



Legacy Business Registry Staff Report

HEARING DATE AUGUST 8, 2016

PACIFIC CAFE

Nomination Date: March 2, 2016
Application No.: LBR-2015-16-019
Business Name: Pacific Café
Business Address: 7000 Geary Boulevard
District: District 1
Applicant: Tom Hawker, Co-Founder
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Pacific Café is a restaurant serving fresh, local seafood to the Outer Richmond neighborhood on Geary Boulevard between 34th Avenue and 35th Avenue. The restaurant began in 1974 as a seafood restaurant offering generous portions at reasonable prices and a traditional complimentary glass of wine while customers wait for tables.

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

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

7000 Geary Boulevard from 1974-Present (42 years)

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

Yes, the applicant has contributed to the Richmond neighborhood's history and identity.

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 preparing quality seafood dishes.
- While the business model is not unique to San Francisco the quality of seafood, entrée portion sizes, reasonable prices, and complimentary glass of wine while you wait creates a unique neighborhood restaurant atmosphere.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- The business has been cited in the following publications:
 - SF Gate, 7/2/2014, "Owners, neighbors toasting S.F. gem Pacific Café at 40," by Paolo Lucchesi
 - KQED Food, 11/2/2006, "Check, Please! Bay Area: Season 2: Episode 6 (206)" (video found online at: <http://ww2.kqed.org/checkplease/2006/11/02/check-please-bay-area-season-2-episode-6-206/>)

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

Yes, the subject business is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Pacific Café 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:

- Checkered decorative tiles and business wall signs on exterior of south and east facades.
- Projecting business sign over the entry along 34th Avenue.
- Windows.
- Booth seating areas.
- 1970s decorations and lighting.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Pacific Café currently located at 7000 Geary Boulevard in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



San Francisco Small Business Commission Draft Resolution

HEARING DATE AUGUST 8, 2016

PACIFIC CAFE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Nomination Date: March 2, 2016
Application No.: LBR-2015-16-019
Business Name: Pacific Café
Business Address: 7000 Geary Boulevard
District: District 1
Applicant: Tom Hawker, Co-Founder
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PACIFIC CAFE, CURRENTLY LOCATED AT 7000 GEARY BOULEVARD.

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 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 August 8, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED that the San Francisco Small Business Commission hereby includes Pacific Café in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT FURTHER RESOLVED that the San Francisco Small Business Commission recommends safeguarding the below listed physical features and traditions at Pacific Café:

Physical Features or Traditions that Define the Business

- *Checkered decorative tiles and business wall signs on exterior of south and east facades*
- *Projecting business sign over the entry along 34th Avenue*
- *Windows*
- *Booth seating areas*
- *1970s decorations and lighting*

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 8, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

Member, Board of Supervisors
District 1
市參議員、第一區



City and County of San Francisco

ERIC MAR

馬兆光

Regina Dick-Endrizzi
Director
Office of Small Business
Via Email: regina.endrizzi@sfgov.org

March 2, 2016

Re: The Pacific Café's Application to the Legacy Business Registry

I am writing this letter in strong support of the Pacific Café's application to be designated as a Legacy Business. Since 1974, the Pacific Cafe has served the Richmond District as one of the District's landmark restaurants and a gathering place you could bring your out of town family and friends that you want to impress but also serves as a go-to dining experience for the locals.

The quality of the meals is uniformly great but it have also managed to keep its prices for quality seafood affordable at a time when dining out has become increasingly unaffordable across the city. Visitors are always greeted with a complimentary glass of wine and served by a staff that has, on average, worked at the Café for over a quarter of a century.

The Pacific Café continues to offer the kind of service and value that harkens back to a time when the Richmond District was a place that was rarely explored by tourists but is now also a destination spot. I have always enjoyed their great food and am extremely happy to support Thomas Hawker, Ross Warren, and Frank Gundry's application to have the Pacific Café designated a legacy business.

Sincerely,

A handwritten signature in black ink, appearing to read "Eric Mar", written over a horizontal line.

Eric Mar
Supervisor District 1

APPLICATION FOR

Legacy Business Registration

Legacy Business registration is authorized by Section 2A 242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

1. Current Owner / Applicant Information

NAME OF BUSINESS:		
Pacific Cafe		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Tom Hawker, Co-Founder Ross Warren FRANK Conday		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
7000 Geary Blvd.	(415) 381-7091	
San Francisco, Ca. 94121	EMAIL:	
	none	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
pacificcafeSF.com		

APPLICANT'S NAME	
Tom Hawker	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
owner / partner	
APPLICANT'S ADDRESS:	TELEPHONE:
6 Cay Passage	(415) 924-0229
Corte Madera, Ca 94925	EMAIL:
	Tom Hawker @ comcast.net

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0084298 (1974)	

BACKGROUND INFORMATION	
Founding Location:	current address
Current Headquarters Location:	" "
Operating in San Francisco since:	July 14 th 1974

NAME OF NOMINATOR:	DATE OF NOMINATION:
Eric Mar	March 2, 2016

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
7000 Geary Blvd., S.F. Ca.	94121	7/4/74 To Present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	

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

3. Eligibility Criteria

Attach the business's historical narrative.

4. San Francisco Taxes, Business Registration, Licenses, Labor Laws, and Public Information Release

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.

Name (Print): Thomas Hawker Date: 3/1/16 Signature: [Signature]

THE HISTORY OF PACIFIC CAFÉ

The Pacific Café is a small dinner restaurant located at 7000 Geary Blvd. at 34th Ave. in San Francisco.

On January 2, 1974, Tom Hawker, the co-founder, was driving down Geary Blvd. toward the Cliff House, where he operated a small snack bar. He noticed a for lease sign on a storefront that looked ideal for a small dinner restaurant.

Tom contacted a friend, Jim Thomson, who was the head of food operations for the restaurant chain Victoria Station. At the time there were few seafood restaurants outside the Fisherman's Wharf and downtown area. Jim felt that a seafood restaurant would work well. The two restaurateurs became business partners and opened the first Pacific Café. The grand opening was on July 4th, 1974. The rent at that time was only \$600 a month.

After five weeks of operation the customers slowly started coming and one evening the dining room was full. A couple came in and Tom didn't want them to leave so he offered them a glass of wine, on the house, in hopes they would wait for a open table. Thus the tradition of giving the customers a free glass of wine began. The Pacific Café motto is, " Rain or shine if you stand in line, you get a free glass of wine"

In addition to the free wine, the Pacific Café serves generous portions at reasonable prices. We built a reputation among our customers as the best value for Seafood in the Bay Area.

In 1982 Ross Warren joined Tom and Jim as a partner in the business.

In 2003, Jim Thomson passed away.

Last year 2014, Frank Gundry joined Ross & Tom as a partner. Frank had been a waiter at the café since 1975. The average length of service for our staff is 25 years.

By our 30th anniversary we had served over one million meals, averaging four turns of our 50 seat dining room every evening.

Almost everything else is the same since we opened in 1974. The décor, the menu, (except for the prices, a Petrale dinner in 1974 was \$3.98, today its \$25.52)

Pacific Café has had numerous favorable reviews and awards. Voted best clam chowder and crab cakes in town.

We have been featured on the Rachel Ray program and on KQED's, Bay Area Check Please.

On our 40th anniversary, the California state Legislature made an assembly resolution honoring the Pacific Café.

Now going into our 42nd year, Almost everything is still the same, except for the prices.

PERMIT TO OPERATE AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

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

Business: Restaurant
Name and Address below:

Thomas Hawker and James Thomson
DBA: PACIFIC CAFE
7000 Geary Blvd.
San Francisco, CA 94121

THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR
CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must
be reported immediately.

ISSUED

June 28, 1974

A 7900

DEPARTMENT OF PUBLIC HEALTH
City and County of San Francisco

Inspector

Principal Inspector

Bureau Chief

Director of Public Health

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

F 1602 A

Display this Permit prominently. This margin may be trimmed for standard 6 x 8 frame.

PACIFIC



CAFE

Sea Food

**copy of our
original Menu**

SERVING FROM 5 p.m.
MONDAY THRU SATURDAY

July 4th, 2004

Pacific Café opened for business on July 4th, 1974.

In celebrating our 30th anniversary this year,
We have printed a souvenir copy of our original menu.

The little restaurant that could, and still does,
Has served approximately 1,500,000 meals.
Our goal now is to serve another 1,000,000 quality meals.

Thank you for your patronage

Ross Warner
Frank J. Gindley
Armen Nohadost
Renato M. Moncalvo
Jim Strong *Petra Davis*
Maureen FitzSimons *George Young*
John P. Potts
Elaine Coll.
Jose Miguel Als
Joe Jett
Agapito Jimenez
Yoshiko *Long Stratos*
Tom Hawke

PACIFIC



CAFÉ

Sea Food

GEARY BOULEVARD
AT
34th AVENUE

SAN FRANCISCO

TELEPHONE: 387-7091

SERVING FROM 5 p.m.
MONDAY THRU SATURDAY

Wine

House Wine

RED OR WHITE	2.50	Bottle
.85	Glass
CHAMPAGNE	1.00	Split

Red Dinner Wine

CALIFORNIA

CABERNET SAUVIGNON, Charles Krug	7.50	4.00
ZINFANDEL, Louis Martini	4.25	2.25
GAMAY BEAUJOLAIS, Parducci	5.00	2.75
BARBERA, Sebastiani	4.75	2.75
GAMAY, Charles Krug	4.25	2.25

IMPORTED

MARQUISAT BEAUJOLAIS VILLAGES	7.50	4.00
CHATEAU TERRE FORT 1970	7.50	4.00
COTES du RHONE	5.25	2.75

White Dinner Wine

CALIFORNIA

BLANC FUME, Almaden	4.25	2.25
PINOT CHARDONNAY, Almaden	4.75	2.50
GREY RIESLING, Wente	4.00	2.25
CHENIN BLANC, Charles Krug	4.25	2.25
JOHANNISBERG RIESLING, Ch. Krug	5.75	3.25
POUILLY FUME, Charles Krug	5.75	3.25

IMPORTED

MACON VILLAGES, Armand Roux	5.00	—
GEWURZTRAMINER, Jerome Lorentz	5.00	2.75
MEURSAULT, Louis Latour	9.50	—
SOAVE, Bolla	5.50	3.00

Rose Dinner Wine

GRENACHE ROSE, Beaulieu	4.00	2.25
MATEUS ROSE, (Portugal)	5.50	3.00

Champagne

Our HOUSE CHAMPAGNE by the Split	—	1.00
HANNS KORNELL	5.90	—
LEJON	4.25	—

Menu

PACIFIC OYSTER COCKTAIL	1.25
SHRIMP COCKTAIL	1.35
CRAB COCKTAIL	1.65
BOSTON CLAM CHOWDER	
CUP50
BOWL85

Dinners

BROILED PETRALE SOLE	3.75
BROILED HALIBUT STEAK	4.95
BROILED SALMON	3.95
BROILED RIB STEAK	4.96
FILET OF PETRALE SOLE, <i>Saute Meuniere</i>	3.70
PAN FRIED REX SOLE	3.47
PAN FRIED PACIFIC OYSTERS	3.75
FRIED ABALONE	5.47
FILET OF SOLE, <i>Stuffed with Crab and Shrimp</i>	4.27
BAKED IN NEWBURG SAUCE	
TURBOT, <i>Stuffed with Crab and Shrimp</i>	4.88
BAKED IN PARCHMENT	
SHRIMP, <i>Sauteed with garlic, herbs, wine, etc.</i>	4.35

Dinners include
Tossed Green Salad
Country Fries
Bread & Butter

Dessert

PASTRIES85
--------------------	-----

Beverages

COORS65	COFFEE20
CARLSBERG85	TEA25
		SANKA25
SHERRY75	MILK30
PORT75	SOFT DRINKS30
DUBONNET75		

PACIFIC CAFÉ

APPETIZERS

Pacific Oyster Cocktail	8.50
Bay Shrimp Cocktail	7.25
Crab Cocktail	16.95
Calamari Vinaigrette	9.75
Crab Cakes	13.50/22.00

SOUP

Pacific Clam Chowder	Cup 6.00/Bowl 8.00
Soup of the Season	Cup 6.00/Bowl 8.00

SALADS

Dinner Salad	6.00
Included with all entrees	
Shrimp Louie	22.25
Crab Louie	34.50

DESSERTS

Please ask server for selection

BEVERAGES

Coffee, Tea, Soft Drinks, Milk, Mineral Water, Apple Juice	2.95
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ENTREES

Include Bread & Butter, Soup or Salad
and your choice of Hand-Cut Fries, Rice Pilaf,
Steamed Red Potatoes or Vegetable

Filet of Petrale Sole Newburg With Crab Stuffing Baked in Newburg Sauce	25.52
Snapper Baked in Parchment In a Cream Sauce with Crab & Shrimp	25.54
Calamari Steak Sauté Meuniere	19.15
Filet of English Sole Sauté Meuniere	17.60
Prawns Fried or sauté Scampi style	23.87
Pacific Oysters-Fried	20.95
Grilled New York Steak	29.75

Daily specials

Please refer to chalkboard

Our 41st Year
Since July 4th, 1974

www.PacificCafeSF.com

Minimum Charge \$6.00 Per Person MasterCard, VISA, AMEX, Discover Accepted
Service Charge of 18% for Groups of Seven or More

— Specials —

grilled: Salmon 2618

Ahi Tuna w/ wasabi butter 3001

Rainbow Trout 2217

Spicy Snapper 2108

Scallops w/ lemon butter 3235

Combo: grilled salmon & baked or fried
prawns 2818

Saute & pan-fried

Crab cakes 3036

Abalone 4590

Petrale Sole Dore w/ mushrooms 2552
+ capers

Steamed mussels 2287

Baked Petrak Sole parmesan 2552

Scallops w/ garlic butter 3231

Side vegetable: Broccoli w/ lemon butter 592

wines by the glass

Napa Cellars chardonnay	850	28 ⁰⁰
Etaucia pinot grigio	675	21 ⁰⁰
Joel Gott Sauvignon Blanc 7w	22-	
Rodney Strong Pinot Noir	950	33 ⁰⁰

Pacific Café,
 Has been featured on
 the Rachel Ray Show
 and twice on KQED's
 Bay Area Check Please.
 And has had dozens
 of favorable reviews.
 Attached is our first
 and second review.
 and the Toast the
 Chornicle gave us on
 Our 40th anniversary.

UNDERGROUND GOURMET

By R.B. Read



HAPPY BIRTHDAY

PACIFIC CAFE, Geary Blvd. at 34th Ave. Closed Sun., otherwise from 5 to 10 p.m. Beer & wines only. No reservations. Tel.: 387-7091.

A year ago tonight this unique and meritorious little seafood place opened to a packed house of wellwishers, all friends of working owner Tom Hawker and partner Jim Thompson. There's scarcely been a slow night since, and the roster of friends now includes all the perceptive young of the outer avenues. On any night but a damp Monday or Tuesday you'll have at least a short wait, but one lightened when headwaiter Frank Gundry presents you with a glass of the house white (Grower's), or the red (Mondavi).

That friendly gesture characterizes the spirit of the place—young people easy, with the natural wood, hanging greenery and earth-color decor (persimmon, here) which is now standard for vegetarian crepe-and-quicherries serving the blue-jeans generation. This is the only seafood house of this genre I know of—here or anywhere else—and it's an innovation to applaud.

Except for a waist-high counter, the kitchen is open and visible to the dining room, the cooks a very young married pair in tribal headgear—hers a curious red hat with panels that look like earmuffs, his a white Stutz Bearcap.

The food they produce is a bountiful mix of high quality and low price. Dinner orders include tossed salad with the usual choice of dressing (the blue cheese adequately lumped), French b&b and country French fries (the thick kind) which just may be the best in town.

The items I've tested on my own palate include the oyster cocktail (\$1.25), local and very fine; the shrimp (\$4.45), done *scampi* style but with an inspired rosemary seasoning; the baked sole stuffed with crab and shrimp and in *aewburg* sauce (\$4.37); and the turbot, similarly stuffed but baked in parchment (\$4.88). I guessed that these last two, both superb, were the house best-sellers, and Hawker confirmed this when I talked with him later on the phone. The turbot, necessarily, is frozen. Just now, broiled *petrale* (\$3.85) halibut (\$4.85) and salmon (\$4.26) are served fresh, but they remain on the menu when out of season locally. Diners need only ask the waiter whether any particular item is frozen. The oddball prices represent close approximations of cost-plus.

There's a nightly special, and every Wednesday it's lobster (Mexican) served Thermidor at \$5.98, the top price here. A cioppino special is soon to be added. Other regular menu items include fried local oysters at \$3.85, fried abalone at \$5.57 and a rib steak at \$5.43. The only dessert is Uncle Otto's cheesecake, at 85 cents.

On this birthday when Uncle Sam's cheesecake begins its 200th year, we're pleased also to light a candle for this congenial young place, where we expect to make many happy returns.

*Best fish
I ever had*



PACIFIC CAFE

Geary Blvd. @ 34th Ave.; SF (387-7091)
HOURS: Mon-Sat 5-9 pm

'Way out in the fog belt is this new, excellent and moderately priced restaurant, specializing in seafood. It is far superior in quality and quantity to anything you'll find at Fisherman's Wharf, and unless you simply must take Ant Gladys from Kokomo or Uncle Dudley from Dubuque to the Wharf for the view, the Pacific Cafe is the answer to those who cherish sole, salmon, turbot or other erstwhile swimming creatures. Choose from Broiled Petrale Sole (\$3.75), Broiled Halibut Steak (\$4.95), Broiled Salmon (\$3.95), Pan Fried Rex Sole (\$3.47), Fried Abalone (\$5.47), Turbot stuffed with Crab and Shrimp and baked in parchment (\$4.88) and lots of other appetizing dishes - entrees come with a tossed green salad, the best country fries we've found in ages, and as much bread and butter as you can consume. Individual bowls with tartar sauce and lemon wedges are placed on each table, along with your fish dish - a nice touch. We've sampled a variety of the delicately prepared seafood, and found only one not to our liking - shrimp sauteed with garlic, herbs and wine (\$4.35), which Ginny considered too overspiced; Joy Harvison, however, loves it, so it may just be a matter of personal taste. A more than adequate wine list of domestic and imported brands is offered, with house wine selling at 65¢ the glass. Service is fast and friendly, and the decor pleasant and in good taste. For you fish freaks, the Pacific Cafe is a real STW find!

h.c.

*Fantastic
Garden*

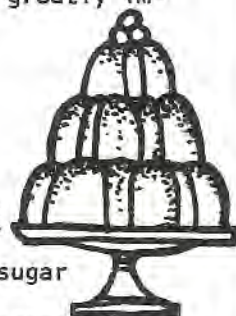
SEPT 1974



GOURMET GOSSIP

by Barbara Lawrence

If you, like me, are not turned on by old-fashioned fruit cake (the heavy-with-nuts-and-citron, no cake, no brandy type) here is a marvelous substitute. This little gem is perfectly grand for gift-giving, as well as entertaining, since it greatly improves with age.



RUM & BRANDY FRUITCAKE

- 1 c. flour 1 c. sugar
- 1 tsp. baking powder
- 2 c. chopped, candied cherries
- 2 c. chopped nuts (walnuts and/or pecans)
- 1 c. chopped, candied pineapple
- 1 c. pitted dates, cut up
- 1 c. raisins, dark or golden
- 4 eggs, slightly beaten
- 2 tsp. cinnamon 1 tsp. allspice
- ½ c. rum (light or dark) ½ c. brandy

Sift together flour, sugar and baking powder. Mix together with fruit and nuts in large bowl. Add eggs, allspice, cinnamon, rum and brandy to flour-fruit mixture and mix well; a large wooden spoon is best for this. Butter two 9" x 5" loaf pans and line with paper which has been brushed with butter. Pour cake into pans and bake at 250° for 1 hr., 45 min. Remove and let cool for 5-10 min. Turn cakes out onto wire rack and carefully remove paper. When cakes are cool, set them on foil and drizzle with a little more brandy. Wrap and store in cool place. If cake is kept any length of time, top with brandy now and again to insure a rich, moist flavor when served. Happy (hic) Thanksgiving!

Datebook

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Thursday, July 3, 2014 | Section E

PAOLO
LUCCHESI

The Inside Scoop

A toast to Pacific Cafe as it turns 40

"Rain or shine, if you stand in line you get a free glass of wine."

Imagine if Swan Oyster Depot or Blue Bottle had that policy.

It has been the mantra at the **Pacific Cafe** (7000 Geary Blvd.) since the no-reservations seafood spot opened on its Richmond corner of Geary and 34th Avenue exactly four decades ago.

This weekend, while most of the country commemorates America's 238th birthday, Pacific Cafe owners Tom Hawker and Ross Warren will toast their little Richmond District restaurant, which opened on July 4, 1974. Richard Nixon was president.

Twice as old as Thomas Keller's French Laundry

**"It's just
consistent quality
fresh fish, no
frills. Just your
basic local and
sustainable stuff."**

Elaine Coll, of Pacific Cafe

and four times as old as Town Hall and A16, Pacific Cafe has been celebrating its birthday for the last week, with prizes, raffles and plenty of bubbly. The final night of the celebration is Thursday before a well-earned day off on July 4.

Not only are the cafe's customers loyal, but so is the staff. Many have been there for the majority of the run, and some, like waiters Frank Gundry and Larry Strathan, have been there more than 30 years.

Elaine Coll is one of the "new" girls; she's only been there for 17 years. She says the restaurant is as busy as when she started.

"It's just consistent quality fresh fish, no frills. Just your basic local and sustainable stuff," she says. "And free wine, which always helps."

In a restaurant land-
Lucchesi continues on E2

Pacific Cafe keeps customers happy

Lucchesi from page E1

scape where the bright young things are celebrated by media (yours truly often included), let's give a round of applause to the Pacific Cafe, the epitome of a great neighborhood restaurant.

Datebook

SAN FRANCISCO CHRONICLE AND SFGATE.COM | Thursday, July 3, 2014 | Section E

PAOLO
LUCCHESI

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Elaine Coll, of Pacific Cafe

and four times as old as Town Hall and A16, Pacific Cafe has been celebrating its birthday for the last week, with prizes, raffles and plenty of bubbly. The final night of the celebration is Thursday before a well-earned day off on July 4.

Not only are the cafe's customers loyal, but so is the staff. Many have been there for the majority of the run, and some, like waiters Frank Gundry and Larry Strathan, have been there more than 30 years.

Elaine Coll is one of the "new" girls; she's only been there for 17 years. She says the restaurant is as busy as when she started.

"It's just consistent quality fresh fish, no frills. Just your basic local and sustainable stuff," she says. "And free wine, which always helps."

In a restaurant land-
Lucchese continues on E2

Pacific Cafe keeps customers happy

Lucchese from page E1

scape where the bright young things are celebrated by media (yours truly often included), let's give a round of applause to the Pacific Cafe, the epitome of a great neighborhood restaurant.

Richmond district circa 1900
Geary Blvd. looking west at 34th Ave.



Assembly

RESOLUTION



By the Honorable Kevin Mullin, 22nd Assembly District; and
the Honorable Phil Ting, 19th Assembly District; Relative to commending

Pacific Cafe

Whereas, The year 2014 marks the fortieth anniversary of Pacific Cafe and it is appropriate at this time to highlight the contributions it has made to the local community by providing a fine dining experience and by generously supporting civic and charitable organizations in the local area; and

Whereas, Founded by partners Tom Hawker and Jim Thompson, Pacific Cafe opened its doors on July 4, 1974, in a building on the corner of San Francisco's 34th Avenue and Geary Boulevard, where it is still located today, and since that time, four more Pacific Cafes were opened, and the enterprises are now owned and operated by Tom Hawker and Ross Warren; and

Whereas, A small and cozy cafe that seats about 50 people, Pacific Cafe offers patrons a neighborhood feel and pub-style atmosphere that has welcomed three generations of patrons and their families; and

Whereas, An icon of the Outer Richmond area, Pacific Cafe has served over 2 million fresh fish dinners from its 34th and Geary location alone, and the Cafe still retains its authentic 1970s atmosphere, delicious and simply prepared dinners, and many longtime staff and guests; and

Whereas, With its policy to treat all guests equally and observe a patron's right to privacy, Pacific Cafe has many famous regulars, including Alice Walker, Robin Williams, Anton Lavay, Tracy Chapman, Gene Mullin, and many others; and

Whereas, Committed to improving its local community, Pacific Cafe supports numerous nearby schools and other organizations through its donations to auctions and events; and

Whereas, Known for its high quality seafood dinners, friendly service, and policy of offering customers complimentary wine while they wait for a table, Pacific Cafe is a slice of San Francisco history, and its exceptional location along San Francisco's 49-mile scenic drive in a beautiful building dating back to 1898 makes it a unique landmark that attracts locals and visitors alike; and

Whereas, The people of the Outer Richmond area are fortunate to be served by a restaurant of the caliber of Pacific Cafe, which has proven to be a healthy and positive force within the community and established a legacy of quality service providing each individual customer with a special and personalized San Francisco Bay Area Dining experience; now, therefore, be it

Resolved by Assembly Members Kevin Mullin and Phil Ting, That Pacific Cafe be congratulated upon the celebration of its fortieth anniversary and commended for providing its customers with many years of fine service, excellent food, ambience, and sense of tradition.

Members Resolution No. 1359

Dated this 4th day of July, 2014

Kevin Mullin
Honorable Kevin Mullin
22nd Assembly District

Phil Ting
Honorable Phil Ting
19th Assembly District





Pacific Café

7000 Geary blvd.

San Francisco, Ca. 94121

House phone, 415 387 7091

Business phone, 415 387 7669

(no e-mail)

Tom Hawker

415 924 0289

tomhawker@comcast.net

Ross Warren

415 333 1520

RJMA@pacbell.net

Frank Gundry

415 454 6169

frankgundry@gmail.com

Filing Date: June 20, 2016
Case No.: 2016-008440LBR
Business Name: Pacific Café
Business Address: 7000 Geary Boulevard
Zoning: NC-1 (Neighborhood Commercial, Cluster)/
40-X Height and Bulk District
Block/Lot: 1466/016
Applicant: Tom Hawker, Co-Founder
7000 Geary Boulevard
San Francisco, CA 94124
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Pacific Café is a restaurant serving fresh, local seafood to the Outer Richmond neighborhood on Geary Boulevard between 34th Avenue and 35th Avenue. The restaurant is located at the ground floor of a two-story, mixed-use building that was previously used as a store, as noted in the 1915 Sanborn map. The restaurant began in 1974 as a seafood restaurant offering generous portions at reasonable prices and a traditional complimentary glass of wine while customers wait for tables.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1974

2. *Is the business unique to San Francisco?*

While the business model is not unique to San Francisco the quality of seafood, entrée portion sizes, reasonable prices, and complimentary glass of wine while you wait creates a unique neighborhood restaurant atmosphere.

3. *Is the business associated with culturally significant events?*

No.

4. *Is the business associated with culturally significant persons?*

No.

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

Yes. The business is associated with preparing quality seafood dishes.

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

Unknown. The 1900s property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a “Category B Property” that requires further review per the Planning Department’s CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes. SF Gate, 7/2/2014, “Owners, neighbors toasting S.F. gem Pacific Café at 40,” by Paolo Lucchesi; KQED Food, 11/2/2006, “Check, Please! Bay Area: Season 2: Episode 6 (206)” (video found online at: <http://ww2.kqed.org/checkplease/2006/11/02/check-please-bay-area-season-2-episode-6-206/>)

Physical Features or Traditions that Define the Business

Recommended by Staff

- Checkered decorative tiles and business wall signs on exterior of south and east facades
- Projecting business sign over the entry along 34th Avenue
- Windows
- Booth seating areas
- 1970s decorations and lighting



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 770

HEARING DATE: JULY 20, 2016

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

Reception:
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Information:
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Case No.: 2016-008440LBR
Business Name: Pacific Café
Business Address: 7000 Geary Boulevard
Zoning: NC-1 (Neighborhood Commercial, Cluster)/
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION
APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PACIFIC CAFE,
CURRENTLY LOCATED AT 7000 GEARY BOULEVARD (BLOCK/LOT 1466/016).**

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

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

WHEREAS, the subject business has contributed to the Richmond 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 20, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

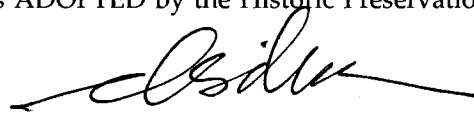
THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Pacific Café qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business

- *Checkered decorative tiles and business wall signs on exterior of south and east facades*
- *Projecting business sign over the entry along 34th Avenue*
- *Windows*
- *Booth seating areas*
- *1970s decorations and lighting*

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 2016-008440LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on July 20, 2016.



Christine L. Silva
Acting Commission Secretary

AYES: Hyland, Hasz, Johnck, Johns, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: None

ADOPTED: July 20, 2016