

# Legacy Business Registry Staff Report

HEARING DATE APRIL 10, 2017

## RUBY SAILING

*Application No.:* LBR-2016-17-068  
*Business Name:* Ruby Sailing  
*Business Address:* 1129 Folsom Street  
*District:* District 6  
*Applicant:* Joshua Pryor, Owner/Operator/Captain  
*Nomination Date:* January 30, 2017  
*Nominated By:* Supervisor Jane Kim  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Since 1981, Ruby Sailing has offered private and public sailing cruises of San Francisco Bay for residents and visitors. Its namesake boat, RUBY, was the first to secure a Coast Guard Certificate of Inspection, enabling the company to offer sailing trips to large groups (up to 30 people per sailing trip). Ruby Sailing hosts lunch and dinner cruises, school science trips, whale watching adventures and private parties that feature views of iconic Bay Area sites like the Bay Bridge, Fisherman's Wharf and Alcatraz. As a member of the Master Mariners Benevolent Association, Ruby Sailing is a regular participant in the association's regattas for historic sailing vessels. The business takes pride in its local crew and "down to earth" policies and practices; it relies principally on word of mouth for advertising and does not require deposits for private tours. The business revolves around its only sailboat, RUBY, which was designed and constructed by Joshua Pryor beginning in 1975. Pryor constructed RUBY using industrial techniques and materials including steel. The sailboat displays a number of international influences, including a classic, double-ended sloop design characteristic of northern European sailboats and the Colombian canoa, as well as Caribbean-inspired blue, yellow and green stripes on its hull. RUBY's primary exterior colors are black, gray and white, while the interior features a handcrafted mahogany cabin, also constructed by Pryor. RUBY was the winner of the famed 1982 Doublehanded Farallones Race, earning the boat a positive reputation for impeccable quality of construction and safety. RUBY was originally docked at China Basin and Mission Creek until the dock was destroyed by fire in 1991. Since then, it has docked from the city's only remaining boatyard, San Francisco Boatworks. Ruby Sailing's office operates out of 1129 Folsom Street. Sailing out of the city's southern waterfront for 39 years, RUBY continues to maintain a regular presence on the San Francisco Bay. Ruby Sailing represents the tradition of boat building and has been an important contributor to small boat commerce activity in the city. Pryor, who has continually operated the business since its founding in 1975, hopes to eventually pass on Ruby Sailing to a younger sailor.

### 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:



1129 Folsom Street from 1975 to Present (42 years)

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

Yes, the applicant has contributed to San Francisco's southern waterfront 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:

- Ruby Sailing is associated with small watercraft design and construction, the art of sailing and the tradition of maritime commerce on San Francisco's southern waterfront.
- Ruby Sailing has contributed to the history and identity of San Francisco's southern waterfront by continuously offering chartered sailboat rides of San Francisco Bay, docking from China Basin. The business is centered on the one-of-a-kind sailboat, RUBY, specially-designed and handcrafted by Joshua Pryor. This small, local business has contributed to the waterfront commerce that is characteristic of the city's southern waterfront.
- The business has been cited in the following publications:
  - The Herald, 4/6/1982, "Experienced sailor pitches the bay to visitors," by Diane Daniel.
  - San Francisco Examiner, 1984, "Out to Lunch: Sea Change," by Bea Pixa.
  - San Francisco Examiner, 8/15/1985, "The flip side of ship parade: 'Like tanks in Golden Gate Park'" by Warren Hinckle.
  - San Francisco Chronicle, 6/17/1994, "The Best Lunches on the Bay: Having lunch on a boat is also a feast for the eyes," by Jerry Carroll.

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

Yes, Ruby Sailing is committed to maintaining the physical features or traditions that define its practice of operating a small watercraft and offering chartered tours of the San Francisco Bay to city residents and visitors.

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Ruby Sailing 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:

- Maintenance and use of its namesake sailboat, RUBY.
- Practice of docking out of the city's southern waterfront.
- Offering of public and private yacht tours of San Francisco Bay.
- Tradition of serving San Francisco-based food items and beverages aboard the sailboat.
- Logo featuring an image of the face of a sea captain framed by a helm, as well as the company name and motto, "The Best of San Francisco."





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

### **CORE PHYSICAL FEATURE(S) OR TRADITION(S) 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.

- Sailing cruises of San Francisco Bay.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Ruby Sailing currently located at 1129 Folsom 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 10, 2017

## RUBY SAILING

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

<i>Application No.:</i>	LBR-2016-17-068
<i>Business Name:</i>	Ruby Sailing
<i>Business Address:</i>	1129 Folsom Street
<i>District:</i>	District 6
<i>Applicant:</i>	Joshua Pryor, Owner/Operator/Captain
<i>Nomination Date:</i>	January 30, 2017
<i>Nominated By:</i>	Supervisor Jane Kim
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

#### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR RUBY SAILING, CURRENTLY LOCATED AT 1129 FOLSOM 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 10, 2017, 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  
EDWIN M. LEE, MAYOR

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Ruby Sailing 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 Ruby Sailing:

Physical Features or Traditions that Define the Business:

- Maintenance and use of its namesake sailboat, RUBY.
- Practice of docking out of the city's southern waterfront.
- Offering of public and private yacht tours of San Francisco Bay.
- Tradition of serving San Francisco-based food items and beverages aboard the sailboat.
- Logo featuring an image of the face of a sea captain framed by a helm, as well as the company name and motto, "The Best of San Francisco."

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

- Sailing cruises of San Francisco Bay.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on April 10, 2017.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –





## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2016-17-068  
*Business Name:* Ruby Sailing  
*Business Address:* 1129 Folsom Street  
*District:* District 6  
*Applicant:* Joshua Pryor, Owner/Operator/Captain  
*Nomination Date:* January 30, 2017  
*Nominated By:* Supervisor Jane Kim

**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

1129 Folsom Street from 1975 to Present (42 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:** February 15, 2017

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 6



City and County of San Francisco

**JANE KIM**

**金貞妍**

January 30, 2017

Regina Dick-Endrizzi, Director  
San Francisco Small Business Commission  
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Regina:

I would like to formally nominate RUBY Sailing as a candidate for the Legacy Business Registry. RUBY Sailing was first opened in 1981 by Joshua Pryor. Mr. Pryor, a graduate of the San Francisco Art Institute, was passionate about turning his love of sailing into a career after sailing around the world in 1970. Pryor's sailing business has given the public a chance to experience the Bay via a yacht.

In the 1970's, Pryor was dedicated to turning his passion into a business that everybody in San Francisco could enjoy. He worked tirelessly to design and build his own sailboat. He spent all of his free time building RUBY in a warehouse on Folsom Street, while working part-time in construction and driving a taxi at night. He went back to school to receive his captain's license. On March 24th, 1981 RUBY became the first sailboat to have a Coast Guard Certificate of Inspection on the San Francisco Bay.

In 1982, Pryor entered RUBY in the Doublehanded Farallons Race. RUBY won the race and quickly gained recognition in the years following. Rave reviews were written about Pryor's Business in Today and the San Francisco Examiner and RUBY was out almost every day showing people around the Bay. RUBY Sailing also takes pride in giving back to the community, through donations to schools and participating in many charity sailing fundraisers.

Today, RUBY continues to show people around the Bay and has had thousands of people aboard over the years. RUBY is a member of the Master Mariners Benevolent Association and each year she takes part in their regatta for historic sailing vessels. Pryor plans to continue showing citizens around the Bay on RUBY and hopes to one day pass her along to a younger sailer. RUBY Sailing is a historic part of San Francisco and I am proud to nominate this business as a candidate for the San Francisco Legacy Business Registry.

Thank you,

A handwritten signature in blue ink, consisting of a stylized 'J' followed by a series of loops and a final flourish.

Supervisor Jane Kim

## 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:		
RUBY Sailing		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Joshua Pryor		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
Office: 1129 Folsom, S.F. CA 94103		(415) 861-2165
Boat Dock: 835 Terry Francois St. S.F. CA 94158		EMAIL:
		ruby.sailing@yahoo.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
rubysailing.com	Ruby sailing	Ruby sailing

APPLICANT'S NAME	
Joshua Pryor	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
owner/operator/captain	
APPLICANT'S ADDRESS:	TELEPHONE:
1129 Folsom St. S.F. CA 94103	(415) 272-0631
	EMAIL:
	rubysailing@yahoo.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0102753	

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
1129 Folsom St.	94103	May 1975
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1975 ~ 2017	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
Boat docked : 835 Terry Francois	94158	Start:
		End:

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
		Start:
		End:

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

Joshua Pryor

1-12-17

Joshua Z. Pryor

Name (Print):

Date:

Signature:

## **RUBY SAILING**

### **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.**

Ruby Sailing was started in 1975. The first part of the business was to design and build a sailboat that could pass the Coast Guard licensing process. I opened a shop at 1129 Folsom Street. I called my business Folsom Boat Works, and after the boat started to take shape I changed the name of my business to China Basin Charter. The bare hull was launched in 1978 and docked at the China Basin Building in Mission Creek where the rest of the finish work was done. 1129 Folsom Street remained the business address with an office and shop.

In 1981, RUBY received her Coast Guard license and began sailing commercially with a Coast Guard licensed Captain and crew. From 1981 to 1991, RUBY sailed out of China Basin, Mission Creek and on average made two hundred excursions a year. Lunch cruises, evening sails, school science trips, whale watching, and private parties of all types were sailed. 1129 Folsom Street was the business office, and booking was done mostly by answering machine. In July 1991, the dock at China Basin burned down.

RUBY survived the fire and moved one half mile down the waterfront to San Francisco Boatworks at Central Basin. RUBY is currently at the same location and has been there since 1991. Folsom Street is still the business address and I keep my office and shop there.

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

Ruby Sailing has not been out of operation for more than six months since first sailing in 1981.

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

Ruby Sailing is a solely owned business.

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

Not applicable. The current owner is the original owner.

**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. The current owner is the original owner.

**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.**

RUBY is a classic double ended sloop design with origins from North Europe and indigenous craft from South America. Ruby Sailing is a member of the Master Mariners Association and participates in classic boat regattas. 1129 Folsom Street, Ruby Sailing headquarters, is a typical 1920s SOMA concrete warehouse and was a frame shop before I moved in in 1975.

## **CRITERION 2**

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

RUBY has been docked on San Francisco's southern waterfront for 39 years since her launch in 1978. As a working sailboat in this neighborhood, she has contributed to the history of boatbuilding and small boat commerce which has gone on in this neighborhood since the 1840s.

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

RUBY was the first sailboat to receive a Coast Guard license to carry passengers on San Francisco Bay. I designed and built the boat using Coast Guard criteria for passenger boats like ferries and big excursion boats. Because I built the boat out of steel and used industrial techniques and machinery, I was able to comply with Coast Guard regulations. In March 1981, RUBY received a Certificate of Inspection to carry 31 passengers on San Francisco Bay.

Despite the industrial construction, RUBY maintained the look of a classic working sloop. In April 1982, I entered RUBY in the Doublehanded Farallons Race, a sailboat race out and around the Farallon Islands which in spring is typically windy and challenging. The race began in mild conditions, but after the fleet had cleared the Golden Gate a storm suddenly blew in from the south. The winds got up to 60 miles per hour. The fleet was ravaged. Six sailors died that day. RUBY won the race. The 1982 Farallons Race became an historical waypoint in boating safety. Because of the fatalities the Coast Guard put a moratorium on ocean racing and opened a dialog on safety issues. Gear failures and safety equipment were discussed, as well seamanship and boat handling. A liaison between race committees and the National Weather Service was encouraged to alert sailors of impending weather changes and warnings. I was able to

participate in a Coast Guard seminar and presentations at several yacht clubs. RUBY was an example of a seaworthy vessel and continues to maintain a high safety rating.

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

Ruby Sailing has been profiled in several boatbuilding books and articles about passenger boats. STEELAWAY by Lucain W. Smith and Latitude 38 Magazine July 1981, Oct. 1994 are some.

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

The most historic person associated with Ruby Sailing was Harry Bridges. Union organizer and leader, he and his family were on board for his grand daughter's wedding. Other notable people who have associated with Ruby Sailing include some working crew; Red Baldwin (retired manager of the Ray Charles Band), Joe Delgado (third generation San Francisco longshoreman), and Margo St. James (feminist and activist).

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

RUBY donates sailing time to schools and nonprofits and encourages underserved communities to organize outings on the bay.

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

RUBY serves the whole city but mostly the southeast part of the city. School outings, birthday parties, " Off Site" office parties are typical types of charters. Public sails for marine events, firework shows and sightseeing including small groups and individuals most of whom are San Franciscans. Dog Patch, Potrero Hill and the new Mission Bay are the communities Ruby Sailing services most frequently.

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

RUBY is docked at the San Francisco Boatworks, the only boatyard left in San Francisco. The Ramp Cafe is also at this location and is a local favorite with Bayview, Potrero Hill, Dog Patch, Mission and SOMA residents.

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

If the business were to be close or shut down, the community would lose access to the bay, a place to have a party or to escape for a few hours out on the water. A loss of small working watercraft would be an historical loss of waterfront commerce.



### **CRITERION 3**

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

Ruby Sailing is about access to the bay. The boat is not a fancy yacht. It is a working boat open to the public. She is strongly built with safety as the first consideration. The crew reflects the customs and culture of the neighborhood. San Francisco waterfront transactions are historically straightforward and honest. We are a local crew and practice San Francisco hospitality and a down to earth booking and payment policy. No deposits are required. Payments are usually made at the end of the cruise with no contracts or hidden fees.

**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)**

Ruby Sailing does not do any on line booking. A phone conversation with the captain is all that is necessary to set-up a cruise. We do not use any booking agents.

**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.).**

Ruby Sailing headquarters on Folsom St. has a neon sign in the window and a logo on the door from 1982. There is no advertising displayed on RUBY in order to retain the historical appearance. RUBY has a traditional San Francisco workboat paint job, black, grey and white. We make a point of flying all the appropriate flags at the appropriate times and are sure that flags are properly stowed at night. Anchor Steam Beer and San Francisco sourdough bread is always available on board.

**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. The current owner is the original owner.

- Capt. Joshua Pryor

# BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

ACCOUNT NO.	LOC.	CLASS	CLASSIFICATION DESCRIPTION	EFFECTIVE DATE
102753	000	07	OTHER BUSINESSES	05/01/75
BUSINESS NAME			BUSINESS LOCATION	
FOLSOM BOAT WORKS			1129 FOLSOM ST	

OWNER PRYOR JOSHUA K  
DBA FOLSOM BOAT WORKS

CARE OF  
MAILING  
ADDRESS 1129 FOLSOM ST  
CITY-STATE SAN FRANCISCO, CA

94103

DATE ISSUED 03/24/77

THAD BROWN  
TAX COLLECTOR



NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS-107 CITY HALL, SAN FRANCISCO, 94102--READ REVERSE SIDE

EX-1140756

EDP Form TO-03 8-74 REVISED



CALIFORNIA STATE BOARD OF EQUALIZATION

**SELLER'S PERMIT**

THIS PERMIT DOES  
NOT AUTHORIZE THE  
HOLDER TO ENGAGE  
IN ANY BUSINESS  
CONTRARY TO LAWS  
REGULATING THAT  
BUSINESS OR TO  
PURSUO OR OPER-  
ATE ANY ILLEGAL  
DEVICE.

5-75

ACCOUNT NUMBER

SR BH 19-638511

CHINA BASIN CHARTER  
JOSHUA K. PRYOR  
1129 FOLSOM STREET  
SAN FRANCISCO, CA 94113

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW  
TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL  
PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR  
CANCELLED BUT IS NOT TRANSFERABLE

*Not valid at any other address*

BT-442-R REV. 7 (4-78)



DISPLAY CONSPICUOUSLY AT THE PLACE OF BUSINESS FOR WHICH ISSUED





This Certificate Expires . . . . . 24 MARCH 1984

UNITED STATES OF AMERICA  
DEPARTMENT OF TRANSPORTATION  
UNITED STATES COAST GUARD

# Certificate of Inspection

VESSEL <b>RUBY</b>		OFFICIAL OR AWARD NO. <b>633968</b>	SERVICE <b>Passenger</b>	LENGTH <b>57'</b>
GROSS TONS <b>26</b>	NET TONS <b>18</b>	HOME PORT <b>San Francisco, California</b>	OWNER'S NAME AND ADDRESS (Include Zip Code) <b>Joshua K. Pryor 1129 Folsom Street San Francisco, CA 94103</b>	
YEAR BUILT <b>1979</b>	CONSTRUCTION <b>Steel</b>	PLACE BUILT <b>Cotati, California</b>	OPERATOR'S NAME AND ADDRESS (Include Zip Code) <b>Joshua K. Pryor 1129 Folsom Street San Francisco, CA 94103</b>	
MAXIMUM PASSENGERS ALLOWED <b>28</b>		REQUIRED CREW <b>One Licensed Inland Operator One Deckhand</b>		
TOTAL PERSONS ALLOWED <b>30</b>				
LIFESAVING EQUIPMENT ..T.. Lifefloats for .... Persons ..1.. Buoyant apparatus for ..10.. Persons Life Preservers: ..30.. Adult...3... Child ..1.. Ring buoys .. .. Rescue boat(s) Other: -		FIRE PROTECTION EQUIPMENT FIRE EXTINGUISHERS (No. Type, Size) <b>4 B-II 1-BI</b> FIXED SYSTEM (Medium, Pounds, Space) - AXES - PUMPS <b>1</b> HOSES (Length) -		INSPECTION DATA Stability Letter (date and zone) <b>11 Feb. 1981 - SFRAN, CA...</b> Drydock <b>XX MARCH 1981</b> Pressure Vessels due .. Propulsion .. <b>Motor/Sail</b> .. H. P. <b>65</b> .. <b>Diesel</b> ..

Route permitted and conditions of operation:

LAKES, BAYS & SOUNDS  
SAN FRANCISCO BAY and TRIBUTARIES

When vessel operates in excess of twelve (12) hours in any twenty-four (24) hour period, and alternate crew shall be provided.

When carrying fifteen (15) or less passengers on SAN FRANCISCO BAY and TRIBUTARIES the one deckhand is not required.

The inspection of the above named vessel was completed on **24 MARCH 1981**. I hereby certify that on this date the vessel was in all respects in conformity with applicable vessel inspection laws and regulations prescribed thereunder.

PERIODIC REINSPECTIONS			SIGNATURE OF OFFICER IN CHARGE  <b>R. T. SOMMER, CAPTAIN, USCG - Acting</b> INSPECTION ZONE <b>San Francisco, California</b>
DATE	INSP. ZONE	SIGNATURE	



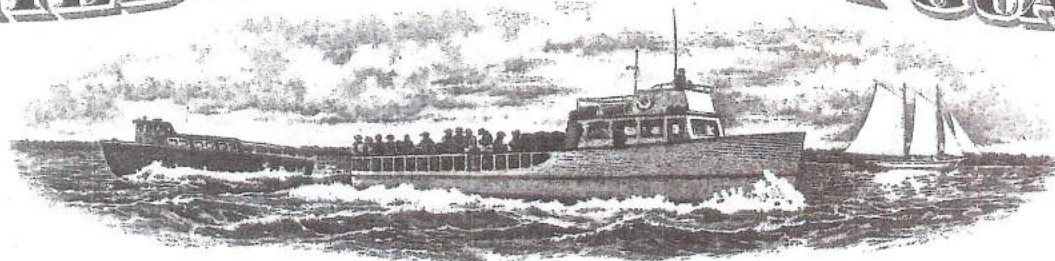
SERIAL NUMBER

25574

ISSUE NUMBER

- 1 -

## UNITED STATES COAST GUARD



## LICENSE

## TO OPERATE OR NAVIGATE PASSENGER CARRYING VESSELS

This is to certify that JOSHUA K. PRYOR has given satisfactory evidence to the undersigned that he can safely be entrusted with the duties and responsibilities of operator of AUXILIARY SAIL propelled passenger carrying vessels as defined in the Act of May 10, 1956, of not more than 100 gross tons upon PACIFIC OCEAN, NOT MORE THAN (20) TWENTY MILES OFFSHORE BETWEEN PIGEON POINT AND POINT REYES and is hereby licensed as such for a term of five years from this date.

Given under my hand this 12th day of JUNE 19 81.

SAN FRANCISCO, CALIFORNIA

2008

*Edward E. Page*  
Edward E. PAGE, LT, U. S. Coast Guard  
by direction *Officer in Charge Marine Inspection*



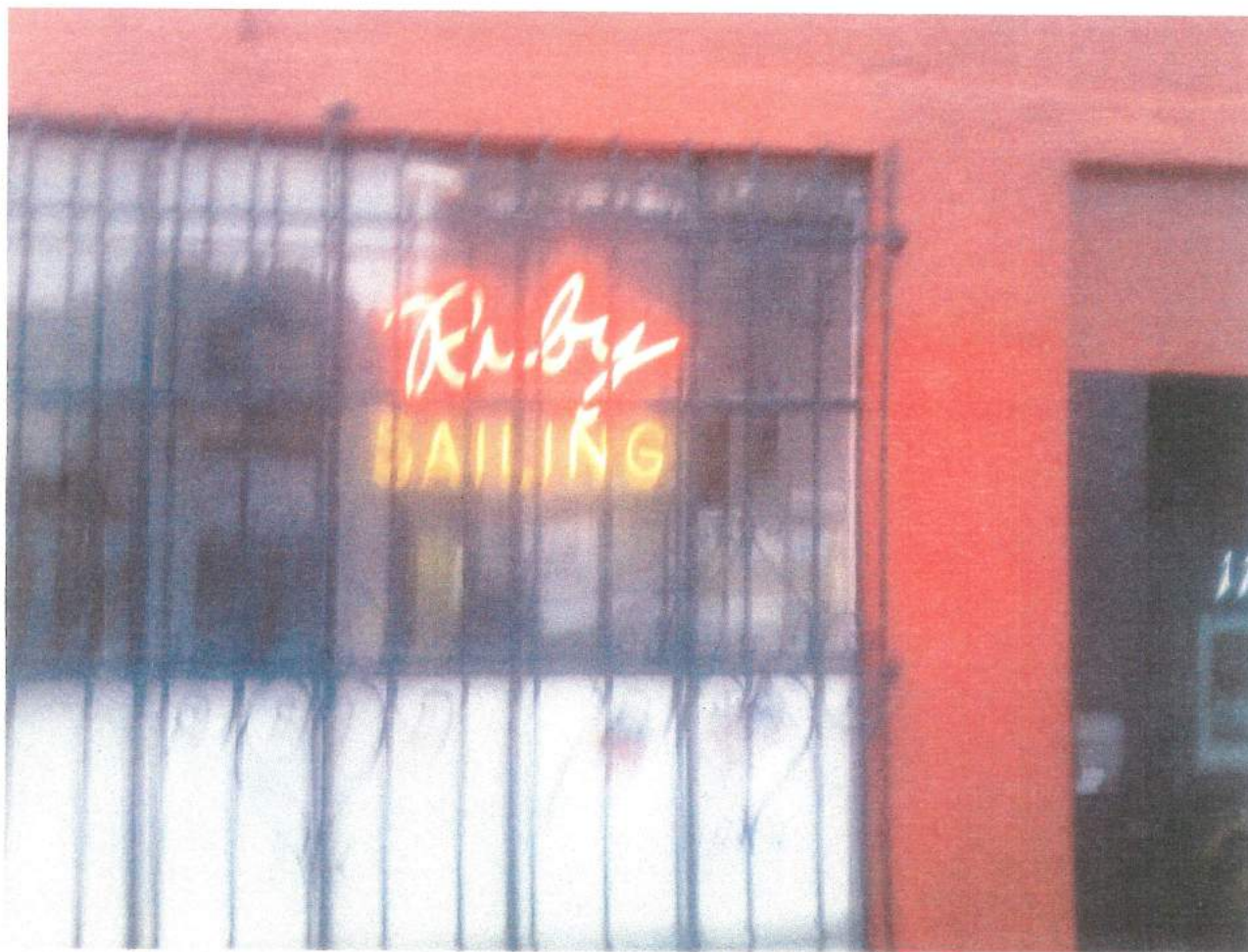


1977 RUBY and Josh Pryor





1129 FOLSOM STREET



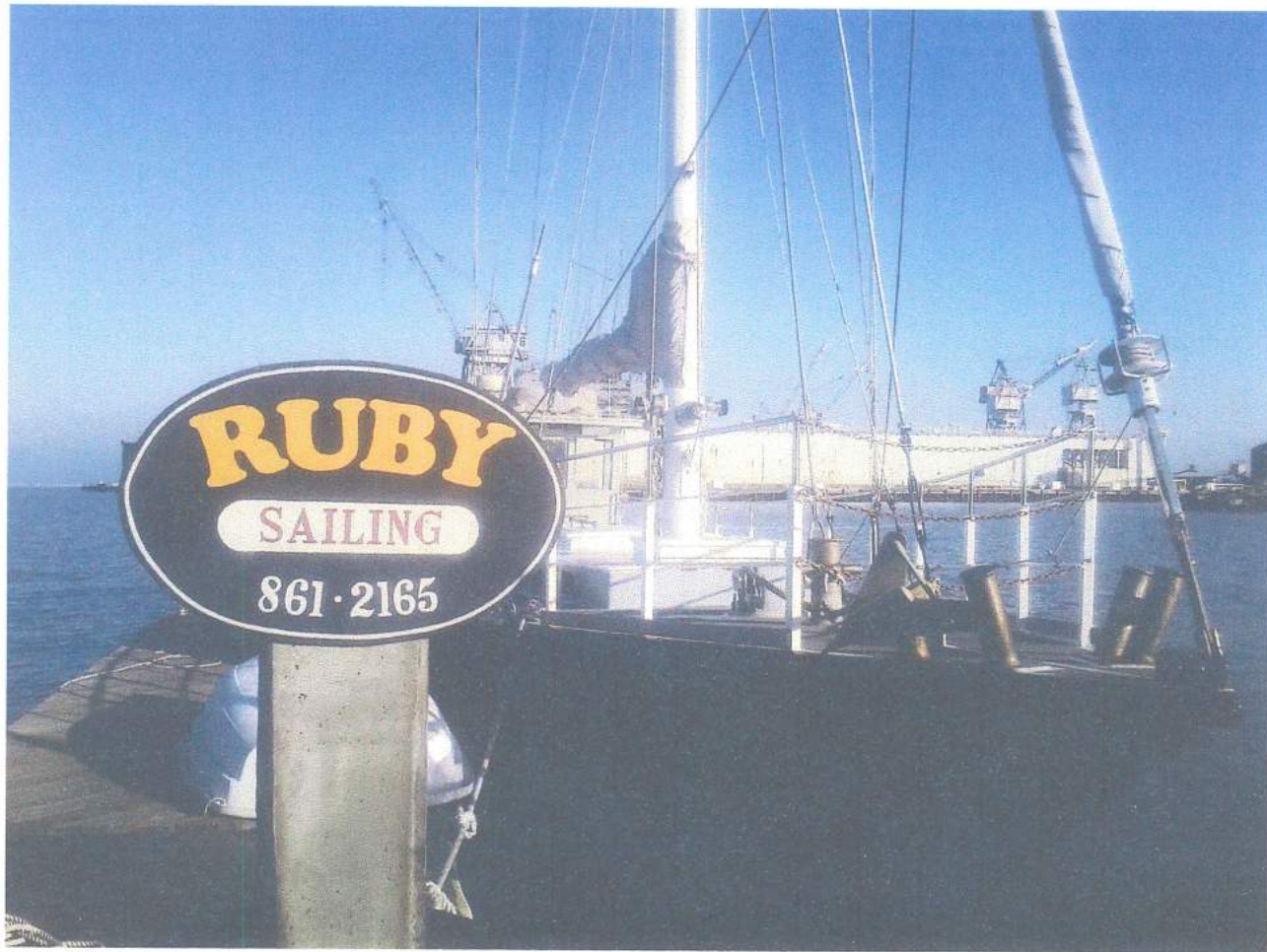
1129 Folsom St.













*RUBY*, Winning Doublehanded Farallones Race 1982

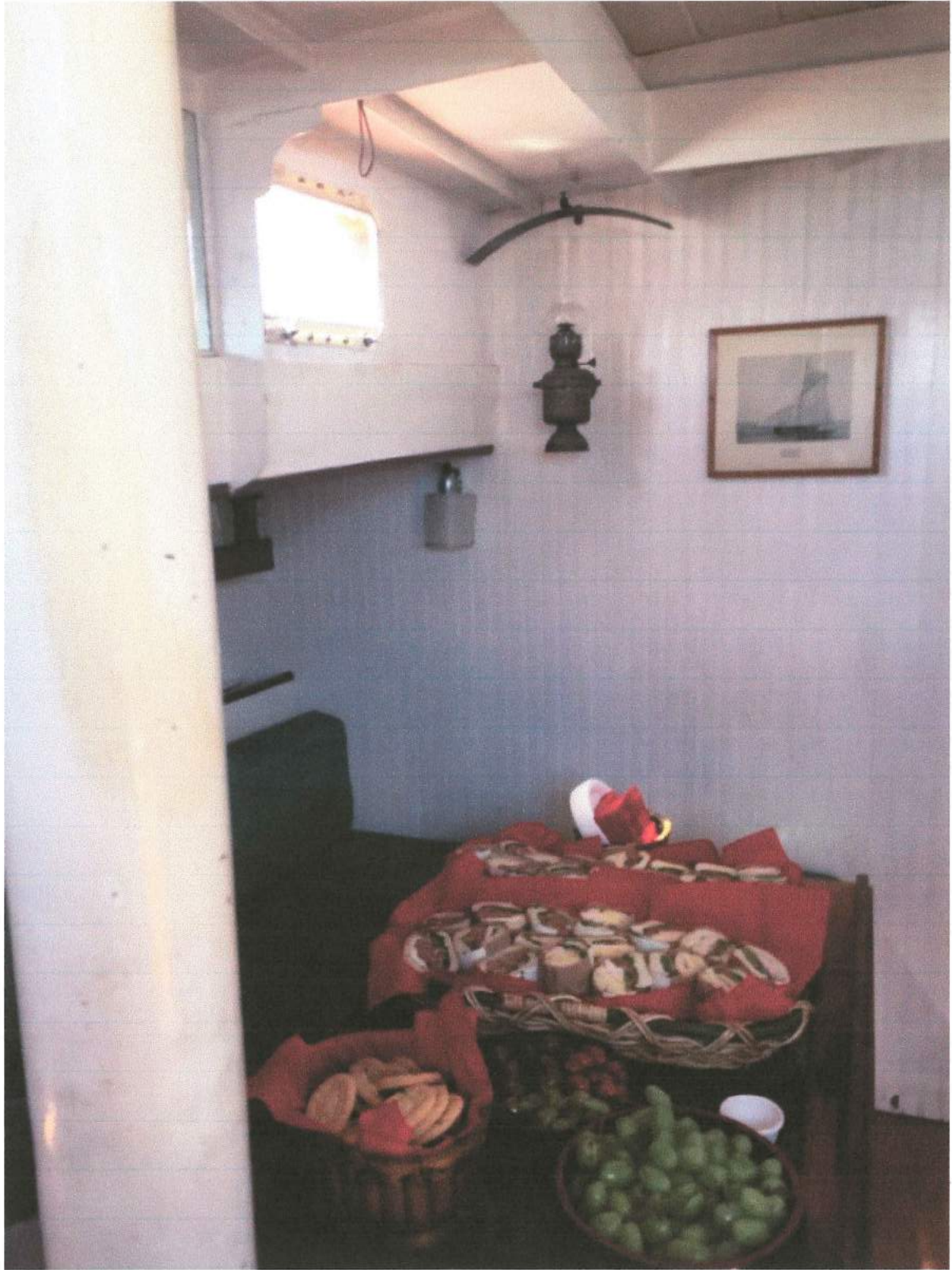
*Latitude 38 Photo*



China Basin / Mission Creek 1990











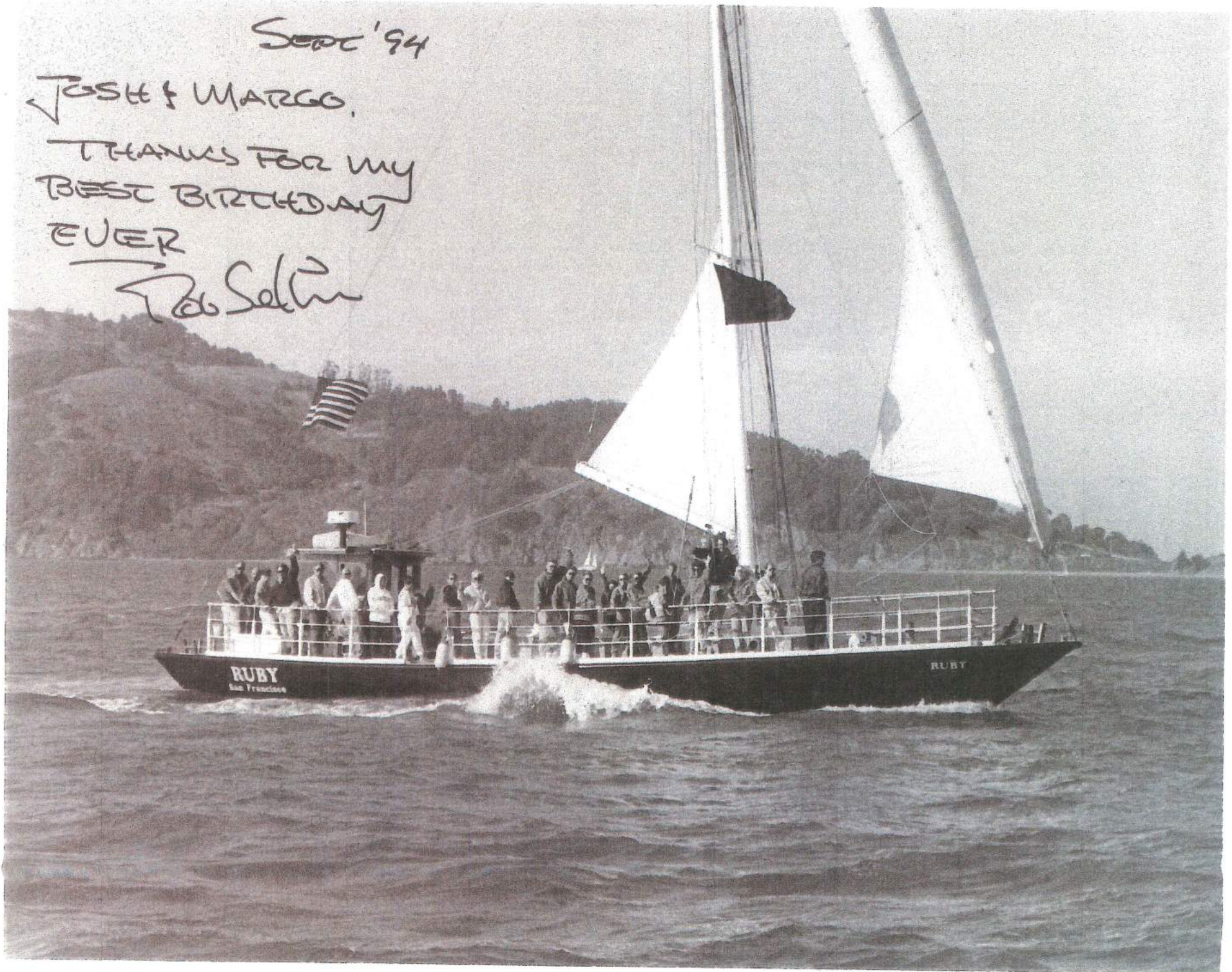


Sept '94

JOSE & MARGO,

THANKS FOR MY  
BEST BIRTHDAY  
EVER

Ed Selin

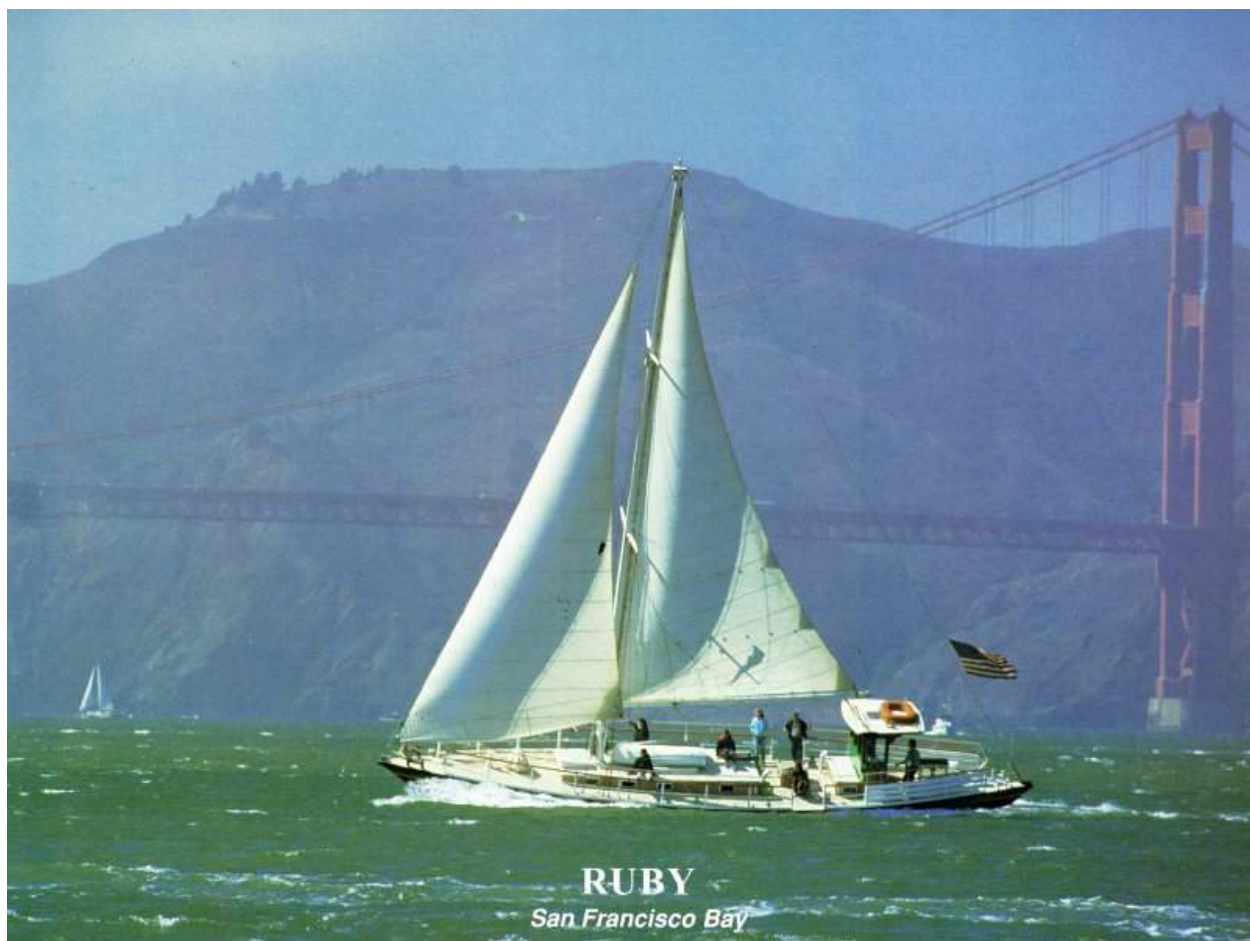




*Finish Line 2016  
Master Mariners Regatta*







































## Experienced sailor pitches the bay to visitors

By Diane Daniel  
Correspondent

It's crystal clear, the Golden Gate glistening.

Seemingly a million sails fill the China-blue bay, grabbing at your heart strings, as they heel in the breeze.

Wouldn't it be fun . . . You've thought it a thousand times, but never have been serious.

Now you can be. A young — but experienced — sailor is making the traditional San Francisco sport available by charter. He is the only one in the City to make the offer to groups of 30.

At the same time, he is living his own fantasy, piloting the gleaming 64-foot sloop he both designed and built.

"I wanted to build my dream boat. But I had to make it pay off and charters were the only way I could justify it," says the Joshua Pryor 34, as he guides his Ruby under the Bay Bridge.

There are the courteous exchanges of waves with passing vessels, the comparisons of equipment and rigging.

But it doesn't take long to realize that the ride will be extraordinary. You are not only treating yourself like a king, you look like one too.

"You can see us all the way across the bay," says the captain in a matter-of-fact way. "We're long and low and sleek and it looks like we're going about three times as fast as we are. You see how everybody looks at us."

Of the thousands of boats on the bay, virtually all are production models. The well-versed seaman can look at one and spout off its name as though it were a Ford or Chevrolet.

The Ruby is unique and that makes Joshua proud.

She's an amalgamation of years of ideas. The basic design comes from a Columbian canoa, meaning canoe in Spanish.

"It was the most attractive boat there," comments Joshua of the five years he spent in the Caribbean. That's how the vessel got its double endedness and the blue, yellow and green colors that stripe its hull.

The native Californian and sculpture graduate of the San Francisco Art Institute hired Contati steel workers Don and Jeff Millerick to build the basic hull.

From there he was on his own, handcrafting the mahogany cabin, fabricating an accessible engine

room and installing an elaborate sound system.

All the time he drove taxis, taught classes and worked as a job boss with a construction company to support his penchant plus his wife and daughter Willie Mae.

He incorporated a 60-foot free-way light pole for a fraction of the cost of a traditional steel mast and installed mineral paper that roofers use in construction as an inexpensive alternative to fancy decking.

He determined the size of his craft based on the sail size an individual could handle. "I didn't want to be out at sea, have someone get hurt and be unable to handle it alone. I didn't want the size to be a liability," explains Joshua.

Yes, he says, he could have worked with someone else's design or remodeled an older craft, but it wouldn't offer the satisfaction of starting from scratch.

What he has, he figures, would cost a quarter of a million dollars to buy.

Joshua was introduced to sailing at age 6 by his grandfather, Scrubby Wellman, a veteran seaman who won the Trans Atlantic race when he was 75.

Josua grew up along the Southern California beach, was a fisherman, then a surfer and sailed with his grandfather during summers in such races as the Trans Atlantic, the Mackinaw and Newport Bermuda.

"I lost interest in sailing when I was in art school in the '60s. It was the farthest thing from my mind. It was not relevant. Then I entered the graduate department in film study and made a couple short films," he says.

On a trip home he chanced on an old girlfriend who invited him to meet her current beau. He owned a 60-foot schooner that was about to embark on a 5-year odyssey around the world.

"I was the right guy at the time. He was interested in me because he wanted a documentary film made. That was 1970. I packed my camera gear and was gone," says Joshua.

It soon became apparent that only one other aboard knew anything about sailing. That meant Joshua did a lot of crewing and little filming.

"What amazed me," he recalls, "was that I found I enjoyed the sailing more and more. It was cruising on the open sea and was more adventurous than the racing and day sailing I was used to."

When he reached Panama eight months later he jumped ship and signed on with the crew of an old 40-foot mahogany yawl.

In no time Joshua was selling his camera equipment for the \$12,000 needed to purchase the bedraggled vessel named Cindy.

What he discovered were secret compartments crammed with guns and dynamite and some hastily repaired bullet holes in the hull, a legacy of the past owner who needed quick cash to pay off debts and escape the authorities.

Joshua spent nine months learning boat repair and maintenance, then years mastering the craft.

Time wore on and homesickness for San Francisco set in.

"As a child of the '60s, I felt I had a social obligation to come back. I had had a lot of fun and high adventures," he says, but now, as a married man, it was time to settle down.

One more turn as first mate aboard a 102-foot Baltic trader, together with the sale of his boat, provided the capital to begin building his dream.

Joshua is equipped to handle gatherings ranging from corporate business meetings to children's birthday parties.

One time he hosted a bachelorette party for a group of racing sailors.

"I really felt silly when I realized who they were. Over the phone I had told them to be sure to wear warm clothing and what to expect," he remembers the captain.

A 1½ hour lunch sail aboard the Ruby is \$20 per person or \$35 per couple.

Party rates are \$500 for a full day or \$300 for either an afternoon cruise from 3 p.m. to sunset or a night time ride. Catered food and wine are extra.

For information phone Joshua at his China Basin office 861-2165.



# Wind, Rain Hamper Farallon Island Race

By Kimball Livingston

The fierce storm that battered Northern California disrupted Saturday's Farallones yacht race, dispersing nearly half of the regatta and leaving two boats still unaccounted for yesterday. (For more on the missing vessels, see Page 3, Main News.)

According to the U.S. pilot book for the Pacific Coast, "Spring storms are rare in the Gulf of the Farallones." But the weekend's "rare" storm made things tough for the Bay Area Multihull Association, sponsors of the frightening, gear-busting Doublehanded Farallones Race.

The 57-mile loop around the Southeast Farallon Island began soon after 8 a.m. Saturday, with 127 yachts from 22 to 52 feet, and two crew members per boat. Regatta committeeman Kern Hendricks started the race aboard his own trimaran, Orion. The weather service at that time spoke of "small-craft advisories," indicating the blustery winds that Northern California sailors take for granted.

"It was a spinnaker start in light air and a warm, drizzly rain," said Hendricks. "Then at 10 a.m., the weather channel changed its tune. They started broadcasting rain and gale warnings. That's when we came home."

Only 52 of the 127 starters finished the race. Others abandoned the effort. Four multihulls went aground, apparently unable to make headway against the wind that was blowing them onto the shore. A fifth multihull, the Catawampus, capsized, but the crew was rescued by other racers.

Most of the boats that got into trouble in the strong southerly winds, according to Hendricks, were boats that sailed north of the Golden Gate and

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## BOATING

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could not beat south again to their point of departure.

Racing with two aboard is inherently safer than racing singlehanded, as in last weekend's Farallones race. If one person is in trouble, the other can help. A single slip can cause trouble, though for most of the finishers in the Doublehanded Farallones Race, the contest was hard but undramatic.

Roger Heath and Ben Jeffries sailed Heath's Moore 24, Flying Circus, through the entire course. Of eight identical boats, "I think three of the Moores finished," said Heath. "and we were first in. When we got back and heard about the boats in trouble, I was glad I hadn't been on a bigger boat — it's too hard to handle the equipment."

While worried families waited elsewhere for word of crews unaccounted for, Heath also worried — and speculated on the outcome of the race that he had come through in good order, a race that will probably be settled in his division by a matter of seconds after 57 arduous miles.

"It was very cold going out," said Heath. "There was so much rain, it was hard to tell when the rain stopped. After all, the rain was horizontal."

"But the nastiest part was the gusts coming through the slots in the island. It was sort of like Army life. I wouldn't tell anyone to go, but I learned something out there."

Included in the instructions for every regatta is the statement, "It shall be the sole responsibility of the crew to decide whether to start or continue a race."



1984

# San Francisco Examiner

## Out to lunch

Bea Pixa

### Sea change

LUNCH ABOARD THE RUBY, berthed at China Basin, 185 Berry St. (one block from the S.P. Depot). Lunch sails scheduled Monday through Friday, 12:30 to 2 p.m. Beer and wine. No wheelchair access. Tel: 861-2165.

Some good food, a glass of wine, a leisurely sail, congenial company and a seagoing perspective of The City are part of a package offered by Captain Joshua Pryor, the ginger-bearded skipper-owner of a 63-foot steel sloop called The Ruby. The whole experience, an exciting departure from the usual restaurant setting, goes for a remarkably reasonable \$20 per person.

Having sailed since he was 6, Pryor is an able seaman. He was the winner of this year's treacherous race to the Farallon Islands, an event in which half the boats dropped out and two were lost in the storm.

Coast Guard-certified and licensed, The Ruby is immaculately maintained and designed for the comfort of landlubbers. Lunch may be munched on deck, or below in the handsome mahogany salon. A sound system plays a variety of music, from Mozart to Mexican. Passengers may also bring along their favorite tapes.

The white lunch box, tied with a red satin ribbon, is packed by the popular Augusta's South of Market Grill, one of Folsom Street's finest eateries. After the initial complimentary glass of wine, poured by a genial salt

named Red who's attired in a heavy seaman's sweater and watch cap, a nominal charge is made for other beverages. (Wine, for instance, is \$1 a glass, \$3 a bottle.)

Preceded by nibbles of goldfish-shaped cheese crackers, the meal typically consists of a chubby mortadella and provolone sandwich on an excellent length of baguette, smeared with mayonnaise and a good mustard. There's also a pasta salad and a chewy, rich, sugar-dusted brownie for dessert. The pasta salad, on a recent excursion, was an inventive, delicious mixture of shells, chicken, water chestnuts, pineapple, snow peas and green beans. Any leftovers go to the hovering gulls. (I had nothing to offer.)

No nautical dress codes are enforced, though Capt. Josh looks properly seafaring in his Greek skipper's cap. Customers appear in all manner of garb, from business attire to jeans (however, keep in mind you must negotiate a ladder to get aboard.) Extra coats, sweaters and hats are provided for those who come unprepared.

For the lunch-time sail, the Ruby motors under the Third Street bridge, which opens to three blasts of a foghorn. A sail goes up soon after, as the vessel heads past the downtown skyline (passengers get a heady whiff of roasting coffee from the Hills Bros. plant), past Telegraph Hill, Russian Hill and Alcatraz. At the Hyde Street Pier, she comes about and starts heading back. Traffic is limited to the activity of seals, sea birds and a few other boats.

It's a marvelously relaxing, offbeat way to view San Francisco (and show it off to visitors) while savoring a simple, well-prepared lunch. Highly recommended! Lunch sail reservations must be made a day in advance.

Food ★★★★★ Atmosphere ★★★★★  
Service ★★★★★ Hygiene ★★★★★



# The flip side of ship parade: 'Like tanks in Golden Gate Park'

**O**N THE BAY, which resembled a nautical Red Square yesterday, the captain of the good ship Ruby, a dedicated pleasure craft, took a squint at all the military flotsam parading in his path and ordered the Japanese battle flag hoisted on the spreader.

This was not, on balance, an unpatriotic gesture. Yesterday the great Bay was afloat with the afflatus of militarism. Commerce was disrupted and ferries were altered so the Navy could show off its big ships round and round in a circle like steel elephants holding each other's anchor chains. On shore, adoring crowds strained to see the catwhiskers of the enlisted men in dress whites, lining the decks of the battleship New Jersey. They looked from afar like little tin sailors.

"And to think that this sort of show is the very sort of stuff we make fun of the Russians for," Capt. Josh Pryor said at the helm of the Ruby.

The Bay was wild and windy, and he was steering a tight course past the New Jersey, which was lazing in the water like an oversized dog of war with its 16-inch guns up in the air.

"On board the Ruby, can you hear me? You are too close to the New Jersey. There is a 200-yard safety zone. You cannot come nearer."

The metallic words came over the loudspeaker of a Coast Guard picket boat that had zoomed across our bow. A Coast Guard man in a red life jacket and blue cap stood on the deck fingering the gun in his holster. He looked more than curiously at the Japanese battle flag flapping on the spreader in tune with the American flag above the bow. This was, after all, V-J Day.

A Coast Guard woman stared out of the picket-boat cabin through salt-stained aviator glasses. A second picket boat bugged our stern. The geopolitics of security did not impress Capt. Josh, who sails the Bay every day, carrying passengers on a luncheon sail from China Basin to Alcatraz. The New Jersey was in his way.

The captain squinted his pale blue peepers at the big guns of the New Jersey. "What the hell do they think we're going to do, sink her?" he said. Capt. Josh built the 64-foot Ruby himself, which has a hull of 3/16-inch metal plates. The 58,000-ton New Jersey is protected by a 17-inch steel girdle.

"Oh, my," said Judy DeHaemer, a Navy lifer lady who had paid her way aboard the Ruby to see the fleet from an advantage better than the bleacher seats the public was afforded at Crissy Field to watch yesterday's show-and-tell.

Her husband had been the captain of a Navy nuke submarine, she said — just like the one whose sinister black top hat was bobbing above the wave behind the New Jersey. You couldn't see the sub too well from where the landlubbing civilians could gawk. You had to be out there on the Bay close to see its ugly black snout. I guess we were too close.

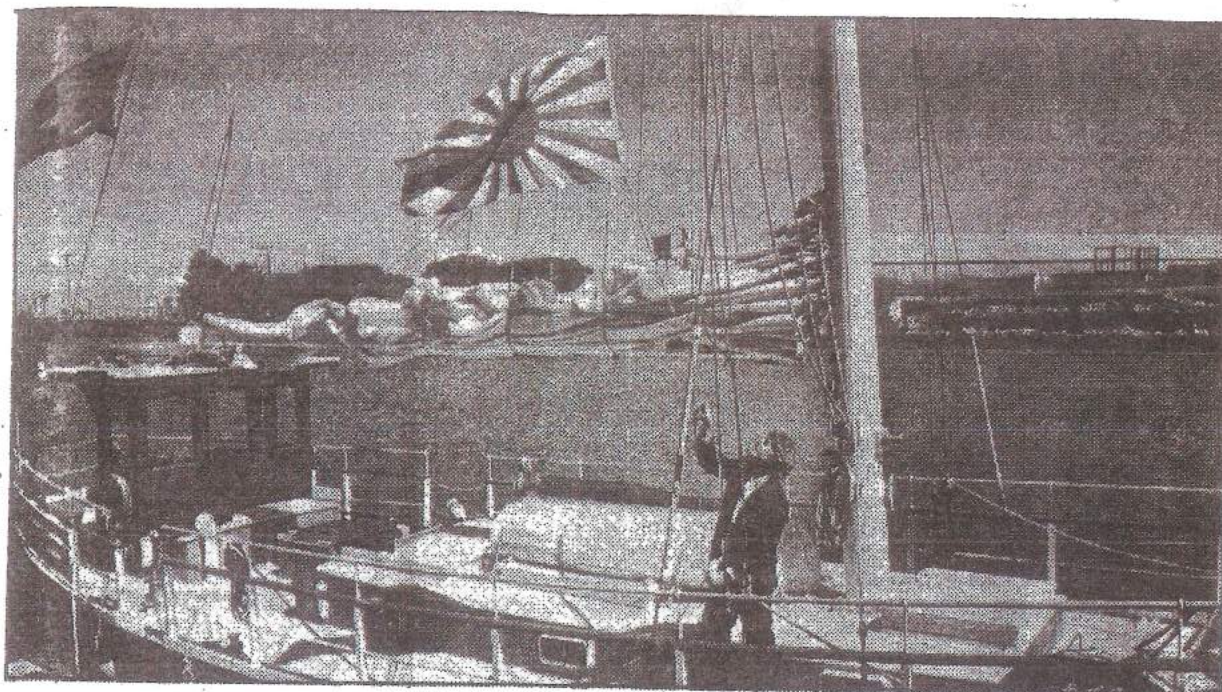
"Oh, Christ, they're going to go for the water cannons again," said Capt. Josh. He said the other day the Coast Guardies had flashed their blue lights like a cop car and went to battle stations and manned water cannons when the Ruby, on its daily milk run, ventured near the New Jersey.

"Request permission to come about," the captain

## Warren Hinckle







Examiner/Craig Lee

# Capt. Josh Pryor hoists a Japanese battle flag to the spreader of his 64-foot sailboat, Ruby

asked the picket boat. "Stand by to jibe," he told his crew.

"This is exciting," said the wife of the Navy lifer.

The Ruby sailed down the Bay past the anchored nuke carrier Enterprise, where the high civilian brass were living it up. Here, surprisingly, security was lighter. A couple of wet Coast Guard guys in a gray rubber boat powered pathetically by an outboard motor tried to wave us away. A lone man at the oars of a wooden boat from the San Francisco Rowing Club bobbed in the waves.

The New Jersey had come full circle in the elephant train sea parade and was now coming straight at us. It looked slimmer head-on.

"Looks like the Bismarck to me," Capt. Josh said, shaking his red-bearded Welsh head at the macho naval show. The man is not a pacifist; he is a practicalist: "Hey, the world is all out of people who are impressed by big guns, man — this is modern

times, you can carry an A-bomb in a suitcase."

We passed Fort Mason. Rolph Hoffschmidt, a City Cab man sailing for the day, who was aboard Ruby, had a story that perhaps rings more true about the vagaries of war than the high-blown political rhetoric of yesterday. When the troops were disembarking at the end of the Korean War, my favorite cabbie, Jimmy the Glove, was there to pick them up. Jimmy said that "the schmucks took them to the airport." But he took the soldiers to a used-car salesman on Van Ness Avenue and told them, "You fought for your country, now drive across it," — and collected 10 percent of the down the soldiers made on their new used cars.

We approached the Third Street drawbridge and honked for it to open. The fleet was behind us, but Capt. Josh was upset. He said he sails the Bay more than anyone he knows and has experienced a drastically increased militarization of these once-peaceful waters.

"It's not just the big nuke ships. Out there you see subs popping up all the time off Alcatraz in little mystery

deals — a Navy tug comes out and they exchange papers and they're off," he said.

What bothered Capt. Josh was that the Bay was one of the world's great water recreation areas that was in his view being gradually polluted by the military.

"It's like driving tanks through Golden Gate Park," he said.

The drawbridge yawned open, and we entered the China Basin channel where the Ruby berths. The captain has a Japanese deckhand and was out of sorts that the Coast Guard apparently didn't think the Japanese flag he was flying was appropriate.

There were, he said, two sides in the war whose end we were celebrating with such pomp and circumstance. Even Ronald Reagan went to a German cemetery to lay a bury-the-hatchet wreath, but Japanese were excluded from yesterday's triumphal ceremonies aboard the Enterprise. The Navy is at its finest a traditional organization. It might have found a better V-J Day tradition than the West Coast one of putting the Japanese in a closet.



## WEEKEND GUIDE

## DATEBOOK

## The Best Lunches on the Bay

Having lunch on a boat  
is also a feast for the eyes

BY JERRY CARROLL

Chronicle Staff Writer

## RUBY

On the yacht Ruby, food comes in second — robust deli sandwiches, Greek olives, kosher pickles, cookies — but it's my favorite lunch on the bay. Burly skipper Josh Pryor keeps the steel vessel he designed and built himself tied up at the foot of Mariposa Street in China Basin, just down the dock from the popular Mission Rock Resort restaurant.

His boat, which finished first one year in the race to the Farallones and back, is stout enough so you don't have to worry about a knockdown in a gust, but small enough to give a sense of why people become slaves to sailing. The Ruby is certified to carry passengers by the Coast Guard. "They use the same criteria on me as on the ferries," said Pryor.

The day I went out I was surprised to find Margo St. James on board. The 50ish, one-time hooker who organized prostitutes into a pressure group back in the 1970s before going off to live in the south of France for eight years, was serving beer and wine at the

bar down below. (You need to be fairly limber to negotiate the ladder you back down.) She told me she hopes to get a job with the fire department and put in enough time to get a pension — "Five years," she said.

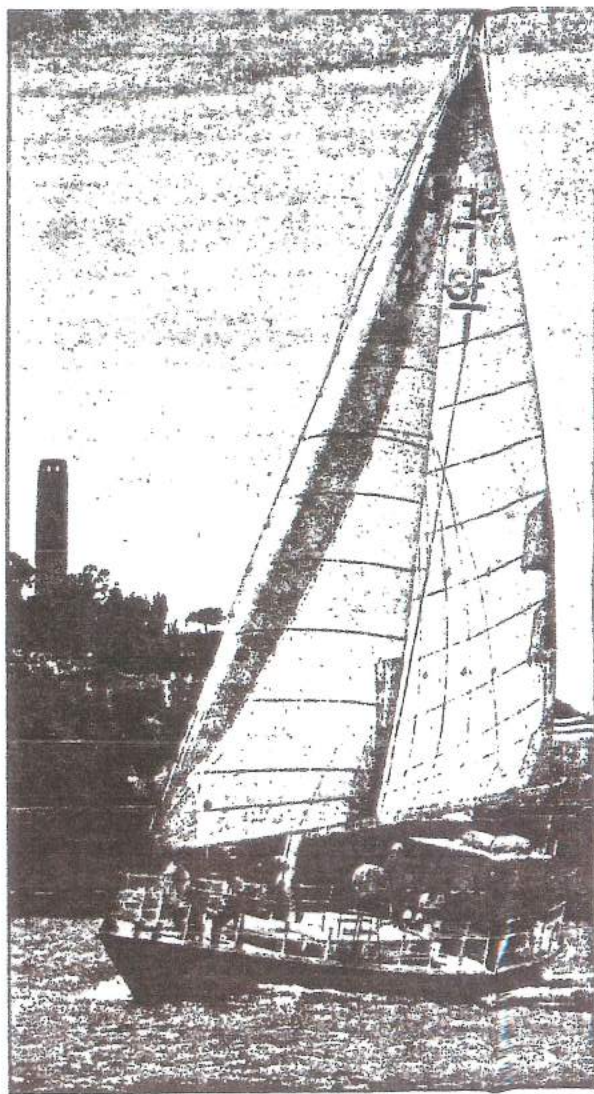
We motored out of China Basin and raised sail near the Bay Bridge. The Ruby whispers through the water and you can hear the gulls and other sounds of the bay.

Pryor keeps warm jackets aboard in case they're needed, as they were this day. An occasional sheet of spray will come over the bow, dousing the unwary. But it's all part of the experience.

Pryor is a former cab driver, construction worker and art college teacher with a gift for gab. He'll point out the sights or keep his mouth shut, according to how he gauges the mood of his passengers. Some days there are as few as two, some days as many as 30. You can make a reservation as late as the day of the sail.

"I get a lot of office parties," he says.

(The Ruby's cruises cost \$30 and last 2½ hours. Departure is 12:30 p.m. Telephone 415-861-2165).



BY VINCE MAGGIORA/THE CHRONICLE

The Ruby, which once won the race to the Farallones and back, offers 2½-hour cruises and hearty deli sandwiches

## CRUISES: Swift Sailing on the Ruby





*The City and County of San Francisco*

# *Certificate of Honor*

*Presented To*

**Josh Pryor**  
**July 28, 2005**

*Whereas*, on behalf of the City and County of San Francisco, I am pleased to recognize and honor Josh Pryor of the Ruby for participating in the intercultural event Sail San Francisco! 2005 in support of maritime history and cultural exchange as a platform for peace. Congratulations and best wishes!



*THEREFORE, I have hereunto set my  
hand and caused the Seal of the City and  
County of San Francisco to be affixed.*

A handwritten signature in blue ink, appearing to read "Gavin Newsom".

Gavin Newsom  
Mayor



# **HOOVER** Hoover Middle School



2290 14<sup>th</sup> Avenue

San Francisco, CA 94116-1841

Phone: 415-759-2783

Fax: 415-759-2881

To Whom it May Concern,

January 17<sup>th</sup>, 2017

My name is Elizabeth Abrahams and I am writing this letter to stress the importance that the Yacht Ruby continues to be able to operate in the South Basin area of the San Francisco Waterfront.

I have been a teacher for the SFUSD for the last 20 years. Before teaching I crewed on the Yacht Ruby from 1981- 1997. During that time I completed my degrees in Biology and Education at San Francisco State University. I learned so much by crewing on the Ruby about making sailing accessible to the public and about the history of the San Francisco Waterfront. When there were no passengers aboard the Ruby. I loved to read the book "The Barbary Coast" by Herbert Asbury .

The Ruby has donated many sails to fundraisers and various school groups over these years. The experience of making sailing on the San Francisco Bay a reality to all, regardless of age, gender, ethnicity and experience left a lasting impact on me. As a teacher, I created an award winning program called "Project San Francisco" which brought thousands of school youth from San Francisco Public Schools out to the "Barbary Coast" . The stories they learn about historical sites along the waterfront, the historic Third Street Bridge and the Yacht Ruby has given them something tangible that connects them to the rich history of San Francisco.

As the waterfront is continually changing and growing, we are burying more and more of this unique part of San Francisco. We need to preserve these reminders of how things once were to teach our students to be good citizens and what made San Francisco a world class city.

Sincerely,  
Liz Abrahams  
Teacher  
SFUSD

*Filing Date:* February 15, 2017  
*Case No.:* 2017-002437LBR  
*Business Name:* Ruby Sailing  
*Business Address:* 1129 Folsom Street  
*Zoning:* NCT (Folsom Street Neighborhood Commercial Transit)/  
65-X Height and Bulk District  
*Block/Lot:* 3755/009  
*Applicant:* Joshua Pryor, Owner/Operator/Captain  
1129 Folsom Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor Jane Kim, District 6  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Since 1981, Ruby Sailing has offered private and public sailing cruises of San Francisco Bay for residents and visitors. Its namesake boat, Ruby, was the first to secure a Coast Guard Certificate of Inspection, enabling the company to offer sailing trips to large groups (up to 30 people per sailing trip). Ruby continues to host lunch and dinner cruises, school science trips, whale watching adventures, and private parties that feature views of iconic Bay Area sites like the Bay Bridge, Fisherman's Wharf, and Alcatraz. As a member of the Master Mariners Benevolent Association, Ruby Sailing is a regular participant in the association's regattas for historic sailing vessels. The business takes pride in its local crew and "down to earth" policies and practices; it relies principally on word of mouth for advertising and does not require deposits for private tours.

The business revolves around its only sailboat, Ruby, which was designed and constructed by Joshua Pryer beginning in 1975. Pryer was first introduced to sailing as a child by his grandfather and realized his passion for the sport as an adult while shooting a documentary film set on a sail boat bound for the Caribbean and South America. A graduate from the San Francisco Art Institute with a degree in sculpture, Pryer constructed Ruby using industrial techniques and materials including steel. The sailboat displays a number of international influences, including a classic, double-ended sloop design characteristic of northern European sailboats and the Colombian *canoa*, as well as Caribbean-inspired blue, yellow, and green stripes on its hull. Ruby's primary exterior colors are black, grey, and white, while the interior features a handcrafted mahogany cabin, also constructed by Pryor. Ruby was the winner of the famed 1982 Doublehanded Farallones Race, earning the boat a positive reputation for impeccable quality of construction and safety.

Ruby was originally docked at China Basin and Mission Creek until the dock was destroyed by fire in 1991. Since then, it has docked from the city's only remaining boatyard, San Francisco Boatworks, located in Central Basin only a half mile away from Ruby's original docking point. Ruby Sailing's office operates out of 1129 Folsom Street, a two-story reinforced concrete industrial building that displays a neon sign in the window and its logo on the door. Sailing out of the city's southern waterfront for 39 years, Ruby continues to maintain a regular presence on the San Francisco Bay. Ruby Sailing represents the tradition



of boat building and has been an important contributor to small boat commerce activity in the city. Pryor, who has continually operated the business since its founding in 1975, hopes to eventually pass on Ruby Sailing to a younger sailor.

## STAFF ANALYSIS

### *Review Criteria*

8. *When was business founded?*

1975. The business' namesake vessel, Ruby, began offering chartered boat rides in 1981.

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

Yes, Ruby Sailing qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Ruby Sailing has operated for 42 years.
- ii. Ruby Sailing has contributed to the history and identity of San Francisco's southern waterfront by continuously offering chartered sailboat rides of San Francisco Bay, docking from China Basin. The business is centered on the one-of-a-kind sailboat, Ruby, specially-designed and handcrafted by Joshua Pryor. This small, local business has contributed to the waterfront commerce that is characteristic of the city's southern waterfront.
- iii. Ruby Sailing is committed to maintaining the physical features or traditions that define its practice of operating a small watercraft and offering chartered tours of the San Francisco Bay to city residents and visitors.

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

The business is associated with small watercraft design and construction, the art of sailing, and tradition of maritime commerce on San Francisco's southern waterfront.

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

The property at 1129 Folsom was identified to be a "Category C Property" through the South of Market Area Historic Resource Survey and is not considered a historic resource based on its architecture.

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

No.

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. Ruby Sailing has been cited in numerous publications including but not limited to: The Herald, 4/6/1982, "Experienced sailor pitches the bay to visitors," by Diane Daniel; San Francisco Examiner, 1984, "Out to Lunch: Sea Change," by Bea Pixa; San Francisco Examiner, 8/15/1985,

“The flip side of ship parade: ‘Like tanks in Golden Gate Park’” by Warren Hinckle; San Francisco Chronicle, 6/17/1994, “The Best Lunches on the Bay: Having lunch on a boat is also a feast for the eyes,” by Jerry Carroll.

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

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

- 1129 Folsom Street

**Recommended by Applicant**

- Maintenance and use of its namesake sailboat, Ruby
- Practice of docking out of the city’s southern waterfront
- Offering of public and private yacht tours of San Francisco Bay
- Tradition of serving San Francisco-based food items and beverages aboard the sailboat

**Additional Recommended by Staff**

- Logo featuring an image of the face of a sea captain framed by a helm, as well as the company name and motto, “The Best of San Francisco”





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution HEARING DATE MARCH 15, 2017

1650 Mission St.  
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San Francisco,  
CA 94103-2479

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*Filing Date:* February 15, 2017  
*Case No.:* 2017-002437LBR  
*Business Name:* Ruby Sailing  
*Business Address:* 1129 Folsom Street  
*Zoning:* NCT (Folsom Street Neighborhood Commercial Transit)/  
65-X Height and Bulk District  
*Block/Lot:* 3755/009  
*Applicant:* Joshua Pryor, Owner/Operator/Captain  
1129 Folsom Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor Jane Kim, District 6  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR RUBY SAILING, CURRENTLY LOCATED AT PIER 1129 FOLSOM STREET (BLOCK/LOT 3755/009).**

**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 history and identity of San Francisco's southern waterfront; 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 March 15, 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 Ruby Sailing 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 Ruby Sailing:

***Location (if applicable)***

- 1129 Folsom Street

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

- Maintenance and use of its namesake sailboat, Ruby
- Practice of docking out of the city's southern waterfront
- Offering of public and private yacht tours of San Francisco Bay
- Tradition of serving San Francisco-based food items and beverages onboard the sailboat
- Logo featuring an image of the face of a sea captain framed by a helm, as well as the company name and motto, "The Best of San Francisco"

**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 2017-002437LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on March 15, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: