

# Legacy Business Registry Staff Report

HEARING DATE JULY 22, 2019

## SCOMA'S RESTAURANT, INC.

*Application No.:* LBR-2017-18-043  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*District:* District 3  
*Applicant:* Mariann Costello, Vice President  
*Nomination Date:* May 21, 2018  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Scoma's Restaurant, Inc. is a brand and seafood restaurant on Fisherman's Wharf opened by brothers Albert and Joseph Scoma in May 1965. From 1965 until the early 1990s, the Scoma brothers operated restaurants in four other locations: Sausalito, Marin's Larkspur Landing center, Rancho Mirage and another San Francisco location by the Transamerica Pyramid. In the early 1990s, the restaurants in Larkspur and Rancho Mirage were sold, and a new Fish Receiving Station was constructed in 1993 on Pier 47. This station allowed for the offloading of fish directly from boats to the restaurant and allowed the public a view of the fish preparation. Scoma's entered the retail market in the late 2000s through the launch of "Take Us Home" for their crab cakes, eventually expanding to online sales in 2010.

Scoma's retains their original Fisherman's Wharf location and continues the long-standing tradition of service to their guests and community. They partner with the Seafood Watch program and remain 100% sustainable, a value that has been an integral part of Scoma's identity. Scoma's commitment to environmental efforts is seen in their practices like recycling efforts, for which Scoma's was honored for diverting over 90% of waste from landfills. In addition to recycling, Scoma's is committed to sustainable fishing practices through the FLOSS philosophy (Fresh, Local, Organic, Sustainable and Seasonal), and is focused on supporting local fishermen, farms and businesses. In 2017, the restaurant won the Golden Gate Restaurant Association's Saucy Award for Most Sustainable Restaurant. The business is located on Al Scoma Way, a street that was dedicated in 2002 in celebration and recognition of the dedication of Al Scoma and Scoma's Restaurant to San Francisco and Fisherman's Wharf.

Scoma's is located on the south side of Al Scoma Way between the Hyde Street Pier and Pier 45 in the Fisherman's Wharf neighborhood.

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

Yes, Scoma's Restaurant, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

1965 Al Scoma Way / Pier 47 from 1965 to Present (54 years)

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

Yes, Scoma's Restaurant, Inc. has contributed to the history and identity of the Fisherman's Wharf neighborhood and San Francisco.

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

- The business is associated with the development of the culture of Fisherman's Wharf, the practice of local and sustainable fishing, leadership in environmental efforts, and pier-to-plate cuisine.
The property has a Planning Department Historic Resource status codes of "B" (Unknown/Age Eligible) due to the building's construction date (1965).
Scoma's has been cited in numerous articles and publications. "Where Magazine" readers voted Scoma's as a favorite restaurant in 1998 and 2001. "Newsweek Magazine" recognized Scoma's in 2005 for having one of the best clam chowder recipes in the country.
Proclamation from Mayor Frank Jordan and Mayoral Dedication of the Fish Receiving Station, November 1993.
Street Naming Ceremony, Mayor Willie L. Brown Jr. dedicates Al Scoma Way, February 22, 2002.
Best of Citysearch, 2004 and 2011.
Scoma's 40th Anniversary - Proclamations from Mayor Gavin Newsom, Senator Dianne Feinstein, San Francisco Board of Supervisors, May 25, 2005.
Food Network Barbeque with Bobby Flay, 2005.
Scoma's awarded Small Business of the Year - Proclamations or Recognitions from Mayor Gavin Newsom, Assemblymember Mark Leno, Senator Carole Migden, May 17, 2007.
Michelin Guide recommendation, 2007 and 2008.
Travel Channel, 2007.
Wine Spectator annual recognition, 2010 through 2019.
Trip Advisor Certificate of Excellence, 2015.
Scoma's 50th Anniversary -Proclamations from Mayor Edwin Lee, Assembly members David Chiu and Phil Ting, Senator Mark Leno, June 18, 2015.

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

Yes, Scoma's Restaurant, Inc. is committed to maintaining the physical features and traditions that define the organization.





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### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Scoma's Restaurant, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Pier-to-plate menu of local Pacific seafood.
- Orange Scoma's sign above the restaurant.
- Mural of San Francisco located on fish receiving station.
- Scoma's fishing vessel.
- Al Scoma Way street sign.
- Leadership in environmental efforts and sustainable fishing.
- Location on and proximity to Fisherman's Wharf.

### **CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Restaurant featuring seafood.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Scoma's Restaurant, Inc. currently located at 1965 Al Scoma Way in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE JULY 22, 2019

SCOMA'S RESTAURANT, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2017-18-043  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*District:* District 3  
*Applicant:* Mariann Costello, Vice President  
*Nomination Date:* May 21, 2018  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR SCOMA'S RESTAURANT, INC., CURRENTLY LOCATED AT 1965 AL SCOMA WAY.

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

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

**WHEREAS**, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the neighborhood's history and identity; and

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

**WHEREAS**, at a duly noticed public hearing held on July 22, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Scoma's Restaurant, Inc. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Scoma's Restaurant, Inc.:

Physical Features or Traditions that Define the Business:

- Pier-to-plate menu of local Pacific seafood.
Orange Scoma's sign above the restaurant.
Mural of San Francisco located on fish receiving station.
Scoma's fishing vessel.
Al Scoma Way street sign.
Leadership in environmental efforts and sustainable fishing.
Location on and proximity to Fisherman's Wharf.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Scoma's Restaurant, Inc. on the Legacy Business Registry:

- Restaurant featuring seafood.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 22, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. \_\_\_\_\_

Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
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**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-043  
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**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

1965 Al Scoma Way / Pier 47 from 1965 to Present (54 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:** June 20, 2019

Richard Kurylo  
Program 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 21, 2018

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

Director Regina Dick-Endrizzi:

It is my privilege and honor to nominate Scoma's Restaurant for inclusion on the San Francisco Legacy Business Registry.

Brothers Al and Joe opened Scoma's in 1965 in a former small coffee shop on Fisherman's Wharf. Over the next five decades, Al Scoma's tireless work ethic would grow the small family business into one of the Wharf's landmark dining institutions, serving over 450,000 customers each year in its 350 seats. The story of Scoma's – from humble beginnings to one of the most noted fine dining establishments in the Bay Area – is also the story of its devoted, regular clientele, from politicians to celebrities, residents and visitors seeking a taste of San Francisco's delicious history.

If any individual institution defines Fisherman's Wharf, Scoma's has as great a claim to the title as any. Come for the sophistication, clam chowder and "pier to plate" seafood, but stay for the legacy of San Francisco.

I greatly look forward to celebrating Scoma's inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in black 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>		
SCOMA'S RESTAURANT, INC		
<b>BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)</b>		
CHERYL SCOMA CREEDON, SHAREHOLDER		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1965 AL SCOMA WAY SAN FRANCISCO, CA 94133		((415))771-4383
		<b>EMAIL:</b>
		[REDACTED]
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.scomas.com	scomassf	yelp.com/biz/scomas-restaurant-san-francisco-3

<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>
0025258	57195

<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>
1965 AL SCOMA WAY /PIER 47	94133	MAY 1965
<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	MAY 1965 - PRESENT DAY	

<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>
		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>
		Start:
		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.

MARIANN COSTELLO

3-25-2019 *Mariann Costello*

Name (Print):

Date:

Signature:

**SCOMA'S RESTAURANT, INC.**  
**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.**

It started in May 1965 with six stools and their mother's recipes. When brothers Albert and Joseph Scoma heard about a small coffee shop on the Wharf that was for sale, little did they know they were on the road to creating a landmark restaurant. The brothers bought the tiny, six-stool coffee shop on Pier 47 that served local fishermen breakfast and burgers and began the long and ultimately successful process of turning the hidden local hang-out into one of the nation's highest grossing independent restaurants: Scoma's Restaurant.

The Scoma brothers' new restaurant gained immediate popularity and shortly thereafter started expanding. Scoma's celebrated its first anniversary with the grand opening of new dining room.

Scoma's was officially a successful, well-known restaurant within its first five years of operation. In 1970, with partners Roland and Victor Gotti, the Scoma brothers opened a second Scoma's located on the water in historic Sausalito. Scoma's Sausalito, offering a premier view of San Francisco from its historic pier, became a popular destination for locals and visitors alike.

Joe Scoma set out on his own in 1973, opening a restaurant in the East Bay. A few years later, Joe sold his restaurant and retired to Sebastopol. Al and Joe remained close and were seen together often in Scoma's Restaurant enjoying each other's company in the place they started years before.

Al expanded the Fisherman's Wharf location, adding an additional kitchen and dining room to accommodate the growing popularity. He also opened Scoma's by the Pyramid, originally called Don Nunzio (Al's father's first name), located in San Francisco's financial district at the foot of the iconic Transamerica Pyramid – a perfect location for a business lunch, happy hour or an event in the wine cellar.

Scoma's is not just a restaurant, it is a brand. The expansion of the Scoma's brand continued in the 1970s with the addition of a fishing boat. What better way to ensure the freshest fish and support the fishing industry than with its own 46-foot boat – christened "Scoma's" – launching Scoma's Restaurant into the commercial fishing business. In 1979, Scoma's opened location number four in Marin's Larkspur Landing center. Location number five opened in Rancho

Mirage just outside of Palm Springs in 1983. Scoma's in the Financial District was then sold to focus on the other four locations.

The Fisherman's Wharf Scoma's Restaurant added more dining rooms and moved the business office to a second level addition to the building. It was one of the highest grossing independent restaurants in the United States, recognized around the world for its fresh seafood, classic entrees and warm hospitality.

The early 1990s were a time of change for the Scoma brand. The restaurants in Larkspur and Rancho Mirage were sold, and a new Fish Receiving Station was constructed on Pier 47 in 1993. Nicknamed the "FRS," the new station replaced a previously unused structure with a state-of-the-art fish receiving facility for offloading of fish directly from the boats and the addition of windows allowed the public a view of fish preparation for the restaurant.

Joseph Scoma passed away in 1993, and Albert Scoma passed away in 2007. Al's family kept his legacy alive through the launch of "Take Us Home," Scoma's entry in the retail market with its famous crab cakes. In 2010, Scoma's expanded its sales to the online market, selling crab cakes and seafood cakes. In this new arena, Scoma's remained committed to its environmental philosophy, shipping frozen cakes in reusable packaging made from environmentally acceptable sources. Scoma's "Take Us Home" campaign increased in popularity with sales in the millions.

Multiple family members now own Scoma's Restaurant: Al Scoma's three daughters, his son-in-law, his wife (widow) and one grandson.

Today, Scoma's continues the long-standing tradition of service to their guests and their community, including their partnership with the Seafood Watch program and their commitment to remain 100% sustainable and continue to minimize their impact on the Earth. Scoma's is proud to be one of San Francisco's iconic businesses. Located in a historic neighborhood, Scoma's is committed to their team members, their loyal guests, their community and the environment.

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

Scoma's has welcomed guests as an iconic San Francisco location since 1965, serving lunch and dinner seven days each week, thankfully, without any prolonged interruption.

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

Scoma's has been, and remains, a family-owned business since it was founded. In May 1965, brothers Al and Joe Scoma opened a small establishment on Pier 47, and with their mother's recipes began the Scoma's Restaurant. Believing in family being the root of a successful business, Al Scoma enlisted daughters, nieces, nephews and his son-in-law Tom Creedon (who

is now President of Scoma's) to build his business and carry on his legacy. Scoma's currently is owned by Al Scoma's three daughters, his son-in-law Tom, his wife (widow) and one grandson.

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

The ownership history of Scoma's Restaurant is as follows:

1965 to 1973:	Albert Scoma and Joseph Scoma
1973 to 2007:	Albert Scoma; Ann Scoma; Linda Scoma
2007 to 2009:	Albert Scoma Trust; Ann Scoma; Linda Scoma
2010 to Present:	C. Creedon; T. Creedon; K., S., C., A. Scoma

**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 verifying it has been in operation for 30+ years is provided in this 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 historic resource status of the building at 1965 Al Scoma Way is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

## **CRITERION 2**

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

Scoma's has contributed to the authentic identity of Fisherman's Wharf, working to ensure the fishing industry came back to the Wharf and Pier 45 after the 1989 Loma Prieta Earthquake. With its own fishing vessel and fish receiving dock, Scoma's is a restaurant that adds to the authenticity of San Francisco's Fisherman's Wharf. Scoma's President, Tom Creedon served as Chair of the Fisherman's Wharf Association and as Chair of the F-Line Extension project. Today, the F-Line streetcar is a successful, high-ridership transit line between Castro and the Wharf. Scoma's team members have served in leadership capacity for the city, small businesses, restaurants, visitors and conventions activities, the Fisherman's Wharf Community Benefit District, the Fisherman's Wharf Merchants Association, waterfront advisory, the Fishermen's and Seamen's Memorial Chapel and water quality.

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

Scoma's is well-known for its Pier to Plate initiative. The business started as a coffee shop for fishermen and soon became a restaurant that served their daily catch. From the beginning, the Scoma family forged and nurtured relationships with the local fishermen who defined the Wharf. They tirelessly renovated Pier 47 to fit the needs of fishermen who wanted to sell their daily catch directly to the family rather than to large wholesalers. The fishermen always knew they had Scoma's support, whether offering a hot cup of coffee at the restaurant after a hard day's work or purchasing their catch directly.

In 1993, with the Pier to Plate concept in mind, Scoma's Restaurant built its own fish receiving station on Pier 47. The station permits public viewing of the wild salmon and local Dungeness crab being off-loaded from boats and prepared for the kitchen.

Scoma's participates with both the Fisherman's Wharf Merchants Association and the Fisherman's Wharf Community Benefit District. They host non-profit events like Clinic by the Bay's annual anniversary fundraiser, and contribute to TEL HI Neighborhood Center, Salesian Boys' and Girls' Club events, Golden Gate Salmon Association, and East Bay Stand Down to name a few. The business has donated time and labor to restore the Fishermen's and Seamen's Memorial Chapel – Scoma's hosts, caters, contributes and participates based on the needs of the organization.

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

In 1998 and 2001, Scoma's was voted a favorite restaurant by readers of Where Magazine in consecutive years of visitor polls. Newsweek Magazine recognized Scoma's for having one of the best clam chowder recipes in the country (Jan. 10, 2005). Scoma's Restaurant was honored in 2018 with the People's Choice Award given at the annual Saucy Awards, a true testament to the commitment of Scoma's long-standing business philosophies.

Other publications that have featured Scoma's Restaurant, including newspapers, newsletters, travel books, videos, etc.:

- Proclamation from Mayor Frank Jordan and Mayoral Dedication of the Fish Receiving Station, November 1993
- Street Naming Ceremony, Mayor Willie L. Brown Jr. dedicates Al Scoma Way, February 22, 2002
- Best of Citysearch, 2004 and 2011
- Scoma's 40<sup>th</sup> Anniversary – Proclamations from Mayor Gavin Newsom, Senator Dianne Feinstein, San Francisco Board of Supervisors, May 25, 2005
- Food Network Barbeque with Bobby Flay, 2005

- Scoma's awarded Small Business of the Year – Proclamations or Recognitions from Mayor Gavin Newsom, Assemblymember Mark Leno, Senator Carole Migden, May 17, 2007
- Michelin Guide recommendation, 2007 and 2008
- Travel Channel, 2007
- Wine Spectator annual recognition, 2010 through 2019
- Trip Advisor Certificate of Excellence, 2015
- Scoma's 50<sup>th</sup> Anniversary – Proclamations from Mayor Edwin Lee, Assemblymembers David Chiu and Phil Ting, Senator Mark Leno, June 18, 2015

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

Albert Scoma, co-founder of Scoma's Restaurant was a savvy businessman who prided himself on going above and beyond. He turned a hidden local hangout into one of the nation's highest grossing independent restaurants in a very short time. Al Scoma always believed in working hard, enjoying life and being the best in the business. His restaurant operating experience began in the late 1950s as one of the original six partners in Castagnola's Restaurant on Fisherman's Wharf. Although he loved the restaurant business, he discovered the difficulty of making efficient, expedient decisions with six partners. So, with his purchase of a humble café in 1965, Al found an outlet for all the business and life lessons he had learned. In no time, Al built Scoma's into a landmark restaurant and was always in the front of the house to greet locals, visitors, sports stars, celebrities and anyone who walked through the door. Gracious to all, welcoming guests to his restaurant as he would his home, Al believed that everyone was special and deserved the best food and the best service when they dined at Scoma's. He was honored by the City of San Francisco when the Board of Supervisors renamed Jones Alley to Al Scoma Way. The dedication and unveiling in 2002 was a celebration and recognition of the dedication of Al Scoma and Scoma's Restaurant to San Francisco and Fisherman's Wharf.

Scoma's has hosted presidential candidates, governors, members of Congress, mayors, heads of state, kings and queens, singers, dancers, actors and more. The walls are filled with photos over the years: Senators Dianne Feinstein, Patrick Leahy and Cory Gardner; Governor Jerry Brown; State Senator John Burton; Supervisor Aaron Peskin; King Hussein of Jordan; Frank Sinatra; the rock band Train; Juan Marichal; Orlando Cepeda; Brooke Shields; Astronaut Alan Shepard; Assemblymember David Chiu; Former Speaker of the Assembly John Perez.

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

In the new millennium, Scoma's Restaurant began to focus on the expansion of environmental efforts, providing leadership for the industry. Overall environmental practices include recycling, resource management (water, electricity) and purchasing. Scoma's was honored for its recycling efforts, diverting over 90 percent of waste from landfills. The restaurant won consecutive Golden Dumpster and Wrap awards:

- Cory Award Golden Dumpster First Place Large Food Establishment Recycler from the San Francisco Department of the Environment, 2003 - 2005.
- Wrap Award from the California Environmental Protection Agency and the California Integrated Waste Management Board, 2005, 2007, 2008, 2010.

Scoma's is committed to sustainable fishing practices through the FLOSS philosophy (Fresh, Local, Organic, Sustainable and Seasonal) with an added focus on supporting local fisherman, farms and businesses. Scoma's is committed to 100% sustainable offerings and is a proud partner of Seafood Watch. The restaurant won the Golden Gate Restaurant Association's Saucy Award for Most Sustainable Restaurant in 2017. Scoma's Fishing Vessel was the beneficiary of a grant for a new engine in 2018, minimizing the impact on the ocean and the bay and ensuring many more years of responsible commercial fishing. The focus on sustainable practices was the guiding principal when Scoma's launched the Mindful Supper events in March 2019 – a dinner that pairs food and beverages procured from Scoma's partners who have committed to sustainable practices.

Taking a step toward alternative fuels, Scoma's retrofitted a vehicle to run on used vegetable oil recycled from its kitchens fondly called the "Veggie-Mobile" Scoma's donated the remaining used vegetable oil to the Golden Gate Bridge District to power trucks for the crew.

A state-of-the-art wine on tap system allows Scoma's to serve their guests the best wines by the glass or carafe while eliminating over 30,000 bottles from the recycle stream.

Scoma's has hosted fundraising efforts and contributed to a number of nonprofits including oil spill recovery in Louisiana and support for local nonprofit charities such as Salesian Boys and Girls club, Tel-Hi Neighborhood Center, Little Sisters of the Poor, East Bay Stan down for Homeless Veterans, Clinic by the Bay, Meals on Wheels and the San Francisco Senior Center. The Restaurant's 25<sup>th</sup> anniversary in 1990 was a celebration benefiting Children with Special Needs.

Scoma's Restaurant has also contributed to the community through its participation in neighborhood associations. Scoma's leadership in the F-Line expansion, the Fisherman's Wharf Waterfront Advisory Group and water quality helped shape the Fisherman's Wharf neighborhood visited by millions annually. Scoma's provided leadership to the Fisherman's Wharf Merchants, the Port Tenants Association, the Golden Gate Restaurant Association, the San Francisco Chamber of Commerce, the San Francisco Travel Association and the San Francisco Taxicab Commission.

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

Scoma's is located in Fisherman's Wharf, one of the most visited attractions in the state. San Francisco and Bay Area residents and families enjoy Scoma's, which is a part of many family traditions, celebrations and memorials. Numerous guests have Scoma's stories with fond



memories of special times at the restaurant. Scoma's continues today as a favorite of visitors from around the world and around the corner.

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

In 2015, the Scoma family remodeled the restaurant in a retro theme. The remodel included a new look for both the bar areas and the original dining rooms, while keeping an old school feel. Scoma's also launched a new bar program led by their "1965 Manhattan," barrel aged for 1965 hours in honor of the year Scoma's was founded.

Other cultural significant objects include Scoma's iconic orange sign above the restaurant, seen on the television crime drama *The Streets of San Francisco*; a mural of San Francisco located on the unique fish receiving station; the Scoma's fishing vessel berthed alongside the fish receiving station; and the Al Scoma Way street sign.

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

If Scoma's Restaurant were to close the neighborhood and the city would lose an iconic San Francisco brand that spans generations. Scoma's is a family-owned business supporting 130 employees with union wages and benefits, some who worked at the restaurant for 30 to 40 years. Scoma's is a restaurant that operates a fishing boat and a fish receiving station, supporting local fishermen, farmers and producers while committed to sustainable practices that minimize the environmental footprint. Scoma's supports many nonprofits, and their civic involvement over the years has contributed to and given back to the San Francisco community. Scoma's is committed to Fisherman's Wharf, the fishing industry and city of San Francisco.

### **CRITERION 3**

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

Scoma's is a classic San Francisco seafood restaurant. They serve Pacific seafood caught on small boats by local fishermen. Early in the morning, the fishermen bring their catch to Scoma's pier, and Scoma's chef selects the very best of the catch for the pier-to-plate menu.

The restaurant also offers a full bar program with premium crafted cocktails and an extensive award-winning wine list to complement your meal. For customers arriving by car, there is free valet service at the door.

**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)**

Scoma's Restaurant is committed to maintaining its historical tradition as a seafood restaurant.

**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.).**

Scoma's is committed to maintaining the iconic orange sign above the restaurant, the mural of San Francisco located on the fish receiving station, the Scoma's fishing vessel and the Al Scoma Way street sign.

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

Documentation that demonstrates the business has been a seafood restaurant for 30+ years is included in this Legacy Business Registry application.



NO ENTRY  
ALCOHOL/RECREATION  
LIFEBOAT MOUNTING  
IN PROGRESS (SEE SIGN)

6061

SCOMA'S

Scoma's

SCOMA'S



Scoma's

Scoma's  
SINCE 1965  
ENTRANCE

Menu board with text and graphics





Scoma's

Scoma's

SCOMA'S  
FRESH SEAFOOD  
RESTAURANT





**SCOMA'S**  
FISH RECEIVING  
STATION

**VALET PARKING**  
←  
Please  
PULL FORWARD  
TO NEXT SIGN







1/4 TON

COFFING

EN



reliance  
Latex Glove  
5x8  
nitrile  
gloves







Al Scoma Way





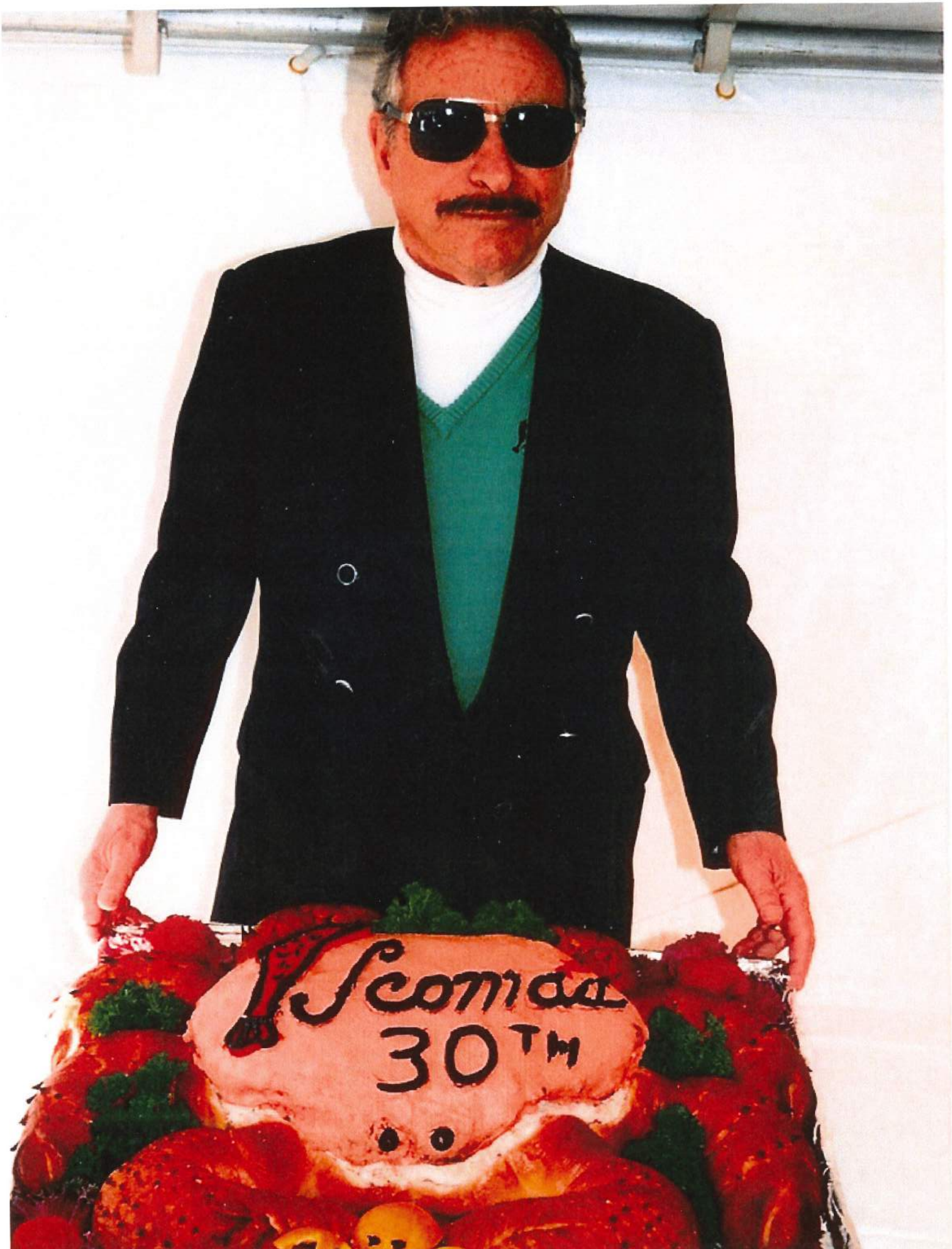












AL SCOMA WAY





CALIFORNIA LEGISLATURE  
Assembly  
RESOLUTION  
Enacted in Assembly March 20, 2013 and Passed by the Senate March 20, 2013  
Speaker of the Assembly Alan Y. Jung  
Speaker of the Senate Mark DeSaulniers







*“It started with two brothers,  
their mom’s recipes, and a six-  
stool counter.”*

*“Today it’s a world-famous  
seafood restaurant where the  
catch is still pulled fresh from  
the sea, and hospitality never  
gone out of style.”*

*This is the legacy of  
Scoma’s Restaurant*



Sat May 21, 1966  
SF Chronicle

# ROOM

*A Truly Elegant  
New Mood  
Inspired to Exquisitely  
Enhance Your  
Dining Pleasure.*

**NOW  
REOPEN**



*Thank You for  
Making Our  
Year So  
Fantastic*

# AL SCOMMA'S

**ME**

WM GRAZIANO ■ CONTRACTOR  
BI RITE ♦ ROYAL SUPPLY ♦ MARINA PRODUCE

## SCOMA'S LOUIES AND SALADS

CRAB LOUIS .....	2.45
A Famous West Coast Taste Treat	
SHRIMP LOUIS .....	2.45
Icy Fresh and Tender	
COMBINATION LOUIES .....	2.50
With Your Favorite Dressing	
WHOLE CRACKED CRAB .....	2.95
Brings You the Tang of the Golden Gate	
HALF CRACKED CRAB .....	1.65
CAESAR SALAD (for two) .....	3.00
Tossed for a King and Queen	
HEARTS OF ROMAINE WITH SEAFOOD .....	2.25
MIXED GREEN SALAD WITH SEAFOOD .....	2.00

## SHELL FISH

CRAB LEGS, BUTTER FRIED .....	3.75
White, Firm and Delectable	
CALAMARI .....	2.25
Different and Delectable	
DEVILED CRAB EN CASSEROLE .....	2.95
A Fabulous Crab Meat Specialty	
COMBINATION SEA FOOD PLATE WITH CRAB LEGS .....	2.95
A Sailing Master's Delight	
CREOLE SHELL FISH .....	2.90
The Old South Comes to San Francisco	

## APPETIZERS

OYSTERS ON THE HALF SHELL .....	2.50
CLAMS ON THE HALF SHELL .....	1.25
Nestling on a Bed of Ice with Lemon and Cocktail Sauce	

## SOUPS

CLAM CHOWDER (cup) .....	.45
CLAM CHOWDER (bowl) .....	.65
A Delicious Meal in Itself	
CLAM BROTH (cup) .....	.45
CLAM BROTH (bowl) .....	.65

## SEA FOOD COCKTAILS

CRAB .....	1.10
SHRIMP SUPREME .....	1.10
PRAWN SUPREME .....	1.10
OLYMPIA OYSTER SUPREME .....	1.25
EASTERN OYSTER SUPREME .....	1.00
Start Your Memorable Scoma Dinner with One of These Grand Sea Food Cocktails	

## MEATS

NEW YORK CUT STEAK .....	4.95
Highest Quality Choice Beef Cooked to Perfection	
DELUXE MINUTE STEAK SANDWICH .....	3.95
Sensational	
GROUND CHUCK STEAK .....	2.95
A Scoma Favorite	
BACON AND EGGS .....	1.70
HAM AND EGGS .....	1.70
Great . . . Morning, Noon or Night	

**Crab Cioppino Scoma** 2.95  
Sicilian or Calabrese Style  
Fishermen's Own Favorite — A Local Shell  
Fish Stew, Prawns, Crab, Clams, Oysters —  
Delicious!

**Abalone Steak** 2.95  
A California Must, Available Only in Season  
WITH A SPARKLING BORDELAISE..... 3.25

## SCOMA'S

FRENCH FRIED POTATOES .....	.40
Golden Brown and Crispy	
GARLIC BREAD .....	.40
EXTRA BREAD AND BUTTER.....	.25
CURRIED SHELL FISH .....	2.95
Always Exotic and Delicious	
BUTTER FRIED PRAWNS .....	2.75
A Golden Brown Treat	
BUTTER FRIED SCALLOPS .....	2.65
LOBSTER TAIL WITH DRAWN BUTTER AND LEMON .....	3.95
A Seafood Delicacy	
CRAB NEWBURG .....	2.95
A Splendid Creamy Casserole	
FRIED OLYMPIA OYSTERS .....	2.95
The Gourmet's Shellfish from Puget Sound	
FRIED EASTERN OYSTERS .....	2.45

## FROM SCOMA'S BROILER

SALMON STEAK .....	2.75
Tender, Juicy and Flavorful	
HALIBUT STEAK .....	2.60
A Fresh, Deep Sea Treat	
SWORDFISH STEAK .....	2.60
Distinctive and Exciting Fare	

## DESSERTS

ICE CREAM .....	.30
Fresh, Flavorful	
CHEESE CAKE .....	.50
Fresh, Delightful	
COFFEE, TEA, MILK.....	.15
SELECTED CHEESES .....	.75
For the Gourmet	
ZABAIONE .....	2.50
Spectacular, Prepared for Two	

*Scoma's Shell Fish Omelette* 2.75  
Delicately Prepared with Succulent Crab and Shrimp

*Crab Legs Omelette Scoma* 2.95  
A Simply Fabulous Dish

## SEA FOOD SANDWICHES

SHRIMP SANDWICH .....	1.75
Mouthwatering, Tasty Salad Too	
SHRIMP SANDWICH .....	1.75
Salad Included	
SEA FOOD COMBINATION .....	1.85
Plus Your Fresh Salad	
ABALONE SANDWICH .....	1.95
A True California Delicacy, with Salad	
TUNA SANDWICH .....	1.25
Always Satisfying	

## SCOMA'S SAUTEES

REX SOLE .....	2.25
King of Flat Fish, Local, Succulent	
WITH AMANDINE SAUCE.....	2.50
SAND DABS .....	2.25
Delightfully Different	
WITH AMANDINE SAUCE.....	2.50
CRAB LEGS .....	3.95
Sauteed with a Bordelaise Sauce —Out of This World	
PRAWNS .....	2.95
Sauteed with a Bordelaise Sauce	
FILLET OF SOLE MEUNIERE .....	2.10
Light, Delicate, Delicious	
WITH AMANDINE SAUCE.....	2.35



### The Specialty of the House

Scoma's "Piatto della Terra e Mare"  
**FILET MIGNON AND LOBSTER TAIL**  
The Finest from Land and Sea  
A Banquet You'll Never Forget  
**4.95**

# HERB CAEN



## Communicaens

**RESTAURANTS & INSTITUTIONS**, the oddly named bible of the feeding biz, is out with its annual list of the country's 50 top-grossing independent (not chain) restaurants, and Scoma's at the Wharf checks in at No. 11 with \$11,811,000. Yes, a lot of abalone. Jeremiah's Stars is 22nd with an amazing \$9.5 million, which puts it just ahead of Spenger's in Berkeley. Other local listees for 1993: the Cliff House and the Carnelian Room — gahbless the tourists! — in a dead heat for No. 37 at \$8 million ... Wolfgang Puck's Postrio isn't on the list because, technically, it's not an "independent," but it grossed right up there with Stars last year. No. 1? Warner LeRoy's Tavern on the Green in Central Park, as always. Would a similar cornball money-coiner in Golden Gate Park be all that bad? ... Puhleeze! Don't all shout at once.

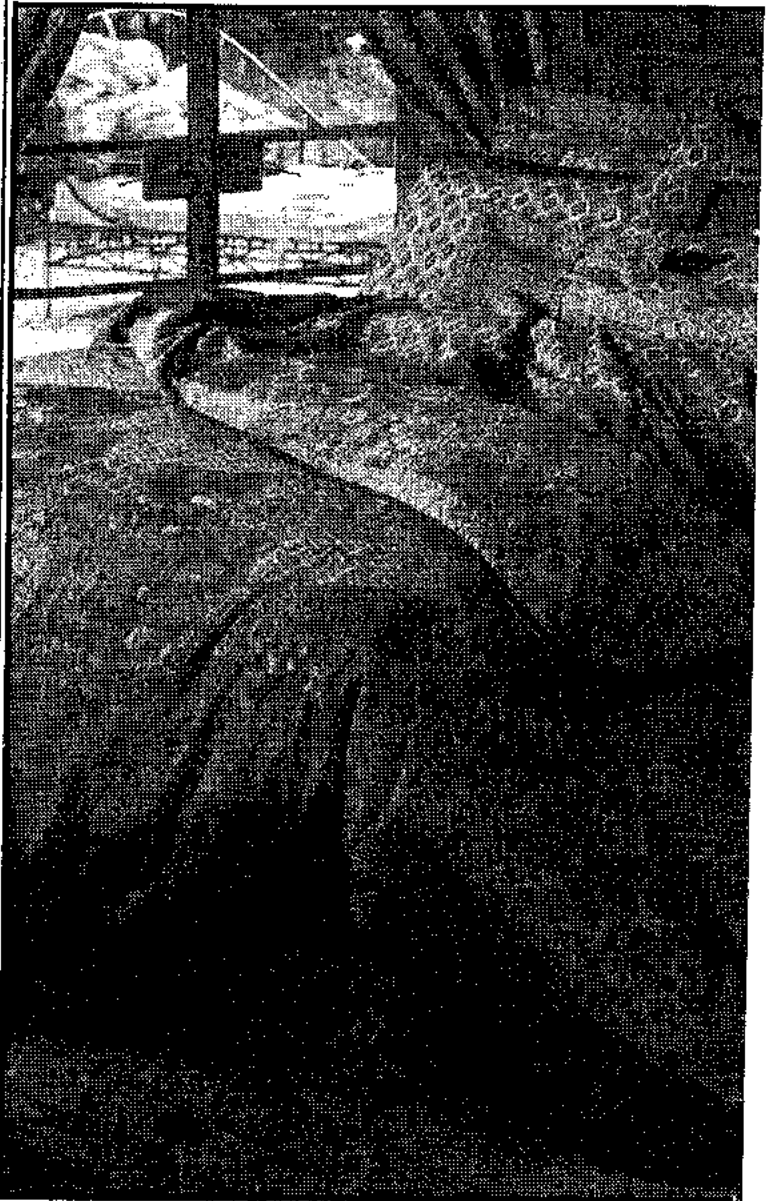
★ ★ ★

**ONWARD:** The Spring 1994 issue of S.F.-based Earth Island Journal, just coming off the presses in Hayward, will be a keeper — the first complete magazine in the known world to be printed on paper not made from trees. Its pages comes from the kenaf plant, grown mainly in the Southeast. Kenaf (rhymes with "giraffe") is a member of the cannabis family so don't inhale more than necessary ... Jonathan Lemon comes up with this month's winner in the Cuute Firm Name derby: a soon-to-open Central American delicatessen at 17th and Valencia called — Salvador Deli. Mmmm, let me savor that for a moment. Yessss. Salvador Deli! Say, maybe I had my nose buried in that Earth Island Journal a little too long.

★ ★ ★

**SOAPBOX TIME:** Anticipating that the 18-year-old American lad arrested in Singapore will have his butt beaten to a pulp, bar manager Ron Burgholzer at the La Barca Room has invented a drink. Ask for it by name: Singapore Ass-in-a-Sling ... Where does Caen stand on the subject of caning? Up. I mean, I'm against it.

# 50% OFF CC



## 50% off

"Mandarin" bedding by Sheridan. Luxurious 200+

## Fryer-fueled car...

**\$150/month**

SAVINGS

**< two years**

COST RECOVERY



INVESTMENT AND EFFORT

## ...and hot water heater

**\$68/week**

SAVINGS

**Three years**

COST RECOVERY



INVESTMENT AND EFFORT

There's gold in used vegetable oil. Scoma's president Tom Creedon commutes from Marin County in a 1984 Chevy Blazer, dubbed the Veggie Mobile. It gets 450 miles from a tank and saves \$150 a month on diesel fuel. A conversion kit for the engine cost \$3,000. Says vice president Mariann Costello, "Some people spend more than that on shoes."

In Pleasant Prairie, Wisconsin, franchisee Ed Rich of the Culver's custard chain uses his old oil to heat water. The \$11,000 heater was made



by INOV8 International of nearby La Crosse. Says Culver's marketing vice president Chris Contino, "Based on saving

\$68 a week on natural gas, it will have a payback of about three years." After that, it should go on working for 20 years, three times the expectancy of a conventional water heater.



## Demand instant hot H2O

**\$900/year**

SAVINGS

**3-5 years**

COST RECOVERY



INVESTMENT AND EFFORT

If you use steady amounts of hot water all day long, you can do fine with a traditional heater. But if your usage ebbs and flows, you're warming a lot of water that just sits in a tank and cools down.

At Osteria Nonna Maria in Sheboygan, Wisconsin, owner Mary Jo Beniger installed a tankless water heater. It's also called an on-demand heater, because it turns on only when she demands hot water. A gas burner superheats the liquid, moments before it goes to her faucet or dishwasher. "The rest of the time, nothing is happening," she says. "No pilot light, no gas burning, no emissions."

The savings kept her gas bill level while she doubled the size of her dining room and cut her quarterly water bill from \$350 to \$125.



The Scoma's tradition of quality is taking an innovative step forward with the opening of its new Fish Receiving Station adjacent to the restaurant on Pier 47. Having restored the building to its original use, Scoma's will receive fresh fish and seafood daily from local boats and wholesalers.

This new concept on Fisherman's Wharf promises to not only provide an intriguing public view of the fish industry, but assures Scoma's satisfied customers that their delicious food is the absolute freshest possible.

Scoma's  
cordially invites you  
to the unveiling  
of its new  
**Fish Receiving Station**

Tuesday, November 16, 1993  
2:30 p.m. Ribbon Cutting  
Reception Immediately Follows

Scoma's, Pier 47,  
Fisherman's Wharf, San Francisco  
Complimentary Valet Parking

RSVP by November 10  
to Mariann Costello (415) 771-4383



# Take Us Home!

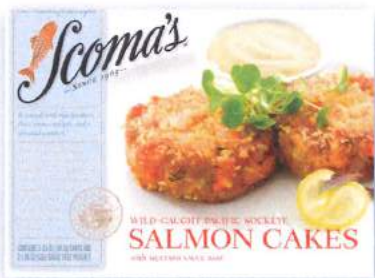
**Scoma's customers crave our Dungeness Crab Cakes. They adore our wild-caught Sockeye Salmon and Wild Shrimp Cakes.**

For decades they've asked how to make them at home. Now – with the introduction of Scoma's Cakes – we're pleased to finally share our family's prized dishes.

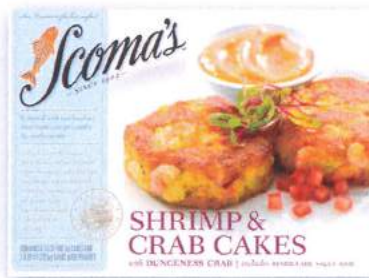
## Scoma's Cakes:

- All Natural
- San Francisco-style
- Made with Sustainably Harvested Seafood
- Handmade, Using Fresh Vegetables, Herbs and Spices
- Larger than Typical Seafood Cakes

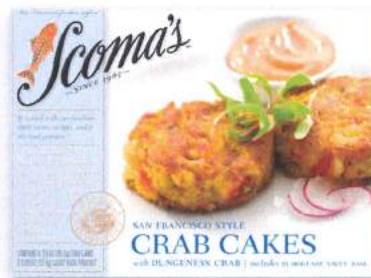
**Enjoy Scoma's Traditions at Home...  
From Our Family to Yours!**



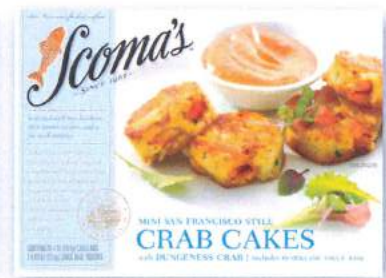
Salmon & Shrimp Cakes



Shrimp & Crab Cakes



San Francisco Style Crab Cakes



San Francisco Style Mini Crab Cakes

Visit us at  
[www.scomasretailfoods.com](http://www.scomasretailfoods.com)



SAN FRANCISCO STYLE  
CRAB CAKES WITH  
DUNGENESS CRAB, WILD-CAUGHT PACIFIC  
SOCKEYE SALMON & SHRIMP CAKES,  
WILD-CAUGHT SHRIMP & CRAB CAKES  
WITH DUNGENESS CRAB



ALL NATURAL  
SUSTAINABLY HARVESTED  
NO MSG  
NO PRESERVATIVES  
SCOMA'S FAMOUS RESTAURANT RECIPES  
ENVIRONMENTALLY FRIENDLY PACKAGING



*A San Francisco tradition on Fisherman's Wharf since 1965*





All Natural – All Wild Sustainably  
Harvested Seafood – Made in the USA



**Now available at these retail locations:**

Andronico's

Bianchini's Markets

Big John's Market

- *Healdsburg*

Cal Mart

COSTCO

- *All Northern California Stores*

Diablo Foods

Don Quijote

- *Honolulu, Pearl City, Waipahu*

Draeger's Market

Elliott's Natural Foods

Falletti Foods

G & G Markets

Golden Natural Foods

Hardester's Market

Harvest Market

- *Fort Brag*

Holiday Quality Foods

Le Beau Nob Hill Market

Mill Valley Market

Mollie Stone's

New Leaf Markets

O'Brien's Markets

Oliver's Market

- *Cotati & Santa Rosa*

Paradise Foods Market

Piazza's Fine Foods

Podesto's

- *Stockton*

Sonoma Market

Star Market

- *Salinas*

Sunshine Foods

Twain Hart Market

United Markets

Vallerga's Market

Whole Foods

- *Berkeley, Campbell, Capitola,*

*Fresno, Lafayette, Los Altos,*

*Monterey, Napa, Petaluma,*

*Reno, San Rafael, San Ramon,*

*Santa Cruz*

**Scoma's offers yet another way for you to enjoy our delicious crab cakes at home! They are available online at Chesapeake Bay, click the link [www.cbcrabcakes.com](http://www.cbcrabcakes.com) and look for Dungeness Crab Cakes!**



Liz Hafalla / The Chronicle

Fish cutter Frank Louie prepares a shipment of Alaskan halibut at Scoma's fish-receiving station next to the restaurant on Fisherman's Wharf. Patrons can look out and watch fish being unloaded.

PORT RESTAURANTS

# Big, busy S.F. family business

This is part of a series exploring the Port of San Francisco restaurants. These waterfront spots embrace and reflect the city's oldest — and newest — culinary traditions, and they have plenty of stories to tell. Previous articles are at [www.sfgate.com/food](http://www.sfgate.com/food) and [www.sfchronicle.com/food](http://www.sfchronicle.com/food).

By Jon Bonné

There's a comfortable machinery at work when you step in the door at Scoma's.

Oval tags on white waiter's jackets speak to a time when servers' names were read, not spoken. Crab Louis salads pass by in a blur. Kids — this clearly must be Fisherman's Wharf — are served Shirley Temples as their parents knock back a glass of Soave.

One of San Francisco's busiest restaurants, Scoma's serves 450,000 customers each year in its 350 seats. And while this may be the wharf — more precisely Pier 47, at the end of what is now called Al Scoma Way — it still draws its share of locals for a cuisine that speaks to a time when San Francisco's food was hearty and not a little bit Italian.

"I always have fun with saying, 'Where'd you go to school?'" says Tom Creedon, Scoma's president, himself a native who went to Polytechnic High. "Certain people, you can look



Todd Trumbull / The Chronicle

at them, their behavior, their talk, you can tell they're San Franciscans."

Creedon may have married into the business — his wife, Cheryl, is one of Al Scoma's daughters — but this staple of the waterfront has always been a family business.

In 1965, Al and his brother Joe opened Scoma's in a former coffee shop, but by that point Al was an industry veteran, having been a city health inspector and then an original partner in nearby Castagnola's.

Not all of Castagnola's other five partners could meet Al's tireless work ethic — even after moving to San Anselmo, he would be at Scoma's from morning through evening service, Creedon says — and he went back to selling cars. But when the chance came to open his own place, it followed what he knew best: a waterfront joint selling fresh seafood

## Scoma's

Pier 47 (at Al Scoma Way)  
(415) 771-4383  
[www.scomas.com](http://www.scomas.com)  
Lunch and dinner daily  
Entrees: \$15-\$40



and the Italianate dishes San Francisco had made its own.

Scoma's menu today retains that tack, whether offering the ever-scarcer sand dabs or a "poor man's" cioppino that hinges on a tomato-filled sweetness. And of course there's Dungeness crab, whether in a cocktail or whole and garlic-roasted — a specialty that has required careful work with the restaurant's many seafood purveyors to ensure that either fresh Alaskan or flash-frozen local specimens are available year-round. The average visitor hasn't adopted our Dungeness season learning curve.

Scoma's also built its own fish-receiving station opposite the restaurant's front door, where patrons can occasionally watch fish — mostly salmon — being unloaded. And the restaurant owns its own eponymous 46-foot fishing boat, although the boat is leased to fishermen. Their catch doesn't always get sold to Scoma's, although they offer to pay lessees higher-than-wholesale prices

when they do buy from them.

For much of the rest, Scoma's taps many local wholesalers, including those on what is now Pier 45, a facility Creedon lobbied for after the Loma Prieta earthquake left a pile of rubble on the waterfront and the port wanted a better option than the old open-air fish market on Jefferson Street.

Speaking of the port, it received \$1.1 million in rent from Scoma's last year, a figure based on sales. Clearly there's no concern about keeping chefs Alan Fairhurst and Kelly Bennett busy, although that doesn't stop Creedon from vigilantly reading each Yelp review.

That work ethic may just be part of joining Al Scoma's family. Creedon, who previously was a firefighter at Engine Co. 3 on Post Street, had to learn to work the floor when servers took vacation, and still has his contractor's license to pull permits for construction.

Al Scoma would have it no other way.

"I tell people I got my job the old-fashioned way," Creedon says. "They say, 'Oh, you earned it.' I say, 'No, I married the owner's daughter.'"

Jon Bonné is The San Francisco Chronicle's wine editor. E-mail: [jbonne@sfchronicle.com](mailto:jbonne@sfchronicle.com) Twitter: @jbonne



## HARVEST CELEBRATION

SEPTEMBER 21, 2013 ♦ 7:00 ~ 10:00 PM

### 4TH ANNUAL TEAM GRAPE STOMP COMPETITION

- ♦ Festive Food paired with Castello Wines
- ♦ Grape Stomp photo op
- ♦ Live Music by Highway 4
- ♦ Complimentary Shuttles to Calistoga Hotels



\$95 for Wine Club Members  
\$115 for Guests  
For Reservations:  
707.967.6274

Castello di Amorosa  
NAPA VALLEY  
[CASTELLODIAMOROSA.COM](http://CASTELLODIAMOROSA.COM)

Now Serving...

# WEEKEND BRUNCH!

SATURDAY - SUNDAY, 10:30-2:30

Sip a mimosa on our sunny outdoor patio while indulging in French Toast with Crispy Bacon and Vin-Santo Scented Strawberries, or try savory Baked Eggs with Duck Confit Potato Hash and Salsa Verde. Full bar, and outside seating.

**DINNER 7 nights a week, LUNCH weekdays**  
**WEEKEND BRUNCH Sat-Sun**  
**650 579-6021 [osteriacoppa.com](http://osteriacoppa.com)**  
139 South B St. | San Mateo, CA



The Scoma's Family cordially invites you to:

# SCOMA'S 50<sup>TH</sup> ANNIVERSARY CELEBRATION & RECEPTION

Thursday, June 18, 2015 | 2-5pm

Exclusive Media Preview | 1pm

PIER 47 & Al Scoma Way

RSVP by:  
June 1, 2015

E-mail:  
[50thevent@scomas.com](mailto:50thevent@scomas.com)

Phone:  
415.351.7399

2 hour validated parking at the Triangle Lot on the corner of Jefferson St. & Taylor St  
Complimentary shuttle service from the Triangle Lot to Al Scoma Way.

PHOTO: ALEXANDER RUSIN

## Celebrating Sonoma's Bounty: Flavor Bistro, Santa Rosa, CA



Left to right: St. Francis Winemaker Katie Madigan, St. Francis Vineyard Manager Jake Terrell, Flavor Bistro General Manager Greg Thompson and St. Francis Winemaker Chris Louton at Flavor Bistro in Santa Rosa, CA.

When it opened its doors to Sonoma County in 2004, Santa Rosa-based Flavor Bistro had a singular vision for its food and wine program: to celebrate Sonoma's bounty by showcasing local wines in an affordable way, and pairing them with locally-produced, organic foods.

Ten years later, little has changed. Flavor Bistro still buys local and organic, and searches its backyard wineries for unique offerings not found farther afield, in many instances buying directly to help maintain low list prices for its customers. "We operate on much lower margins than a lot of restaurants," says Greg Thompson, Flavor Bistro's General Manager, "and the biggest movers on our list are in the \$40-60 per bottle range, with some bottles as low as \$26-30," he adds.

Flavor Bistro also pours 60 wines by the glass, so with that in mind, Thompson looks for wines that offer good value along with great quality. "St. Francis is a perfect fit for our criteria," says Thompson, "and we currently pour the Sonoma Chardonnay, Merlot and Old Vines Zinfandel, with the Zin being the top seller of the three."

## NY Steak and CA Reds: Smith & Wollensky, New York City

It may not be New York City's oldest, but Smith & Wollensky opened on a midtown corner in 1977 by restaurant impresario Allen Stillman, who was arguably responsible for revitalizing the entire genre of the American steakhouse.

Stillman, whose first restaurant venture was F.G.I. Fridays, created Smith & Wollensky, (the names were picked at random out of the phone book), with one thing in mind: to elevate the steakhouse experience to the highest level by offering not just delicious food, but an unparalleled wine and beverage experience. Many wine list and dining awards later, Smith & Wollensky is still at the top of its game.

"The New York steak experience is a perfect fit for the bold profiles of California reds," says Christopher Sweet, Smith & Wollensky's Head Sommelier, who oversees both sides of the restaurant: the formal dining room and the more relaxed Wollensky's Grill concept. "St. Francis' approachable wines are a great fit for us in both places," he adds, "and with the Reserve Tier and its \$100 price point coming in at the low end of our \$100-120 sweet spot, it's a perfect transitional wine, offering both good value in our dining room, and a step up in our Grill."



Christopher Sweet, Head Sommelier at New York City's Smith & Wollensky.

PHOTO: DOUG VOJNIG

## An SF Staple: Scoma's, San Francisco

When Brothers Al & Joe Scoma took over a six-seat coffee shop on the wharf in San Francisco in 1965, little did they know that their tiny endeavor would 50 years later be one of the top-grossing restaurants in the nation with seating for over 300 guests, annual sales of over \$15 million, and an address which now reads Al Scoma Way.

Serving cuisine based on traditional Italian and Sicilian seafood-based recipes, Scoma's built a reputation among the locals and tourists alike for having not just top-notch food, but great local wine offerings too. "Being within spitting distance of California's wine country, selling our home state's wines has always been a big part of our program," says Nick McGreevy, Scoma's General Manager. "And in my 19 years, I can't remember St. Francis not being on our list."

2015 has seen a major renovation at Scoma's, such as increasing the bar area and installing a keg/ tap system for its by-the-glass program, a nod, in part, to Scoma's move towards more sustainable practices, yet with obvious economic benefits as well. "Kegs give us consistent pour freshness, virtually eliminating waste," says McGreevy, who adds, "Our whole by-the-glass list will be served out of kegs, with St. Francis as the house Chardonnay." ■■

## FOOD

# Gordon Drysdale helping Scoma's modernize

**Paolo Lucchesi**

April 8, 2015 | Updated: April 8, 2015 4:30 p.m.



Scoma's restaurant on Fisherman's Wharf is celebrating its 50th anniversary this year and making improvements, including new blood and a better-executed menu.

Photo: Liz Hafalia / Liz Hafalia / The Chronicle 2013

Like many locals, not to mention food-loving locals, **Gordon Drysdale** was not a frequent visitor to Fishermen's Wharf.

Yet on a recent Tuesday, Drysdale — the noted San Francisco chef who made his name at the bygone Gordon's House of Fine Eats — strolled out from the kitchen at Scoma's to chat

about his new gig in the unlikeliest of places, as the culinary director of the Pier 47 institution.

As Etta James and Frank Sinatra crooned in the background, Drysdale perched on one of the restaurant's vintage stuffed leather chairs, wearing his signature tinted glasses. And though his spiky blond hair has subtly faded into a light gray in recent years, the jovial, even hyperactive chef speaks as enthusiastically as ever, conveying the same charisma that made him one of the city's favorite chefs.

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"If this goes OK, this will be a resurrection along the lines of Jeremiah Tower's Tavern on the Green," Drysdale, 58, says with a chuckle, before getting a little more serious. He acknowledges that the financial aspects make it worthwhile for him and his family, but he also came to a realization that being a chef was more than intricately arranged plates.

"At a certain part of your career, you go, 'My art will be here and my business will be here.' This is never going to be Lazy Bear. It's never going to be Dirty Habit," says Drysdale, referring to two of the city's trendier new restaurants. "It's always going to be a wharf restaurant."

Just as importantly, there was a revelation about the impact that larger-scale operations can have: "As snow starts falling on top of this cedar, I have a little bit of a soapbox. I'm starting to realize I can affect a much bigger slice of the world than having 50 diners and serving them nine courses."

Scoma's is hoped to be that platform. The 330-seat restaurant, which celebrates its 50th anniversary this year, serves well over a thousand diners on busy days; Restaurant Business Magazine ranked it as the second-highest-grossing independent restaurant in San Francisco.

But not too long ago, owner **Tom Creedon** saw the tide turning, and brought aboard some new blood to help ensure that calcification doesn't set in for Scoma's — and to make certain it has a place on the wharf for another half century. Creedon brought in operations pro **Jay Schimmel**, who in turn persuaded Drysdale and newly appointed executive chef **Efren Sandoval** to help bring the kitchen of Scoma's into the modern age.

The pair has not lost sight of the restaurant's core; after all, Budweiser and Bud Light remain its top-selling beers. But small improvements and fundamentals are taking hold.

To accompany the restaurant's pristine seafood — often loaded directly from the water, a few steps from the restaurant — actual fresh vegetables from real farmers are now seen at Scoma's, replacing the frozen carrots and peas seen throughout the neighborhood; there's even a salad on the menu cheekily titled Unintimidating Mixed Greens.

Also gone are the winter eggplant Parmesan dishes, as produce seasonality — ubiquitous everywhere else in San Francisco — has finally broken through to Fisherman's Wharf.

And that chowder? It now uses house-made fish stock.

But for the most part, it's the same menu, executed better.

"We have a shot to represent ourselves in a more relevant light," says Schimmel. "A relevant restaurant on the wharf, as opposed to a cream-heavy, fried-intensive menu."

Scoma's is a newly certified partner of the Monterey Bay Aquarium Seafood Watch, joining nearby Bistro Boudin and Pescatore as the only restaurants on Fisherman's Wharf proper to have such environmentally responsible certification.

(Think about that: On Fisherman's Wharf, tourist-supposed mecca of seafood, there are three — count 'em, *three* — restaurants employing ocean-friendly seafood choices as recommended by our local experts. Just imagine if others in the neighborhood followed suit and stopped buying bluefin tuna, orange roughy and farmed shrimp. That could be millions of dollars' worth of purchasing power for good.)

Drysdale has more ideas for the Scoma's Vatican-like complex, which essentially dominates the entirety of Pier 47 on the appropriately named Al Scoma Way.

Since it's all but impossible to get port approval for new retail use of existing buildings, he has conjured up a 12- to 18-month plan to resuscitate the restaurant's dormant smokehouse, adjacent to the restaurant and the Scoma's fishing boat — which, in an ideal world, could provide local salmon for smoking. And because nothing goes better with smoked fish, Drysdale also dreams of utilizing that wood fire to bake Montreal-style bagels, served up to picnic tables overlooking the docks.

“When we get done with it, there won’t be anything like it in San Francisco,” says Drysdale.

And though some part of him once yearned for cooking more personal — or ego-driven — food, or a restaurant that is an extension of himself, he is at peace. “For creative types, there’s always an outlet for whatever it is you do. In my free time, it’s music now. I make music. I recently bought a six-string banjo.”

**The constant shuffle:** More chef movement from around the Bay Area:

Eric Tucker’s 20-year-old vegan restaurant **Millennium** (580 Geary St.) is closing at the end of the month. That’s the bad news. The good news is that Tucker and general manager **Alison Bagby** have a new home for Millennium. They have inked a lease at Oakland’s shuttered **Box & Bells** (5912 College Ave.), right in the heart of Rockridge; they hope to open this summer.

Up in Napa Valley, **Charlie Palmer** has picked a chef for **Harvest Table**, his forthcoming restaurant in St. Helena’s Harvest Inn (One Main St.), which he bought last year. **Levi Mezick**, last seen making headlines at Monterey’s Restaurant 1833, will be running the kitchen.

Back in the city, **Alta CA** (1420 Market St.) opening chef **Yoni Levy** has left; chef-owner **Daniel Patterson** has replaced Levy with sous chef **David Goody**. It’s been a busy month so far for Patterson and the DPG, which also opened a new restaurant in the Mission: **Aster** (1001 Guerrero St.), helmed by former Chronicle Rising Star **Brett Cooper**.

*Paolo Lucchesi is a San Francisco Chronicle staff writer. E-mail: [plucchesi@sfchronicle.com](mailto:plucchesi@sfchronicle.com)  
Twitter: [@lucchesi](https://twitter.com/lucchesi)*





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*Thank you!*

*We hope you enjoyed the story  
behind Scoma's Restaurant  
We are proud of our legacy  
and our commitment to  
San Francisco*

*Continue to follow Scoma's as  
the Legacy continues....*

*With gratitude,  
The Al Scoma Family*

*Filing Date:* June 20, 2019  
*Case No.:* 2019-013696LBR  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*Zoning:* C-2 (Community Business) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 9900/047  
*Applicant:* Cheryl Scoma Creedon, Shareholder  
1965 Al Scoma Way  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
[shelley.caltagirone@sfgov.org](mailto:shelley.caltagirone@sfgov.org)  
*Reviewed By:* Jeff Joslin – 415-575-9117  
[Jeff.Joslin@sfplanning.org](mailto:Jeff.Joslin@sfplanning.org)

## **BUSINESS DESCRIPTION**

Scoma's Restaurant, Inc. is a brand and seafood restaurant on Fisherman's Wharf, opened by brothers Albert and Joseph Scoma in May 1965. From 1965 until the early 1990's, the Scoma brothers operated restaurants in four other locations; Sausalito, Marin's Larkspur Landing center, Rancho Mirage, and another SF location by the Transamerica Pyramid. In the early 1990's, the restaurants in Larkspur and Rancho Mirage were sold, and a new Fish Receiving Station was constructed in 1993 on Pier 47. This station allowed for the offloading of fish directly from boats to the restaurant and allowed the public a view of the fish preparation. Scoma's entered the retail market in the late 2000's through the launch of "Take Us Home" for their crab cakes, eventually expanding to online sales in 2010.

Scoma's retains their original Fisherman's Wharf location and continues the long-standing tradition of service to their guests and community. They partner with the Seafood Watch program and remain 100% sustainable, a value that has been an integral part of Scoma's identity. Scoma's commitment to environmental efforts is seen in their practices like recycling efforts, for which Scoma's was honored for diverting over 90% of waste from landfills. In addition to recycling, Scoma's is committed to sustainable fishing practices through the FLOSS philosophy (Fresh, Local, Organic, Sustainable, and Seasonal), and is focused on supporting local fishermen, farms, and businesses. In 2017 the restaurant won the Golden Gate Restaurant Association's Saucy Award for Most Sustainable Restaurant. The business is located on Al Scoma Way, a street that was dedicated in 2002 in celebration and recognition of the dedication of Al Scoma and Scoma's Restaurant to San Francisco and Fisherman's Wharf.

Scoma's is located on the south side of Al Scoma Way between the Hyde Street Pier and Pier 45 in the Fisherman's Wharf neighborhood. It is within the C-2 (Community Business) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in May 1965.

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

Yes. Scoma's Restaurant, Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Scoma's Restaurant, Inc. has operated continuously in San Francisco for 54 years.
- ii. Scoma's Restaurant, Inc. has contributed to the history and identity of the Fisherman's Wharf neighborhood and San Francisco.
- iii. Scoma's Restaurant, Inc. is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the development of the culture of Fisherman's Wharf, the practice of local and sustainable fishing, leadership in environmental efforts, and pier-to-plate cuisine.

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

Yes. The Al Scoma Way property is located on Fisherman's Wharf, one of the most visited attractions in the state. Scoma's has maintained a presence at Fisherman's Wharf since the restaurant opened in 1965.

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

No. The property has a Planning Department Historic Resource status codes of "B" (Unknown/Age Eligible) due to the building's construction date (1965).

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. Scoma's has been cited in numerous articles and publications. "Where Magazine" readers voted Scoma's as a favorite restaurant in 1998 and 2001. "Newsweek Magazine" recognized Scoma's in 2005 for having one of the best clam chowder recipes in the country. In 2018, Scoma's was awarded the People's Choice Award at the Saucy Awards, which recognizes "the excellence of the San Francisco Bay Area culinary community". Other publications that have featured Scoma's Restaurant, including newsletters, travel books, and videos, are as follows:

- Proclamation from Mayor Frank Jordan and Mayoral Dedication of the Fish Receiving Station, November 1993
- Street Naming Ceremony, Mayor Willie L. Brown Jr. dedicates Al Scoma Way, February 22, 2002

- Best of Citysearch, 2004 and 2011
- Scoma's 40th Anniversary – Proclamations from Mayor Gavin Newsom, Senator Dianne Feinstein, San Francisco Board of Supervisors, May 25, 2005
- Food Network Barbeque with Bobby Flay, 2005
- Scoma's awarded Small Business of the Year – Proclamations or Recognitions from Mayor Gavin Newsom, Assembly member Mark Leno, Senator Carole Migden, May 17, 2007
- Michelin Guide recommendation, 2007 and 2008
- Travel Channel, 2007
- Wine Spectator annual recognition, 2010 through 2019
- Trip Advisor Certificate of Excellence, 2015
- Scoma's 50th Anniversary –Proclamations from Mayor Edwin Lee, Assembly members David Chiu and Phil Ting, Senator Mark Leno, June 18, 2015

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

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

- 1965 Al Scoma Way

**Recommended by Applicant**

- Pier-to-plate menu of local Pacific seafood
- Orange Scoma's sign above the restaurant
- Mural of San Francisco located on fish receiving station
- Scoma's fishing vessel
- Al Scoma Way street sign
- Leadership in environmental efforts and sustainable fishing

**Additional Recommended by Staff**

- Location on and proximity to Fisherman's Wharf





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: JULY 17, 2019

*Case No.:* 2019-013696LBR  
*Business Name:* Scoma's Restaurant, Inc.  
*Business Address:* 1965 Al Scoma Way  
*Zoning:* C-2 (Community Business) Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 9900/047  
*Applicant:* Cheryl Scoma Creedon, Shareholder  
1965 Al Scoma Way  
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*Nominated By:* Supervisor Aaron Peskin  
*Located In:* District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
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*Reviewed By:* Jeff Joslin – 415-575-9117  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SCOMA'S RESTAURANT, INC. CURRENTLY LOCATED AT 1965 AL SCOMA WAY, BLOCK/LOT 9900/047.**

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

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

**WHEREAS**, the subject business has contributed to the City's history and identity; and

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

**WHEREAS**, at a duly noticed public hearing held on July 17, 2019, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission hereby recommends** that Scoma's Restaurant, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 years or more and has continued to contribute to the community.

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Scoma's Restaurant, Inc.

**Location(s):**

- *1965 Al Scoma Way*

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

- *Pier-to-plate menu of local Pacific seafood*
- *Orange Scoma's sign above the restaurant*
- *Mural of San Francisco located on fish receiving station*
- *Scoma's fishing vessel*
- *Al Scoma Way street sign*
- *Leadership in environmental efforts and sustainable fishing*
- *Location on and proximity to Fisherman's Wharf*

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013696LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: