

Legacy Business Registry Staff Report

HEARING DATE APRIL 24, 2017

PERRY'S SAN FRANCISCO

Application No.: LBR-2016-17-054
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
District: District 2
Applicant: Aldis Perrin Butler Jr., Owner
Nomination Date: January 13, 2017
Nominated By: Supervisor Mark Farrell
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Perry's San Francisco is a local family-owned and -operated restaurant and bar in the Cow Hollow neighborhood that was founded at 1944 Union Street in 1969 by Mr. Perry Butler, a 26-year-old advertising executive with a dream of opening his own restaurant. After relocating to San Francisco from New York, he established Perry's as a recreation of the unique energy of the neighborhood saloons in New York City's Upper East Side. Opened during the height of the hippie scene in San Francisco, Perry's became an instant success and has become one of the city's most popular gathering spots. The Victorian setting of Perry's provides a level of comfort and coziness to its patrons with its wood-paneled and memorabilia clad walls that highlight significant San Francisco moments. Perry's eventually opened up three additional locations: Perry's SFO, Perry's on the Embarcadero, and Perry's at the Design Center. However, Perry's San Francisco on Union Street is the only location being considered for designation as a Legacy Business.

Perry's mantra has always been "Good Food, Good Drinks and Good People," and this mantra has become the basis of its business model – offering a great selection of American dishes, paired with housemade cocktails, and a cozy and intimate space for the neighborhood to come together. The restaurant serves and welcomes the greater cross section of San Franciscans in the Cow Hollow neighborhood including singles, families with young children, older individuals, and visitors. It has been frequented by local sports figures and politicians over the years and has become a center of community activity in Cow Hollow through its continued traditions of hosting community parties, donating hundreds of gift cards to local charitable institutions, and by hosting an annual golf tournament at Harding Park to benefit the Make a Wish Foundation.

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

1944 Union Street from 1969 to Present (48 years).





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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 Cow Hollow 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:

- Perry's San Francisco associated with the tradition of being a neighborhood restaurant and bar offering American-influenced dishes.
Perry's San Francisco has contributed to the Cow Hollow community's history and identity by bringing a unique New York saloon-inspired restaurant that has, since its opening, become an anchor and a neighborhood gathering place...
The 1900 property has not been previously evaluated by the Planning Department for potential historical significance.
The business has been cited in the following publications: SF Gate, 8/20/2009, 'Perry's celebrates 40 years in S.F.', by Cindy Lee. The New Fillmore, 'The Last Great Saloonlord,' by Chris Barnett. Marin Independent Journal, 8/15/2014, 'Barry Tompkins' Out of My Mind: Birthday wishes to the best kind of friend.'

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

Yes, Perry's San Francisco is committed to maintaining the physical features or traditions that define its place as a culinary institution and important neighborhood gathering place in the Cow Hollow neighborhood.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Perry's San Francisco 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:

- Cozy atmosphere.
Blue and white checked tablecloths.
Hexagon tiled floor.
Wood-paneled memorabilia clad walls.
Menu of American classics, good drinks and warm, personable service and an attractive, comfortable environment.
Tradition of offering a friendly atmosphere and outstanding service.
Projecting signage along Union Street.
Outdoor seating area.
Location on Union Street.





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CORE PHYSICAL FEATURE OR TRADITION THAT DEFINE THE BUSINESS

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

- Bar and restaurant.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Perry's San Francisco currently located at 1944 Union Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE APRIL 24, 2017

PERRY'S SAN FRANCISCO

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-054
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
District: District 2
Applicant: Aldis Perrin Butler Jr., Owner
Nomination Date: January 13, 2017
Nominated By: Supervisor Mark Farrell
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PERRY'S SAN FRANCISCO, CURRENTLY LOCATED AT 1944 UNION STREET.

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 April 24, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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BE IT RESOLVED that the Small Business Commission hereby includes Perry's San Francisco 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 Perry's San Francisco:

Physical Features or Traditions that Define the Business:

- Cozy atmosphere.
Blue and white checked tablecloths.
Hexagon tiled floor.
Wood-paneled memorabilia clad walls.
Menu of American classics, good drinks and warm, personable service and an attractive, comfortable environment.
Tradition of offering a friendly atmosphere and outstanding service.
Projecting signage along Union Street.
Outdoor seating area.
Location on Union Street.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Perry's San Francisco on the Legacy Business Registry:

- Restaurant and bar.

BE IT FURTHER RESOLVED that Perry's San Francisco at 1944 Union Street is the only location to be designated a Legacy Business at this time, but any other location(s) of Perry's San Francisco in the city of San Francisco, whether existing or new, would automatically be included on the Legacy Business Registry should the ownership and business model (i.e., restaurant and bar) be identical to Perry's San Francisco on Union Street.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 24, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes -
Nays -
Abstained -
Absent -





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OFFICE OF SMALL BUSINESS
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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-054
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
District: District 2
Applicant: Aldis Perrin Butler Jr., Owner
Nomination Date: January 13, 2017
Nominated By: Supervisor Mark Farrell

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

1944 Union Street from 1969 to Present (48 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: There are several locations of Perry's in San Francisco. Each Perry's location has a different ownership structure, and each location functions as a separate entity. Therefore, the Legacy Business Registry application and designation shall apply to the Union Street restaurant only.

DELIVERY DATE TO HPC: March 8, 2017

Richard Kurylo
Manager, Legacy Business Program



**Member, Board of Supervisor
District 2**



City and County of San Francisco

MARK FARRELL

January 13, 2017
San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate Perry's San Francisco to the Legacy Business Registry of San Francisco. Perry's has been a significant and unique culinary institution in the Cow Hollow neighborhood for more than 40 years.

Perry's was founded in 1969 on Union Street by Mr. Perry Butler and remains family-owned to this day. Established with the vision of recreating the vibrant energy of New York neighborhood saloons, Perry's is a popular location that continues to provide a cozy dining atmosphere and delicious food to old and new patrons. Indeed, the establishment's Victorian home setting with wood-paneled memorabilia clad walls that highlight significant San Francisco moments such as Forty-Niner's Super Bowl wins and the Giant's World Series Championships along with its American style menu offers customers an exquisite dining experience.

In addition to its excellent service, Perry's is also a historical and community fixture. The restaurant, created during the height of the hippy days, witnessed the Berkeley People's Park protests, the first man to walk the moon, and the Vietnam War. Today, the restaurant remains a center of community activity in the Cow Hollow neighborhood, hosting parties, donating hundreds of gift certificates to local charitable institutions, and hosting an annual golf tournament at Harding Park benefitting the Make-A-Wish Foundation.

Sincerely,

Mark E. Farrell

Mark E. Farrell
San Francisco Supervisor, District 2

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:		
Perry's		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Aldis Penn Butler Jr.		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1944 Union St. San Francisco, CA 94123	(415) 292-1727	
	EMAIL:	
	perry@perrysf.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
perrysf.com	Perry's San Francisco	
APPLICANT'S NAME		
Same as Business Owner		
APPLICANT'S TITLE		
APPLICANT'S ADDRESS:	TELEPHONE:	
	()	
	EMAIL:	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0056891		C 0560803

BACKGROUND INFORMATION	
Founding Location:	1944 Union Street, San Francisco, CA 94123
Current Headquarters Location:	Same as above
Operating in San Francisco since:	1969
NAME OF NOMINATOR:	DATE OF NOMINATION:

2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
1944 Union St. SF, CA 94123	94123	Aug 1969 - present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input type="checkbox"/> Current Headquarters	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
155 Stewart St. San Francisco	94105	2008 to present
101 Henry Adams St. SF	94103	2010 to present
234 Magnolia Ave. Larkspur	94939	2015 to present
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION

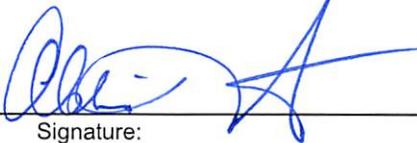
3. Eligibility Criteria

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.

PERRY BUTZER 1/9/17 
 Name (Print): Date: Signature:

PERRY'S

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.

In 1969, Mr. Butler, then a 26-year-old advertising executive with energy and ideas to spare, set out to follow his dream of opening his own restaurant. Freshly relocated to San Francisco, and compelled to recreate the unique energy of the New York neighborhood saloons he missed, he opened Perry's on Union Street. Perry's opened amidst the heyday of San Francisco's hippie scene, Berkeley's People's Park protests, the moon landing, Richard Nixon's presidency and the Vietnam War. The restaurant was an instant success, and soon became one of the city's most popular gathering spots. Little did Mr. Butler know that in a relatively short period of time, Perry's would become a San Francisco landmark. Since then, amongst great political and social change, Perry's has thrived while maintaining its fresh, personable approach to the service of high quality food and drink.

There are three other locations of Perry's in San Francisco as follows:

Perry's SFO opened in 2005 (San Francisco International Airport).

Perry's on the Embarcadero opened in November 2008 (155 Steuart Street)

Perry's at the Design Center opened in May 2010 (101 Henry Adams Street)

Each Perry's location has a different ownership structure, and each location functions as a separate entity. Therefore, the Legacy Business Registry application and designation shall apply to the Union Street restaurant only.

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

Perry has not ceased operations in San Francisco for more than six months.

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

Perry Butler has been the majority owner of the business since it opened in 1969. His oldest son Luke also holds an ownership percentage. All of Perry's five children have worked at the restaurants over the years and three of his children remain an actively involved in the management and operations of all of the Perry's restaurants.

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

Not applicable.

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

Not applicable.

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

The location at 1944 Union Street is classified as "Planning Dept. Historic Resource Status: B - Unknown / Age Eligible."

CRITERION 2

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

When Perry's first opened its doors on Union Street in 1969, there were just a few other retail establishments on the street. Over the years additional restaurants, bars and shops have opened and Perry's now anchors one of the busiest and most charming shopping and commercial blocks in San Francisco. Perry's is a neighborhood gathering place. It brings multiple generations of locals together to enjoy one another's company and catch up on news, sports and other happenings.

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

Perry's annually participates in events sponsored by the Union Street Association, including the Easter Parade, Union Street Festival and Festival of Lights.

Over the years, Perry's has sponsored running races in the city and from San Francisco to Mill Valley. The Perry's to Perry's was put on throughout the 1980s and 1990s and was at times a half marathon and at times a 10K. Perry's has also been a participating restaurant at Eat Drink SF.

Additionally, Perry Butler's daughter, Margie Butler, who is an active part of managing the Perry's restaurants, has recently become a member of the Board of Directors of the Golden Gate Restaurant Association, so we anticipate increased participation in industry events.

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

From the very first year Perry's opened, Herb Caen, legendary San Francisco Chronicle columnist, wrote about us extensively until the time of his death.

Perry's was also prominently featured in Armistead Maupin's Tales of the City, an immensely popular series in the San Francisco Chronicle which later was published into multiple novels.

Additionally, the San Francisco Chronicle and other local newspapers have covered Perry's significant anniversaries, beginning with the 20th. They continue to do so on the big years.

The Perry's Bloody Mary has been featured in GQ Magazine and also in USA Today.

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

The business is primarily associated with Perry Butler, who is the founder.

Over the years, Perry's has been frequented by local sports figures and politicians including Will Clark, Joe Montana, Dwight Clark, Larry Baer, Pete Rozelle, Diane Feinstein and Willie Brown and many others.

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

To celebrate holidays and anniversaries, Perry's hosts parties for regular customers and the general public. In addition to being a fixture in the Cow Hollow community, Perry's presence expands far beyond the immediate neighborhood. Perry's donates hundreds of gift certificates each year to schools and other local charitable organizations. Perry's also hosts an annual golf tournament at Harding Park, all of the proceeds from which go to the Make-A-Wish Foundation, which grants the wishes of children with life-threatening medical conditions.

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

Perry's serves multiple generations of the local Cow Hollow and Marina communities, in addition to the greater San Francisco and Marin County areas. Perry's customer base is a wide cross section of San Franciscans of all ages, young families with kids, sports fans, singles in their 20s and 30s, couples, grandparents, etc. Tourists visiting San Francisco frequently make their way to Union Street for shopping and sightseeing, and their guidebooks direct them to Perry's.

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

Originally an old Victorian home, the space at 1944 Union Street was transformed into an atmospheric cozy bar. The blue and white checked tablecloths, hexagonal tiled floor, wood-paneled memorabilia clad walls, and menu of American classics that once evoked an East Coast saloon, are now quintessential to the Cow Hollow, San Francisco neighborhood. The pictures on the walls tell a variety of stories - highlighting significant historical, political and cultural moments, Forty-Niner Super Bowl wins and Giants World Series Championships, and some more sentimental moments. Additional physical characteristics are displayed in attached photos.

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

There are more restaurants and bars in San Francisco than ever, but what sets Perry's apart is not the food or drink, it is the unpretentious, friendly atmosphere and service. A piece of San Francisco history would be lost if the business closed.

CRITERION 3

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

Perry's mantra has always been Good Food, Good Drinks and Good People. Having just celebrated its 47th Anniversary on Union Street, Perry's remains an enormously popular San Francisco institution. The original location attracts multiple generations of Perry's customers, making themselves at home at the cozy bar and restaurant to enjoy terrific American food, a well-made drink and friendly conversation. When Perry Butler initially opened Perry's in 1969, he brought to Union Street the hustle and bustle of the neighborhood saloons of New York's Upper East Side. Customers quickly transformed into friends, and just as quickly, Perry's became a San Francisco sensation.

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)

To have survived the test of time for 47 years in a most difficult and competitive industry, in the city of San Francisco, is a testament to the timeless appeal of the Perry's concept. Classic American food, good drinks, warm, personable service and an attractive, comfortable environment are the principal ingredients of Perry's success – elements that never go out of style.

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.).

As a 100-year old building, maintaining the facility is nearly a full time job. We have invested hundreds of thousands of dollars in repairs over the year, and even closed for days at a time to replace plumbing systems and other infrastructural elements of the building.



PERRY'S

SAN FRANCISCO

PERRY'S

B L O O D Y M A R Y



SCHWAB

ARTWORK CREATED FOR PERRY BUTLER / COPYRIGHT 2016 MICHAEL SCHWAB STUDIO

PERRY'S



MANHATTAN

SCHWAB



© Ali Thanawalla Photography



© Ali Thanawalla Photography



LIKE KENTUCKY-BRED SEATTLE SLEW

LIKE KENTUCKY-BRED SEATTLE SLEW

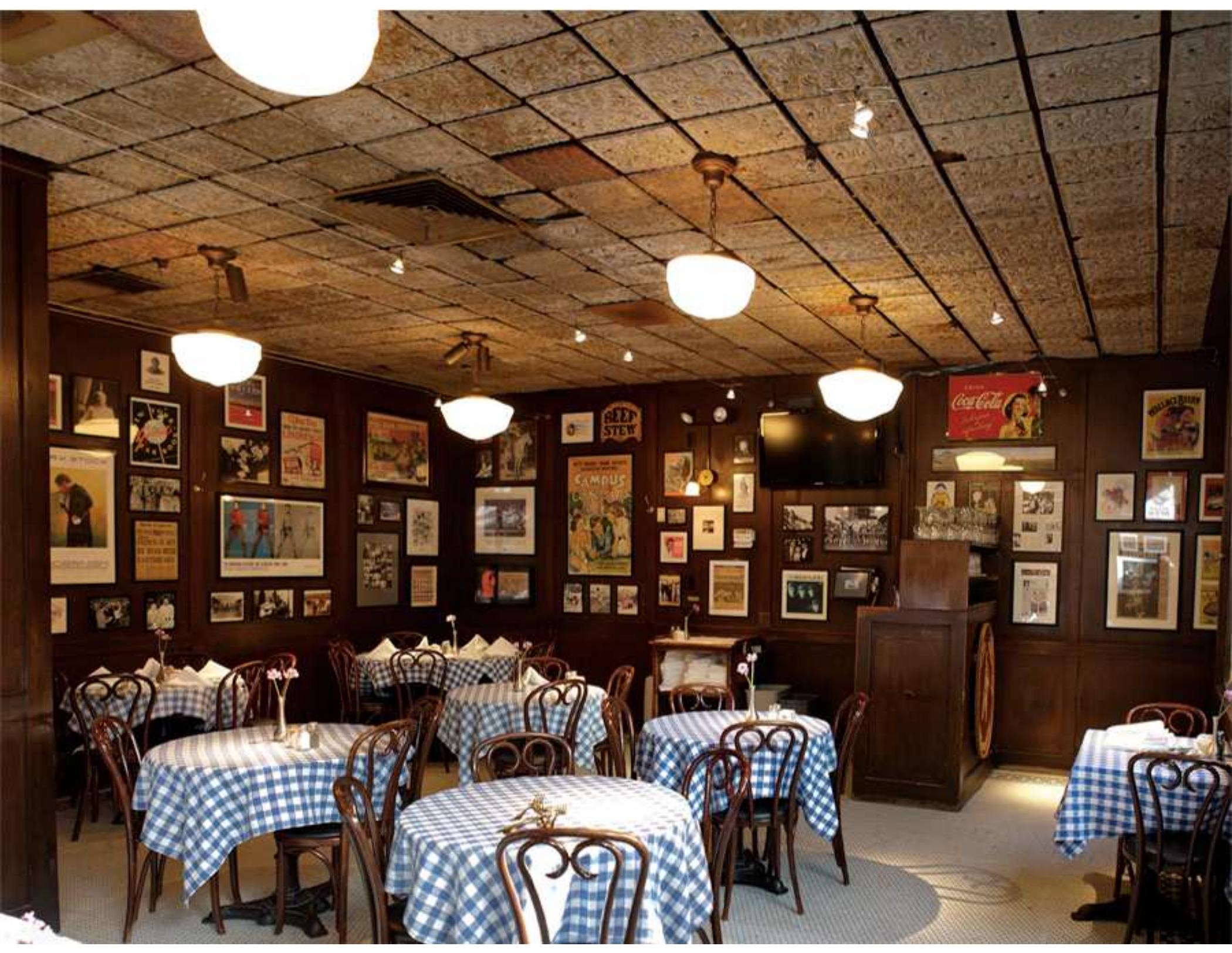


NORTH STAR STEAM BEER



LAGER BEER

WILSON



TREAT
YOURSELF
TO THE
BEST



PERRY'S

COMP

NO PARKING
6 A.M. TO 8 A.M.
MON WED FRI
STREET CLEANING

1934

Guiding
you home.

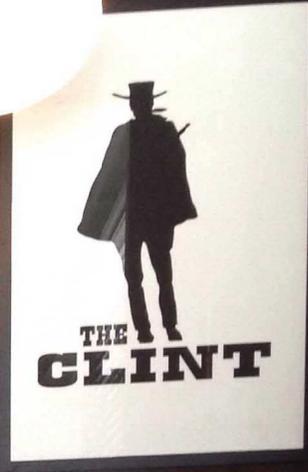
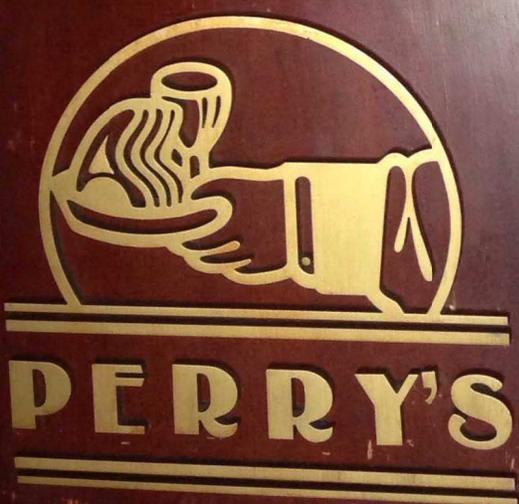
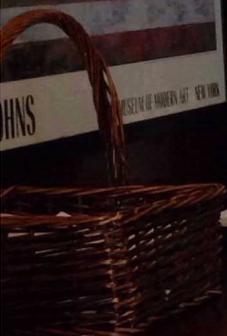




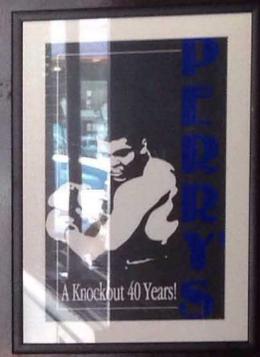


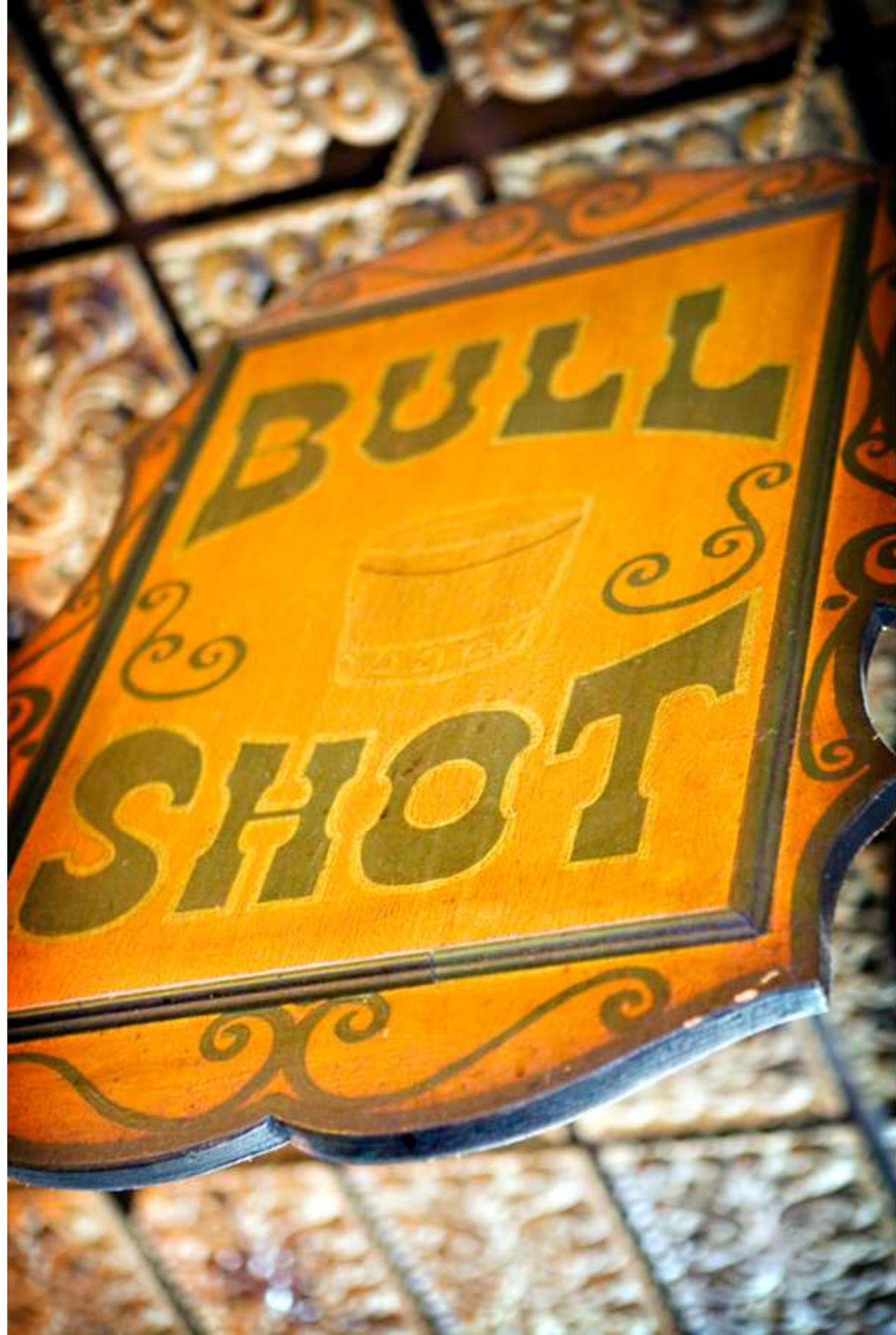






TO LIFE BOATS →

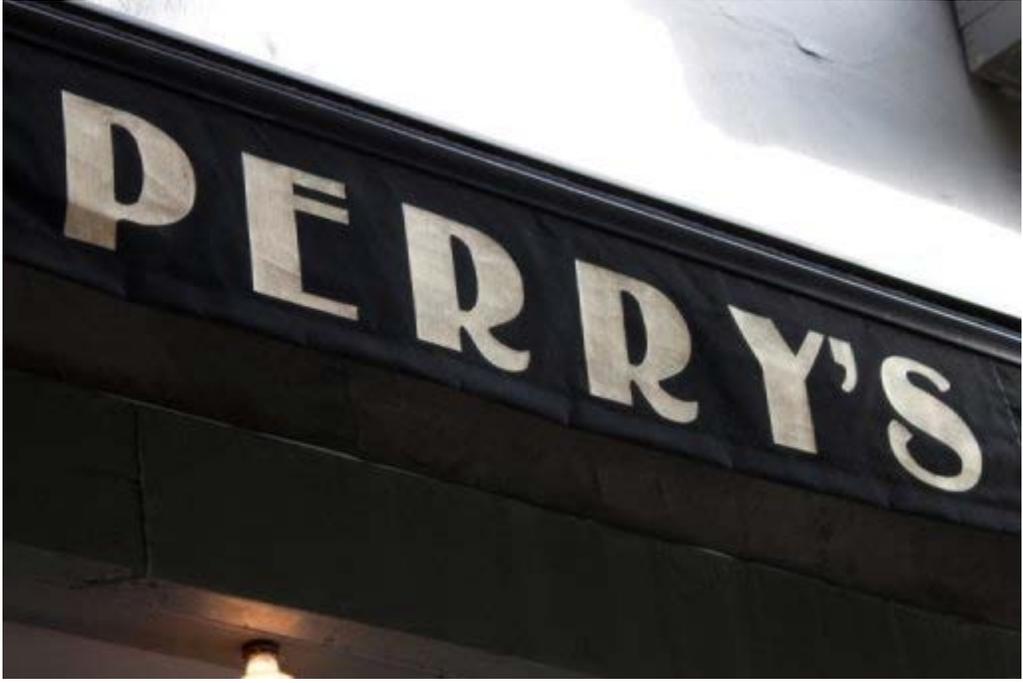




BULL



SHOT









PERRY'S

DINNER

STARTERS

GRILLED ARTICHOKE LEMON AIOI *	9.95
AHI POKE TUNA TARTARE, AVOCADO, TOMATO, LIME, CRISPY WONTONS	13.95
BUFFALO WINGS * OR TENDERS TRADITIONAL OR CHILI BBQ STYLE	10.95
FRIED CALAMARI (GINGER CHILI AIOI)	10.95
POTATO SKINS BACON, WHITE CHEDDAR, SPICY RANCH *	10.95
PERRY'S SLIDERS (3) CHEDDAR, LETTUCE, TOMATO, MAYO, GRILLED ONIONS	11.95
CHICKEN QUESADILLA PEPPERJACK, BLACK BEANS, SCALLIONS	12.75

SOUPS

TOMATO BISQUE	8.50
FRENCH ONION SOUP	8.95
NEW ENGLAND CLAM CHOWDER	8.50
PERRY'S CHILI CHEDDAR, RED ONION, SCALLIONS *	8.50
VEGETARIAN CHILI BEANS, PEPPERS, ZUCCHINI, SCALLIONS *	8.50

SALADS

ADD CHICKEN (+2.50) OR SALMON (8.75)	
ORGANIC MIXED GREENS, PINE NUTS, CHERRY TOMATOES, CHAMPAGNE VINAIGRETTE *	8.75
(ADD MAYTAG BLUE OR GOAT CHEESE 1.50)	
CLASSIC CAESAR	9.95
BRUTUS CAESAR KALE, ROMAINE, CHILI FLAKES	10.95
BEEF, ARUGULA & SPINACH AVOCADO, MARCONA ALMONDS, GOAT CHEESE CROQUETTES, LEMON VINAIGRETTE	13.95
ICEBERG WEDGE MAYTAG BLUE CHEESE DRESSING, BACON, CHERRY TOMATOES *	10.95
TRADITIONAL COBB GRILLED CHICKEN, BACON, AVOCADO, EGG, TOMATO, MAYTAG BLUE RED WINE VINAIGRETTE *	14.95
PERRY'S CHOPPED SALAMI/TURKEY SWISS, TOMATO, EGG, GARBANZOS, OLIVES, PARMESAN, RED WINE VINAIGRETTE *	13.95
SOUTHWEST CHICKEN BLACK BEANS, CORN, AVOCADO, PEPPERJACK, TOMATOES, SCALLIONS *	14.95
TORTILLA STRIPS, CUMIN VINAIGRETTE, CILANTRO CRIMA	

SANDWICHES

SERVED WITH PERRY'S HOUSE-MADE CHIPS	
THE PERRY'S BURGER (ADD CHEESE 1.50, BACON, AVOCADO 2.00)	12.95
GRILLED CHICKEN BLTA	13.95
SEARED AHI POKE AND CHILI RELISH, SCALLION DRESSING, AIOI, WHOLE WHEAT BUN	15.95
HOUSE-MADE VEGGIE BURGER BARLEY, OATS, CARAMELIZED ONIONS, MUSHROOMS, OLIVES, GARBANZOS, RAISINS	8.95
PERRY'S CLUB HOUSE ROASTED TURKEY BREAST	13.95

ENTRÉES

PENNE PASTA WHITE WINE, TOMATOES, PINE NUTS, PARMESAN	13.95
SPAGHETTI & MEATBALLS	15.95
GRILLED SALMON SUMMER VEGETABLES *	21.95
SAUTÉED PETRALE SOLE MELNIERE MASHED POTATOES *	21.95
FISH OF THE DAY	AQ
ROASTED HALF CHICKEN FINGERLING POTATOES *	17.95
PEPPER-BRAISED LAMB SHANK MASHED POTATOES *	19.95
OLD FASHIONED POT ROAST, GRAVY & MASHED POTATOES	16.95

PERRY'S STEAKS

ALL-NATURAL STEAKS CHAR-GRILLED TO TEMPERATURE, SERVED WITH YOUR CHOICE OF TWO SIDES	
FILET MIGNON (8 OZ) *	29.95
NEW YORK STRIP (14 OZ) *	39.95

SIDES

MAC & CHEESE (ADD BACON 2.00)	7.50	SWEET POTATO FRIES *	5.95
CORNBREAD FRESH SWEET CORN & GREEN CHILES	5.95	VEGETABLE OF THE DAY *	4.95
CRISPY FRENCH FRIES *	4.95	CREAMED SPINACH	5.95
HOUSE-MADE COTTAGE CHEESE *	3.50	ROASTED FINGERLING POTATOES *	4.95

JOIN US FOR
HAPPY HOUR!
MONDAY - FRIDAY
3:00 - 6:30PM

**HALF-PRICE
PERRY'S
HAMBURGERS**
EVERY
TUESDAY NIGHT!
BEGINNING AT 6PM
DINE-IN ONLY

**BLUE PLATE
SPECIALS**

MONDAY MEATLOAF

TUESDAY BBQ BABY BACK RIBS *

WEDNESDAY PORK CHOP *

THURSDAY PRIME RIB SANDWICH

FRIDAY FISH & CHIPS

SATURDAY FRIED CHICKEN

SUNDAY CHICKEN ENCRABADAS *

* INDICATES GLUTEN FREE ITEMS

A SURCHARGE WILL BE ADDED TO ALL FOOD AND BEVERAGE SALES TO MEET SAN FRANCISCO EMPLOYER MANDATES.
APPLICABLE SALES TAX WILL BE ADDED TO ALL FOOD AND BEVERAGE SALES.
CONSUMING RAW OR UNDERCOOKED MEATS, POISONS, RAW/POISONED SHELLFISH OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS.

PERRY'S

PERRY'S HAPPY HOUR

MONDAY - FRIDAY

3PM - 6:30PM

\$6 HOUSE WINE

\$1 OFF WELL DRINKS

\$1 OFF DRAFT & BOTTLED BEERS

\$6 APPETIZERS

WINGS, SKINS, CALAMARI

DRAFTS

STELLA ARTOIS	6
TRUMER PILSNER	6
FORT POINT KOLSCH	6
ALLAGASH WHITE	7
SIERRA NEVADA PALE	6
ANCHOR STEAM	6
LAGUNITAS LITTLE	6
SUMPIN SUMPIN	
SCULPIN L.P.A.	7
RACER 5 L.P.A.	6
GUINNESS	7

CANS

LAGUNITAS '12TH OF NEVER'	6
GRAPEFRUIT SCULPIN	6

BOTTLES

BUDWEISER	5
BUD LIGHT	5
MILLER HIGH LIFE	5
MILLER LITE	5
COORS LIGHT	5
AMSTEL LIGHT	6
BECK'S	6
HEINEKEN	6
PACIFICO	6
CORONA	6
HOEGAARDEN	6
MAGNERS IRISH CIDER	6
CHIMAY BLUE OR WHITE	8
OMISSION LAGER	6
CLAUSTHALER (NA)	5

San Francisco Chronicle

Perry's classic vibe now on the Embarcadero

Michael Bauer

Sunday, February 22, 2009

Forty years ago Perry Butler opened Perry's in the Marina and started the "fern bar" trend that grew and morphed through the decades. Perry's was, and is, a glorified pub, a place to hang out, a place to meet. Even after four decades, the restaurant is going strong.

Now, Butler has opened a new place on the Embarcadero in a location that has housed a succession of restaurants, from Red Herring to Faz. The new place seems right for the neighborhood - and right for the somewhat awkward space that stretches the length of the short block from Steuart to the Embarcadero.

The interior has familiar Perry's elements such as the signature blue-and-white checked tablecloths, but the new location has a more modern, grown-up appearance, as a bar and grill should look in the 21st century. The menu stays true to the original.

Perry's features a style of food I call retro classic. The dishes have been American favorites for half a century, but have fallen off trendy menus - chili topped with cheddar cheese (\$7.75), shrimp cocktail (\$16.95), cobb salad (\$12.95) and chicken and biscuits (\$14.95), for example. No culinary acrobatics, just straightforward food.

The original Perry's has always been a place where the young, single and looking for love could find good drinks and a pretty great hamburger (\$10.95, gilded with bacon, avocado or



Liz Hafalia / The Chronicle

Grilled artichoke at Perry's at the Embarcadero in San Francisco, California, on Friday, February 6, 2009. kitchen. The huge fireplace once used for cooking now warms a communal table that should become a choice spot for after-work get-togethers.

other adornments for \$1 extra). Even French Laundry regulars would find something to love about Perry's fork-tender pot roast (\$16.95) on a hefty serving of mashed potatoes doused with rich gravy.

Butler has streamlined the decor at the new location, painting the walls a neutral dark gray. Wood booths occupy the middle of the space opposite the open kitchen. The huge fireplace once used for cooking now warms a communal table that should become a choice spot for after-work get-togethers.



Liz Hafalia / The Chronicle

Perry's 14-ounce New York strip is as good as the much pricier steaks at local steakhouses.



Liz Hafalia / The Chronicle

The menu features solid renditions of retro dishes like an iceberg lettuce wedge covered in blue cheese, a shrimp cocktail and petrale sole meuniere.

The 170-seat dining room is divided into three sections: the bar area overlooking Stuart Street, the middle area with the fireplace and booths, and the back dining room that has unobstructed views of the Bay Bridge. In warm weather there is outdoor seating for 20, which should make the place even more popular, especially with the prices.

Perry's is significantly less expensive than other restaurants along the strip, such as Boulevard and Chaya Brasserie. Every main course, except the steaks, is below \$18. The menu from the original Perry's has been pared down - two sandwiches as compared to nine, for example. There are fewer starters and main courses, but the favorites remain.

The iceberg lettuce (\$7.95) wedge is the Amy Winehouse of salads; it's been in and out of favor so many times I've lost count. Yet it's a steady player at Perry's, paved with bits of bacon on one side and chunks of blue cheese on the other. A simple pile of halved cherry tomatoes decorate the top of

the plate. Cold, crisp and delicious - one bite and you're back in the 1950s, in a good way.

Grilled artichoke (\$7.50) is also simple and satisfying you can skip the bland dipping sauce; the smoky petals and lemon wedges are quite enough. I'm less drawn to the cornmeal-crusted calamari (\$9.95), a huge pile of squid more appropriate for a table of four watching a game and tossing back drinks than as an appetizer to start a meal. The same is true of the spicy buffalo wings (\$8.95) with blue cheese dressing.

The best main course is the 14-ounce New York strip steak (\$29.95), which has better flavor than you'll find at most steakhouses. It's one of the juiciest I've had, with that appealing dry-aged texture. Unfortunately, the same is not true of the 8-ounce filet mignon (\$27.95). Diners get a choice of two sides with the steak - the macaroni and cheese is pretty good if a bit grainy with bread crumbs; green beans were crunchy to the point of tasting weedy.

Tadich Grill would be proud to serve the very fresh-tasting petrale sole meuniere (\$17.95) with lemon butter sauce and creamy mashed potatoes. But other items didn't evoke such positive comparisons. A too-dry roast half chicken (\$16.75) and a dense slab of meat loaf (\$14.95) with Anchor Steam gravy could have come from a supermarket deli. Braised lamb shank (\$17.50) carried the taste of the refrigerator and wasn't heated through properly.

The classic choice for dessert is the hot fudge sundae (\$6), but the ice cream wasn't very good; neither was the mint chocolate chip ice cream in the sandwich (\$6.50), drizzled with chocolate. The flourless chocolate cake (\$6) changes flavors daily; on my visit it was peanut butter and it was gooey to the point of offensiveness.

The apple brown betty (\$6.50), another Perry's classic, is the best bet, although given a choice I'd probably head to the Irish coffee (\$7) or one of the other "dessert-like" beverages on the menu.

The waiters, outfitted in black pants and matching Perry's T-shirts, are casual, generally friendly and well trained. On two visits, the waiters were clearly veterans and knew how to work a room; on another it seemed the person lacked training and hadn't mastered the Perry's vibe.

Yet the staff helps promote a convivial attitude that has been a Perry's hallmark since the beginning. In most cases, the crowd isn't there just for the food - and those who are probably know exactly what they're going to order each time. Perry's remains the Cheers of restaurants, even in a new location.

The wine list

Perry's wine list makes one thing perfectly clear: You will probably need to order a beer or cocktail.

The 55-item list, an appropriate size for the style of restaurant, offers very little outside of the mainstream, and prices tend to be high. The 17 by-the-glass offerings range from \$6.50 for a 2007 Candoni Pinot Grigio to \$12 for the 2005 Souverain Cabernet Sauvignon. It's listed for \$48 by the bottle and can be found at retail between \$18 and \$24. Other markups are similar.

In addition, the wine isn't always well stored. I ordered the 2006 Diseno Malbec by the glass (\$8.50/\$34), available at retail for around \$11 a bottle, and it was way too warm and a bit flat. A few ice cubes made it more palatable.

Generally, the cocktails are well made, including Perry's version of the Manhattan (\$10) with Bulleit bourbon, orange, vanilla bean and just a dash of cinnamon. The classic, however, is better and costs \$8. The sidecar is well priced at \$7.50.

If you bring your own wine, corkage is \$15.

Perry's on the Embarcadero

155 Steuart St. (near Mission), San Francisco

(415) 495-6500

Breakfast 6:30-10 a.m., lunch 11 a.m.-5 p.m. weekdays; dinner 5-10 p.m. nightly; brunch 10 a.m.-2 p.m. weekends.

Full bar. Reservations and credit cards accepted. Valet \$12 at lunch; \$10 at dinner.

Overall: Rating: TWO STARS

Food: Rating: TWO STARS

Service: Rating: TWO STARS

Atmosphere: Rating: TWO AND A HALF STARS

Prices: \$\$ (Moderate; most main courses under \$18)

Noise rating: Noise Rating: FOUR BELLS Can only talk in raised voices (75-80 decibels)

Pluses: Good simple fare such as Cobb salad, petrale sole and hamburgers. Excellent cocktails and New York steak. Convivial, casual atmosphere.

Minuses: Some dishes, such as the calamari and lamb shank, aren't very good. Desserts for the most part are weak. Mediocre high-priced wine list.

RATINGS KEY

FOUR STARS = Extraordinary; THREE STARS = Excellent; TWO STARS = Good; ONE STAR = Fair; NO STARS = Poor

\$ = Inexpensive: entrees \$10 and under; \$\$ = Moderate: \$11-\$17; \$\$\$ = Expensive: \$18-\$24; \$\$\$\$ = Very Expensive: more than \$25

ONE BELL = Pleasantly quiet (less than 65 decibels); TWO BELLS = Can talk easily (65-70); THREE BELLS = Talking normally gets difficult (70-75); FOUR BELLS = Can talk only in raised voices (75-80); BOMB = Too noisy for normal conversation (80+)

Prices are based on main courses. When entrees fall between these categories, the prices of appetizers help determine the dollar ratings. Chronicle critics make every attempt to remain anonymous. All meals are paid for by The Chronicle. Star ratings are based on a minimum of three visits. Ratings are updated continually based on at least one revisit.

Reviewers: Michael Bauer (M.B.), Tara Duggan (T.D.), Mandy Erickson (M.E.), Amanda Gold (A.G.), Miriam Morgan (M.M.), Carol Ness (C.N.), Karola Saekel (K.M.S.) and Carey Sweet (C.S.)

Michael Bauer is The Chronicle's restaurant critic. You can e-mail him at mbauer@sfgate.com, and read his blog and previous reviews on sfgate.com/food.

This article appeared on page E - 1 of the San Francisco Chronicle

SFGATE

Perry's celebrates 40 years in S.F.

RESTAURANTS

Cindy Lee, Chronicle Staff Writer

Published 4:00 am, Thursday, August 20, 2009



Photo: Lea Suzuki, The Chronicle

Perry's owner, Perry Butler, photographed at the restaurants bar in San Francisco, Calif. on Wednesday, August 12, 2009.

Four decades ago, owner Perry Butler and then-wife Katharine had a vision - to bring the style of New York's East Side bar and grills to San Francisco. Neither had restaurant experience. Nor did they have funds for their vision. Yet, today, Perry's celebrates its 40th birthday. Not only is it thriving, but it has also put its unique stamp on the San Francisco restaurant scene.

"It's crazy. We were too naive to be scared and we had a young, intense desire to do something exciting," says Butler.

In 1969, Butler figured San Francisco diners were ready for something new. "All the bars were so dark, and you couldn't go to a nice restaurant for dinner and just have a hamburger and a glass of wine," Butler recalls.

The Butlers were not your average restaurateurs. They did not spend months researching neighborhood demographics to see where their bar and grill would succeed. Instead, they placed an offer on the second building they looked at, a family-owned construction business.

"Union Street back then was very different from today. There were a couple Laundromats, corner groceries and drugstores, a hardware store and some antique shops," he says. Once the deal went through, they hired an architect and took him on a weekend trip to New York to show him the kind of restaurant they wanted to emulate. Shortly thereafter, the Union Street building was converted into a San Francisco version of a New York-style neighborhood saloon.

"To relax, to eat good food and enjoy a drink, to meet people you haven't seen since last night or maybe haven't seen before at all, or to just sit and watch the world go by." This was the mission statement printed on flyers, and from the day Perry's on Union Street opened on Aug. 20, 1969, it was exactly what people came to do.

Bay Area sports, media and entertainment celebrities became regulars and mingled with the staff and other locals. "Perry's on Union Street was Cheers before there was Cheers. There wasn't a time when I walked in when I didn't know someone there," says sportscaster Barry Tompkins, a longtime Perry's regular. "Perry has the ability to hire good people, and that is why people started coming in more and more - the staff became your friends."

Butler would agree. Aside from being in the right place at the right time, Butler credits much of Perry's success to his staff, both former and present. This includes former bartender Michael McCourt, younger brother of late author Frank McCourt.

"There was always great energy in the room, delicious food on the tables, a steady stream of cold beer and stiff martinis and a sense of decades of good times that had happened there on the beautiful tile floors," says cocktail specialist Scott Beattie, a former Perry's waiter.

The cocktails that McCourt mixed and Beattie served cost all of 80 cents for well drinks, 90 cents for call drinks. Fifty cents bought you a 10 1/2-ounce goblet of beer or a glass of wine.

Food prices were similarly rock-bottom by today's standards. A 7-ounce hamburger was \$1.60 (Perry's 8-ounce burger is \$10.95 today). French onion soup was 75 cents, one-tenth today's cost. The most expensive item on the menu was a filet mignon served with a sauce created by Perry's father. The price? \$4.95.

Butler says he never dreamed the restaurant he and Katharine built on an impulse would still be standing today. "I've always been one to live in the present and never looked that far down the road," he says.

He also never envisioned the business becoming a family affair. After Katharine left the business, Butler became sole owner. In 2005, his son Aldy started bartending at Perry's. Now, Aldy and his sister Margie run the Embarcadero location, which opened last year. Butler's oldest son, Luke, an artist, tends bar one night a week at the Union Street spot, where daughter Sarah, who recently graduated from college, works as a server. Youngest daughter Hannah is still in college. "We might go five for five," Butler says. That means that Butler has a new dream: to see the restaurant survive another 40 years.

Perry's 40th anniversary

Today is the 40th birthday of the restaurant, 1944 Union St. (between Buchanan and Laguna), San Francisco. (415) 922-9022.

Tonight and Friday: Celebrity bartenders including former Mayor Willie Brown and 49ers announcer Ted Robinson will mix drinks.

Noon-5 p.m. Sunday: Block party in front of the restaurant. Admission is free; food is \$2-\$8.

Aug. 25: Perry's hamburger is half price starting at 5 p.m.

Daily through Aug. 31: All bottles of wine are half price. Pints of Michelob (Perry's original draft beer), \$2; 12-ounce prime New York steak, \$19.69 (regularly \$29.95).



Photo: Courtesy Of Perry Butler
Perry Butler standing at the restaurant's bar.



Photo: Courtesy Of Perry Butler

Exterior of building before it was converted into Perry's.

THE NEW FILLMORE

The Last Great Saloonlord

By Chris Barnett

DID YOU HEAR the one about the architect in a cab on Union Street who realized he was short of money? “Pull over at Perry’s; they’ll cash a check,” he told the cabbie. “Wait here,” he said to his date. “I’ll be right out.”

As he walked in, barkeep Michael McCourt yelled “Hey Russ, the usual?” and poured him a stiff one. Another regular came over. “Hey Russ, good to see you. Let me buy you a drink.” Another pal waved from down the bar. “Next one’s on me.”

Ten years later, the architect, Russell Gifford, was perched on his favorite stool at Perry’s and his date from that night walked in the door. He saw her in the backbar mirror, turned around and cracked: “I thought I told you to wait in the cab.”



Photograph of Perry Butler by Susie Biehler

The top bartenders in town — who worked at Perry’s at some point in their careers — are still telling that one. Yet this month on the 45th anniversary of the Union Street thirst parlor and restaurant bearing his name, you would never hear that tale told by the proprietor, Perry Butler. He’s too much of a gentleman.

In a city where barrooms have morphed from brawling whiskey and beer joints in canvas tents to temples staffed by high priests of the shot glass who dub themselves cocktailians and mixologists, Perry’s on Union stands alone as San Francisco’s last great saloon.

At 45 years old, Perry’s is far from the oldest bar in town. As seasoned San Francisco elbowbenders know, The Saloon in North Beach, best known these days for blues music, and Elixir at 3200 16th Street in the Mission, noted for creative cocktailing, are forever battling for that distinction.

And Perry’s is not the hippest, hottest, happeningest bar in San Francisco where young and beautiful power drinkers pile in with pals to hang out and catch up, or slide in solo on the prowl and mostly on the make. That was once Perry’s rep, in the ’70s and early ’80s, when it was the city’s reigning pick-up bar.

Today, what makes Perry’s on Union worthy of grand note is that it hasn’t changed in four and a half decades, philosophically or physically. It opened with friendly, wise-cracking, well-seasoned bartenders who had the wit and brains to banter with customers and keep them coming back. And it still has a warm, woodsy late ’60s decor festooned with photographs, paintings, posters and framed front pages that cover virtually every inch of every wall space.

It's no surprise the owner is no fan of change for the sake of change; in fact, he's changed very little himself. Sure, Perry Butler's hair is a little grayer and a little shorter at 71. He's no longer wearing those plaid, wide-lapel sportcoats he favored in the 1970s. But he still has the look of the boyish Dartmouth preppie he was in his 20s when he decided to bail out of the ad agency business and, along with his former wife, Katherine, open a bar and restaurant that mirrored Martel's, their favorite spot on the Upper East Side of Manhattan.



Photograph of Perry Butler in the 1970s by Don Heiny

“We lived in the Marina and a real estate guy showed us this rundown building that was a contractor’s office and we said, ‘OK, we’ll take it,’ ” Butler recalls. “There was no scientific study, no business plan on why we should be on Union Street, which was a pretty sleepy neighborhood back then. It was all seat-of-the-pants.”

Even though Butler’s name was on the door, he says he never wanted to be the “out front guy.” His bartenders were his headliners — and he booked the best.

Mike Fogarty, one of the many Irish Michaels who have tended bar at Perry’s over the years, now the day bartender at Balboa Cafe, recalls the early line-up: “First thing, he hired Michael McCourt and brought him up from Los Angeles. He hired Seamus Coyle. He hired Mike English, the best bartender I’ve ever seen in my life. English could pour drinks, have three dice games going and tell you what the stock market was doing that very minute,” he says.

“You can put a white shirt on a gorilla and he can make a cocktail. But Perry knew the importance of hiring real bartenders,” Fogarty adds. “I’m a bartender. If someone calls me a mixologist, I’ll piss on their shoes. Perry knew it was all about attracting regulars. Same guys. Same seats. Same drinks. Every day. That’s when you know you’ve got a real saloon.”

Irish-born Mike English, who hung up his apron a few years ago, says Butler's band of merry men and women who worked the bar and the floor were masters at cultivating regulars. "I'd work the end of the bar nearest to the front door," he remembers, "and I'd make little bets with myself. If someone walked in and I wanted him as a regular, I'd introduce him to other regulars, make him feel at home."

English signed on at Perry's in the mid-'70s when the place was really rocking and rolling. "It was bedlam day and night. Famous people from all over the United States — politicians, TV and movie people, admen, newspeople, sports stars — all of them flocked to Perry's along with local regulars because it was the first New York style bar in San Francisco," says English. "I did so much drinking I can't remember it all, and that's why I haven't had a drink in 34 years. Perry? He was not a drinker. He's a straight arrow. In all the years I've known him I've never seen him have more than one alcoholic drink. You can tell he's not Irish."

But then as now, Perry's on Union is not the place to go to be dazzled by exotic creations. "From the beginning and ever since, we've done no fancy cocktails. We don't do Brandy Alexanders or drinks with umbrellas," says Butler. "Tons of Bloodies, tons of Ramos Fizzes, which died out because of the egg thing. They say the classics are back, but we never stopped doing the classics."

McCourt, who today pulls some day shifts during the week at Original Joe's on Washington Square along with Mike Frazier, another Perry's alum, was more than the leadoff bartender of Butler's all-star team. He was the owner's alter ego, worldly enough to toss it back and forth on any subject with the saloon's well-traveled customers, friendly enough to keep them coming back for more, yet tough enough to puncture the balloons of pompous blowhards. With Butler's encouragement and blessing, McCourt created a cocktail culture of camaraderie and good cheer at Perry's that's been preserved by the barmen and barwomen who have followed in his footsteps.

"Michael has never suffered fools," says Seamus Coyle, a San Francisco bartending legend who worked the plank at Perry's in those early days. "I remember one day when Michael was working a large drink order on a busy night and this guy, annoyed he wasn't being immediately served, roared: 'Do you know who I am?' Michael looked him in the eye and shot back, 'No, I don't know who you are. I'll bet you don't know who you are. And if you don't know who you are, why the hell would I know who you are?'"

Perry's opened, pouring 75-cent to 85-cent cocktails alongside eight-ounce glasses of the best jug wine available and priced at 50 cents — and a parade of celebrities flooded through. "It was incredible," McCourt recalls. "One of the first people through the door was Bob Mathias, the Olympic decathlon gold medalist. There was Charlton Heston, Jason Robards, Joe Montana. O.J. came in every Saturday for brunch and couldn't have been nicer."

The notoriety had a drawback. "We were fighting to be a good restaurant — which we were at the time — when Herb Caen wrote an item that we were a singles bar, a body exchange. And overnight, that's what we became all throughout the '70s," says Butler. "It always bothered me. Took us to the lowest common denominator. But we survived it."



Legendary bartender Michael McCourt behind the bar at Perry's in the 1970s.

Coyle, who was recruited by McCourt, and who'd joined Perry's six months after it opened as a maitre d' to fill the tables in the backroom but quickly moved behind the bar, says Butler has an instinctual gift for running a great joint. "He hired young and old pros, people with personality — and then he'd let the staff alone," Coyle says. "He would come up with an idea, but he wouldn't force it on you." Butler's resistance to change paid huge dividends. "You want a bar and a restaurant to be predictable, comfortable. You go to a bar to see new and old friends," says Coyle.

But 45 years don't go by without some changes. Perry's barkeeps today are still pouring lots of vodka and gin martinis, Scotch, bourbon, wine, beer and the classic cocktails, including the born-again favorite from the '50s, the Moscow Mule. Drink prices have crept up, but not that much — from 85 cents on opening day to an average of \$7 to \$10.

Perry's circa 2014 may look and feel the same, and many of the same customers from yesteryears are on the same barstools, but the place is a lot mellower. "What's changed are the drinking habits of the clientele," says Katharine Wals, a Perry's regular who favors an Early Times Manhattan straight up. "The drinks are still as generous, but you drink fewer of them — like one, or maybe two."



Bob Johnson, sitting next to Wals at the bar, agrees. "I'm still drinking Scotch, rocks, twist in a wine glass but no longer am I having seven or eight in one night," he says. "That's when the Waldo Grade became the Ho Chi Minh Trail."

The regulars who are addicted to the staples on the menu — how-you-want-it burger, calamari and Cobb salad — are still meeting their friends at Perry's, but often bringing their kids.

Kai Vance, who's been a regular at Perry's for 23 years for dinner and a beer, had a sidekick with him on a recent Friday night: his son Kyle. "I knew I could come here tonight with my son and I'd run into my buddies," says Vance. Kyle, too, made a friend in barkeep Carolyn Cherry, who hugs and carries him as she freepours a Gordon's Gin and tonic. Perry Butler, who has five children, has always run a kid-friendly place.

Photograph of Perry Butler by Susie Biehler

The bar at Perry's still is a relaxing meet-and-greet venue. It's been ingrained in the DNA of the place since the original bartenders started cultivating regulars. Dave Dempsey, recently winding down at Perry's after a long, stressful shift at work, says: "I was married 38 years and lost my wife, but I met my new girlfriend here seven years ago and we've been together ever since, thank God. I love this place: the games on TV, the long bar, the neighborhood feeling and the mature crowd. I feel safe here. Seems like you can always find a seat at the bar."

PERRY'S ON FILLMORE? IT ALMOST HAPPENED

Perry Butler, whose storied San Francisco bar and restaurant put Union Street on the map as the cradle of civilized imbibing in the company of regulars, almost had a Fillmore Street address. In 2004 he had a chance to buy The Elite Cafe, but his financial advisor talked him out of it. He's still kicking himself.

"Sam Duvall created the Elite, sold it to Tom Clendening, who wanted to sell it, but it was way overpriced," says Butler. "We wouldn't have changed anything — just polished it up. But my financial guy shot it down. Peter Snyderman — a good guy — bought it when we bowed out and he's made some very good changes. One of my regrets is that I didn't do that deal."

He missed out on the Elite, but Butler went on to hang out his familiar shingle on the Embarcadero, in the Design Center and in Terminal 1 at SFO. Along the way several other ventures flopped, including a painful foray into Mill Valley. But ever the optimist, Butler remains in an expansive mood and is "looking for one more great location," he says. "I would love to go back to Marin."

Marin Independent Journal

Barry Tompkins' Out of My Mind: Birthday wishes to the best kind of friend

August 15, 2014

Bay Area sportscaster Barry Tompkins sits in a restaurant on Monday, Aug. 22, 2011, in Fairfax,...

An old friend turned 45 years old this week. Not really a friend in the traditional sense, but rather in the figurative sense. But to be honest, few friends have seen every side of this writer like this old friend.

This old friend was always there, always picked you up when you were low and provided more than ample laughs when you were just plain feeling frisky. This old friend kept a lot of secrets, too. And, like every good friend, was always reliable. welcoming and ready.

Perry's on Union Street in San Francisco had its 45th birthday this week and looks every bit as sprightly and inviting as it did that day in 1969 when owner and local guy Perry Butler threw open the doors to his vision of a New York saloon — and San Franciscans responded by turning it into their very own.

In the name of fairness Perry Butler is one of my closest friends, and I can tell you unequivocally that it is because of him and his innate ability to remember everyone's name, from the busboys to the sons and grandsons of onetime patrons, that there has never been a moment in 45 long years and three generations of customers, that the bar hasn't been two deep with thirsty patrons and the tables chock full of hamburger-munching fun seekers.

For me — for better or worse — Perry's was the common thread in a lifetime of memories. If its walls could talk, I — and a pretty good-size portion of the San Francisco intelligencia — would be fodder for all kinds of gossip mongering. If TMZ had been around in those days there wouldn't be room on the sidewalk to throw up.

Perry's was family. The bartender when the doors were flung open for the first time, Michael McCort, was cut from the cloth of hard- living, hard-working Irishmen with a biting sarcastic sense of humor that left no one unscathed. If you couldn't laugh at yourself — you weren't Perry's material.

The waiters, hand selected by Butler, made you feel as though you were a welcome friend — and, like the bartenders, not above a little rib jabbing. Everyone who went there once — and didn't take himself too seriously — came back.

The history of Perry's can still be found on its walls today. There's a new generation of Perry's goers now who are making their own statement of the times. But mine was walking in the door any night or weekend day and finding the likes of Willie Brown, Boz Scaggs, Chub Feeny (former president of the National League), Herb Caen, Claude Jarman, Ron Fimrite, Bill Rigney and any one of a number of out-of-town athletes, politicians and just plain bar guys and girls.

The idea, back in the dark ages when Perry's was in its formative stages, was to take this plumbing supply house on Union Street and borrow a little from New York saloons like Martell's (the tin ceiling), and P.J. Clarke's (the feel and ambiance), and introduce it locally. What happened was that the New York idea instantly became a part of San Francisco.

McCort still slings booze at Original Joes; that first generation of waiters we used to verbally joust with has gone on to bigger and more important careers; Feeny, Fimrite, Caen and Rigney are telling stories in higher places these days, and a shot of Paddy's has given way to fancier stemmed drinks with prices to match. But Perry Butler is still there remembering everyone's name, the burgers are still big and juicy, and the memories are etched in the mind of the beholder for a lifetime.

Happy birthday, old friend.

Barry Tompkins is a longtime sports broadcaster who lives in Marin. Contact him at barrytompkins1@gmail.com.

San Francisco Chronicle

The 'Timeless' Appeal of Perry's

SFO all ready for gourmets

Additions to food concourse show off local cuisine

What's you sign, baby?

35 years later, Perry's is still a hot spot for the city's swingin' fern bar crowd

HERB CAEN...



Plenty of Monday July 1994

A Complete Bust August 1994

Monday-Go-Round 1989

Perry's has been featured in Robert Finigan's Guide to Discriminating Dining in San Francisco, as well as Bar & Grill Cookbook: Exciting New Recipes from San Francisco's Bar & Grill Restaurants by James McNair, and San Francisco Trivia by Bill Bolon & Karen Warner.

Marin Independent Journal

San Francisco's hippest hangout still feeling frisky 25 years later

Burger
Meister

Perry Butler's famous restaurant turns 35



GQ

Blood Simple

The Examiner

At 25, Perry's is still one cool place

Filing Date: March 8, 2017
Case No.: 2017-002876LBR
Business Name: Perry's San Francisco
Business Address: 1944 Union Street
Zoning: NCD (Union Street Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0531/008
Applicant: Aldis Perrin Butler Jr., Owner
1944 Union Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Perry's San Francisco is a local family-owned and -operated restaurant and bar in the Cow Hollow neighborhood that was founded at 1944 Union Street in 1969 by Mr. Perry Butler, a 26-year-old advertising executive with a dream of opening his own restaurant. After relocating to San Francisco from New York, he established Perry's as a recreation of the unique energy of the neighborhood saloons in New York City's Upper East Side. Opened during the height of the hippie scene in San Francisco, Perry's became an instant success and has become one of the city's most popular gathering spots. The Victorian setting of Perry's provides a level of comfort and coziness to its patrons with its wood-paneled and memorabilia clad walls that highlight significant San Francisco moments. Perry's eventually opened up three additional locations: Perry's SFO, Perry's on the Embarcadero, and Perry's at the Design Center. However, Perry's San Francisco on Union Street is the only location being considered for designation as a Legacy Business.

Perry's mantra has always been "Good Food, Good Drinks and Good People," and this mantra has become the basis of its business model – offering a great selection of American dishes, paired with house-made cocktails, and a cozy and intimate space for the neighborhood to come together. The restaurant serves and welcomes the greater cross section of San Franciscans in the Cow Hollow neighborhood including singles, families with young children, older individuals, and visitors. It has been frequented by local sports figures and politicians over the years and has become a center of community activity in Cow Hollow through its continued traditions of hosting community parties, donating hundreds of gift cards to local charitable institutions, and by hosting an annual golf tournament at Harding Park to benefit the Make a Wish Foundation.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1969

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

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

- i. Perry's San Francisco has operated for 48 years.
- ii. Perry's San Francisco has contributed to the Cow Hollow community's history and identity by bringing a unique New York saloon-inspired restaurant that has, since its opening, become an anchor and a neighborhood gathering place that brings multiple generations of locals and tourists together to enjoy one another's company. Additionally, the business continues to be involved in the community through donations, hosting events, and continually offering itself as a place for members of the community as well as visitors to gather.
- iii. Perry's San Francisco is committed to maintaining the physical features or traditions that define its place as a culinary institution and important neighborhood gathering place in the Cow Hollow neighborhood.

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

The business is associated with the tradition of being a neighborhood restaurant and bar offering American-influenced dishes.

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

No. The 1900 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.

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

No.

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

No.

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

Yes. The business has been cited in numerous publications including but not limited to: SF Gate, 8/20/2009, "Perry's celebrates 40 years in S.F.," by Cindy Lee; The New Fillmore, "The Last Great Saloonlord," by Chris Barnett; Marin Independent Journal, 8/15/2014, "Barry Tompkins' Out of My Mind: Birthday wishes to the best kind of friend."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1944 Union Street

Recommended by Applicant

- Cozy atmosphere
- Blue and white checked tablecloths
- Hexagon tiled floor
- Wood-paneled memorabilia clad walls
- Menu of American classics, good drinks and warm, personable service and an attractive, comfortable environment
- Tradition of offering a friendly atmosphere and outstanding service

Additional Recommended by Staff

- Projecting signage along Union Street
- Outdoor seating area
- Location on Union Street



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 859 HEARING DATE APRIL 5, 2017

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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PERRY'S SAN FRANCISCO, CURRENTLY LOCATED AT 1944 UNION STREET (BLOCK/LOT 0531/008).

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 Cow Hollow 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 April 5, 2017, 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 Perry's San Francisco qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission** hereby recommends safeguarding of the below listed physical features and traditions for Perry's San Francisco.

Location (if applicable)

- 1944 Union Street

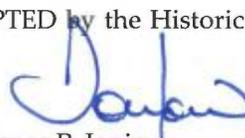
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- Outdoor seating area
- Location on Union Street

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 2017-002876LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on April 5, 2017.



Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: None

ADOPTED: April 5, 2017