



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

HEARING DATE: SEPTEMBER 5, 2018

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

**\*\*The following report provides recommendations for five (5) Legacy Business applications.\*\***

*Filing Date:* August 8, 2018  
*Case No.:* 2018-011493LBR  
*Business Name:* Chloe's Cafe  
*Business Address:* 1399 Church Street  
*Zoning:* NC-1 (Neighborhood Commercial, Cluster)  
40-X Height and Bulk District  
*Block/Lot:* 6551/022A  
*Applicant:* Melania Kang and Steven Baker, Co-Owners  
1399 Church Street  
San Francisco, CA 94114  
*Nominated By:* Supervisor Jeff Sheehy, District 8  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

### BUSINESS DESCRIPTION

Chloe's Café is a 31-year-old family-owned café that opened in July 1987 in the Noe Valley neighborhood. The owners, Steven Baker and Melania Kang, began their careers doing catering for movie companies around the country but sought out a space in San Francisco to open their café. At the time, they were the first neighborhood café in Noe Valley. The café is located in a corner Queen Anne-style building constructed in 1910 and retains many original features.

Chloe's Café serves breakfast and lunch from 8:00 a.m. to 3:00 p.m. It is known primarily as a brunch place since breakfast is served all day. Although the café features daily specials, the menu has changed very little in 30 years. Food is fresh and not frozen or canned. They still have the same four burner stove from the 1980s, and the decor is essentially the same. Staff members makes the tablecloths, which adds a homey atmosphere. The owners focus on customer engagement and maintaining social connections.

Chloe's has supported many local non-profits throughout the years. The business organized a local benefit for "Project Open Hand," an organization that originally provided meals to many people in the community who were suffering from AIDS.

The business is located on the northeast corner of 26<sup>th</sup> Street and Church Street in Noe Valley. It is within a NC-1 (Neighborhood Commercial, Cluster) Zoning District and a 40-X Height and Bulk District.



## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1987.

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

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

- i. Chloe's Café has operated continuously in San Francisco for 31 years.
- ii. Chloe's Café has contributed to the history and identity of San Francisco by serving as a neighborhood café.
- iii. Chloe's Café 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?*

No.

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

#### ***Architecture***

This building is individually significant under National Register of Historic Places and California Register of Historical Resources criteria C/3 (Architecture) as an intact property that embodies the distinctive characteristics of an early 20th century neighborhood corner commercial building, including design features, materials and methods of construction demonstrating high artistic values characteristic of Classical Revival style architecture in San Francisco during this period.

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

No.

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

No.

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

Yes, the business has been cited in several publications:

- Noe Valley Voice;
- KCB5 Channel 5's "Eye on the Bay";
- SF Bay Guardian

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 1399 Church Street

**Recommended by Applicant**

- Breakfast and lunch menu serving fresh food
- Handmade tablecloths
- “Grandmother’s House” interior style
- Hands-off management style

**Additional Recommended by Staff**

- Storefront components dating to 1927 remodel

*Filing Date:* August 8, 2018  
*Case No.:* 2018-011495LBR  
*Business Name:* FTC Skateboarding  
*Business Address:* 1632 Haight Street  
*Zoning:* Haight Street NCD (Haight Street Neighborhood Commercial District)  
40-X Height and Bulk District  
*Block/Lot:* 1230/009  
*Applicant:* Kent Uyehara, Owner Principal  
1632 Haight Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor Vallie Brown, 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

FTC Skateboarding was established in 1994 by Kent Uyehara. The business is comprised of a skateboard shop and boutique clothing brand, which includes skateboards, skateboarding necessities, T-shirts, tops, sweatshirts, pants, hats, beanies and accessories. The business started out as an offshoot of Kent's father Lloyd Uyehara's business, FTC Ski & Sports, which opened in the late 1960s. "FTC" originally stood for "Free Trade Center", but in the new business it now stands for "For The City." Over the years, the business has evolved from a store into a lifestyle brand. The company distributes products worldwide helping to attract international fans to visit San Francisco.

In the late 1970s, FTC Ski & Sports began selling skateboards as a small wall display of skateboard decks and parts within the store. Then, in the 1980s, Kent Uyehara started selling skateboards to his high school friends, eventually creating a catalog so people could choose what to buy from him. Orders became regular, and Lloyd let Kent start selling skateboards in the store. In 1994, FTC Skateboarding, also known as FTC Skate Shop, moved from Bush Street to the Haight Ashbury neighborhood at 622 Shrader Street and officially became an independent business. There had been a history of other core skate shops there, and FTC Skateboarding wanted to keep the tradition going. In 2003, the business moved to a larger space at 1632 Haight Street at Clayton Street where it is still located today. FTC Skateboarding also has franchise shops in Tokyo, Japan, and Barcelona, Spain.

The business is located on the north side of Haight Street between Clayton and Cole streets in the Haight Ashbury District. The property is within the Haight Street NCD (Haight Street 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 1994.

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

Yes, FTC Skateboarding qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- iv. FTC Skateboarding has operated continuously in San Francisco for 24 years with no break in San Francisco operations exceeding two years, the business is significant to San Francisco history, and the business would face significant risk of displacement if not included in the Registry. The business will be entering lease negotiations in October and placement on the Registry may help to secure a fair term and price. The business is struggling due to the overpricing of rent, ever increasing operating expenses, and declining in-store sales due to the massive shift to online sales.
- v. FTC Skateboarding has contributed to the history and identity of San Francisco by serving as a sports retail shop.
- vi. FTC Skateboarding 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?*

Yes, the business is associated with the sport of skateboarding, specifically street skating, and with its development in San Francisco. According to Kent Uyehara, street skating originated in San Francisco in the 1980s. Skating was largely popular to the masses because of vert and half pipe skating – getting “big air.” Then, primarily due to insurance issues, skate parks and ramps disappeared and the sport got reinvented due to street skating. By the early 1990s, as technical skateboarding became more popular, Justin Herman plaza became the world’s epicenter for skateboarding. During the mid-1990s, San Francisco was dubbed the Mecca of skateboarding for the entire world. Ever since that time, San Francisco has been considered a famous skate town.

FTC Skateboarding was central to the rise of the skateboarding scene. Since FTC opened its doors in 1994, it has been well-recognized within the skateboard industry for its longevity and contributions to skateboarding. The family business helped nurture past and present generations of skaters to build successful careers in business and skating.

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

***Events***

FTC Skateboarding co-owner Kent Uyehara joined the Skateboarding Task Force in 1998, which he was a part of for six years as a part of Gavin Newsom’s mayoral administration. The Task Force examined existing skateboarding laws, which were outdated and vague, and developed new plans for skate parks.

FTC has sponsored the majority of the skateboard events held in the city for the past couple decades including, but not limited to, Dew Tour, X Games, San Francisco skatepark events and FTC’s FOR THE CASH pro contests.

***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 California Register-Eligible Haight Ashbury Historic District. The area known as the North of the Panhandle (NoPa) neighborhood consists primarily of two- and three-story residential buildings (single-family houses and multiple-family flats) that were constructed during the late 19th century and early 20th century. The neighborhood is bounded to the south by the panhandle of Golden Gate Park.

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, FTC Skateboarding has been featured in local and national media, including:

- In 1995, an article in TransWorld SKATEboarding magazine, an international magazine on skateboarding based in Carlsbad, California.
- In 2001, an article for the Zipang Worldwide Special Interview in the Japanese magazine Zipang Skateboard Archives.
- In 2005, an article in the Transworld Business Skate, Surf, and Snow magazine.
- In 2012, an article by ESPN for the X Games.
- On February 2, 2015, an article in Hoodline titled, “Meet Kent Uyehara, Owner Of Haight Street's FTC Skate Shop.”
- In 2018, an article by Jenkem 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:**

- 1632 Haight Street

#### **Recommended by Applicant**

- Quality clothing and authentic products
- Mural painted on metal sign
- Dedication to skateboard activism and service
- “For The Cash” pro contest

#### **Additional Recommended by Staff**

- None

*Filing Date:* August 8, 2018  
*Case No.:* 2018-011496LBR  
*Business Name:* Haight and Fillmore Whole Foods  
*Business Address:* 501 Haight Street  
*Zoning:* NC-2 (Neighborhood Commercial, Small Scale)  
40-X Height and Bulk District  
*Block/Lot:* 0860/061  
*Applicant:* Mahana and Basil Askandafi, Owners  
501 Haight Street  
San Francisco, CA 94117  
*Nominated By:* Supervisor Vallie Brown, 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

The Haight and Fillmore Whole Foods, a full-service grocery store, has been in continuous operations for 40 years, and the store has been operated by the same family for over 30 years. The business opened in 1978 under the ownership of Harvey Reigle and Bob Guarino, and 7 years later they sold the store to brothers Naim Nazzal and Freddy Nazzal. The Nazzal brothers sold the business to their cousin John Nazzal in the late 1990s, and in 2005 he sold it to the current owners, his son-in-law's aunt and uncle. The store is managed by Mahana's son-in-law, Feras Kardouh.

When the business opened in 1978, it was the only food source in the neighborhood. At the time, the neighborhood only contained bars, liquor stores and cigarette shops. Haight and Fillmore Whole Foods was an oasis in the food desert of the neighborhood. The store has fresh fruits and vegetables, specialty goods, locally sourced food and a variety of healthy foods, including bulk foods and organic food options.

The owners of Haight and Fillmore Whole Foods have never closed the store since it was founded in 1978. The store prides itself on the fact that it is open 365 days a year. The business is heavily relied upon by the community as it is the only grocery store in the Lower Haight open on Thanksgiving and Christmas.

The Haight and Fillmore Whole Foods – the “Original Whole Foods” – won a significant legal battle against the second Whole Foods. Specifically, the Original Whole Foods was able to fend off a challenge to the use of the name by the later establishment.

The business is located on the west side of Fillmore Street between Haight and Laussat streets in the Lower Haight neighborhood. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

15. *When was business founded?*

The business was founded in 1987.

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

Yes, Haight and Fillmore Whole Foods qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- vii. Haight and Fillmore Whole Foods has operated continuously in San Francisco for 40 years.
- viii. Haight and Fillmore Whole Foods has contributed to the history and identity of San Francisco by serving as a full-service grocery store.
- ix. Haight and Fillmore Whole Foods is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

#### ***Events***

In 1977, Mayor Moscone ordered a bold police raid of the Lower Height neighborhood, which reportedly contained the largest heroin trafficking block in the country. Police officers blocked off Haight Street between Fillmore and Steiner streets and flushed all residents and occupants out of the buildings onto the sidewalks. Police allegedly arrested 47 drug dealers who had been photographed dealing drugs. The police-backed cleanup of the block was credited with Lower Haight's eventual recovery and it set the stage for the opening of the Haight and Fillmore Whole Foods. The opening of the store normalized the neighborhood and provided much needed produce and healthy food for the community.

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

No.

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

No.

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

No publications are listed.

### ***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 501 Haight Street

**Recommended by Applicant**

- Family business model
- “Drugs” exterior sign
- Exterior mural of Carmen Banana from 1978 and interior wall paintings of dancing fruits and vegetables
- Storefront and green awning
- A fruit and vegetable display on the sidewalk
- Commitment to maintaining connection and trust with community
- And the Original Wholes Foods name

**Additional Recommended by Staff**

- None



*Filing Date:* August 8, 2018  
*Case No.:* 2018-011497LBR  
*Business Name:* Marina Supermarket  
*Business Address:* 2323 Chestnut Street  
*Zoning:* NC-2 (Neighborhood Commercial, Small Scale)  
40-X Height and Bulk District  
*Block/Lot:* 0936/001  
*Applicant:* Kenneth Puccini, Owner  
2323 Chestnut 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

Marina Supermarket, Inc. ("Marina Super") is a full-service store providing fresh produce and prepared meals along with phone orders and local delivery services. They have an extensive line of local and imported cheeses, wine and spirits. The business was founded circa 1924. Little is known about the former owners of Marina Super prior to 1963, when John Plessas took over ownership. Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina district for 85 years. He was born on June 13, 1926, as a first generation Greek-American. John worked as the owner of Marina Super for over 20 years.

In 1984, John Plessas approached four employees – Kenneth (Ken) Puccini, Craig Lubey, James Brett and Dan Manza– to suggest that they buy the business, and a year later they took over ownership. In 1995, Craig Lubey departed the business, then, in 2010, James passed away suddenly. Ken and Dan ran the store together as co-owners until Dan retired in 2016. Since then, Ken has been the sole owner of Marina Supermarket.

The Marina Supermarket is not a business whose ownership has stayed in one family since its beginnings, as there are not two or more family members from the Puccini family involved as original owners. However, three generations of the Puccini family have worked at the Marina Supermarket in the butcher section of the shop.

The business is located on the southwest corner of Chestnut and Scott streets in the Marina District. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

22. *When was business founded?*

The business was founded circa 1924.

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

Yes, Marina Supermarket qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- x. Marina Supermarket has operated continuously in San Francisco for 94 years.
- xi. Marina Supermarket has contributed to the history and identity of San Francisco by serving as a full-service grocery store.
- xii. Marina Supermarket is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

***Architecture***

Yes, 2323 Chestnut Street was identified in a storefront survey conducted by the Planning Department as a potential contributor to a Marina Commercial Historic District. The building was constructed in 1931 in the Art Deco style by Architect S. Heiman. Builder: L. John Original Owner: E. Stern. It is a large corner commercial building with multiple storefronts distinguished by floral Mayan Deco ornamentation beneath a shaped parapet. A zig-zag beltcourse also separates the upper facade from the storefronts, which have been altered at various times with varying degrees of compatibility.

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

No.

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

No.

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

Yes, the business has been featured in few magazines and has been on national TV and local news. Also, the business has been featured in the SF Chronicle, Viva magazine, Curbed SF and other publications.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 2323 Chestnut Street

**Recommended by Applicant**

- Full-service grocery services
- Farmers' market style with excellent produce
- Home delivery service
- 20-year old interior murals of fresh fruit
- Interior signage

**Additional Recommended by Staff**

- Art Deco storefront and primary building facades

*Filing Date:* August 8, 2018  
*Case No.:* 2018-010966LBR  
*Business Name:* Pier 39 Ltd Partnership  
*Business Address:* Multiple Addresses  
*Zoning:* C-2 (Community Business)  
40-X Height and Bulk District  
*Block/Lot:* 0031/007-079; 9900/039; 9900/502  
*Applicant:* Kathy Paver, Senior Vice President of Marketing  
P.O. Box 193730  
San Francisco, CA 94119-3730  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Pier 39, opened in 1978 and operated by Pier 39 Ltd Partnership since 1981, is a 45-acre complex built with 200,000 square feet of restaurant and retail space. Converted from an abandoned cargo pier, this waterfront project was themed as a uniquely designed turn-of-the-century fishing village that completely encircled the pier from its Embarcadero entrance out to the bay and back. Pier 39 was created by founder and developer Warren Simmons.

The challenge of creating Pier 39 was to capture the vitality of San Francisco as a destination and to bring all of its entertainment offerings of fun, food, and shopping into a 'village square' as a place for people to gather and enjoy themselves. Simmons' vision was a two-level complex that people of all ages could enjoy. To provide a unique ambiance, Simmons filled Pier 39 with independent, family-owned and operated shops and local artisans who created jewelry, wood carvings, candles, puppets, glass sculptures and more.

Some of the original planking from the old surrounding piers was also used in the construction of the pier. When it opened, there were 50 retail shops, 23 restaurants and 12 fast food eateries. On each side of Pier 39 was a 300-berth marina. Pier 39 also featured a 5-acre waterfront park to the east and west of its entrance. Within two weeks of opening, the pier's attendance averaged 20,000 to 30,000 guests per week. The pier is one of the City's most visited attractions, drawing 15 million local, national and international visitors annually.

The business is located on the north side of the Embarcadero between Pier 41 and Pier 35 in the North Beach neighborhood. It is within a C-2 (Community Business) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

29. *When was business founded?*

The business was founded circa 1978.

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

Yes, Pier 39 qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- xiii. Pier 39 has operated continuously in San Francisco for 40 years.
- xiv. Pier 39 has contributed to the history and identity of San Francisco by serving as a food, retail and entertainment attraction.
- xv. Pier 39 is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

***Architecture***

The Eagle Cafe, a San Francisco establishment since 1920, was moved lock, stock and barrel from its original location at Powell Street and The Embarcadero (2 blocks east of its present location) to the second level above the Entrance Plaza to Pier 39. The Eagle Cafe building is designated by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act (CEQA). The remainder of PIER 39 is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible" with regard to CEQA.

***Persons***

Warren L. Simmons, the original developer of Pier 39, was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto Pier 39 which was then an abandoned cargo pier used to store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to deal with 11 agencies to get the plans for Pier 39 approved. As a testament to Simmon's perseverance, Pier 39 became the first commercial development on the San Francisco Waterfront since World War II.

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

No.

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

No.

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

Yes, the business has been featured in numerous news articles, magazines and travel publications. Amusement Business and USA Today named Pier 39 the third most-visited attraction in the country in January 1989. In 1992, The London Observer named Pier 39 the third most-visited attraction in the world. In 2012, Travel & Leisure Magazine named Pier 39 #20 on the list of America's most-visited tourist attractions.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- Pier 39

**Recommended by Applicant**

- 18 retail buildings, the waterfront parks, the Sea Lion Haul Out Area, and the Marina and Breakwater
- Center of restaurants, shops, and attractions, including a carousel, arcade and The Eagle Cafe
- Performance venue for local musicians and street performers
- Sculpture and other art installations

**Additional Recommended by Staff**

- None



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2017-18-011  
*Business Name:* Chloe's Café  
*Business Address:* 1399 Church Street  
*District:* District 8  
*Applicant:* Steven Baker, Owner  
*Nomination Date:* August 28, 2017  
*Nominated By:* Supervisor Jeff Sheehy

**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

1399 Church Street from 1987 to Present (31 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:** N/A

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 8



City and County of San Francisco

**JEFF SHEEHY**

August 28, 2017

Re: Nomination of Chloe's Cafe for the Legacy Business Registry

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Chloe's Café, located at 1399 Church St., for the Legacy Business Registry.

Chloe's Café has been a part of the Noe Valley community for 30 years and is a neighborhood staple for delicious food and friendly service.

I believe Chloe's Cafe would benefit from becoming part of San Francisco's Legacy Business Registry. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Jeff Sheehy".

Jeff Sheehy  
Member, San Francisco Board of Supervisors



## 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:		
CHLOE'S CAFE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
MELANIA KANG STEVEN BAKER		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1399 CHURCH ST. S.F. 94114	(415) 648-4116	
	EMAIL:	
	MELANIAKANG@YAHOO.COM	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
_____	_____	YES

APPLICANT'S NAME	
STEVEN BAKER	<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
SANTA ROSA, CA.	( [REDACTED] ) [REDACTED] [REDACTED]
	EMAIL:
	SAME

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0163328	N/A

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
SUPERVISOR SHEEHY	8/28/2017

## 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
1399 CHURCH ST.	94114	7/2/87
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	7/2/87 - 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
N/A		Start:
		End:

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

STEVEN BAKER      9/14/2017      S. Baker  
Name (Print):      Date:      Signature:

## CHLOE'S CAFÉ

### 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.**

Chloe's Café first opened in July 1987 by a couple named Steven Baker and Melania Kang.

Steven and Melania began their careers doing catering for movie companies. They primarily worked with two companies, one based out of New York and the other out of Los Angeles. Although they mainly worked on small budget films (*American Playhouse* on PB; two Horton Foote films; an ABC production), they also did some larger features including Robert Altman's *Streamers* and the Coen brothers' *Raising Arizona*. In August of 1986, the New York company invited them to do catering for *Dirty Dancing*, a five-week shoot starting the third week in September in Lake Lure, North Carolina. *Dirty Dancing* was to be their final project for catering movies. After that, they decided to open a café in San Francisco.

Steven and Melania explored many different neighborhoods and looked at many different spaces for rent until they finally found a tiny deli in Noe Valley that had been closed for six months. The rent was \$475 per month. At the time, there were no neighborhood cafés on Church Street. From their perspective, Noe Valley had a really good environment and friendly community, and they liked the space.

Steven and Melania walked up and down the street, introducing themselves to citizens and business owners and asking them if they would like to have a café in their neighborhood. The response was overwhelmingly positive. The business opened in July of 1987 and has been in continuous operation ever since. The owners always liked the 1910 Queen Anne-style building that houses Chloe's and felt that this particular style not only fit nicely into the surrounding neighborhood, but added a lot of charm to the interior of Chloe's, too, especially with the high ceilings and large windows. Being situated on the corner of 26<sup>th</sup> and Church facing south, the building catches the arc of the sun each day, which affords an abundance of light in the café.

Originally, the space did not have a stove. In 1988, they got a permit from the City to install a stove with a hood and vent. The original stove is still in use today. And the recipes have remained the same for 30 years. People are always amazed to see how small the kitchen area is.

Steven and Melania have truly enjoyed being a part of their neighborhood for three decades, and they are looking forward to welcoming old and new customers into the café each day.

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

Chloe's Café has been in continuous operation since it first opened for business in 1987.

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

The business is a family-owned business, which is defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The present owners of the business, Steven Baker and Melania Kang, are the original owners.

**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 demonstrating the existence of the business for 30+ years is provided 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 building at 1395-1399 Church Street is classified by the Planning Department as "Category B - Unknown / Age Eligible" with regard to the California Environmental Quality Act. The coveted corner 5-unit Queen Anne Painted Lady features decorative detail and rounded bays. Two of the units have 1 bedroom with 1 bathroom; two of the units have 2 bedrooms with 1 bathroom and a bonus room; and the commercial unit is rented by Chloe's Cafe.

## **CRITERION 2**

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

Before Chloe's Café, there were no neighborhood cafés on Church Street between 24<sup>th</sup> and 30<sup>th</sup> streets. The business was a pioneer food establishment in this corridor.

Steven and Melania feel that Chloe's Café has been much more than just a restaurant. It's a place for family and friends in Noe Valley to gather. Chloe's has always welcomed the



wonderful diversity of the neighborhood and customers, from families, college students, workers, professionals, the LGBT community, the elderly — really everyone. Many years ago, something changed in owners' perception of their customers: they thought of them as friends. Steven and Melania have known many customers not just for years, but for decades. Through the lens of this tiny café, the owners have been a part of the cycle of life: marriages, births, deaths and numerous celebrations. This aspect has, indeed, been a rich and rewarding experience for Steven and Melania to have been a part of.

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

Chloe's organized a local benefit with two other Church Street restaurants to raise funds for "Project Open Hand," an organization that originally provided meals to many people in the community who were suffering from AIDS. Participants in the benefit purchased tickets beforehand, and then strolled down Church Street, stopping in each eatery. The event was held on a Saturday evening, and there was a large, enthusiastic turnout from the community. There were various musicians playing outside each place. It was a fun, memorable evening for this worthy cause. We raised \$8,600.

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

Chloe's Café has been referenced in Noe Valley Voice numerous times. On March 1997, there was an article titled *Familiar Chloe's Faces to Depart for Far-off Places* by Melanie Norden. It covered the development story of the Chloe's Café and the two owners. On November 2009, there was another article named *The Journey from "Dirty Dancing" to Chloe's Café*.

In April 2002, an article titled *Brunch: Noe Valley's Favorite Pastime* mentioned Chloe's café.

In 2007, Chloe's Café was featured on a segment of KCBS Channel 5's "Eye On the Bay." The host made a comment that for 20 years, the one thing that stood out to him was "...the consistency of your operation." The business is still the same today, as it will be in the future.

In July-August 2007, two workers, T.J. Jackovich and May Kraiwikrai, secured the "Church Street Professionals" title for Chloe's Café. The two employees worked with the Noe Valley Library campaign to host a summer sidewalk book sale with proceeds that supported the Noe Valley Library's future interior renovation.

In September 2011, Chloe's Café was recognized as a winner for best breakfast by the San Francisco Bay Guardian in their "*Best of the Bay*" issue.

In June 2012, Noe Valley Voice announced Chloe's Café 25<sup>th</sup> anniversary celebration, which took place on June 15. Refreshments were served, and entertainment was provided by operatic star

Christie Springer, a Chloe's regular since the restaurant opened, and 80-year-old jazz legend Frank Jackson.

In April, 2017, Noe Valley Voice covered Chloe's Café because the restaurant had achieved the recognition of being in business for 30 years.

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

The business is not directly associated with a significant or historical person, but there are many celebrities that eat at Chloe's Café. Joan Baez, Bobby McFerrin, Lana Wachowski (co-director/writer of the "Matrix" series and numerous other films with her brother), actor John Leguizamo, actor Charlie McDermott ("The Middle" comedy TV series) and others enjoy coming to Chloe's where they are treated just like regular customers.

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

Chloe's has supported many local non-profits throughout the years including, but not limited to, the following:

- "On Lok" Senior Services
- Glide Memorial Church
- Project Open Hand
- Wind in the Willows School
- St. Paul School
- St. Phillips School
- Alvarado School
- Gay Asian Pacific Alliance
- Golden State Gay Rodeo Association

Chloe's Café also provides drinking water for dogs.

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

Noe Valley is nestled on the eastern slopes of Twin Peaks and surrounded on three sides by hills. The neighborhood has the feel of a small town within a big city. The main commercial corridor of Noe Valley is a concentration of businesses along a five-block stretch of 24th Street, but greater Noe Valley extends to Grand View, 21st, Dolores, 30<sup>th</sup> and Church streets. According to Noe Valley Voice, "the neighborhood has its share of panhandlers who've bedded down in a doorway and techies who park their electric cars on the sidewalk. We also have large contingents of dot-com'ers, manicurists, aromatherapists, yogis, AIDS activists, lawyers, doctors, writers, filmmakers, pet sitters, and new moms. (Twenty-fourth Street, our main drag, is infamous for its stroller -- and dog -- gridlock.)"

Indeed, Chloe's Café attracts a diversity of customers that is a cross section of the neighborhood. In the beginning, Noe Valley was more of a working class neighborhood. Around 1990, many young professionals with children started moving in. Later, Noe Valley attracted people from the tech industry, and housing prices increased.

Chloe's Café loyal customers generally live in greater Noe Valley and have been coming for many years. The café is a social gathering place and comfort zone for customers to make connections.

With the passage of time, new younger customers are discovering Chloe's Café. Despite the café not having launched any fancy drinks or upgraded to a modern design, it still grabs and hold customers' interest as a place to experience traditional San Francisco.

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

Aside from the Queen Ann-style building itself, there is nothing specifically on or in the 100-year-old building that would be considered culturally or historically significant.

Chloe's Café has had the same stove for 31 years. It's a small, 4-burner stove with a small griddle that has been providing service to the restaurant since 1987. The stove, however, is not culturally or historically significant.

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

If Chloe's Café were to close, it would be a major loss for the employees and customers of the business. T.J. Jackovich, the manager of Chloe's, has worked there for over 28 years and is known throughout Noe Valley for his great customer service and wonderful personality. In addition, Chloe's loyal customers would be negatively affected by a closure. Due to its popularity, customers sometimes wait up to an hour or longer to be seated. Once, Steven asked some of their customers if they wanted Chloe's Café to move to a larger location. The majority of customers felt the present space was meaningful for them and preferred the café to remain in place. Thus, Steven never considered the prospect of moving again.

### **CRITERION 3**

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

Chloe's Café serves breakfast and lunch from 8:00 a.m. to 3:00 p.m. It is known primarily as a brunch place since breakfast is served all day. Although the café features daily specials, the menu has changed very little in 30 years. Food is fresh and not frozen or canned. They still have the same four burner stove from the 1980s, and the decor is essentially the same. Staff



members makes the tablecloths, which adds a homey atmosphere. The owners focus on customer engagement and maintaining social connections.

**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)**

Chloe's Café is committed to maintaining its tradition as a café specializing in breakfast and brunch. The restaurant delivers an old San Francisco style to the public. Their space is designed to be a warm, comfortable, traditional place evoking grandmother's house.

The owners of Chloe's Café have been successful with employee retention. They have a hands-off management style that gives employees lots of room to make decisions. Steven's business philosophy is that workers helped make the business, so they should share the responsibility of making the business successful. Employees are self-disciplined, handling all of the orders, payroll and services well. The key to this interactive relationship is trust.

**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.).**

Chloe's Café has changed/added/alterd little since the business began. Chloe's is the same today as it was over 30 years ago. There have been customers who lived in Noe Valley decades ago, moved away and come back to visit. They are amazed and delighted to see everything is the same, including some of the staff!

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

Not applicable. The current owners are the original owners.

# PERMIT TO OPERATE

## AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

A 19528

AUTHORIZING conduct of the following class of  
FOOD PREPARATION & SERVICE ESTABLISHMENT

ISSUED

Business: RESTAURANT

May 4, 1987

Name and Address below:

Steven Baker and Melania Kang  
dba CHLOE'S  
1399 Church  
San Francisco, CA 94114

EXPIRES:

Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

### DEPARTMENT OF PUBLIC HEALTH

City and County of San Francisco

*S.W. Dico*

Inspector

*Paul Schreiber*

Bureau Director

*Bill Nace*

Principal Inspector

*David Wenger, MD MPH*

Director of Public Health

DEPARTMENT OF PUBLIC HEALTH - 101 GROVE STREET - SAN FRANCISCO, CALIFORNIA 94102





**CELEBRATING  
30 YEARS  
IN  
1987 NOE VALLEY 2017**

*Chloe's*  
CAFE

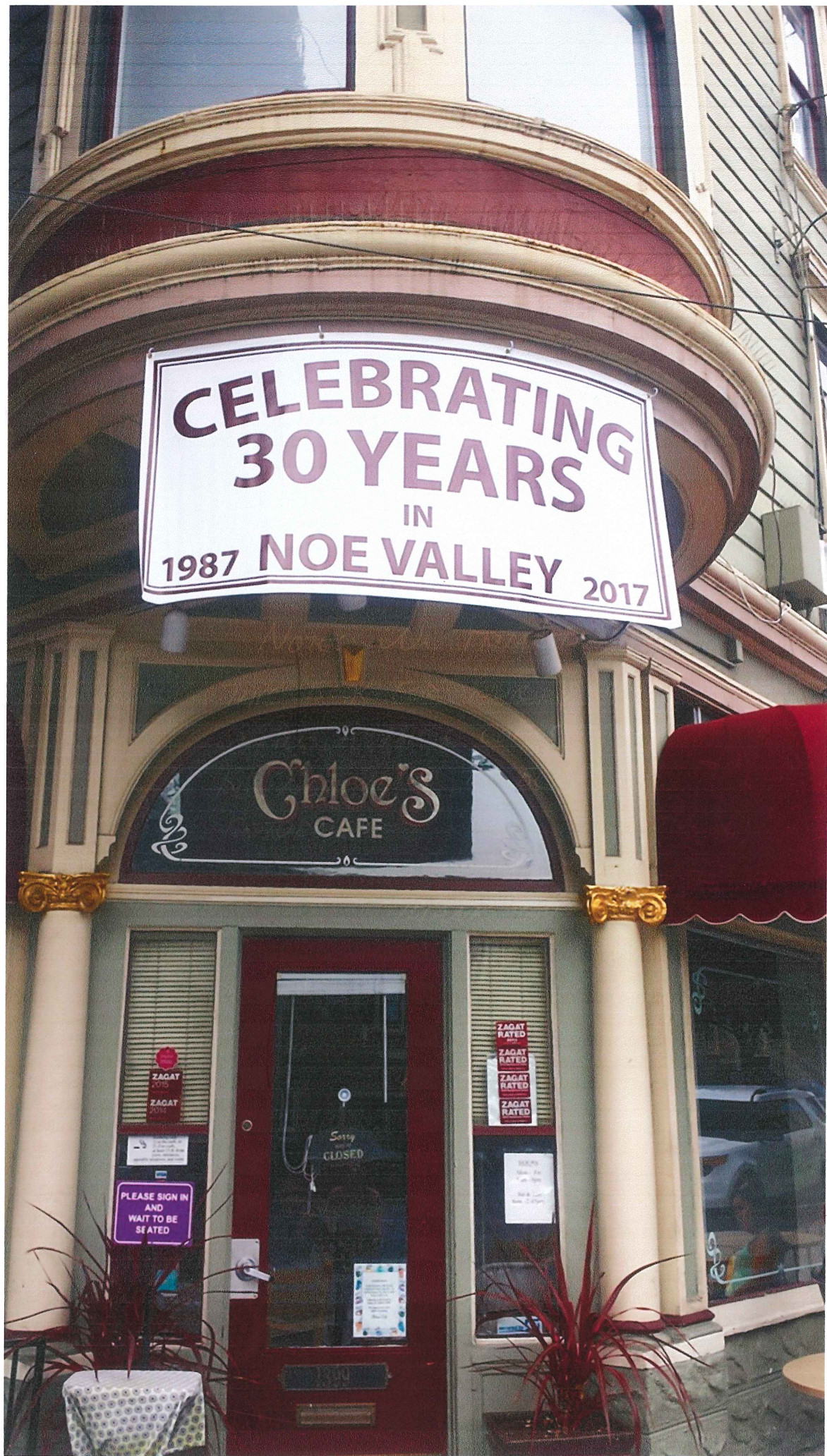
ZAGAT  
2019  
ZAGAT  
2018

PLEASE SIGN IN  
AND  
WAIT TO BE  
SEATED

Sorry  
we are  
CLOSED

ZAGAT  
RATED  
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ZAGAT  
RATED

Hours  
Mon - Fri  
10am - 10pm  
Sat & Sun  
10am - 11pm







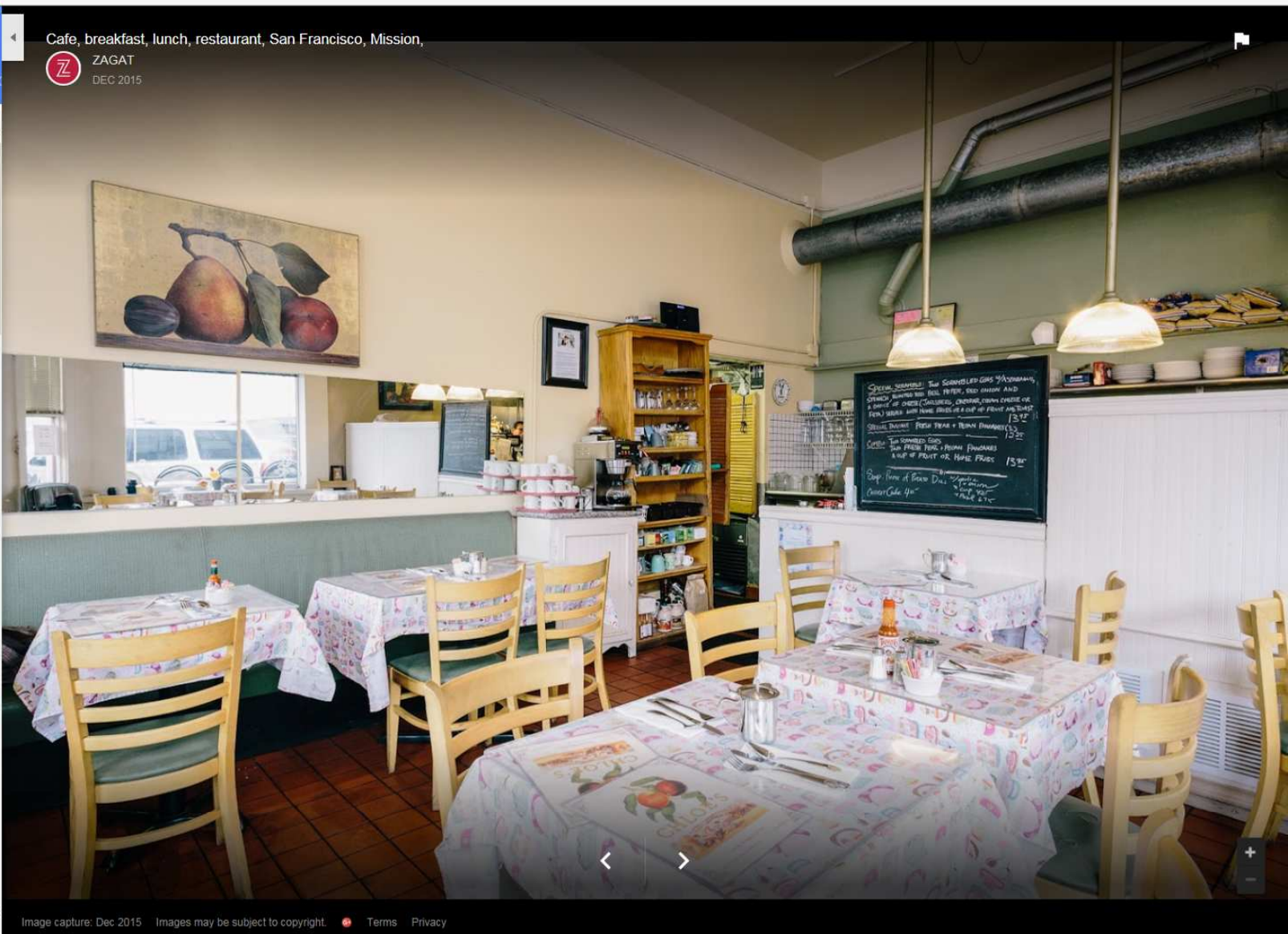






# Chloe's Cafe

ALL FROM MENU ATMOSPHERE BY OWNER VIDEO







## You Say It's Your Birthday!



**Another Year Here.** Several Noe Valley merchants celebrated anniversaries in October. **Chloe's Cafe** at the corner of Church and 26th Streets marked 30 years of tasty fare served at their cozy cafe. **Bernie's** at 3966 24th Street received a custom cake made by customer Nancy Bandoni in honor of 10 years of serving coffee drinks and good cheer. And **Astrid's Rabat Shoes** at 3909 24th Street topped them all by noting 40 years in business with a party on October 20.

*Photos by Jack Tipple*

**CELEBRATING  
30 YEARS**  
IN  
**1987 NO. VALLEY 2017**

**Chloe's  
CAFE**





## Breakfast Menu

### Scrambled Eggs

Served with Choice of 2: *Fresh Fruit, Home Fries, Green Salad Or Toast: Whole Wheat Walnut, Potato Rosemary Bread, Sourdough, English Muffin or Bagel.* (Croissant extra \$1.50)

(Egg white available for additional \$2.00)

Two Scrambled Eggs.....	\$ 10.25
Diced Ham Scrambled Eggs with Choice Of Cheese.....	\$14.25
Avocado and Jarlsberg Cheese Scrambled Eggs.....	\$14.25
Bacon and Tomato Scrambled Eggs.....	\$14.25
Red Potato, Cheddar Cheese and Onion Scrambled Eggs.....	\$14.25
Smoked Salmon, Dill and Capers Scrambled Eggs.....	\$15.25
Pesto, Mushroom, Sun-dried Tomato and Mozzarella Cheese Scrambled Eggs.....	\$15.25

Add to your eggs:

Avocado.....	\$3.00	Spinach or Mushroom.....	\$1.75
Tomatoes.....	\$1.75	Roasted Red Bell Pepper.....	\$2.50
Jarlsberg, Cheddar or Feta Cheese.....	\$2.00	Smoked Salmon.....	\$5.25
Cream Cheese or Onion.....	\$1.50	Diced Chicken Apple Sausage, Bacon or Ham.....	\$3.95

### Buttermilk Pancakes Served with *Pure Maple Syrup*

	Full Stacks (3)	Short Stacks (2)
Buttermilk Pancakes	\$12.50	\$10.50
Banana Walnut Pancakes	\$14.50	\$12.50
Pecan Pancakes	\$14.50	\$12.50

Two Pancakes, Two Scrambled Eggs and Fresh Fruit or Home Fries.....	\$14.25
with <i>Banana Walnut or Pecan Pancakes</i> .....	\$15.75

<i>Cinnamon Croissant French Toast</i> .....	\$13.50
add Fresh Strawberries.....	\$4.25
<i>Small Order (2) Available</i> .....	\$10.25

### Chloe's Specialties

#### Smoked Salmon and Bagel Plate

with Cream Cheese, Boiled Egg, Red Onion, Tomatoes, Capers and Cucumber..... \$15.95

#### Bagel Breakfast Sandwich

Bacon or Grilled Ham, Scrambled Eggs and Jarlsberg Cheese on Toasted Sesame Seed Bagel

Served with Home Fried Potatoes..... \$14.25

### Side Orders

Grilled Chicken Apple Sausage.....	\$4.25	Cup of Fresh Fruit.....	\$4.75
Grilled Ham.....	\$3.95	Homemade Soup..... Cup: \$4.25..... Bowl: \$6.75	
Bacon.....	\$3.95	Croissant.....	\$3.95
Smoked Salmon..... 2oz.	\$5.95	Rosemary or Whole Wheat Walnut Toast.....	\$4.25
Home Fried Potatoes.....	\$4.25	Toasted Bagel with Cream Cheese.....	\$4.25
One Scrambled Egg.....	\$2.75	Toasted English Muffin.....	\$2.75
Two Scrambled Eggs.....	\$4.75	Fresh Salsa.....	\$2.00



## Lunch Menu

### Salads

Served with choice of House Made Vinaigrette or Blue Cheese Dressing and Italian Baguette  
Substitute Whole Wheat Walnut Bread or Potato Rosemary Bread or Blue Corn Tortilla Chips for \$1.50

Fresh Green Salad with Carrots, Red Cabbage, Tomatoes and Cucumber.....	\$6.95
Dill Egg Salad on Green Salad.....	\$12.95
Albacore Tuna Salad made with Hard Boiled Egg, Carrots, Mayonnaise and Seasoning on Green Salad .....	\$12.95
Chloe's Salad with Fresh Greens, Avocado, Jarlsberg Cheese, Hard Boiled Egg, Carrots, Red Cabbage, Cucumber, Sunflower Seeds and Tomatoes .....	\$13.95
Chef's Salad with Fresh Greens, Smoked Turkey Breast, Baked Ham, Cheddar and Jarlsberg, Hard Boiled Egg, Carrots, Red Cabbage, Cucumber and Tomatoes .....	\$13.95

### Chloe's Specialties

All sandwiches garnished with cucumber, red onion and blue corn tortilla chips.  
Substitute Home Fried Potatoes for additional \$1.00, Fruit Cup for \$2.00 or Green Salad for \$3.00

Grilled Ham, Roasted Red Bell Pepper and Jarlsberg on Croissant .....	\$12.25
Dill Egg Salad and Jarlsberg served open-faced on buttered Rosemary Toast .....	\$12.25
Avocado and Jarlsberg Sandwich with Lettuce, Tomato, Cucumber, Shredded Carrot, Sunflower Seeds, with Mayonnaise and Mustard on Whole Wheat Walnut Bread .....	\$12.25
BLT and Avocado with Mayonnaise on Rosemary Toast .....	\$12.25
Grilled Chicken Apple Sausage Sandwich with Grilled Onion, Lettuce, Tomato, Mayonnaise & Mustard on Rosemary Toast .....	\$12.25
Warm Smoked Idaho Trout Sandwich with Mild Horseradish, Lettuce, Tomato, Mayonnaise on Rosemary Toast .....	\$13.25

### Sandwiches

Served with Mayonnaise, Mustard, Tomato, Lettuce, Cucumber, and Seasonings.  
Your choice of Bread: Whole Wheat Walnut, Potato Rosemary, Sourdough or Italian Baguette.  
All sandwiches garnished with cucumber, red onion and blue corn tortilla chips.

Albacore Tuna Salad .....	\$11.25
Smoked Turkey Breast .....	\$11.25
Baked Ham.....	\$11.25
Dill Egg Salad .....	\$11.25
Half Sandwich and Cup of Soup.....	\$11.50
Choose Smoked Turkey Breast, Baked Ham, Cheese, Albacore Tuna Salad, or Dill Egg Salad	
Half Sandwich and Fresh Green Salad .....	\$12.25
Choose Smoked Turkey Breast, Baked Ham, Cheese, Albacore Tuna Salad, or Dill Egg Salad	

Add: Cheddar or Jarlsberg Cheese .....\$2.00

Add: Avocado.....\$3.00



## ~Beverages~

Mimosa (Champagne and Orange Juice) .....	\$7.25
Orange Juice ...Voila Juice Co. ....Small (7 oz.): \$2.50...Large (10 oz.): \$3.50	
Grapefruit Juice...Voila Juice Co. ....Small (7 oz.): \$2.50...Large (10 oz.): \$3.50	
Apple Juice ...Voila Juice Co. ....Small (7 oz.): \$2.50...Large (10 oz.): \$3.50	
Lemonade ...Voila Juice Co. ....Large (16 oz.): \$4.25	
Arnold Palmer (Iced Tea and Lemonade)..... Large (16 oz.): \$4.25	
House Coffee (Fog Lifter: blend of Dark French, Peru and New Guinea) .....	\$3.00
Iced Coffee .....	\$3.95
Tea (English Breakfast, Earl Grey or Green Tea) .....	\$3.00
Decaffeinated Tea (Peppermint, Camomile, Ginger or Earl Grey) .....	\$3.00
Iced Tea .....	\$3.95
Sparkling Water .....	\$3.50
Coke, Diet Coke or 7-Up .....	\$2.00
Milk .....	Small (7 oz.): \$2.00...Large (10 oz.): \$3.00
Beer—Ask your Server for Selection .....	\$4.95
Wine—Ask your Server for Selection .....	\$7.25

## From Our Espresso Bar

Espresso .....	\$4.00
Cappuccino .....	\$6.00
Café Latte (Espresso and Steamed Milk) .....	\$6.50
Café Mocha (Espresso and Hot Chocolate) .....	\$6.50
Americano.....	\$5.00
Café au Lait (House Coffee and Steamed Milk) .....	\$5.00
Hot Chocolate .....	\$5.00
Steamed Milk .....	\$4.50

*Soy Milk may be substituted in espresso drinks for an additional \$1.00*

No substitutions, please  
 18% gratuity added for parties of six or more.  
 Gladly Accept Visa Or MasterCard  
 ~Gift Certificates Available~

## Today's Special

**Special Scramble:** Two scrambled eggs with spinach, fresh red bell pepper, leeks, portabella mushroom and pepper jack cheese served with choice of two: home fries, fresh fruit, green salad or toast.....\$14.95

Blueberry Muffin.....\$3.25

**Mimosa :** Champagne with orange juice.....\$7.25

**Soup :** Please ask server

**Dessert:** Carrot cake with cream cheese icing.....\$4.25

Chocolate fudge brownie.....\$2.95

REPLY TO:



SACRAMENTO ADDRESS  
ROOM 5036  
STATE CAPITOL  
95814  
PHONE (916) 445-1412  
FAX (916) 327-7229

SAN FRANCISCO ADDRESS  
711 VAN NESS AVENUE  
SUITE 310  
94102  
PHONE (415) 474-0308  
FAX (415) 346-4009



MARIN / SONOMA ADDRESS  
30 N. SAN PEDRO ROAD  
SUITE 160  
SAN RAFAEL, CA 94903  
PHONE (415) 479-6612  
(707) 935-4471  
FAX (415) 479-1146



## SENATOR MILTON MARKS

THIRD SENATORIAL DISTRICT

REPRESENTING

SAN FRANCISCO · MARIN · SONOMA

IN THE

# S e n a t e

CHAIR

Senate Committee on Criminal Procedure  
and

Senate Select Committee on Maritime Industry

May 24, 1996

### STANDING COMMITTEES

CRIMINAL PROCEDURE (CHAIR)  
HOUSING AND LAND USE  
INDUSTRIAL RELATIONS  
REVENUE AND TAXATION

### SUBCOMMITTEES

HATE VIOLENCE (CHAIR)  
JUVENILE JUSTICE (CHAIR)

### SELECT COMMITTEES

MARITIME INDUSTRY (CHAIR)  
CALIFORNIA'S WINE INDUSTRY  
CITIZEN PARTICIPATION IN GOVERNMENT  
DEFENSE BASE CLOSURES  
VOTING PRACTICES AND PROCEDURES

### JOINT COMMITTEES

ARTS  
FISHERIES AND AQUACULTURE  
LEGISLATIVE BUDGET COMMITTEE

### COMMISSION

STATUS OF WOMEN

### SPECIAL COMMITTEE

DEVELOPMENTAL DISABILITIES AND  
MENTAL HEALTH

### TASK FORCE

JUVENILE CRIME AND THE  
JUVENILE JUSTICE RESPONSE

Steven Baker  
Chloe's Cafe  
1399 Church Street  
San Francisco, CA 94114

Dear Steven:

I was pleased to read about your restaurant and  
I thought you might like to have an extra copy of the  
fine article.

I applaud your hard work and wish you much  
success.

Cordially,

MILTON MARKS

MM/rh.



# Familiar Chloe's Faces To Depart for Far-off Places

By Melanie Norden

Rain or shine, it wouldn't be a weekend in Noe Valley if there weren't a brunch crowd lined up at the corner of 26th and Church streets. Chloe's Cafe is practically an institution after 10 years in the neighborhood. And so are the two men who run the restaurant.

"We're such a fixture here," says Peter Darasom, 38. "Some people mistakenly assume we're the owners," says T.J. Jackovich, 39.

Peter and T.J. ("Everybody goes by first names here," says T.J.) have managed the popular eatery for the past eight years. But during that time, they've been cooking up more than egg scrambles and pecan pancakes.

While most of us simply dream of exotic vacations, these two are about to realize some long-held dreams and make a permanent move to Bangkok, Thailand.

"We tell people what we're doing and their reaction is, 'That's really inspiring!'" says Peter, who originally hails from Thailand. But this is no whim for the couple, who have been partners for 12 years. It's a plan that has evolved from their first visit together to this lush country.

"Peter's grandfather passed away about six years ago, and that was our first trip," explains T.J., a Wisconsin native. "I'd never left this country before, but I saw more in those three weeks than people who go for a year," he says. "Peter



Chloe's waiter/managers Peter Darasom (left) and T.J. Jackovich will be flying to Thailand this spring, to be closer to Peter's parents and to fulfill their long-held dream of opening a bakery cafe. Photo by Beverly Tharp

lake, and our neighbors are really nice," says Peter.

"Movin' on up!" T.J. says with a grin.

"Peter's mother oversaw the building, and we were on the phone a lot making decisions about colors and such. I always thank Peter's parents for their energies," says T.J. "This is the only way we could buy a house. It's really abstract because it's halfway around the world. But it's ours, and that's a great feeling."

"After we built the house, Peter's par-

says. "It's one thing to think about your plans, but now it's really happening."

"We'll take some time after the move to visit the temples and pray — my favorite thing to do," says Peter. "Plant some orchids, take a deep breath, try not to feel overwhelmed."

It won't be early retirement for these two, though. They've already rented a space for a cafe they'll be opening in Bangkok — Chloe's East, if you will.

"It's an incredible location, two store-

What else will they serve? "Home-made ice cream, cookies, cakes, housewarming baskets with breads and cookies, light salads, American breakfast foods. Coffee is starting to get big there, too," says Peter. "I heard Spinelli's has opened several shops in Asia. And they grow beans in the North."

"Thai people eat 24 hours a day," adds T.J. "Eating is always a social event. Some of the restaurants hold up to 3,000 people! And then there are the tiny



...in the North. The Thai people have hearts of gold, and Peter's family was wonderful."

"After the first trip, my parents asked if we'd like to invest in some real estate in Thailand," says Peter. The Thai real estate market is booming, as is the middle class, he notes.

"Peter's mother is a very active businesswoman involved in real estate there. It's easy to get excited around his parents, and they knew just where to invest," says T.J., referring to their initial purchase of a townhouse.

"We've been returning for visits every year since," says Peter. And after a few trips, T.J. began to feel much less like a stranger in a strange land.

"You start to learn all the little cultural things, like taking your shoes off to enter the temple," he says. "Culturally and socially, everyone is very accepting."

When Peter's parents saw another investment opportunity in a northern suburb of Bangkok, they encouraged the couple to sell the townhouse and build a new one, which they did, four years ago.

and Peter's enthusiasm begins to grow as they pull out photos of their new home. "There's an enormous man-made

their kids up financially and close to home. But they really didn't pressure us."

In anticipation of the move, T.J. has been learning to read and write Thai with a private tutor. "I have a pretty good structure now and can get around in Thai. I know how to ask important things like 'Where's the bathroom?' The people there are so good-natured, they smile and laugh when you make a mistake, but they know and appreciate that you're trying."

The decision to move was "kind of scary, but right," says T.J. "Peter's been away from his family since 1979. Back then, I never imagined I'd be moving to Thailand! In Wisconsin I grew up with pies on the window sill and six siblings."

Peter plans to leave in mid-May. T.J. will follow five or six weeks later. The couple will be pulling up stakes from a home in the Sunset District where they've been living for 10 years.

"The reality of packing all the things we've collected has finally set in," T.J.



notes Peter. "My brother and sister have a shop there, and it's where my mother has an office."

They haven't settled on a name for the new restaurant yet. "Maybe the San Francisco Baking Company or Hey Sweetie," muses T.J. "I love baking, and I've always wanted to have a bakery."

(Maybe that has something to do with those pies cooling on the sill back in Wisconsin.)

"I baked some banana bread for Peter's parents, and they raved about it," he adds. "Even simple thumb-print cookies are exotic there."

Both foresee a huge demand for baked goods. "Giving food is a large part of the tradition. You'd never arrive at someone's house empty-handed," says Peter. "And people travel miles to try something different that's being talked about," particularly American dishes. "Kentucky Fried Chicken is considered très chic," he laughs.

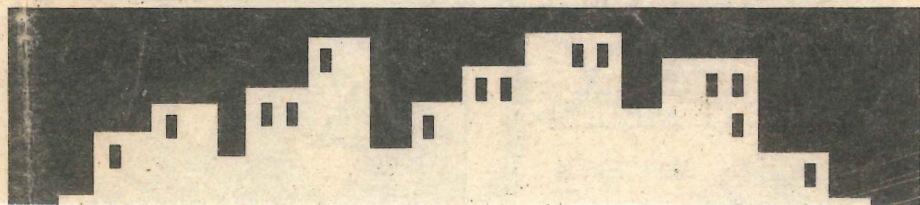
It is the type of my place, although bigger than Chloe's, that they plan to open. "Something simple, something we enjoy doing," says Peter.

Moving won't be a total piece of cake, however. The two men will have to say goodbye to their loyal Chloe's clientele. They also have promised to find new managers for the Church Street restaurant who will give their same brand of friendly, personalized service.

"We got to know everybody as friends. It's been so nice to be in Noe Valley, a genuine neighborhood," T.J. says.

"People bring in their parents, their kids. They stop by and say hi on their way to day care or when they're walking the dog. We can't go down 24th Street without running into 10 people we know. We're really going to miss that."

Of course, Peter and T.J.'s regulars will now have the option of stopping in for brunch in Bangkok, where one thing will likely be the same: the long, long line! □





# Details

for men

ON TOUR  
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## *Breakfasts at CHLOE'S, IL FORNAIO, SALLY'S, DOIDGE'S*

You don't see coffee wagons in San Francisco. For one thing, who could get to the bottom of one of those hills without wearing half a cup? For another, San Franciscans don't seem as fond of starting the day with liquid mahogany in Styrofoam and a glazed ovoid. Nor is it that common to hear someone pronounce that nutritionally unbalanced acronym. San Franciscans like breakfast. They have ample reason to. Chloe's is hardly a corner off Church Street, more like a cornette, but sweet sounds of satisfaction emanate each morning as omelettes almost too light (the weight of a garnish is all that holds them down), moist muffins, hearty coffee, and zaftig slices of juicy ham (but dry bacon) put you in a mood almost as pleasant as the staff's. On weekends, when Chloe's makes pancakes, regular, banana and pecan, a line forms before the fog can lift. It's about the only time you'll see coffee alfresco, but it's in real cups.

*Chloe's, 1399 Church Street, 415-648-4116*



Featured in...

**GOOD LIFE**

San Francisco Restaurant Guide  
as one of  
San Francisco's  
**best restaurants.**



**CHLOE'S CAFÉ ★★ \$**

Noe Valley: 1399 Church St. (26th St.), (415) 648-4116

This tiny corner café, one of the best-kept secrets in town, is well known to Noe Valley residents, who happily wait upward of an hour on weekends for a table and the chance to eat Chloe's exquisite brunch. Along with the obligatory coffee and freshly squeezed o.j., recommendations would include any of the scrambled-egg dishes with a heap of home fries and choice of fresh breads; the mouth-watering applewood sausage; the wonderful banana walnut pancakes; or the amazing cinnamon croissant French toast.

Healthful sandwiches and salads are available for lunch. Service is attentive and quick, and eating here on a sun-splashed morning feels like the epitome of a civilized existence.



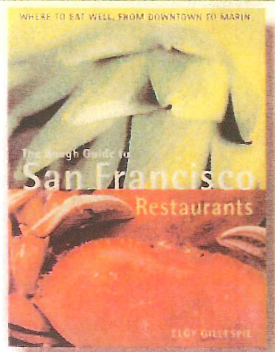
## Chloe's Cafe



For years, Noe Valley people have been waking up on Saturdays with one thought on their minds: breakfast at Chloe's. It's the holy grail of the Church Street brunch brigade. Minute rather than bijou, and more cramped than cozy, it's hectic beyond belief. There's no parking, and prices are not especially cheap, but it's never, ever going to close. It's always so busy that you have to squeeze in by 11am for a weekday lunch date, or simply wait. On weekend mornings, crowds billow around the door, hovering over the half-dozen seats outside, writing names down on a big yellow pad, sticking their heads around the door to harass the one overworked waitress, and looking hangdog.

There's a good chance of that waitress being speedy and highly efficient, however, and it won't be long before you're settled in with a just-that-minute-squeezed orange juice (\$1.25) or grapefruit juice (\$1.50). Bacon, lettuce, and tomato sandwiches are a staple of American diners, but an exceptional version is hard to find. Chloe's BLT (\$6.25), however, is particularly good, and many regulars come here just for that combination of crispy, frilly-edged back bacon (and yes, it's real Canadian bacon), avocado at its firm best, pristine, red-leafed lettuce, and tomatoes with taste, all held together by crispy rosemary toast. If that doesn't tempt, try the eggs on rosemary or wholewheat-walnut toast, as omelets and breads (around \$5-7) are great here. Grilled sandwich options include Jarlsberg cheese and tomato on wheat-walnut bread, and dilled egg and Jarlsberg on buttered rosemary toast, both of which are really good. The only other item to rival the BLT is pain perdu-style French toast made from their own homemade cinnamon croissants (\$5.95), and light yet filling banana-pecan pancakes (\$5.95), both well worth the wait in themselves.

For consistently top-quality ingredients like these, the prices really aren't too high. Plus, there's a good-natured atmosphere, particularly given the potentially stressful high volume. Any error is corrected happily and quickly, and the service is every bit as good as the food. In other words, lucky Noe Valley.



## Recommended by

## The Rough Guide to San Francisco Restaurants



# CITY'S BEST<sup>TM</sup> 2005

**BEST BREAKFAST**

*Chloe's Cafe*

[aolcityguide.com](http://aolcityguide.com)

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To see the full list of City's Best selections in your city, visit  
[aolcityguide.com/best](http://aolcityguide.com/best) and tell us what you think.





# 7

San Francisco

**HOT SW  
FOR THE**

## EGG SALAD

**Chloe's**

*(1399 Church St., 415-648-4116)*

Your old cafeteria sandwich this is not, made with fresh dill and just the right amount of mayo on toasted rosemary bread.

**DE AND JO  
TING 35 YEAR  
OF SF'S PRID  
CELEBRATIO**

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**FROM LOUIS VUITTON CAKES TO  
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TO BUY-NOW NEIGHBORHOODS,  
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Artwork by: Patrick Ma Grade 8  
Benjamin Franklin Middle School

## AWARDED FOR ACHIEVING EXCELLENCE IN FOOD SAFETY AND SANITATION

Chloe's

Department of Public Health  
Environmental Health Section  
City and County of San Francisco  
Mitch Katz, M.D., Director of Health

1399 Church St

Address

January 17, 2007

Date issued



[Signature]  
Director of Environmental Health

[Signature]  
Director of Environmental Health



# THIS IS SAN FRANCISCO

SF PEOPLE+STORIES+STYLE

7  
N FRANCISCO

IF LUXE  
COULD  
KILL...

## CHLOE'S CAFE (NOE VALLEY)

1399 Church St., 415-648-4116. \$ C L NR

SCENE: On a Sunday morning, devoted patrons are willing to sit on the sidewalk reading the paper for as long as it takes to get a table for brunch at this sweet Noe Valley mainstay run by an efficient and friendly staff. During the week, you'll find stay-at-home moms, their strollers and dogs parked out front, along with solo diners just enjoying a moment of peace.

EATS: Don't expect a miracle here—just the kind of homey and reliable food you'll want to eat again. Breakfast brings scrambled eggs in many forms and croissant French toast topped with strawberries. Lunch includes huge, rabbit-worthy salads topped with shredded carrots and served with old-school dressings like blue cheese, but our favorite will always be the dill-infused egg-salad sandwich with a side of blue-corn tortilla chips.

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March 24, 2009

Chloe's Café  
1399 Church Street  
San Francisco, CA 94114

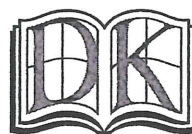
Dear Restaurateur,

Congratulations! Your restaurant has been named as one of the **Top 10 Restaurants** in our best-selling *DK Eyewitness Travel Top 10 San Francisco* guidebook. Enclosed, please find a complimentary sticker we hope you'll place in your window to share this distinction with patrons.

If you care to browse your listing, you'll find your restaurant's review on page 65 as part of the Top 10 Sunday Brunch Venues list.

Sincerely,

Katy Ball  
Marketing and Publicity Manager  
[us.dk.com](http://us.dk.com)



2009 DK Eyewitness Travel Top 10 Selection



PENGUIN GROUP

## Letters

November 2009

*Editor's Note: The owner of Chloe's Cafe at 1399 Church Street sent the Voice this reminiscence, prompted by the loss of a film star and friend.*

### **The Journey from "Dirty Dancing" to Chloe's Cafe**

Before my wife Melania Kang and I opened Chloe's Cafe in 1987, we had a motion-picture catering business. We would go "on location" throughout the nation with production companies to provide food for the cast and crew for the duration of the "shoot," which generally lasted from four to six weeks.

We primarily worked with two companies, one based out of New York and the other out of Los Angeles. Although we mainly worked on small budget films (American Playhouse on PBS, two Horton Foote films, an ABC production), we also did some larger features: Robert Altman's *Streamers* and the Coen brothers' *Raising Arizona*.

In August of 1986, the New York company called and asked if we'd like to do a five-week shoot starting the third week in September in Lake Lure, North Carolina. About the same time, we got a call asking us to cater a John Sayles movie. I liked his films and had heard that it was an enjoyable experience to work with him. However, we decided to go with the New York crew because we'd worked with them before. They said the film was going to be a "boy-girl love story" titled *Dirty Dancing*.

We flew to North Carolina a week before the project started to arrange for the logistics. Upon arriving, we went to the production office to greet old friends and get a copy of the shooting schedule. When we walked in, I glanced at the black-and-white photographs on the wall to see who was in the cast. There was a photo of Patrick Swayze. I had known Patrick since he was 14 years old. I had attended Waltrip High School in Houston, and had been good friends with his older sister throughout high school and college. I had worked with his mother, Patsy, on many local dance and theater productions, helping her with everything from lighting to sound and scenery.

After the first day of filming, Patrick and I shared many memories about his family. I gave him my address in San Francisco to give to his sister. On the set, and throughout the filming, Patrick was always cordial and easygoing with everyone he worked with. Overall, it was a fun project to have worked on.

Two weeks after the film wrapped, I received a letter from Patrick's sister, Vicky. It was great to hear from her. She was living in Simi Valley in Southern California and teaching dance classes at her mother's studio.

*Dirty Dancing* was to be our final project for catering movies. My wife and I had decided to open a cafe in San Francisco. We had been traveling a lot, and now wanted to establish a business and settle down.

We explored many different neighborhoods and looked at many different spaces for rent, until we finally found a tiny deli in Noe Valley that had been closed for six months. It didn't have a stove, but the rent was \$475 per month. Noe Valley had a really good feel to us, and we liked the space, so we bought it to open our breakfast and lunch place. That was 22 years ago.

Recently, I was saddened to hear about Patrick's death. I thought about him and his family, and about how working on *Dirty Dancing* had enabled us to open Chloe's.

Steven Baker

Chloe's Cafe

Thursday, August 4, 2011



**Congratulations! You are now a part of a 37-year-old San Francisco tradition!**

The Best of the Bay is a truly collaborative effort, between the San Francisco Bay Guardian's loyal readers and their in-house experts, that encompasses all the vitality and resilience of the local scene. This year our editors and tens of thousands of Bay area residents voted for you to represent the very best of San Francisco and the Bay Area!

We originated the Best Of concept in 1974 and have dramatized it with a special Best Of edition each year. This year's theme "Beautiful Rebels", highlights all the independent spirits, local heroes, and gorgeous souls that have made the Bay Area what it is today. The issue is brought to life with original paintings, by native Bay Area resident Renee Castro, representing beautiful rebels, along with colorful action photos of the Readers Poll and Editors Picks winners.

This year's Best of the Bay party also marks an exciting new venture for us as we announce the launch of our newest product, Guardian Deals powered by Forkfly, a fun and comprehensive geo targeting application designed to harness the power of social media, bringing new customers to your establishments and increasing the loyalty of your existing customers. Try it for free by downloading the Forkfly application to your iphone or android device or visit Forkfly.com.

Approaching our 45<sup>th</sup> Anniversary in October, The San Francisco Bay Guardian, the largest locally owned and independent Bay Area weekly, continues to be a community resource helping small businesses grow and offering consumers local insight to all that is the Best of the Bay.

Congratulations again on your Best of the Bay award. Many thanks for participating in our Best of photo shoot and for contributing to San Francisco's diverse and vibrant culture.

All the best,

Two handwritten signatures in purple ink. The first signature is "Jean Dibble" and the second is "Bruce B. Brugmann".

Jean Dibble and Bruce B. Brugmann  
Co-founders and co-publishers of the San Francisco Bay Guardian since 1966

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**BEST BREAKFAST**  
Chloe's Café  
1399 Church, SF. (415) 648-4116



# 25<sup>th</sup> Anniversary

1987

2012



## CHLOE'S



### OPEN HOUSE

### JUNE 15, 7-9 PM

### THAI DANCING, OPERA JAZZ SINGING



# Certificate of Honor

## BOARD OF SUPERVISORS City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

### CHLOE'S CAFE

In celebration of Chloe's Café's 25<sup>th</sup> anniversary, the Board of Supervisors of the City and County of San Francisco extends its highest commendation. Chloe's Café, a neighborhood favorite, continues to contribute to San Francisco's vibrancy with its delicious breakfast and brunch menu and cozy décor.

*Scott Wiener*

Scott Wiener  
Supervisor, District 8  
June 15, 2012

*Joe J. Zi*

*[Signature]*

*Christin O'Leary*

*Melvin Chen*

*David Ahn*

*Col*

*Mark S. [Signature]*

*[Signature]*





2016  
WINNER



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A handwritten signature in black ink, appearing to read "Travis Katz".

Travis Katz  
CEO



Rated by Gogobot's community of over 10 million travelers



Chloe's Cafe  
1399 Church St  
San Francisco, CA 94114-3924



May 9, 2017

Congratulations, Chloe's Cafe!

Your customers are raving about you!

In November, Gogobot rebranded to Trip.com, a name we love and that we feel describes our mission - to make having great experiences less work and more fun - clearer than ever.

More than 10 million people used Trip.com in the past year to find great places to eat, play and stay, and our members have voted Chloe's Cafe to be among the top restaurants for San Francisco! The reviews your customers posted on Trip.com have earned Chloe's Cafe a stellar rating placing you in the top 3% of over 2 million restaurants listed.

Such praise means you've earned the distinguished title of "Highly Recommended" on Trip.com! Only the most positively reviewed businesses on Trip.com receive this distinction, and we want to help you show it off. In this envelope we are sending a "Highly Recommended on Trip.com" certificate and window sticker.

We encourage you to display your certificate and sticker proudly (*just peel off the white paper, and make sure the logo is facing out towards the outside of the window*). Not only do they look amazing, but a study by Harvard Business School indicates that high customer ratings can lead to a 5% to 9% jump in revenue per star, so it's a smart business decision as well. Keep the good will flowing by encouraging current and future clients to review you on Trip.com. We can't wait to read more of what your customers have to say!

We also want to make sure you can easily update your page. To suggest edits to your profile page visit <https://www.Trip.com.com/business>. You will be taken to a link where you can add updates and familiarize yourself with the Trip.com community.

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Travis Katz  
CEO and Co-Founder  
Gogobot Inc. dba Trip.com

2017  
WINNER

trip.com

Highly Recommended

Awarded to

Chloe's Cafe



A handwritten signature in black ink, appearing to read "Travis Katz".

Travis Katz  
CEO



Rated by Trip.com's community of over 10 million travelers



# ZAGAT SURVEY®

## 2002 SAN FRANCISCO/BAY AREA RESTAURANTS

### Chloe's Cafe **SM**

*1399 Church St. (26th St.), 415-648-4116*

■ "Be prepared for" "big waits" at this "small" but "cute" Noe Valley "neighborhood place" with "consistently" "excellent" "Americana" "breakfasts", "dreamy brunches" and "great" lunches; though most would prefer to skip the "awful lines" ("where do all the people come from?"), few "waffle" over whether the "stellar omelets" and "divine banana walnut pancakes" are worth it.

<b>F</b>	<b>D</b>	<b>S</b>	<b>C</b>
22	14	18	\$15



# ZAGAT SURVEY®

## 2003 SAN FRANCISCO RESTAURANTS

### Chloe's Cafe **SM**

*1399 Church St. (26th St.), 415-648-4116*

■ "Noe Valleyans love to wait for food" and this "cute"-as-a-bug (and "tiny" as one too) American gives the "weekend mob" plenty of reasons - the "fluffiest eggs, kick-ass pancakes" and "creative lunch sandwiches" - to "spend half their sunny mornings on the sidewalk"; luckily, the "service is fast and good", so the "line moves fast."

F	D	S	C
21	13	17	\$15



# ZAGAT SURVEY®

## **Chloe's Cafe**

*Phone: 415-648-4116*

FOOD	DECOR	SERVICE	COST
23	13	19	\$15

A contender for "the best breakfast" in the city – "with the long lines to prove it" on weekends – this Noe Valley "sunny" snug storefront has seen its Food ratings climb for its "big" helpings of "pancakes that rock" and "excellent scrambles", "served indoors or out", that "make the calories worthwhile"; "they'll even give you coffee" while you wait, which might explain the Service score surge.

**SAN FRANCISCO  
BAY AREA RESTAURANTS  
2005**



# ZAGAT SURVEY®

## Chloe's Cafe

FOOD	DECOR	SERVICE	COST
24	12	18	\$18

"The price is right" for "breakfast and brunch galore" at this "tiny", "homey" "Noe Valley classic" where "the kitchen has a Master's degree in eggs" and receives honors for American offerings including "exceptional sandwiches", "fluffy pancakes" and "delicious, unique" salads; service is "welcoming", but "get there early", "late or on a weekday" because the queue "starts 15 minutes before they open."

**SAN FRANCISCO BAY AREA RESTAURANTS  
2012**



# ZAGAT

## 2013

### Chloe's Cafe

FOOD	DECOR	SERVICE	COST
23	16	20	\$20

“Every neighborhood should have” a “perfect little” “brunch” spot like this Noe Valley nook cranking out “flavor-packed” “scrambles”, “perfect” pancakes and other “unpretentious” American eats to a “cozy” handful of tables, including some “curbside” “in the sun”; “it’s not cheap” for its ilk and there’s “always a morning rush no matter the day, weather or time”, but “once in”, the staffers “do their best to keep a smile”; P.S. no dinner.

As rated in the 2013 San Francisco Bay Area Restaurants Guide



# ZAGAT

## 2015

### Chloe's Cafe

FOOD	DECOR	SERVICE	COST
<b>23</b>	<b>15</b>	<b>23</b>	<b>\$18</b>

This "perfect little" brunch spot in Noe Valley nook cranks out "flavor-packed" scrambles, "perfect" pancakes and other "unpretentious" American eats in small, "cozy" digs; there's "always a morning rush no matter the day, weather or time", but the staffers "do their best to keep a smile"; P.S. no dinner.

As rated on [zagat.com](http://zagat.com)



# ZAGAT

## 2017

### CHLOE'S CAFE

---

4.5

FOOD

3.7

DECOR

4.3

SERVICE

This “**perfect little**” brunch spot in Noe Valley nook cranks out “**flavor-packed**” scrambles, “**perfect**” pancakes and other “**unpretentious**”, affordable American eats in small, “**cozy**” digs; there’s “**always a morning rush no matter the day, weather or time**”, but the staffers “**do their best to keep a smile**”; P.S. no dinner.



RALPH GUTLOHN  
TAX PREPARATION AND TAX PLANNING

September 1, 2017

I am writing this letter to support the nomination of Chloe's Café, at 1399 Church St., for the Legacy Business Registry.

I have been eating at Chloe's Café since it opened. This dependable Noe Valley restaurant, the menu, staff, clients and atmosphere, has thankfully changed very little over the last thirty years. The consistent friendliness, welcoming waiters, cooks, dishwashers and waitresses, excellent food and neighborhood integration are evident as soon as you walk in the door. This small café is an absolute model for how a small business can benefit and engage the community. Everybody feels at home in Chloe's. I am a self-employed tax preparer and live a few blocks from the restaurant. During the tax season many meetings end with my clients saying "can we go to Chloe's?" They live in all parts of The Bay Area and recognize the distinctive feel of this special place. The owners, Steven and Melania, treat their customers and employees with respect and care. I can't imagine a more appropriate business to designate as part of San Francisco's Legacy Business Registry than Chloe's Café.

Sincerely,  
Ralph Gutlohn



4047 Cesar Chavez Street San Francisco, CA 94131  
(415) 826-8052 fax (415) 826-8099



## THRIVE

I am writing to support the nomination of Chloe's Café as a "Legacy Business" of San Francisco. Chloe's has been the heartbeat of Noe Valley for thirty years. I came in on their first day of business; I believe Steven made me his second latte!

Since then, through all the ups and downs of life in San Francisco, Chloe's has been there, consistently serving high quality breakfasts and lunches to the locals and tourists alike. I met my first real estate clients there, discussing coffee and traveling. The atmosphere is friendly and conducive to relaxed and casual conversation. I know I can take friends, relatives and clients there, and we will be treated to fresh salads, satisfying sandwiches and delicious eggs dishes, all served with a smile.

For thirty years, I have felt taken care of when I am there. This has been particularly important in the past several years, when the changes in the City have been coming hard and fast, and not always for the better. It is comforting to know that there is still *something* to rely on! Chloe's is a neighborhood treasure and a San Francisco classic.

Christie Springer

CHRISTIE SPRINGER  
3293 Mission Street  
San Francisco, CA 94110  
415-929-5820



**The more I read the papers, the less I comprehend,  
The world and all its capers, and how it all will end.  
Nothing seems to be lasting, but that isn't our affair.  
We've got something permanent, and I sure don't mean ~~our~~ STEVEN'S  
hair....**

**It's very clear, Chloe's is here to stay.  
All through the years, we've come here every day!  
The tv shows and those smarty phones and the Facebook IPO  
They're all just passing fancies, and they'll come and go...**

**But oh my dears, Chloe's is here to stay.  
Through laughs and tears, we've come a long, long way!  
In time the Giants may stumble, the Niners may fumble,  
They don't know how to play, but  
Chloe's is here to stay!**

**But oh my dears, Chloe's is here to stay.  
Together we're going a long, long way!  
In time the market may tumble, our savings may crumble,  
Thank God we've still got May, cuz  
Chloe's is here to stay!**



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2018-19-005  
*Business Name:* FTC Skateboarding  
*Business Address:* 1632 Haight Street  
*District:* District 5  
*Applicant:* Kent Uyehara, Owner Principal  
*Nomination Date:* August 6, 2018  
*Nominated By:* Supervisor Vallie Brown

**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

1586 Bush Street from 1986 to 1994 (8 years)  
622 Schrader Street from 1994 to 2003 (9 years)  
1632 Haight Street from 2003 to Present (15 years)

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

**CRITERION 3:** Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? ☒ Yes ☐ No

**NOTES:** N/A

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program







**Vallie Brown**

Monday, August 6<sup>th</sup>, 2018

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate FTC Skateboarding at 1632 Haight Street for the Legacy Business Registry Program.

Though it was founded in 1994, the origins of the business extend back to FTC Ski & Sports, a sports retail store that opened in the late 1960s at 1586 Bush Street at Franklin Street. While many changes have occurred since then, this family owned shop continues to be a pillar of the community.

According to owner Kent Uyehara, street skating really originated in San Francisco in the 1980s and in the mid-1990s it was dubbed the Mecca of skateboarding. During this time, FTC Skateboarding was supporting skateboarders and the San Francisco skateboarding community, cementing its place in San Francisco history. FTC sponsors most of the skateboarding events held in the city including; Dew Tour, X Games, San Francisco skate park events, and also works with the San Francisco Recreation and Parks Department on skateboard issues and programming. The family business has been well-recognized within the skateboard industry for its longevity and contributions to skateboarding, and is dedicated to supporting the skateboarding community of San Francisco.

I am proud to nominate FTC Skateboarding for the Legacy Business Registry Program. The proprietor, Kent Uyehara, can be reached at (415) 407-2208

Should you have any further questions, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink that reads "Vallie Brown".

Supervisor Vallie Brown  
Board of Supervisors

## 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:		
FTC SKATEBOARDING		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
KENT UYEHARA		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1632 HAIGHT ST- SF, CA 94117		(415) 626-0663 shop [REDACTED]
		EMAIL:
		Kent@FTCSF.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
FTCSF.com	FTCSF	FTC SKATEBOARDING
APPLICANT'S NAME		
KENT UYEHARA		<input type="checkbox"/> Same as Business
APPLICANT'S TITLE		
owner principal		
APPLICANT'S ADDRESS:		TELEPHONE:
[REDACTED]		( [REDACTED] )
		EMAIL:
		Kent@FTCSF.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0321252		
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
1586 BUSH ST.	94109	1986
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="radio"/> No <input checked="" type="radio"/> Yes	1986-1994	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
622 SHRADER ST.	94117	Start: 11/94 End: 11/2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1632 Haight Street	94117	Start: 2003 End: 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:

## 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.

KENT UMEHARA

Name (Print):

2/1/18

Date:



Signature:



## **FTC SKATEBOARDING**

### **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.**

FTC Skateboarding, presently located at 1632 Haight Street, was established in 1994. The origins of the business extend back to FTC Ski & Sports, a sports specialty retail store that opened in the late 1960s at 1586 Bush Street at Franklin Street. FTC Ski & Sports, owned by Lloyd Uyehara, sold skis and cycling and other sports gear. "FTC" was short for "Free Trade Center."

In the late 1970s, FTC Ski & Sports began selling skateboards as a small wall display of skateboard decks and parts within the store. In the 1980s, Lloyd's son Kent Uyehara started selling skateboards to his high school friends. He made a catalog with all the different boards, and people would just choose what they wanted. At a certain point, Kent was making weekly orders, and Lloyd let Kent start selling skateboards in the store. The year was 1986. Kent went to college, but was coming back every week or so to manage the skateboard portion of the store. Eventually, skateboarding and snowboarding took over the whole store.

In 1994, FTC Skateboarding, also known as FTC Skate Shop, moved from Bush Street to the Haight Ashbury neighborhood at 622 Shrader Street and officially became an independent business. There had been a history of other core skate shops there, and FTC Skateboarding wanted to keep the tradition going. FTC Ski & Sports continued to exist at 1586 Bush Street.

The business is owned by mother and son team Kim Uyehara and Kent Uyehara who are third and fourth generation San Franciscans, respectively. "FTC" stands for "For The City" in honor of San Francisco.

In 2003, the business moved to a larger space at 1632 Haight Street at Clayton Street where it is still located today. FTC Skateboarding also has franchise shops in Tokyo, Japan, and Barcelona, Spain.

FTC Skateboarding is comprised of a skateboard shop and boutique clothing brand, which includes skateboards, skateboarding necessities, T-shirts, tops, sweatshirts, pants, hats, beanies and accessories.

Over the years, FTC Skateboarding has evolved from a store into today's lifestyle brand, which is always representing San Francisco along the way. The company distributes products worldwide helping to attract international fans to visit San Francisco.

FTC Skateboarding, if not included on the Legacy Business Registry, would face a significant risk of displacement. The lease is up in October 2018, and the Legacy Business Program would help secure a fair term and price. The business is struggling due to the overpricing of rent, ever-increasing operating expenses and declining in-store sales due to the massive shift to online sales. Most of the neighbors on Haight Street face the same situation. It is a never-ending sad state of reality on Haight Street.

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

FTC Skateboarding has not ceased operations since it opened in 1994.

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

FTC is a family-owned business operated by Kim Uyehara and Kent Uyehara (mother and son) and their dedicated staff.

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

The present owners of the business, Kim Uyehara and Kent Uyehara, are the original owners:

1994 to Present      Kim Uyehara and Kent Uyehara

**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 demonstrating existence of the business for 24 years 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.**

N/A



## **CRITERION 2**

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

According to Kent Uyehara, street skating really originated in San Francisco in the 1980s. Skating was largely popular to the masses because of vert and half pipe skating – getting “big air.” Then, primarily due to insurance issues, skate parks and ramps disappeared and the sport got reinvented due to street skating. By the early 1990s, as technical skateboarding became more popular, Justin Herman plaza became the world’s epicenter for skateboarding. During the mid-1990s, San Francisco was dubbed the Mecca of skateboarding for the entire world. Ever since that time, San Francisco has been considered a famous skate town.

FTC Skateboarding was in the middle of the action during the rise of the skateboarding scene. FTC was there, supporting the skaters and the San Francisco skate scene, which started cementing the business’s contribution and reputation. Since FTC opened its doors in 1994, it has been well-recognized within the skateboard industry for its longevity and contributions to skateboarding. The family business helped nurture past and present generations of skater friends to build successful careers in business and skating.

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

FTC Skateboarding co-owner Kent Uyehara joined the Skateboarding Task Force, which he was a part of for six years (1998-2004) as a part of Gavin Newsom’s mayoral administration when he was in office. The Skateboarding Task Force examined existing skateboarding laws, which were outdated and vague, and developed new plans for skate parks. However, politics got too involved little progress was made.

FTC generally sponsors most of the skateboard events held in the city for the past couple decades including, but not limited to, Dew Tour, X Games, San Francisco skatepark events and FTC’s FOR THE CASH pro contests. FTC also works with the Recreation and Parks Department on skateboard issues and programming. Recently, a grant was awarded to remodel the Waller Street skate area, and FTC is facilitating the private corporation donation portion of the grant.

For the X Games, FTC was asked by then-Mayor Willie Brown to assist the city in building the X Games pavilion. FTC also worked with the X Games itself.

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

FTC Skateboarding and Kent Uyehara have been featured in a number of articles, publications and documents including, but not limited to, the following:

- In 1995, an article in TransWorld SKATEboarding magazine, an international magazine on skateboarding based in Carlsbad, California.
- In 2001, an article for the Zipang Worldwide Special Interview in the Japanese magazine Zipang Skateboard Archives.
- In 2005, an article in the Transworld Business Skate, Surf, and Snow magazine.
- In 2012, an article by ESPN for the X Games.
- On February 2, 2015, an article in Hoodline titled, “Meet Kent Uyehara, Owner Of Haight Street's FTC Skate Shop.”
- In 2018, an article by Jenkem magazine.

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

FTC Skateboarding started in late 1960s as high end sport shop. Many families in San Francisco were customers. Most people that grew up in city have some kind of exposure to and or experience with FTC. Gavin Newsom and his family were customers at FTC. Newsom’s uncle was the FTC Skateboarding’s attorney and, during the time Newsom was Mayor of San Francisco, the X Games came to SF in 1999-2000. Newsom was a supervisor then and he helped to get FTC on board with the event.

FTC Skateboarding has had many well-known customers including Robin Williams, Dave Chappelle, Ali Wong, Lars of Metallica and Carlos Santana. Almost every skate pro the past two decades like Christian Hosoi, Brian Anderson and Tony Hawk have supported the store. Also, all the skate pros raised in the San Francisco Bay Area like Karl Watson, Mike Carroll, Jovontae Turner and Nico Hiraga have been customers of FTC.

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

FTC has been a longtime active community member specifically for the Haight as well as the city at large. A Haight merchant and neighbor since 1994, FTC Skateboarding has a history of involvement that continues today. Here are some notable examples:

- Regarding skateboarding advocacy issues, FTC has represented the betterment of skateboarding in San Francisco. This includes building more skate parks and advocating for more fair laws and trying to get the police to be more fair to the skaters and understand a bit more about the skate community in general.
- FTC held a pro contest inside the store called FTC FOR THE CASH contest.
- FTC worked with the Recreation and Parks Department on skateboard events and issues. Many skateboarding friends and other sponsored skaters are employed by the department, and the department now has a full skateboard program year round.
- FTC helped promote skate parks built over the past 20+ years with various City departments and officials.
- FTC was a member of the Skateboard Task Force member (under the Gavin Newsom mayoral administration) for 6 years, from 1998-2004.

- FTC was a member of Mayor Lee's Small Business Group.
- Kent is a Board Member of the Haight Ashbury Merchant Association (HAMA).
- Kent was the Merchant Chair of HAIA (Haight Ashbury Improvement Association) before HAMA restarted).
- Kent has been a member of past Park Station Police Advisory Boards for the past 5+ years.
- FTC donates product and time to many San Francisco nonprofits and public schools.
- FTC is a grant project facilitator for the current Waller Street skateboard area phase II improvement.

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

FTC Skateboarding serves the San Francisco skate community. FTC Skateboarding and Kent Uyehara demonstrate a strong support for the skate community. Kent has received three certificates from Mayor Newson and the Board of Supervisors for skateboard activism and service.

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

The historic resource status of the building at 1626 to 1636 Haight Street is classified by the Planning Department as "Category A" (Historic Resource Present) with regard to the California Environmental Quality Act. It is a possible contributor to the Haight Ashbury Historic District.

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

If FTC Skateboarding were to close, the local community would be the most affected, not only by losing a small business, but also losing a business caters to San Francisco's youth. Losing FTC Skateboarding would not just be the loss of a store at which one can buy skateboards, it would be the intangible loss of what FTC does. A skate shop is like a community center, and because FTC has been around for so long, it is like a multigenerational community center. There are a lot of young people who skateboard, have skateboarded or know someone that has skateboarded. This is what builds the community of skating. FTC Skateboarding nurtures and fosters a lot of young people entering the skating community in San Francisco, which would be lost if the store were to close. A lot of people such as the ones who work in the Recreation and Parks Department as counselors are a product of FTC. There would be an overall loss of general community involvement in San Francisco if FTC Skateboarding were to be sold, relocated or shut down.



### **CRITERION 3**

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

FTC, established in 1994, humbly began as a small collection of skate gear buried in the back of a ski and tennis shop. Over the past three decades, FTC has earned the reputation as one of the true epicenters of real skate culture. FTC opened the doors of its first shop in San Francisco's historic Haight-Ashbury just as skateboarding was evolving beyond its surf-inspired roots and exploding into a new style of city street skating. FTC was there for the whole ride, attracting and nurturing the talented outsiders, misfits and artists that put legendary spots like the Embarcadero AKA EMB, Hubba Hideout, Pier 7 and many more on the map. Over the years, FTC has grown beyond the confines of its original shop and has evolved into a brand known for its authentic, grass roots innovation in apparel, design, video, art and music. The FTC family grows larger but the original vision remains: quality clothing and authentic products born from the heart and soul of the streets.

**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)**

FTC Skateboarding started out as a ski and sport shop and transitioned into a skate shop. FTC is committed to maintaining its historic traditions as a skate shop and promoter of the true skateboarding street lifestyle. It holds tight to family values and fostering skate youth around the city. Co-owner Kent Uyehara cares strongly about helping others and deepening the rich community of skaters in San Francisco.

**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.).**

In 1995, one of Kent's friends drew a mural on the outside of the store on a metal sign, when they moved locations, they had it removed and brought to the new location, where is now hangs in the front window of the current location.

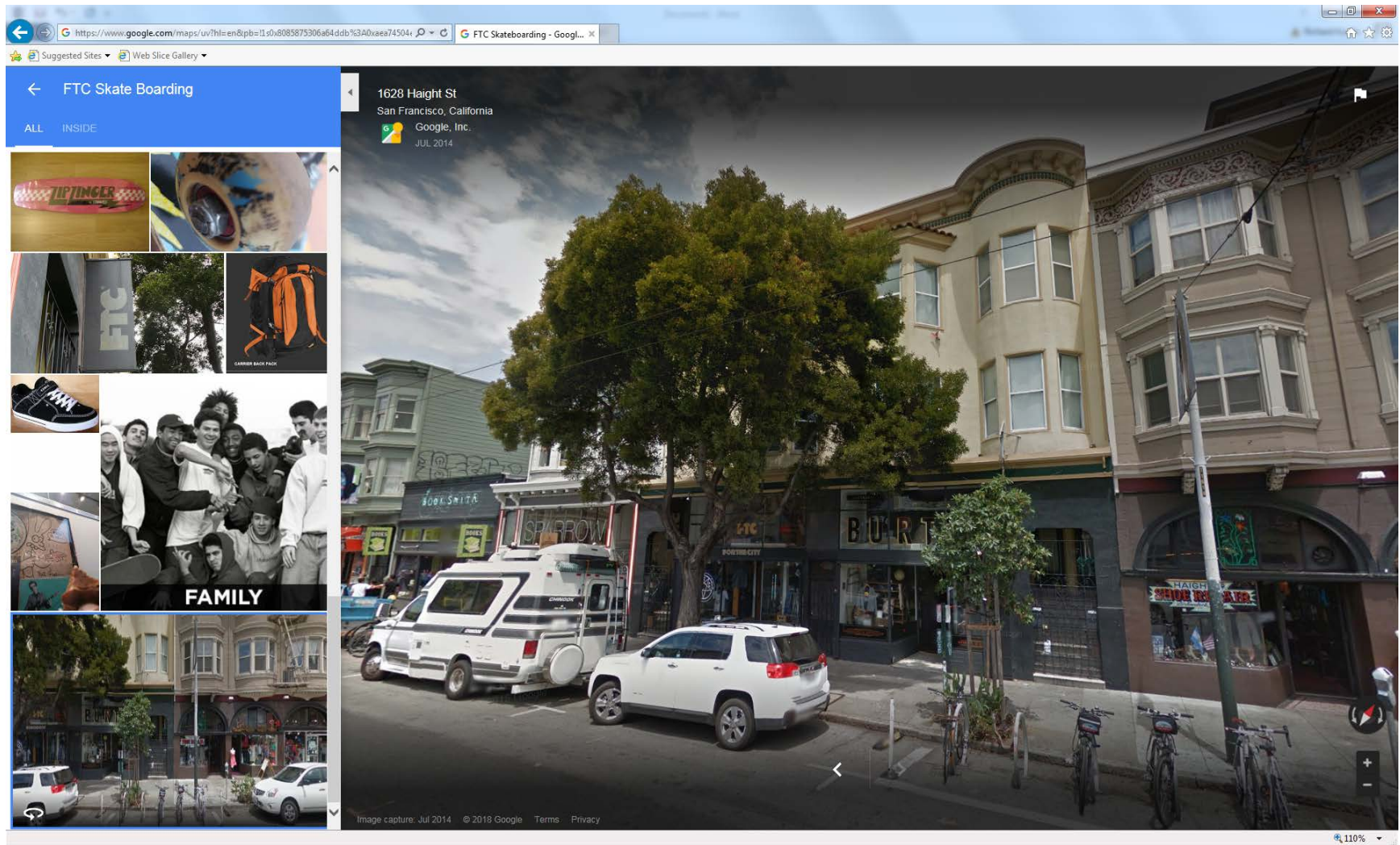
**d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art 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.**

N/A

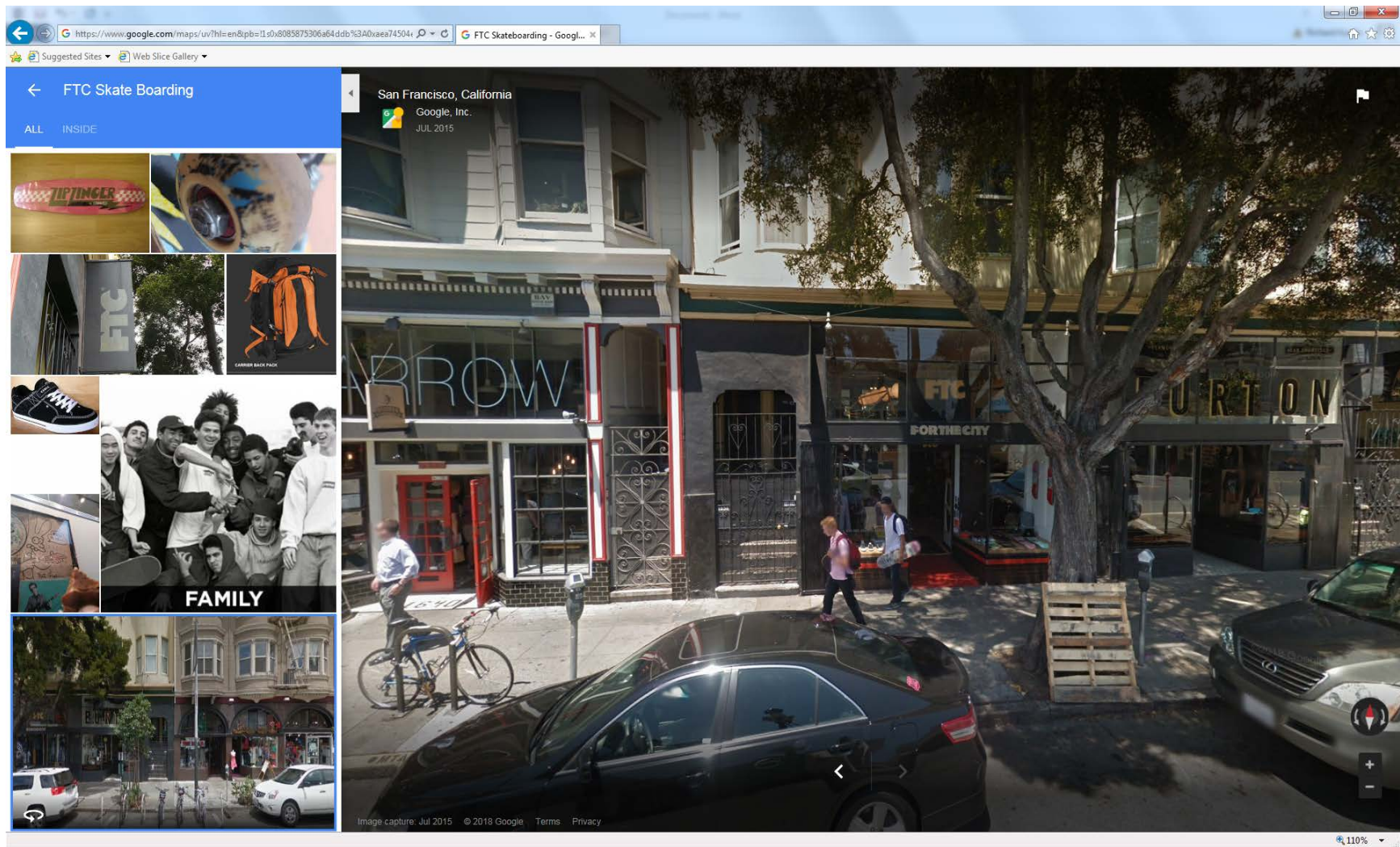


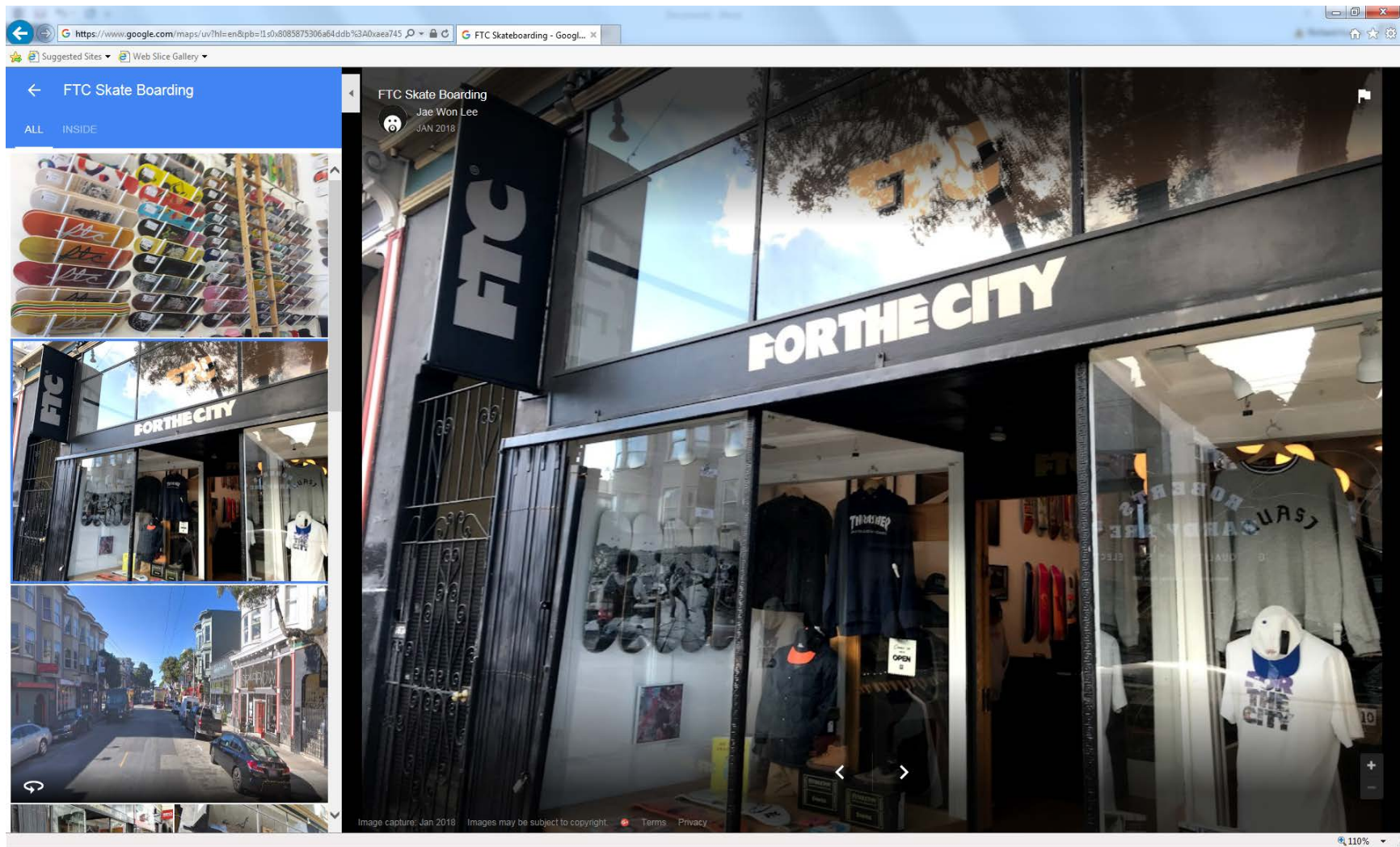




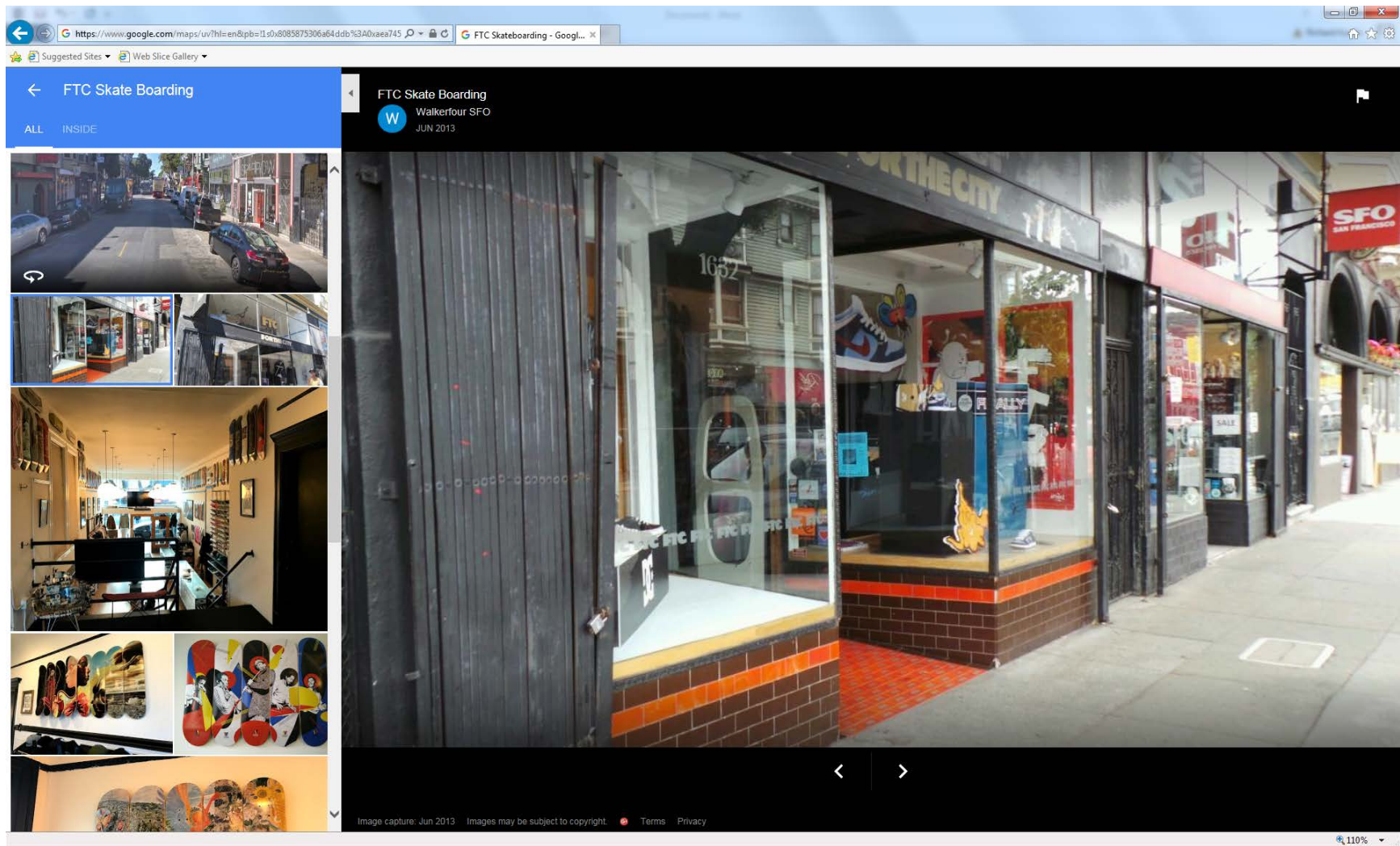




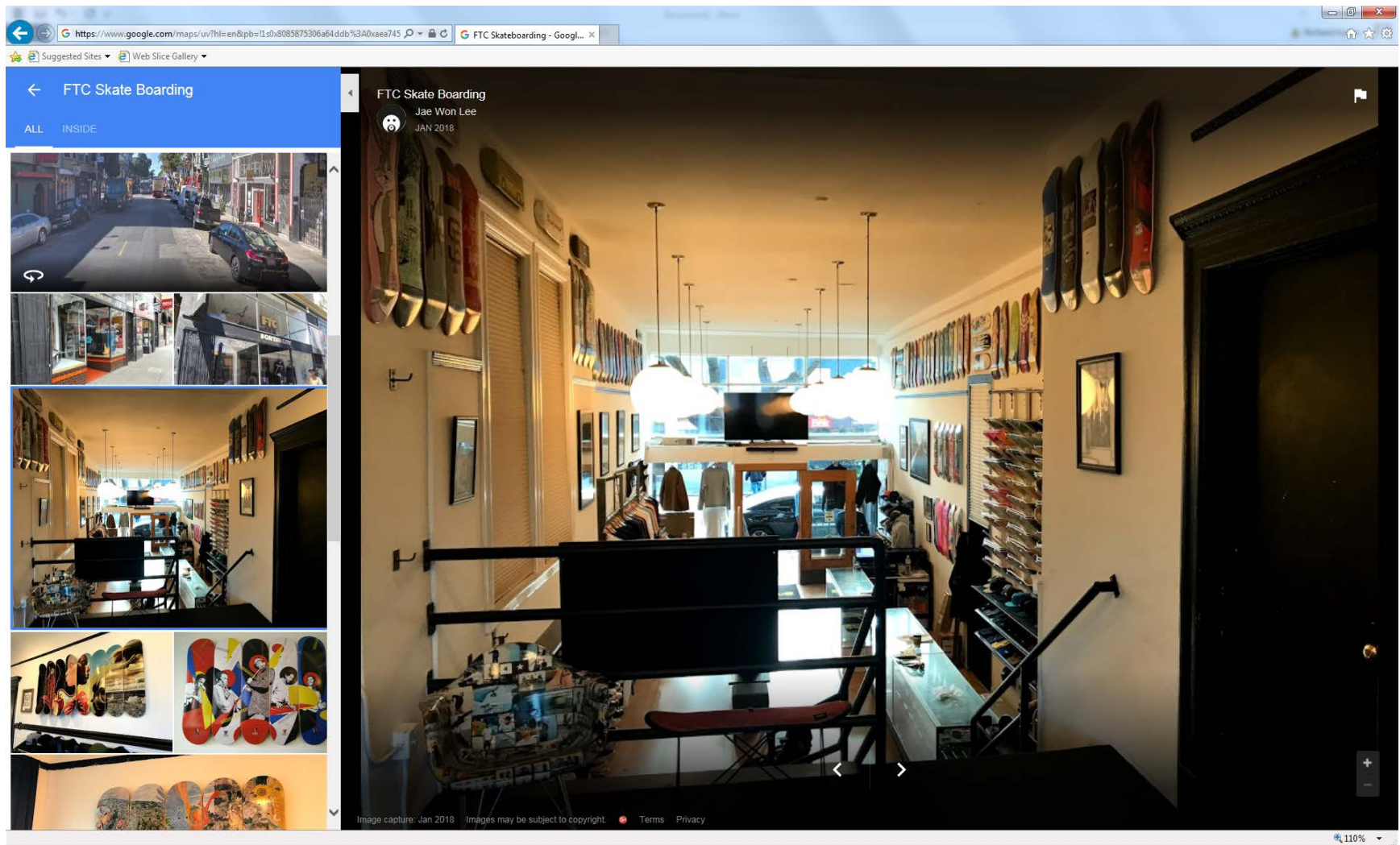






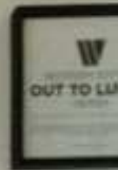


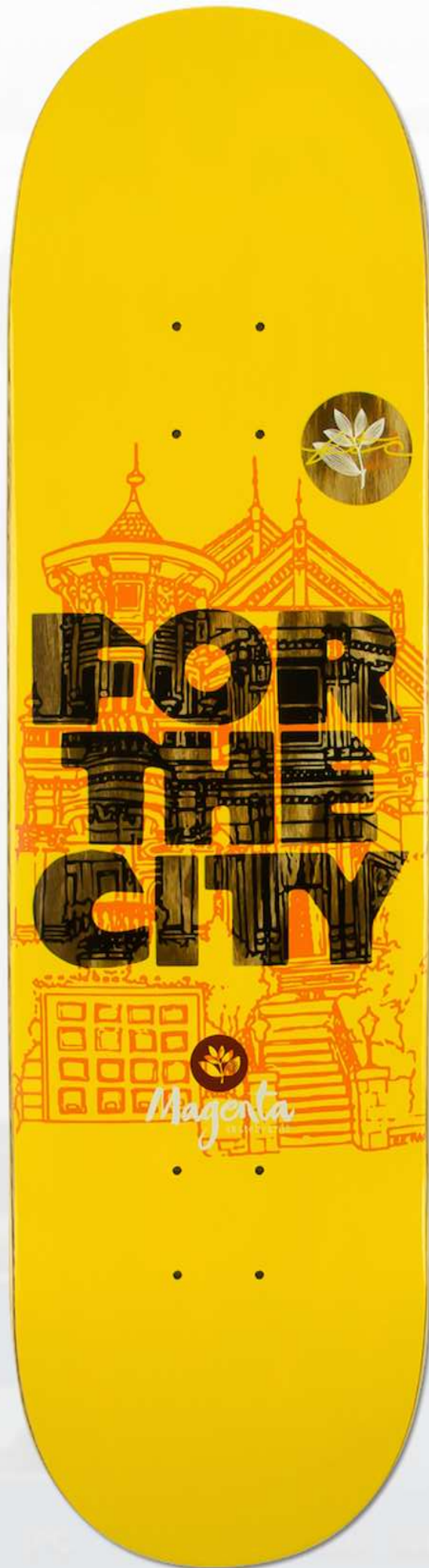














FTC







Second edition with 24 pages of all-new material featuring Jovontae Turner, Rick Ibaseta, James Kelch, Mike Carroll, Brian Anderson, Keith Hufnagel, Nick Lockman, Scott Johnston, Bobby Puleo, Marcus McBride, Lavar McBride, Stevie Williams, Josh Kalis, Mike York, Lennie Kirk, Nick Tershay, Mike Cao, JB Gillet, Chico Brenes, Ben Sanchez, Karl Watson, Rob Welsh, Drake Jones & many more.

In the early '90s, San Francisco skateboarding was reigning supreme, Embarcadero was its Mecca, and FTC skateboard shop was spreading the street skating revolution worldwide, as the prophetic Del song echoed. FTC lore has reached quasi-Masonic proportions over the years, mostly passed down from one eyewitness to another through oral records. For the first time, Seb Carayol has embarked on a journey to collect these stories, along with over 400 classic and never-before-seen photographs, illustrations, and images to depict the odyssey. Sure, there are a few legendary skateshops in the world, but how many can honestly claim themselves synonymous with an entire era in skateboarding history? Just one, really. Its name is FTC.



**FTC**

**NIKE  
SB**

\$35.00  
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## KENT UYEHARA

“Then at one point my dad was like, ‘Hey it looks like you’re buying a lot of stuff. If you want we can give you a section on the wall.’ That’s how the skate chapter of FTC started.”

*In 1966, a huge ski and tennis shop opened in the heart of downtown San Francisco. Its name? “Free Trade Center.” Then something weird happened: one of the owner’s three children—Kent Uyehara—decided to get deep into skateboarding, and to use the venue’s account to buy skateboards at wholesale. Here’s how a legendary slice of raw City life was built, piece by piece, contributing without realizing it to the flavor of street skating for years and generations to come.*

### **Did FTC start before the Embarcadero days?**

Yeah. My dad was a biochemist by trade, but for leisure he liked skiing. From the time I was born, he was operating a ski shop, FTC Ski & Sports. He didn’t actually start FTC. He started working there part time as a ski bum, I suppose. In a very short amount of time, somehow, he had the opportunity to take over the place. From what I know, Free Trade Center was originally an importing business that focused primarily on sporting goods from Asia and Europe. It started in 1966 or 1967. I was born in 1968. They decided to turn the front of the building into a retail store. That’s when my father stepped in. It was the right place at the right time. That’s when tennis and skiing started to blow up.

### **When did you start working there?**

I grew up the son of a sports shop owner. We were “latch key kids,” where both of your parents work. After school we’d either go home or go to our parents’ work, so I suppose I officially started when I was ten years old. I remember it because that would have been 1978. That was kind of the heyday of FTC Ski & Sports, when my dad was running it. I mean, it had up to eighty employees, a four-story building, ski and tennis equipment... those were rich sports. I remember being around a lot of people. To me, it was like being at Macy’s or something.

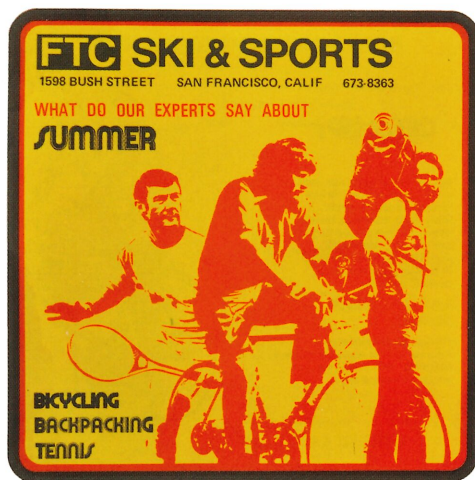
### **What would you do there at ten years old?**

We were always told that if you want to buy something, you had to go to the store and work. You didn’t get paid for chores, they were just part of the duty. If you wanted extra money to go do something or go buy something, then you had to do extra work at the store. I remember being ten years old specifically, because I was with my dad, and I had just started working after school, pricing and putting socks out on the floor. I worked forty-three hours over two weeks, and for that I received a paycheck of four dollars and thirty cents. That’s ten cents an hour! My dad said that I had done such an outstanding job that he gave me a raise, on the spot, after the first paycheck: twenty-five cents an hour!

### **You worked your way up fast!**

That was big time.





Clockwise from top left: FTC Ski & Sports ad circa 1977, FTC Cyclery event circa 1978, FTC affiliates, the skate wall in all its glory

#### How did you develop an interest in skateboarding?

I had an older brother, Lance, who was already skateboarding, so I wanted a skateboard. In the late '70s, FTC had a bike shop, and they already carried skateboards, the original Sims wide boards: all natural wood, eleven inches wide, wheel wells... I ended up getting a Santa Cruz fiberglass slalom board. Luckily we had a set of cones. It was the late '70s.

#### How did the actual skate corner in FTC happen?

Basically before 'my time,' FTC was already selling skateboards. In the second half of the '70s, rollerskating and the roller disco thing were huge, especially in San Francisco. FTC was a big part of that as well, to the point where at 1586 Bush, the entire store was a rollerskate shop. They basically turned the entire store into a roller rink! They even had a quarterpipe in there, so people could try their rollerskates. It was bizarre. Every once in a while you'd get a rollerskater or a skateboarder hitting the ramp. Anyway, in 1984, when I was a sophomore in high school, I asked my dad if I could order some skateboard stuff using the store's resale license. Before that, I had been buying my stuff through other stores. Specifically, I didn't want to go to Skates On Haight.

#### So, that was for your own personal use?

Yeah, at first. I contacted Powell Peralta first, they said, "No problem, \$100 minimum." That's two decks, a couple sets of Rat Bones, a couple rails, and some tailbones. I did this a few times, then I started ordering for friends I was skating with. In the beginning, I was just hooking up my crew, my friends from high school, but word got out about this guy you could buy skate stuff from. Suddenly, I started getting random people asking me, "Hey, can I buy something from you?" I grew up in a retail environment. I was constantly thinking of ways to start something from nothing. When *Star Wars* came out in 1977, I convinced my dad to let me sell merchandise. There was a random *Star Wars* section with shirts and posters in FTC!

Anyway, once people started asking for skate stuff, I saw the opportunity, and quickly put together a mini-catalog in a binder. I took orders on a certain day of the month, set up a schedule, and stuff would arrive within a week. The difference between myself and Skates On Haight was that I didn't really care about making money. You had the retail price and you had the wholesale price, but I'd give people the middle price. I was getting my personal stuff for free, so it didn't matter. It was paid for by the stuff I sold.



“In the late ‘70s, FTC had a bike shop, and they already carried skateboards, the original Sims wide boards: all natural wood, eleven inches wide, wheel wells...”

—Kent Uyehara



Clockwise from top left: FTC crew at trade show with Lloyd Uyehara in the center; FTC Cyclery window with OG Sims boards; Skate City USA display; FTC business card circa 1977; FTC Junior Ski Team; 1598 Bush Street; FTC Display at the Consumer Sports Show, late '70s

#### Did your catalog have a rad name? Like *Kent's Kold Kuts* or something?

I don't think it did. I remember having a price list at one point, but that was about it. There might have been an FTC mention in there somewhere, but it was really a separate venture. I was doing the orders and everything. Funny thing, too, I remember being fifteen years old going to my first ASR trade show, and everybody was clowning me because I was so young. They said, "Where's your dad? Where are your parents at?" I don't even remember if I went with my dad to that first one. I was doing the buying when I was fifteen or sixteen.

Then at one point my dad was like, "Hey it looks like you're buying a lot of stuff. If you want we can give you a section on the wall." That's how the skate chapter of FTC started. We started off with six boards, some Santa Cruz boards. I remember that because the first pro to ever come into the store was Steve Olson, who had SOS Skateboards. He asked if we carried SOS. We didn't. He said, "Can I ask why?" I told him we hadn't had any requests yet. He said, "Oh, that's cool..." I remember being really embarrassed, but I was also really excited at the same time, because Steve Olson came into FTC!

#### What other shops were there at the time?

Skates On Haight had already been there for a while. They were the world's largest mail order at one point. Though they were big, they never represented skateboarding the way I wanted to. Concrete Jungle was around back then, too. I partied with this guy Mike Johnson in high school and he worked there, so I never got vibed. Jake Phelps worked there, too, but I never knew him then.

We were maybe the third or fourth shop. We were basically the multisport shop that sold skateboards. We weren't a lifestyle store yet, but somehow I met Concrete Jungle's boss, Ron, and at least on the surface he respected me. In fact, when he decided to close down his business in 1989, he came over to my store and gave me the blessing. He said, "I'm closing down, I want you to take over SF." I never knew his last name, he was just 'Ron from Venezuela.' To me, the Concrete Jungle generation is the real jump off of San Francisco skating.

#### Were there tensions between shops?

Not between us, but there were always tensions between Concrete Jungle and "The world's largest skateboard toy store," Skates On Haight. It was ridiculous.

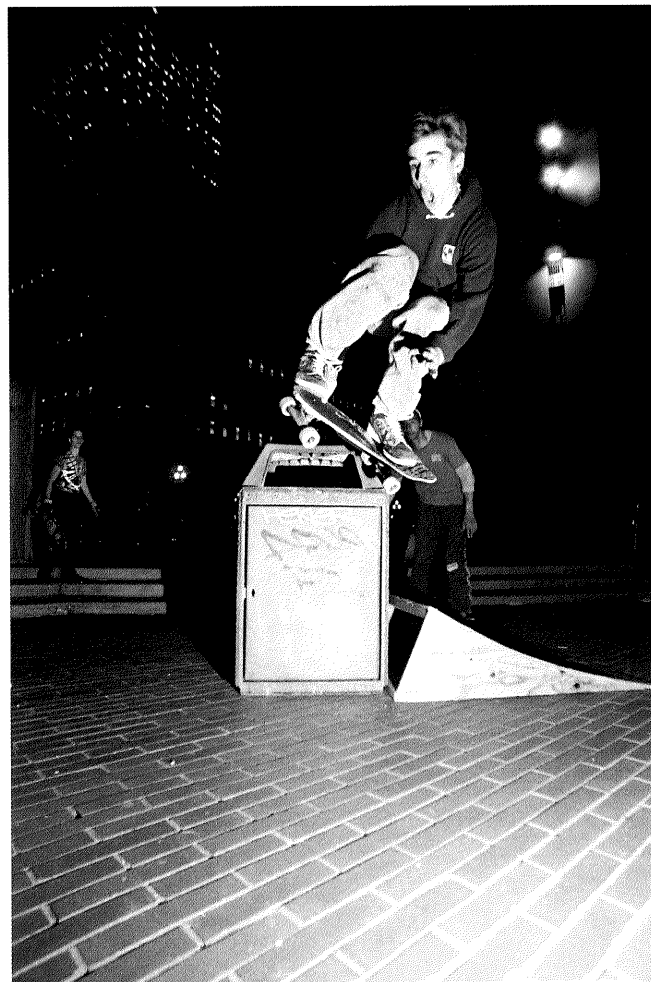


*You can stuff anything into saggy pants. Anything!*  
*The Carroll brothers, Bryce Kanights*

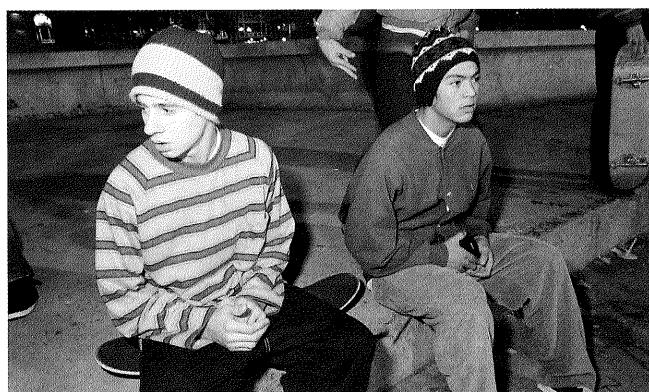
### **When did FTC become more than a few boards on a wall?**

We brought more boards in, took over the back part, and set up a free work bench. Concrete Jungle had one, too. Skates On Haight had tools, but they'd charge you a bull-shit 'labor fee' if they put your board together. That was my first strategic move.

Then customers started hanging out, and we started getting random people from that neighborhood coming in. That's how I met Jovontae Turner around 1987 or 1988, and all these other kids who lived in the Richmond and hung out in Japan Town, for example, Graham, our art director, and his friends... a lot of Asian kids. That's the whole thing in the City: it might sound weird, but because it was an Asian-run business, FTC helped foster more minorities into local skateboarding than otherwise would have happened. I think it played a role, and I was reminded last year when we participated in an exhibit at the California African American Museum in LA. Apparently FTC is a contribution to African-American skateboarding, probably because we pretty much sponsored almost every key black skater, at least in the '90s. Again, it's SF, so it's not like some racist black or white town, but everybody in the skateboarding business was a white male, like a lot of the industry today. I think that helped make a difference at an early stage.



*Greg Carroll, wallie, circa 1988, Gus Duarte*



*Mike Carroll and Rick Ibaseta at Embarcadero, Lance Dawes*



*Rick Ibaseta circa 1988, Gus Duarte*



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OG teamriders, Greg and Mike Carroll

### Was the industry scared of kids from sketchier areas?

Our first team was four guys: Mikey and Greg Carroll, a Filipino guy named Rick Ibaseta, and Jovontae Turner. Henry Sanchez was the next guy. Talk about a melting pot! To me, racial diversity was just reality. I grew up on the public school side of SF. I've always been around color. My elementary school was by Holly Park, some tough projects in the Mission, but that's another story. From the late '80s, all these guys were coming in, so we finally started the OG team, and then Jim Thiebaud started coming into the store. I met Jim through Jovontae. At twelve or thirteen years old, Jovontae was already this super charismatic little guy who would meet all the older skaters.

Our team wasn't the best in the City, it was more Jovontae saying, "Hey, we should have a skateboard team, that's what shops do." We knew we weren't going to get Bryce Kanights or any of those guys. I told Jovontae to gather some of his friends, and that would be the team. I mean, he did his best, all things considered, for a fifteen-year-old. He got his buddies together. The only one we didn't get was local legend Stuart Way. I can't remember if he had quit by that time. He might have still been skating. Later down the road, we got Phil Chen. He was the other part of the crew that was super sick and lived in the Richmond. His nickname was "Baby Hosoi," because he was super stylish. Then he got his driver's license and quit.

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Jim Thiebaud, FTC's first pro rider

### Wasn't Jim Thiebaud the first pro skater on the team?

Yeah, Jim came in after Jovontae. On occasion he'd come in with other sponsored riders or pros, maybe Bryce would pop in, or Tommy. We were just a tiny corner in a tennis store, but he was cool, he was Jim, you know? When Concrete Jungle closed, Jim came in and announced that he was going to ride for FTC, and that I needed to get him an ad because people needed to know that he was riding for FTC. That was it, no questions asked. *Thrasher* didn't let us advertise yet, that's the best part of the story. The first ads with Jim were in *Poweredge*. For two or three years, *Thrasher* refused to let me advertise because we weren't core enough for them. Funny times. I can't blame them because FTC was the complete opposite of the Concrete Jungle image at that time.

### What would you give to your team back then?

They were probably getting free things within reason, and I think I gave them other things at cost. Whatever the original deal was, it didn't last long because these guys started getting sponsored! Whatever year Venture started, that was the era where the whole City started getting hooked up. As soon as Keith Cochrane started Venture, he flowed everybody. It was like that H-Street thing where they had their A, B, and C teams. The C team could buy boards for \$20. That was genius when you think about it. They had their own farm system basically, overnight.

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16-20 lbs	16-20	\$11.95
21-25 lbs	21-25	\$13.95
26-30 lbs	26-30	\$15.95
31-35 lbs	31-35	\$17.95
36-40 lbs	36-40	\$19.95
41-45 lbs	41-45	\$21.95
46-50 lbs	46-50	\$23.95
51-55 lbs	51-55	\$25.95
56-60 lbs	56-60	\$27.95
61-65 lbs	61-65	\$29.95
66-70 lbs	66-70	\$31.95
71-75 lbs	71-75	\$33.95
76-80 lbs	76-80	\$35.95
81-85 lbs	81-85	\$37.95
86-90 lbs	86-90	\$39.95
91-95 lbs	91-95	\$41.95
96-100 lbs	96-100	\$43.95

Rick Ibaseta and Jovontae Turner, circa 1990

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61-65 lbs	61-65	\$29.95
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Henry Sanchez and Chris Branagh

### Did the increase of skaters create tension with your dad?

Well, his traditional ski and tennis store was gradually transforming into a very different type of store. What made it different was that skateboarding isn't a sport, it's a lifestyle. Also, by that time skateboarding had started its first decline, so the only people who stuck to it were very young teenagers, and a lot of rebellion came with that. There were rules you had to abide by coming into FTC, Lloyd's rules. Either you lived by them, or you were out of FTC. It was family-style, and Lloyd was the dad.

### Wouldn't he slap people?

He didn't slap people, but everybody on the early team got kicked out at some point, especially Karl Watson. When he was a teenager, Karl was the biggest punk ever. A lot of these kids didn't have father figures. There was no discipline in their lives while they were coming of age, so FTC was like a community center for all these kids.

### Did you end up having this role, too?

I was more like the mediator. I had to go to my dad and tell him to be cool with so-and-so, and then go to so-and-so and say, "Look man, you have to understand that's why you're not allowed in the store right now." Despite the tensions, without my dad I would never have grown up in sport retail or opened a shop. My family became surrogates for our skaters, which made FTC truly unique.

"Our first team was four guys: Mikey and Greg Carroll, a Filipino guy named Rick Ibaseta, and Jovontae Turner. Henry Sanchez was the next guy. Talk about a melting pot!"

—Kent Uyehara





*Henry Sanchez, switch 180 to 5-0, Lance Dawes*



*The first day at 622 Shrader, left to right: Nick Lockman, Richard Hart, Lil' Gary, Chico Brenes, Mike Carroll, Karl Watson, Marcus McBride, Ando, Ed Loftus, Ben Sanchez, Bobcat, Chris Dunn, Raine*



*Lee Smith, Ando, Carmella, Stevie Williams, Shrader St., December 1998*

#### **When did FTC become the cool shop in town?**

Probably a year or two after moving over to the Haight. We moved in November of '94. We moved in the middle of the night, unannounced, because I felt that I was moving into enemy territory, right across the street from Skates On Haight who was the world's largest mail order. They had huge economics; power, I would say. If they had noticed I was coming, they could've tried to rent the place out and block me from getting the space I wanted.

#### **The sudden move had nothing to do with your dad?**

No, no, not at all. After I opened the store, probably within six months, that's when I had a falling out with my dad. Opening the store had nothing to do with it. I knew it was time for FTC Skateboarding to stand on its own.

When the new store opened, I felt it would allow him to bring golf in, and he would have more room during ski season. My stuff was absorbing all of his stuff, and there's a pride thing, too. For him, it was tough having his son come in and take the recognition he built from nothing. FTC ended up not being known as a ski shop anymore, but for skateboarding.

#### **Were you tempted to change the name when you moved on your own?**

No. Why would I want to change a name that was world famous? It just became FTC Skateboarding. That's been the official, legal name since 1994. I didn't want anyone to question our commitment to skateboarding.

#### **Why did you pick the Haight and not something closer to Embarcadero, for instance?**

Because of the skateboard retail history in that area. We thought about getting closer to Embarcadero, but ultimately we chose the Haight because of that. We never wanted a store by the Embarcadero. I was never attracted to the idea. When we got our specific space, it was really cool because it was two doors down from Fogtown. FTC Skateboarding opened in 1994, continuing the legacy of skateboard shops in the Haight.

#### **Why did you move from Shrader to Haight Street proper?**

FTC moved onto Haight Street in 2003 after ten years on Shrader Street. It was time for us to grow once again, this time into a huge space compared to the Shrader Street post. It was always my goal to be on Haight Street, but we





622 Shrader at night

started in the Haight with a tiny 400 square foot space to test the waters first. Basically, we had outgrown the Shrader Street shop so it was time to look for a new home!

**Was it necessary to turn FTC into more of a boutique than the skateshop where “people take naps in the window,” as Rob Welsh describes it?**

When we opened our Haight Street flagship store everybody was shocked at how “boutique” it appeared. The funny thing is, we didn’t intend it to be like that at all. We moved into a Victorian building with lots of fine interior detailing. We gave it a coat of fresh paint, then installed carpet and faux oak flooring, but somehow it was too fancy for most of our skaters’ approval. It took over a year for the store to look “lived in” to everyone’s satisfaction.

**Do you get more weird street characters in there now that you’re on Haight Street proper?**

Upper Haight Street is a constant mixture of tourists, local youth, and of course, the street characters. There are dozens of rehab centers and programs around, as well as many folks with mental health issues, so it creates a lively and unpredictable atmosphere. Sometimes it’s cool but

“There were rules you had to abide by coming into FTC, Lloyd’s rules. Either you lived by them, or you were out of FTC.”

—Kent Uyehara





“FTC moved onto Haight Street in 2003 after ten years on Shrader Street. It was time for us to grow once again, this time into a huge space compared to the Shrader Street post.”

—Kent Uyehara

sometimes it's not. If anything, Shrader Street was a bit rougher in the first couple years, as we had to confront the crack dealers using our block for “pickups.” We also had to deal with “SF” aka the “Scum Fucks,” a bunch of belligerent transients who claimed the Haight as theirs—until we educated them on who runs things.

#### **What are the pros and cons of the Haight Street store?**

The Haight store is all positive. It's a big, airy store with tons of wall space for decks and gallery exhibitions. We are also the OGs of Haight Street which comes with benefits like bottomless sangria at Cha Cha Cha and comp'd burritos at Zona Rosa. Lately, a few street brands have recently set up shop on Haight, so hopefully that will boost Haight Street's shopping reputation even more. FTCSF is also the home of For The Cash.

#### **How did these For The Cash contests come about?**

For The Cash is our novel approach to skate competitions. It's an invitational open contest that takes place inside our Haight Street store. We close the store for two days and literally take everything out, leaving only the bare floor. Then we build out a complete skate course, throw the contest, and pay the winner with a briefcase full of cash. It started with the idea to do a photo shoot on our handrail.





*Matt Miller nollie heelflips down the stairs at For The Cash II inside the Haight Street store, 2011, Mike Blabac*

Soon the idea grew to doing a rail contest, then it only made sense to raise the ante and do a full-blown skate course. Each new contest pushes us to a new level.

**Was it difficult to make it happen?**

With only two days to breakdown, build, hold the contest, and get the store reopened, there's always a nervous hope that it'll get done on time. We have the course built in advance, otherwise, it wouldn't be possible.

**What's the craziest thing you saw during For The Cash?**

It's not necessarily "crazy," but Danny Way hanging out in my office the whole afternoon is a great memory, and the skating itself is always pretty insane.

**What's next for FTC? Buying an old bank on Fairfax in LA? Extending to other cities?**

Right now, our FTC clothing line is heating up, so that's my main focus these days. We also hope to continue spreading the FTC message around the globe while opening more stores with the right partners. Currently we have five stores: San Francisco & Sacramento (US), Barcelona (Spain), and Tokyo & Sendai (Japan). At the end of the day, we're just doing what we've always done. Same business, different day, I like to say.

“For The Cash is our novel approach to skate competitions. It's an invitational open contest that takes place inside our Haight Street store.”

—Kent Uyehara



## KIM UYEHARA

“I was just there. I kept an eye on them, and made sure they were doing okay. Especially, like, Jovontae. I felt free to tell him anything if it seemed like he was wavering.”

*Kent's mom Kim was a second mom to many an SF skater, to the point that Jovontae Turner named his daughter after her. How did she put a posse of inner-city, unruly skaters in check? Let the elusive Godmother break it down.*

**Did you order boards at the shop, too?**

Yeah. I can pack boards and put grip tape on. You just watch the guys do it. You pick up a board and that's it.

**Did you ever do the backwards truck thing?**

I may have. I think Greg Carroll was there. He said, “Yo, you got this backwards,” and started laughing.

**What were the popular brands back then?**

What was it called? Plan B? World Industries.

**Sam Smyth told me that his mom would come to the shop just to hang out with you.**

I don't know about that, but she used to come with him for sure. His mom was cool. His father was very low key. They were both very nice, down-to-earth.

**Was it weird to hang out with all these guys?**

No. Mike Carroll and those boys, they were only like ten or twelve years old. They were really young. I think Jovontae and Mike were about the same age.

**They all say you were a second mom to them.**

I was just there. I kept an eye on them, and made sure they were doing okay. Especially, like, Jovontae. I felt free to tell him anything if it seemed like he was wavering.

**Who did you have to scold the most?**

They were all good boys but they had family trouble. You just have to encourage them and let them know it's okay to do their thing. That's the only way they learn. They were just lost because they had no guidance or anybody to talk to. There were kids like Chico, who was really quiet and well-behaved. Mike used to hide behind his brother Greg. He used to follow him. Nobody was outrageous.

**Kelch is starting a company called “Hella Cool.”**

Oh, that's a hella cool title! They were all little angels in front of me. They never really showed the rough side. If somebody was smoking pot I'd make a remark to show that I knew what was going on, like, “Oh, kinda smelly here,” or, “How much is a dime sack?” You get keen to what's going on when you hang out with those boys.

**Did you like that you discovered skateboarding?**

Yeah, it's been really satisfying, especially after all these years, seeing how everybody turned out and to see that they're responsible citizens.

**Oh, are they?**

I hope so!

## LLOYD UYEHARA

“Overall skiers and skaters got along pretty cool, but we always had a few individuals that caused some chaos!”

*Ask any FTC pro and they'll tell you that Kent's dad definitely endorsed the "bad cop" role at the OG shop. Regardless, in 1986, he dared to walk the plank, embracing his son's skateboard friends as the oddest of all additions to a ski/tennis shop. How did that work? After reminiscing about his upbringing, the elusive man known as Lloyd Uyehara explains it all.*

**You were born and raised in SF, what area?**

As a teenager, I was influenced by my parents to participate in sports. My dad was a Kendo instructor and my mom played team basketball. I grew to love football, basketball, track, and baseball. During college, I developed a huge passion for snow-skiing to the point that, during our winter quarters, I went to ski and work at Sun Valley Ski Resort in Ketchum, Idaho. For two winters, I worked as night auditor and I was skiing everyday. We were the ski bums in those days. While employed at Bayer Biochemical Labs in Berkeley, I always had the burning desire to open up a retail ski shop just like the one in Sun Valley. Instead I found myself investing in an SF wholesale ski import company which distributed ski equipment to U.S. retail shops. It was called Free Trade Center, Inc. importing goods from Japan, Austria, Switzerland, and

China. As a division of this corporation, I started the retail stores FTC SKI SPORTS. Since skiing represented 80% of the business, it was very important to expand and grow our summer business. We grew into several related companies within a few years: FTC Ski, FTC Travel, FTC Cyclery, FTC Sports, FTC Burlingame... that's how it all began.

**What was your first reaction when Kent approached you with the idea to carry skateboards in there?**

When Kent wanted skateboards in the store I was positive. He had a keen sense of new emerging markets and business, even as a kid in middle school. I saw skateboarding as a supplement to our growing summer business.

**Did you have any ideas about skateboarding at the time? What did you think of it?**

I did my due diligence studying the industry: all the manufacturers, distributors, media (mags), our competition... FTC Cyclery had stocked skateboards like Santa Cruz, G&S, and Sims in the late 70's so we had some prior experience. I think Kent had a good grasp of a unique marketing concept and did an admirable job taking skateboarding to a new level.

**How did the skaters behave in the shop? Did you have to check them a little?**

Overall skiers and skaters got along pretty cool, but we always had a few individuals that caused some chaos! The hard, fast rule was "conduct yourself in a civil manner and treat everyone as an equal." If not, you were out of the store!



**How would you be able to get respect from these kids with a lot of them coming from tough backgrounds?**

I can relate to many of these kids because as a teen growing up I experienced severe racial discrimination. I had to fight and defend myself in school and on the field everyday. I finally earned some respect by being physically tough and learning discipline and civility by playing on the high school football team.

**Who were some of the most rambunctious guys?**

I can remember Mike [Carroll], Jovontae, Rick [Ibaseta], Mike Cao, [James] Kelch. Just kids growing up needing some guidance. The store was their playground, a place to hang out. They were all okay with a few exceptions at times. I see they all turned out to be pretty cool guys and great parents! I can see we all have some good in us! Kent's legacy is going to be his leadership and guidance for his skaters playing a huge part in their lives as they moved forward in life.

**Was having skateboarders in the shop a nuisance or a blessing for your "classic" tennis/ski customers?**

Blessing! There was never a conflict with our different clients. We were also selling lots of snowboards so the crossover was very easy.

**James Kelch told me you always had cool cars, what were your favorites?**

Cars? I didn't know Kelch was watching! I love cars! My first was a '51 Chevy. Then a '61 Vette, a '65 GTO, a '67 Riviera, a '80 Porsche... my favorite for sheer speed and cornering!

**What are you up to these days?**

I play lots of golf, make custom clubs, and give golf lessons.



*Lloyd in classic late '70s form*



*Lloyd and a 12-year-old Kent getting in the Porsche 928, 1980*

“The hard, fast rule was ‘conduct yourself in a civil manner and treat everyone as an equal.’  
If not, you were out of the store!”

—Lloyd Uyehara



**Q&A with Kent Uyehara**

# All aboard, any board

BY NINA WU  
Of The Examiner Staff

An avid skateboarder who turned his passion into a business, Kent Uyehara owns the FTC Skateboarding and SFO Snowboarding shops on Shradar Street in the Haight. He talks about The City's demise as a skateboard town, the need for more skateboard parks and the growing appeal of snowboards.

**Nina Wu:** Have we made any progress on the skateboard parks front?

**Kent Uyehara:** We still have the skate park coalition — our own nonprofit advocacy group. Two months ago, the Board of Supervisors unanimously passed the creation of the San Francisco Skateboard Task Force. Five to 10 years ago, The City government never showed any kind of support for skateboarding, but now, suddenly, we have the unanimous support of the Board of Supervisors.

**Why?** Because the supervisors are all younger now and it was part of their past growing up. Skateboarding is finally a multi-generational sport. We have fathers and sons. So things change with time.

**Q:** If you could have a skateboard park built anywhere and any way you liked, where and what would it be?

**A:** Well, Pier 24 is an empty, 27,000-square-foot warehouse along the waterfront. Originally, there were going to be four public skate areas within existing parks in San Francisco — one in The Sunset near Golden Gate Park, one in The Presidio, one up in Nob Hill and the one in existence out at Excelsior Park.

**Q:** I hear people don't really like that park.

**A:** It's not a modern skate park. That's the problem. It's an old design. Had they designed it for the youth of San Francisco and not for 35- and 40-year-old skaters — that's basically what it's designed for — it's for people that were skating in the '70s and '80s. It's an old man's park is what it is.

**Q:** The truth is that it will

## Fourth generation San Franciscan

Kent Uyehara

- ◆ Age: 34
- ◆ Neighborhood: Laurel Village
- ◆ Favorite ski/snowboard resort: Kirkwood
- ◆ No. of skateboards: 50
- ◆ No. of snowboards: 4

always be appealing to skate in forbidden public spaces.

**A:** Yeah, definitely. But what are you supposed to do for the 12- to 15-year-olds that go out on their skateboards? It's ridiculous. They get ticketed and persecuted, basically, just about anywhere in San Francisco.

**Q:** Skateboarding does a lot of damage to property, and it costs a lot to fix. Are skate parks the solution?

**A:** I definitely think so because you can't legalize a sport that's an international phenomenon. It's the fastest-growing sport in the world and it has been, probably for the last three or four years.

**Q:** Where does San Francisco fit in?

**A:** Well, we used to be the mecca and very frankly, we are no longer the mecca, the reason being is that the caliber of facilities that are available to kids all over the rest of the Bay Area, let alone the United States, is superior to what we have here.

The mecca is now Los Angeles. That's where the majority of the industry is. In order to make it, you have to go to Hollywood and become a star. San Francisco is no longer a final point for pro skateboarders — it's a stopping point.

**Q:** Was the X Games a good thing or bad thing for skateboarders?

**A:** The X Games was good and bad for us. ESPN brought the X Games here because of the history of skateboarding in San Francisco. It was great because they were the ones that finally



Kent Uyehara wants San Francisco to follow Berkeley's example of a good skate park.

opened up City Hall's eyes — not because they saw this new sport, but because City Hall and all the corporate sponsors saw the money and the marketing.

Anyways, so that was the tradeoff. We would help The City out and give it this core respect that it needed to get support from the industry in exchange for cooperation in building a skate park. And the skate park is not for me. It's for the little kids that have no place to skate. It's sad. They go to other skate parks. They go to Berkeley, they go to Napa.

**Q:** Berkeley managed to build a good skate park.

**A:** The Berkeley skate park is an incredible example of what

needs to happen in San Francisco. Pacifica's working on a park, Daly City's working on a park, they're working on one in Sausalito. Basically, the smaller the city — the smaller the bureaucracy — the faster the skate park. Here, the bureaucracy becomes ridiculous.

**Q:** How long have you had these two shops?

**A:** I started out with FTC Skateboards officially in 1986. At the time, skateboarding was already a recognized sporting industry, but snowboarding wasn't. Snowboarding wasn't allowed, for example, in most ski resorts in the country.

**Q:** Now it's so popular, every-

**A:** It's like skateboarding. Skateboarding is the No. 1 summer sport, snowboarding is the No. 1 winter sport in the world. Northern California is the No. 1 market in the country for snowboarding and skiing.

**Q:** What's the best snowboard gear that you've got?

**A:** We have this new item called the Burton analog jacket. It's \$1,000 jacket and it comes with a top-of-the-line mini Sony disc player. It's a limited edition item — the first one we sold to Robin Williams. He comes in several times a week. He's an avid snowboarder and he supports small businesses, which I think is really cool.

E-mail: nwu@examiner.com

## Foster City skate park OK'd

Skateboarders get new mobile facility

BY JUSTIN NYBERG

Special to The Examiner

**FOSTER CITY** — Skateboarders, you may now have fun. Skateboarding has been illegal in Foster City for a long time, unless the board was used as transportation. Now the City

Council has put the finishing touches on a plan to create a mobile skateboard park that can be moved to different parts of the city.

"For every child who participates in an organized sport, there are three who skateboard," Foster City Mayor Russ Harter said earlier this month, when the council approved the purchase of ramps, jumps and

rails for the park.

The mobile skate park is more cost efficient and convenient than a permanent park, officials said. The mobile park, due to open in March, will cost \$34,530 to build and \$14,000 per year to maintain. A proposed permanent park at Coyote Point would have cost an estimated \$800,000.

Local skateboarders testified about the need for the park.

"We get hassled and harassed for skateboarding," said Nick Williams, 14, who came to Monday's meeting with his skateboard in hand. "Some people say we're too noisy, some don't like us, some people are just ornery."

While some residents and merchants complain about skateboarders' noise and property damage, liability concerns usually stand in the way of build-

ing similar parks elsewhere.

At Foster City's proposed park, skateboarders or a guardian will be required to sign a waiver acknowledging skateboarding as a hazardous sport, and waive liability for the city in the case of injury.

Skateboarders will be required to wear a helmet and pads.

After the meeting, Harter thanked Williams for speaking out about skateboarding.

"The world has changed," Harter told Williams and his family.

"But cool is forever," Williams' mother replied.



# Dogtown's Locals Only

Art Show To Exhibit In Select Skate Shops Around The World

Instead of the usual trade-show gimmicks, Dark Horse Distribution decided to take a more—dare we say—sophisticated approach to its ASR booth this year. The company converted its floor space into a virtual skate-art Louvre—complete with wine, cheese, and a heavy lineup of names on the wall. Artists and skaters like Wes Humpston, Jim Muir, John Lucero, Andy Jenkins, Jim Phillips, Lance Mountain, Chris Pastras, Russ Pope, Eric Dressen, Andrew Pommier, Jeremy Fish, Natas Kaupas, and Craig Stecyk all participated in the show by designing individual decks that pay tribute to the legendary company. According to Dark Horse International Sales and Marketing Director Romy Bertrand, the show was such a success at ASR that it's evolved into a traveling exhibit that plans to visit major cities including New York, San Francisco, Paris, and Tokyo.

"It's funny," says Dogtown Founder Jim Muir. "A lot of the guys featured in the show were skaters and artists that had told me years and years ago about how they used to doodle Dogtown graphics on their notebooks in class. When Romy and I were working out the details for the show, I called up some of these guys and asked if they would like to doodle again, only this time on a board for our art show." Muir says he's humbled by everyone's willingness to participate and is looking forward to traveling with the show.

Instead of taking the exhibit to art galleries, Dogtown has opted to showcase the work in select retail stores. "We have a lot of art galleries that have asked to showcase the artwork," says Bertrand, "but in order to give back to the skate community, I'm trying to get the work into well-known skate shops first."

The first stop on the tour was at San Francisco's FTC—a shop with a rich legacy of supporting both skateboarding and the arts. "There is mutual benefit to both FTC and the artists and curators, whether it's in the form of business or the ability to expose others to art forms they might not otherwise consider,"



Dogtown Founder Jim Muir stands next to a crazy-eyed Dogtown tribute graphic designed by Jim Phillips.



FTC Owner Kent Uyehara with Dogtown Domestic and International Marketing Director Romy Bertrand.

says FTC Owner Kent Uyehara. "Since skateboarding has always depended on underground artists to help create brand images, it's only natural that we celebrate early pioneers like Dogtown. Red Dog [Jim Muir] has been a friend since his days in SF, so it didn't take too much arm pulling."

Dogtown recently added seven new artists to the current lineup including Chris Miller, Mark Gonzalez, Neil Blender, and Steve Caballero. The show's next stop is New York City. For more on national retailers involvement in the arts, log on to [www.twsbiz.com](http://www.twsbiz.com).

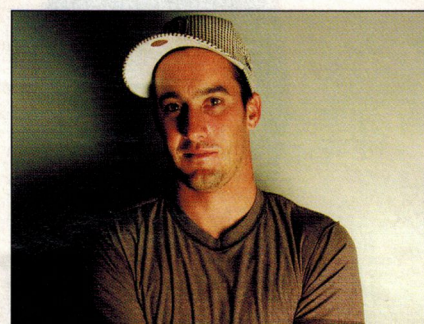
—Cullen Poythress

## Gold Sticker And All

New Era's 59fifties are as hot in the street as they are on the field.

If you're a baseball player, you probably bend the bill. If you're a rapper, you most likely keep the bill flat and leave the gold sticker on. And if you're a skateboarder, you might ditch the MLB logo for your favorite skate-company insignia—gold sticker and bill bending optional. No matter how you wear it, it's hard to deny that New Era's 59fifty caps have bridged the gap between industries by turning a functional sun-blocking baseball

According to Osiris Junior Footwear Designer Bryan House, New Era's popularity is tied into current fashion trends relating to matching footwear, apparel, and headwear items. "A lot of people are into matching their outfits these days," he says. "We're trying to tie some of our footwear lines in with our hats, and New Era has been really cooperative with us in terms of materials. If we're using a certain print,





<https://hoodline.com/2015/02/meet-kent-uyehara-owner-of-haight-street-skate-shop-ftc>



Discover & engage with the world around you

## Meet Kent Uyehara, Owner Of Haight Street's FTC Skate Shop



Photo: Stephen Jackson/Hoodline

by Stephen Jackson

Mon. February 2, 2015, 11:30am

**FTC** has been a San Francisco skateboarding institution since its early origins within Kent Uyehara's father's sporting goods store, FTC Ski and Sports.



Since then, Uyehara has built somewhat of a skate empire here in San Francisco and across the globe. We stopped by his store on Haight Street to talk shop with the man who's been involved in the burgeoning skateboarding industry since the 1980s.



*FTC's wall of skateboards / Photo: Stephen Jackson*

**Where are you from?**

“I’m fourth-generation San Franciscan. I came from about as far as UCSF, where I was born.”

**How did you first get into skateboarding?**

“I was about ten, and my older brother was skateboarding and I followed in his footsteps. When you’re young, you want to do what your older brother does! That was in 1978.”

**Did you ever skate professionally?**

“No, none of that. Trust me, I wouldn’t be slinging skateboards if I could skate professionally.”

**Tell us how you got into selling skateboards.**

“So when I was in high school at Lowell, I started selling skateboards to my friends. My dad has a sporting goods store called FTC (Free Trade Center), but back then it was FTC Ski and Sports. So we did skis and cycling and other stuff, and then in the late '70s we started doing skateboards for the first time. That store was over on Bush Street, and that store actually started in the late '60s.

“Basically, I made a catalog with all the different boards, and people would just choose what they wanted. At a certain point I was making weekly orders, and my dad let me start selling skateboards in the store. That was 1986.”



*Kent at the Bush St. location in 1993 / Photo courtesy FTC*

### **So when did it fully become a skate shop?**

“Well that was when I was a senior in high school, then when I went to college I was coming back every week or so to manage the skateboard portion of the store and eventually the skate and snowboard part took over the whole store.

"It exploded because of the timing. In the early '90s, San Francisco also became the mecca of skateboarding with the EMB [The Embarcadero]. Then in '94, we moved to the Shrader location,



because there had been a history of other core skate shops there and we wanted to keep the tradition going. In 2003, we moved to the Haight Street location.”



*The EMB (Embarcadero) / Photo: Lance Dawes*

### **How has skating changed over the years?**

"Street skating really originated in San Francisco in the '80s and then in the early '90s, as technical skateboarding became more popular, Justin Herman plaza became the world's epicenter for skateboarding. In the '80s, skating was largely popular to the masses because of vert and half pipe skating, you know, getting 'big air'. Then, primarily due to insurance, skateparks and ramps disappeared and the sport got reinvented due to street skating. Ever since that time, San Francisco has been considered a famous skate town."

### **Tell us about the “[San Francisco Skateboard Task Force](#)”.**

“It convened for six years during the Gavin Newsom administration. It basically was created to examine existing skateboard laws and create policy recommendations for skateboarding. Skateboarding had existed here for so long, but nobody seemed to understand it. I was part of the task force...the reality is that San Francisco is renowned for its street skating. I think that at the

same time, the youth deserve skateparks and it's just not fair to ticket skateboarders if there's no alternative."

### **Why do you think skateboarding has always been connected to counter-culture?**

"Because I think skateboarding is counter-culture. Being in San Francisco, we have a unique perspective on skating because street skating essentially started in California, in San Francisco and LA. We are some of the originators, so it's always been part of the culture here, whether it's been accepted or not."

### **What's the relationship between fashion and skateboarding?**

"I would say that to me, skateboarding has always been at the forefront of streetwear fashion. In the early '90s, skaters introduced wide, baggy pants. No one was dressing like that at the time. When skaters started wearing skinnier pants, people started wearing skinnier jeans. Basically, they're trendsetters."

### **Why do you think Haight Street has become such a streetwear destination?**

"It's not that it's something new, but now people are noticing it. What's happening now is that brand retail is popping up even though stores like FTC and True have had multiple brands for a long time. I think companies see having a store on Haight Street is something important for their image."

### **What makes Haight Street so special?**

"It's symbolic of independence, as is San Francisco in general. Also, because of the success of other streetwear corridors, like Fairfax in LA. Businesses want to mimic that here."

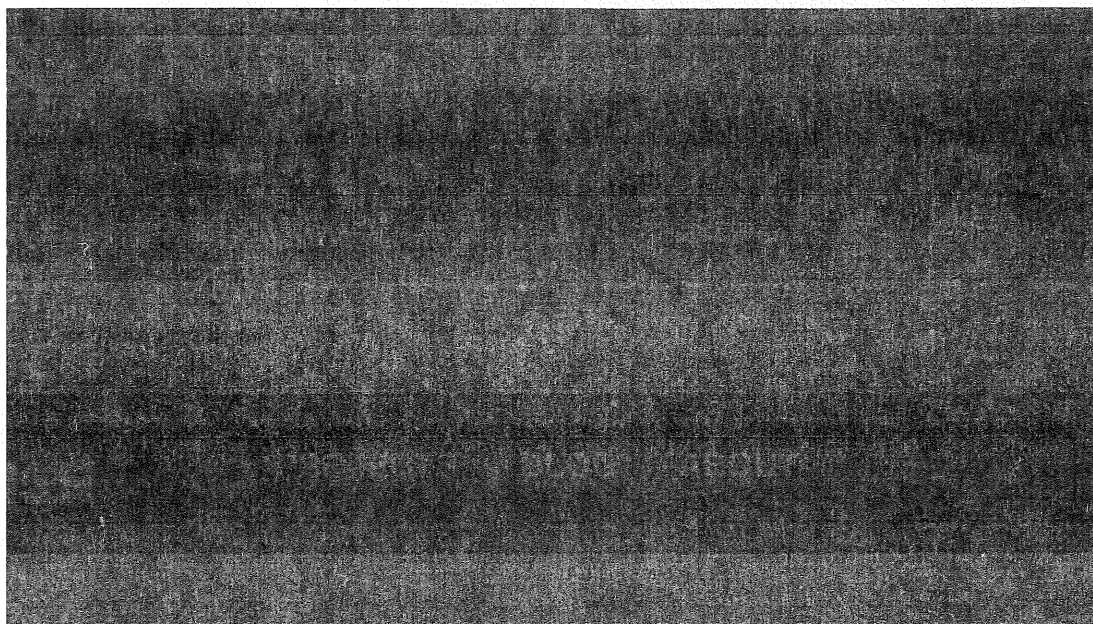
### **What's next for FTC?**

"We have stores in Tokyo, and Sendai in Japan, and Barcelona. Those are all franchises. We hope to continue growing the stores and growing the brand. Here in the Haight, we are going to continue to support and advocate for skateboarding."

### **What's next for skateboarding in general?**

"Skateboarding has grown to be possibly the most popular youth sport in the world. I'm confident that it will continue to grow in popularity. I don't see any major shifts in the sport itself anymore because for the first time, all forms of skateboarding are accepted. Longboards, street skating, even those plastic '60s-style 'penny boards'. I mean, it's not a real skateboard, but everyone has one and hey, at least they're on a skateboard."



**DÉVISE****PROJECTS****BLOG****ABOUT**[← Prev](#)

## **La Devise Interviews – FTC's Kent Uyehara**

[Next →](#)

FTC needs little introduction but for those not familiar with this legendary shop, here is a quick rundown. First of all it all started with Kent's Father opening a ski and tennis store in San Francisco, even selling camping gear at some point. Kent had something different in mind though. He started hustling at a very young age, buying and selling skateboard equipment to his high school friends. It quickly got out of hand with strangers coming up to him and asking if he could hook them up too. Kent, being the business man he is, saw an opportunity and stepped his game up by investing a small corner of his Dad's store. FTC, as we know it, was born.

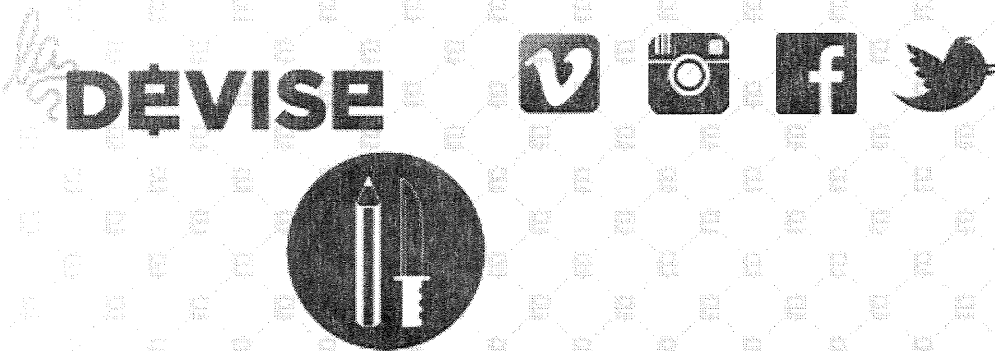
FTC really became an institution around the 90's when San Francisco's skateboarding was at it's best. Fostering and supplying the kids from the Embarcadero scene, Kent was all about supporting the community. He was the first to sponsor people like Mike Carroll, Jovontae Turner, Henry Sanchez, Keith Hufnagel and many, many, more. I

won't go into details but in a nutshell the EMB era is considered the Golden Age of skateboarding, basically it's where and when street skateboarding began as we know it today.

Anyway FTC is stronger than ever with 4 franchise stores, SF, Sacramento, Barcelona and Tokyo, which is actually a FTC flagship store, meaning they only sell the FTC brand. They benefit from an international following and eternal respect for what Kent and his team has done for the culture.

We caught up with Kent in his San Francisco shop on behalf of Jacker Magazine.

Produced, shot and edited by Alexander Millimeter.  
Music by The Sound Providers "Jazz at the cove"



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# JENKEM



## JANUARY 16, 2014 / SEB CARAYOL / ARTICLES

**f SHARE** **TWEET**

*FTC isn't just a skateshop. It served as a meeting place, a charity house, and a second home for some of the most beloved pros of all time. There's enough history around the shop and its riders to fill a book, so skateboarder and writer Seb Carayol took it upon himself to make one. He collected some photos & excerpts that didn't make it into the FTC book and shared them with us here, giving us a raw and privileged glimpse into the wheel-on-brick era.*



OG Shot outside of FTC in 1994 / photo courtesy of Seb Carayol

This is an “FTC in a nutshell” type of photo. Super iconic. This one was shot the day the “real” FTC opened in 1994 with a random cast of cats including a young, Adidas-clad Mike Carroll and English photographer Richard Hart. I think I remember it being hung at the shop forever, but I might be wrong. In the book we had all the other FTC’s (Barcelona, Tokyo, Sacramento) try to re-enact this photo. It kinda worked. But not really.

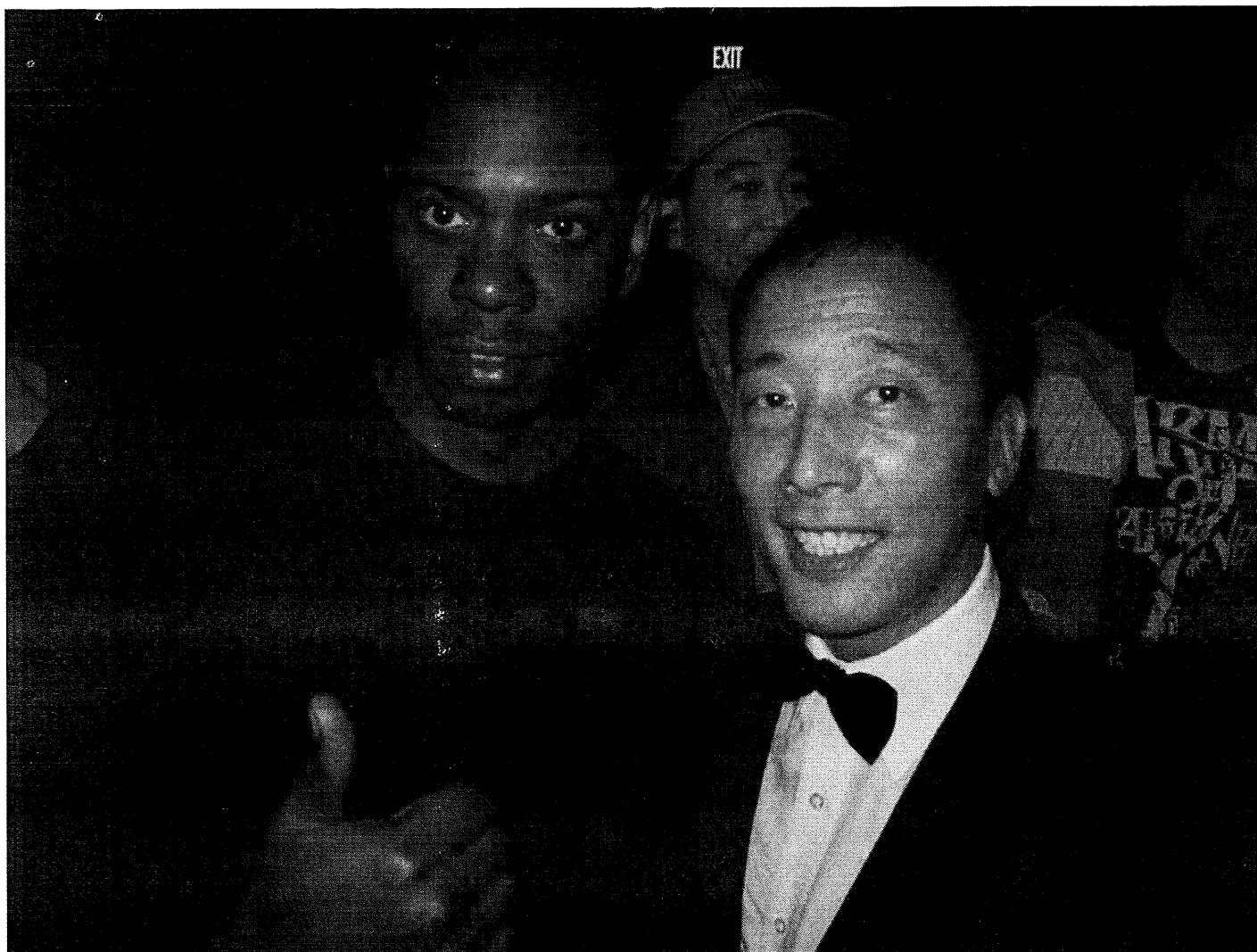






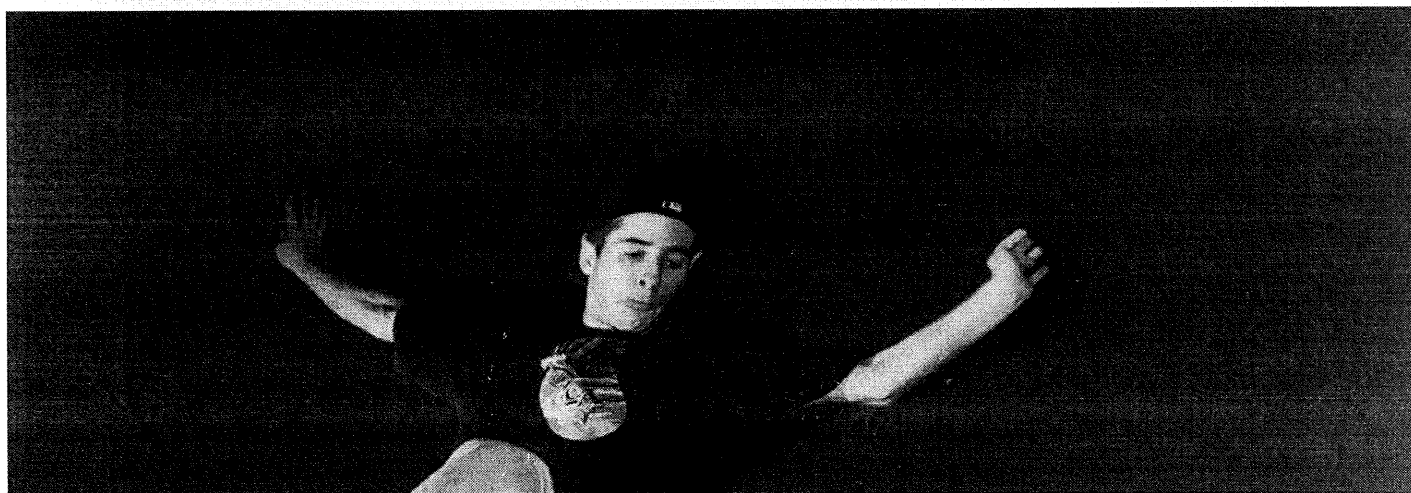
Jovontae Turner – Can Hop / photo: Jacob Rosenberg

This photo of Jovontae Turner (which didn't make it to the book's final edit) is very dear to me because it's a straight childhood souvenir. Videographer Jacob Rosenberg (of *Plan B Questionable* and *Waiting For Lightning* fame) never really told anybody that he used to take photos. But I knew, because I used to see them in the only place he ever published them: these old French skateboard magazines called NoWay and B-Side. He had a few Jovontae and Carroll gems that I remember seeing in these mags when I was a kid. This is one of them. Vision shoes and shirt!

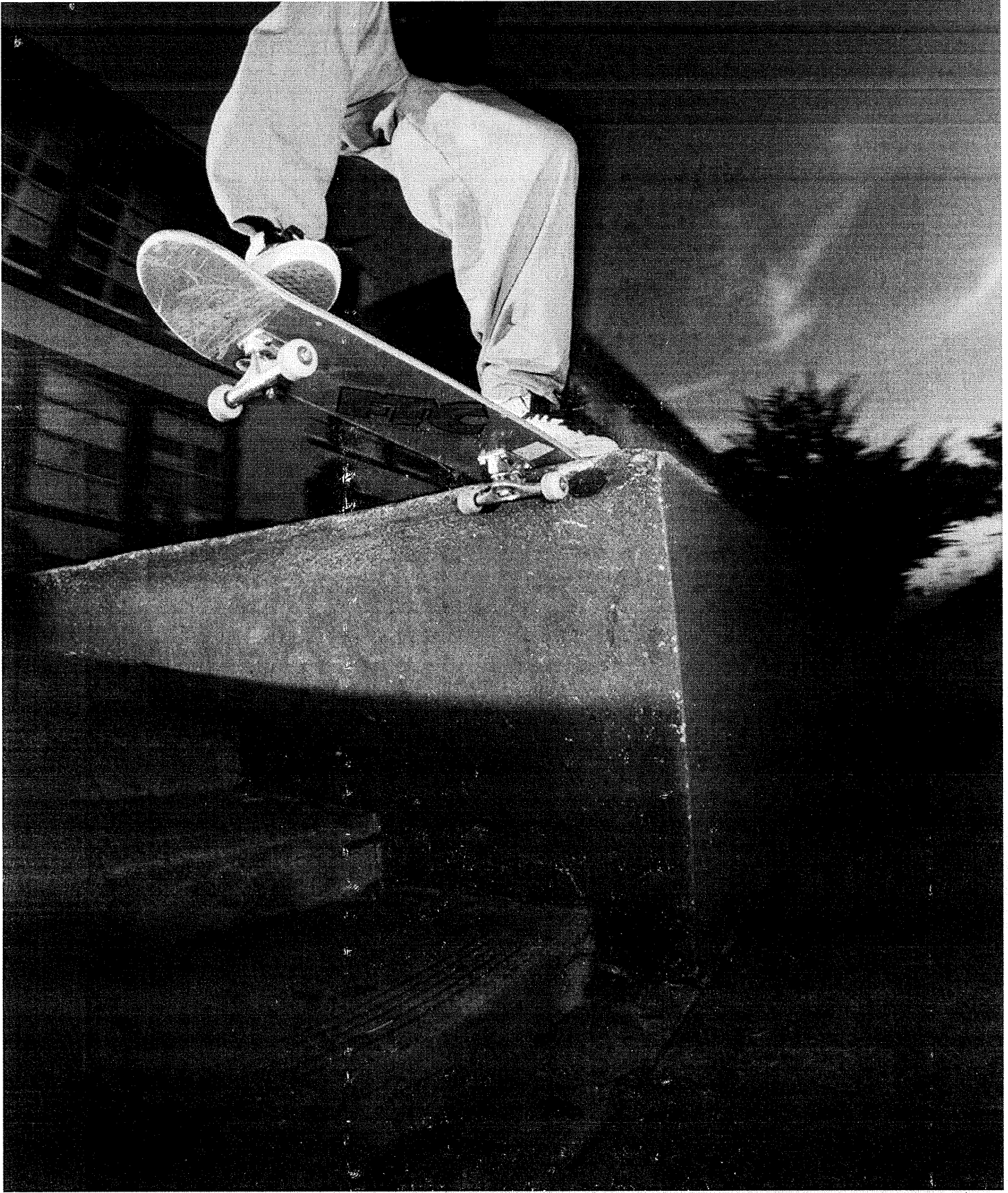


FTC Owner Kent Uyehara with Dave Chappelle / photo: Kent Uyehara

Along with Del Tha Funkee Homosapien (who actually drew the cover for FTC's first video) and Robin Williams, Dave Chappelle is one of the few celebrities who shops regularly at FTC. He's so down with the shop that he accepted to write a foreword for the book (how dope is that?!?) in which he explains that he used to tell his kids that FTC means "For The Chappelles." Now friends, das wassup.







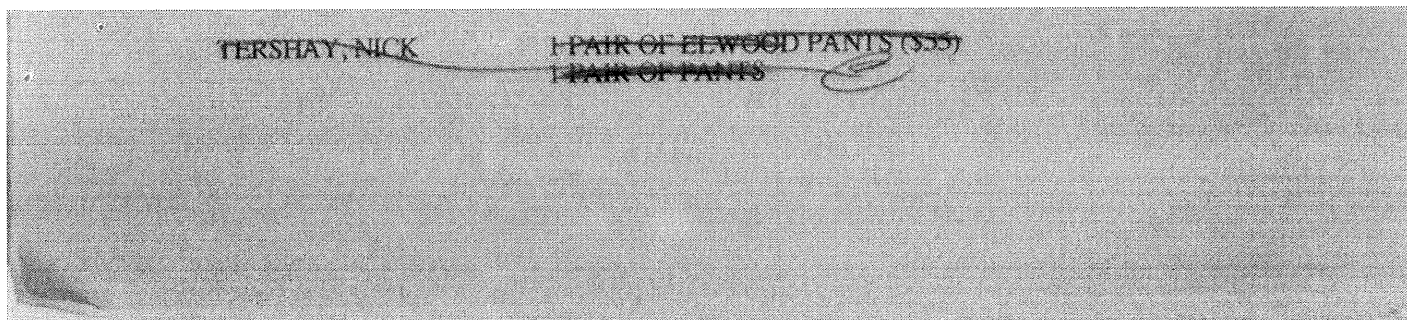
Mike Carroll / photo: Lance Dawes

The next trick of Carroll on this camera roll (nollie switch crooks) ended up on a cover of SLAP mag. The cover shot showed Carroll's board with a FTC sticker scratched off, but in reality it was intact on the slide sheet. I asked Kent Uyehara [FTC's owner]

and he told me that back in the day there was always this weird beef between Thrasher and FTC. Shortly before that, Mike Carroll got a Thrasher cover rocking a similar FTC sticker on his board but, according to Kent, "The Thrasher cover was initially rejected. But Bryce Kanights, the photo editor, stood his ground and said that this was the shot he wanted to use. So they used it." Funnily, SLAP editor Lance Dawes remembers this one differently: "I might have got a free deck or something from FTC, and ended up shooting what was going to be a cover with Carroll - I didn't want anybody to think that the board, or whatever it was I got from FTC for free, was some kind of bribe for the cover, which explains the scratch off." End of story(ies).

	MCMILLAN, JESSE	2 T-SHIRTS 1 SET OF WHEELS 1 PAIR OF RICK HOWARD SHOES 1 PAIR OF LYNX 1 PAIR OF K2 SHOES (SEE KENT ABOUT TRADE)
VISAWA SKE CAMP director	METTY, DAVE	1 PAIR OF DC RUDYS 1 SET OF WHEELS
adrenaline	O'BRIEN, MATT	1 PAIR OF PANTS 1 PAIR OF SHOES (\$79.95)
B. J.	OTVOS, PAUL	1 T-SHIRT
W. J. / W. J. / W. J. supervisor	PAILES, MATT	1 DECK 1 SET OF TRUCKS
200 YORK Team Manager	PANG, JEFF	1 PAIR OF SHOES 1 SET OF WHEELS 1 deck ②
OSIRUS manager	<del>PASTORS, CHRIS</del>	<del>1 DECK</del> <del>1 SET OF WHEELS</del> = Pastor ① ②
	PEOPLES, LONNIE	1 PAIR OF KOSTON SHOES
	PUPECKI, PUPECKI	1 PAIR PF SHOES
	<del>GARGENT, DANNY</del>	<del>1 SET OF WHEELS</del> <del>1 SET OF BEARINGS</del> <del>1 PAIR OF SHOES</del> <del>2 T-SHIRTS</del>
	SHIPMAN, CARL	2 PAIRS OF ADIDAS 1 ADIDAS WINDBREAKER 1 VANS 36 LO
DLX	STRANGER, JULIAN	2 VIDEOS
GIRL	SHEFFEY, SEAN	1 PAIR OF TRUCKS 2 PAIRS OF SHOES
	STANTON, CARY	1 SET OF WHEELS 1 FTC T-SHIRT





The FTC Tab Book / photo courtesy of Seb Carayol

One of the pillars of the FTC saga is “the tab book” or “the black book” or whatever it was called over the years. “The” book. It was a unique trading system put together by Kent [FTC’s owner] that became the stuff of legend. Getting to have your own page in “the book” allowed sponsored skaters to trade stuff from their package for other items in the shop. It truly meant something – it was an accomplishment in itself – and it still is to this day. In an interview, Josh Kalis says that once he found out about it, it became his goal in life to have his own page in it. That’s the true sign that you were part of the family. I wonder what “2 Videos” Julien Stranger borrowed.



Mike Carroll Looking onto Aaron Meza filming Chico Brenes / photo: Tobin Yelland

This one is an unseen outtake of the cover shot, with Carroll looking more sideways and the focus of this pic is more on Chico’s trick. When I saw the slide sheet in Tobin Yelland’s garage at 10 PM while digging through his old stuff, I knew this was going to be the cover. It says FTC in a nutshell: Carroll, Chico, EMB, filmed by Meza. I shouldn’t say I was digging in Tobin’s archives: unlike other photographers, the dude is mega-organized. He numbers each slide sheet and has them all archived in his computer.



FTC T-Shirt / photo courtesy of Seb Carayol

My first FTC tshirt. This is basically the reason why me and my buddies, the Calas brothers, went to SF in the winter of 1994, from our town of Montpellier, France: to stock up on shirts, catalogs and stickers from FTC (which stands for Free Trade Center, by the way), as we were obsessed with their first video. Remember, these were pre-internet times so to know anything about anything, you pretty much had to go somewhere in person and find out (which was actually maybe more interesting?) Anyhoo, we met Josh Kalis while we were there. Around this time he was flow on Toy Machine, Jean had popped his cherry, and he filmed the sickest line at Wallenberg, ever, by... JB Gillet. I gotta transfer it to digital some day. Anyway, yeah, we were a bunch of French dudes who crossed the globe to go film French dudes. Ha.





Josh Kalis / photo: Lance Dawes

In the FTC book, we put in a photo of Kalis's actual trick (an ollie over the two bars), and it was also used in an old SLAP. But whenever I looked through photographers' collections, I loved to find these kind of moments: the photo before or after, the dude getting ready...etc. These moments are priceless.





Lennie Kirk – Backside 50-50 / photo: Dennis McGrath

Lennie Kirk... Where to start? I guess we could begin with this Dennis McGrath pic, which was used in one of the most iconic FTC ads ever. It caused a whole generation of kids to try and ride skinny boards with giants trucks and wheels! I personally got to go a bit deeper with Lennie, and that's why I wanted this photo to be part of this selection. No matter how big of a "Gospel Gangster" he was (and believe me, he was), he's the only established pro who let me shoot all the photos I wanted with him. He just didn't give a fuck if I sucked or not – I did, as I had never touched a camera before moving there. Getting a photo with him was a long process because he'd stop and try to "save" EVERY person in sight, for the longest time. Non-stop, crazy preaching. He gave me a Bible that failed miserably to save me, and after that I kept loosely in touch, which led me to interview him in jail a few years ago. I also



interviewed him for the FTC book right before he went back in for a long stay. Thanks Lennie, and hold tight in there!



Kent and Kim Uyehara / photo courtesy of Seb Carayol

Kent's mom Kim is super-pivotal in the FTC history. She became a substitution mom for a lot of these dudes. Sam Smyth's mom would come to the shop just to hang out with Kim and Jovontae Turner even named his daughter after her. To interview her, I had to hide my recorder because she's too shy, but she was cracking me up– saying how she'd let skaters know when she knew they were smoking weed, and how Plan B boards were the best. The true Godmother of FTC, and an amazing human being.

***For more check out the [FTC book](#), with interviews, unseen photos and more history.***


***Words / Captions: Seb Carayol***

***Intro: Morley Musick***

***Photography courtesy of: Seb Carayol, Jacob Rosenberg, Kent Uyehara, Lance Dawes, Tobin Yelland, Dennis McGrath.***

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## A Pro Skater Has Written the First Good Skateboarding Book for Kids

**Karl Watson's 'My First Skateboard' is the best way to introduce your whippersnapper to the magical world of shred sleds.**

Zach Harris

Dec 11 2017, 9:00pm



Illustrations by Henry Jones

Children's books and sports have a long history together. For decades, authors like Matt Christopher and Jake Maddox have written books about every sport imaginable, painting literary pictures that any little leaguer can relate to. But when it comes to skateboarding, most authors tend to describe things in broad, easily digestible strokes that feel stilted to anyone who's ever actually stepped on a skateboard. Every 11-year-old can seamlessly ollie a 12-stair and if Timmy can stick the Indy 360 at the big competition the bullies won't beat him up. But unlike youth soccer, where one accidental kick can transform a benchwarmer into class hero, skateboarding takes pain, dedication, and a willingness to literally bleed before you can even make it out of the driveway.



Karl Watson knows exactly how hard skateboarding is. The 40-year-old San Franciscan has been bombing hills and innovating on ledges since the early 90s, making a name for himself with incredible on-board style and the skateboard industry's biggest smile. After more than 20 years as a pro for storied companies like Mad Circle, IPath, and Organika, he's now a father to four kids of his own, and is ready to share that knowledge with the next generation. Karl teamed up with cartoonist Henry Jones for *My First Skateboard*, an illustrated children's book about falling down, getting up, and finding community in our favorite useless wooden toy. By rooting the book in their own childhood experiences, Watson and Jones were able to capture the joy and wonder of picking a board and learning to skate, without one competition, sponsor, or bully in sight.

With the book now available to order online, I got on the phone with Watson and Jones to find out more about *My First Skateboard*, how learning to skate is different for today's generation, and to hear some stories that could never run in a kid's book.

WHETHER YOU ARE MALE  
OR FEMALE, BIG OR SMALL,  
SHORT OR TALL, SKATEBOARDING  
ACCEPTS US ALL.



**VICE: Karl, what made you decide to write a skate-themed children's book? And why did you choose Henry to do the illustrations?**

**Karl Watson:** To be honest I was at a turning point in my life and career and was thinking of ways to try and continue making my impact on skateboarding. I wanted to focus on the positive attributes that skateboarding has to offer and it was like, hey, I might as well try to inject our youth with as much information as possible about how amazing skateboarding is.

And of course thinking about Henry Jones I was so stoked to reach out because he's one of my favorite artists, and when it comes to showing movement and expression in a subtle way, he's the best. Having Henry involved was a no brainer.

Advertisement

**Henry, what was your initial reaction to the idea of drawing a kids' book?**

**Henry Jones:** I had always thought of doing something like a kids' book, but never got around to it. So it was cool to have someone, and especially Karl, hit me up to draw it because it made it a lot less work to do for something that I really wanted to do [laughs].

He met people FROM  
ALL OVER THE WORLD.



They were VERY  
Nice AND Liked to  
SKATE JUST AS MUCH  
AS He DID.



***My First Skateboard* keys in on the community and cultural aspects of skating. Why was that so important for you to convey to a wider audience?**

**Karl:** We wanted to focus on trial and error, getting back up after you fall, and basically how skateboarding can save the world. What I mean by that is that skating breaks down the race, language, gender, and age barriers. It's the best activity known to mankind, straight up and down. I'm being biased, but I'm proud of that. The proof is in the pudding; go to any skatepark and you'll see all the colors of the rainbow.

**For me, skating was the first activity that I did entirely on my own, with no adult help or supervision. Do you think the intrusion of helicopter parents and hyper-intense skate dads has taken away some of the freedoms that made learning to skate so fun and rewarding?**

That was a big catalyst for writing the book. Skating's something that I care so much about and I can see it slipping away. It makes a big difference to not have someone barking at you. "You gotta hit it this way! Stand this way! Hold it this way!" Nah, we do our kickflips the way we wanna do it and we do our ollies the way we want to do them. It's an individual form of expression, and that's the beauty of skating.

**Karl, you're a parent. What have been your favorite parts about helping kids learn to skate?**

My oldest son pushed [with his front foot] when he started skating at like three years old, and I didn't want to stress it, but I always showed him the way you're supposed to push with the back foot, not the front. Still, it went on for years until he became a teenager, and at that point his friends had to let him know. Even though I had told him his whole life, very nicely, as both a parent and pro skater, it took his friends telling him to change it.

**Are there any adult characters in the book?**

**Henry:** [The main character] Jonas's mom is in the book, but in a lot of frames we did try to keep it rooted in the kids' world. Even in the skate shop, there's no older dudes there helping him pick his board or anything. We definitely wanted to give the characters a lot of independence.

... AND EVERYTHING  
CHANGED.



### Do you remember your own first skateboards?

**Karl:** My first was an all-white Zorlac board with green Tracker trucks and orange Sims wheels that I got from the original FTC skate shop in San Francisco in 1987.

**Henry:** I had a Blind board called "The Switchblade," and I know that because I look for it on Ebay all the time. I got it from Gordon's, a hunting and fishing store right next to my house. But I only had enough money for the deck, so I had put my toy store trucks on it and drill in new bolts because the pattern was wrong.



**Ouch. The book takes place mostly at street spots instead of skateparks and there's at least one page in the story dedicated to San Francisco's legendary EMB. Is it sad to you that most kids will grow up meeting their friends at skateparks instead of plazas like Embarcadero?**

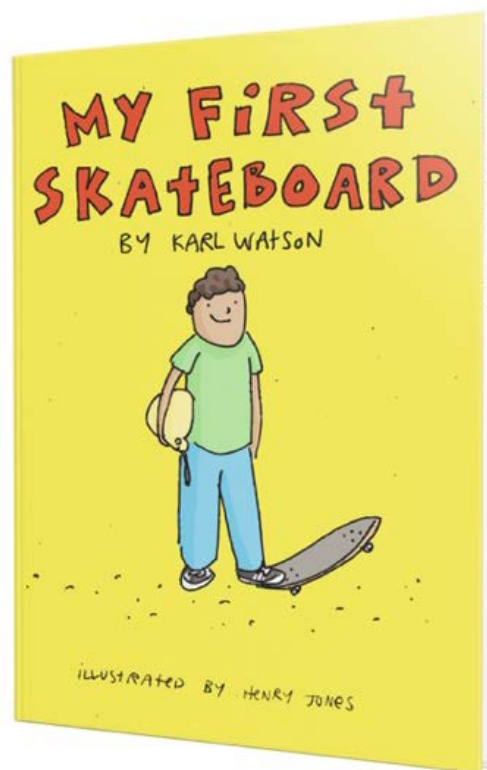
**Karl:** I think the biggest difference between skate plazas and skateparks is not having to run from the cops. When we were at EMB or Love, we were always on guard, and we appreciated the time we got to skate, because we knew it could end at any moment.

The skatepark kids nowadays, it's almost like everything is just given to them. And don't get me wrong, I'm glad they don't have to deal with it. But still, that was a fun element of that scene; being 13 and getting away because you're on your skateboard and the cops can't keep up.

**It definitely forced kids to grow up a little faster.**

No doubt. At EMB there was this guy we called the banana man who would ride around on his bike sucking on a banana and pay skaters to pee on him or watch him pee on himself, and I'm 12 or 13 years old seeing this. Or another guy with a mirror on his shoe that used to go up to businesswomen on their lunch break and look up their skirts.

We would learn from those people, and know, I don't wanna be like that and I don't wanna be like that. So in a messed up way it was beneficial.



**I'm guessing the police chases and banana man didn't make it into the book?**

[Laughs] No, no, no. No banana man.

**Henry:** Karl didn't tell me about that before I drew the book, so I didn't have a chance to include it even if I wanted to.

Advertisement

**Karl, You've been through a lot of shifts and changes over your 20 years in pro skating. What does it mean to you to be able to branch out of the core skateboard industry?**

**Karl:** Life is more than just skateboarding. I had blinders on for a long time, tunnel vision of just skateboarding, skateboarding, skateboarding. But as you get older it's important to branch out to other aspects of life. And if I can incorporate what I love so much into other people's way of thinking, and make them consider, *Oh, skateboarding is actually something that's really positive*, I feel like that's my way of giving back.

**Skateboarders are notoriously critical of their portrayal in popular culture. What's the reception to the book been like from the skate community?**

I've definitely got some flack. I will say it's been 99 percent positive, but that one percent is people tripping on the helmets.

**Henry:** Are you serious?

**Karl:** Yeah, some hardcore heads have said "C'mon Karl, there were no helmets at EMB, what the hell?" [laughs]. Everyone's allowed to have their opinions, but we're trying to reach the masses, and I think it's best to be as PC as possible in that regard. Also Henry nailed it with the helmets, so thanks, Henry.

Buy My First Skateboard [here](#).



# Certificate of Honor

BOARD OF SUPERVISORS  
City and County of San Francisco

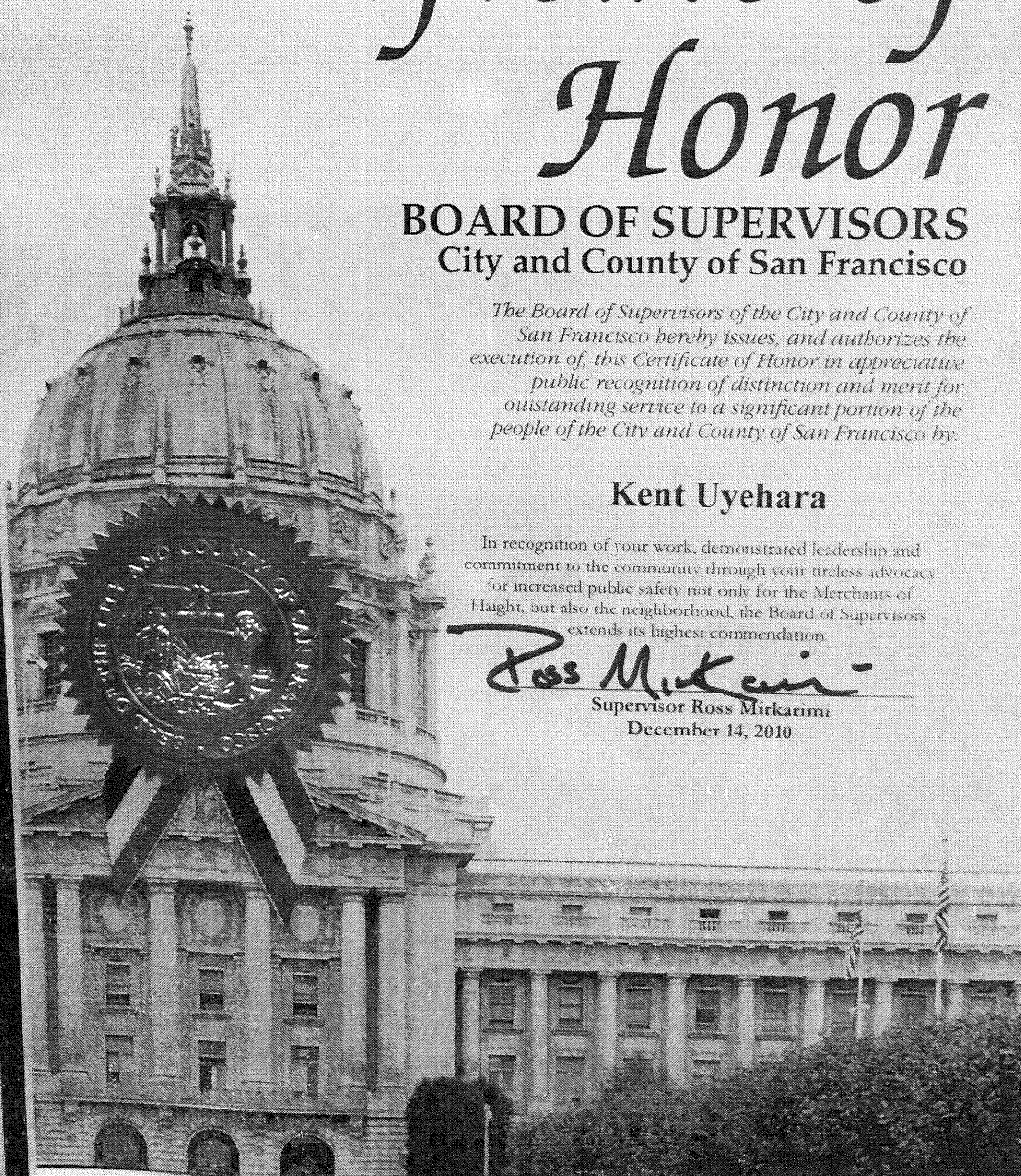
*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

**Kent Uyehara**

*In recognition of your work, demonstrated leadership and commitment to the community through your tireless advocacy for increased public safety not only for the Merchants of Haight, but also the neighborhood, the Board of Supervisors extends its highest commendation.*

*Ross Mirkarimi*

Supervisor Ross Mirkarimi  
December 14, 2010







The City and County of San Francisco

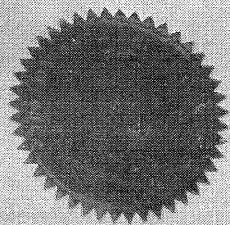
# Certificate of Honor

Presented To

**KENT UYEHARA**

**DECEMBER 15, 2010**

*WHEREAS*, on behalf of the City and County of San Francisco, I am pleased to recognize and honor Kent Uyehara, Merchant Chair of the Haight Ashbury Improvement Association. Your leadership and commitment to the community is unsurpassed and has aided in the success of the civil sidewalks campaign, an important accomplishment for all San Francisco neighborhoods. Your ability to organize your fellow merchants and orchestrate them into a strong voice has been a significant contribution to all citizens. Congratulations on being recognized as a Treasure of the Neighborhood, and best wishes on all your future endeavors!



*THEREFORE*, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

*Gavin Newsom*  
Mayor



# Certificate of Honor

**BOARD OF SUPERVISORS**  
City and County of San Francisco

*The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:*

**KENT UYEHARA**

For your dedication to the Haight-Ashbury neighborhood, the youth of San Francisco, and for promoting skateboarding as a way for youth to attain lifelong skills and reach their goals, the City and County of San Francisco's Board of Supervisors extends its highest commendation. On behalf of the Board of Supervisors, I commend you for your service.

*London Breed*

Supervisor London Breed  
San Francisco Board of Supervisors  
May 6<sup>th</sup>, 2014

*David Chen*

*John F. Hayes*

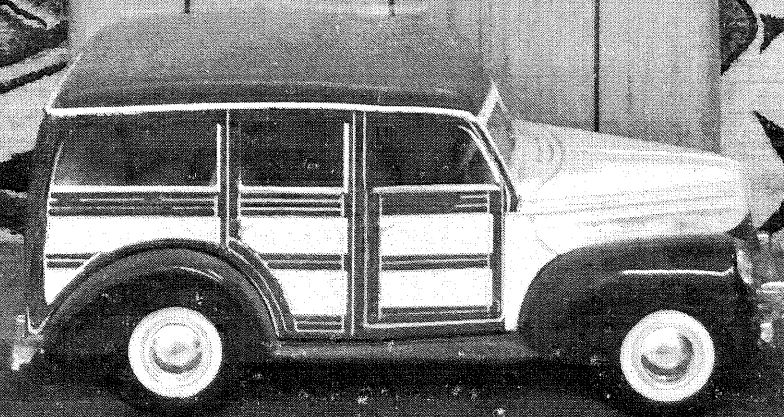
*Melina Chen*

*David Chen*





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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2018-19-006  
*Business Name:* Haight and Fillmore Whole Foods  
*Business Address:* 501 Haight Street  
*District:* District 5  
*Applicant:* Mahana Askandafi, Owner  
*Nomination Date:* August 6, 2018  
*Nominated By:* Supervisor Vallie Brown

**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

501 Haight Street from 1978 to Present (40 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:** N/A

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program







**Vallie Brown**

Monday, August 6<sup>th</sup>, 2018

Office of Small Business  
Small Business Commission  
City Hall, Suite 110  
San Francisco, CA 94102

To whom it may concern:

I am writing to nominate Haight and Fillmore Whole Foods at 501 Haight Street for the Legacy Business Registry Program.

Haight and Fillmore Whole Foods has been a staple of the Haight community since its founding in 1978. While many changes have occurred in the neighborhood since then, their grocery store has been in continuous operations for 40 years and continues to be known for their quality products and service.

It is a family-owned business that is dedicated to serving families and the local community. Haight and Fillmore Whole Foods has been a family-run business for the past 30 years and opened in the neighborhood in 1978 as the only source of produce and healthy foods for Lower Haight residents. Their store is proud to be open 365 days a year to serve their community whenever needed. They report that customers often recount times that the grocery has saved an important holiday or family meal.

I am proud to nominate Haight and Fillmore Whole Foods for the Legacy Business Registry Program, and I know that they are excited about this opportunity as well. Their co-owner, Mahana Askandafi, can be contacted at: (415) 552-6077.

Should you have any further questions, please do not hesitate to reach out to my office at (415) 554-7630 or [BrownStaff@sfgov.org](mailto:BrownStaff@sfgov.org). Thank you for your consideration.

Sincerely,

A handwritten signature in dark ink that reads "Vallie Brown".

Vallie Brown  
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.

<b>NAME OF BUSINESS:</b>		
Haight and Fillmore Whole Foods		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Mahana Askandafi and Basil Askandafi		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
501 Haight Street, San Francisco		415. ) 552.6077
		<b>EMAIL:</b>
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
N/A	N/A	YES

<b>APPLICANT'S NAME</b>	
	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0391508	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>



## 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
501-503 Haight Street	94117	1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1978 to present	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
N/A		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:

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.

Mahana Askandafi

7-16-2018

Name (Print):

Date:

Signature:

MAHANH ASKANDAFI



## **HAIGHT AND FILLMORE WHOLE FOODS**

### **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.**

The Haight and Fillmore Whole Foods has been in continuous operations for 40 years, and the store has been operated by the same family for over 30 years.

Haight and Fillmore Whole Foods first opened its doors in 1978 on the corner of Haight and Fillmore at 501-503 Haight Street by Harvey Reigle and Bob Guarino. After 7 years, in 1985, Reigle and Guarino sold the business to Naim Nazzal and Freddy Nazzal. Naim and Freddy are brothers and operated Haight and Fillmore Whole Foods together. Naim and Freddy did not close the store during the ownership change.

In the late 1990s, Naim and Freddy sold Haight and Fillmore Whole Foods to their cousin, John Nazzal. John also continuously operated the business during the ownership transition, and the store did not close.

In 2005, John Nazzal sold Haight and Fillmore Whole Foods to the current owner, Mahana Askandafi. John sold the business to Mahana because John wanted to keep the store in the family, and John is the father-in-law to Mahana's nephew. Mahana also did not close the store during the transfer of ownership.

Currently, Haight and Fillmore Whole Foods is managed by Feras Kardouh, who is married to Mahana's daughter, Nermin. Accordingly, the business has remained in the Nazzal and Askandafi family for over 30 years (since 1985).

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

The owners of Haight and Fillmore Whole Foods worked hard so that the store never closed since it was founded in 1978. The store prides itself on the fact that it is open 365 days a year. The business is heavily relied upon by the community as it is the only grocery store in the Lower Haight open on Thanksgiving and Christmas. Customers have exclaimed on several occasions that Haight and Fillmore Whole Foods saved Thanksgiving and Christmas by offering last minute, and forgotten, necessary ingredients to family recipes.

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

Haight and Fillmore Whole Foods has been owned and operated by the Nazzal and Askandafi family for over 30 years. Although manager Feras Kardouh's children are barely tall enough to see over the counter, perhaps one day they will continue the family business.

Ownership history:

Harvey Reigle and Bob Guarino	1978-1985
Naim Nazzal and Freddy Nazzal	1985-1990s
John Nazzal	1990s-2005
Mahana Askandafi	2005 to Present

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

Haight and Fillmore Whole Foods was originally opened by Harvery Reigle and Bob Guarino. However, the store was purchased by the Nazzal family in 1985 and has remained in the Nazzal and Askandafi family for over 30 years.

**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.**

Haight and Fillmore Whole Foods was originally opened in 1978 by Harvey Reigle and Bob Guarino. However, it has been in the Nazzal and Askandafi family for over 30 years. Included in the Legacy application is a photograph of a plaque currently on the side on the building that houses the store indicating that Reigle and Guarino opened it in 1978.

Also included in the Legacy application are letters from Naim Nazzal and John Nazzal verifying the various changes in ownership and that Haight and Fillmore Whole Foods has been a family business since 1985 when Naim Nazzal bought the store from the original owner, Harvey.

**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.**

Although the property at 501-523 Haight Street is classified by the Planning Department as Category B (Unknown / Age Eligible) with regard to the California Environmental Quality Act, it is a beautiful building that is steeped in San Francisco history and has much significance to the Lower Haight neighborhood.



## **CRITERION 2**

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

The building that houses the store was built in 1886, and the “DRUGS” sign on the corner of the store dates back to this time. When the building was first built, the neighborhood was a comfortable urban residential neighborhood. However, over the years, the Lower Haight neighborhood devolved into inner-city blight.

In the 1970s and 1980s, Lower Haight was a much, much different neighborhood. Reportedly, in the 1970s, the Haight and Fillmore block was the largest heroin trafficking block in the country. In 1977, Mayor Moscone ordered a bold police raid of the neighborhood, and police officers blocked off Haight Street between Fillmore and Steiner streets and flushed all residents and occupants out of the buildings onto the sidewalks. Police allegedly arrested 47 drug dealers who had been photographed dealing drugs with impunity.

The police-backed cleanup of the block was credited with Lower Haight’s eventual recovery. Further, the cleanup also set the stage for the opening of the Haight and Fillmore Whole Foods.

The opening of the store was very significant as it normalized the neighborhood and provided much needed produce and healthy food for the community residents. For, how can a neighborhood pull itself out of crime and decay without a proper grocery store? Accordingly, the opening of the Haight and Fillmore Whole Foods in 1978, shortly after the cleanup, was very important to create the livable family oriented community it now is.

When the business opened in 1978, it was the only food source in the neighborhood. At the time, the neighborhood only contained bars, liquor stores and cigarette shops. Haight and Fillmore Whole Foods was an oasis in the food desert of the neighborhood.

The neighborhood quickly embraced the store and it became a pillar of the community. Not only was the store the only source for produce and healthy food for the neighborhood, the store also provided a meeting place outside of the bars and liquor stores. Although there are a couple of coffee shops nearby, currently Haight and Fillmore Whole Foods is the only food source open on a block of restaurants, bars and hair salons. The store greets all residents in the morning and visitors alike, hours before the rest of the neighborhood establishments wake up.

The store also quickly became a hub of positive activity in the neighborhood where community members would shop and meet. The business has always been a trusted part of the community that supports the community beyond providing healthy produce and natural foods. To this day, customers trust the store to hold their spare keys and to accept packages on their behalf.

The neighborhood has undergone dramatic changes over the decades, for good and for bad; however, Haight and Fillmore Whole Foods has been a constant by providing produce and healthy foods.

Finally, Haight and Fillmore Whole Foods – the “Original Whole Foods” – won a significant legal battle against the second Whole Foods. Specifically, the Original Whole Foods was able to fend off a challenge to the use of the name “Whole Foods” by the later established Whole Foods. After winning the legal battle, the Lower Haight neighborhood was proud to be the home of the Original Whole Foods.

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

Haight and Fillmore Whole Foods contributes to the Urban Market that happens once a year when Haight Street is closed to vehicular traffic. The store also contributes to the Lower Haight Art Walk that occurs several times a year. These two events are a fun block party where local residents are able to mingle and enjoy the camaraderie of the Lower Haight neighborhood. During these events, as with other days generally, residents often gather around the store to socialize.

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

We do not believe the store has been formally referenced in a historical context; however, the building that houses the store is steeped in San Francisco history and has much significance to the Lower Haight neighborhood.

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

No, the business is not associated with a significant or historical person.

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

Since 1978, Haight and Fillmore Whole Foods has been a pillar of the neighborhood. The business was the only source for produce, groceries and healthy food for the neighborhood for decades. The store is committed to staying open every day of the year as it values its role as the Lower Haight’s pantry. The store remains the only food source in the morning in the neighborhood.

In addition to providing healthy produce and food, Haight and Fillmore Whole Foods has always been a hub of positive activity in the neighborhood where community members would shop and meet. The store has always been a trusted part of the community that supports the community beyond providing healthy produce and natural foods. Specifically, customers trust



the store to hold their spare keys and to accept packages on their behalf. It is rare when the store is empty of customers talking with the friendly staff.

Lastly, Haight and Fillmore Whole Foods contributes to the Urban Market and Lower Haight Art Walk events that occur throughout the year.

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

Lower Haight has undergone significant transformations over the years. As noted above, it went through a very difficult time during the 70s and 80s when the neighborhood was overrun with drug dealers and other nefarious characters.

Today, Lower Haight continues to evolve and undergo change, yet remains a diverse neighborhood with persons of various backgrounds. The neighborhood is home to families, working professionals and individuals with all income levels. For this reason, the Store maintains accessible pricing for all residents.

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

Yes, the building that houses the store was built in 1886; and the “DRUGS” sign on the corner of the store dates back to this time when the building housed a Rexall drugs.

Additionally, when the Store was opened in 1978, Reigle commissioned a mural for the side of the building. This colorful mural has blessed the side of the building since 1978 and depicts Carmen Banana doing a dancing march with other fruits and vegetables.

Haight and Fillmore Whole Foods also has a lovely green awning that was installed in the 1980s. The Store is committed to maintaining the original exterior, as it is now a local cultural icon.

The interior of the store also contains several wall paintings of a similar theme as of the Carmen Banana mural. The store enjoys the theme of dancing fruits and vegetables and is committed to maintaining the interior and exterior murals.

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

The Lower Haight community would be devastated if it lost Haight and Fillmore Whole Foods. Without the store, the community would be unable to easily obtain fresh produce and healthy food. If the store was closed, the hungry community residents would be relegated to restaurants and bar food, unless they want to make the trek to Safeway.

Moreover, the Lower Haight community would be saddened to lose its claim to the home of the Original Whole Foods!

Notwithstanding the damage to its pride, without the Original Whole Foods, the community would have to opt for less healthy restaurant and bar food, as those would be the remaining options. Having a grocery store in any neighborhood is central to providing neighbors not only with full access to groceries but a place to meet and get to know your surrounding members of the community. Without Haight and Fillmore Whole Foods, the neighborhood would lose one of its most necessary components to keeping the neighborhood community bound and connected. There are a lot of customers that treat the store as their refrigerator!

### **CRITERION 3**

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

Haight and Fillmore Whole Foods is the only full service grocery in the near vicinity. The store has fresh fruits and vegetables, specialty goods, locally sourced food and a variety of healthy foods. For example, the store has an array of bulk foods containing staples and organic food options. The store offers healthy food at accessible prices.

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

The store has maintained the colorful and beautiful exterior of the building since it opened in 1978. Specifically, the store has maintained the iconic Carmen Banana mural, colorfully celebrating healthy food, and the green awning and original signage.

Likewise, Haight and Fillmore Whole Foods has maintained its iconic looks of maintaining a fruit and vegetable stand on the sidewalk. This display is a beautiful offering of fresh produce and flowers and greets all residents and visitors in the neighborhood, giving them a comfortable and inviting welcome.

Further, the store has been a family run business for the past three decades. It has retained its welcoming family atmosphere over the years. The store is proud to offer friendly customer service where community residents are able to shop in an inviting environment and have the opportunity to meet other members of the community.

Haight and Fillmore Whole Foods is also devoted to maintaining its connection and trust with the community. Not only do the residents find the store a friendly place to shop, the residents trust the store with their spare keys and deliveries. Haight and Fillmore Whole Foods is honored to hold this position of trust and is commitment to maintaining this relationship and providing the community with more than just groceries. The business is committed to supporting the community in any way possible.



**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.).**

Haight and Fillmore Whole Foods has maintained the Carmen Banana mural since opening its doors in 1978. The colorful mural perfectly complements the store's open storefront and produce carts that are on the street to greet the customers with fresh fruits and vegetables.

Likewise, the store has also kept the façade that predates the grocery store when it was a drug store. The business is committed to maintaining the tradition of being the neighborhood's pantry, replete with organic foods and produce.

Finally, Haight and Fillmore Whole Foods – the Original Whole Foods – is committed to maintaining the name of the historic Whole Foods business name.

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

The Legacy application contains numerous photographs depicting the original exterior of the store.

NAIM NAZZAL

May 18, 2018

**VIA HAND DELIVERY**

Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

**Re: Whole Food's Application for Registration as Legacy Business**

Dear Mr. Kurylo:

I am writing to confirm that Freddy Nazzal (my brother) and I purchased Haight and Fillmore Whole Foods, located at 501-503 Haight Street, San Francisco, from Harvey Reigle and Bob Guarino in 1985. Harvey opened the store in 1978. We continued operating the store continuously after we bought it from Harvey in 1985.

In the late 1990s, I sold the business to my cousin, John Nazzal, who continued operating the business at the same location without any interruptions or breaks in business. Then, in or around 2005, John Nazzal sold the business to Mahana Askandafi.

Please let me know if I can be of further assistance.

Best regards,



NAIM NAZZAL



# JOHN NAZZAL

April 3, 2018

## **VIA HAND DELIVERY**

Richard Kurylo  
Legacy Business Program  
City and County of San Francisco  
Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102

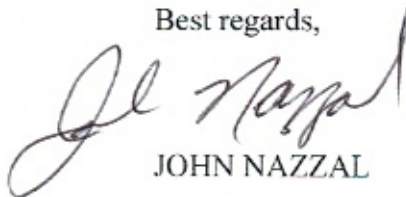
**Re: Whole Food's Application for Registration as Legacy Business**

Dear Mr. Kurylo:

I am writing to confirm that Naim Nazzal, who was the original owner of Haight and Fillmore Whole Foods, located at 501-503 Haight Street, San Francisco, sold me said business in the late 1990s. I operated the business at that same location continually and without any interruptions or breaks in business until I sold the business to Mahana Askandafi in 2005.

Please let me know if I can be of further assistance.

Best regards,

A handwritten signature in dark ink, appearing to read "John Nazzal", written in a cursive style.

JOHN NAZZAL



Haight  
**Whole Foods Co.**  
501 Haight Street, San Francisco, CA 94102  
ESTABLISHED 1981 (415) 552-6077

PRODUCE • DELI • WINE • NATURAL FOODS • SEAFOOD • COFFEE

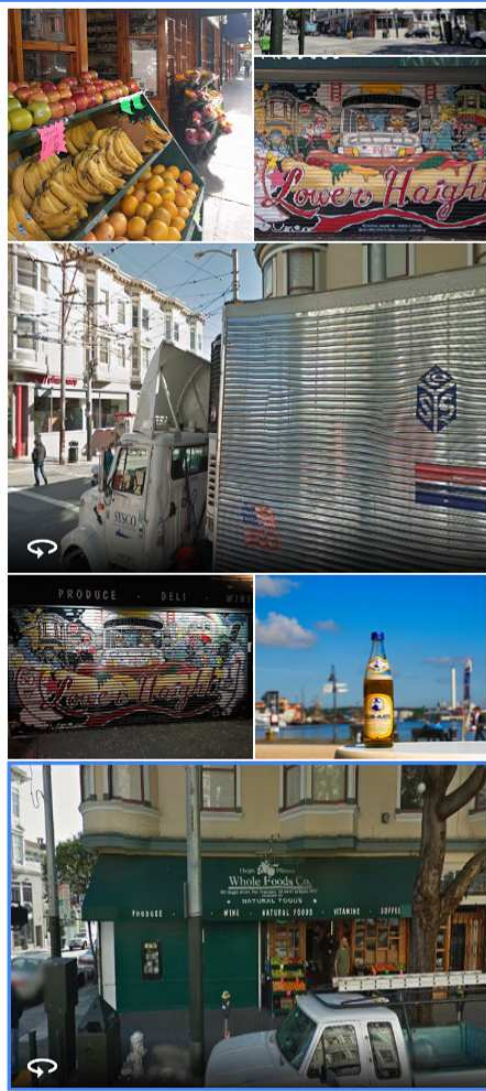








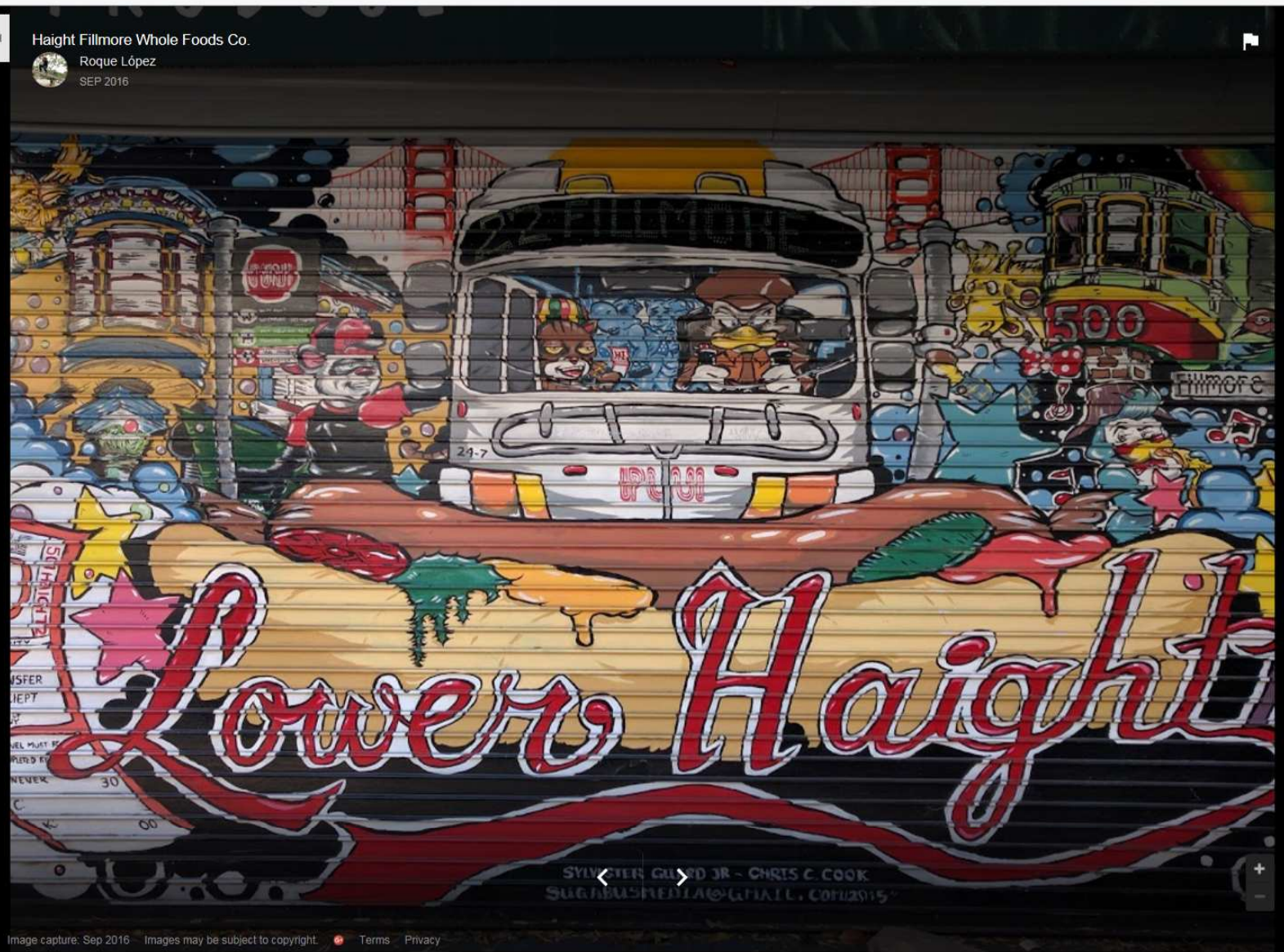
Haight Fillmore Whole Foods Co.



501 Haight St  
San Francisco, California  
Google, Inc.  
JAN 2015













ESTABLISHED 1979 CA 94117 (415)552-8077  
**NATURAL FOODS**

**VITAMINS** • **COFFEE**

**ATM**

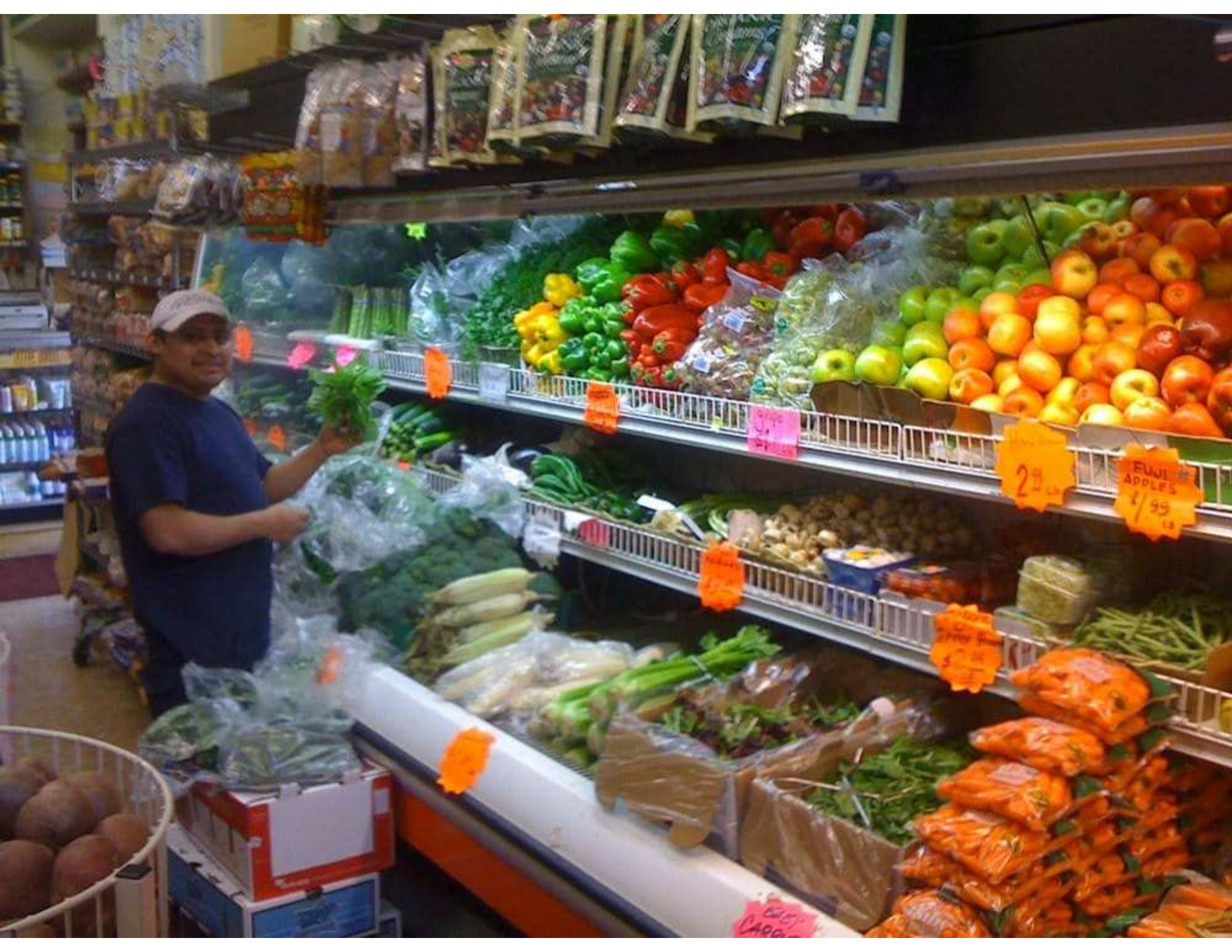
PREMIUM BANANAS  
PREMIUM BANANAS

PREMIUM BANANAS  
PREMIUM BANANAS





















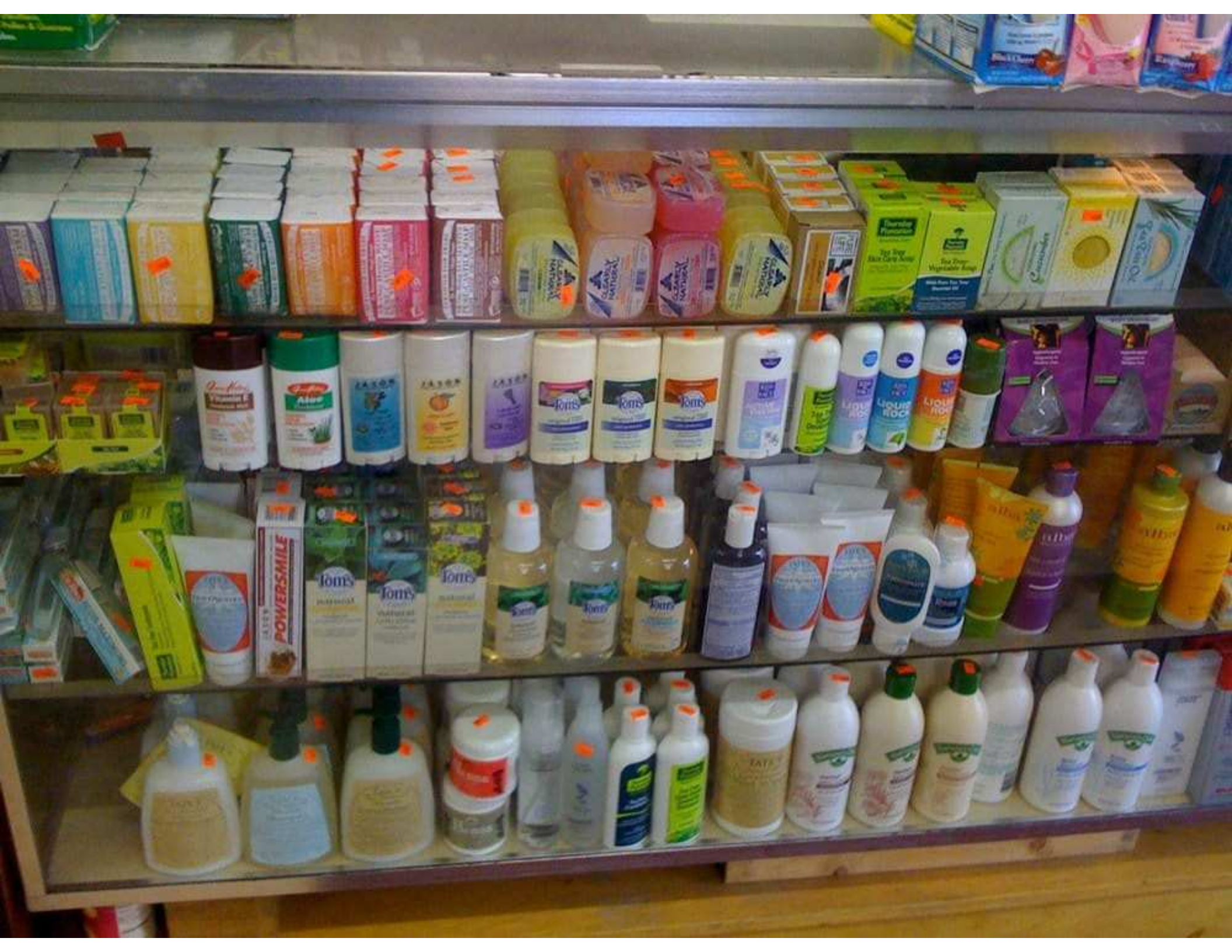


















# WHOLE FOODS







**Organic**  
**ENERGY**



[https://hoodline.com/2014/11/haight-fillmore-mural-contest-winner-revealed?utm\\_source=story&utm\\_medium=web&utm\\_campaign=stories](https://hoodline.com/2014/11/haight-fillmore-mural-contest-winner-revealed?utm_source=story&utm_medium=web&utm_campaign=stories)



## Haight & Fillmore Mural Contest Winner Revealed

Tue. November 4, 2014

by Andrew Dudley and Stephen Jackson



Photo: Andrew Dudley / Hoodline



Have you been waiting with bated breath to see the winning design of the [Haight Fillmore Whole Foods mural contest](#)?

Wait no further:



The winning artist is Sylvester "Sly" Guard Jr., a Tenderloin-based muralist who mostly works with private clients. Sly is part of a collective known as [Sugabus Media](#), a group that has regular showings at the [Art Attack](#) gallery near Ghirardelli Square. This will be one of his first pieces of public art.

In winning the mural contest, Sly will not only get a prominent and very public canvas for his work, he'll also get a nice chunk of change—\$2,500, to be exact.

"Whenever I have a mural done, I like to pay the artist," the building's owner, Christopher George, told us.

"Some muralists can't believe it, because most property owners want a mural done for free, plus the cost of materials. To me that has always seemed demeaning to the artist and an insult to the art. There are dozens of hungry artists around, who would have done this mural for free—just for the exposure on a good corner like Haight and Fillmore."

George says he got about three dozen entries.

"Most of them were quite good. About a half dozen were really, really good. I will probably call on one or more of these artists for some future work I've got simmering on the back burner. The winning entry is better than I hoped for."

That winning entry has design elements inspired by the city and the neighborhood, with a Giants-inspired panda, a Muni bus in honor of the hot transportation corner, and Victorians and a glimpse of the Golden Gate Bridge, just in case you forget where you are. "I just happened to see [Muni] transfers on the ground," Sly told us of his design inspiration. "I just got a foodie feel for the neighborhood, so that's what the hot dog is for."

Sylvester says he wanted to stick with the color palette of the building's existing art, and the visual personality of the neighborhood, which he describes as "kind of cartoony, with Zerofriends and Upper Playground."

Work on the mural likely won't begin until January, Sly said. That's because the building is set to undergo some renovations to expose a corner column and other original details. We'll keep an eye on it, and will post an update when the mural is complete.



<https://hoodline.com/2015/03/new-mural-at-haight-and-fillmore-represents-lower-haight-past-and-present>



## New Haight & Fillmore Mural Represents Neighborhood's Past And Present

Fri. March 20, 2015  
by Mike Gaworecki



Mike Gaworecki / Hoodline

Today, artist Sly Guard Jr. will finish his mural outside Haight Fillmore Whole Foods (503 Haight St.).

As you can see, it is significantly more detailed than the initial [concept that won the store's mural contest](#).



It took Guard and his fellow painter Chris Cook longer than anticipated because someone tagged the mural while the work was in progress. “Thirty seconds with a spray can set us back a couple days,” Guard told Hoodline. (Guard is planning to wrap up work on the mural today by adding a protective layer of clear coat.)

Nonetheless, Guard is pleased with the results, and he says the feedback has been very positive.

One early review in particular stands out, since it came from a Muni driver and the mural prominently depicts a “Puni” bus driving through the Lower Haight with an angry duck behind the wheel. The driver seemed to take issue with the depiction at first, Guard says, but in the end, “She thought it was cute.”





The mural still complements the store's color palette and features cartoonish characters, choices [Guard says he made to fit the existing artwork](#) of the building. But several other location-specific details crept in, many of which were added on the spot.

One of the riders packed into the crowded Puni bus, for instance, is a kid in a flower pot hat that Guard and Cook saw boarding the 22 at its Fillmore and Haight stop. The bird sculpture above [Squat & Gobble](#) (237 Fillmore St.) also makes an appearance.



In what Guard says was a nod to the past as well as the present of the Lower Haight neighborhood, there's a tribute to Hank's 500 Club, a social club that later became Henrietta's, a gay bar that formerly occupied the space that now houses Wonderland, the Chinese restaurant across the street from the mural.

And to all of you Hoodline commenters out there who weighed in on the initial concept: You kvetched, Guard listened. The central figure of the mural is no longer a hot dog. "It's officially a sausage," Guard says.





**Historic Preservation Committee San Francisco Planning Department**

May 3rd, 2018

*Subject: Letter of Support for Nomination to San Francisco Legacy Business Registry*

Dear Historic Preservation Committee:

This letter is to support the following application by Feras Kardouh of Whole Foods on Fillmore located at 503 Haight Street, San Francisco for nomination to the San Francisco Legacy Business Registry.

The business is a community waypoint in the Lower Haight Community and has served as anchoring commercial entity on the 500 block for over 30 years. Whole Foods on Fillmore has contributed to the history and diverse identity of the Lower Haight and should be included within the the San Francisco Legacy Business Registry.

We fully support existing merchants in the dynamic business environment of San Francisco. Programs like the Legacy Business Registry ensure success by the merchant for future generations.

Thank you,

Robert Patterson  
President  
Lower Haight Merchant and Neighbors Association



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2017-18-036  
*Business Name:* Marina Supermarket, Inc.  
*Business Address:* 2323 Chestnut Street  
*District:* District 2  
*Applicant:* Kenneth Puccini, Owner  
*Nomination Date:* March 7, 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?       X       Yes                      No

2323 Chestnut Street from 1924 to Present (94 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:** N/A

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 2



City and County of San Francisco

## CATHERINE STEFANI

March 7, 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 hereby nominate Marina Super to the Legacy Business Registry of San Francisco. Marina Super has been a staple grocery market in the Marina District since the early twentieth century.

San Francisco native Ken Puccini and his family have been connected to Marina Super since 1920, when Ken's grandfather opened Puccini Meats butcher shop within the store. Ken is part of the third-generation of Puccini family members to work inside Marina Super. He is now the owner and operator, and is celebrating 33 years this year since taking over the business from longtime owner John Plessas.

Marina Super continues to provide vital grocery and market services in the Marina District, delivering fresh produce, delivery services, and an incredible level of personalized customer service to all residents and visitors. Marina Super continues to answer to the needs of the community and their customer base, often changing products and items based on customer requests and preferences.

Ken and the rest of the community at Marina Super is committed to continue to offer full services at this vital location on Chestnut Street.

I look forward to Marina Super'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.

<b>NAME OF BUSINESS:</b>		
MARINA SUPERMARKET, INC		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
KENNETH PUCCINI 100%		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
2323 CHESTNUT ST SAN FRANCISCO, CA 94123		((415))346-7470
		<b>EMAIL:</b>
		MARINASUPER@COMCAST.NET
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>

<b>APPLICANT'S NAME</b>	
KENNETH PUCCINI	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
OWNER	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0163342	C1194947

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>



## 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.

<b>ORIGINAL SAN FRANCISCO ADDRESS:</b>	<b>ZIP CODE:</b>	<b>START DATE OF BUSINESS</b>
2323 CHESTNUT ST	94123	1920'S
<b>IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?</b>	<b>DATES OF OPERATION AT THIS LOCATON</b>	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		Start:
		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
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		End:

<b>OTHER ADDRESSES (if applicable):</b>	<b>ZIP CODE:</b>	<b>DATES OF OPERATION</b>
		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.

KENNETH PUCCINI 03/30/2018



Name (Print):

Date:

Signature:



## **MARINA SUPERMARKET**

### **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.**

Marina Supermarket, Inc. ("Marina Super") located at 2323 Chestnut Street was founded in the 1920s. The exact year is believed to be 1924.

Little is known about the former owners of Marina Super prior to 1963. A man named Clarence owned the supermarket for some time, followed by a family named Werner. John Plessas took over ownership of Marina Supermarket in 1963.

Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina district for 85 years. He was born on June 13, 1926, as a first generation Greek-American. His parents, Toula and Panagiotis Plessas, immigrated to San Francisco from Katsiboli, Greece, at the turn of the century. After graduation from Samuel Gompers' Trade school, John was drafted into the U.S. Navy during World War II. Upon returning to San Francisco, John began his career in the grocery business, first at Marina Super, then Little Man market, and eventually opening up his own store on Fillmore and Eddy with his business partner, Nick Colichidas. John worked as the owner of Marina Super for over 20 years.

In 1984, John Plessas approached four employees – Kenneth (Ken) Puccini, Craig Lubey, James Brett and Dan Manza– and said he wanted to retire. He suggested that the four employees buy the business since all four were dedicated employees. Craig, James and Dan responded to the offer very enthusiastically, while Ken was the one who was hesitant. At first Ken thought this wasn't his plan in life, but after careful thought he realized it was a good offer and excellent opportunity. So in 1985, the four employees purchased Marina Supermarket and became owners of the business.

In 1995 after ten years, Craig Lubey departed the business leaving Kenneth Puccini, James Brett and Dan Manza in charge. Then in 2010, James passed away suddenly. Ken and Dan ran the store together as co-owners until Dan retired in 2016. Since then, Ken has been the sole owner of Marina Supermarket.

Marina Supermarket continues to thrive as the "heart" of the Marina district. They are a full service store providing fresh produce and prepared meals along with phone orders and local delivery services. They have an extensive line of local and imported cheeses, wine and spirits.

To their business, customers always come first. Marina Supermarket contributes to the history and the stability of the neighborhood as a family-friendly store.

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

Marina Supermarket has not ceased operations in San Francisco since it opened, remaining open even after the Loma Prieta Earthquake in 1989.

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

The Marina Supermarket is not a business whose ownership has stayed in one family since its beginnings, as there are not two or more family members from the Puccini family involved as original owners. However, three generations of the Puccini family have worked at the Marina Supermarket in the butcher section of the shop.

George Puccini had nine butcher shops in San Francisco, one of which was a butcher shop in Marina Supermarket. George immigrated to the United States from Italy before World War I and started working for a meat company. When the owner got drafted for war, George was put in charge of the business. George learned how to run the business and became a wholesaler. In time, he doubled the business and was able to buy his own store. He recruited the best employee from the meat store to work in his store. George Puccini did that nine times, eventually owning nine butcher shops in San Francisco including the one in Marina Super.

Everett Puccini, George's younger brother, came to the United States from Italy in 1912 when he was 16 years old. He worked for George in the meat business. George gave Everett ownership of the butcher shop in Marina Supermarket calling it Puccini Meats. Everett was the sole owner of Puccini Meats and a half-partner in the butcher shop at 22nd and Taraval Market. Everett worked at Marina Supermarket for over 40 years.

Walter Puccini, Everett's son, joined Everett at Puccini Meats in Marina Supermarket after he graduated from the University of San Francisco on 1950. Ken Puccini, Walter's son, started working at Marina Supermarket in 1977 after he graduated from Saint Ignatius High School. He worked part time while attending San Francisco State College (now San Francisco State University). In 1988, Walter retired. Craig Lubey, James Bread, Dan Manza and Ken, who were four partners, took over the butcher shop. Two of them later retired, not wanting to put their names on a long lease. Ken Puccini eventually became the sole owner of Marina Supermarket.

In 2007, Puccini Meats was relocated down the block to 2395 Chestnut Street and renamed Marina Meats.

Since the current owner Ken Puccini now has full ownership of the store, it could certainly be said that there is a generational significance to the store itself, and that his ancestors



contributed to the supermarket's success and contributed to the history and identity of the neighborhood.

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

Following is the ownership history of Marina Supermarket:

1924 to Unknown year	Unknown owner(s)
Unknown year to Unknown year	Clarence (unknown surname)
Unknown year to 1963	Werner Family
1963 to 1985	John Plessas
1985 to 1995	Ken Puccini, Craig Lubey, James Brett, Dan Manza
1995 to 2010	Ken Puccini, James Brett, Dan Manza
2010 to 2016	Ken Puccini, Dan Manza
2016 to Present	Ken Puccini

**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 this Legacy 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 building at 2301-2323 Chestnut Street housing Marina Supermarket is a one-story Art Deco building. Its historic resource status is classified by the Planning Department as Category B ("Unknown / Age Eligible") with regard to the California Environmental Quality Act. In a 1975 field form on the Planning Department's website, it was noted that the building is "one of few (commercial buildings) on Chestnut that hasn't been totally bastardized."

## **CRITERION 2**

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

Since it was founded in the 1920s, Marina Supermarket has been located at the same address. Marina Supermarket is a full service, independent grocery store. The store has a full line of groceries, dairy, frozen food and fresh homemade salads and meals prepared daily. There are specialty products, locally-made products, and fresh produce. Marina Supermarket has an

extensive line of local and imported cheeses and wine and spirits. The business also accepts phone orders and offers local delivery service.

When John Plessas sold the supermarket to his four employees in 1985, there were six other grocery stores in the Marina district not including Marina Safeway. One by one they all closed. Marina Supermarket is the only independent grocery store left in the Marina. Marina Supermarket contributes to the history and stability of the Marina neighborhood as a family-friendly store.

Immediately after the Loma Prieta Earthquake in 1989, Marina Supermarket played a significant role meeting the residents' great needs for supplies. For some time after the earthquake, a large number of people moved out, but many young people moved in. Marina Supermarket served the new residents in addition to the remaining residents as the old local neighborhood store. Marina Supermarket continues to contribute to the identity of the Marina district today.

Marina Supermarket has been certified by the National Grocers Association (NGA), the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry. NGA's mission is to ensure that independent, community-focused grocers succeed and thrive.

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

In 1989, the Loma Prieta Earthquake hit the Marina particularly hard. Many businesses shut down due to the damage. Marina Supermarket was able to remain opened during the crisis and also survived the aftermath, which was also challenging. The supermarket had a large generator for power and lights so they could clean up the mess, which was quite substantial. By noon the day after the earthquake, they had everything off the floor, and they spread cat litter over the floor so it wouldn't be slippery. By that time, customers were begging for supplies and water, so they finally opened for business. Everyone was in great need of supplies so the business was swamped. Kenneth called his grocery company, and they were able to deliver 100 cases of water the next day in response to the community's needs. Marina Supermarket was extremely busy for the next 3 or 4 days as they were the only shop opened on Chestnut Street. However, after a few days, everybody moved away and it was a struggle for the next few years. Luckily, Marina Supermarket had a very loyal customer base who ordered the groceries for delivery to the new destinations they moved to. This helped the business stay open while the area recovered from the Loma Prieta Earthquake.

Marina Supermarket participates in many neighborhood events and donations year round. Kenneth Puccini himself donates a lot to events regarding children and schools.

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



Marina Supermarket has been featured in few magazines and has been on national TV and local news. Also, the business has been featured in the SF Chronicle, Viva magazine, Curbed SF and other publications.

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

Marina Supermarket is not particularly associated with a significant or historical person. However, over the years, Marina Supermarket has been a trustworthy destination for well-known people such as Willy Brown, Nancy Pelosi and Joe Montana.

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

The Marina Supermarket has served the Marina district with fresh products 7 days a week ever since it first opened.

The supermarket has had home delivery service since day one. Initially, they had a designated delivery boy who delivered groceries to houses of customers who were unable to bring the groceries home themselves. As time passed, the Marina Supermarket initiated a formal delivery service and took phone orders to have groceries delivered directly to customers.

Marina Supermarket donates often to local schools and events, especially those involving youngsters and children's education.

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

There are an average of 1,000 customers per day and approximately 360,000 customers per year. The Marina Supermarket's range of customers is 10% tourists, 80% locals and 10% walk-ins. The Marina is a very fluid area with people of different backgrounds. The Marina Supermarket serves mainly younger families and adults. The supermarket appeals to new residents and also has a very loyal customer base. As the demographics of the neighborhood changed over the years, Marina Supermarket expanded their product lines numerous times to serve the changing clientele. Throughout the years, they added organic products and produce, prepared meals, grass fed beef and sustainably raised poultry and seafood.

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

The outside of the Marina Supermarket building is an art deco design. The decor both inside and outside is fresh and clean and resembles a farmer's market. The business has a huge 10-year-old colorful and vibrant sign that says "Fresh Home Made Salads" along with a menu of the freshly made food provided. On the opposite side of the store on the wall, there are 20-year-old murals of fresh grown fruits.

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

Not having an independent grocery store in the Marina district would lower the quality of life for residents. Also, not having access to fresh produce, groceries and dairy products would lead to poor choices for nutrition. Even though there are some other supermarkets around, the Marina Supermarket has a loyal customer base who shop there regularly. At Marina Super, they can find products that are not usually offered in other stores. Not only does the Marina Supermarket provide everything that their customers need, but the grocery store is also like a meeting place for friends and parents. They have many customers that shop almost every day, and the supermarket is often a designated location for people to meet.

### **CRITERION 3**

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

As the last remaining local neighborhood grocery store in the Marina, Marina Supermarket is a full service store offering everything from specialty products to locally-made products to fresh produce. The market has a full line of groceries, dairy, frozen food and fresh homemade salads and meals prepared daily. Marina Supermarket has an extensive line of local and imported cheeses and wine and spirits. Marina Supermarket meet the grocery demands and needs of local residents living around the Marina area. To meet changing demands, the business has extended its services throughout the years, including accepting phone orders, offering local delivery service and selling fresh organic produce. Marina Supermarket has many long-served employees who know their local customers by their names. This allows Marina Supermarket succeed as a friendly, local neighborhood store that is different from chain stores.

**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)**

Marina Supermarket is committed to maintaining its historical tradition of serving the Marina district as a full service supermarket. The business would always offer everything from specialty products, to locally made products to fresh produce. They're committed to keeping a full line of groceries, dairy and frozen foods, as well as fresh homemade salads and meals prepared daily. At the heart of the business, customer service comes first. Marina Supermarket takes care of its customers and customer service as the center of the business' value. Ken Puccini was taught this from John Plessas, and it has always been the store's mantra to this day. Marina Supermarket listens to its customers and provides excellent service, along with fair prices for all goods sold.

**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.).**

The Marina Supermarket has always had the best produce, which distinguished them from everybody else. They want to maintain the physical features the same as they are now, keeping the vibrant colors, the murals and the signs that represent the supermarket itself. Just keeping the store clean and modern adds to their commitment to the neighborhood.

**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.**

Marina Supermarket has consistently served the Marina district as a full service supermarket since it was founded.



**MARINA  
SUPER**

FULL SERVICE  
Produce - Grocery  
Butcher Shop  
348-7470 - Free delivery

**Epples  
BAKERY  
COFFEE  
SHOP**



APPLES  
49¢ lb.

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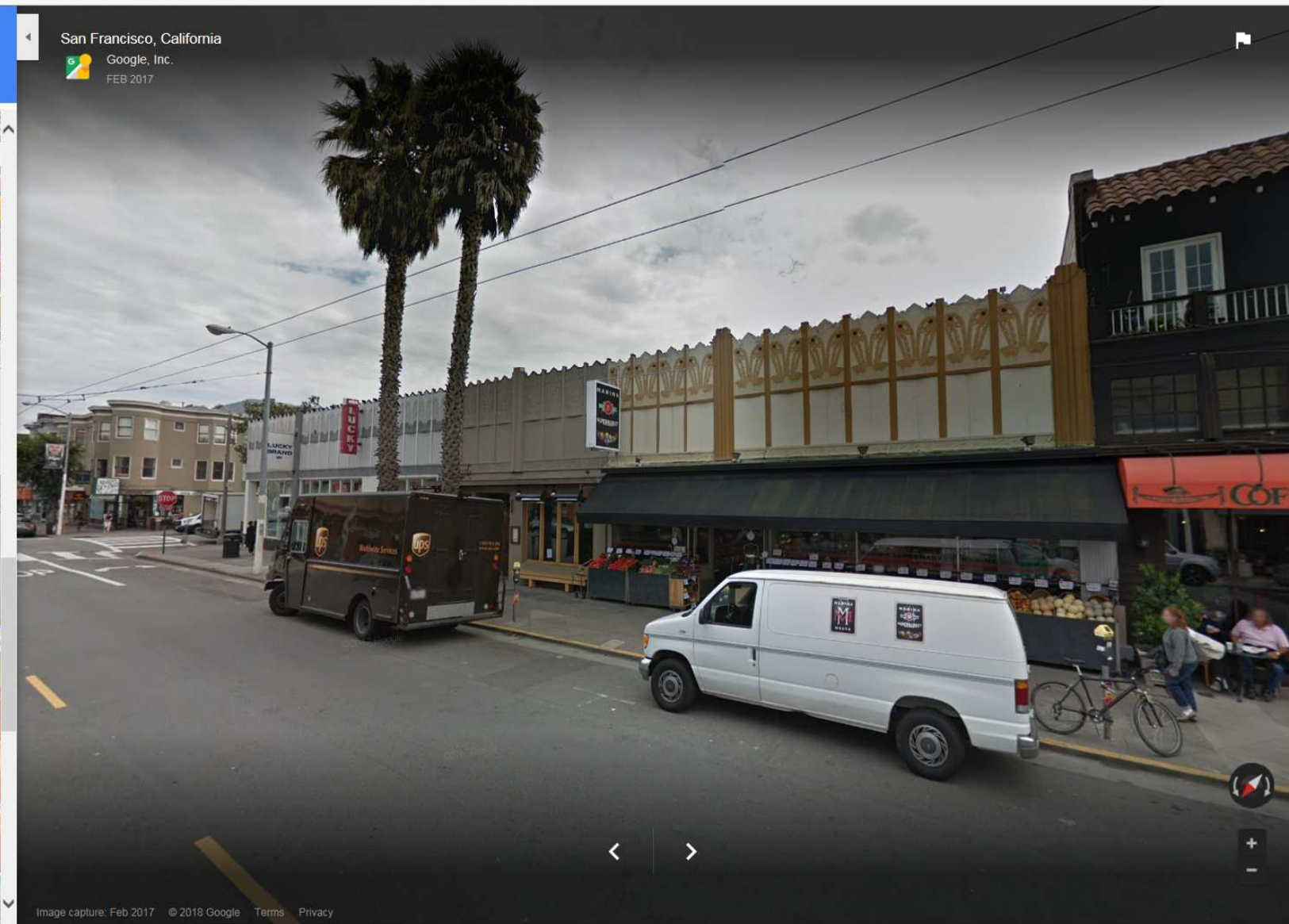




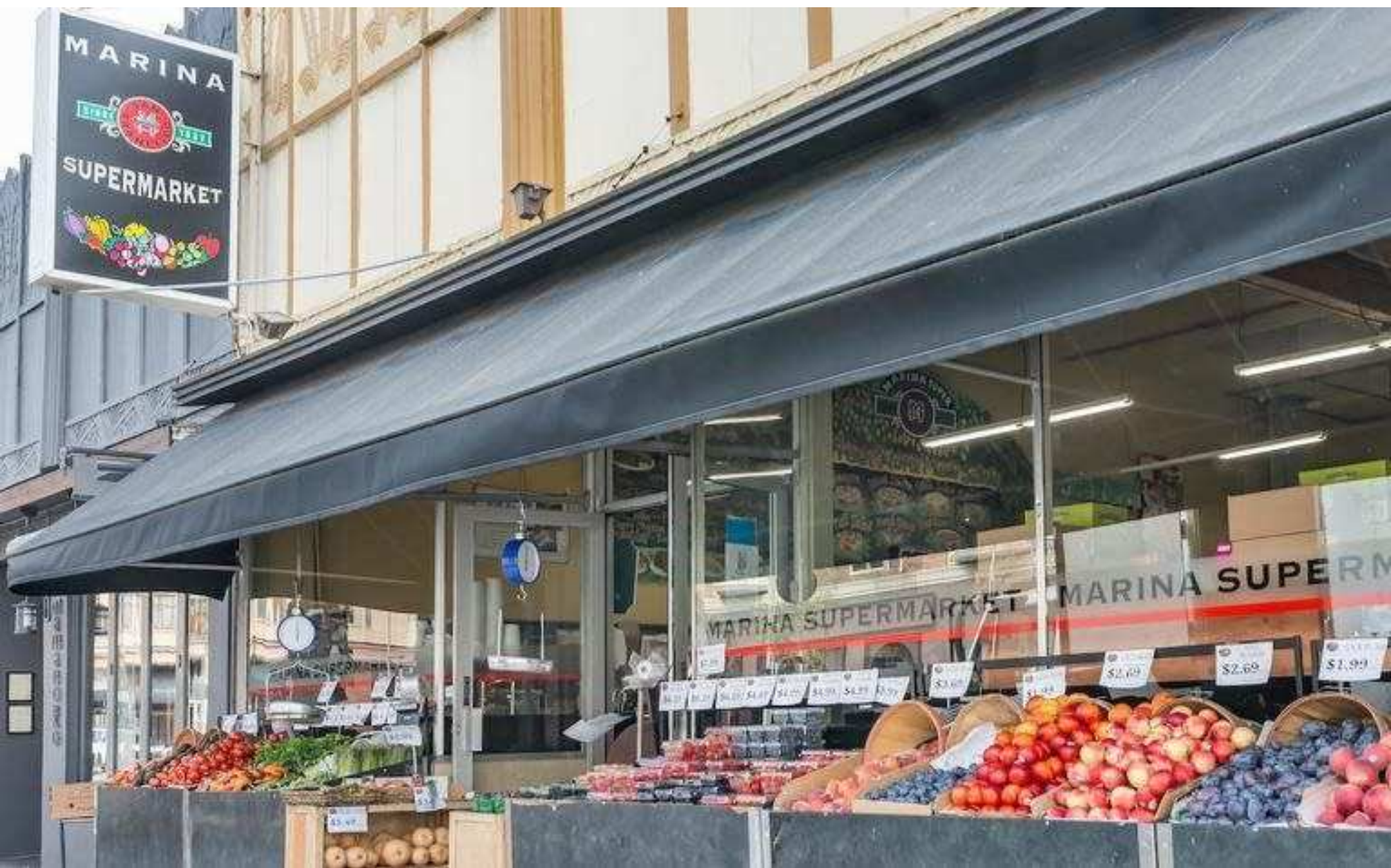


Marina Supermarket

ALL FROM MENU INSIDE









# MARINA SUPERMARKET

*oilbirds*

AVOCADOS  
\$1.99 EACH

ROMA TOMATOES  
\$1.69 PER LB

YOUR BEST  
CLUSTERS  
\$2.49 PER LB

\$1.99

\$3.99 \$3.69

\$1.29





# MARINA SUPERMARKET

MIXED LETTUCE  
\$1.49

ITALIAN SAUSAGE  
\$1.99

SPINACH  
\$2.29

ROMA TOMATOES  
\$1.49

ITALIAN BELL PEPPERS  
\$2.29

BROCCOLI RABE  
\$2.99

PASILLA OR ANAHEIM PEPPERS  
\$1.99

ENGLISH PEAS  
\$3.49

PERSIAN CUCUMBERS  
\$1.99

FAVA BEANS  
\$2.29









**MARINA**



**SUPERMARKET**







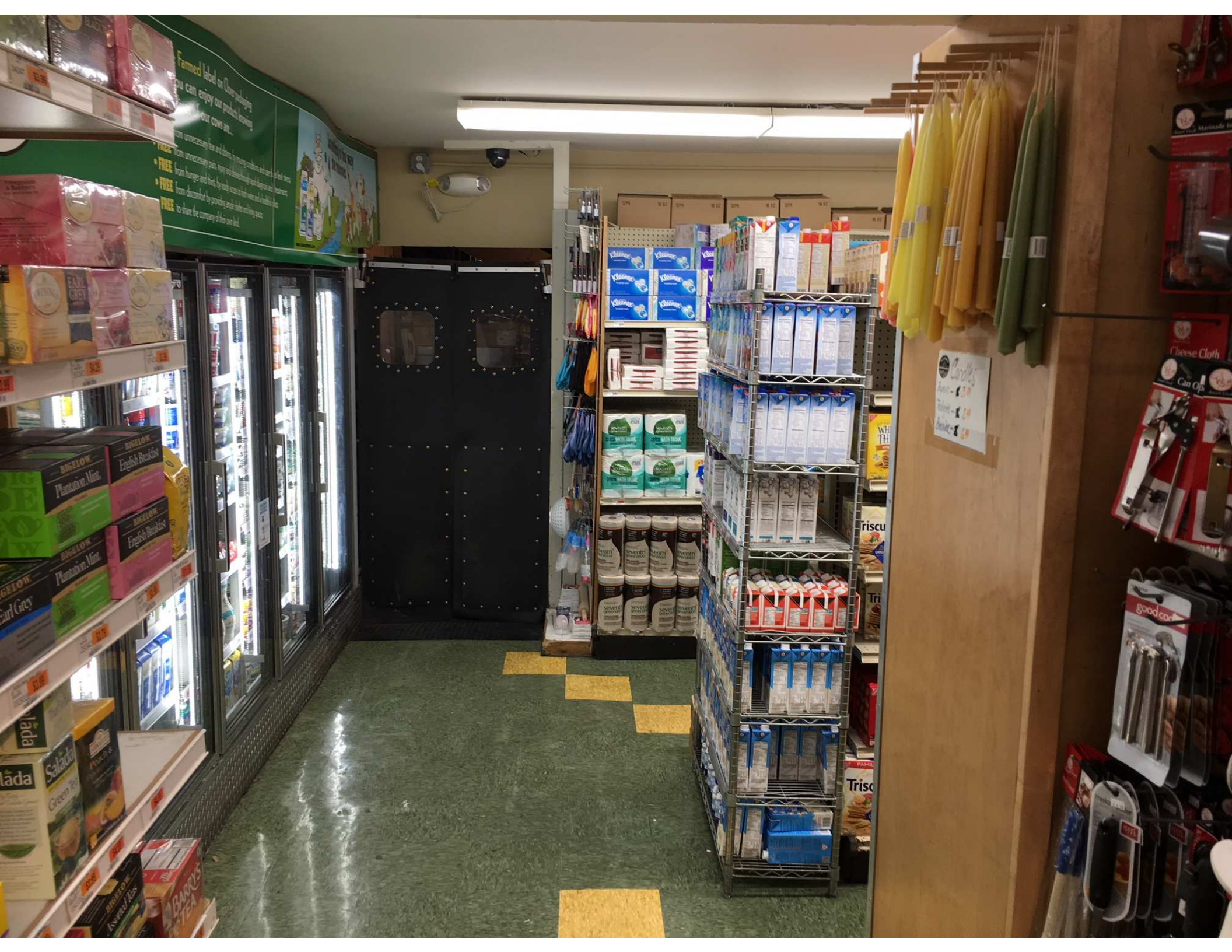








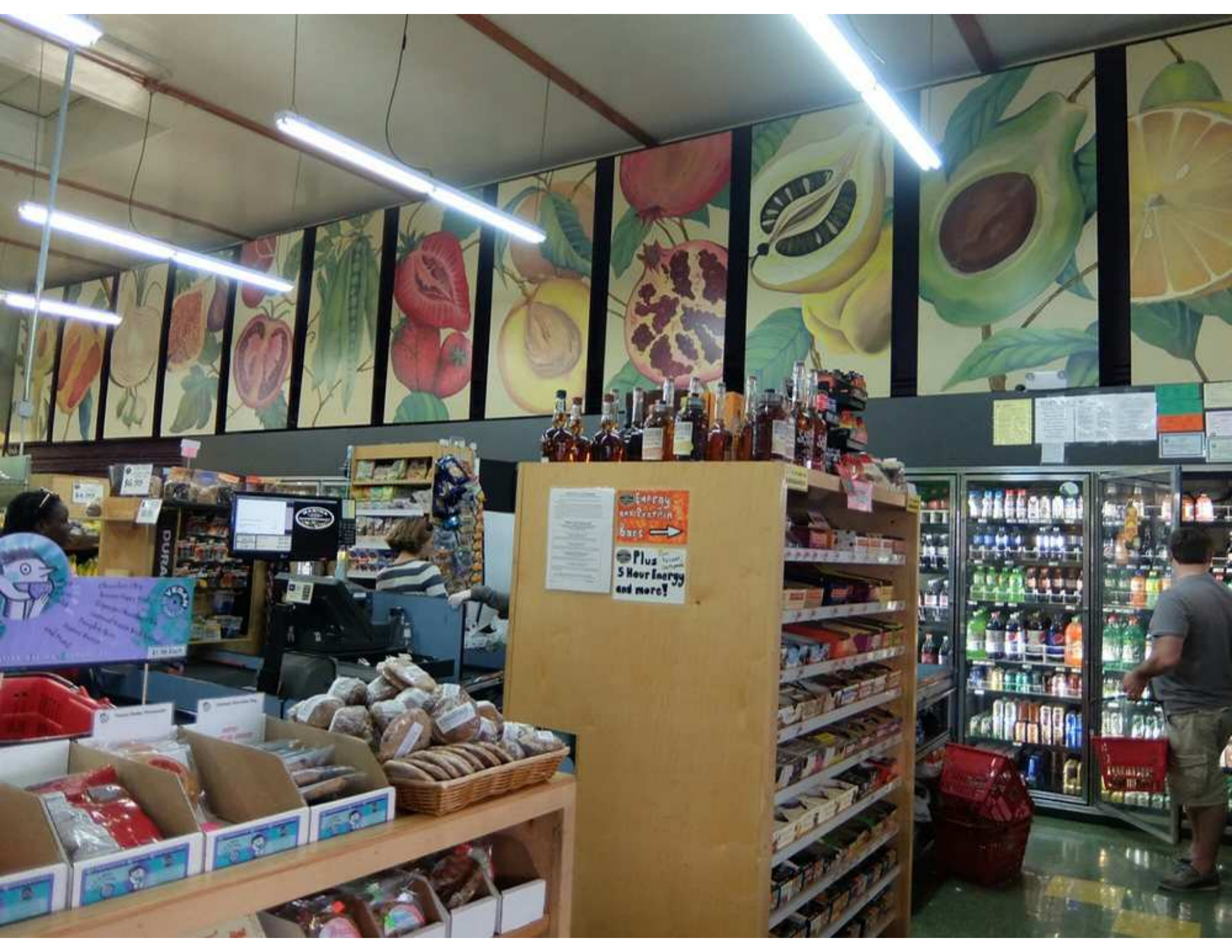














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**SERVICES****Duggan's Serra  
Mortuary**  
500 Westlake Avenue  
Daly City, CA 94014  
650-756-4500 **Website**  
 **View Map**  
 **Send Flowers****RESOURCES**

- More Obituaries for John Plessas
- Looking for an obituary for a different person with this name?

Plessas Records (7)

**JOHN PLESSAS**

▼ Obituary &gt; Condolences



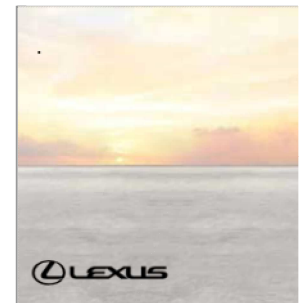
John Peter Plessas Passed away quietly on Tuesday October 12, 2011, with his children Peter and Paula by his side. Affectionately called the "Mayor of Chestnut Street," John Plessas lived and worked in the Marina District for 85 years. John was born on June 13, 1926 as a first generation Greek-American. His parents, Toula and Panagiotis Plessas immigrated to San Francisco from Katsiboli, Greece at the turn of the century. After graduation from Samuel Gompers' Trade school John was drafted into the [US Navy](#) during [World War II](#). Serving as a first class machinist on the Patrol Craft 810 USS Valentine he traveled throughout the South Pacific. Upon returning to San Francisco, John began his career in the grocery business, first at Marina Super, then Little Man market, and eventually opening up his own store on Fillmore and Eddy with his partner, Nick Colichidas. In the late sixties John bought Marina Super Market on Chestnut street, two blocks from his home. He worked as the owner of Marina Super for over 20 years and sold it to his employees. Marina Super continues to thrive as the "heart" of the Marina district. John enjoyed his retirement years spending time with his children, walking up and down Chestnut street and frequently occupied the bench at the Coffee Roastery. John loved children and would stop to give a "high-five" to all the children who crossed his path. John's motto was: "eat good, sleep good, and don't worry," and he lived out that motto to his final days. John P. Plessas is survived by his son Peter John Plessas, his daughter Paula Plessas-Hall, her husband, Bryan Hall, and his beloved granddaughters, Eavy and Demi Hall. John leaves behind his sister Christina Lamerdin, his brother Gus Plessas and wife Betty, and his brother James Plessas and wife Eleanore, and his many nieces and nephews. The Plessas family would like to especially thank Cheryl Van Hammersveld, his caregiver, Dr. Louise Walters of the VA, Al and Millie Lucchesi, his life-long neighbors, Rose and Tha San Thong of the Coffee Roastery, Dan and Carrie Manza, and Kenneth Puccinni of Marina Super and all of the community of Chestnut street who took the time to support and care for John. May His Memory Be Eternal. Trisagion Services will be held at Duggan's Serra Mortuary, 500 Westlake Avenue Daly City, CA

**Your search history**

Records for John Plessas

Immigration Records 1

Widget&amp;utm\_medium=CPCADWidget&amp;x=

Sponsored by  
Genealogy Bank**Funeral  
Etiquette**Expert advice  
do and say w/  
someone die:**PLANNING GUIDE**Free funeral planning ;  
compliments of Duggan's  
Mortuary**DOWNLOAD**

94010 on Monday October 17, 2011 at 7:00pm. Funeral Services will be held at Holy Trinity Greek Orthodox Church, 999 Brotherhood Way, CA 94132 on Tuesday October 18, 2011 at 11:00am.. Donations can be made on behalf of John P. Plessas to either "Holy Trinity Dome Account", and sent to the address above; or to "Hospice By the Bay General Fund" at 1902 Van Ness Avenue 2nd Floor, San Francisco CA 94109.



Published in San Francisco Chronicle from Oct. 16 to Oct. 17, 2011

## REMEMBER

Share memories or express condolences below.

THE GUEST BOOK IS EXPIRED

*"John, you were always a welcome site on Chestnut St and Marina Super. You will be greatly missed and may..."*

**-Ezio Rastelli**  
2 ENTRIES

Please restore the Guest Book to share in the life story for JOHN PLESSAS

[RESTORE THE GUEST BOOK](#)



## More Results for John Plessas

**Archives™**

195 Records Found

[View Records](#) ➔ (http:)

Type	Records
Birth Records	93
Death Records	52
Marriage Records	50
Divorce Records	0

**GENEALOGYBANK™**

Records Found

[View Records](#) ➔ (http:)

Mortuary is in charge of arrangements.  
Mrs. Emily Corrigan  
Removal services will be at 12 p.m. (1st World Chapel of Comfort View 3) (2nd St. & Chestnut St.) or 100 block (3rd St. & Chestnut St.) and a state funeral will be held at the funeral home. Mrs. Corrigan was born in 1897, was a member of the First United Methodist Church of San Diego. A former club organizer of San Diego.

Immigration Records	1
Historical Obituaries	3
News Article	816

Search by name

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<https://sf.curbed.com/2016/6/2/11844950/marina-neighborhood-guide>



THE PEOPLE'S GUIDE  
MARINA

## Palm House Owner Anderson Pugash Guides Us Through the Marina

**Restaurateur and philanthropist tells us to ease up on the unfairly maligned Marina, and rediscover it all over again**

By [Brock Keeling@BrockKeeling](#) Jun 2, 2016, 2:16pm PDT

SHARE Palm House Owner Anderson Pugash Guides Us Through the Marina ***The People's Guide** is Curbed SF's tour of neighborhoods, led by our most loyal readers, favorite bloggers, San Francisco celebrities, and other luminaries of our choosing. Have a piece to say? We'll be happy to hand over the megaphone. This time around, we welcome **Anderson Pugash**, owner of Palm House and The Dorian in the Marina, as well as SOMA-based nightclub Audio San Francisco and cocktail/eatery Bergerac San Francisco. Let's find out what he has to say about the Marina.*



Photo by [Jenn Vargas](#)

**How long have you lived in [the Marina](#)?**

Eight years

**What's the neighborhood housing stock like?**

The marina has an amalgamation of housing types ranging from funky low-rise apartments to spiffed-up ultra modern single-family homes. It is predominantly comprised of housing stock built in the 1920's with heavy art-nouveau architectural influences, especially in the large apartment buildings. There's also some really impressive single family homes, especially on Marina boulevard and around the Palace of Fine Arts.

**Better for buyers or renters or both?**

I'm not sure I would say anywhere in the city is good for buyers or renters right now. If I had to choose, I would say its better for renters because a) most of the housing stock is old, which means tenants are protected by rent control and b) if there's an earthquake, you'll be glad you weren't an owner.

**Do you need a car to get around?**



It's better not to have a car; it's a great place to walk around with lots of fresh air and things to do. Trying to find parking will raise your blood pressure.



**thepersephonejet**

Another amazing sunset in San Francisco #sunset #sanfrancisco #photogenic #AlwaysSF #fiery  
#gorgeous #nofilter #themarinasf #clouds  
September 30, 2015

## **Most reliable public transit**

If you go by the narrow definition of reliability, I would say the Marin Airpporter which stops on Lombard street. I've used the 30x, the 22 and the 41 and they are all okay although sometimes the 30 gets so crowded you can't board. I heard they are adding more busses to the line.

## **Nearest grocery store (and why you like it)qq**

[Marina Supermarket](#) is the best grocery store in the area. It is independently-owned and fits the neighborhood. It has great produce, friendly staff, and really good pre-made meals, which are convenient for those of us who are short on time for cooking.

## **Good for kids?**

I think so. There's a lot of places to go outdoors, which is rare in many cities and I think playing outside is an important part of childhood. [Crissy Field](#), [The Presidio](#), the Fort Mason lawn, and [Moscone Park](#) are all within walking distance of each other. A lot of homes have backyards too.

## **Notable residents:**

It feels like half of the San Francisco Giants live out here and surprising to many there are actually quite a few artists as well. The international DJ and house music producer [Viceroy](#) lives out here.

## **Best place to get a coffee:**

[La Marais Bakery](#), because you can also crush a pastry while you're there and the Americano is awesome.

## **Best park:**

Moscone Park is a pretty cool part of the neighborhood. What it lacks for in size and nature it makes up for in activities for the community. Its home to a lot of sports activities, with tennis courts, baseball fields, golf cages, putting green, playground and community center it is really great for a wide range of residents.





[palmhousesf](#)

Cotton candy skies last night #tgethursday 📷: @amintzagram

April 7, 2016

### **Beloved neighborhood joint:**

I'm a huge fan of the Japanese restaurant [Umami](#) on Webster and Union. The food is awesome and fresh, and long ago I helped sand and stain the tables among other odd jobs for the pre-opening while I interned for the restaurant

group that owns it. (They have some other great restaurants in the neighborhood too, like [Mamacita](#) and [Tippy Pig](#).)

### **Best-kept secret in the Marina?**

[Brazenhead](#) is a small neighborhood restaurant that only locals know about. It's easy to miss, tucked away on a side street with no signage, and stepping in feels like you stumbled on someone's secret hideaway. The dimly lit, old-school vibe melds perfectly with its classic fare—onion soup, pepper steak and garlic bread and other dishes of that ilk. Since it's one of the few places that serves food till 1 am, it attracts a lot of the bar and restaurant industry, so it's a great place to meet some new characters.

### **Stereotypical residents:**

The Marina is San Francisco's favorite punching bag for resident stereotypes. I won't go into them all but the most infamous of these is the much maligned "Marina bro." These are your former high school athletes, replete with popped collar, short shorts, pompous haircuts, and a mysterious inability to converse at anything less than shouting volume.

### **Are the stereotypes true?**

Yes. I don't know if I should admit this publicly, but I am friends with some of them. One of them is among my best friends and he's nicknamed the "Wildcard." He once placed fifth in the annual [Mr. Marina competition](#).

### **Most common sight:**

Lululemons, cold-pressed juice, very small dogs.

### **Stay away from:**

Kale salads.

### **Where are the best places to chill and/or experience the outdoors?**

Crissy Field is an amazing place to be on a warm day. It has stunning views of the golden gate bridge, sailboats and Alcatraz along with a great beach to relax on. If you follow the path towards the Golden Gate, they also have barbecues you can use, so it's good spot for getting people together.



## **Who wouldn't be happy here?**

Trump supporters.

## **Piece of neighborhood lore:**

The [Panama-Pacific International Exposition](#) was held in the Marina in 1915 as a celebration of the completion of the Panama Canal and as an ostentatious effort to prove that San Francisco had recovered from the earthquake of 1906. The event covered over 635 acres and displayed numerous wonders of the time, ranging from the first steam locomotive to a telephone line connected with New York that allowed east-coasters to listen to the Pacific Ocean. The buildings were not designed to last, and after the affair ended, the land was sold to a developer and turned into residences. Today the [Palace of Fine Arts](#) is the most recognizable remnant left behind.

## **Describe your 'hood in one sentence:**

Don't knock it till you try it.

\*\*\*

[The Marina](#) [Curbed SF]



SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2017-18-041  
*Business Name:* Pier 39 Ltd Partnership  
*Business Address:* PIER 39, P.O. Box 193730  
*District:* District 3  
*Applicant:* Kathy Paver, Senior Vice President of Marketing  
*Nomination Date:* May 7, 2018  
*Nominated By:* Supervisor Aaron Peskin

**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

Pier 39 from 1981 to Present (37 years).

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

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

May 7, 2018

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

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Pier 39 for inclusion on the Legacy Business Registry.

First opened in 1978, Pier 39 has been a cornerstone of San Francisco's tourism industry, quickly becoming the premier draw of Fisherman's Wharf. Pier 39 has a wide range of attractions for the whole family, from fine dining, shopping and, of course, the sea lions, which have become a tourist attraction in their own right. Earlier this year, we marked the 40<sup>th</sup> Anniversary of this seminal San Francisco attraction.

Pier 39's status as one of San Francisco's top tourism destinations renders it more than worthy of inclusion on the Legacy Business Registry, and I look forward to its inclusion.

Sincerely,

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

Aaron Peskin

## Section One:

### Business / Applicant Information. Provide the following information:

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

<b>NAME OF BUSINESS:</b>		
PIER 39 Limited Partnership		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Robert Moor & Molly South		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
P.O. Box 193730 San Francisco, CA 94119-3730		((415))705-5500
		<b>EMAIL:</b>
		kathy@pier39.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.pier39.com	pier 39	pier 39 san francisco

<b>APPLICANT'S NAME</b>		
Kathy Paver	<input type="checkbox"/>	Same as Business
<b>APPLICANT'S TITLE</b>		
Senior Vice President of Marketing		
<b>APPLICANT'S ADDRESS:</b>		<b>TELEPHONE:</b>
PIER 39 P.O. Box 193730 San Francisco, CA 94119-3730		((415)) 705-5514
		<b>EMAIL:</b>
		kathy@pier39.com

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0134493	198516800047

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>
Supervisor Aaron Peskin	May 7, 2018



## 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
PIER 39	94133	May 8, 1981
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	May 8, 1981 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
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		End:

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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.

Kathy Paver

6/26/18



Name (Print):

Date:

Signature:



## **PIER 39 LTD PARTNERSHIP**

### **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.**

PIER 39, opened in 1978 and operated by Pier 39 Ltd Partnership since 1981, is a 45-acre complex built with 200,000 square feet of restaurant and retail space for a cost of approximately \$29 million. Converted from an abandoned cargo pier, this waterfront project was themed as a uniquely designed turn-of-the-century fishing village that completely encircled the pier from its Embarcadero entrance out to the bay and back.

The creation of PIER 39 came from the determination of its founder and developer Warren Simmons who had a dream in 1971 of transforming a dilapidated pier on the San Francisco waterfront into a magnificent combination of shops, restaurants, attractions and a marina to be used by visitors daily. Simmons followed his dream, and in the course of the following seven years, having spent almost one million dollars of his own money, succeeded by opening PIER 39 in 1978. "It's the only place San Franciscans can actually get out on the bay and appreciate the scenery," Simmons exclaimed regarding his inspiration for designing PIER 39.

In the process of preparing its development, then-local supervisor Dianne Feinstein had expressed her doubts as to how and when Simmons would open PIER 39. Simmons was so confident of his completion date that he boasted that PIER 39 would be finished and open to the public on October 4, 1978, at 11:30 a.m. In a challenge to Simmons' specified opening date, Feinstein replied that if the date was met, she would show up for the ribbon cutting ceremony in a bikini. Simmons kept his word, and on opening day, Dianne Feinstein kept her promise. Feinstein showed up in a period piece – a turn of the century 'bikini' to cut the ribbon and welcome the public to enjoy PIER 39.

The challenge of creating PIER 39 was to capture the vitality of San Francisco as a destination and to bring all of its entertainment offerings of fun, food, and shopping into a 'village square' as a place for people to gather and enjoy themselves. Simmons' vision was a two-level complex that people of all ages could enjoy. To provide a unique ambiance, Simmons filled PIER 39 with independent, family-owned and operated shops and local artisans who worked daily in their establishments to create jewelry, wood carvings, candles, puppets, glass sculptures and more. Some of the original planking from the old surrounding piers was also used in the construction of the pier. When it opened, there were 50 retail shops, 23 restaurants and 12 fast food eateries. On each side of PIER 39 was a 300-berth marina. PIER 39 also featured a 5-acre waterfront park to the east and west of its entrance.

Within two weeks of opening, PIER 39's attendance averaged 20,000 to 30,000 guests per week. Most people visiting the PIER liked its rustic feeling and seaside village charm. On October 4, 2018, PIER 39 will celebrate its 40th year as one of San Francisco's most-visited attractions, drawing 15 million local, national and international visitors annually.

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

PIER 39 has not ceased operations since it opened in 1978.

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

PIER 39 is not a family-owned business.

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

A history of the business ownership is as follows:

1978-1981	Warren Simmons
1981-Present	Pier 39 Limited Partnership

In 1981, PIER 39 was purchased from Warren Simmons by a limited partnership set up by Robert A. Moor and Molly M. South of Moor + South based in Lake Forest, Illinois. Since 1980, Moor + South has focused its expertise on the creation of real estate value through the ownership and/or management of urban entertainment projects nationally. When Moor + South purchased PIER 39, the PIER produced \$35 million in gross sales annually. To increase its financial viability, Moor + Smith formed the Pier 39 Limited Partnership and appointed a new management team that immediately began implementing changes to improve The PIER's retail, entertainment and restaurant offerings. Many new shops, restaurants and attractions have been added over the years to constantly improve PIER 39's unique tenant mix.

The property is owned by the Port of San Francisco. PIER 39 is a tenant of the Port and owns the leasehold improvements on the property. The ground and surrounding port area are subject to a ground lease with the Port of San Francisco that expires on December 31, 2042.

The leasehold improvements consist of PIER 39 itself, an adjacent fishing pier (Pier 41), 18 retail buildings, an adjacent aquarium building, a 980-car garage and an improved waterfront parkway. The PIER 39 Garage is located across the street on the south side of The Embarcadero and is accessible via a pedestrian foot-bridge on the second level of PIER 39 and crosswalks at street level. The property includes 16 two-story buildings and two three-story buildings. The total floor area of the PIER 39 deck is 241,499 square feet, while the Gross Leasable Area (GLA) is 244,874 square feet on two levels.



**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.**

Supplemental documents and materials are included in the Legacy Business Registry application to demonstrate the existence of the business prior to current ownership.

**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.**

To increase the authenticity of PIER 39, the Eagle Cafe, a San Francisco establishment since 1920, was moved lock, stock and barrel from its original location at Powell Street and The Embarcadero (2 blocks east of its present location) to the second level above the Entrance Plaza to PIER 39. Eagle Cafe shares the distinction of being one of the original restaurants at PIER 39 along with Swiss Louis Italian Seafood Restaurant. Both restaurants have withstood the test of time and are still serving visitors today. The Eagle Cafe building is designated by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act (CEQA).

The remainder of PIER 39 is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible" with regard to CEQA. PIER 39's architectural style has not changed dramatically since its inception.

## **CRITERION 2**

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

PIER 39 stands as an inspiration that succeeded beyond everyone's wildest dreams. Back in 1981 when the PIER was still new and Pier 39 Ltd Partnership took over, there was a lackluster retail mix and a diving pool that, while engaging, generated no income. The challenge faced by the new ownership was to develop PIER 39 into a world renowned premier waterfront attraction on San Francisco Bay, which they did. Today, there are over 100 restaurants, shops, and attractions, plus special events and live daily entertainment at the PIER. As one of San Francisco's most-visited attractions, PIER 39 is visited by people from all over the world to view its surrounding scenic landscapes, visit its shops, and dine at its seafood restaurants.

Total gross sales in 1981 were approximately \$35 million. By 1988, gross sales totaled \$81 million. By 1996, sales continued to grow to nearly \$128 million. In 2000, total gross sales were \$167 million. Fast forward to 2017, PIER 39 generated \$258 million in gross sales.

PIER 39 was expected to generate at least \$2 million annually in taxes and revenues to the Port and the City and County of San Francisco when it opened. Today, it is estimated that PIER 39 and its tenants employ an estimated 2,213 workers and pay the Port and the City approximately \$25.5 million in rent and taxes.

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

When PIER 39 opened, live entertainment offerings ranged from San Francisco street performers including jugglers, magicians and comedians to a precision high-diving team that dove 87 feet into a chilly 9-foot diving pool. The Palace of Fun Arts arcade near its Entrance Plaza, later renamed Funtasia, housed a double-decked Venetian carousel with an accompaniment of bumper cars and an assortment of arcade games. In 1990, the Funtasia arcade was replaced with state-of-the-art games and new ownership. NAMCO, a premier video game company, began managing the games arcade by introducing and operating NAMCO Cyber Station, an attraction that continued its offering of bumper cars and more than 100 video and redemption games.

In 1979, less than a year after PIER 39 opened, Blue & Gold Fleet, with three passenger vessels docked in PIER 39's West Marina, began providing pleasure cruises on the San Francisco Bay. In 1997, Blue & Gold Fleet acquired the majority of Red & White Fleet's assets. Blue & Gold Fleet is now the largest ferry and passenger excursion vessel operator serving commuters, residents and visitors on San Francisco Bay. Approximately four million passengers are transported annually by the company.

In January 1990, not long after the Loma Prieta Earthquake, an unusual change to PIER 39's West Marina K-dock occurred. K-dock suddenly became home to hundreds of California sea lions attracted by the nearby herring population and the becalmed waters of the bay. These marine mammals made a spectacle of themselves and inevitably became PIER 39's most popular attraction. In January 2014, The Sea Lion Center, a free interpretive learning center, opened to the public in PIER 39.

To increase its draw as an attraction, PIER 39 began a foray into entertainment cinema. In 1992, it opened a new attraction, an Iwerks Turbo Ride Simulation Theater. One-part motion ride and one-part movie theater, the hydraulic seats in the auditorium moved in synchronization with the action on the screen. The realism of combining movies and motion made Turbo Ride both imaginative and fun. Ten years later, Turbo Ride was replaced with 7D Experience which now features action-packed 7-D adventures.

In 1996, PIER 39 guests who had a curiosity about the Bay's underwater inhabitants could visit UnderWater World (later renamed Aquarium of the Bay), an educational marine facility. This aquarium featured 700,000-gallon crystal clear acrylic tunnels that guests could walk through to watch the Pacific underwater population of bat rays, sharks, eels, jelly fish and giant octopi.



Interpretive naturalists stationed throughout the aquarium answer questions and inform guests about the local marine environment.

In 2002, to encourage traffic to the bay end of PIER 39, its arcade operation was moved from the Entrance Plaza to the back end of the PIER, and transformed into Riptide Arcade, the largest video game center in San Francisco. The new entertainment attraction was renamed in 2009 to Player's Arcade. Players combines state-of-the-art video and virtual reality games with traditional novelty and redemption games for guests to win prizes from their playing success.

Every year, PIER 39 hosts various special events such as the Anniversary of the Sea Lions' Arrival to PIER 39, Tulipmania, Wine Pours, Outdoor Movie Nights and a Tree Lighting Celebration. The PIER also participates in various civic events such as the City and County of San Francisco's Fourth of July Waterfront Celebration and Fleet Week.

With all its attractions and entertainment options in place, the single most captivating feature of PIER 39 is free: standing on the PIER looking at San Francisco Bay, the Golden Gate Bridge, Alcatraz, Angel Island and the magnificent San Francisco skyline.

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

PIER 39 has been featured in numerous news articles, magazines and travel publications. Amusement Business and USA Today named PIER 39 the third most-visited attraction in the country in January 1989. In 1992, The London Observer named PIER 39 the third most-visited attraction in the world. In 2012, Travel & Leisure Magazine named PIER 39 #20 on the list of America's most-visited tourist attractions.

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

Warren L. Simmons, the original developer of PIER 39, was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto PIER 39 which was then an abandoned cargo pier used to store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to

deal with 11 agencies to get the plans for PIER 39 approved. As a testament to Simmon's perseverance, PIER 39 became the first commercial development on the San Francisco Waterfront since World War II.

PIER 39 opened in October 1978 with 23 restaurants, 105 specialty shops and much fanfare. As part of the remodel, he gave a nod to his alma mater and launched the Blue & Gold Fleet to compete with other bay cruise and ferry businesses on the San Francisco Bay. After opening, PIER 39 was hit with a barrage of investigations of corruption pertaining to the way the property was developed. Faced with various allegations, exorbitant legal fees and increases in property tax assessments, Simmons decided to sell PIER 39, which he did in 1981 to Chicago-based Moor + South.

Simmons, along with his son Scooter, then founded Chevy's Tex Mex chain of Mexican-style restaurants and opened the first Chevy's in Alameda, California. The chain grew to 37 restaurants across California by August 1993, when it was acquired by PepsiCo's subsidiary Taco Bell. At age 67, when Simmons needed fresh cranberries for his seasonal margaritas at Chevy's, he decided to purchase thousands of acres of farmland in Chile and, against everyone's predictions, became the world's largest grower and processor of cranberries. Simmons passed away at the age of 79 in June of 2016.

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

PIER 39 gladly honors charitable donation requests from nonprofit 501(c)(3) organizations. Contributions to the organizations include one PIER 39 Fun Pack containing discount offers to PIER 39's shops, restaurants, and attractions and two PIER 39 Premier Passes. Each Premier Pass includes one free Blue & Gold Fleet San Francisco Bay Cruise or one free RocketBoat ride, one free ride on the San Francisco Carousel, one free admission to Aquarium of the Bay and one free admission to 7D Experience. Validation for one hour of free parking in the PIER 39 Parking Garage is also included. Donation requests are limited to one request per nonprofit organization per year.

PIER 39 is committed to the preservation and conservation of the San Francisco Bay's natural environment by encouraging, creating and supporting ecological education; practicing responsible consumption; developing renewable energy sources; and addressing environmental issues. PIER 39's recycling efforts help divert more than six million pounds of waste material from local landfills each year. Along with cardboard, mixed paper, plastic, glass and aluminum, PIER 39 offers an organic/wet garbage composting program for its full-service restaurants, resulting in more than two million pounds of food waste recycled annually. PIER 39 also recycles 100 percent of its landscaping waste. A portion of this recycled waste is returned as fully composted material and incorporated back into the soil. PIER 39 has incorporated the use of LED technology extensively in the area and architectural lighting around the PIER, contributing to reduced electrical use and resulting in significant savings and a reduced carbon footprint. In recognition for its outstanding, wide-range recycling efforts, PIER 39 has received numerous awards, including the State of California's Waste Reduction Program (WRAP) Award



almost every year. PIER 39 was also the first organization in the country to receive ISO 9001-2015 certification.

Members of PIER 39's senior leadership team currently serve on boards of directors for a variety of local, regional and state community organizations which include: The Fisherman's Wharf Community Benefit District, San Francisco Travel Association, San Francisco Chamber of Commerce, Cal Travel Association, Visit California, Moscone Expansion District and the Tourism Improvement District, San Francisco State University Foundation, the California Harbor Master and Port Captain's Association, California State Parks Hospitality Association, Inland Boatman's Union National Health and Pension Board, Passenger Vessel Association (Western region), San Francisco Bay Harbor Safety Committee, Ferry Operator Work Group and the Northern California Human Resources Association.

Since opening in 1979, PIER 39 has been a popular performance venue for local musicians and street performers. These artists are granted permission to perform at PIER 39 and pass the hat to collect tips.

As of January 2018, PIER 39 employs 135 of its own employees. While PIER 39 has no way of knowing how many employees its individual tenants hire, it estimates that approximately 1,800 employees work in PIER 39's shops, restaurants and attractions during the peak summer season.

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

PIER 39 is one of the city's most successful tourist attractions. In 1989, PIER 39's popularity reached historic proportions as it was voted the third most-visited attraction in the United States by Amusement Business, an industry trade publication and by USA TODAY. Translating that popularity into actual visitor counts, Economic Research Associates calculated PIER 39's annual attendance at approximately 10.5 million visitors.

In 2012, Travel + Leisure listed PIER 39 as the 20<sup>th</sup> most-visited tourist attraction in the United States with 8,133,700 annual visitors. The attractions reviewed by the magazine included natural, cultural and historic sites as well as recognized areas of limited geographic scope like the Las Vegas Strip. Only the Golden Gate Bridge (tied for No. 8, attracting 15 million visitors annually) and Golden Gate Park (tied for No. 10, attracting 13 million visitors annually) attracted more visitors in San Francisco.

Because of its popularity with tourists, PIER 39 opened its state-sanctioned California Welcome Center in 1996. This new facility provides visitors with an itinerary-planning desk to obtain information about California touring trips.

According to PIER 39's 2016 Visitor Profile Study conducted by Destination Analysts, PIER 39's demographic visitor profile is as follows:

- 27% coming from the 9-county Bay Area with 44% coming specifically from San Francisco
- 19% coming from California outside the 9-County Bay Area
- 23% coming from the rest of the United States outside of California
- 31% coming from other countries

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

PIER 39 opened with a carousel inside the Palace of Fun Arts that was popular but was placed in a location that lacked visibility. To increase attendance and consumer spending, the carousel was moved to an outside plaza at the bay end of the PIER where the diving pool was previously located. In the carousel's place, PIER 39 created Funtasia, a more engaging and profit-making video arcade and redemption game center.

In 2002, 2008 and 2016, PIER 39 installed new double-deck carousels. Each carousel was designed and hand-crafted in Italy. The newest carousel which was installed in 2016 features 1,800 twinkling LED lights and hand-painted ceiling panels of San Francisco landmarks, including the Golden Gate Bridge, Coit Tower and California sea lions at PIER 39. There are 32 animals that fill the carousel, ranging from exotic sea dragons and dolphins to classic horses and chariots.

In 1985, PIER 39's East Park was selected as the site for San Francisco's first waterfront sculpture, "SKYGATE." Situated along The Embarcadero, the sculpture's 26 feet of sparkling stainless steel reflects the beauty of the San Francisco Bay. The bronze sculpture, "Guardians of the Gate," greets visitors to PIER 39's West Park. The sculpture was commissioned to celebrate the more than 700 California Sea Lions that took residence in the PIER 39 Marina in 1990.

The Sea Lions have become PIER 39's world-famous natural attraction. Approximately 3,000 square feet of additional viewing space was added adjacent to K-Dock to provide visitors more space to overlook these marine mammals. Aquarium of the Bay and The Sea Lion Center provide naturalists that educate the millions of visitors to come to view the Sea Lions each year.

PIER 39 is home to "Open Heart," one of San Francisco General Hospital Foundation's 2014 "Hearts in San Francisco" that supports the vital programs and initiatives of San Francisco General Hospital and Trauma Center. The sculpture is permanently located on Level 1 at the bay end of PIER 39. "Open Heart" was hand-painted by local artist Patrick Dintino, a San Francisco native whose mother's life was saved more than a decade ago by open heart surgery. "Open Heart" represents the larger idea of love and understanding self-concept—of opening our hearts and seeing what's inside, what makes us tick," said Dintino. "It symbolizes the openness of our city's heart, as well as the idea of falling in love with and leaving your heart in San Francisco."



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

If PIER 39 were to be shut down, the Port would lose rental and permit income, and the City and County of San Francisco would lose tax revenue. Approximately 2,000 employees would no longer have jobs. The livelihood of many of independent, locally-owned and operated businesses on PIER 39 and in Fisherman's Wharf would be in jeopardy, and the City would lose approximately \$25.5 million dollars a year in tax revenue.

Since PIER 39 attracts more than 15 million visitors each year, the number of people coming to the San Francisco Waterfront would most likely drop significantly.

**CRITERION 3**

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

PIER 39 is intertwined with San Francisco, Fisherman's Wharf, and the San Francisco Bay. As visitors stroll along PIER 39, there is a uniquely San Francisco presence in the sights and sounds they experience. Visitors not only enjoy the surrounding views, but also enjoy the sea lions frisking about, the colorful array of merchandise in the specialty shops, the glimpses of the comical street performers, the sounds of the roosting sea gulls as they fly overhead, and the aromas of freshly steamed crab.

From the early days when Warren Simmons had the idea to build this dining and shopping complex right over the water, disapproval for the project was made loud and clear. Simmons called the opposition "restless natives." He said, "The project took a developer with a horde of local contacts and a self-proclaimed love of the city to move PIER 39 through the permit process."

When PIER 39 opened, cynics voiced their disdain for the fake waterfront village constructed of weathered wood which was filled with souvenir shops fit only for tourists. Controversy continued to build as the local media exposed the fact that several city workers had invested in PIER 39 and had become tenants. Three weeks after PIER 39's opening, Allan Temko, the San Francisco Chronicle's Pulitzer Prize-winning architecture critic, called the development a dumping ground of "corn, kitsch, schlock, honky-tonk, dreck, schmaltz, merde," as well as "pseudo-Victorian junk," "non-architecture," and an "ersatz San Francisco that never was."

Now almost 40 years later, PIER 39 has withstood the test of time. Although many locals still don't like to admit their fondness for the waterfront attraction, when they visit (and they do), they have fun visiting the PIER's unique shops, dining at PIER 39's restaurants and experiencing its numerous entertainment venues. From PIER 39, locals can access the water and take in many of the wonders of San Francisco Bay, including the surrounding marina and the herd of California Sea Lions that are now synonymous with this popular waterfront attraction. Those choosing to look back into and beyond the PIER are treated to spectacular views of San

Francisco icons such as Coit Tower, St. Peter and Paul Church, the Transamerica Pyramid and the new Salesforce Tower. For a local, PIER 39 provides the perfect spot to access the water or take a vacation in their own backyard. The PIER has become part of the fabric of the City and serves as a shining example of how a commercial development can successfully connect to the waterfront and the Bay.

**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)**

Pier 39 Ltd Partnership is committed to maintaining PIER 39 as a center of restaurants, shops, and attractions providing a fun, action-packed experience for visitors.

**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.).**

Pier 39 Ltd Partnership is committed to maintaining 18 retail buildings, the PIER 39 Parking Garage, its West and East Waterfront Parks, the Sea Lion Haul Out Area, the PIER 39 Marina and Breakwater.

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

The physical features and traditions that define PIER 39 have been maintained since the PIER opened in 1978.



# Legacy Business Registry Application for PIER 39

## Section Five



# Developer Warren Simmons with a Model of PIER 39





# The Original Pier 39 as a Working Pier



# Tearing down Pier 39 to Develop the New Project





# Moving Eagle Cafe to its New Home on PIER 39



# Press Clipping 9/16/1978

San Jose Mercury News, Saturday, September 16, 1978

## Supervisor may show off at Bay specialty center

SAN FRANCISCO (UPI) — The unveiling of a specialty center on the waterfront may also allow the public to get a revealing glimpse of San Francisco Supervisor Dianne Feinstein.

The grand opening of Pier 39, long abandoned by major shipping and now transformed into the largest development ever built on San Francisco's northern waterfront, is scheduled for Oct. 4.

Aside from getting its first look at the pier's new \$30 million image, the public may also get a peek at Ms. Feinstein in a bikini. The supervisor was so sure developer Warren Simmons couldn't meet the scheduled opening date, she made a bold bikini bet: She promised to appear in her itty-bitsy swimsuit for the ribbon cutting ceremonies.

The supervisor would only say she "will be there suitably clad." When pressed specifically whether the "suitably clad" meant "bikini clad," she answered, "I won't say, I'll just keep them guessing."

But she gave credence to the growing speculation she will keep her word to the minutest detail by adding, "I'll have to do some serious exercising in the next few weeks. I made what seemed to be a safe bet about four or five years ago, and a lot can happen in that time."

Simmons himself wasn't sure then that he would succeed where the Rockefeller's, U.S. Steel and the Ford Foundation failed.

The pilot-turned-builder says many large corporations tried to develop the northern waterfront. He believes 11 state and local governmental bodies finally approved his plan because "I'm a hometown boy who would never rape any part of this beautiful city."

Simmons says he proposed the specialty center with a turn-of-the-century theme on 45 acres of "the most valuable piece of undeveloped land in the country" because he was annoyed with the "waste of what I foresaw as a prime commercial area."

Major shipping has long since moved from the northern waterfront to the more convenient southern waterfront or across the bay to Oakland, leaving the northern piers for dead storage and decay.

Now, the complex — located just east of Fisherman's Wharf — will house 23 restaurants, 105 specialty shops, 25 artisans and craftsmen and a 350-berth marina. Most of the structures and the first and second level walkways are being built of aged, weathered wood salvaged from the demolished sheds of the surrounding piers.

Mimes, jugglers, repertory groups, strolling musicians and a high diving team will provide year-round free entertainment along the walkways inside the center and in the five-acre waterfront park. Among craftsmen demonstrating their skills will be fortune cookie and kite



Diane Feinstein ... Gets bikini ready

makers, glass blowers, wood carvers, pewtermiths and a blacksmith.

His revenue estimates of \$400 per square foot would make this the highest grossing shopping center in the country.





# Opening Day – October 4, 1978



# Warren Simmons with San Francisco Supervisor Dianne Feinstein on Opening Day





# Warren Simmons and Dianne Feinstein Cutting the Ribbon on Opening Day



# PIER 39 Entrance Plaza





# High Divers at the Bay End of PIER 39



# A Look Down PIER 39





# Press Clipping 10/5/1978

4 San Francisco Chronicle ★ Thurs., Oct. 5, 1978

## *Feinstein Suits Up*

### **A Snazzy Opening for Pier 39**

San Francisco's newest shopping and dining showplace opened yesterday with a throng of several thousand visitors, a barrage of balloons and official speeches and a scantily clad president of the Board of Supervisors.

The occasion marked the first day of business for the \$29.5 million, 27-acre Pier 39 complex devised by entrepreneur Warren Simmons on the waterfront adjacent to Fisherman's Wharf.

Supervisor Dianne Feinstein, who had promised Simmons she would wear a bikini if he met his opening deadline, appeared instead in a tan body stocking and a one-piece bathing suit.

Since about half of the pier's 103 shops and 23 restaurants will take another month to complete, Feinstein said, "I'll only take off 50 percent of my clothes."

She then took a pair of hedge clippers offered by Simmons and sawed through a six-foot-high blue ribbon to open the pier to an Embarcadero crowd that surged through the quarter-mile-long complex.

Simmons was extolled in speeches by city officials who praised him for his perseverance in steering his project through regulatory agencies and past the objections that the complex would clog traffic, block views and lack quality.

Mayor George Moscone saluted Simmons for adding to a "rejuvenated port community" and providing an estimated 2000 jobs and \$2 million a year in taxes.

It was also learned that a fifth former city official who played a central part in negotiating a 60-year lease for the Simmons property has ended up with a piece of the pier 39 action.

Tony Bobier, a former deputy city attorney who oversaw the master lease on behalf of the port which owns the pier, was busy yesterday helping his wife, who opened a seashell shop.

At least four other former or present city officials have a stake in other restaurants and fast food outlets on the pier.



# Press Clipping 10/5/1978





# Press Clipping 3/23/1979

**Business/Marine** D10 S Fri., Mar. 23, 1979

## All's Not Fine at Pier 39

### Wave of Inquiries Strikes Complex in San Francisco

SAN FRANCISCO — (AP) — Where burly longshoremen once loaded ships with the products of California, hordes of visitors are flocking to San Francisco's newest tourist attraction.

Located a short walk from Fisherman's Wharf, it's a giant turn-of-the-century amusement, shopping and dining complex called Pier 39, in honor of the shipping pier it replaced.

(Similar tourist development of the Seattle Central Waterfront is planned by the city and port of Seattle, for similar reasons: The old piers are worth little as shipping terminals.)

But all is not rosy at Pier 39. Since it opened five months ago, it has been hit by a barrage of investigations into allegations of corruption in the way it was developed.

"On the weekends the people are shoulder to shoulder," says developer Warren Simmons, a hard-driving, 51-year-old retired airline pilot. "When it rains, the people are umbrella to umbrella."

Visitors park in a new 1,000-car garage and stroll over weathered planking to ride a double-deck carousel in a lavish fun house, browse in 105 shops that sell everything from expensive clothes to waterbeds for pets, or dine in 23 restaurants — all with magnificent views of the Golden Gate Bridge, Alcatraz or Treasure Island. Street musicians and mimes entertain.

The 45-acre complex, most of it over water, also includes a 350-boat marina for permanent tieups for sea-weary voyagers.

Based on the current rate of visitors, Simmons predicts more than 13 million will come to Pier 39 this year — 3 million more than visit Disneyland annually. Simmons says the only amusement complex with more visitors is Disney World in Flroida, which receives 14 million visitors a year.

The \$54-million project is the first major development since World War II on San Francisco's northern waterfront, once a thriving shipping area which fell into disuse as most ocean commerce moved across the bay to Oakland's modern containerized cargo port.

Simmons spent more than \$1 million and several years methodically collecting permits from 11 different governmental agencies. He succeeded where red tape hopelessly mired waterfront projects proposed by others.

He spent about \$34 million developing the pier and concessionaires spent about \$20 million more fixing up their shops and restaurants.

The balding developer took his first turn at business selling newspapers on San Francisco streets at age 9. He became a multimillionaire founding the highly successful chain of Tia Maria Mexican restaurants and the Disco department store chain. He sold the restaurants for \$4.5 million to help finance Pier 39.

But with his success has come a raging controversy.

A county grand jury reportedly is examining details regarding Simmons' 60-year lease for the property, and City Attorney George Agnost filed suit a month ago to nullify the lease.

Agnost claims there was conflict of interest and fraud involving Port Commission personnel. He also is trying to increase the property tax assessment on Pier 39.

Simmons emphatically denies wrongdoing and filed a claim with the city for \$50 million because of Agnost's actions.

"There is no validity to the suit at all," Simmons insists. "George Agnost is a politically ambitious man who has the unique ability of driving business out of San Francisco."

Simmons claims the controversy was stirred by businessmen at Fisherman's Wharf, who fear loss of business to Pier 39.

Under the lease, Simmons pays a minimum of \$370,000 per year rent. That will increase after the fifth year under a complicated formula that Agnost has called "distorted" and "a very strange provision to have in a business lease." Simmons responds that it was modeled after a lease on another pier that has not been developed.

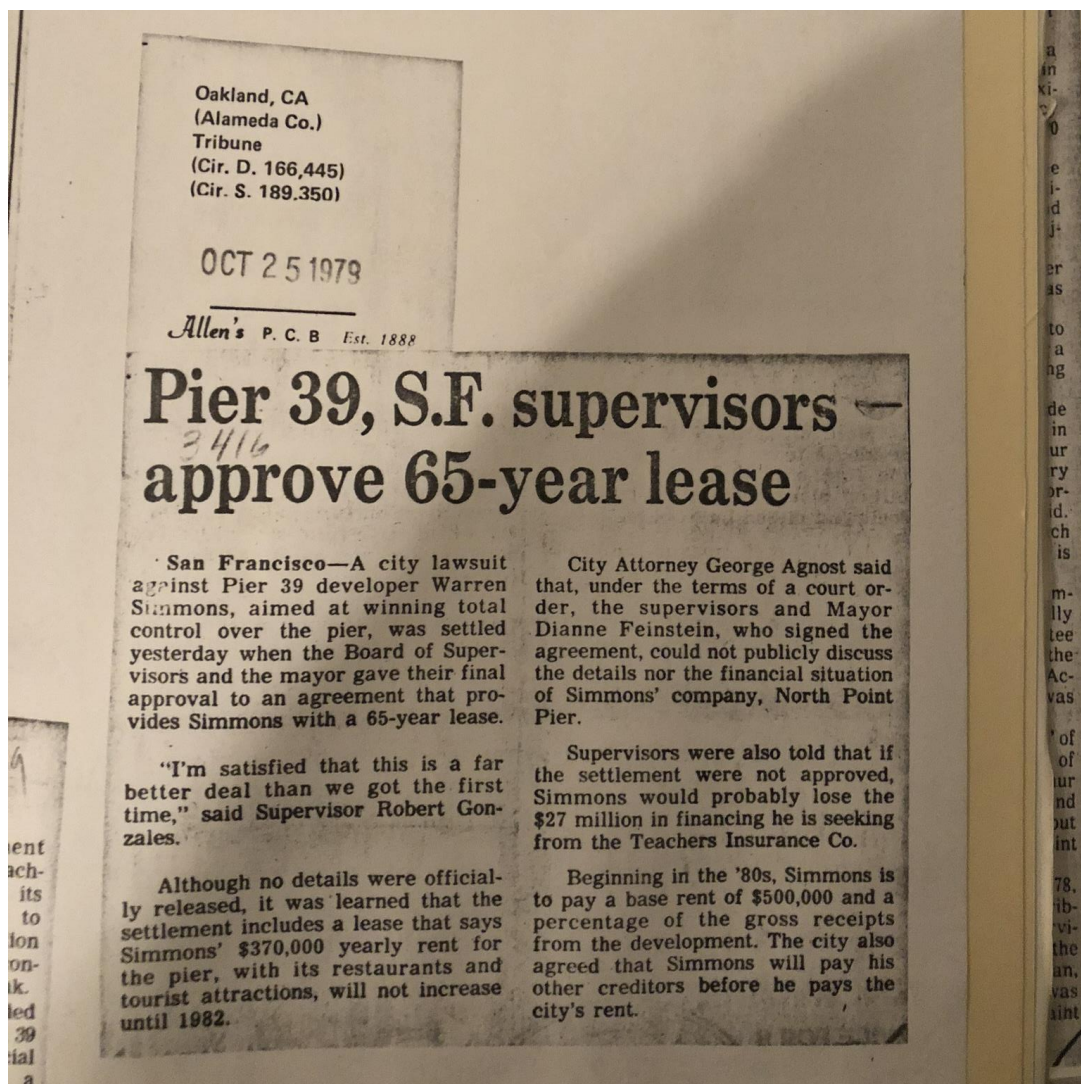
Aside from the lease, Agnost claims the city tax assessor's judgment that Pier 39's land is worth \$665,000 is 20 to 23 times too low. He had two independent appraisers value the land, and they came up with \$15 million and \$16.3 million.



**DEVELOPER Warren Simmons poses on walkway overlooking Pier 39 — AP Photo.**

And now the tourist at

# Press Clippings 10/25/1979





# Press Clipping 10/30/1979

S.F. EXAMINER C Tues., Oct. 30, 1979

## Legal woes forced Simmons to give up Pier 39 position

By Larry D. Hatfield

Visionary developer Warren Simmons gave up his dream and the presidency of the Pier 39 tourist development party because he intended to plead guilty to misdemeanor charges of making illegal campaign contributions to mayoral candidate Quentin Kopp and other politicians, sources close to Simmons say.

His other legal problems, including a just-settled multi-million-dollar civil suit against him by the City and a still-incomplete investigation by the San Francisco Grand Jury, played a role, but the deciding factor in his step down was the criminal charges filed yesterday, the sources said.

In other developments in the long-smoldering Pier 39 hassle: •Principals on both sides denied there were any deals made involving the settlement of the civil suit and yesterday's criminal charges.

•The district attorney's office asked Presiding Judge Robert Merrill to extend the term of the grand jury, which expires tomorrow, so it can proceed with its investigation of other allegations concerning Simmons and Pier 39.

•Simmons issued a statement admitting making the illegal campaign contributions but saying he "hopes both his friends and critics will accept his profound regrets for these mistakes and will not magnify them beyond their true proportions."

Simmons, who has been tied up with the City and financial institutions for years trying to make a go of the tourist center on the Bay, pleaded guilty to four misdemeanor counts yesterday before Municipal Judge Louis Garcia.

Sentencing was set for Nov. 26 and Simmons could face as much as a year in county jail and \$35,000 in fines. In exchange for the guilty plea, the district attorney's office agreed not to make any recommendations about the harshness of the sentence.

Two of the four counts involved laundering campaign contributions, then falsely altering corporate records to shield the source of the contributions—Simmons.

According to the complaint filed by the district attorney, Simmons, through conduits, gave illegal money amounting to \$3,750 to campaign committees for late Mayor George Moscone, former Lt. Gov. Mervyn Dymally and ex-Supervisor Dan White, now in state prison for the slaying of Moscone.

The complaint also alleges that Simmons concealed his contribution of \$1,000 to Quentin Kopp's "Friends of Kopp Committee" last year by laundering it through businessman Phillip Greer.

Both of those counts are conspiracy to violate California's 1974 Campaign Reform Act and could have been charged by the grand jury as felonies. Kopp has said he was unaware of the source of the contribution from Simmons and, when it was discovered, it was returned.

Chief Asst. Dist. Atty. Charles Breyer said, however, that such cases are rarely charged as a felony.

"It's a bootstrap thing," Breyer said, saying that since the other two charges—giving campaign contributions in cash—are misdemeanors under the campaign reform act, prosecutors traditionally view the conspiracy charges as misdemeanors as well.

"The grand jury never seriously considered it (asking for felony charges)," Breyer said.

Breyer also said it was "normal" for a grand jury to ask the district attorney to file charges instead of returning a formal indictment in misdemeanor cases.

Simmons yielded his presidency and post as chief administrative officer of Pier 39 last week to Gilbert K. Freeman, who was vice president in charge of finance.

Simmons nominated Freeman in a meeting that came only a day after the San Francisco Board of Supervisors and Mayor Feinstein gave final approval to settlement of the City's suit against Pier 39, alleging that former City officials and Simmons had been involved in a conflict-of-interest situation when he granted them favorable lease arrangements at the pier in exchange for favorable lease arrangements for the entire development.

Pier 39 officials did not retort Simmons' abdication to his legal problems publicly but three separate sources said yesterday that his removal was considered essential to the future health of Pier 39.

It was not clear what role Simmons would play in the future of the development but a day after the settlement, Pier 39 officials announced that Teachers Insurance Co. had agreed to extend its deadline on its commitment to provide a long-term \$27 million loan to Pier 39.

Whatever his official capacity, Simmons will continue to play a major role in Pier 39. Proxy statements as of Aug. 27 showed that he owned 334,752 shares of the outstanding common stock of the corporation—34 percent of the total. That ownership did not change with his abdication.

In a short statement released by a press aide after yesterday's guilty plea, Simmons noted that "neither the district attorney nor the grand jury has filed any charge relating conflict of interest.... No wrongdoing has been found by any of the many government agencies which have carefully investigated all the circumstances leading to the 1975-77 agreements authorizing the development of Pier 39."

Members of the grand jury declined comment, but Breyer said the grand jury would continue to investigate Pier 39 with the DA's assistance.

Judge Merrill has been asked to extend the term of the jury so it could continue its probe, Breyer said, but even if a new jury is impaneled, the investigation will go on. "If a new grand jury came in, we would pick and choose what evidence we would develop for them," Breyer said. "It (presenting evidence again) is not an insurmountable obstacle."

Meanwhile, Breyer, Asst. City Atty. Phil Ward, who handled the civil suit against Simmons and Simmons' attorney, Stuart Pollak, all denied there was any connection between the settlement of the civil suit and Simmons' guilty pleas yesterday.

Breyer said the case was a significant prosecution in that it is one of the first criminal prosecutions for a violation of the Political Reform Act.

Grand jury and DA sources declined to comment on whether the continuing investigation was aimed solely at Simmons or also would involve either the recipients of his laundered campaign contributions or those who acted as his frontmen.



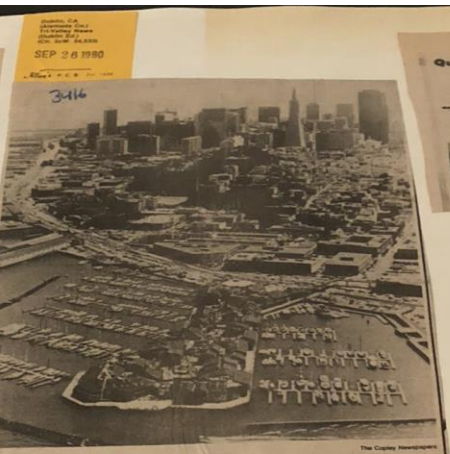
WARREN SIMMONS  
Admits illegal contributions

# Press Clipping 9/26/1980



**San Francisco adds another landmark attraction: Pier 39**

San Francisco's newest landmark attraction, Pier 39, is set to open its doors to the public in the near future. The pier, which is being built on the waterfront, is expected to become a major tourist destination. The pier is being built on the waterfront, and is expected to become a major tourist destination. The pier is being built on the waterfront, and is expected to become a major tourist destination.



**Question Man**  
The Most Daring Thing You've Ever Done?

By Conti

Robert of North Point sleeping...

San Francisco, CA  
(San Francisco CA)  
Progress  
(City North Edition)  
(Ch. 34W, 218,578)

SEP 26 1980

Alta's P.C.B. 5th 1980

**OUTDOOR ADVENTURES**

346

By Larry Green

**Fascinating bay rockfish study**

The National Marine Fisheries Service Study Center located in Marin County conducts a multitude of interesting research programs that benefit commercial and sportfishermen as well as contributing to valuable scientific data.

**to something Pier 41?**

provide plant life, in-man-made Aquarium re with n. m't seven r. John of thearium units it rium t be he ly is

advisory board didn't approve and those aspects of the proposal were dropped from the plan, said Batha.

The commission is expected to vote on the rubble, rock and tires proposal at its meeting Oct. 2.

B.C.D.C. staff has recommended approval with certain conditions. Among those conditions, said Batha, is that tires be firmly anchored to keep them from floating away. They would have to be marked so that if they should break away, Northpoint Pier Inc. would be responsible for retrieving them.

Staff is recommending that only clean fill be allowed, that metal, because it would rust, be prohibited, that fill pieces be at least two feet by two feet to protect against their shifting.

To Page 2

**Pier 39: It's becoming a top S.F. attraction**

By Roger Hubbard

Coney town returns.

**SAN FRANCISCO** — Move over Golden Gate Bridge, cable cars and Fisherman's Wharf.

Pier 39, now approaching its second anniversary on the waterfront just east of the famous wharf, is taking its place as one of San Francisco's most alluring attractions.

What is Pier 39? That's hard to describe in a few words except that it's fun, different and enjoys a fantastic location.

Pier 39 is a 45-acre waterfront complex offering 116 one-of-a-kind specialty shops, housing 14 full-service restaurants and nearly as many fast-food establishments, all with breathtaking harbor views.

It has a 325-berth marina and is the docking location for the Blue and Gold Fleet, which offers San Francisco Bay tours.

In addition, though not an amusement park, Pier 39 has a Palace of Fun Arts that features a double-decked merry-go-round, jumper cars, video games and over 100 other kinds of games.

What gives Pier 39 its special charm is the free entertainment which erupts without warning at various points along the pier. The traditional San Francisco street entertainers furnish most of the extemporaneous fun.

There is the Butterfly Man, the Rainmaker and other unforgettable characters. The Butterfly Man holds a decorative and once worked as a chemist. But now he claims to make a happier living as a juggler, unicyclist and comedian on Pier 39 just passing the hat after each performance. Clowns, magicians, strolling musicians and mimes also roam the pier.

There are also three stages for entertainers who don't care to roam amongst the crowd.

The most organized and stationary entertainers are the Great American High Diving Team that drills the crowd five times daily with previous trick dives into a pool near the end of the pier. They end each performance with an 8-foot dive.

There is no admission to Pier 39 and families, tourists, locals, businessmen and shoppers mingle on the two open levels. The lower level features solid open planking, while the second is a series of walkways and balconies that lead to shops and some of the fancier restaurants.

There are no chain operators at Pier 39; the restaurants and shops are all independent and locally owned.

Some have opened branches since being born on the pier, but all are strictly San Francisco.

Some of the city's well-established restaurants have moved to Pier 39. They were lured by the breathtaking view of the bay and nearby Alcatraz Island, plus the vantage lights from San Francisco's skyline.

The full-service restaurants feature every kind of food and specialty that comes to mind, including Italian, Continental, French, American, Swiss, Chinese, Japanese, Hawaiian and, of course, the traditional San Francisco seafood.

Sampled and recommended by this writer were Neptune's Palace and Dante's Sea Catch for seafood, Swiss Louis for Italian cuisine and Yeti Wah for outstanding Chinese food.

In a class by itself for capturing the spirit of the San Francisco waterfront is the original Eagle Cafe. A local landmark, the cafe stood for years several blocks west of its present location at the entrance to Pier 39. With the coming of the pier, the original Eagle Cafe was moved, stock and barrel to the pier.

Creator and developer of Pier 39 is Warren Simmons, a native of San Francisco and retired Pan American airlines pilot.

It took 14 months to build Pier 39. The old pier was completely rebuilt with steel mesh as a base.

The entrance plaza to Pier 39 welcomes visitors from around the world to San Francisco's newest landmark. The aerial view reflects expansiveness of the \$54 million specialty center featuring 14 restaurants, 116 shops and a 325-berth marina.

By Larry Green

**Fascinating bay rockfish study**

The National Marine Fisheries Service Study Center located in Marin County conducts a multitude of interesting research programs that benefit commercial and sportfishermen as well as contributing to valuable scientific data.

Obscure from the general public, the study center occupies some very picturesque grounds of a bay front cove off of Paradise Drive on the back side of Tiburon. Much of the recent findings concerning the state of our striped bass fishery has come from here.

But there is another very interesting study which I have assisted and that has just yielded an amazing piece of information. Two fisheries biologists named Bill Lenart and Pete Adams began to study rockfish in our bay waters back in 1976.

The program involved catching, tagging and releasing rockfish in order to study their migration and growth rates. Their own dock at the study center has been one of the principal study areas since it is a habitat for juvenile brown rockfish of the seaboard species. My involvement in the study is to assist in the catching and tagging.

Back in April of this year I assisted Bill and Pete in the taking and tagging of nearly 500 of which ran from three inches up to 1 1/2 pounds. Pete and Bill wanted to clean the area beneath the pier out totally to begin a new group study. I asked at that time if we could use these tagged fish for planting across the bay at the public fishing pier at the 39 complex in San Francisco.

If you'll recall my column several months ago, I spoke of plans to construct an artificial reef beneath the Pier 39 public pier as a more suitable habitat to hold a greater variety of fish. I thought the idea of using rock already tagged would be beneficial. Bill and Pete agreed, and Dr. John McCosker, Steinhardt Aquarium in San Francisco, graciously agreed to participate by holding the tagged juvenile rockfish until the artificial reef was ready.

But the B.C.D.C. has been dragging feet on granting permission for the reef and other addition and expansion in San Francisco.



# Publicity Shot Taken to Let the Public Know PIER 39 Was Open for Business after the Loma Prieta Earthquake



# Press Clipping February 1990

## Sea Lions Now Called a 'Godsend' for Pier 39

By Kevin Leary  
Chronicle Staff Writer

Initially reviled as smelly, loudmouthed intruders at San Francisco's Pier 39, a gang of more than 400 boisterous sea lions who have lived there for the past year are being celebrated as the city's biggest natural tourist attraction and economic saviors of the pier's merchants.

"We were hurting like everyone else after the Oct. 17, 1989 earthquake, then the sea lions came in," said Alicia Vargas, the pier's public relations director. "We really have to thank them. They were a godsend."

During the 11-month period from January through November of last year, the pier had gross revenues of \$80 million, 7 percent higher than any 12-month period since it opened in 1978, Vargas said. She credits the sea lions for drawing the big crowds.

"We had 10.5 million visitors last year," said Vargas. "That's the third biggest tourist attraction in the country after Disneyland and Disney World."

### Playful Sea Lions

The sea lions appeared unimpressed with their celebrity status yesterday as they slept, swam, gargled, barked and played around the boat slips and rafts of K-Dock that Pier 39 has turned over to them.

The biggest of the males, which weigh up to half a ton, honked and postured like good-natured sumo wrestlers competing for space on the docks. Their blubber jiggled as they shoved each other around without a hint of malice.

An international crowd of about 100 visitors stood on the pier only a few yards away and watched the animals with fascination in the cool overcast morning. Some watched for hours, others just for a few minutes. Everyone smiled at the cute antics.

"They are wonderful," said Daniel Siegfried, a 22-year-old computer programmer from Liechtenstein who is touring the western United States. "It is

much better than Sea World in San Diego. Here the sea lions are free."

Angela Green, 24, a visitor from New Zealand, said: "Fascinating. Look how they interact with each other. Look at how all the little pups are sleeping on top of their mums."

The sea lions invaded the city's northern waterfront in January, following a bumper harvest of spawning herring in the bay. About 50 of them took up a comfortable residence on the boat docks next to Pier 39, just behind a breakwater. From there they made nightly fishing forays into the bay.

### More Than 400

Apparently, the word went out that the pod had found a hospitable site with plenty of fresh chow. The population grew to

about 300 by the end of February. They currently number more than 400.

At first, most of the merchants in Pier 39's 12 restaurants and 110 stores objected to the sea lions and everything about them, from their noise and untidy toilet habits to their strong halitosis, the result of their fish diet. Yachtsmen resented the animals' bold occupation of the docks.

But within a couple of months, it became clear that the puppy-faced pinnipeds — as flippered aquatic mammals are known — were such an immense tourist attraction that some stores and restaurants doubled their business. Pier 39 gave them a complete dock as a home and added five floating docks for their comfort and convenience. Four more docks are planned. This month, the pier is honoring

the sea lions on the anniversary of their arrival.

"After one entire year with our sea lion visitors, we are astounded by their perseverance and their continued growth," said Pier 39 president and general manager Fritz Arko. "Obviously, they have found a habitat and a food supply that suits them."

Denize Springer, spokeswoman for the California Marine Mammal Center headquartered in the Marin Headlands, said the arrangement between the sea lions and Pier 39 seems to be a healthy one.

"The public and the Pier 39 people are leaving them alone and are not feeding them," she said. "The animals have chosen the site themselves. It is a good deal for everyone. The public doesn't often get this close to wild marine mammals."



BY VINCE MAGGIORA, THE CHRONICLE

Sea lions, unimpressed with their celebrity status, slept, swam, gargled, barked and frolicked



# Aerial Shot of PIER 39



# Aerial Shot of PIER 39





# PIER 39 Entrance Plaza



# PIER 39 Entrance Plaza





# The Newly Renovated Hard Rock Cafe



# PIER 39's West Park





# Sea Lions at K-Dock in January 1990



# Sea Lions Hauled out on K-Dock





# Crowds Watching the Sea Lions

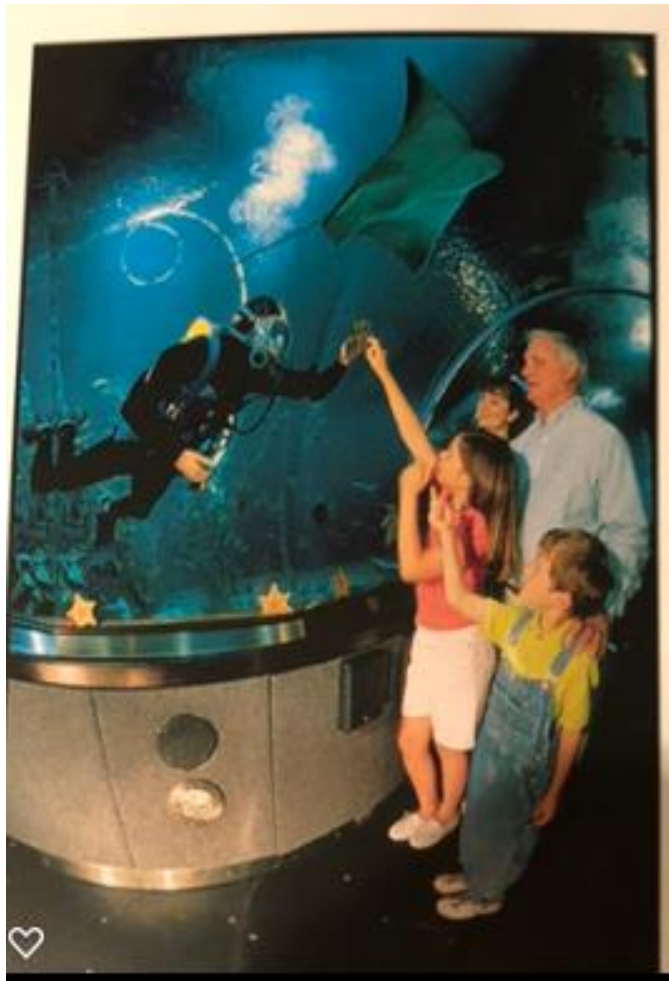


# Blue & Gold Fleet





# Aquarium of the Bay



# Swiss Louis Italian & Seafood Restaurant Exterior – One of the Original Restaurants on PIER 39





# Vlahos Fruit Orchard with The PIER 39 East Marina in the Background



Street Performer Shows Have Been a Staple at PIER 39 since Opening in 1978. Fred Anderson (shown here) is One of Our Original Street Performers.





# PIER 39 on July 4th



# PIER 39's 60' Christmas Tree





# Movie Night at PIER 39



General Partners, Molly South and  
Robert Moor with President & CEO,  
Bob MacIntosh (at the time)  
Celebrating PIER 39's 25 Anniversary

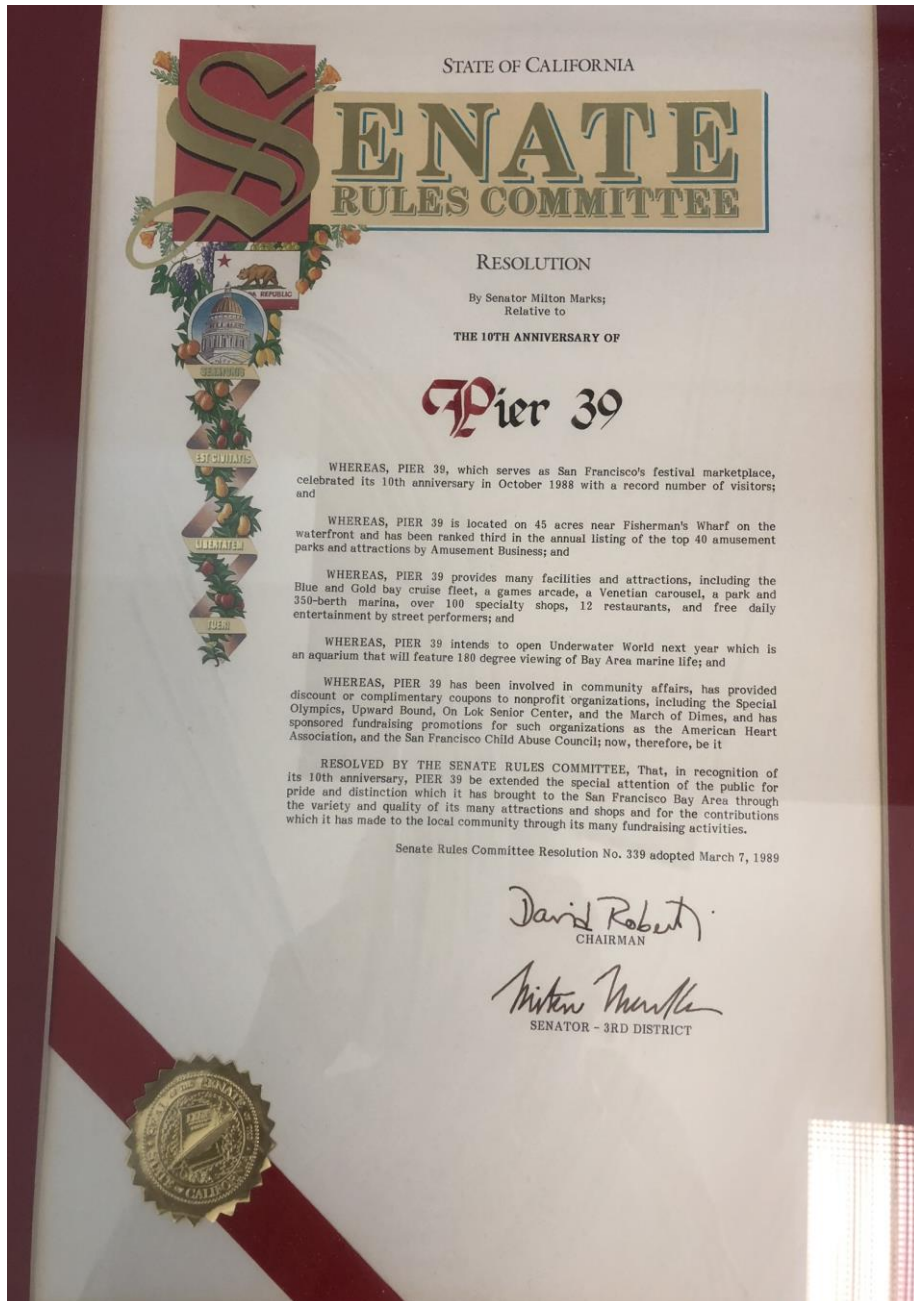




# PIER 39's Mascot- Salty the Sea Lion

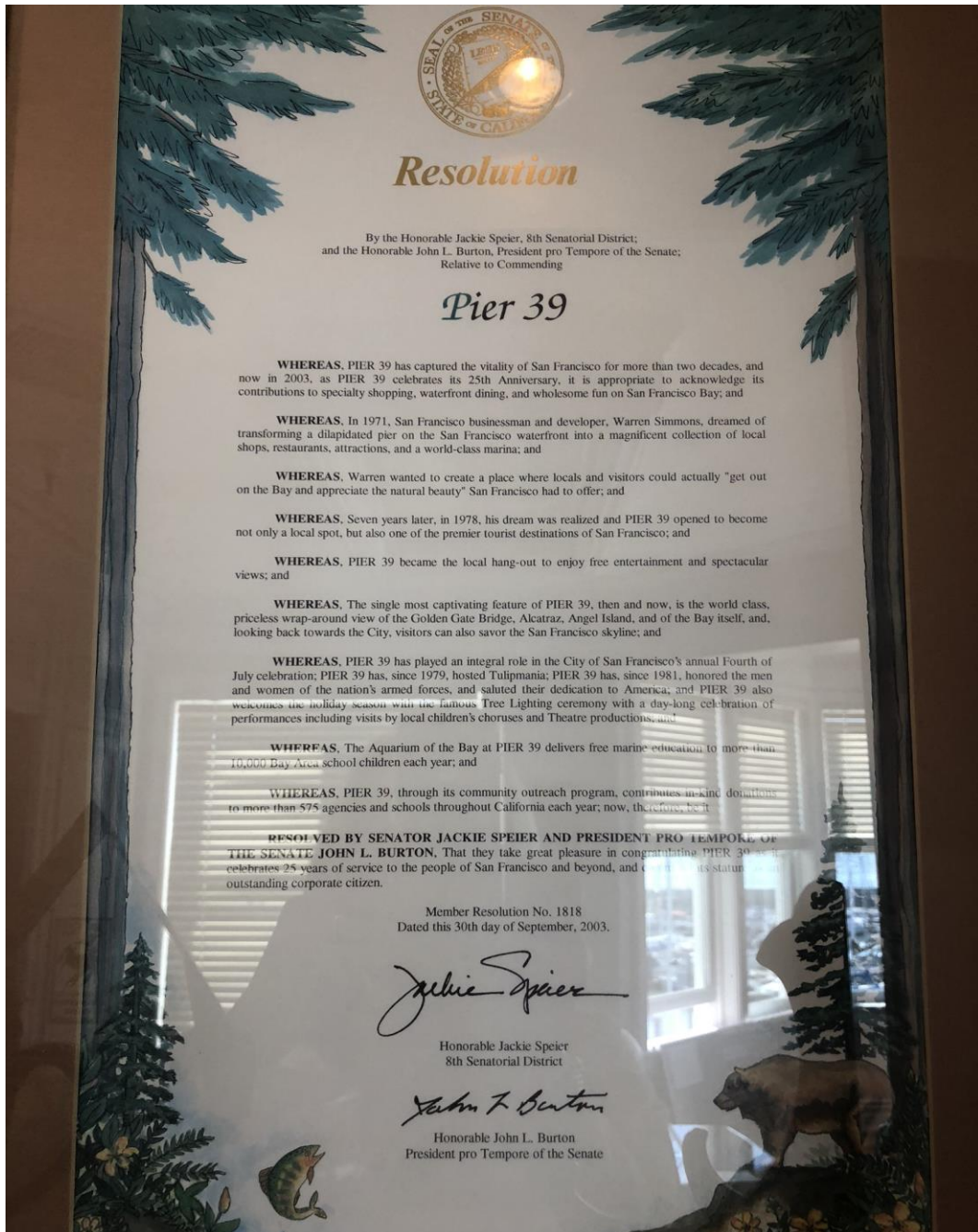


# State Senate's Recognition of PIER 39's 10<sup>th</sup> Anniversary

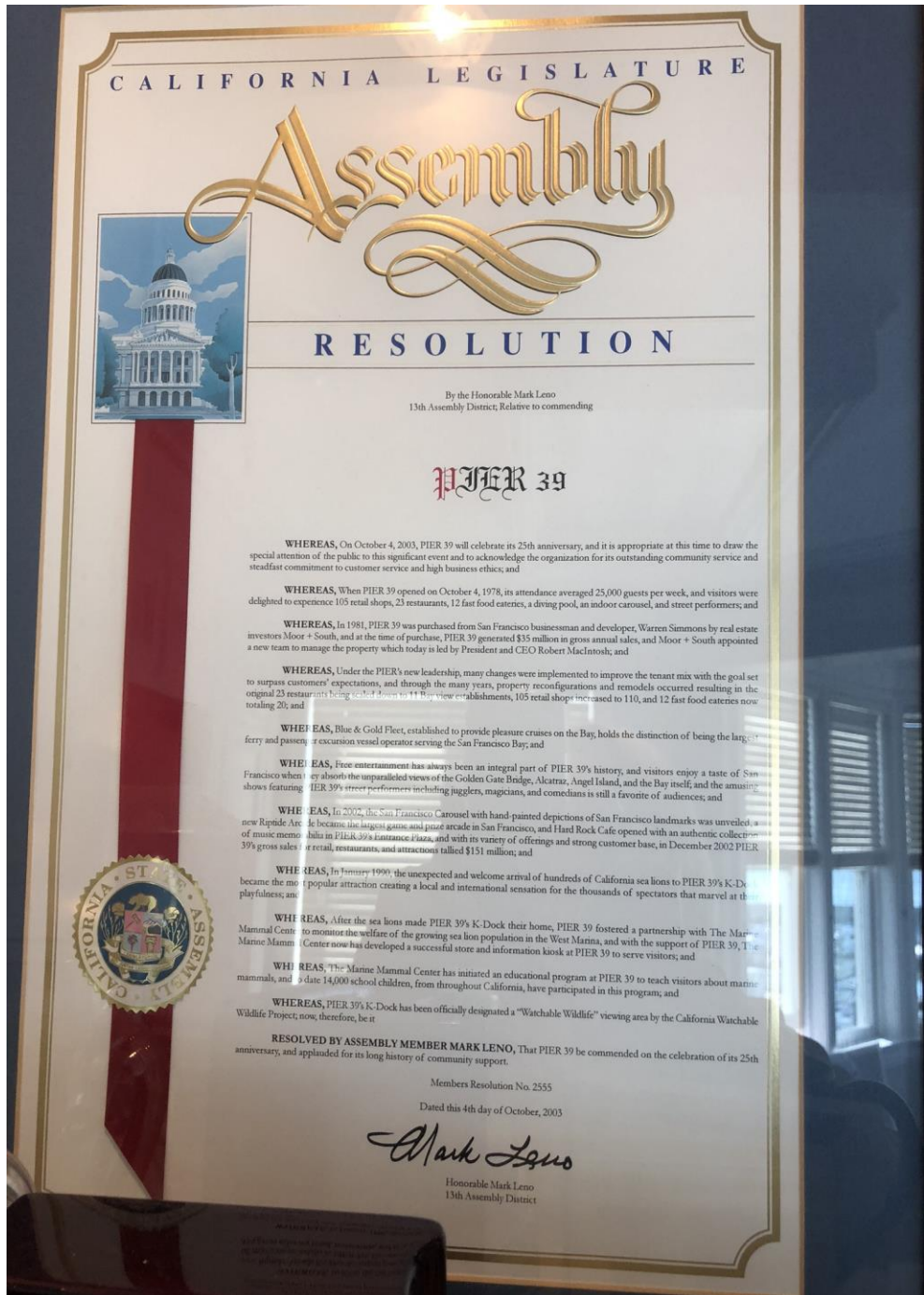




# Resolution from State Senator Jackie Spier in Recognition of PIER 39's 25<sup>th</sup> Anniversary



# Resolution from Assemblyman Mark Leno in Honor of PIER 39's 25<sup>th</sup> Anniversary





# Recognition from the Port of San Francisco in Honor of PIER 39's 35<sup>th</sup> Anniversary

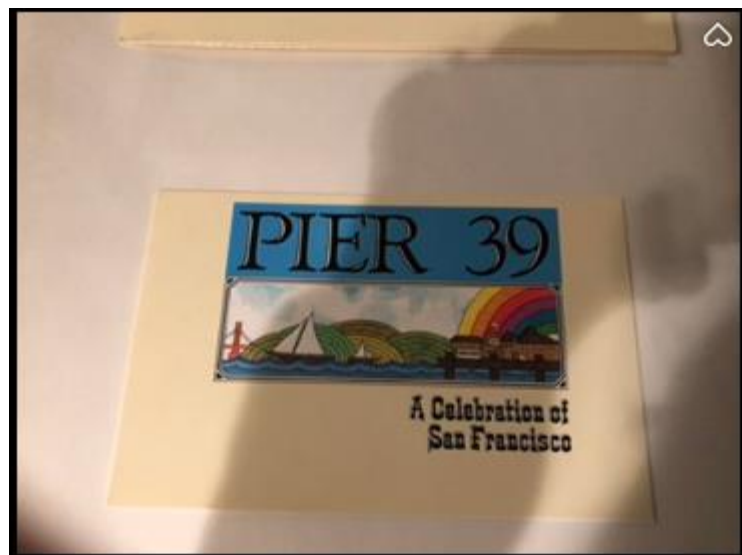
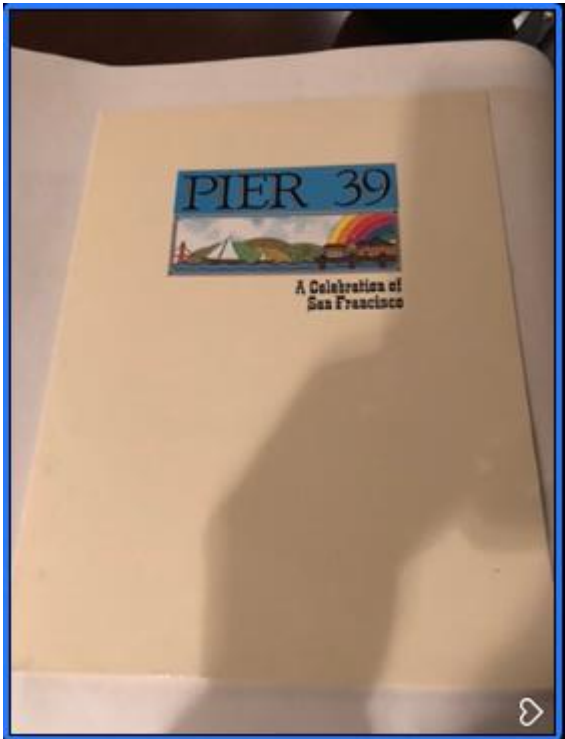


# Certificate of Honor from the SF Board of Supervisors in Honor of PIER 39's 39<sup>th</sup> Anniversary

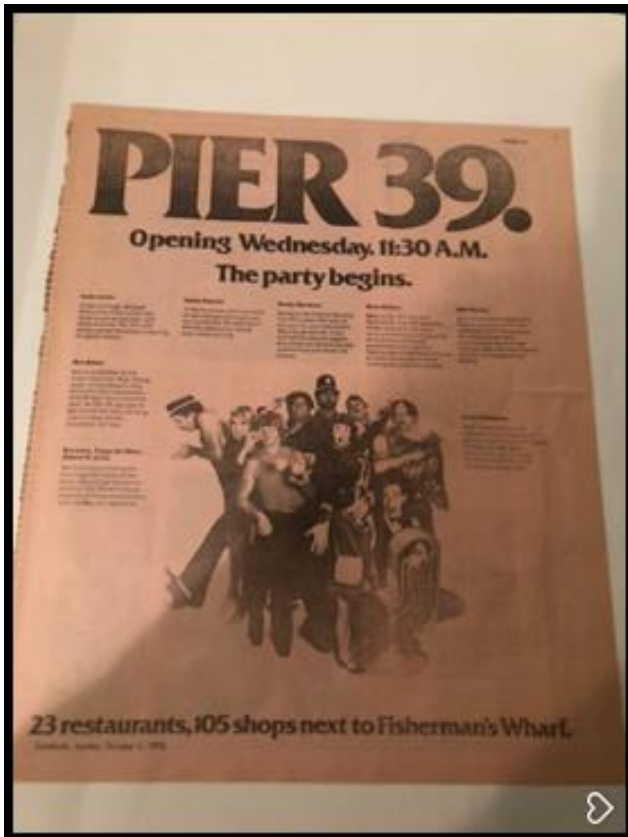




# Original Presentation Folder and Note Card from PIER 39's Opening



# Grand Opening Print Advertising





# PIER-39 NOW OPEN

Celebrate the beginning of a new era  
on the San Francisco waterfront

## PRESENTING:

- 23 full-service restaurants serving every kind of food imaginable
- 105 specialty shops and boutiques
- 350-berth sportfishing, yacht brokerage and pleasure craft marina
- five-acre waterfront park
- double-decker merry-go-round in PIER-39's Palace of Fun Arts

## ENTERTAINMENT: (all at no charge)

- The Great American High Diving Team performs 5 times daily, plunging 87 feet into a nine-foot deep pool. The Human Torch dives during all evening shows
- 25 working craftsmen within selected shops
- Two separate stage areas where San Francisco's most famous jugglers, mimes, musicians, and other entertainers are always performing
- PIER-39's own (soon to be famous) rainmaker
- Other unusual characters wandering around PIER-39's turn-of-the-century setting

# Print Ads

PAGE 53

**MARCH 3-11**



**OFFICIAL**

**SAN FRANCISCO**

**MID WINTER**

**F·A·I·R**

**AT**

**PIER 39**




**\*FREE\*ADMISSION!\***

CELEBRATE SAN FRANCISCO 1894!

**FESTIVITIES BEGIN 11 A.M.!**

Turn of the Century Games & Entertainment

**★ VALIDATED PARKING ★**



**PIER 39's**

**SANTA'S ARRIVAL**

**SAT. DEC. 1, 1:00 PM**

**Main Entrance Plaza**

**SHOP** ...Over 100 Unique Shops filled with special gifts!

**DINE** ...Restaurants with breathtaking views, dressed in festive decor!

**ENJOY** ...Continuous Holiday Entertainment throughout the PIER!

**PIER 39**

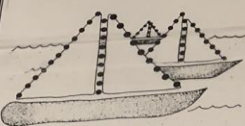


# Print Ad from December 1980

VISITOR NEWS DEC. 1980


## There is such a thing as an old-fashioned Christmas without snow.

**It's at PIER 39. And it's wonderful.**



### The Grand Lighting of the PIER.


Colorful lights reflect off the Bay as they do off newly fallen snow. At 6 p.m., the boats in PIER 39's marina become aglow from bow to stern, surrounding the PIER like a beautiful ribbon on a Christmas present...



### Old-Fashioned Entertainment.

PIER 39 steals Christmas carolers from the days of Dickens. Dressed in cozy turn-of-the-century costumes, they'll wander through the PIER's decorated walkways and malls singing the spirit of the season.

There's even more traditional Yuletide activity as drivers in old-time riding garb conduct carriage rides around the PIER.




### Christmas Shopping.

With 132 specialty shops with quality one-of-a-kind gifts, PIER 39 has the old-fashioned atmosphere that makes Christmas shopping fun again!

### Restaurants.

Hot toddies and holiday decorations carry the Old-Fashioned Christmas spirit through all PIER 39 restaurants. No matter what the menu—French, Italian, Mexican, Chinese or San Francisco seafood—PIER 39's restaurants can be the "star" on top of your day at PIER 39.



### Christmas Splendor.

The joy of Christmas is ever-present at S. Claus—A Year-Round Christmas Wonderland. Five rooms overflow with decorations, ornaments and accessories for all Christmases, past, present, and future.

### Gift Wrapping.

PIER 39's Ship & Pack store offers wrapping, packing, and shipping services for all sizes of Christmas gifts. Even a wonderful Old-Fashioned Christmas like PIER 39's can enjoy a little modern convenience...

Join PIER 39 shops in celebrating our Old-Fashioned Waterfront Christmas from 10:30 a.m. to 8:30 p.m. daily. Restaurant hours: 11:30 a.m. to 11:30 p.m. daily. Ship & Pack store hours: 12 noon to 8:30 p.m. daily. MasterCard and VISA accepted at all shops and restaurants. And park your sleigh at PIER 39's garage directly across the street or take AC Transit, MUNI, BART, or the cable car.

# PIER 39

# Print Advertisement

# San Francisco has a number of great new places to discover

## 17 great restaurants with a restaurantier view

Known by the water, you'll find some of the nation's great chefs on San Francisco's Pier 39. A number of great new ones you'll find here.

There you'll also have it in a flash at Pier 39. It's a new way to see the city from the water.

Design by the Berkeley firm to design talent to the Golden Gate Bridge.

In all, we give you 17 different places for lunch and dinner. Five of the best caught seafood by the water. Six to mention Mexican food, Japanese food, French food, Italian food, and Chinese food. They're all open for lunch and dinner, seven days a week, so you can come any time. Just come hungry.

## 105 uniquely San Francisco specialty shops

Native window plants, Rugged Western wear, Antique

mostard time. Hand-carved rocking horses. When you're looking for that special gift, and you can't find it anywhere else, you'll find it here. Because we've got a grand total of 105 specialty shops. With working artists. Exotic treasures from every corner of the world. One-of-a-kind gifts that really fit the occasion. And prices that go all the way from \$6 to \$1,000.

## 36 terrific performers to watch

Every day from now through November, you can watch the Pier 39 Diving Team take an intense plunge from an 87-foot tower into a 3-foot tank of water. We've got jugglers, Magicians, Fire-eaters, Circus, Novels.

All performing for free every day of the week. And, of course, we've got a guy called "The Rascalman." Can this guy really make rain? Well, if he can't, how come he always wears an umbrella on top of his head?

## 184 unidentified flying objects

Opening May 2, we've got a huge, brand new exhibit that's really going to make you stop and think for a while. It's called UFO Encounter, and it's filled with some very impressive evidence of unexplainable UFO sightings. We'll show you 122 unexplained photographs, 52 documented case studies, and 3 movies you'll wish weren't so convincing. You can listen to eye-witness recordings, and see replicas of alien spacecraft and crews. UFO Encounter. There's nothing on earth like it.

## 12 quick and easy fun-food places

Pizza. Hot dogs. Burgers. Fries. Fresh salad. Fresh seafood. Even Mexican, Japanese, and Chinese food. If you're in a hurry, or in a backpack or just bringing a bunch of kids who never eat anything but fun-food, well, you've got more choices here than any place else in town we can think of.

## 1,000 parking places right next door— or ride the MUNI

Just across the water, directly across from Pier 39, is a huge lot with 1,000 parking spaces. A very convenient place to leave your car when you visit Pier 39. And, if you're not driving, you can take the Muni. Just get on the Muni at the Ferry Building, and you'll be at Pier 39 in about 10 minutes. And, if you're not driving, you can take the Muni. Just get on the Muni at the Ferry Building, and you'll be at Pier 39 in about 10 minutes.

## And \$100 off a Bay cruise with the Blue & Gold Fleet

Just to say thanks for making this all, and just so you'll get to know us better, we've got a present for you.

This coupon right here saves you \$100 on a ride around the Bay on one of the three Blue & Gold Fleet luxury ships of the Blue & Gold Fleet. You'll sail from Pier 39, all the way out and under the Golden Gate Bridge, back to Alcatraz, past the whole city skyline, under the Bay Bridge, and back home. It's a 1 1/2-hour ride, and a \$100 value. Yours for \$1,000 off with this coupon.

So come soon. And plan to discover a number of terrific things.

## 137 different games to play

Speaking of kids, Pier 39 is one of those places they love coming back to again and again. Besides our free entertainment, they really love our Palace of Fun Arts.

And no wonder. Right here in this one arcade, there's a beautiful merry-go-round with 30 bumper cars. A Wild West Shooting Gallery with 93 wacko targets. Plus 37 pinball games, 52 video games, 40 skeeball and basketball games. Our famous whack-a-mole. Of course, we won't say that everybody wins a prize. But if you look at all the people walking around down here with big stuffed toys, sometimes it sure seems that way.

**\$1 OFF \$1 OFF**

This coupon entitles the holder to \$100 off the regular fare of a 1 1/2-hour Bay Cruise on one of the luxury ships of the Blue & Gold Fleet. You'll sail from Pier 39, all the way out and under the Golden Gate Bridge, back to Alcatraz, past the whole city skyline, under the Bay Bridge, and back home. It's a 1 1/2-hour ride, and a \$100 value. Yours for \$1,000 off with this coupon.

(Limit: One coupon per ticket purchase.)

Pier 39, P.O. Box 3780, San Francisco, California 94101



# Print Advertisement

**Reality for the schools**

HIGH SCHOOLS, which need more than \$100 million to pay for their debt, have been asked to pay for the cost of their own debt. The bill is now in the Senate. The bill is now in the Senate.

**Bill to raise cost of credit**

THE ASSEMBLY has passed a bill to raise the cost of credit. The bill is now in the Senate. The bill is now in the Senate.

**Tax break for solar homes**

THE LEGISLATURE has passed a bill to give a tax break for solar homes. The bill is now in the Senate. The bill is now in the Senate.

**TOTAL COMFORT IS NOW ON SALE**

THE ELEGANCE AND COMFORT OF OUR 100% COTTON SCOTCHDAIR PRINTS ARE NOW AVAILABLE AT GREAT SAVINGS. YOUR CHOICE OF QUEEN SIZE, FULL SIZE, TWIN SIZE.

CONTEMPORARY STYLISH SOFA BED IN THE FULL SIZE	QUEEN SIZE \$298	QUEEN SIZE \$368
ROLLED ARM SOFA BED WITH 3 KANGAROO SEAT CUSHIONS	QUEEN SIZE \$368	QUEEN SIZE \$428
IMPORTED PLATTEN FRAMES IN NATURAL OR PINK FINISH	QUEEN SIZE \$398	QUEEN SIZE \$498

**Sofa Bed Mart**

4720 GEARY BLVD. SAN FRANCISCO, CA 94118. 751-2200

OPEN 7 DAYS 11:00 A.M. TO 6:00 P.M.

FINANCING AVAILABLE. 112 E. GARDEN REAL SAN CARLOS, CA 95060. 955-0866

Looking for that one special shop you can't find anywhere else? We've got a number of them.

Anniversaries. Birthdays. Weddings. Every now and then, those special occasions come up when you body a r and be d that sent that anybody could only resent like u've got to another ow, at to drive p to shop. we've got of-a-kind r seen in

Exotic imports from every corner of the world. And one-of-a-kind gifts you won't find anywhere else. From hand-carved rocking horses to charming antique mustard tins, from rugged Western wear to delicate Japanese scrolls. There's one shop that sells nothing but rainbows; another that has nothing but teddy bears. We've even got a whole shop full of gifts just for left-handed people.

And if you think our shops give you lots to choose from, so do our prices. They go all the way from 39¢ to \$3,900.

**174 different things to do with kids while you shop.**

If you really want to make

a day out of it, bring the kids along, and we've got things to do that'll keep them going all day long.

There's all kinds of free entertainment. With high

bumper cars to video games. And when you really want to take it easy after you're done shopping, there's nothing like a cruise out on San Francisco Bay. On one of the luxury ships of our Blue & Gold Fleet.

wouldn't blame you for wanting to take a break. And are you ever in luck. Because right here in this one place, we've got 14 restaurants to choose from. There's seafood. Italian food. French food. Not to mention mouth-watering Mexican, Japanese, and Chinese food.

As if all that weren't enough, we've even got 12 fun-food places with everything from burgers and fries to hot dogs to pizza by the slice. And they're all open for lunch and dinner, so you can drop in any time.



1,000 parking places right next door. And MUNI service, too.

Just across the street, there's a huge four-story garage with room for 1,000 cars at a time. And with a ticket validation, you can park four hours for only \$2.00.

And one offer you can't refuse.



Free Free

So next time you're looking for that one special at just head for Pier 39. And get ready to discover a number of really special things.

divers, jugglers, clowns, mimes, and even a rainmaker. In our Palace of Fun Arts, we've got 137 different games and rides at last count. From

14 great restaurants to choose from.

After all that shopping, we

# Cable Car Queen Advertisement





# Past Print and Magazine Advertising



# Past Advertising Campaign

Jugglers, comedians, magicians, tightrope walkers, unicyclists:  
all do their number June 5!

# PIER 39

**PIER 39's 13th Annual Street Performers Festival**  
Presented By Sebastiani Vineyards  
Saturday, June 5, 11:00 a.m. - 6:30 p.m.  
Any Street Performers will dazzle you at the Sebastiani Vineyards Stage in the Entrance Plaza, and the Crystal Geyser Center Stage. All performances are free and open to the public.

Learn to juggle for a \$2.00 donation with experts from PIER 39's Juggling Capital Store, and be a part of the festival's fire show grand finale at 6:00 p.m.

**Coca-Cola Juggling Workshop Schedule:**  
Kids (age 8 and under) 1:00-1:45 p.m.  
Beginners 2:00-2:45 p.m.  
Advanced 3:00-3:45 p.m.


Stop by the Breyers sampling van for free ice cream and have your face painted by the Breyers Face Painters for only \$2.00.

Take your picture with Saby, PIER 39's sea lion mascot, at the Kodak Picture spot, and get a FREE 4x6 photo courtesy of PIER 39's One Hour Photo and Kodak.

All festival proceeds benefit the Children's Miracle Network and Children's Hospital Oakland.

Call (415) 981-PIER for more information. PIER 39 is located at Beach Street and The Embarcadero. Ride the Alameda/Oakland Ferry to PIER 39.  
For schedule/fares: (510) 522-3300.

SEBASTIANI  
CRYSTAL GEYSER  
KODAK  
Coca-Cola  
Children's Miracle Network  
PIER 39  
Celebrating 35 Years



The California Sea Lion

# PIER 39

Fascinating Facts

Only San Francisco offers such a number of memorable restaurants, shops, and views!

# PIER 39

Only one place in San Francisco can boast of that special view of San Francisco Bay. PIER 39. Panoramic views, a hundred different shopping experiences, unforgettable rides and wonderful live viewing.

Plus, PIER 39 offers a tempting array of restaurants featuring Market's finest, fishery specialties, and live folk music. Come and visit our "All-American Inn".

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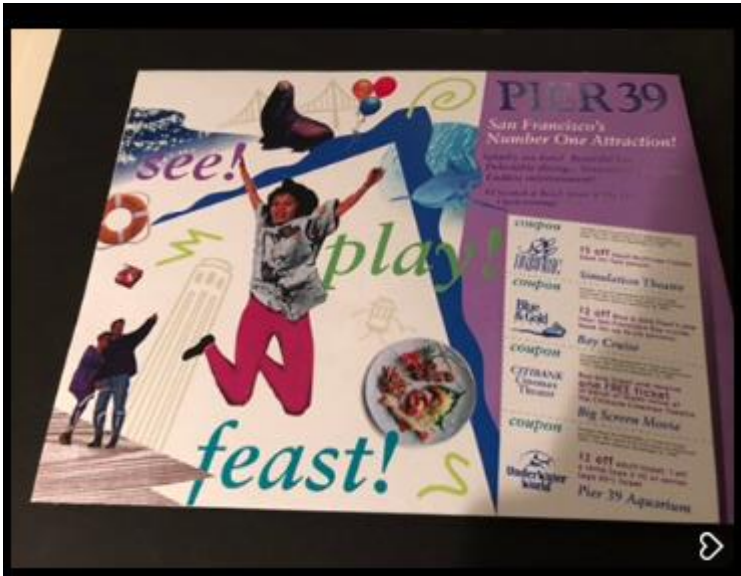
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## America's Most-Visited Tourist Attractions

**From colonial landmarks to theme parks, we reveal which U.S. tourist attractions are the most popular.**

**April Orcutt**

December 05, 2012

Every day, 10,000 people enter New York's Grand Central Terminal—with no intention of catching a train. They come to slurp bivalves at the Oyster Bar or cocktails at the Campbell Apartment. They gawk at the ceiling embellished with gold constellations, browse shops, and take tours. It's enough to make the landmark one of America's top five most-visited [attractions](#).

Location, of course, plays a role, and many of the most popular attractions are found in [major cities](#) such as New York, San Francisco, and Seattle. Size, too, matters. While the National September 11 Memorial had an impressive 4.5 million visitors during its first year (it opened on Sept. 12, 2011), it was dwarfed by Central Park with 100 times the area.

Yet for every traveler drawn to the big city, there are others who embrace the great outdoors. With its accessibility and size, Great Smoky Mountains National Park is



a natural choice for millions—more than 9 million to be precise, making it the No. 16 most-visited attraction in the nation.

Like it or not, the white-tailed deer, black bears, and brilliant foliage of the Great Smokies can't quite compete with the popularity of Disney among Americans and international visitors; five theme parks made it into the top 20. To determine these rankings, we gathered the most recent data supplied by the attractions themselves or from government agencies, industry reports, and reputable media outlets.

Read on to find out which tourist attraction claimed the No. 1 spot with more than 41.9 million visitors in 2011. Were you one of them?

**The Methodology:** Our definition of tourist attractions included natural, cultural, and historic sites as well as recognized areas of limited geographic scope like the Las Vegas Strip. (We eliminated national parkways as they spread over extensive distances). Accurate numbers weren't available for some popular attractions such as Waikiki Beach in Honolulu and the Atlantic City Boardwalk in New Jersey. In the case of transportation hubs like Grand Central Terminal or San Francisco's Golden Gate Bridge that bring in both travelers and locals, we focused as much as possible on visitor data that excluded the strictly commuting set.



travellinglight / Alamy

## No. 20 Pier 39, San Francisco

**Annual Visitors: 8,133,700**

Just east of Fisherman's Wharf, tidy two-story buildings line this wooden pier that leads to spectacular views of the Golden Gate Bridge, Alcatraz Island, and sometimes dozens of sea lions napping on wooden docks. Outdoor seating at some of the 30 cafés, seafood restaurants, donut shops, candy stores, pizzerias and wine bars makes it easy to linger over those views. And for guaranteed sea life viewing, head to the Aquarium of the Bay by the pier's entrance.

[pier39.com](http://pier39.com)

*Source: Pier 39*



# San Francisco Chronicle

## Believe it or not, Pier 39 has upside

By John King

July 10, 2015 Updated: July 12, 2015 9:45am

Since the day it opened in 1978, **Pier 39** has been scorned by all supposedly right-minded San Franciscans. It's lowbrow and crass, we agree, a fake village designed for tourists that has nothing to do with the Real City.

Oh, and it's a destination that never goes out of style.

Long after such atmospheric rivals as **Ghirardelli Square** and **the Cannery** lost their luster, the retail village built from scratch in 14 months still attracts an estimated 10 million visitors a year. A cynic would say this proves that the masses are easily duped. But maybe, just maybe, another key to Pier 39's success is that it fits the bayside setting better than we think.

Am I saying you should learn to love Pier 39? Not at all. But consider this a primer demonstrating five basic rules of how a city can meet the water — basics to remember as the Port of San Francisco begins work this fall on **updating its waterfront land-use plan**.

**1. Don't be exclusive:** Yes, tackiness is part of a terrain where the entrance is flanked by a Hard Rock Cafe and Only in San Francisco, where shot glasses adorned with cable cars are always on sale.

Once past this gantlet, Pier 39 unrolls a procession of spaces large and small, framed by two-story buildings clad in weathered wood. Footbridges slice the air above. At the end of the quarter-mile journey, the buildings part to reveal a front-row view of Alcatraz where pelicans might glide past while you take in the larger grandeur.

It's the place where a visitor to the city can scratch "tchotchkes for relatives" off the to-do list — but also where a local can savor the essence of this metropolitan region: a mosaic of water and hills like none other in the world.

**2. Don't be afraid of the water:** Theoretically, developer **Warren Simmons** could have been forced to pack his open-air mall into one or two larger buildings along the Embarcadero, leaving the pier as an enormous pedestrian plaza.

And if that had been case, we'd be worse off today.

Uncluttered vistas are great for jogging or biking, but an *urban* waterfront needs an *urban* element, the back-and-forth of built form and open water. Pier 39 emphasizes close encounters with the bay, where paths along the outer edge showcase a marina on the east and a seasonal sea lion colony on the west.

True story: a college friend of mine proposed to his girlfriend there. They've been married 35 years.

**3. Be resilient:** The public access along the edge was required by regulators. So was the marina. The sea lions are **another story**.



They hauled themselves onto floating docks in 1990, drawn by the bay's movable (herring) feast. Management tried to chase them away. Then the photogenic pinnipeds began attracting locals who in the past had shunned the water-top cul-de-sac. Today, a sea lion-themed shop does brisk business.

The word “resilient” is all the rage in planning circles, the idea being that neighborhoods along the water should be designed with an eye to where sea levels might be in 50 or 100 years. But cultural resilience is important as well, crafting a place so that changes around it — a sea lion colony or the streetcar line that now stops outside Pier 39 — can be accommodated in ways that are beneficial to everyone involved.

**4. Be ambitious:** Among the sights at Pier 39 are boastful plaques telling the story of how developer Simmons outlasted his foes, the “restless natives,” and how “it took a developer with a horde of local contacts and a self-professed love of the city to move Pier 39 through the permit process.”

Not everyone was impressed: **Allan Temko**, The Chronicle's Pulitzer Prize-winning architecture critic, recoiled from the “pseudo Victorian junk” in a review of savage glee. But time has tempered the shock of the new; it also has revealed the virtues of solid construction, no matter how awkward it looks. The pedestrian bridges with their thick braces and beams, for instance, offer a welcome woodsy warmth in our age of icy glass.

Simmons had hubris. I'll take hubris over the bottom-line banality of developers who churn out product designed to make a profit, nothing more.

**5. Know your place:** When Pier 39 opened, “everyone” compared it unfavorably to Ghirardelli Square and the Cannery, those historic red-brick realms converted into attractions marketed not only to tourists, but to scene-seeking locals and young adults.

Since the 1980s, though, the city's cultural center of gravity has shifted ever farther to the south. The Mission's where the action is, not the base of Russian Hill.

Fast-forward to 2015: **Ghirardelli Square's main lure** is not one, not two, but three Ghirardelli Chocolate outposts where you can gorge on eponymous ice cream sundaes (not that there's anything wrong with that). The Cannery attracts so little foot traffic it would be the ideal spot for a clandestine affair.

I don't want to oversell the virtues of — Temko again — “these deliberately jumbled groups of contrived shacks.” Or a retail buffet cooked up to appeal to as many consumer tastes as possible, which explains why the Eastern-themed Enlightenment boutique is across from Treasure Ireland and next to the magnet store. But Pier 39 understands the allure of a setting that is economically diverse, while enhancing access to the water at different levels and in different ways.

During the next two years, the port hopes to rally San Franciscans behind a vision for the waterfront that allows for new development while preserving what maritime activities exist and improving the network of public spaces that connect the city to the bay. It's a debate that we need to have — and one where even Pier 39 might be looked to for positive lessons, not just as a cautionary tale.





Image 1 of 13

Thomas Thorpe, 7, of Willows, bounces in the air on the Bungee Trampoline on Pier 39 during a visit on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle



Image 2 of 13

Maria Clara Sampaio (green shirts l to r) and Amanda Farache both of Brazil, navigate their way through the crowd walking on Pier 39 during a visit on Tuesday, July 7, 2015 in San Francisco, Calif. Photo: Lea Suzuki, The Chronicle





Image 3 of 13

Javier Medina, crepe maker, makes crepes in a window at the Crepe Cafe while visitors at Pier 39 are reflected in the glass of the window on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle



Image 4 of 13

People visiting Pier 39 walk past shops on Pier 39 on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle





Image 5 of 13

Ghiradelli Square visitors share a hot fudge butterscotch sundae from a Ghiradelli Chocolate store at Ghiradelli Square on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle



Image 6 of 13

Among the Pier skeptics: then-Supervisor Dianne Feinstein, who bet developer Warren Simmons that she would show up in a bikini if the complex debuted on schedule in October of 1978. It did, and she was there — but in a tan body stocking and a one-piece bathing suit. Since only half of the shops and restaurants were ready, she said, “I’ll only take off 50 percent of my clothes.”

Photo: JERRY TELFER



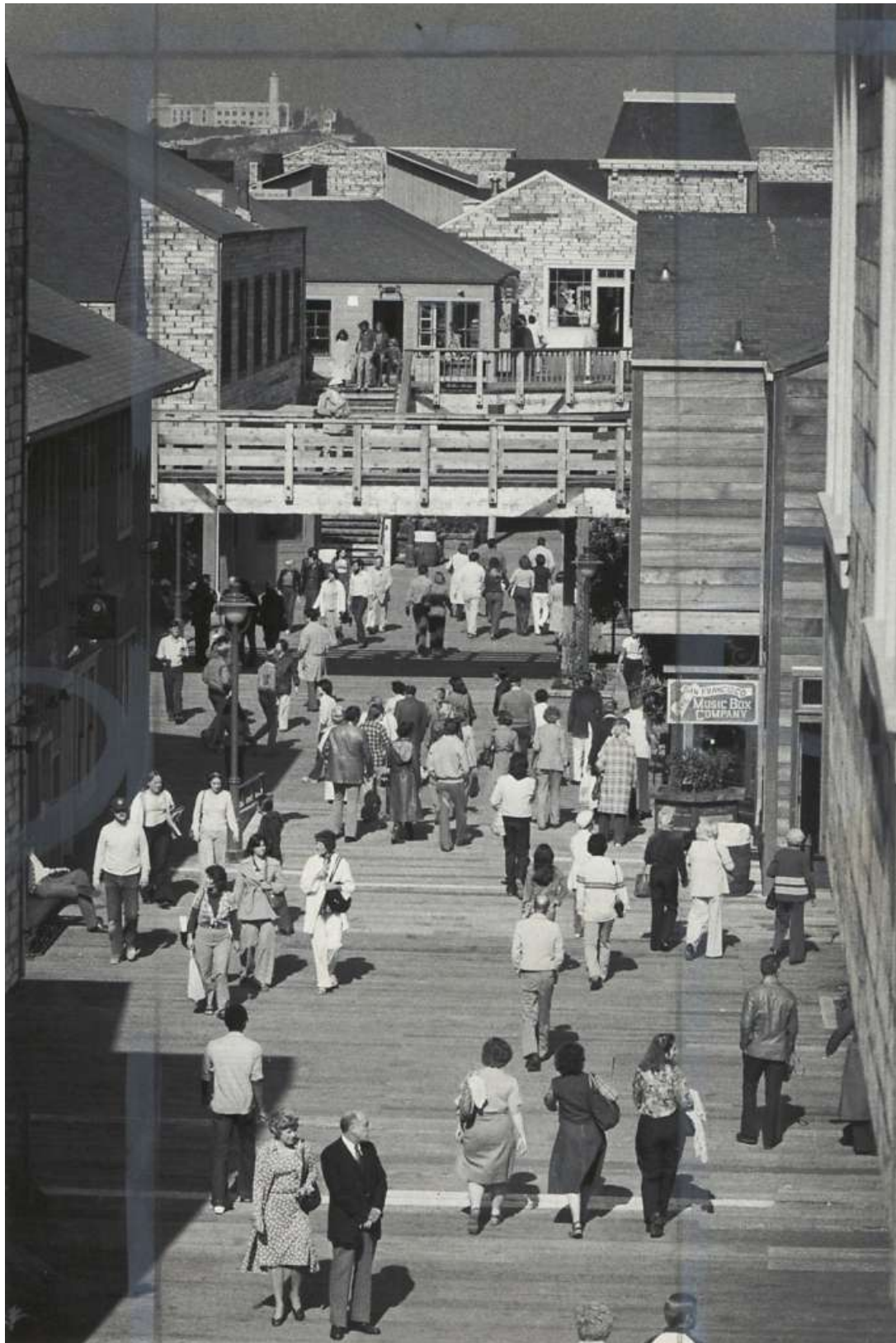


Image 7 of 13  
Pier 39 on opening day in October, 1978  
Photo: John Storey/1978, SFC



Image 8 of 13

The centerpiece of Ghirardelli Square's public spaces, with a Ruth Asawa fountain, in 1976

Photo: Joe Rosenthal, The Chronicle





Image 9 of 13

Cesar Gutierrez (l to r) and his father Salvador Gutierrez, install signage at Ghiradelli Square while husband and wife Julia Popa and Noah Popa, both of Gilroy, sit nearby during a visit on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle

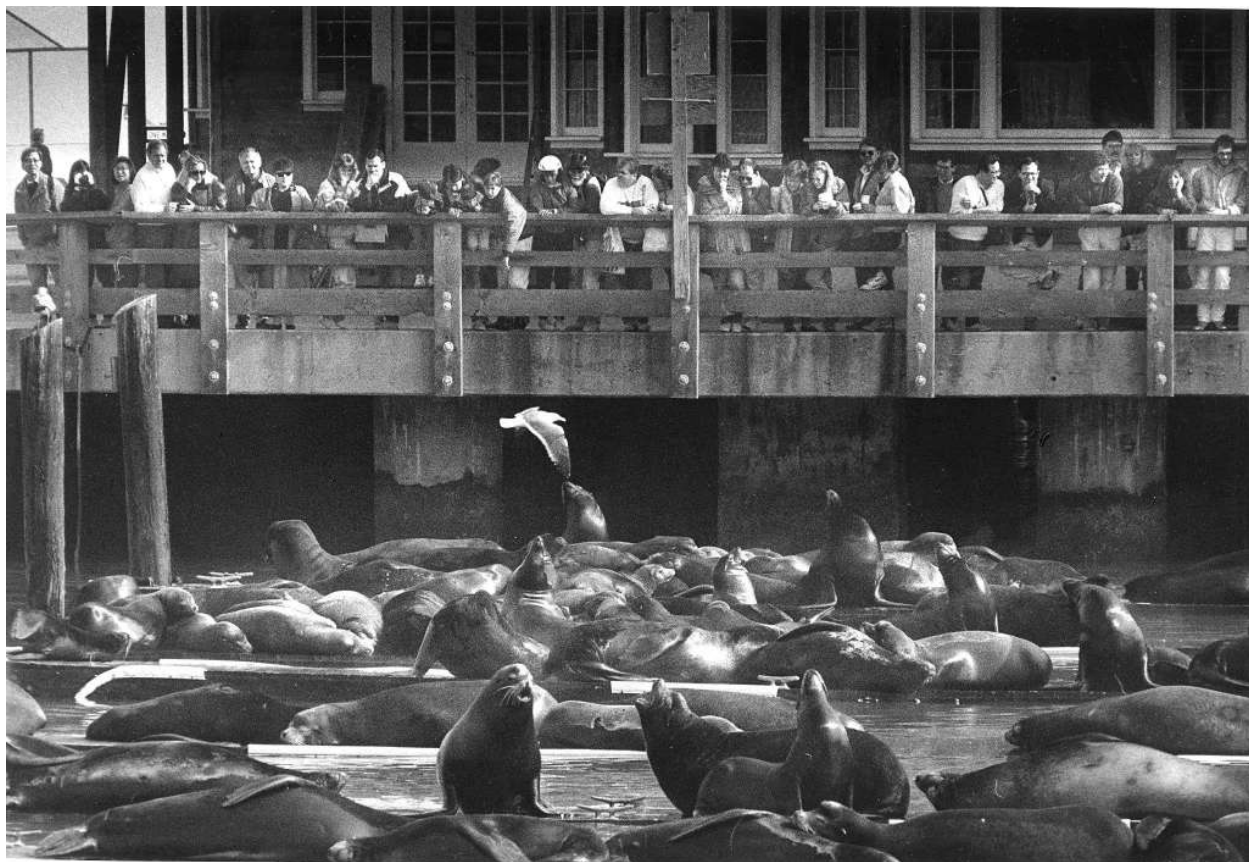


Image 10 of 13

Tourists at Pier 39, look and take pictures of the sea lions and seals in San Francisco Photo shot 02/10/1991

Photo: Brant Ward, The Chronicle



# Local Boy Makes Good.

If you're planning to develop a major portion of San Francisco's waterfront in the near future, here's a helpful hint: Spend a few decades living in the City before you begin your battle.

It is doubtful Pier 39 would have been built if it were not for the local roots of Warren Simmons, its developer. San Franciscans are extremely protective of their waterfront, and it took a developer with a horde of local contacts and a self-professed love of the City to move Pier 39 through the permit process. Only an insider could have quieted the restless natives.



The San Francisco Simmons go far back. The photograph below, taken in front of the San Francisco Cliff

House at the turn of the century, shows the developer's paternal grandmother and grandfather,

along with the "youngsters," Uncle Warren, Aunt Katherine and Simmons' father, Harold Simmons.

Aunt Katherine, the sole surviving member in the photo and the matriarch of the family, lives in the same home in the San Francisco Sunset District where she has resided for the last 55 years.

Image 11 of 13

One of the plaques at Pier 39, many of them focused on the project's travails in moving from concept to completion. Design buffs, check out the vintage late '70s typeface -- like something from a Mork & Mindy episode.

Photo: John King, The Chronicle



Image 12 of 13

The Cannery as it looks today, a far cry from the 1970s when it was one of the city's most chic destinations.

Photo: John King, The Chronicle





Image 13 of 13

Ghirardelli Square today does not have the buzz it did in the 1960s and '70s, though visitors still find their way inside and relax on the steps of the fountain designed by Ruth Asawa.

Photo: John King, The Chronicle

*John King is The San Francisco Chronicle's urban design critic. E-mail: [jking@sfgate.com](mailto:jking@sfgate.com) Twitter: @johnkingsfchron*