crossing a picket line and being called names like 'scumbag' by nasty people. It took them 18 months to put us out of business."

The real estate business also went south.

"I'm still not sure what happened, but I spent five years as a defendant, and wound up without a dime."

She went to work for Cliff Abbey, the St. Helena vintner, who then owned the Trattoria Contadina in North Beach.

Says Pat, "This was my college experience when it came to the restaurant business, from washing pots and pans to all the rest." Pat confesses she actually switched the place cards at a dinner so Cliff could sit next to her friend, Clare Boothe Luce, granddaughter of the famous playwright and congresswoman. Clare and Cliff, now married, "haven't been out of each other's sight since that night."

Yes, Clare is from the same family as Sheldon Luce, who gave Pat her a break in the finance world all those years ago.

She opened the Dixie Café for Tom Clendenning and opened Rosalie's on Van Ness Avenue. It closed. She reopened it as Rosalie's Redux with Harry de Wildt. It closed. "I think Harry accidentally wandered into the kitchen and recoiled at the sight of the butcher in a bloody smock. It was all over."

Pat went back to work for Cliff Abbey, producing jeans on Potrero Hill.

One day, Pat and Gavin had a chat at the Balboa about opening a wine store in the Marina. What would they call it? Gordon Getty had composed an opera called "Plump Jack." Pat thought it might be a good name for the shop, considering the Gettys were involved. After a protracted battle with some neighbors who didn't want another wine shop in the area, PlumpJack Wines finally opened.

Kelley retains undying respect and loyalty for Mayor Newsom. The feeling is mutual.

"Gavin is awfully smart, a self-taught businessman," Pat says. "He exudes honesty and loyalty. In turn, he expects commitment. We made it with pluck and hard work -- not always knowing what we were doing.

Sure, we had advantages -- people wanted to see what the Gettys were doing. I was perfectly happy. Two years into the wine store, I hear from Gavin, 'We're

going to buy the Pixie Café. I need a challenge."

That became the PlumpJack Cafe on Fillmore.

Meanwhile, Jack Slick and his partners, Cathe and Doyle Moon, were running the Balboa Café, which had been a funky neighborhood bar in the old days, frequented by sodden merchant sailors. Jack, Cathe and Doyle took it over and it became a very hip spot. Boz Scaggs, a friend of Slick's, was among many musicians often seen at the Balboa. Yes, Pat worked for Jack at one time, too. (Slick now owns a bar in Sacramento.) The Jack Slick days became quite notorious for his bizarre, rambunctious behavior. Herb Caen reported the time Slick dragged a man out of the bathroom with his pants down, holding a syringe. Slick screamed, "I don't want any junkies in my bathroom!"

The man was a diabetic. The syringe contained insulin. The restaurant paid the man a \$600,000 settlement. It was another blow to a foundering ship. Kelley suggested to Gavin that the PlumpJack people pick up the Balboa, that it could be as great as it used to be. They got it for a song.

Pat's not comfortable with the moniker of "kingmaker" but she's undoubtedly and relentlessly imaginative. One fateful night at the PlumpJack Cafe, Pat Kelley introduced then-Mayor Willie Brown to Gavin. Later, Pat nudged Willie with the notion of appointing Gavin to a commission. "After all," Pat said, "You gave Billy Getty a commission."

Mayor Brown appointed Gavin to the Parking and Traffic Commission. The rest is political history. Gavin was later appointed supervisor in District 2. Then he was elected to the office. When Newsom was elected mayor, he had to relinquish his PlumpJack holdings in San Francisco.

Today Pat has a 28-year old son, Kevin, a real estate agent at Sotheby's. Her daughter, Kathleen, 44, is married with three boys.

What's left for Pat Kelley to conquer? She might conquer the English lexicon. She has passion for words. A dictionary remains open on the counter in the kitchen of her cozy Marina apartment. "I try to learn a new word every day. Aside from that, "I'd like to go another NCAA tournament. I'd like to meet Frederick Larsen (the Chronicle photographer); I want to have lunch with Lance Armstrong and Wayne Gretsky. I've met Domingo, Pavorotti and Joan Sutherland. Who's left?

I'd like to get backstage and meet Donald Fagen when he comes the Paramount in Oakland on March 28th. There are so many challenges and wonderful things yet to do."

Posted by Bruce Bellingham at 1:58 PM



BAR MENU

ARTISAN CHEESE PLATE
served with traditional accompaniments
one cheese 7.00
three cheeses 15.00

AHI TUNA CONES
avocado, spring onion, lime, chilli flakes, tobikko 15.00

SHRIMP CEVICHE
avocado, salsa fresca, tortilla chips 12.50

BRUSCHETTA
arugula pesto, cherry tomatoes, mozzarella 10.50

CALAMARI FRITTI
bloody mary cocktail sauce, spicy remoulade 9.50

DUNGENESS CRAB CAKES
romesco sauce, mixed greens 14.50

HOUSE MARINATED OLIVES
fresh herbs, lemon zest, evoo 5.00

OYSTERS ON THE HALF SHELL
champagne mignonette 2.50 each

PULLED BUFFALO CHICKEN SLIDERS
blue cheese, carrots, celery 8.00

BALBOA BURGER ON A BAGUETTE
lettuce, housemade pickles & onions, french fries 12.50
*add jack, swiss, blue, cheddar cheese, grilled onions,
sautéed mushrooms, bacon or avocado, 1.00 each*

SFGATE Balboa Cafe

celebrates a century

By **Catherine Bigelow**

Published 3:27 pm, Tuesday, August 27, 2013



Pat Kelley (left), PlumpJack Group founder Lt. Gov. Gavin Newsom, his sister Hilary Newsom Callan, cousin Jeremy Scherer, Gordon Getty, Bill Newsom and PlumpJack winemaker John Conover.
Photo: Catherine Bigelow, Special To The Chronicle

The gold numerals etched on a glass panel above the door of the historic Balboa Cafe read "1914."

However last week, during a media lunch, Lt. Gov. **Gavin Newsom**, founder of the PlumpJack Group, pointed out that the original owners were "hyper-superstitious" about the No. 13 and the storied saloon was actually celebrating its 100th anniversary.

Also on deck, other PlumpJack principals and stalwarts: PJ President **Hilary Newsom Callan**, PJ Wineries GM **John Conover** and PJ EVP **Jeremy Scherer**; along with Judge **Bill Newsom**, PJ backer-wine connoisseur **Gordon Getty** and the inimitable **Pat Kelley**, a longtime PJ bookkeeper and Balboa host, who first broached the saving of the old Balboa to Gavin Newsom.

The PlumpJack hospitality empire, a mere 21 years old, now includes resorts (Carneros Inn, PlumpJack Squaw Valley), restaurants, spas and award-winning Napa Valley wineries: PlumpJack, Cade and Odette, the LEED Gold Certified venture, which releases its first Cab in early 2015.

The wood-paneled Balboa, beloved by generations of San Franciscans, college coeds and Social Register standards, is one of the city's oldest watering holes.

It's been a Marina district staple since it opened its doors as a butcher shop with a small stove for grilling up burgers, a tradition that continues among die-hard fans of the Balboa burger. And, according to legend, law-breaking tipplers stowed their stash in a large safe there during Prohibition.

But the first PlumpJack property opened across the street from the Balboa at the Wine Store, which was established in 1992 by Newsom and his former business partner, **Billy Getty**.

The rest of the PJ shebang grew inside the Balboa, then owned by the colorful **Jack Slick** and **Doyle Moon**, at a window table where Kelley encouraged the young, ungelled-haired Newsom to consider a business opportunity.

"I was 22, just graduated from Santa Clara and, about, employee No. 892 for **Walter Shorestein**," Newsom recalled, with a laugh. "I lived at 3730 Fillmore, a block away from the Balboa, and met Pat and my dad here for dinner all the time."

During lunch, Newsom toasted Kelley for her business knowledge, enthusiasm and encouragement, and Getty for his generosity and vision, which includes the wine industry's first screw-cap bottles for premium vino.

"We wouldn't be here without Pat or Gordon (Getty), whose spirit has defined our narrative of the last 20 years."

Kelley, who previously managed three neighborhood wine shops, feared the old Balboa was becoming frayed as it succumbed to a wild '80s excess - although its slightly salacious reputation as a nightlife hot spot was thriving.

Known as the third point of the neighborhood's Bermuda Triangle, so dubbed by Chronicle columnist **Herb Caen**, it anchored the Fillmore-Greenwich intersection's neighboring joints, the Dartmouth Social Club and Golden Gate Grill, as a ground zero where legions of nubile coeds looked for love or, at least, landed a hookup.

But the area already had a storied, social history - from "fern bars," yuppie haunts and cougar caves to a '60s-era music mecca.

Across the street from the Balboa is PlumpJack's upscale, '90s -era nightclub: MatrixFillmore.

That name mines a rich, funky vein of the city's nightlife scene: The old Matrix was a hallowed venue that assisted in the birth of the "San Francisco sound," featuring a house band comprising the then-fledgling musicians of Jefferson Airplane. The Matrix attracted the likes of gonzo journalist **Hunter S. Thompson** and one-off shows by jazz pianist **Vince Guaraldi** and the Dead's **Jerry Garcia**.

When the Matrix closed in the early '70s, it was reborn as Pierce Street Annex, a nearby watering hole that took over the lease. The Annex was both a star of '70s-era fern bars and, in the '80s, it became a lively lair for DJ music and Nordic nannies on the hunt for American husbands.

Today, this Triangle is slightly more tame. But with the Balboa as its anchor, the area is a vibrant, evolving place where old-school establishments like Fredericksen's Hardware easily co-exist with culinary innovators like chef **Dominique Crenn**, operating out of the old PlumpJack Restaurant.

Newsom noted that the Balboa was created by the Greatest Generation, a group that saved and invested. His contemporaries, and younger, seem to comprise a Grasshopper Generation, which consumes everything in its path.

"When I think about the Balboa, I think about a century of sustainability and regeneration, values the PlumpJack Group strives to incorporate in its businesses," he said. "From our organically grown wines and environmentally built wineries, we are thinking about the future for the next generation."

Which, apparently, includes his new cousin, **Scarlett Scherer**, born one month ago to her proud parents, **Jeremy** and **Sabrina Scherer**.

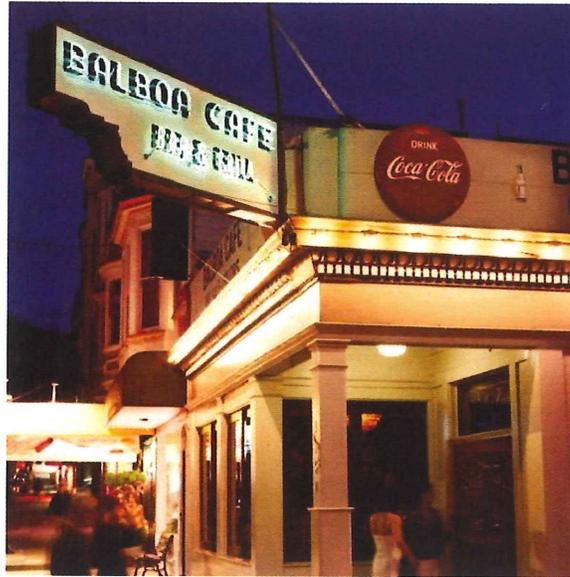
Pulling out his iPhone, Scherer shares a photo of his newborn, wearing a specially designed onesie from Sabrina's gal pals which reads: "Meet Me @ The Balboa."

Catherine Bigelow is The San Francisco Chronicle's society correspondent. E-mail: missbigelow@sfgate.com

31 SF BARS THAT ARE OPEN ON CHRISTMAS DAY

By Daisy Barringer

“The best way to spread Christmas cheer is singing loud and drinking lots of beer.” Yeah, that’s what Buddy the Elf was supposed to say, but then kids ruined the whole thing, just like they’ll ruin your Christmas when you realize they got all the good loot and you got socks. Again. Still, thanks to these 31 SF bars, all of which are doing you the kind favor of being open on a day when pretty much everything is closed, now you can escape your family to enjoy the only Christmas gift you really need: booze. “I’m drinking! I’m in a bar and I’m driiiiiiiinking!”



BALBOA CAFE

Balboa Cafe

Cow Hollow

Enjoy cocktails at one of SF’s oldest bars from noon until 8pm.

1. Balboa Cafe

3199 Fillmore St, San Francisco

2. Bus Stop Saloon

1901 Union St, San Francisco

3. Eastside West Restaurant & Bar

3154 Fillmore St, San Francisco

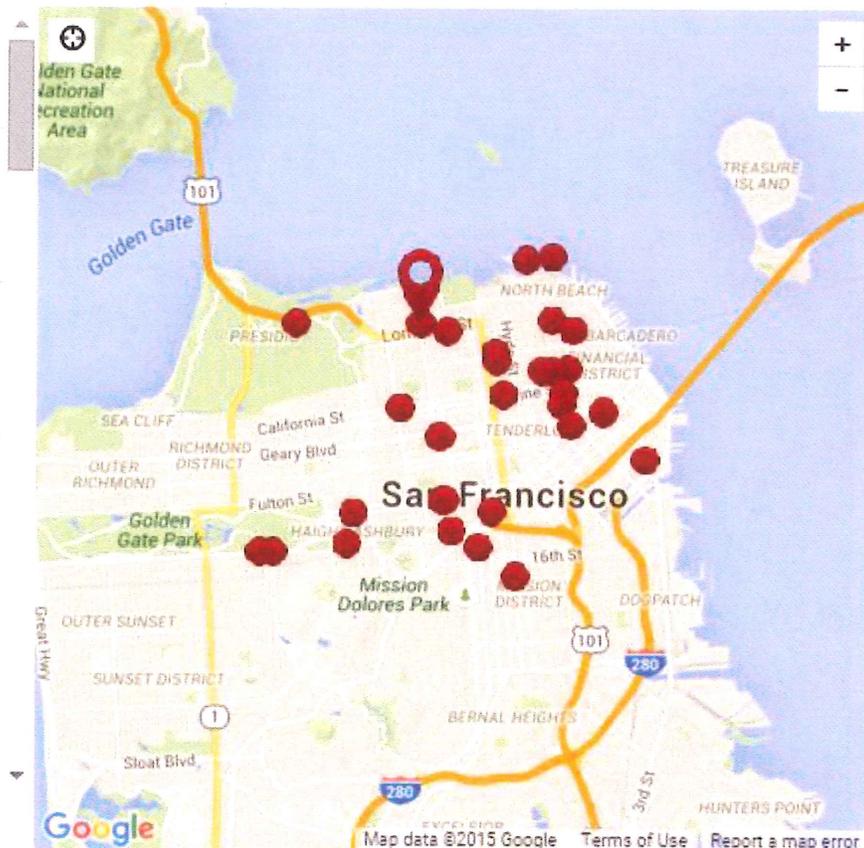
4. Presidio Bowling Center

93 Moraga Ave, San Francisco

5. Lucky 13

2140 Market St, San Francisco

6. Fog Harbor Fish House



1. BALBOA CAFE

With a rowdier scene on Friday/Saturday nights, Balboa Cafe actually makes a great place to settle in for brunch on weekend mornings/afternoons after rowdier weekend nights. A Bloody Mary and a Balboa Burger --which comes on a baguette, with house-made pickles -- will set you right no matter what your night was like.

3199 Fillmore St, San Francisco, CA 94123 415.921.3944 Website

<http://www.seacoastonline.com/news/20180405/wine-me-dine-me-cooking-with-last-magnificent>



Wine Me Dine Me: Cooking with The Last Magnificent

By Rachel Forrest

Posted Apr 5, 2018 at 3:15 AM

Updated Apr 6, 2018 at 8:40 AM



Jeremiah Tower cooking in Stars in the '80s. Right is Ogunquit, Maine chef Clark Frasier
[Courtesy photo]

This weekend or tonight, maybe even right after you finish reading this article, grab a big bowl of popcorn and a glass of rosé or a martini and spend an hour and 42 minutes watching “Jeremiah Tower: The Last Magnificent,” now streaming on Netflix.

Even if you have no interest in restaurants and chefs, the life and career of this particular great American chef is fascinating and inspiring. We see his privileged, adventurous and often lonely upbringing and coming-of-age to his role as chef at Chez Panisse, one of America’s most important restaurants. We hear him ask the question we all ask ourselves at some point in our lives, “What are my great expectations and what have I done?”

What chef Jeremiah Tower has done is make the American restaurant what it is today. After Chez Panisse, he went on to the Ventana Inn at Big Sur and the Balboa Cafe in San Francisco, then Berkeley’s Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he forged the restaurant world as we know it. He’s one of the reasons chefs seek out local ingredients for their dishes, why they are no longer behind the scenes but part of the “scene.” Indeed he’s one of the factors in why restaurants have become an experience and entertainment in and of themselves. Now, celebrity chefs are part of the culinary landscape and it was Tower who paved the way for those chefs to be seen and heard.

He’s also influenced the lives and careers of the best chefs in the country, chefs who worked in his kitchens, internalized Tower’s ethic and ran with it, opening their own restaurants and bringing their mentor’s ideas with them. Mark Franz of Farallon in San Francisco is one, Mario Batali is another as is Emily Luchetti. Life and business partners chef Clark Frasier and Mark Gaier are two more chefs whose careers began at Stars. The chef/owners of the popular MC Perkins Cove in Ogunquit, Maine and Arrows Restaurant which closed in 2013 after a glorious 25-year run, were on the opening team at Stars in 1984, Clark from the beginning and Mark just a few months after. The chefs will join their mentor and friend in creating a special dinner at the Pebble Beach Food and Wine Festival, “The Stars of Stars,” on April 7.

“A lot of chefs and restaurateurs should watch this movie to see what an influence Jeremiah had,” says Frasier. “No one reinvented the wheel, but this particular wheel we know today was invented by Jeremiah. Before Stars, there were places like the Blue Fox in San Francisco which was elegant and quiet. You got dressed up to dine there, but it wasn’t a ‘scene’ at all. That wasn’t a part of fine dining. Everything we know about fine dining now -- the open kitchen, that you can go in with jeans and a nice shirt or dressed any way you like, dining as entertainment in itself -- that all literally happened at Stars. We need to give it credit. The place could be classy and fun at the same time. It didn’t need to be fussy, but you could still have a great dining experience. No one spoke to anyone behind closed doors, restaurants became chef-owned, chef-driven. Jeremiah Tower was ‘the star’ of Stars. We had fun. It was a blast to work there.”

“The Last Magnificent” shows that scene very well. Like NYC’s Studio 54, the celebs and elite came to hobnob and dine on Tower’s food, but here they also revelled in mingling with just the “regular” people and vice versa. Tower’s food was new, exciting, and the chef himself, handsome and charismatic, mingled with his guests, helping to create “the scene,” but maintaining a balanced life as well.

“Jeremiah has had a nice and varied life and he’s been a mentor to both of us not just about work but our lives,” says Frasier. “He has an outlook that’s both worldly and adventurous and he showed us that life doesn’t need to be all about opening the next restaurant, but also about having a good life. You need to pay attention to your life. He was at the top of his game and he left that world to go to Mexico.”

Tower eventually retreated to a quieter life in Merida, Mexico, and many scenes in the documentary show Tower shopping in local markets and wandering through quiet Mayan ruins, far from the frenetic restaurant world. Frasier and Gaier also both travel extensively including to Southeast Asia and Morocco, seeing the world and its cultures, getting new ideas for their food, but also just relaxing and refueling, taking an example from Tower’s own life and keeping their friendship going even after they left Stars.

It was in 1988, just four years after Gaier and Frasier began working at Stars that the now James Beard Award-winning chefs opened Arrows Restaurant in Ogunquit, but what they learned in those four years became a foundation for their own iconic restaurant.

“We really stayed in touch and when we would start something new, we would come back to San Francisco, to Stars. Working for Jeremiah was not easy. He was very demanding and tough and he had a right to be. We gave six weeks notice when we left and I think that’s a lesson young people need to learn. So many just say ‘I’m not enjoying my work today, I need to quit’ and then go onto the next thing. You can’t do that and keep these important mentorships and friendships.”

“Before I started at Stars, I didn’t know anything. I was a pup, a kid. Mark came three or four months later and we were there for two years. I look back on it now and see that we were moving along very quickly. It wasn’t long before we were saying, ‘Let’s drive across country and buy this restaurant.’”

Frasier says that while they took much of what they learned at Stars to Arrows in Maine, including creating a dining “experience,” one in which the chefs came out of the kitchen, mingling with guests, there still were many challenges.

“The idea of using everything made from the area was part of Stars, too. ‘Farm-to-table’ wasn’t a cliché then. We worked with small farmers and fishermen at Stars, but at Stars we always bought bread because we were in San Francisco and there was great bread there. But when we opened Arrows, you couldn’t get good bread or fish, even at the farmers’ market there were no nice

greens, just giant heads of Romaine. We had to do everything in-house. Jeremiah told us ‘Arrows is really my dream restaurant. To have a garden, an orchard.’ He couldn’t do that at Stars.”

At the time of the 25th anniversary of Arrows in 2013, Tower said, “There’s been so much about farm-to-table in the past three or four years. When I was at Chez Panisse, I tried to buy the Martini Estate for a garden but Mark and Clark were the first people to do that, the first to do it completely and with such commitment. Now people see it as a PR thing rather than a personal ethic. Their great achievement is that if you want to experience that completely you have to go to Arrows. Arrows is a huge accomplishment, but almost even more is their personal relationship. Their relationship started and continued when they met at Stars.”

Tower later came out of his retirement to take on the daunting task of revitalizing Tavern on the Green, because he said, quoting Proust, “Work while you still have the light.” While he’s no longer there, he’s still in the culinary world, working with organizations like the Oxford Cultural Collective and is on the Escoffier Schools’ Advisory Board and this weekend he’ll be cooking with two chefs who carry on all they learned from him at the Pebble Beach Food and Wine Festival.

“The folks at the festival invited us to come and asked us if we’d be interested in doing a dinner with Jeremiah,” says Frasier. “He got worried because he didn’t have his own team and support staff and we told him we thought he should reconsider because we’d be there. He changed his mind and off we went. Its classics from all of our restaurants with twists. We worked back and forth with what we’re thinking, what he’s thinking -- and it all worked. That’s a part of the lineage -- a way of thinking, a love of the classics, a feeling. Creating food should feel effortless.”

Rachel Forrest is a former restaurant owner whose column appears Thursdays in Food and Drink. Her restaurant review column, Dining Out, appears Thursdays in EDGE magazine. She can be reached by e-mail at rforrest@gatehousemedia.com.



Home > San Francisco > Menus > Brunch

Brunch

starters

deviled eggs :: 9.50
applewood smoked bacon

fried calamari :: 15.50
bloody mary cocktail sauce, remoulade

smoked salmon :: 17.50
red onion, fried capers, chive aioli, crostini

cheese & charcuterie :: 29.50
humboldt fog, beemster, salametto picante, proscuitto americano

chili :: 10.00
all the fixins' and tortilla chips

salads

balboa salad :: 11.50
mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette

caesar salad :: 13.50
whole leaf romaine, parmesan, garlic croutons

ahi tuna salad :: 23.50
baby kale, quinoa, scallions, blood oranges, asian pears, candied walnuts, citrus vinaigrette

taco salad :: 14.50
chopped romaine, avocado, salsa fresca, black beans, tortilla strips, feta, chili-cre'me dressing

entrées

omelette of the day :: a.q.
roasted potatoes, mixed greens

baked french toast :: 11.50
bourbon-maple syrup, whipped cream

corned beef hash :: 15.50
poached eggs, english muffin, mixed greens

eggs benedict :: 14.50
smoked ham, hollandaise, roasted potatoes, mixed greens
add crab cakes 10.00 or smoked salmon 6.00

balburrito :: 13.50
scrambled eggs, chorizo, black beans, fresh pico de gallo, jack cheese and avocado salsa

Reserve a Table

Party Size:	Date:	Time:
2 people	May 2, 2018	7:00 PM
FIND A TABLE		

✦ Or call us at 415.921.3944 ✦

buttermilk fried chicken sandwich :: 16.50

honey mustard coleslaw, jack cheese, french fries
add bacon or avocado 1.50

huevos rancheros :: 13

avocado, black beans, jack cheese, eggs over easy & salsa fresca
add house-made chorizo 6.00 or ground beef, 8.00

balboa burger on a baguette :: 14.50

lettuce, house-made pickles, french fries
add jack, swiss, blue, cheddar cheese, grilled onions, sautéed mushrooms, bacon or avocado, 1.50 each

sides

french fries :: 6.00

english muffin with jam :: 5.00

roasted potatoes :: 6.00

applewood smoked bacon :: 7.00

chicken apple sausage :: 7.00



3199 Fillmore Street
San Francisco, CA 94123

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Home > San Francisco > Menus > Lunch

Lunch

starters

today's soups a.q.

crab cake
chipotle lime crema, apple frisee salad, citrus vinaigrette 18.50

deviled egg 9.50

cheese & charcuterie
humboldt fog, beemster, salameetto picante, prosciutto americano 29.50

smoked salmon
red onion, fried capers, chive aioli, crostini 17.50

ahi tuna tartare
english cucumber, red onion, soy marinade, crostini 18.50

grilled artichoke
remoulade 10.50

fried calamari
bloody mary cocktail sauce, remoulade 15.50

salads

balboa salad
mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette 11.50

caesar salad
whole leaf romaine, parmesan, garlic croutons, caesar dressing 13.50

ahi tuna salad
baby kale, quinoa, blood oranges, asian pear, candied walnuts, citrus vinaigrette 23.50

robert h. cobb salad
organic mixed greens, roasted chicken, avocado, bacon, tomatoes, egg, crumbled blue cheese, balsamic vinaigrette 17.50

taco salad
chopped romaine, avocado, salsa fresca, black beans, tortilla strips, queso fresco, chili-crème dressing 14.50

Reserve a Table

Party Size:	Date:	Time:
2 people	May 2, 2018	7:00 PM
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entrees

today's omelette
seasonal fruit, mixed greens a.q.

today's pasta
a.q.

chicken pot pie
mixed greens 16.50

BBQ pulled pork sandwich
house-made BBQ sauce, pickles, swiss cheese, brioche bun, waffle chips 16.50

pan seared salmon
celeriac puree, romanesco, blood orange beurre blanc 19.50

diver scallops
red & white quinoa, charred corn, cherry tomatoes, red pepper cream sauce, micro basil 24.50

new york steak frites
mixed greens, french fries, rosemary demi 21.50

buttermilk fried chicken sandwich
honey mustard coleslaw, jack cheese, french fries 16.50
add bacon or avocado 1.50

balboa burger on a baguette
lettuce, housemade pickles, french fries 15.50
*add jack, swiss, blue, cheddar cheese, grilled onions,
sautéed mushrooms, fried egg, bacon or avocado 1.50 each*

lunch specials

monday
chinese chicken salad

tuesday
enchiladas

wednesday
chicken paillard

thursday
tacos

friday
fish and chips

featured pairing :: 100.00

from odette winemaker jeff owens

two balboa burgers with the suggested toppings of blue cheese, bacon, and sauteed mushrooms,
perfectly paired with a bottle of 2012 Adaptation Petite Sirah

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Home > San Francisco > Menus > Dinner

Dinner

starters

today's soup 7.50

crab cake

chipotle lime crema, apple frisee salad, citrus vinaigrette 18.50

deviled eggs 9.50

applewood smoked bacon

oysters on the half shell

champagne mignonette 2.50 each

cheese & charcuterie

humboldt fog, beemster, salametto picante, prosciutto americano 29.50

ahi tuna tartare

english cucumber, red onion, soy marinade, crostini 18.50

grilled artichoke

remoulade 10.50

fried calamari

bloody mary cocktail sauce, remoulade 15.50

salads

balboa salad

mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette 11.50

caesar salad

whole leaf romaine, parmesan, garlic croutons 13.50

ahi tuna salad

baby kale, quinoa, scallions, blood oranges, asian pear, candied walnuts

citrus vinaigrette 23.50

Reserve a Table

Party Size:	Date:	Time:
2 people	May 2, 2018	7:00 PM
FIND A TABLE		

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entrées

weekly pasta

a.q.

pan seared salmon

celeriac puree, romanesco, blood orange beurre blanc 24.50

braised short rib

potato "tostone", vegetable succotash, roasted garlis chimichurri 29.00

diver scallops

red & white quinoa, charred corn, cherry tomatoes, red pepper cream sauce, micro basil 29.50

risotto

roasted butternut squash, haricot vert, grana padano, preserved lemon, crispy sage 21.00

add scallops 9.00 add shrimp 9.00 add chicken 6.00

bourbon brined pork chop

farrotto, roasted pearl onions, haricot vert, cider mustard jus 28.00

prime new york strip

balsamic roasted brussels sprouts, pomme puree, rosemary demi 32.00

all natural roasted chicken

glazed baby carrots, pomme puree, natural jus 25.00

balboa burger on a baguette

lettuce, housemade pickles, french fries 15.50

*add jack, swiss, blue, cheddar cheese, grilled onions,
saute'd mushrooms, fried egg, bacon or avocado 1.50 each*

sides

french fries 6.00

glazed baby carrots 7.00

pomme puree 6.00

broccolini 7.00

romanesco 7.00

mixed greens 5.00

nightly specials

monday

meatloaf

tuesday

enchiladas

wednesday

chicken paillard

thursday
catch of the day

friday
fish & chips

saturday
chef's choice

sunday
prime rib

featured pairing :: 100.00

from odette winemaker jeff owens

two balboa burgers with the suggested toppings of blue cheese, bacon, and sauteed mushrooms, perfectly paired with a bottle of 2012 Adaptation Petite Sirah :: 100.00

house cocktails 13

nolet's fizz
nolet's dry gin, somrus, simple syrup, orange bitters, fresh lemon juice

plumpjack's margarita
plumpjack's herradura double barrel reposado, agave, fresh lime juice, salted rim

raspberry cooler
ketel one vodka, raspberry syrup, fresh lemon juice, soda

alejandro's pina colada
malibu coconut rum, somrus, pineapple juice, served on the rocks

the ideal manhattan
plumpjack woodford reserve, carpano antica, angostura bitters

berry maker
maker's mark bourbon, strawberry maple syrup, fresh lemon juice

shiso crazy
don julio blanco, shiso/cucumber/jalapeno syrup, fresh lime juice

periodista
mt. gay eclipse rum, apricot liqueur, combier, simple syrup, fresh lemon juice

the spa day
absolut vodka, st. germain, simple syrup, fresh lemon juice, soda, cucumber

pineapple drop
skyy pineapple vodka, fresh lemon juice, sugar rim

la pesca assassina
absolut vodka, st. germain, simple syrup, fresh lemon juice, soda, cucumber



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Home > San Francisco > Menus > Bar Bites

Bar Bites

chili

all the fixins' and tortilla chips 10.00

caesar salad

whole leaf romaine, parmesan, garlic croutons, caesar dressing 13.50

balboa salad

mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette 11.50

tuna tartare

english cucumber, red onion, soy marinade, crostini 18.50

grilled artichoke

remoulade 10.50

cheese & charcuterie

cotija cheese, romesco, cilantro oil 29.50

fried calamari

old bay seasoning, bloody mary cocktail sauce, remoulade 15.50

crab cake

chipotle lime crema, apple frisee salad, citrus vinaigrette 18.50

deviled eggs

our little secret 9.50

oysters on the half shell

champagne mignonette 16.50

balboa burger on a baguette

lettuce, housemade pickles & onions, french fries 15.50
add jack, swiss, blue, cheddar cheese, grilled onions, saute'ed mushrooms, fried egg, bacon or avocado, 1.50 each

Reserve a Table

Party Size:	Date:	Time:
2 people	May 2, 2018	7:00 PM
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Home > San Francisco > Menus > Desserts

Desserts

goey brownie

vanilla bean ice cream, raspberry compote, whipped cream 9.00

cheesecake

kumquat marmalade 9.00

apple pie

granny smith apples, oat & graham cracker streusel,

vanilla bean ice cream 9.00

chocolate cake

chocolate butter cream, maraschino cherries 9.00

ice cream sundae

vanilla bean ice cream, chocolate or caramel sauce, whipped cream, toasted almonds 9.00

Reserve a Table

Party Size:	Date:	Time:
2 people	May 2, 2018	7:00 PM
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