

# Legacy Business Registry Staff Report

HEARING DATE AUGUST 13, 2018

## BALBOA CAFE

*Application No.:* LBR-2017-18-045  
*Business Name:* Balboa Cafe  
*Business Address:* 3199 Fillmore Street  
*District:* District 2  
*Applicant:* Jeremy Scherer, President  
*Nomination Date:* June 5, 2018  
*Nominated By:* Supervisor Catherine Stefani  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Balboa Cafe ("the Balboa") opened in 1913 despite the original signage above the door that says 1914 (the owner was superstitious about the number 13). The restaurant and bar has been operating continuously for 105 years in the Cow Hollow neighborhood.

The Balboa was originally a working-man's saloon with a sawdust floor, pool tables, and a carving station serving sandwiches in the corner. Balboa Cafe has become a more sophisticated establishment over the years, but the historical integrity of the building is intact. Many original details remain, such as the back bar, the exterior signage that announces Off Sale Liquors, the original Coca-Cola sign, the windows, transoms and small details throughout the restaurant's interior.

There is little information about the Balboa Cafe owners and its history from the time of its opening through the early 1970s when Jack Hobday (aka Jack Slick, brother of Henry Africa aka Norman Hobday) took over operations. In 1980, famed chef Jeremiah Tower came on as Executive Chef for four years, helping to establish a proper bar menu. In 1994, Gavin Newsom's PlumpJack Group's Balboa Cafe Partners acquired the Balboa and debuted with minimal updates in 1995. Under new management, historical elements were restored like the back bar and some minor updates to give it a revitalized look. The menu was overhauled under PlumpJack but still features the famous Balboa Burger on its signature baguette with housemade pickles and pickled red onions. Behind the long Mahogany bar, longtime bartenders still mix the classics like Manhattans and Martinis, but also feature popular cocktails.

### 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:

3199 Fillmore Street from 1913 to Present (105 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 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:

- Balboa Cafe has contributed to the history and identity of the Cow Hollow neighborhood by serving as a restaurant and bar for 105 years.
- Balboa Cafe has been featured in local and national media, including:
  - San Francisco Chronicle
  - The Examiner
  - The New York Times
  - 7x7
  - San Francisco Magazine

Columnists such as Herb Caen and Pat Steger frequently mentioned Balboa Cafe in their weekly references about happenings around San Francisco.

- Balboa Cafe is associated with significant persons:
  - Current partner and founder in the PlumpJack Group, Gavin Newsom, is the current Lieutenant Governor of California and also candidate for Governor of California. He is the former two-time Mayor of San Francisco and former District 2 Supervisor.
  - Pat Kelley, who helped broker the sale of the business to PlumpJack Group, was the first female stockbroker in San Francisco and was one of the most successful real estate people in town.
  - Balboa Cafe has been a gathering place for many historical figures and celebrities, from sports figures and entertainers to movie stars and Bay Area local legends, including PlumpJack investor Gordon Getty.
  - Jeremiah Tower is an influential chef who worked at Balboa Cafe. He began his career as the chef at Chez Panisse in Berkeley, one of America's most important restaurants. He then went on to the Ventana Inn in Big Sur and the Balboa Cafe in San Francisco, then Berkeley's Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he had the most influence on the restaurant world, including the phenomena of celebrity chefs.
- The building that houses Balboa Cafe is identified by the Planning Department as Category A ("Historic Resource Present") with regard to the California Environmental Quality Act. It is located within the Eligible Fillmore-Union Commercial Development Historic District. The district has been identified in the Neighborhood Commercial Buildings Historic Context Statement and Survey 1865-1965 as the "Union-Fillmore Commercial Development Cluster." The cluster contains 35 properties on Union and Fillmore streets generally constructed between 1898 and 1974 that are strongly associated with the historic development of the neighborhood's commercial strip, specifically in the number of mixed-use, residential-over-commercial buildings constructed during the period of significance, 1895 to 1915.

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

Yes, Balboa Cafe is committed to maintaining the physical features and traditions that define the organization.





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Balboa Cafe 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:

- Exterior signage, including “Off Sale Liquor” and “Coca-Cola” and neon “Balboa Cafe.”
- The oak back bar dating from 1913, the tile floor, windows, and transoms, original side doors, and brass fittings.
- The signature Balboa Burger.
- An affordable wine list.
- Historic photos of the original café interior.

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

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

- Restaurant and bar.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Balboa Cafe currently located at 3199 Fillmore Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE AUGUST 13, 2018

BALBOA CAFE

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

<i>Application No.:</i>	LBR-2017-18-045
<i>Business Name:</i>	Balboa Cafe
<i>Business Address:</i>	3199 Fillmore Street
<i>District:</i>	District 2
<i>Applicant:</i>	Jeremy Scherer, President
<i>Nomination Date:</i>	June 5, 2018
<i>Nominated By:</i>	Supervisor Catherine Stefani
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR BALBOA CAFE, CURRENTLY LOCATED AT 3199 FILLMORE 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 August 13, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore







SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Balboa Cafe 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 Balboa Cafe:

Physical Features or Traditions that Define the Business:

- Exterior signage, including “Off Sale Liquor” and “Coca-Cola” and neon “Balboa Cafe.”
- The oak back bar dating from 1913, the tile floor, windows, and transoms, original side doors, and brass fittings.
- The signature Balboa Burger.
- An affordable wine list.
- Historic photos of the original café interior.

**BE IT FURTHER RESOLVED** that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Balboa Cafe on the Legacy Business Registry:

- Restaurant and bar.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 13, 2018.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO  
MARK FARRELL, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2017-18-045  
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*District:* District 2  
*Applicant:* Jeremy Scherer, President  
*Nomination Date:* June 5, 2018  
*Nominated By:* Supervisor Catherine Stefani

**CRITERION 1:** Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?       X       Yes                      No

3199 Fillmore Street from 1913 to Present (105 years)

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** July 10, 2018

Richard Kurylo  
Manager, Legacy Business Program





**CATHERINE STEFANI**

June 5, 2018

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

Dear Director Dick-Endrizzi:

I am pleased to nominate Balboa Cafe to the Legacy Business Registry. Founded in 1913, Balboa Café celebrates over a century of business in San Francisco. Along an ever-changing stretch of Fillmore Street, Balboa Cafe remains one of the city's oldest saloons and an icon in the Cow Hollow neighborhood and Marina District.

In 1995, Balboa Cafe was one of the first properties acquired by PlumpJack Wines, which is now known as the PlumpJack Group. As PlumpJack has grown, Balboa Cafe has likewise prospered. The restaurant & bar is a neighborhood staple, with an incredibly knowledgeable staff, vibrant menu, and a long list of regular purveyors spanning generations of San Franciscans. Balboa Cafe has largely retained the décor that made it a staple over a century ago while offering both classic and modern dishes. The business is an anchor on the corner of Fillmore & Greenwich and contributes to the vitality of the intersection by attracting new, diverse retailers and restaurateurs to the area.

Balboa Cafe is committed to preserving and promoting Cow Hollow's and the Marina's robust history for residents and visitors alike through its old-time charm and rich character.

I look forward to Balboa Cafe's ongoing success as a Legacy Business.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani", written over a horizontal line.

Catherine Stefani  
San Francisco Supervisor, District 2

## Section One:

### Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Balboa Cafe		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Falstaff Management Inc		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3199 Fillmore St San Francisco, CA 94123		415 ) 346-5222
		EMAIL:
		jeremy@plumpjack.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
balboacafe	balboacafe	balboacafe

APPLICANT'S NAME	
Jeremy Scherer	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
President	
APPLICANT'S ADDRESS:	TELEPHONE:
3201 Fillmore St San Francisco, CA 94123	415 ) 346-5222
	EMAIL:
	jeremy@plumpjack.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
142062	94-3231376

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
3199 Fillmore St	94123	1913
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1913-today	

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

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

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

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



## Section Three:

### Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Jeremy Scherer

3-4-18

Name (Print):

Date:

Signature:



## **BALBOA CAFE RESTAURANT AND BAR**

### **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.**

Balboa Cafe Restaurant and Bar ("Balboa Cafe" or "the Balboa") opened its doors in 1913 despite the original signage above the door that says 1914 due to the owners' superstition to the number 13. The restaurant and bar has been operating continuously for 105 years in the Cow Hollow neighborhood at 3199 Fillmore Street on the corner of Fillmore and Greenwich streets.

In the early days, the Balboa was a working-man's saloon with a sawdust floor, pool tables, and a carving station in the corner where bartenders sliced hunks of meat off the bone and placed them on plain rolls for bar patrons to snack on.

Since the days of the saloon, Balboa has morphed into a more sophisticated establishment over the years with updates and additions without sacrificing the historical integrity of the building. Many of the original details remain like the back bar, the exterior signage that announces Off Sale Liquors, the original Coca-Cola sign, the windows, transoms, plus small details throughout the restaurant's interior.

There is little information about the Balboa Cafe owners and its history from the time of its opening through the early 1970s when Jack Hobday (aka Jack Slick, brother of Henry Africa aka Norman Hobday) took over operations. During that time, it didn't exactly resemble the bar of the early 1900s – the sawdust was gone along with the pool tables – but it was still more of a saloon than a more refined dining establishment. In 1980, famed chef Jeremiah Tower came on as Executive Chef for four years, helping to establish a proper bar menu, although different from the food Tower went on to cook at the famed Stars Restaurant after he left Balboa Cafe.

Before Gavin Newsom's PlumpJack Group took over in 1994, the Balboa had lost a little bit of its luster and was in need of some new energy and TLC. Prior to taking over the property, Judge Bill Newsom, Gordon Getty, and Pat Kelley would hang out at the Balboa and discuss how much potential the café had and how great it would be to spruce it up and give it new life with a refreshed appearance.

It was Pat Kelley, who is a seasoned restaurateur, wine retailer, San Francisco real estate scion, and the first San Franciscan female stock broker, who was able to convince Gavin to make a bid



on the Balboa Cafe, as she knew Jack Hobday and his partner Doyle Moon were motivated to sell the business.

In 1994, Gavin's PlumpJack Group's Balboa Cafe Partners acquired the Balboa and debuted with minimal updates in 1995. Under new management, historical elements were restored like the back bar and some minor updates to give it a revitalized look that transitioned the Balboa from a storied saloon to a buzzing restaurant and bar establishment with new energy and luster.

The menu got an overhaul under PlumpJack but to this day still features the famous Balboa Burger on its signature baguette with housemade pickles and pickled red onions. Behind the long Mahogany bar, longtime bartenders still mix the classics like Manhattans and Martinis, but also feature popular cocktails to keep up with the ever-changing palates of new generations.

The Balboa Cafe is a San Francisco institution that has stayed true to its roots for more than a century. It has survived Prohibition, the Great Depression, the devastating 1989 Loma Prieta earthquake, and many other historic milestones in the city. It's never conformed to trends – always staying true to its identity, and is still a popular gathering place for San Francisco locals who crave community and visitors looking for a slice of San Francisco history.

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

In 1999, the Balboa Cafe closed the kitchen and ceased food operations but kept the bar open to add ADA bathrooms. The doors remained open to the public, but the famous Balboa Burger was on hold until they re-opened the kitchen after a few months of construction.

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

In 1994, Balboa Cafe was taken over by former San Francisco Mayor and now California Lieutenant Governor Gavin Newsom's PlumpJack Group, which is run by his sister Hilary Newsom and his cousin Jeremy Scherer. Gavin's father, Judge Bill Newsom, had a fondness for Balboa Cafe and had a lot of influence in Gavin's decision to take over the restaurant and bar.

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

There is little information about the Balboa's early proprietors. The current owners of the building, Raymond Carmignani and sister Judith Schuster, are longtime San Francisco residents. It's said that Raymond's and Judith's father was a cook at Balboa Cafe in the early days after they built a kitchen. In the 1970s, Jack Hobday, brother of Norman Hobday who started the Fern Bar trend in San Francisco, operated the Balboa Cafe until PlumpJack (Balboa Cafe Partners) took over operations in 1994.

From the beginning, one of PlumpJack's co-founders and local legend, Pat Kelley, was the face of Balboa Cafe for many years as the longstanding lunchtime host.

Gavin Newsom, a fourth generation San Franciscan, said in a 1998 New York Times article that the PlumpJack Group purchased the restaurant in 1994 "because we're standard-bearers. It was purely selfish -- the partners invested in it because they wanted this place to continue."

Today, the PlumpJack Group is overseen by Gavin Newsom's sister Hilary Newsom and her co-president and partner Jeremy Scherer.

A history of the ownership of Balboa Cafe is as follows:

1913 to Unknown	Unknown Owners
Unknown to 1994	Jack Lapidos, Jack Hobday, Doyle Moon
1994 to Present	Balboa Cafe Partners LP

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

Documentation of the existence of the business prior to current ownership is included in the Legacy Business Registry application.

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

The Planning Department has categorized 3199 Fillmore Street as Category A ("Historic Resource Present") with regard to the California Environmental Quality Act. The building is a contributing structure to the Fillmore-Union Commercial Development Historic District. The district has been identified in the Neighborhood Commercial Buildings Historic Context Statement and Survey 1865-1965 as the "Union Fillmore Commercial Development cluster." The cluster contains 35 properties on Union and Fillmore streets generally constructed between 1898 and 1974 that are strongly associated with the historic development of the neighborhood's commercial strip, specifically in the number of mixed-use, residential-over-commercial buildings constructed during the period of significance, 1895 to 1915.

## **CRITERION 2**

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

Established in 1913, Balboa Cafe is one of the oldest saloons in San Francisco and a longtime neighborhood institution where locals gather for community, popular menu items like its famed Balboa Burger, and its Wednesday special, Chicken Paillard.

Balboa Cafe is part of the infamous “Triangle” that has included rotating bars on either corner, but unlike the others that shuttered over the years, the Balboa has continued its legacy on the corner of Fillmore and Greenwich.

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

Balboa Cafe celebrated its 100 Year Anniversary in October 2013. It was celebrated by locals and the café’s regulars with more than 100 attendees. Gavin Newsom and Hilary Newsom both spoke. We made a Negociant Pinot Noir branded for the 100 Year Anniversary that we sold in the wine stores and had on the Balboa Cafe menu.

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

Over the years, Balboa Cafe has been featured in local and national media, including San Francisco Chronicle, the Examiner, The New York Times, 7x7, San Francisco Magazine, and many others. Columnists such as Herb Caen and Pat Steger frequently mentioned the Balboa in their weekly references about happenings around San Francisco.

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

Current partner and founder in the PlumpJack Group, Gavin Newsom, is the current Lieutenant Governor of California and also candidate for Governor of California. He is the former two-time Mayor of San Francisco and former District 2 Supervisor.

Without Pat Kelley, the character of the Balboa Cafe might have been lost. Pat was the first female stockbroker in San Francisco and was one of the most successful real estate people in town. Herb Caen, would describe her as “the blond bombshell” or simply, “La Kelley.” It was Pat who suggested to Gavin that their PlumpJack Group buy the Balboa Cafe, that it could be as great as it used to be.

The Balboa has been a gathering place for many historical figures and celebrities, from sports figures and entertainers to movie stars and Bay Area local legends, including PlumpJack investor Gordon Getty.

Jeremiah Tower is an influential chef who worked at Balboa Cafe. He began his career as the chef at Chez Panisse in Berkeley, one of America’s most important restaurants. He then went on to the Ventana Inn in Big Sur and the Balboa Cafe in San Francisco, then Berkeley’s Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he forged the

restaurant world as we know it. He's one of the reasons chefs seek out local ingredients for their dishes, why they are no longer behind the scenes but part of the "scene." Indeed he's one of the factors in why restaurants have become an experience and entertainment in and of themselves. Now, celebrity chefs are part of the culinary landscape and it was Jeremiah who paved the way for those chefs to be seen and heard.<sup>1</sup>

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

PlumpJack has a strong commitment to supporting the community where their businesses reside and with the Balboa we have stayed true to that commitment. The restaurant supports the nearby fire station with dinners for the firefighters, plus donations to their fundraisers. Balboa Cafe has a biannual fundraiser for Blood Centers of America called "Burger for A Pint" in which the business offers complimentary Balboa Burgers to people who give a pint of blood in the Blood Center's trailer parked out front.

Through the PlumpJack Foundation, Balboa Cafe has raised money throughout the year to support the Foundation's focus on preventing childhood poverty, cancer prevention, education, and research. There are many beneficiaries of the PlumpJack Foundation, including Holy Family Day Home, San Francisco Child Abuse Prevention Center, SF Can (UCSF's SF Cancer Initiative), Breast Cancer Emergency Fund, Cancer Prevention Institute of California and the SF Komen Foundation San Francisco Bay Area, and many others.

Every October, the Balboa Cafe donates food and wine for the Salesian Boys & Girls Club and St. Peter & Paul's annual Columbus Day Bazaar Sunday Night Dinner. In November, Balboa Cafe provides Thanksgiving lunch to the children of the Holy Family Day Home. Through the month of December, Balboa Cafe raises money for their holiday gift drive with Giving Trees.

During the recent Sonoma and Napa fires, the Balboa Cafe donated hundreds of meals to first responders and volunteers.

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

The Balboa Cafe serves as an extended living and dining room for many local residents of Cow Hollow, Pacific Heights, and the Marina neighborhoods. It's a generational restaurant where it's not unlikely to see grandparents dining at lunch, their kids dining at dinner, and their grandkids enjoying Balboa's nightlife. As the city continues to change with the times, people feel like they can always return to the Balboa Cafe for a slice of nostalgia and a great meal and cocktail, not to mention one of the best and most affordable wine lists in all of San Francisco.

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<sup>1</sup> Forrest, Rachel, 'Wine Me Dine Me: Cooking with The Last Magnificent', *seacoastonline.com*, 5 April 2018 <<http://www.seacoastonline.com/news/20180405/wine-me-dine-me-cooking-with-last-magnificent>> [accessed 13 April 2018]

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

The exterior signage that references “Off Sale Liquor” and the original Coca-Cola signs are unique and significant. The Off Sale Liquor sign signified that at one point Balboa Cafe sold liquor that could be taken and consumed off premises. The neon sign is also significant seeing how it’s very difficult to get neon signs in San Francisco. Most are grandfathered in.

In the interior of the restaurant, near the host stand, there are photos of the Balboa Cafe from the early 1900s that showcases the original interior.

The back bar is the original bar from when the saloon opened in 1913.

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

So many people of San Francisco and beyond have a strong connection to Balboa Cafe. Many staff members have been behind the bar or working as servers and in the kitchen since before PlumpJack took over in 1994. While other businesses in the area are popular for their nightlife or brunch, Balboa Cafe is consistently busy throughout the day into the night. The café has a steady stream of regulars that visit us weekly, some of which visit daily. We know their names, we know what they like to eat and drink, we know where they like to sit, but more importantly we know their stories.

The Balboa is multi-generational – there are babies and grandparents sitting side-by-side with politicians, actors, artists, writers, business leaders – everyone is part of the Balboa family. Lance, Brian, and Scott have been serving the neighborhood for decades.

A group of old friends from St. Ignatius’ class of 1952 still gather every first Friday of the month to catch-up over lunch – most of them order the same meal and drinks since they started their tradition more than 20 years ago.

If Balboa Cafe were to close, it would be a tremendous loss for San Francisco.

**CRITERION 3**

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

The Balboa Cafe was established in 1913 and is one of the oldest dining and drinking establishments in San Francisco. It continues to be a place where people gather in timeless tradition over a good meal, good drinks and spirited conversation. They feel welcome; they feel safe; they usually run into an old friend(s).

At PlumpJack, we believe in three core business principles: Honesty: living the truth and acting with integrity; Approachability: being welcoming, genuine and unpretentious, and; Passion: having enthusiasm for all that we do. This philosophy guides the team at every level at all of our businesses. At the Balboa Cafe, our focus is to deliver exceptional service, making guests feel welcome and going above and beyond to deliver memorable experiences.

**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)**

Balboa Cafe's signature dishes have not been touched since before PlumpJack (Balboa Cafe Partners LP) took over in 1994, mainly the popular Balboa Burger which has been named by numerous people and media as one of the best in the city. It's beloved for its unique shape and for being on a baguette vs. a standard bun and its housemade pickles and pickled red onions. Many of Balboa Cafe's customers personalize it by adding their own twist, and if they ask us to add or make it a certain way, we always oblige. Some of the popular renditions include bacon and jalapenos grilled into the meat of the burger, or the burger served naked, no bun – with cheese and nothing else. Additionally, Balboa's Chicken Paillard special has earned a cult following. People flock to Balboa Cafe on Wednesdays for the thinly breaded chicken cutlet perfectly sautéed in butter and topped with a delicious wine reduction and served with a classic arugula and tomato salad drizzled with a bit of olive oil and topped with a lemon wedge. There are also items that are not on the menu that are ordered by many – like the Halligan burger that customers and the staff just know about.

When Gavin Newsom opened PlumpJack Wines in 1992, his founding principle was to make the wine buying experience more approachable and affordable. That motto carried over to PlumpJack Cafe when he opened and debuted a wine list that marked up the wine \$1-2 above retail. This was revolutionary for a restaurant of this caliber. After opening Balboa Cafe, that same principle carried over to make wine more approachable for our patrons. Today, the wine list is probably the most reasonable and affordable in San Francisco, with an expansive collection of New World and Old-World wines.

**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.).**

PlumpJack provides regular maintenance and restoration to elements of the building that have historical value, including the original exterior Off Sale Liquors and the Coca-Cola signs, plus the Balboa Cafe neon sign that is not an original but has been part of the building for several decades. Additionally, the tile, windows and transoms, many pieces of brass throughout the restaurant, original side doors, and original oak back bar are all carefully maintained.

Prints of the original bar adorn the wall near the bar and the host stand in the restaurant that showcases the bar with the pool tables.

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

Not applicable.

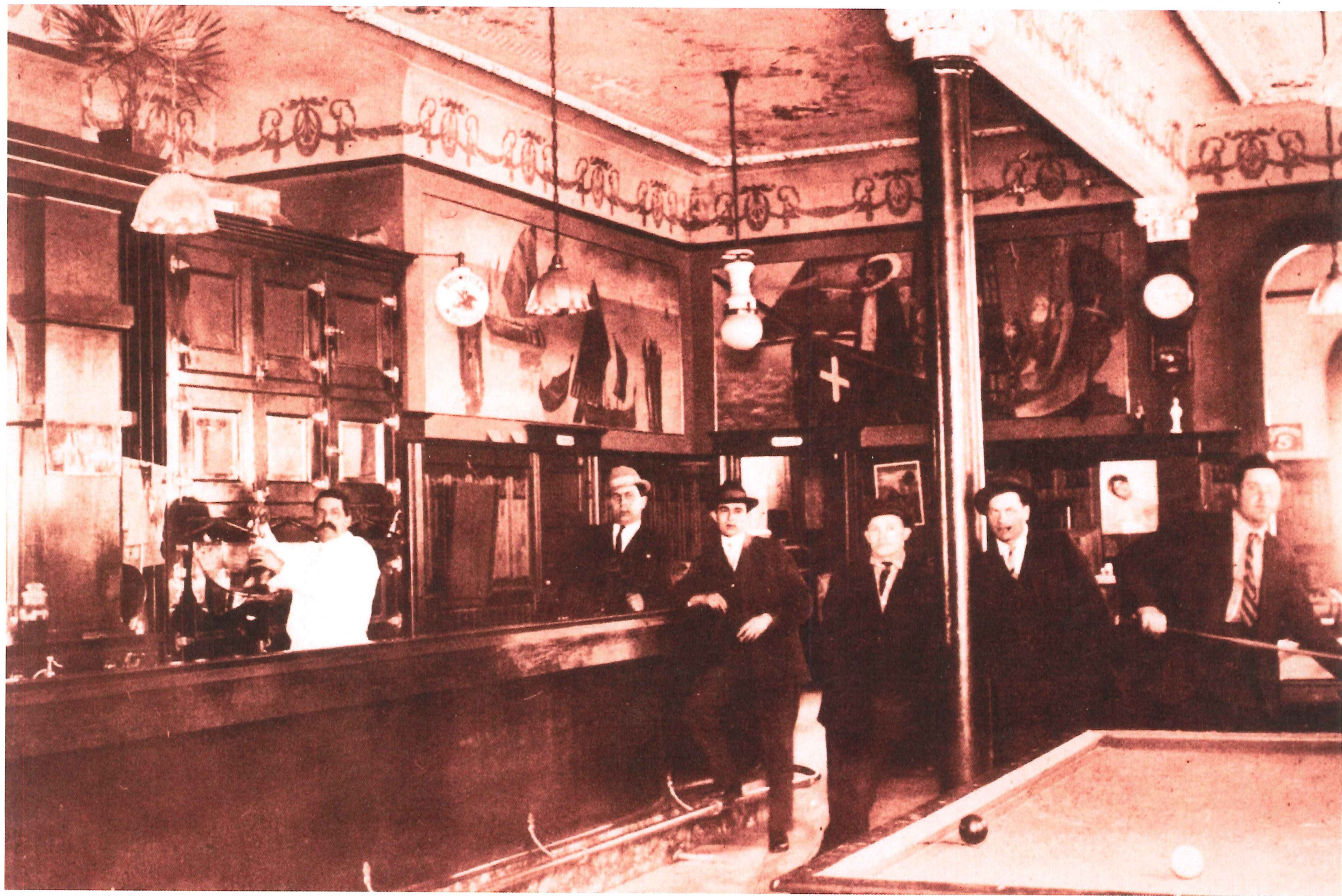




































AS SEEN ON  
**TRAVOH**





























100 YEAR ANNIVERSARY

*Balboa Cafe*

CENTRAL COAST PINOT NOIR



2012

# Bruce Bellingham

Bellingham by the Bay : Bits, Bites & Adventure From Bruce Bellingham in San Francisco

MONDAY, MARCH 20, 2006



SEARCH THIS BLOG

## Pat Kelley: The Face of the PlumpJack Dream

**The Balboa's Hostess Is More Than Meets The Eye**

When it comes to telling stories, few can beat the vivacious Pat Kelley, who knows just about everyone in San Francisco.

"She's the exquisite Rolodex," says the legendary statesman Hadley Roff, who has worked for six San Francisco mayors and now consults for the Political Science and Urban Affairs departments at San Francisco State University. "Without Pat Kelley, the character of the Balboa Café would be lost."

Over the years, columnists have quietly called Pat to ask her the "what's what" and the "who's who." It's a rare day when she doesn't have an answer. If she doesn't have an immediate answer, she'll graciously call back and rattle off a list of names and a constellation of characters that require a scorecard to follow. Fact is, Pat is one of the most fascinating of all San Franciscans on her own merits. Splashy and dazzling in her ingenue days, she takes her place among the local legends over the epochs, such as Alma Spreckels, Lillian Hitchcock Coit and Lola Montez.

She's played the part of courtesan and eminence grise. She gives the term "working girl" new meaning.

Yes, Pat was known to dance on the bar, martini glass in hand, until the cows came home. Her old friend, Herb Caen, would describe her as "the blond bombshell" or simply, "La Kelley." Sure, she could put away the martinis. But now, she's put them aside.

Today most people know Pat as the poised, graceful woman with the twinkling eyes and the elegant scarves who seats people for lunch at the Marina's storied Balboa Café -- a nexus for politicians, socialites, the shamelessly successful, and the rest of us. The current incarnation of the Balboa is part of the PlumpJack Group that was founded by Gavin Newsom. Among the investors are Gavin's childhood chum, Billy Getty, and various members of the Getty family. Gordon Getty is

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the patriach. At first glance, Pat appears to be a highborn lady who has a hostess gig in order to occupy her days and mingle with her well-heeled Pacific Heights friends.

That's not the case. Pat has made and lost fortunes without benefit of inheritance or husbands. She has always worked hard; was a "single mom" and a "career woman" -- before the terms were invented. In fact, she was the first female stockbroker in San Francisco and was one of the most successful real estate people in town. She achieved that through a combination of smarts, charm, and absolute fearlessness. She modestly calls it "naivete."

"I never really knew about the big picture," says Pat. "that I might have been ahead of the pack."

It was 1962. Tired of her meager wage at Allstate on the Peninsula and with a child, she went to the personnel manager to ask for more money. Pat was told she would not be able to go any higher in the company because she was a woman.

"When I asked about being a manager, a higher level, I was told that women weren't managers," Pat recalled. "The woman in personnel was stunned when I quit. I had no child support, and now, no job."

In Menlo Park, Pat approached a small investment firm run by Sheldon Luce, of the famous family. Again, she encountered a woman in personnel.

"Any college?" she asked.

"No."

"Can't use you."

Pat came back the next day.

"How much typing?"

"Not much."

"Can't use you."

Determined, Pat returned on Monday and asked to talk to Mr. Luce. "He hired me," Pat says, "for my persistence."

That persistence rarely left her. Luce gave her advice, such as, "Don't read other people's theories and never tell anyone what you do for a living."

Then one day, she said, "Mr. Luce, I was thinking over the weekend ..."

"Don't ever think," he shot back. "If I wanted someone to think, I would've hired a man. Maybe you should be a stockbroker." He gave her a list of names.

She landed a job at E.F. Hutton. They sent her to New York for training. There were 100 men and Pat Kelley in the room. Pat became the first female registered stock representative in San Francisco. In the first year, she was third best producer in the San Francisco office.

"All the other stockbrokers wanted to get through the day and go home," Pat recalled. "But I'd stay in the office until eight o'clock at night, picking up all the walk-in business."

These days, Pat gets to the PlumpJack Management office on Fillmore Street at six in the morning. There she handles all sorts of paperwork for the company. At 11:30, she crosses the street to the Balboa and begins her "mayter-dee" (as Herb Caen would say) duties until late afternoon.

"Pat was really the backbone of PlumpJack at its birth," Judge Bill Newsom, Gavin's dad, said the other day. "She had the breadth of experience that Gavin and Billy lacked -- in retail, in wine, and in food. She still is the public face of the PlumpJack enterprise."

Since her E.F Hutton days -- she was a broker for 12 years -- Pat says it has all been "a kaleidoscope." She made lots of friends, went to lots of places.

"In 1970, I met Herb Caen and Billy Gaylord (crown prince of interior design), " Pat says, "I always had interesting friends who are interested in people, people who are doers. Harry de Wildt (Caen dubbed him "Sir Lunch-a-lot") would give parties two nights in a row and sometimes not even show up."

She went along when real estate mogul Vincent Friia would take 25 people to Paris to celebrate New Year's with a midnight supper at Maxim's several years in a row.

There were the best of times and it seems they couldn't be better. She took her stock money and bought real estate, was at the vanguard of condo-conversion, went into the wine store business -- she called the shops Crane & Kelley --and a hardware store at Polk & Pacific.

"I always wanted to own something that was somewhere between the Crystal Palace and Harrod's," she says. "So I created the Oakville Grocery with Joe Phelps (of winery fame). With that, another Crane & Kelley, and La Cuisine, a cooking school that included instructors such as Marion Cunningham, Carlo Middione, Marcella Hazan, Giancarlo Bugialli, Flo Braker, and Jeremiah Tower.

Pat and Jeremiah became an item. On a trip to Honolulu, they actually discussed marriage. Kelley recalls those days: "Jeremiah was going through -- how shall I say? -- an ambivalent stage. Back at the Balboa, I finally said, 'Jeremiah, I've been thinking. I really don't think we should get married.' He sighed and blurted out, 'Thank God!' in relief."

Tower, who lives in Merida, Mexico, in the Yucatan, is now writing and consulting. He recalls cooking for Pat's dinner parties on Russian Hill and in Napa in the old days:

Pat was the first high-flying member of some part of San Francisco's society to invite me to sit down to dinner at her table after I had cooked the dinner, even when other people at the table, some of those flying in that town's highest circles were appalled to sit next to a

cook. Later, of course, with my local fame as a superstar and chef, some from society wanted to sit next to me."

Pat says the Oakville Grocery was her dream come true.

"And it didn't even have parking." Her eyes sparkle as she speaks. "We had the best produce in town. We sold 100 kinds of mustard. Cyril Magnin came in every day. Then the union struck us over a dispute that was about our using novices. Genteel ladies did not like crossing a picket line and being called names like 'scumbag' by nasty people. It took them 18 months to put us out of business."

The real estate business also went south.

"I'm still not sure what happened, but I spent five years as a defendant, and wound up without a dime."

She went to work for Cliff Abbey, the St. Helena vintner, who then owned the Trattoria Contadina in North Beach.

Says Pat, "This was my college experience when it came to the restaurant business, from washing pots and pans to all the rest." Pat confesses she actually switched the place cards at a dinner so Cliff could sit next to her friend, Clare Boothe Luce, granddaughter of the famous playwright and congresswoman. Clare and Cliff, now married, "haven't been out of each other's sight since that night."

Yes, Clare is from the same family as Sheldon Luce, who gave Pat her a break in the finance world all those years ago.

She opened the Dixie Café for Tom Clendenning and opened Rosalie's on Van Ness Avenue. It closed. She reopened it as Rosalie's Redux with Harry de Wildt. It closed. "I think Harry accidentally wandered into the kitchen and recoiled at the sight of the butcher in a bloody smock. It was all over."

Pat went back to work for Cliff Abbey, producing jeans on Potrero Hill.

One day, Pat and Gavin had a chat at the Balboa about opening a wine store in the Marina. What would they call it? Gordon Getty had composed an opera called "Plump Jack." Pat thought it might be a good name for the shop, considering the Gettys were involved. After a protracted battle with some neighbors who didn't want another wine shop in the area, PlumpJack Wines finally opened.

Kelley retains undying respect and loyalty for Mayor Newsom. The feeling is mutual.

"Gavin is awfully smart, a self-taught businessman," Pat says. "He exudes honesty and loyalty. In turn, he expects commitment. We made it with pluck and hard work -- not always knowing what we were doing.

Sure, we had advantages -- people wanted to see what the Gettys were doing. I was perfectly happy. Two years into the wine store, I hear from Gavin, 'We're



going to buy the Pixie Café. I need a challenge."

That became the PlumpJack Cafe on Fillmore.

Meanwhile, Jack Slick and his partners, Cathe and Doyle Moon, were running the Balboa Café, which had been a funky neighborhood bar in the old days, frequented by sodden merchant sailors. Jack, Cathe and Doyle took it over and it became a very hip spot. Boz Scaggs, a friend of Slick's, was among many musicians often seen at the Balboa. Yes, Pat worked for Jack at one time, too. (Slick now owns a bar in Sacramento.) The Jack Slick days became quite notorious for his bizarre, rambunctious behavior. Herb Caen reported the time Slick dragged a man out of the bathroom with his pants down, holding a syringe. Slick screamed, "I don't want any junkies in my bathroom!"

The man was a diabetic. The syringe contained insulin. The restaurant paid the man a \$600,000 settlement. It was another blow to a foundering ship. Kelley suggested to Gavin that the PlumpJack people pick up the Balboa, that it could be as great as it used to be. They got it for a song.

Pat's not comfortable with the moniker of "kingmaker" but she's undoubtedly and relentlessly imaginative. One fateful night at the PlumpJack Cafe, Pat Kelley introduced then-Mayor Willie Brown to Gavin. Later, Pat nudged Willie with the notion of appointing Gavin to a commission. "After all," Pat said, "You gave Billy Getty a commission."

Mayor Brown appointed Gavin to the Parking and Traffic Commission. The rest is political history. Gavin was later appointed supervisor in District 2. Then he was elected to the office. When Newsom was elected mayor, he had to relinquish his PlumpJack holdings in San Francisco.

Today Pat has a 28-year old son, Kevin, a real estate agent at Sotheby's. Her daughter, Kathleen, 44, is married with three boys.

What's left for Pat Kelley to conquer? She might conquer the English lexicon. She has passion for words. A dictionary remains open on the counter in the kitchen of her cozy Marina apartment. "I try to learn a new word every day. Aside from that, "I'd like to go another NCAA tournament. I'd like to meet Frederick Larsen (the Chronicle photographer); I want to have lunch with Lance Armstrong and Wayne Gretsky. I've met Domingo, Pavorotti and Joan Sutherland. Who's left?

I'd like to get backstage and meet Donald Fagen when he comes the Paramount in Oakland on March 28th. There are so many challenges and wonderful things yet to do."

Posted by Bruce Bellingham at 1:58 PM



# BAR MENU

## ARTISAN CHEESE PLATE

served with traditional accompaniments

one cheese 7.00

three cheeses 15.00

## AHI TUNA CONES

avocado, spring onion, lime, chilli flakes, tobikko 15.00

## SHRIMP CEVICHE

avocado, salsa fresca, tortilla chips 12.50

## BRUSCHETTA

arugula pesto, cherry tomatoes, mozzarella 10.50

## CALAMARI FRITTI

bloody mary cocktail sauce, spicy remoulade 9.50

## DUNGENESS CRAB CAKES

romesco sauce, mixed greens 14.50

## HOUSE MARINATED OLIVES

fresh herbs, lemon zest, evoo 5.00

## OYSTERS ON THE HALF SHELL

champagne mignonette 2.50 each

## PULLED BUFFALO CHICKEN SLIDERS

blue cheese, carrots, celery 8.00

## BALBOA BURGER ON A BAGUETTE

lettuce, housemade pickles & onions, french fries 12.50

*add jack, swiss, blue, cheddar cheese, grilled onions,*

*sautéed mushrooms, bacon or avocado, 1.00 each*

BALBOA CAFE SAN FRANCISCO



# SFGATE Balboa Cafe

## celebrates a century

By **Catherine Bigelow**

Published 3:27 pm, Tuesday, August 27, 2013



Pat Kelley (left), PlumpJack Group founder Lt. Gov. Gavin Newsom, his sister Hilary Newsom Callan, cousin Jeremy Scherer, Gordon Getty, Bill Newsom and PlumpJack winemaker John Conover.  
Photo: Catherine Bigelow, Special To The Chronicle

The gold numerals etched on a glass panel above the door of the historic Balboa Cafe read "1914."

However last week, during a media lunch, Lt. Gov. **Gavin Newsom**, founder of the PlumpJack Group, pointed out that the original owners were "hyper-superstitious" about the No. 13 and the storied saloon was actually celebrating its 100th anniversary.

Also on deck, other PlumpJack principals and stalwarts: PJ President **Hilary Newsom Callan**, PJ Wineries GM **John Conover** and PJ EVP **Jeremy Scherer**; along with Judge **Bill Newsom**, PJ backer-wine connoisseur **Gordon Getty** and the inimitable **Pat Kelley**, a longtime PJ bookkeeper and Balboa host, who first broached the saving of the old Balboa to Gavin Newsom.

The PlumpJack hospitality empire, a mere 21 years old, now includes resorts (Carneros Inn, PlumpJack Squaw Valley), restaurants, spas and award-winning Napa Valley wineries: PlumpJack, Cade and Odette, the LEED Gold Certified venture, which releases its first Cab in early 2015.

The wood-paneled Balboa, beloved by generations of San Franciscans, college coeds and Social Register standards, is one of the city's oldest watering holes.

It's been a Marina district staple since it opened its doors as a butcher shop with a small stove for grilling up burgers, a tradition that continues among die-hard fans of the Balboa burger. And, according to legend, law-breaking tipplers stowed their stash in a large safe there during Prohibition.

But the first PlumpJack property opened across the street from the Balboa at the Wine Store, which was established in 1992 by Newsom and his former business partner, **Billy Getty**.

The rest of the PJ shebang grew inside the Balboa, then owned by the colorful **Jack Slick** and **Doyle Moon**, at a window table where Kelley encouraged the young, ungelled-haired Newsom to consider a business opportunity.

"I was 22, just graduated from Santa Clara and, about, employee No. 892 for **Walter Shorenstein**," Newsom recalled, with a laugh. "I lived at 3730 Fillmore, a block away from the Balboa, and met Pat and my dad here for dinner all the time."

During lunch, Newsom toasted Kelley for her business knowledge, enthusiasm and encouragement, and Getty for his generosity and vision, which includes the wine industry's first screw-cap bottles for premium vino.

"We wouldn't be here without Pat or Gordon (Getty), whose spirit has defined our narrative of the last 20 years."

Kelley, who previously managed three neighborhood wine shops, feared the old Balboa was becoming frayed as it succumbed to a wild '80s excess - although its slightly salacious reputation as a nightlife hot spot was thriving.

Known as the third point of the neighborhood's Bermuda Triangle, so dubbed by Chronicle columnist **Herb Caen**, it anchored the Fillmore-Greenwich intersection's neighboring joints, the Dartmouth Social Club and Golden Gate Grill, as a ground zero where legions of nubile coeds looked for love or, at least, landed a hookup.

But the area already had a storied, social history - from "fern bars," yuppie haunts and cougar caves to a '60s-era music mecca.

Across the street from the Balboa is PlumpJack's upscale, '90s -era nightclub: MatrixFillmore.

That name mines a rich, funky vein of the city's nightlife scene: The old Matrix was a hallowed venue that assisted in the birth of the "San Francisco sound," featuring a house band comprising the then-fledgling musicians of Jefferson Airplane. The Matrix attracted the likes of gonzo journalist **Hunter S. Thompson** and one-off shows by jazz pianist **Vince Guaraldi** and the Dead's **Jerry Garcia**.

When the Matrix closed in the early '70s, it was reborn as Pierce Street Annex, a nearby watering hole that took over the lease. The Annex was both a star of '70s-era fern bars and, in the '80s, it became a lively lair for DJ music and Nordic nannies on the hunt for American husbands.

Today, this Triangle is slightly more tame. But with the Balboa as its anchor, the area is a vibrant, evolving place where old-school establishments like Fredericksen's Hardware easily co-exist with culinary innovators like chef **Dominique Crenn**, operating out of the old PlumpJack Restaurant.

Newsom noted that the Balboa was created by the Greatest Generation, a group that saved and invested. His contemporaries, and younger, seem to comprise a Grasshopper Generation, which consumes everything in its path.

"When I think about the Balboa, I think about a century of sustainability and regeneration, values the PlumpJack Group strives to incorporate in its businesses," he said. "From our organically grown wines and environmentally built wineries, we are thinking about the future for the next generation."

Which, apparently, includes his new cousin, **Scarlett Scherer**, born one month ago to her proud parents, **Jeremy** and **Sabrina Scherer**.

Pulling out his iPhone, Scherer shares a photo of his newborn, wearing a specially designed onesie from Sabrina's gal pals which reads: "Meet Me @ The Balboa."

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

## 31 SF BARS THAT ARE OPEN ON CHRISTMAS DAY

By Daisy Barringer

"The best way to spread Christmas cheer is singing loud and drinking lots of beer." Yeah, that's what Buddy the Elf was supposed to say, but then kids ruined the whole thing, just like they'll ruin your Christmas when you realize they got all the good loot and you got socks. Again. Still, thanks to these 31 SF bars, all of which are doing you the kind favor of being open on a day when pretty much everything is closed, now you can escape your family to enjoy the only Christmas gift you really need: booze. "I'm drinking! I'm in a bar and I'm driiiiiiiinking!"



*BALBOA CAFE*

### **Balboa Cafe**

Cow Hollow

Enjoy cocktails at one of SF's oldest bars from noon until 8pm.



**1. Balboa Cafe**

3199 Fillmore St. San Francisco

**2. Bus Stop Saloon**

1901 Union St. San Francisco

**3. Eastside West Restaurant & Bar**

3154 Fillmore St. San Francisco

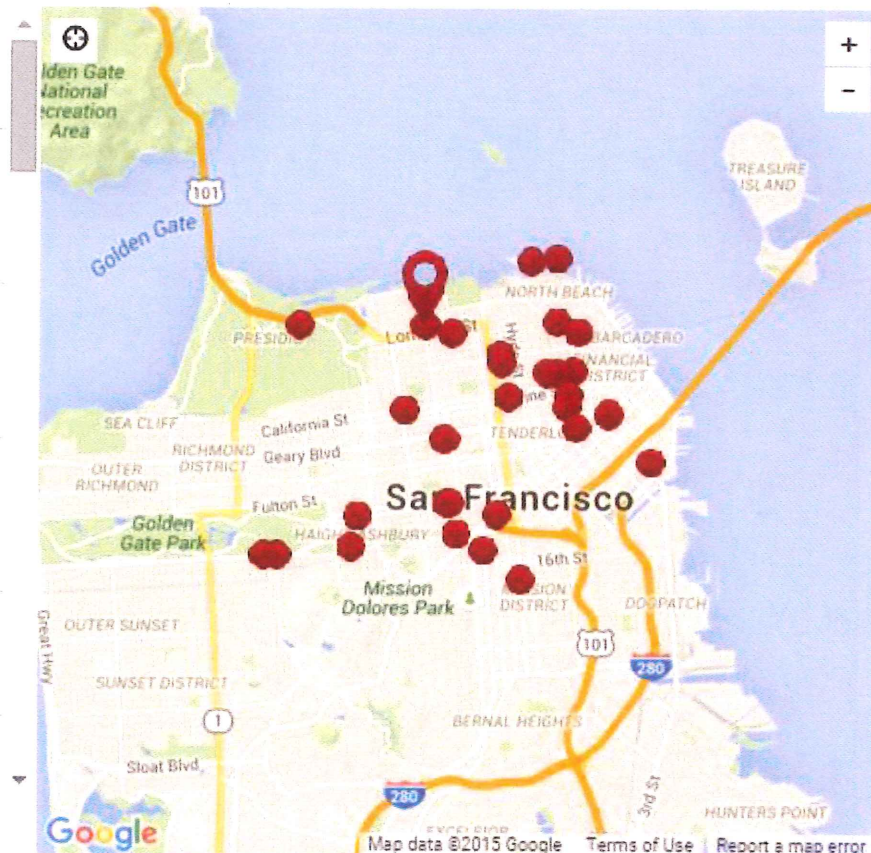
**4. Presidio Bowling Center**

93 Moraga Ave. San Francisco

**5. Lucky 13**

2140 Market St. San Francisco

**6. Fog Harbor Fish House**



**1. BALBOA CAFE**

With a rowdier scene on Friday/Saturday nights, Balboa Cafe actually makes a great place to settle in for brunch on weekend mornings/afternoons after rowdier weekend nights. A Bloody Mary and a Balboa Burger --which comes on a baguette, with house-made pickles -- will set you right no matter what your night was like.

3199 Fillmore St, San Francisco, CA 94123 415.921.3944 Website



# Wine Me Dine Me: Cooking with The Last Magnificent

By Rachel Forrest

Posted Apr 5, 2018 at 3:15 AM

Updated Apr 6, 2018 at 8:40 AM



Jeremiah Tower cooking in Stars in the '80s. Right is Ogunquit, Maine chef Clark Frasier  
[Courtesy photo]

This weekend or tonight, maybe even right after you finish reading this article, grab a big bowl of popcorn and a glass of rosé or a martini and spend an hour and 42 minutes watching “Jeremiah Tower: The Last Magnificent,” now streaming on Netflix.

Even if you have no interest in restaurants and chefs, the life and career of this particular great American chef is fascinating and inspiring. We see his privileged, adventurous and often lonely upbringing and coming-of-age to his role as chef at Chez Panisse, one of America’s most important restaurants. We hear him ask the question we all ask ourselves at some point in our lives, “What are my great expectations and what have I done?”

What chef Jeremiah Tower has done is make the American restaurant what it is today. After Chez Panisse, he went on to the Ventana Inn at Big Sur and the Balboa Cafe in San Francisco, then Berkeley’s Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he forged the restaurant world as we know it. He’s one of the reasons chefs seek out local ingredients for their dishes, why they are no longer behind the scenes but part of the “scene.” Indeed he’s one of the factors in why restaurants have become an experience and entertainment in and of themselves. Now, celebrity chefs are part of the culinary landscape and it was Tower who paved the way for those chefs to be seen and heard.

He’s also influenced the lives and careers of the best chefs in the country, chefs who worked in his kitchens, internalized Tower’s ethic and ran with it, opening their own restaurants and bringing their mentor’s ideas with them. Mark Franz of Farallon in San Francisco is one, Mario Batali is another as is Emily Luchetti. Life and business partners chef Clark Frasier and Mark Gaier are two more chefs whose careers began at Stars. The chef/owners of the popular MC Perkins Cove in Ogunquit, Maine and Arrows Restaurant which closed in 2013 after a glorious 25-year run, were on the opening team at Stars in 1984, Clark from the beginning and Mark just a few months after. The chefs will join their mentor and friend in creating a special dinner at the Pebble Beach Food and Wine Festival, “The Stars of Stars,” on April 7.

“A lot of chefs and restaurateurs should watch this movie to see what an influence Jeremiah had,” says Frasier. “No one reinvented the wheel, but this particular wheel we know today was invented by Jeremiah. Before Stars, there were places like the Blue Fox in San Francisco which was elegant and quiet. You got dressed up to dine there, but it wasn’t a ‘scene’ at all. That wasn’t a part of fine dining. Everything we know about fine dining now -- the open kitchen, that you can go in with jeans and a nice shirt or dressed any way you like, dining as entertainment in itself -- that all literally happened at Stars. We need to give it credit. The place could be classy and fun at the same time. It didn’t need to be fussy, but you could still have a great dining experience. No one spoke to anyone behind closed doors, restaurants became chef-owned, chef-driven. Jeremiah Tower was ‘the star’ of Stars. We had fun. It was a blast to work there.”



“The Last Magnificent” shows that scene very well. Like NYC’s Studio 54, the celebs and elite came to hobnob and dine on Tower’s food, but here they also revelled in mingling with just the “regular” people and vice versa. Tower’s food was new, exciting, and the chef himself, handsome and charismatic, mingled with his guests, helping to create “the scene,” but maintaining a balanced life as well.

“Jeremiah has had a nice and varied life and he’s been a mentor to both of us not just about work but our lives,” says Frasier. “He has an outlook that’s both worldly and adventurous and he showed us that life doesn’t need to be all about opening the next restaurant, but also about having a good life. You need to pay attention to your life. He was at the top of his game and he left that world to go to Mexico.”

Tower eventually retreated to a quieter life in Merida, Mexico, and many scenes in the documentary show Tower shopping in local markets and wandering through quiet Mayan ruins, far from the frenetic restaurant world. Frasier and Gaier also both travel extensively including to Southeast Asia and Morocco, seeing the world and its cultures, getting new ideas for their food, but also just relaxing and refueling, taking an example from Tower’s own life and keeping their friendship going even after they left Stars.

It was in 1988, just four years after Gaier and Frasier began working at Stars that the now James Beard Award-winning chefs opened Arrows Restaurant in Ogunquit, but what they learned in those four years became a foundation for their own iconic restaurant.

“We really stayed in touch and when we would start something new, we would come back to San Francisco, to Stars. Working for Jeremiah was not easy. He was very demanding and tough and he had a right to be. We gave six weeks notice when we left and I think that’s a lesson young people need to learn. So many just say ‘I’m not enjoying my work today, I need to quit’ and then go onto the next thing. You can’t do that and keep these important mentorships and friendships.”

“Before I started at Stars, I didn’t know anything. I was a pup, a kid. Mark came three or four months later and we were there for two years. I look back on it now and see that we were moving along very quickly. It wasn’t long before we were saying, ‘Let’s drive across country and buy this restaurant.’”

Frasier says that while they took much of what they learned at Stars to Arrows in Maine, including creating a dining “experience,” one in which the chefs came out of the kitchen, mingling with guests, there still were many challenges.

“The idea of using everything made from the area was part of Stars, too. ‘Farm-to-table’ wasn’t a cliché then. We worked with small farmers and fishermen at Stars, but at Stars we always bought bread because we were in San Francisco and there was great bread there. But when we opened Arrows, you couldn’t get good bread or fish, even at the farmers’ market there were no nice

greens, just giant heads of Romaine. We had to do everything in-house. Jeremiah told us ‘Arrows is really my dream restaurant. To have a garden, an orchard.’ He couldn’t do that at Stars.”

At the time of the 25th anniversary of Arrows in 2013, Tower said, “There’s been so much about farm-to-table in the past three or four years. When I was at Chez Panisse, I tried to buy the Martini Estate for a garden but Mark and Clark were the first people to do that, the first to do it completely and with such commitment. Now people see it as a PR thing rather than a personal ethic. Their great achievement is that if you want to experience that completely you have to go to Arrows. Arrows is a huge accomplishment, but almost even more is their personal relationship. Their relationship started and continued when they met at Stars.”

Tower later came out of his retirement to take on the daunting task of revitalizing Tavern on the Green, because he said, quoting Proust, “Work while you still have the light.” While he’s no longer there, he’s still in the culinary world, working with organizations like the Oxford Cultural Collective and is on the Escoffier Schools’ Advisory Board and this weekend he’ll be cooking with two chefs who carry on all they learned from him at the Pebble Beach Food and Wine Festival.

“The folks at the festival invited us to come and asked us if we’d be interested in doing a dinner with Jeremiah,” says Frasier. “He got worried because he didn’t have his own team and support staff and we told him we thought he should reconsider because we’d be there. He changed his mind and off we went. Its classics from all of our restaurants with twists. We worked back and forth with what we’re thinking, what he’s thinking -- and it all worked. That’s a part of the lineage -- a way of thinking, a love of the classics, a feeling. Creating food should feel effortless.”

*Rachel Forrest is a former restaurant owner whose column appears Thursdays in Food and Drink. Her restaurant review column, Dining Out, appears Thursdays in EDGE magazine. She can be reached by e-mail at [rforrest@gatehousemedia.com](mailto:rforrest@gatehousemedia.com).*

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## Brunch

### starters

**deviled eggs :: 9.50**

applewood smoked bacon

**fried calamari :: 15.50**

bloody mary cocktail sauce, remoulade

**smoked salmon :: 17.50**

red onion, fried capers, chive aioli, crostini

**cheese & charcuterie :: 29.50**

humboldt fog, beemster, salameetto picante, prosciutto americano

**chili :: 10.00**

all the fixins' and tortilla chips

### salads

**balboa salad :: 11.50**

mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette

**caesar salad :: 13.50**

whole leaf romaine, parmesan, garlic croutons

**ahi tuna salad :: 23.50**

baby kale, quinoa, scallions, blood oranges, asian pears, candied walnuts, citrus vinaigrette

**taco salad :: 14.50**

chopped romaine, avocado, salsa fresca, black beans, tortilla strips, feta, chili-cre'me dressing

### entrées

**omelette of the day :: a.q.**

roasted potatoes, mixed greens

**baked french toast :: 11.50**

bourbon-maple syrup, whipped cream

**corned beef hash :: 15.50**

poached eggs, english muffin, mixed greens

**eggs benedict :: 14.50**

smoked ham, hollandaise, roasted potatoes, mixed greens

*add crab cakes 10.00 or smoked salmon 6.00*

**balburrito :: 13.50**

scrambled eggs, chorizo, black beans, fresh pico de gallo, jack cheese and avocado salsa

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**buttermilk fried chicken sandwich :: 16.50**

honey mustard coleslaw, jack cheese, french fries

*add bacon or avocado 1.50***huevos rancheros :: 13**

avocado, black beans, jack cheese, eggs over easy &amp; salsa fresca

*add house-made chorizo 6.00 or ground beef, 8.00***balboa burger on a baguette :: 14.50**

lettuce, house-made pickles, french fries

*add jack, swiss, blue, cheddar cheese, grilled onions, sautéed mushrooms, bacon or avocado, 1.50 each*

---

**sides****french fries :: 6.00****english muffin with jam :: 5.00****roasted potatoes :: 6.00****applewood smoked bacon :: 7.00****chicken apple sausage :: 7.00**3199 Fillmore Street  
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balboa@plumpjack.com**Stay Connected**[Join Our Email Club](#)[Like Us on Facebook](#)[Follow Us on Twitter](#)[Follow Us on Pinterest](#)[Read Our Blog](#)[PlumpJack Group](#)  
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## Lunch

### starters

**today's soups a.q.**

**crab cake**

chipotle lime crema, apple frisee salad, citrus vinaigrette 18.50

**deviled egg** 9.50

**cheese & charcuterie**

humboldt fog, beemster, salametto picante, prosciutto americano 29.50

**smoked salmon**

red onion, fried capers, chive aioli, crostini 17.50

**ahi tuna tartare**

english cucumber, red onion, soy marinade, crostini 18.50

**grilled artichoke**

remoulade 10.50

**fried calamari**

bloody mary cocktail sauce, remoulade 15.50

### salads

**balboa salad**

mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette 11.50

**caesar salad**

whole leaf romaine, parmesan, garlic croutons, caesar dressing 13.50

**ahi tuna salad**

baby kale, quinoa, blood oranges, asian pear, candied walnuts, citrus vinaigrette 23.50

**robert h. cobb salad**

organic mixed greens, roasted chicken, avocado, bacon, tomatoes, egg, crumbled blue cheese, balsamic vinaigrette 17.50

**taco salad**

chopped romaine, avocado, salsa fresca, black beans, tortilla strips, queso fresco, chili-crème dressing 14.50

## Reserve a Table

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## entrees

**today's omelette**

seasonal fruit, mixed greens a.q.

**today's pasta**

a.q.

**chicken pot pie**

mixed greens 16.50

**BBQ pulled pork sandwich**

house-made BBQ sauce, pickles, swiss cheese, brioche bun, waffle chips 16.50

**pan seared salmon**

celeriac puree, romanesco, blood orange beurre blanc 19.50

**diver scallops**

red & white quinoa, charred corn, cherry tomatoes, red pepper cream sauce, micro basil 24.50

**new york steak frites**

mixed greens, french fries, rosemary demi 21.50

**buttermilk fried chicken sandwich**

honey mustard coleslaw, jack cheese, french fries 16.50

*add bacon or avocado 1.50*

**balboa burger on a baguette**

lettuce, housemade pickles, french fries 15.50

*add jack, swiss, blue, cheddar cheese, grilled onions,*

*sautéed mushrooms, fried egg, bacon or avocado 1.50 each*

---

## lunch specials

**monday**

chinese chicken salad

**tuesday**

enchiladas

**wednesday**

chicken paillard

**thursday**

tacos

**friday**

fish and chips

---

## featured pairing :: 100.00

from odette winemaker jeff owens

two balboa burgers with the suggested toppings of blue cheese, bacon, and sauteed mushrooms,  
perfectly paired with a bottle of 2012 Adaptation Petite Sirah

---



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## Dinner

### starters

**today's soup** 7.50

**crab cake**

chipotle lime crema, apple frisee salad, citrus vinaigrette 18.50

**deviled eggs** 9.50

applewood smoked bacon

**oysters on the half shell**

champagne mignonette 2.50 each

**cheese & charcuterie**

humboldt fog, beamster, salameetto picante, prosciutto americano 29.50

**ahi tuna tartare**

english cucumber, red onion, soy marinade, crostini 18.50

**grilled artichoke**

remoulade 10.50

**fried calamari**

bloody mary cocktail sauce, remoulade 15.50

### salads

**balboa salad**

mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette 11.50

**caesar salad**

whole leaf romaine, parmesan, garlic croutons 13.50

**ahi tuna salad**

baby kale, quinoa, scallions, blood oranges, asian pear, candied walnuts

citrus vinaigrette 23.50

## Reserve a Table

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## entrées

### weekly pasta

a.q.

### pan seared salmon

celeriac puree, romanesco, blood orange beurre blanc 24.50

### braised short rib

potato "tostone", vegetable succotash, roasted garlis chimichurri 29.00

### diver scallops

red & white quinoa, charred corn, cherry tomatoes, red pepper cream sauce, micro basil 29.50

### risotto

roasted butternut squash, haricot vert, grana padano, preserved lemon, crispy sage 21.00

*add scallops 9.00 add shrimp 9.00 add chicken 6.00*

### bourbon brined pork chop

farrotto, roasted pearl onions, haricot vert, cider mustard jus 28.00

### prime new york strip

balsamic roasted brussels sprouts, pomme puree, rosemary demi 32.00

### all natural roasted chicken

glazed baby carrots, pomme puree, natural jus 25.00

### balboa burger on a baguette

lettuce, housemade pickles, french fries 15.50

*add jack, swiss, blue, cheddar cheese, grilled onions,  
saute'd mushrooms, fried egg, bacon or avocado 1.50 each*

---

## sides

french fries 6.00

glazed baby carrots 7.00

pomme puree 6.00

broccolini 7.00

romanesco 7.00

mixed greens 5.00

## nightly specials

### monday

meatfloaf

### tuesday

enchiladas

### wednesday

chicken paillard



**thursday**

catch of the day

**friday**

fish &amp; chips

**saturday**

chef's choice

**sunday**

prime rib

---

**featured pairing :: 100.00***from odette winemaker jeff owens*

two balboa burgers with the suggested toppings of blue cheese, bacon, and sauteed mushrooms,  
perfectly paired with a bottle of 2012 Adaptation Petite Sirah :: 100.00

---

**house cocktails 13****nolet's fizz**

nolet's dry gin, somrus, simple syrup, orange bitters, fresh lemon juice

**plumpjack's margarita**

plumpjack's herradura double barrel reposado, agave, fresh lime juice, salted rim

**raspberry cooler**

ketel one vodka, raspberry syrup, fresh lemon juice, soda

**alejandro's pina colada**

malibu coconut rum, somrus, pineapple juice, served on the rocks

**the ideal manhattan**

plumpjack woodford reserve, carpano antica, angostura bitters

**berry maker**

maker's mark bourbon, strawberry maple syrup, fresh lemon juice

**shiso crazy**

don julio blanco, shiso/cucumber/jalapeno syrup, fresh lime juice

**periodista**

mt. gay eclipse rum, apricot liqueur, combier, simple syrup, fresh lemon juice

**the spa day**

absolut vodka, st. germain, simple syrup, fresh lemon juice, soda, cucumber

**pineapple drop**

skyy pineapple vodka, fresh lemon juice, sugar rim

**la pesca assassina**

absolut vodka, st. germain, simple syrup, fresh lemon juice, soda, cucumber



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## Bar Bites

### chili

all the fixins' and tortilla chips 10.00

### caesar salad

whole leaf romaine, parmesan, garlic croutons, caesar dressing 13.50

### balboa salad

mixed greens, seasonal produce, croutons, goat cheese, candied walnuts, sherry vinaigrette 11.50

### tuna tartare

english cucumber, red onion, soy marinade, crostini 18.50

### grilled artichoke

remoulade 10.50

### cheese & charcuterie

cotija cheese, romesco, cilantro oil 29.50

### fried calamari

old bay seasoning, bloody mary cocktail sauce, remoulade 15.50

### crab cake

chipotle lime crema, apple frisee salad, citrus vinaigrette 18.50

### deviled eggs

our little secret 9.50

### oysters on the half shell

champagne mignonette 16.50

### balboa burger on a baguette

lettuce, housemade pickles & onions, french fries 15.50  
*add jack, swiss, blue, cheddar cheese, grilled onions, saute'd mushrooms, fried egg, bacon or avocado, 1.50 each*

## Reserve a Table

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## Desserts

### gooey brownie

vanilla bean ice cream, raspberry compote, whipped cream 9.00

### cheesecake

kumquat marmalade 9.00

### apple pie

granny smith apples, oat & graham cracker streusel,

vanilla bean ice cream 9.00

### chocolate cake

chocolate butter cream, maraschino cherries 9.00

### ice cream sundae

vanilla bean ice cream, chocolate or caramel sauce, whipped cream, toasted almonds 9.00

## Reserve a Table

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*Filing Date:* July 10, 2018  
*Case No.:* 2018-008754LBR  
*Business Name:* Balboa Cafe  
*Business Address:* 3199 Fillmore Street  
*Zoning:* Union Street NCD (Union Street Neighborhood Commercial District)  
40-X Height and Bulk District  
*Block/Lot:* 0515/001  
*Applicant:* Jeremy Scherer, President, Falstaff Management  
3201 Fillmore Street  
San Francisco, CA 94123  
*Nominated By:* Supervisor Catherine Stefani, District 2  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Balboa Cafe Restaurant and Bar (“Balboa Cafe” or “the Balboa”) opened in 1913 despite the original signage above the door that says 1914 (the owner was superstitious about the number 13). The restaurant and bar has been operating continuously for 105 years in the Cow Hollow neighborhood.

The Balboa was originally a working-man’s saloon with a sawdust floor, pool tables, and a carving station serving sandwiches in the corner. Balboa has become a more sophisticated establishment over the years, but the historical integrity of the building is intact. Many original details remain, such as the back bar, the exterior signage that announces Off Sale Liquors, the original Coca-Cola sign, the windows, transoms, and small details throughout the restaurant’s interior.

There is little information about the Balboa Cafe owners and its history from the time of its opening through the early 1970s when Jack Hobday (aka Jack Slick, brother of Henry Africa aka Norman Hobday) took over operations. In 1980, famed chef Jeremiah Tower came on as Executive Chef for four years, helping to establish a proper bar menu. In 1994, Gavin’s PlumpJack Group’s Balboa Cafe Partners acquired the Balboa and debuted with minimal updates in 1995. Under new management, historical elements were restored like the back bar and some minor updates to give it a revitalized look. The menu was overhauled under PlumpJack but still features the famous Balboa Burger on its signature baguette with housemade pickles and pickled red onions. Behind the long Mahogany bar, longtime bartenders still mix the classics like Manhattans and Martinis, but also feature popular cocktails.

The business is located on the southwest corner of Fillmore and Greenwich Street in the Marina District. The property is within the Union Street NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

8. *When was business founded?*

The business was founded in 1913.

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

Yes, Balboa Café Restaurant and Bar qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- iv. Balboa Café Restaurant and Bar has operated continuously in San Francisco for 105 years.
- v. Balboa Café Restaurant and Bar has contributed to the history and identity of San Francisco by serving as a restaurant and bar.
- vi. Balboa Café Restaurant and Bar is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

***Persons***

Current partner and founder in the PlumpJack Group, Gavin Newsom, is the current Lieutenant Governor of California and also candidate for Governor of California. He is the former two-time Mayor of San Francisco and former District 2 Supervisor.

Pat Kelley, who helped broker the sale of the business to PlumpJack Group, was the first female stockbroker in San Francisco and was one of the most successful real estate people in town.

The Balboa has been a gathering place for many historical figures and celebrities, from sports figures and entertainers to movie stars and Bay Area local legends, including PlumpJack investor Gordon Getty.

Jeremiah Tower is an influential chef who worked at Balboa Cafe. He began his career as the chef at Chez Panisse in Berkeley, one of America's most important restaurants. He then went on to the Ventana Inn in Big Sur and the Balboa Cafe in San Francisco, then Berkeley's Santa Fe Bar and Grill before opening Stars in San Francisco in 1984. It was there that he had the most influence on the restaurant world, including the phenomena of celebrity chefs.

***Architecture***

The building is identified by the Planning Department as Category A ("Historic Resource Present") with regard to the California Environmental Quality Act. It is located within the Eligible Fillmore-Union Commercial Development Historic District. The district has been identified in the Neighborhood Commercial Buildings Historic Context Statement and Survey 1865-1965 as the "Union-Fillmore Commercial Development Cluster." The cluster contains 35 properties on Union and Fillmore streets generally constructed between 1898 and 1974 that are strongly associated with the historic development of the neighborhood's commercial strip, specifically in the number of mixed-use, residential-over-commercial buildings constructed during the period of significance, 1895 to 1915.

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



No, however, the property has a Planning Department Historic Resource status of "A" (Historic Resource Present).

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

No.

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

Yes, Balboa Cafe has been featured in local and national media, including:

- San Francisco Chronicle
- The Examiner
- The New York Times
- 7x7
- San Francisco Magazine

Columnists such as Herb Caen and Pat Steger frequently mentioned the Balboa in their weekly references about happenings around San Francisco.

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

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

- 3199 Fillmore Street

**Recommended by Applicant**

- Exterior signage, including "Off Sale Liquor" and "Coca-Cola" and neon "Balboa Café"
- The oak back bar dating from 1913, the tile floor, windows, and transoms, original side doors, and brass fittings
- The signature Balboa Burger
- An affordable wine list
- Historic photos of the original café interior

**Additional Recommended by Staff**

- None



# SAN FRANCISCO PLANNING DEPARTMENT

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

HEARING DATE: AUGUST 1, 2018

*Case No.:* 2018-008754LBR  
*Business Name:* Balboa Cafe  
*Business Address:* 3199 Fillmore Street  
*Zoning:* Union Street NCD (Union Street Neighborhood Commercial District)  
40-X Height and Bulk District  
*Block/Lot:* 0515/001  
*Applicant:* Jeremy Scherer, President, Falstaff Management  
3201 Fillmore Street  
San Francisco, CA 94123  
*Nominated By:* Supervisor Catherine Stefani, District 2  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
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Planning  
Information:  
**415.558.6377**

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BALBOA CAFÉ RESTAURANT AND BAR CURRENTLY LOCATED AT 3199 FILLMORE STREET, (BLOCK/LOT 0515/001).**

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on August 1, 2018, 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 Balboa Café Restaurant and Bar 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 Balboa Café Restaurant and Bar.

***Location(s):***

- 3199 Fillmore Street

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

- Exterior signage, including "Off Sale Liquor" and "Coca-Cola" and neon "Balboa Café"
- The oak back bar dating from 1913, the tile floor, windows, and transoms, original side doors, and brass fittings
- The signature Balboa Burger
- An affordable wine list
- Historic photos of the original café interior

**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 2018-008754LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 1, 2018.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: