



# Legacy Business Registry Staff Report

HEARING DATE AUGUST 22, 2016

## PIER 23 CAFÉ

*Application No.:* LBR-2015-16-006  
*Business Name:* Pier 23 Café  
*Business Address:* Pier 23, The Embarcadero  
*District:* District 3  
*Applicant:* Flicka McGurrin, Owner  
*Nomination Date:* May 2, 2016  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Pier 23 Café is a family-owned restaurant serving the North Beach neighborhood on the Embarcadero adjacent to Pier 23. Established in 1986, the café has a menu that is reworked seasonally and always features seafood. The café also features live music six nights per week, with musical acts varying in style from ragtime to rhythm and blues to jazz.

### 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:

Pier 23, The Embarcadero from 1986-Present (30 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 North Beach 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 restaurant has become a popular spot for locals and tourists over the past 30 years, serving traditional seafood meals and offering live music for those seeking a meal to enhance their waterfront experience.
- The business is unique to San Francisco because of its seasonally-changing menu that always features seafood and its live entertainment. Its location has also made it a popular destination for tourists and locals for the past 30 years.



SMALL BUSINESS COMMISSION



CITY AND COUNTY OF SAN FRANCISCO

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR

EDWIN M. LEE, MAYOR

- The business has been cited in the following publications:
  - SF Chronicle, 7/4/2015, "City has changed, but reminders of Caen remain," by Carl Nolte;
  - SF Chronicle, 7/9/2015, "Miss Bigelow: Fond fetes, farewells and furniture," by Catherine Bigelow;
  - SF Gate, 2/11/2013, "Down by SF Bay, a mostly brand -new day," by Carl Nolte;
  - SF Gate, 11/16/1999, "In Praise of S.F. Waterfront Dives/Painter captures beauty of vanishing species," by Carl Nolte.

**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 Pier 23 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:

- Projecting business sign above entrance
- Marquee with schedule for daily musical entertainment
- Outdoor/patio seating at the front and rear
- Beer garden patio at the side
- Bar

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Pier 23 Café currently located at Pier 23, The Embarcadero 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

SMALL BUSINESS COMMISSION  
MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO  
EDWIN M. LEE, MAYOR

# Small Business Commission Draft Resolution

HEARING DATE AUGUST 22, 2016

## PIER 23 CAFÉ

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

*Application No.:* LBR-2015-16-006  
*Business Name:* Pier 23 Café  
*Business Address:* Pier 23, The Embarcadero  
*District:* District 3  
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legacybusiness@sfgov.org

### ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PIER 23 CAFÉ, CURRENTLY LOCATED AT PIER 23, THE EMBARCADERO.

**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 22, 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 Small Business Commission hereby includes Pier 23 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 Small Business Commission recommends safeguarding the below listed physical features and traditions at Pier 23 Café:

Physical Features or Traditions that Define the Business:

- Projecting business sign above entrance
- Marquee with schedule for daily musical entertainment
- Outdoor/patio seating at the front and rear
- Beer garden patio at the side
- Bar

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2016.

\_\_\_\_\_  
Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –



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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



**Legacy  
Business  
Registry**

# Application Review Sheet

Applicant Name: Pier 23 Café

Nomination Date: May 2, 2016

Age of Business Confirmed:  Yes

Application Deemed to Meet Minimum Qualifications: June 16, 2016

Application Referred to HPC Date: July 8, 2016

**Notes:**

Supervisor Peskin officially nominated via email dated May 2, 2016 and did not draft a letter of nomination for this applicant.

Regina Dick-Endrizzi  
Director, Office of Small Business, Small Business Commission



## Kurylo, Richard (ECN)

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**From:** LegacyBusiness (ECN)  
**Subject:** D3 Legacy Business Nominees

**From:** Hepner, Lee (BOS)  
**Sent:** Tuesday, May 24, 2016 9:55 AM  
**To:** Thompson, Marianne (ECN)  
**Subject:** FW: D3 Legacy Business Nominees

All of the below businesses should be nominated. Thanks!

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**From:** Hepner, Lee (BOS)  
**Sent:** Monday, May 02, 2016 2:33 PM  
**To:** Dick-Endrizzi, Regina (ECN); Cheng, Carol (ECN)  
**Subject:** D3 Legacy Business Nominees

- Brownie's Hardware
- Caffe Grecco
- Caffe Trieste
- The Cinch
- Fog Hill Market
- Golden Gate Fortune Cookie
- Gypsy Rosalie's Vintage & Wig Shop
- Le Beau Market (**nominated 5/2/2016**)
- Macchiarini Creative Design
- Mario's Bohemian Cigar Store Café
- Pier 23 Café
- Sam Wo
- Swann Oyster Depot
- The Humidor
- VIP Café
- Yone Bead Shop SF

Lee Hepner  
*Legislative Aide*  
Supervisor Aaron Peskin  
415.554.7450 office

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: <b>PIER 23 CAFE</b>	
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business) <b>Flicka McPoverzin</b>	
CURRENT BUSINESS ADDRESS: <b>EMBARCADERO, SF 94111</b>	TELEPHONE: <b>(415) 362-5125</b>
	EMAIL: <b>Flicka@Pier23Cafe.com</b>
WEBSITE: <b>Pier23Cafe.com</b>	FACEBOOK PAGE: <b>"</b>
	YELP PAGE: <b>"</b>

APPLICANT'S NAME <b>Flicka McPoverzin</b>	<input type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE <b>owner</b>	
APPLICANT'S ADDRESS: <b>4175 FRANCISCO ST. SF 94133</b>	TELEPHONE: <b>(415) 559-6774</b>
	EMAIL: <b>Flicka@Pier23Cafe.com</b>

SAN FRANCISCO BUSINESS ACCOUNT NUMBER: <b>0375394</b>	SECRETARY OF STATE ENTITY NUMBER (if applicable): <b>200212910</b>
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BACKGROUND INFORMATION	
Founding Location:	<b>Pier 23 Cafe Embarcadero</b>
Current Headquarters Location:	<b>EMBARCADERO</b>
Operating in San Francisco since:	<b>1986</b>

NAME OF NOMINATOR: <b>Supervisor Peskin</b>	DATE OF NOMINATION: <b>May 02, 2016</b>
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## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS: <b>Pier 23 Cafe Embarcadero</b>	ZIP CODE: <b>94111</b>	DATES OF OPERATION: <b>1986-2016+</b>
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
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### 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): Date: 2/6/16 Signature: Erika McPerrin



## ***History of Pier 23 Cafe***

Pier 23 Café on the Embarcadero has been a family owned business since 1986. The 'café' has featured local cuisine and local bands for over 30 years.

Due to its singular location on the San Francisco waterfront, Pier 23 Café has enjoyed the popularity of locals as well as tourists. The café has grown in reputation and business acuity while enduring multiple catastrophic events such as a fire and robbery in 1986, an earthquake in 1989 and the freeway teardown in 1990. The business did not miss a beat with the teardown of the Pier 27 shed and the build out of the new cruise ship terminal.

Having opened in 1986 with a month to month lease from the Port of San Francisco, the security of the business slowly developed through capital improvements which led to a long term lease.

Pier 23 Café has been host to many fun and lively events, personal and political that have been written up and can be accessed at SF Gate and SF Chronicle websites. Several of these articles have been authored by one of our city historians, Carl Nolte as well as Leah Garchik, Catherine Bigelow and Jon Bonne. A list of some of these events is enclosed as well as a few printouts.

Notably in the '90's Pier 23 Café hosted the 80<sup>th</sup> birthday of Herb Caen under the direction of the city's office of protocol headed by Charlotte Shultz. The café played host to many America's Cup teams while the America's Cup raced in San Francisco bay and had access to a live feed on the tv's during the races. The café hosted the crew of Plastiki while they built their catamaran of plastic water bottles at Pier 33 under the direction of David de Rothschild. We have been featured on Guy Fieri's ***Diners, Drive-Ins & Dives*** as well as Anthony Bourdain's ***The Layover San Francisco***.

Various notable personalities have enjoyed the hospitality of this waterfront establishment. Johnny Depp interviewed Hunter S. Thompson over a bottle of tequila for the movie "Fear and Loathing in Las Vegas". Sammy Hagar had his official launch party for Cabo Wabo tequila. Don Johnson enjoyed a musical evening while entertaining his work crew from the show ***Nash Bridges***. Bill Clinton had Chelsea's graduation party from Stanford here. Nancy Pelosi with her family continues to enjoy Sunday brunches on the deck when she is in town with her Secret Service in tow.

The menu is seasonally reworked but always features seafood and Pier 23 Café is a proud member of the Monterey Bay Aquarium's sustainable Seafood Watch program.

The café features live music six nights a week and varies in style from ragtime, rhythm & blues & Americana to jazz, Latin jazz & reggae. Proud of our musical presence in the community, the "Pier" has been fortunate to host a spontaneous visit by such greats as Wynton Marsalis, Pharoah Sanders and Sheila E. as well as the vocal stars of Teatro Zinzanni when they were our neighbors.

<http://www.sfgate.com/art/article/Flicka-McGurrin-goes-the-distance-with-Swimmers-4642813.php>

<http://www.sfchronicle.com/bayarea/nativeson/article/City-has-changed-but-reminders-of-Caen-remain-6366578.php> 70th birthday party mentioned in an article about Herb Caen

<http://www.sfchronicle.com/style/article/Miss-Bigelow-Fond-fetes-farewells-and-furniture-6376571.php> mentions the 70th birthday party and pal Peggy Knickerbocker-purchase of restaurant in 1984

<http://www.sfgate.com/entertainment/article/LEAH-GARCHIK-3295179.php> small mention of Mardis Gras float and rescued dog from Katrina

<http://www.sfgate.com/entertainment/garchik/article/Driving-through-the-city-pursuing-the-fog-4892827.php> mentions "My View of the Bay" paintings at ground floor of Bank of America building

<http://www.sfgate.com/entertainment/garchik/article/LEAH-GARCHIK-2651981.php> mentions 60th birthday celebrations

<http://www.sfgate.com/bayarea/nativeson/article/Down-by-SF-Bay-a-mostly-brand-new-day-4266071.php> mentions the cruise ship terminal/Sally Rand girls/1989 earthquake that led to the transformation of the Embarcadero

<http://www.sfgate.com/restaurants/article/In-Praise-of-S-F-Waterfront-Dives-Painter-2895793.php> article about Richard Perri's paintings of old waterfront restaurants-references a few quotes from you

<http://www.sfchronicle.com/food/port-restaurants/> article about ALL the embarcadero restaurants but there is a nice synopsis about Pier 23 Café history toward the bottom of the page

<http://www.munidiaries.com/2013/01/07/the-story-behind-the-1980-muni-metro-party/> article featuring the "Muni Party" at the Castro station in 1980 for Harvey Milk Plaza title, it mentions you as the bartender

<http://insidescoopsf.sfgate.com/blog/2013/07/30/port-history-pier-23-cafe/> another synopsis of Pier 23 Café's history and references some quotes from you



PIER 23 CAFE / LEGACY BUSINESS PHOTOGRAPHY



PIER 23 CAFE / INTERIOR circa 1990s



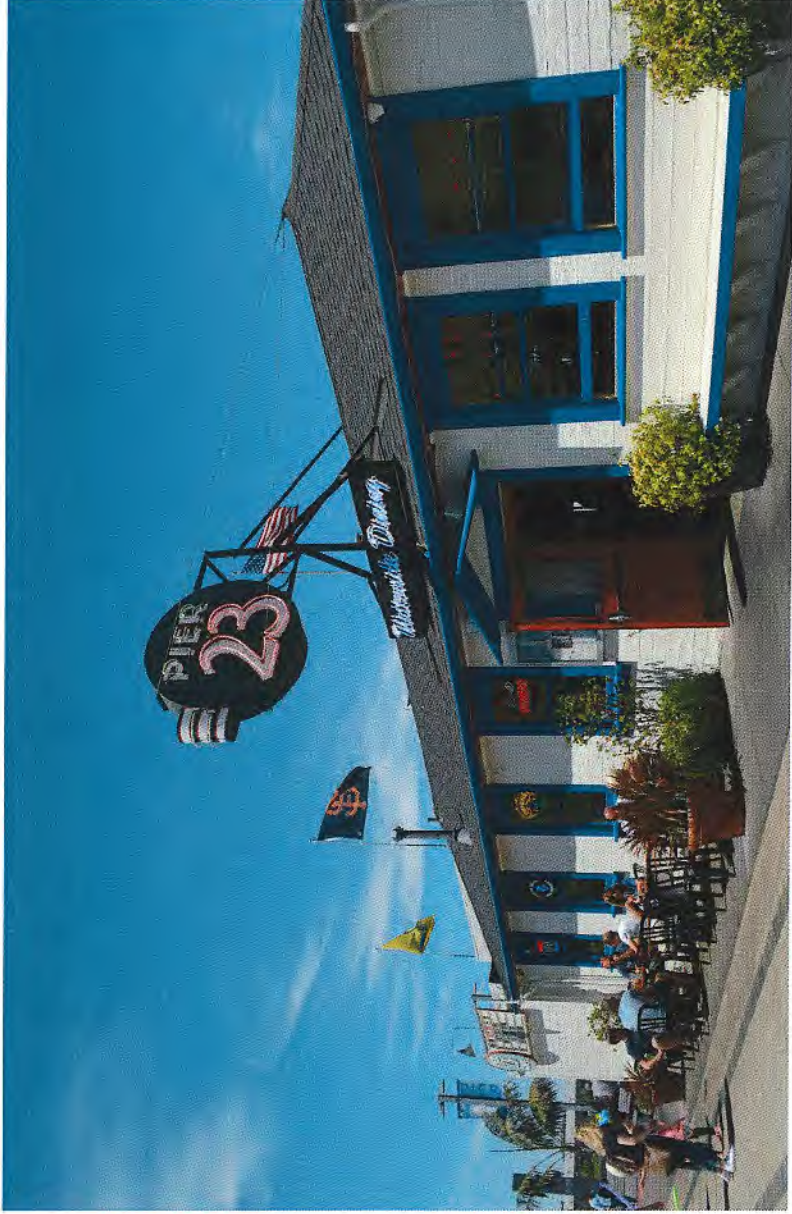
PIER 23 CAFE / FRONT EXTERIOR circa 1990s



PIER 23 CAFE / INTERIOR circa 1980s



PIER 23 CAFE / EXTERIOR after LOMA PRIETA EARTHQUAKE OCT 1989



PIER 23 CAFE / EXTERIOR JUN 2016





PIER 23 CAFE / INTERIOR circa 2014



PIER 23 CAFE / BACK PATIO JUN 2016



PIER 23 CAFE / BEER GARDEN JUN 2016

Local

# City has changed, but reminders of Caen remain

By Carl Nolte | July 4, 2015 | Updated: July 4, 2015 9:41pm

3

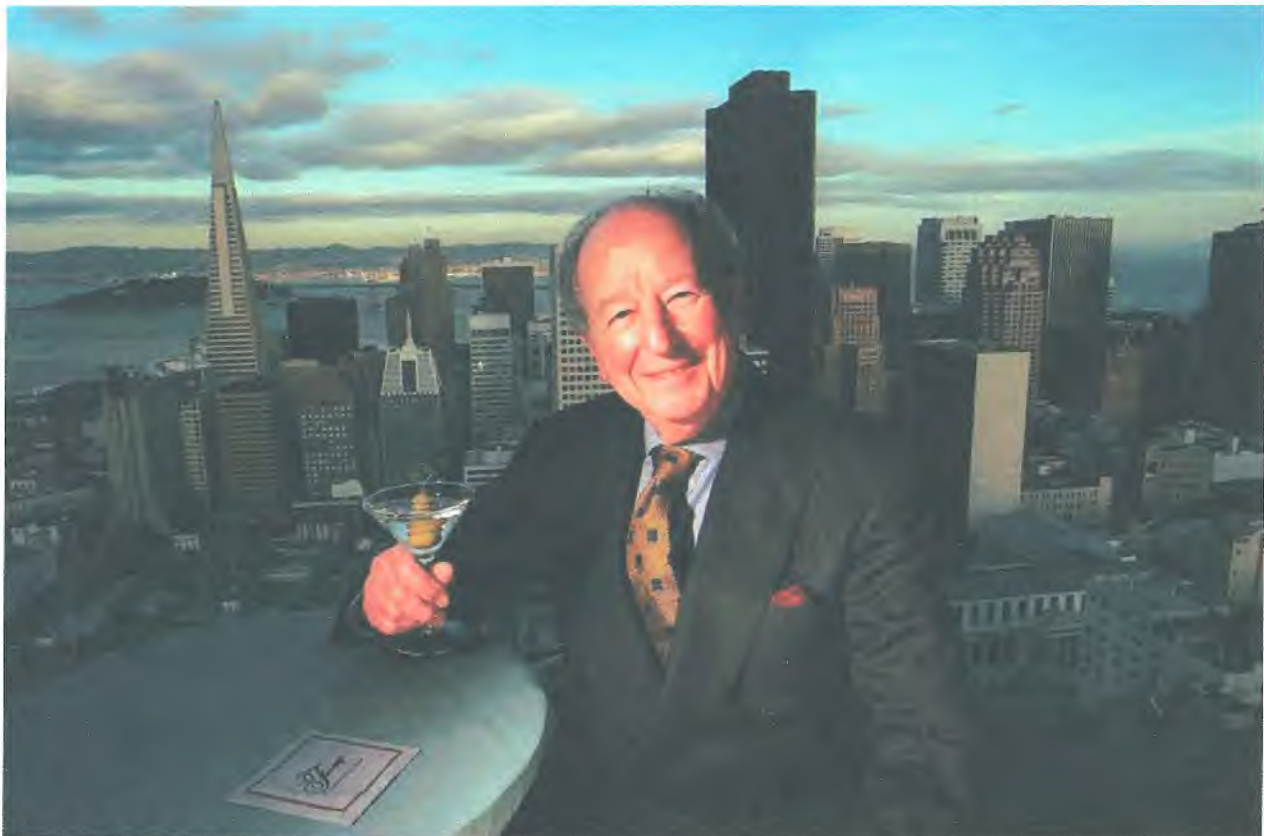


Photo: Russell Yip, The Chronicle

Pulitzer Prize-winning Chronicle three-dot columnist Herb Caen has been gone now for 18 years.

8:56 AM **2 dead, at least 13 hurt in bus crash on Highway 101 in San Jose**

8:18 AM **Woman lifted in San Mateo neighborhood**

7:00 AM **S.F. 'India Basin' shoreline in running for major makeover**

That was the beginning of a new Chronicle column called "It's News to Me" by Herb Caen. It ran on July 5, 1938, a million years ago in the life of a city.

We still hear a lot about Herb Caen in our travels around the changing city. Half the people want to talk about what he would have thought about the new San Francisco. The other half never heard of him. They say you never step into the same river twice, and that is doubly true about an impermanent city like San Francisco. Caen has been gone for more than 18 years. The city has filled up with different kinds of people since then.



### Nearly 60 years' worth

For the record, Herb Caen wrote a newspaper column for nearly 60 years, nearly all of his time was spent at The Chronicle, though he defected to the Examiner for eight years. The Examiner didn't suit him; he usually called it the "Brand Ex." So The Chronicle was his spiritual home.

He had enormous power in the days when newspapers were more important than they are now. Caen not only wrote a column, he had a radio show and was on TV. He wrote 11 books and in his salad days was out on the town every night. He loved to ride around in a sports

he also was a regular patron of the S.F. India Basin

crash on Highway 101 in San Mateo neighborhood

13 hurt in bus

8:18 AM

8:18 AM

moretime in running for major makeover

Caen wrote 1,000 words every day but Saturday. In his later years he cut it back to five days a week. In a typical year he dropped 6,768 names, got 45,000 letters and 24,000 phone calls. If laid end to end, his columns would stretch 5.6 miles from the Ferry Building to the Golden Gate Bridge.

Remembering Caen is probably a generational thing, like talking to the guy who saw Joe Montana play. But Caen is still with us.

We went to a party the other night at Pier 23, the wondrous bar and restaurant — formerly a waterfront dive. It was in honor of Flicka McGurrin’s birthday; she owns the joint, and was offering free drinks and free food fore and aft.

### A column come alive

It was like a Herb Caen column. Flicka was there, of course, smiling and holding a martini. The bar was in the corner of the bar was Washington Square Grill, Original Joe's and all the best San Francisco bars

### MORE BY CARL NOLTE



Renovation reveals secrets of Alcatraz’s pre-prison past



Considering city if change had never come



U.N. remembers 70 years, and what might have been for S.F.



National Trust lists Old Mint as endangered historic site



Looking at oneself and looking at ACT’s new Strand Theater



Seeing San Francisco from the time before time



8:58 AM  
2 dead,  
at least  
13 hurt  
in bus  
crash on Highway 101



8:18 AM  
Maine makeover  
in San Francisco  
Mateo neighborhood



use  
S.F.  
India  
Washington

that ever were. There was Jeannette Etheredge, who used to own the Tosca, and Ward Bushee, who used to run The Chronicle. There was Gil Jacobs, who loves Liar's Dice, once the official sport of San Francisco's sporting crowd. There were hundreds of others, some offering delicious nasty stories about the rich and famous.

The guests were all of an age, a bit seasoned around the corners of the eyes. Some might have had a nip here and a tuck there. They lived in Caen's world. "I remember," one guy said, "when everybody I knew was from San Francisco. And now ..." he said. He couldn't go on.

What would Caen have thought about the new San Francisco? I think he would have found it fascinating. You can only imagine what fun he would have had with zillionaires who made their fortune on companies named TaskRabbit, Reddit, Twitter and Airbnb.

What would he have written about using your phone to call a limo from Technology Uber Alles? How about a Board of Supervisors that spends its time worrying about banning circus elephants and sugary soft drinks instead of doing something about the beggars outside City Hall? How about Google buses and a new Bay Bridge and the public that seems to have been screwed with rusty bolts?

Caen would have loved the big 1915 sign on the Ferry Building, especially since it was the brainchild of his old pal Donna Ewald Huggins.

### 'It ain't San Francisco'

He would have loved the celebration for City Hall's 100th birthday, marveled at the gigantic Pride Parade, cheered grand opera at the base. He would have loved Peter Posey, Steve K... in a suit. He



Crash on Highway 101 in Mateo neighborhood



Mateo neighborhood



main makeover

would have hated the way everyone else dresses. Shorts and cheap jeans on Market Street, T-shirts at the Palace Hotel.

He'd look around the new city and say, "It ain't bad, but it ain't San Francisco."

How long ago was Herb Caen's day? As far as we know, he never sent an e-mail.

But then, if he were writing today, he'd be 99 years old, and he'd probably want to cut back to only one column a week, maybe on Sunday.

*Carl Nolte is a San Francisco Chronicle columnist. His column appears every Sunday. E-mail: [cnolte@sfchronicle.com](mailto:cnolte@sfchronicle.com) Twitter: [@carlnoltesf](https://twitter.com/carlnoltesf)*



**Carl Nolte**  
Columnist

HEARST *newscenter*

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8:58 AM  
**2 dead, at least 13 hurt in bus crash on Highway 101 in**



8:18 AM



**d in San Mateo neighborhood**

7:00 AM  
**S.F. India Basin**



**shoreline in running for major makeover**



Style

# Miss Bigelow: Fond fetes, farewells and furniture

By Catherine Bigelow | July 9, 2015 | Updated: July 10, 2015 2:53pm

0



Photo: Catherine Bigelow, Special To The Chronicle

## IMAGE 1 OF 5

Photographer Douglas Friedman (left) and Clay Ide, senior VP of Pottery Barn Creative, worked on the new Ken Fulk furniture line.



(political) aisle

Dating across the



new makeup collection

Juice Beauty goes the distance with



Williams' long journey to 500 Cann Street

Carlie

On a back dock of the bay as crazy clouds flew over the water, family and friends saluted **Flicka McGurrin's** 70th season of full living at her Pier 23 cafe.

Hosted by her children, **Meighan Leibert, Lei Levi** and **Mac Leibert**, this Tema Cubano-theme soiree, in signature EssEff style, featured mounds of fresh seafood and sizzling sets by the **John Santos Sextet** that had folks on their feet in between singing the praises of McGurrin, a fearless yet gentle force of nature.



"You come from a long line of amazing woman. That heritage is strong and blooming in you today," toasted Meighan. "Feel proud: You've made an indelible splash on all of us."

That "splash" reffed their mom's swims in the chilly bay with the Dolphin Club, a daily ritual McGurrin has observed for 33 years.

But McGurrin, a fifth-generation San Franciscan, is deeper than her dives. This former debutante and S.F. Art Institute grad is also an accomplished painter, beloved publican, musician, singer and gatherer of good times at Pier 23 and her North Beach boite, Sweetie's Art Bar, where McGurrin hosts monthly First Friday exhibitions.

Back in 1994 she and her lifelong partner, **Knickerbocker**, would hang out at Pier 23 after their catering business. She joined the long list of artists who have made music, salty

**Dating across** **Juice** **Carlie**

**new makeup collection** **500 Cann Street**

characters and stiff drinks. Yet neither were huge fans of the Dixieland tunes there. So when the place went up for sale, the two bought in, revamping the menu and music.

Soon sailor types were joined by celebrities, social swells and pretty much everyone else who savors a good time, old-school vibe and great view.

“Inspired by her Cuban travels, Flicka takes conga lessons every Thursday from **John Santos**,” marveled 19 Broadway owner **Gary Graham**. “She also sings in our club’s Goodtime Band. I got her singing ‘I Got It Bad and That Ain’t Good’ and she just kills the crowd. Flicka is so cool!”

**Fond adieu:** Another EssEff native was also recently toasted, and roasted, at the Bruns Amphitheater in Orinda where California Shakespeare Theater staff, actors and fans bid a fond adieu to exiting Artistic Director **Jonathan Moscone**.

“Many a time and oft into the 11th hour of a guest director’s technical rehearsal, as the thermometer here in our windswept valley plummets into the 40s, Jon will emerge from the fog, come up and hug you and tell you how great your acting is,” recalled Cal Shakes associate artist **Danny Scheie**. “Jon is always a full-bore, multisensory presence. You see, hear, feel, taste and smell him, often when you least expect it.”

Following his final play this season (“The Mystery of Irma Vep” opens Aug. 12), Moscone will complete his move to Yerba Buena Center for the Arts, where he serves as chief of civic engagement.

Folks are sad to see this theatrical force decamp. But Moscone leaves the city from \$2 million; exp

(political) aisle

include such current artists as **Octavio Solis** and **Amy Freed**; renovated the Bruns' infrastructure and developed a theatrical R&D lab.

Cal Shakes trustee **Sharon Simpson** tearfully described Moscone as "family" and credited him with creating a theatrical family, too. And Managing Director **Susie Falk** decided she didn't know how to produce "Oklahoma!" so instead she led the crowd in singing, "Oh, What a Beautiful Morning."

"Danny had me laughing in the aisle at the start of this tribute. By the end, I was a puddle of tears," admitted Moscone. "I'm sad to leave but happy that Cal Shakes is poised for the next artistic director to further the company's mission of making Shakespeare, the classics and all of theater available to a diverse audience."

**Fulk, yeah:** In between designing homes (here and abroad), restaurants (Marlowe SF, the Cavalier, Marlowe Burger), the Battery Club and revamping the Mark Hopkins Hotel along with opening a N.Y. office, serving as an ACT trustee and lots of other things (according to his jet-setting Instagram account), somehow designer **Ken Fulk** also found time to create a new furniture-accessories line for Pottery Barn.

So, natch, he threw a swell soiree in his SoMa factory loft, where chef **Jennifer Puccio** served up such "Fulk Favorites" as mini Marlowe burgers and Park Tavern's delish Deviled Eggs (accompanied by Rye-On-the-Road cocktails) as Fulk aficionados shot selfies amid his luxe life "Old Sport"-style objets, which debut mid-August.

The campaign is shot by **Douglas Douglas** **Paula West.**  
 Dating across the aisle  
 Juice goes the distance with  
 Carlie Williams' long journey to 500 Cann Street

PB has collaborated with other individual designers (**Kelly Slater**, **Jenny Kane**) but this Fulk line is its largest-ever branding endeavor.

"We've known Ken for some time, as we often use his Durham Ranch spread to shoot our collections," explained **Clay Ide**, senior vice president of PB Creative. "We knew 'Barn Ken.' But when we experienced his downtown style here, we were inspired by 'Factory Ken.'"

*Catherine Bigelow is The San Francisco Chronicle's society correspondent. E-mail: [missbigelow@sfgate.com](mailto:missbigelow@sfgate.com)*

**This column has been corrected since it appeared in print editions.**



**Catherine  
Bigelow**

Society Columnist

HEARST news/sf/ny

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**(political) aisle**

**Dating  
across  
the**



**new makeup collection**

**Juice  
Beauty  
goes the  
distance  
with**



**Williams' long journey to  
500 Cann Street**

**Carlie**

*Filing Date:* July 8, 2016  
*Case No.:* 2016-009050LBR  
*Business Name:* Pier 23 Café  
*Business Address:* Pier 23, Embarcadero  
*Zoning:* M-1 (Light Industrial)/  
40-X Height and Bulk District  
*Block/Lot:* 9900/023  
*Applicant:* Flicka McGurrin, Owner  
475 Francisco Street  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Pier 23 Café is a family-owned restaurant serving the North Beach neighborhood on the Embarcadero adjacent to Pier 23. The café is located in a one-story, vernacular style building that has always been used as a restaurant, according to the 1950 Sanborn map. Established in 1986, the café has a menu that is reworked seasonally and always features seafood. The café also features live music six nights per week, with musical acts varying in style from ragtime to rhythm and blues to jazz.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1986

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

Yes. The business is unique to San Francisco because of its seasonally-changing menu that always features seafood and its live entertainment. Its location has also made it a popular destination for tourists and locals for the past 30 years.

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 restaurant has become a popular spot for locals and tourists over the past 30 years, serving traditional seafood meals and offering live music for those seeking a meal to enhance

their port experience.

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 Chronicle, 7/4/2015, "City has changed, but reminders of Caen remain," by Carl Nolte; SF Chronicle, 7/9/2015, "Miss Bigelow: Fond fetes, farewells and furniture," by Catherine Bigelow; SF Gate, 2/11/2013, "Down by SF Bay, a mostly brand-new day," by Carl Nolte; SF Gate, 11/16/1999, "In Praise of S.F. Waterfront Dives/Painter captures beauty of vanishing species," by Carl Nolte.

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

#### **Recommended by Staff**

- Projecting business sign above entrance
- Marquee with schedule for daily musical entertainment
- Outdoor/patio seating at the front and rear
- Beer garden patio at the side
- Bar



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 780 HEARING DATE AUGUST 3, 2016

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2016-009050LBR  
*Business Name:* Pier 23 Café  
*Business Address:* Pier 23, Embarcadero  
*Zoning:* M-1 (Light Industrial)/  
40-X Height and Bulk District  
*Block/Lot:* 9900/023  
*Applicant:* Flicka McGurrin, Owner  
475 Francisco Street  
San Francisco, CA 94133  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PIER 23 CAFÉ, CURRENTLY LOCATED AT PIER 23, EMBARCADERO (BLOCK/LOT 9900/023).**

**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 North Beach 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 3, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.



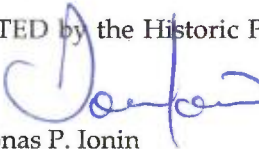
**THEREFORE BE IT RESOLVED** that the **Historic Preservation Commission** hereby recommends that Pier 23 Café qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

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

- *Character-defining features identified in the National Register nomination:*
  - *Flush wood siding at the front of the building*
  - *V-groove siding at the rear of the building*
  - *Double-hung, wood sash windows with plain board trim and wood sills*
  - *Metal-clad wood front door with glazing*
  - *Cantilevered, round sheet metal neon sign that reads "Pier 23" in lettering and decoration characteristic of the Streamline Moderne style*
- *Marquee with schedule for daily musical entertainment*
- *Outdoor/patio seating at the front and rear*
- *Beer garden patio at the side*
- *Interior Bar*

**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 2016-009050LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on August 3, 2016.

  
Jonas P. Ionin  
Commission Secretary

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

NOES: None

ABSENT: Hasz

ADOPTED: August 3, 2016