

Legacy Business Registry Staff Report

HEARING DATE JULY 10, 2017

IZZY'S STEAKS AND CHOPS

Application No.: LBR-2016-17-089
Business Name: Izzy's Steaks and Chops
Business Address: 3345 Steiner Street
District: District 2
Applicant: Joseph R. Kohn, Owner/Partner
Nomination Date: May 24, 2017
Nominated By: Supervisor Mark Farrell
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Izzy's Steaks and Chops is a local restaurant and bar serving the Marina and Cow Hollow neighborhoods. Opened in 1987 by Robert Samuel "Sam" DuVall, Izzy's has rightfully claimed its reputation among locals and tourists alike as the "watering hole" of the Marina. DuVall named the restaurant Izzy's after Isadore "Izzy" Gomez, a chef and restaurateur from the early 1900s who was known as a legendary Barbary Coast "purveyor of libations and good food." Gomez opened the Isadore Gomez Café and saloon in 1900 after arriving in the United States from Portugal at the age of 18 in 1826. Izzy became a well-known and well-loved figure in San Francisco and was named one of San Francisco's "most colorful characters" by LIFE Magazine. As welcoming as Gomez was to his patrons, he was also known violator of the city's Volstead Act during the Prohibition era. Having read Gomez's bright biography, DuVall was determined to one day open a great "Bohemian" steakhouse in honor of Gomez and, on what would have been Izzy's 111th birthday, February 9, 1987, Sam DuVall opened Izzy's Steaks and Chops on Steiner Street.

Izzy's has become a Bay Area "Legendary Barbary Coast Eatery" now with three locations throughout the Bay Area and has been serving steaks, chops, seafood and world famous potatoes and creamed spinach for over three decades. Izzy's has become a fixture of the restaurant community and was founded on a business model that offers affordable entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost. The restaurant is decorated with classic memorabilia, vintage liquor bottles and original artwork, and maintains a dark, Bohemian atmosphere based on how Izzy's original café and saloon would have been decorated.

Originally drawing its clientele from the Marina and Cow Hollow neighborhoods, Izzy's Steaks and Chops has grown into an iconic place for locals, tourists, and city officials. Apart from becoming an important fixture in the neighborhood and restaurant community, Izzy's has also maintained a sense of importance to the community by contributing to community fundraising events, local schools, and to local and national charities.

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:

3345 Steiner Street from 1987 to Present (30 years).

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

Yes, the applicant has contributed to the Marina/Cow Hollow neighborhoods' 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:

- Izzy's Steaks and Chops is associated with the life of restaurateur Isadore "Izzy" Gomez and with the tradition of providing high end meals at affordable prices.
- Izzy's Steaks and Chops has contributed to the Marina/Cow Hollow community's history and identity by continuing to be a neighborhood restaurant and bar that welcomes all, offers a warm and comfortable environment to enjoy a great meal, and continues to be involved in and give back to the community.
- The 1936 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publications:
 - SF Gate, 11/14/2004, "Cook's Night Out: Sam DuVall," by GraceAnn Walden.
 - Gourmet.
 - Food & Wine.
 - Gentry.
 - SF Magazine.
 - The Examiner.
 - SF Weekly
 - The Guardian.
- The business was granted a Certificate of Honor by the San Francisco Board of Supervisors on February 22, 2012, in honor of its 25th anniversary.

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

Yes, Izzy's Steaks and Chops is committed to maintaining the physical features or traditions that define its presence as an iconic "watering hole" of the neighborhood.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Izzy's Steaks and Chops 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.





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Physical Features or Traditions that Define the Business:

- Iconic painted sign of Izzy Gomez over the front door.
- Tradition of having a business model that offers entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost.
- Contributions to the community in the form of community fundraising events and donations to both local and national charities.
- Menu offerings that have undergone few changes since its original concept and includes steaks, chops, seafood and what has come to be world famous potatoes and creamed spinach.
- Interior features such as dark wood paneling, booths, thick crockery, classic memorabilia, vintage liquor bottles, and original artwork that have been unchanged since the restaurant's inception.
- Location in the Marina/Cow Hollow neighborhood.
- Namesake "Izzy's" based on the life and restaurant work of Isadore "Izzy" Gomez.

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 featuring steakhouse fare.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Izzy's Steaks and Chops currently located at 3345 Steiner 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 JULY 10, 2017

IZZY'S STEAKS AND CHOPS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

<i>Application No.:</i>	LBR-2016-17-089
<i>Business Name:</i>	Izzy's Steaks and Chops
<i>Business Address:</i>	3345 Steiner Street
<i>District:</i>	District 2
<i>Applicant:</i>	Joseph R. Kohn, Owner/Partner
<i>Nomination Date:</i>	May 24, 2017
<i>Nominated By:</i>	Supervisor Mark Farrell
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR IZZY'S STEAKS AND CHOPS, CURRENTLY LOCATED AT 3345 STEINER 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 July 10, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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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 Izzy's Steaks and Chops 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 Izzy's Steaks and Chops:

Physical Features or Traditions that Define the Business:

- Iconic painted sign of Izzy Gomez over the front door.
- Tradition of having a business model that offers entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost.
- Contributions to the community in the form of community fundraising events and donations to both local and national charities.
- Menu offerings that have undergone few changes since its original concept and includes steaks, chops, seafood and what has come to be world famous potatoes and creamed spinach.
- Interior features such as dark wood paneling, booths, thick crockery, classic memorabilia, vintage liquor bottles, and original artwork that have been unchanged since the restaurant's inception.
- Location in the Marina/Cow Hollow neighborhood.
- Namesake "Izzy's" based on the life and restaurant work of Isadore "Izzy" Gomez.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Izzy's Steaks and Chops on the Legacy Business Registry:

- Restaurant featuring steakhouse fare.

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

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

Legacy Business Registry

Application Review Sheet

Application No.: LBR-2016-17-089
Business Name: Izzy's Steaks and Chops
Business Address: 3345 Steiner Street
District: District 2
Applicant: Joseph R. Kohn, Owner/Partner
Nomination Date: May 24, 2017
Nominated By: Supervisor Mark Farrell

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

3345 Steiner Street from 1987 to Present (30 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: May 24, 2017

Richard Kurylo
Manager, Legacy Business Program



**Member, Board of Supervisor
District 2**



City and County of San Francisco

MARK FARRELL

May 24, 2017

San Francisco Office of Small Business

1 Dr. Carlton B. Goodlett Place, Room 110

San Francisco, CA 94102-4681

Dear Director Dick Endrizzi:

I hereby nominate Izzy's Steaks and Chops to the Legacy Business Registry of San Francisco. Izzy's Steaks and Chops has been a gem for 30 years since opening its first location in the Marina and expanding to five locations throughout the Bay Area.

The restaurant was opened by Robert DuVall who has been the sole proprietor from the moment it opened to this day. To many Izzy's is the "watering hole" of the Marina and Cow Hollow neighborhoods becoming one of the most iconic gathering places for city officials and law enforcement. Izzy pioneered the ability for guests to customize their meal by selecting their own side dishes at no additional costs which led to the restaurant being featured in Gourmet, Food & Wine, Gentry, 7x7, and SF Weekly.

Over the years, Izzy's has contributed substantially to local schools and local and national charities including the Alzheimer's Association, Big brothers and Sisters, The American Red Cross, The American Cancer Society, Greenpeace and Dinner a la Heart. Besides it's outward contribution, Izzy's has committed to maintain a special physical charm and characteristic that includes its infamous dark wood paneling, booths, thick crockery and that harkens back to the speakeasies of prohibition.

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

Sincerely,

A handwritten signature in blue ink that reads "Mark E. Farrell".

Mark E. Farrell

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:		
Izzy's Steaks and Chops		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
R. Sam DuVall Joseph R. Kohn		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
3345 Steiner Street, San Francisco, Ca 94123	(415) 563-0487	
	EMAIL:	
	luckyjoekohn@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.izzyssteaks.com		
APPLICANT'S NAME		
Joseph R. Kohn	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
Owner/Partner		
APPLICANT'S ADDRESS:	TELEPHONE:	
112 Arguello Blvd. San Francisco CA 94118	(415) 515-5156	
	EMAIL:	
	luckyjoekohn@gmail.com	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
		C1195048

NAME OF NOMINATOR:	DATE OF NOMINATION:
Joe Kohn	4-2-17

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
3345 Steiner Street, San Francisco	94123	Feb 09, 1987
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	Feb 09, 1987-Present	

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:

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		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.

Joseph R. Kohn

3-14-17

Name (Print):

Date:

Signature:



IZZY'S STEAKS AND CHOPS

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.

Izzy's Steaks and Chops opened in the Marina District of San Francisco on February 9, 1987, serving the Bay Area for over 30 years.

Owner, Robert Samuel "Sam" DuVall has been sole proprietor since day one without interruption. The Bay Area's Legendary Barbary Coast Eatery, Izzy's has been serving steaks, chops, seafood and its world famous potatoes and creamed spinach for over three decades with few changes to its original concept.

In 1977, Mr. DuVall read an article about Izzy Gomez, the legendary Barbary Coast "purveyor of libations and good food" written by Tro Haper.

Izzy Gomez was the essence of the classic American success story. Leaving Portugal at the age of 18, he made his way to the United States where he first worked for a time on a Massachusetts farm. After making his way to the West Coast, he finally achieved his dream of opening a café in San Francisco in 1900. Surviving the 1906 earthquake, numerous run-ins with the law, and the stock market crash of the 1929 and the Great Depression, Izzy finally ended up at 848 Pacific Street, described at the time as an area "nearby where the streets of Little Italy meet the colorful alleys of Old Chinatown." Izzy was a friend to all: one of his fans was celebrated author and playwright William Saroyan. His famous play, "The Times of Their Lies," was actually set at Izzy's saloon. Known for his benevolence and good nature, Izzy was recognized by Life Magazine in 1943 as one of San Francisco's most colorful characters.

Having read his colorful biography, Mr. DuVall vowed that one day he would open a great "Bohemian" steakhouse in his honor, which he did. Today, you can read about the history of Izzy and his notorious saloon on the walls throughout the restaurant.

In late 2001, Mr. DuVall opened his second Izzy's location at 55 Tamal Vista Drive in Corte Madera. In the following years, he opened additional Izzy's restaurants in San Carlos, San Ramon and, most recently, Oakland. In total, Mr. DuVall opened five locations collectively employing as many as 200 employees.

Today, three of the five Izzy's Steaks and Chops restaurants – San Francisco, San Carlos and Oakland – remain open and are maintained by Mr. DuVall despite rapidly rising rents and

fluctuations in the meat industry. In an industry with a 93% failure rate within the first ten years, Izzy's continues to proudly serve the Bay Area.

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

The business has not ceased operations in San Francisco since it opened. Two years after opening, the Loma Prieta earthquake rocked the Bay Area, especially the Marina District. Luckily, Izzy's was barely damaged and kept its door open despite the disruption in the neighborhood. Even through the Great Recession, Izzy's never closed its doors or increased its prices. Mr. DuVall always made Izzy's affordable, insisting since day one on giving his customers the best value for dollar in town.

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

Owner Sam DuVall has been the sole owner of the business since it opened. While he's slowed down just a tad since turning 76, Mr. DuVall continues to be a fixture in the restaurant, engaging his customers almost every night of the week.

Mr. DuVall's only child, Samantha, began working in the restaurant alongside her father as a host after attending college at UNLV. Today, she serves as an adviser to her father. She also runs and co - owns a successful property management and real estate company with her mother.

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

Since its inception, Mr. DuVall has been the sole proprietor of the San Francisco location.

In San Carlos, now the second oldest location at 12 years, Mr. DuVall made then-Executive Chef Joe Kohn a 20 percent owner in 2005 after having purchased the building. The Oakland location opened in 2015 with Mr. DuVall and Mr. Kohn as equal partners. Today, Mr. Kohn oversees all three restaurants. Mr. DuVall, meanwhile, scours the world for flea markets and auction houses looking for artifacts and memorabilia for the next Izzy's.

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

Not applicable.

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

Prior to it being converted into a restaurant, the property at 3345 Steiner Street was the Marina's first U.S. Post Office. On the façade of the building on both sides are two Art Deco style U.S.P.S. logo eagles carved into the parapet. A picture of the original building can be seen inside Izzy's on the column, opposite the bar.

CRITERION 2

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

Izzy's has been the Marina's "watering hole" for decades. The restaurant originally drew its clientele from the Marina and Cow Hollow neighborhoods. It then became an iconic place for city officials, judges, city council members, city attorneys and even mayors. Izzy's was the place to get a four dollar martini and huge steak for under 30 dollars. As the business grew, so did its reputation as a classic steakhouse with a Bohemian ambiance. Eventually, it would also become a tourist destination. Patrons are constantly taking pictures of the iconic exterior and timeless interior.

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

In the 1995 elections, Terence Hallinan, a member of the Board of Supervisors, made the unlikely switch to District Attorney with a narrow election victory in 1995. One of Hallinan's moves drew criticism: the firing of 14 senior prosecutors -- in part to make room for more minorities on the staff -- by having terse form letters dropped on their desks instead of talking directly with them. The criticism intensified after Hallinan posted an armed guard outside his office for protection against what he said was a danger of retaliation.¹ Prominent Irish real estate developer Joe O'Donoghue confronted Hallinan about the firings while attending a birthday party at Izzy's Steaks and Chops. Hallinan responded by punching him. The resulting scuffle was lampooned by David Letterman.²

Izzy's remains a fixture of the restaurant community and the lore that is the checkered past of the Bay Area's most notorious eatery.

On February 22, 2012, in honor of its 25th anniversary, Izzy's received a Certificate of Honor from the San Francisco Board of Supervisors for its contributions to the City of San Francisco.

¹ Claiborne, William (20 February 1996). ["San Francisco Prosecutor Tries Something Different"](#). The Washington Post. Retrieved 13 September 2015.

² Dolan, Maura (5 April 1997). ["A Liberal Lays Down the Law in S.F."](#). Los Angeles Times. Retrieved 13 September 2015.

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

In the last 30 years, Izzy's has been featured in national publications such as Gourmet, Food & Wine and Gentry, and local publications like SF magazine, 7x7, Diablo Magazine, The Examiner, SF Weekly, The Guardian and the Marin Independent Journal. Izzy's was regularly mentioned by The San Francisco Chronicle's legendary columnist, Herb Caen.

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

Izzy's historical contribution to the city of San Francisco lies with its namesake, Isadore "Izzy" In 1977, Sam DuVall read an article about Izzy Gomez, the legendary "Barbary Coast purveyor of libations and good food," written by Tro Harper. Izzy's story was so compelling that Mr. DuVall decided that one day he would open an old fashioned "Bohemian" steak house in memory of Izzy.

Izzy was a friend to everyone. One of his greatest fans was celebrated playwright William Saroyan. Saroyan's famous play, "The Time of Their Lives," was actually set against the backdrop of Izzy's saloon. Known for his benevolence and good nature, Izzy was recognized by Life Magazine in 1943 as one of San Francisco's most colorful characters. On what would have been Izzy's 111th birthday, February 9, 1987, Sam DuVall opened Izzy's Steaks and Chops on Steiner Street in San Francisco. It was an instant success. In fact, Izzy Gomez may be more popular now than he was when he poured drinks at his saloon on Pacific Street.

Joe DiMaggio, Willie Mays, Larry Fitzpatrick, George Foreman, Elliott Gould, Anton LeVay, Britney Spears, George Lucas, the cast and crew of Mythbusters and the Deadliest Catch and team members of both the San Francisco Giants and the San Francisco Forty Niners are just some of the glitterati that have visited Izzy's over the years.

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

Izzy's demonstrates its commitment to the community by providing honest food at a great price.

Izzy's has maintained a presence in the Marina and Cow Hollow neighborhoods and contributes immensely to community fund raising events and local schools. Izzy's also contributes substantially to both local and national charities including the Alzheimer's Association, Big Brothers and Sisters, The American Red Cross, The American Cancer Society and Greenpeace.

Every year, Izzy's hosts Dinner a la Heart, raising money for the Institute on Aging. We have also sponsored both the "Tip-A-Cop" event and the local Sheriff's Department with annual donations.

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

Izzy's Steaks and Chops serves the Marina and Cow Hollow neighborhoods, as well as residents from throughout the Bay Area, tourists and the glitterati. Izzy's has provided a space for weddings, graduations, tourist groups, business travelers, and city officials to meet, eat, and discuss San Francisco politics.

The Marina sits on the former site of the 1915 Panama Pacific International Exposition, put together by city benefactors after the 1906 earthquake as a means of celebrating its reemergence. Aside from the Palace of Fine Arts, the other exposition buildings were demolished to create the current neighborhood.

The Marina is noted for its demographics which, since the 1980s, have shifted from mostly middle class families and pensioners to young, single professionals who now make up more than half of the population. A small, affluent, older population remains, however.

The Marina District has developed robustly over the last 30 years. When Izzy's opened in 1987, there were four restaurants on the 3300 block of Steiner Street. Today, there are 11, not counting Izzy's. Around the corner, Chestnut Street has exploded with high end retail, wine bars, restaurants and juice and coffee shops, making it a hub for locals to meet, shop and eat.

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

The location at 3345 Steiner Street is considered a "Category B Building" by the Planning Department.

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

The community would be at a loss if Izzy's were to ever move or close its doors. Over the past three decades, while dozens of restaurants have come and gone, Izzy's remains steadfast, only changing its prices. There are a handful of original staff members – Robin MacQuarrie, Michael Boyle, Eric Gehrels and George Palma – that have given Izzy's its great reputation as a worldwide destination eatery.

CRITERION 3

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

True to the founding principles, Izzy's Steak and Chops offers great food at a great price in a comfortable environment. Izzy's has been serving steaks, chops, seafood and its world famous potatoes and creamed spinach, for over three decades, with few changes to its original concept.

Owner Sam DuVall was a pioneering restaurateur who offered entrées with the option for guests to customize their meal by selecting their own side dishes at no additional cost. He also decorated the restaurant with classic memorabilia, vintage liquor bottles and original artwork in stark contrast to the trend in restaurants at the time consisting of neon, chrome and Day-Glo colors. Instead, Mr. DuVall took a more traditional, albeit quirky, approach that would ultimately payoff, drawing guests from all over the world to see this eclectic Marina landmark.

The original Izzy's on Pacific Avenue became a must-stop in the San Francisco club-crawling circuit in North Beach prior to and during prohibition. Izzy's good nature and huge heart fascinated his customers. Often, a down and out artist would trade a painting for dinner. These paintings became part of the décor at Izzy's rustic tavern. Because of his friendly nature, Izzy became a friend to movers and shakers in San Francisco, and conversely, the down and out. His generosity was legendary. He never forgot his early years living in poverty and was always ready to lend a helping hand to anyone who was down on their luck. So, when Sam DuVall decided on the décor, he pulled old vintage signs, photos, whiskey bottles and original artwork to create the same atmosphere as the original saloon.

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)

Izzy's has many famous dishes that bring people back, year after year, month after month. In particular, the recipes for the creamed spinach and Izzy's potatoes haven't changed in 30 years. The Zagat Guide once described the potatoes as "Irish caviar." The focus of the menu has always been to allow customers to customize their plate by choosing two side dishes at no extra charge, making it the best deal in town.

Classic cocktails compliment the menu with expertly crafted Martinis, Old Fashioneds, Sidecars, Negronis and the iconic Izzy's Manhattan made with Templeton rye, Antica vermouth, blood orange bitters and garnished with a Luxardo cherry.

The wine list, which emphasizes classic California varietals including Caymus, Duckhorn, Silverado and Hess, like the menu, offers great value for dollar.

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.).

The iconic painted sign of Izzy Gomez over the front door has tourists, Facebook aficionados and Instagrammers constantly taking pictures of themselves against the backdrop of the restaurant's patriarch.

Dark wood paneling, booths, thick crockery and imagery from the past define Izzy's interior. Almost all of the interior attributes are unchanged from the restaurants inception. The décor harkens back to the speakeasies of prohibition.

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.

← Izzy's - San Francisco, CA

ALL FROM MENU BY OWNER





IZZY'S STEAKS & CHOPS



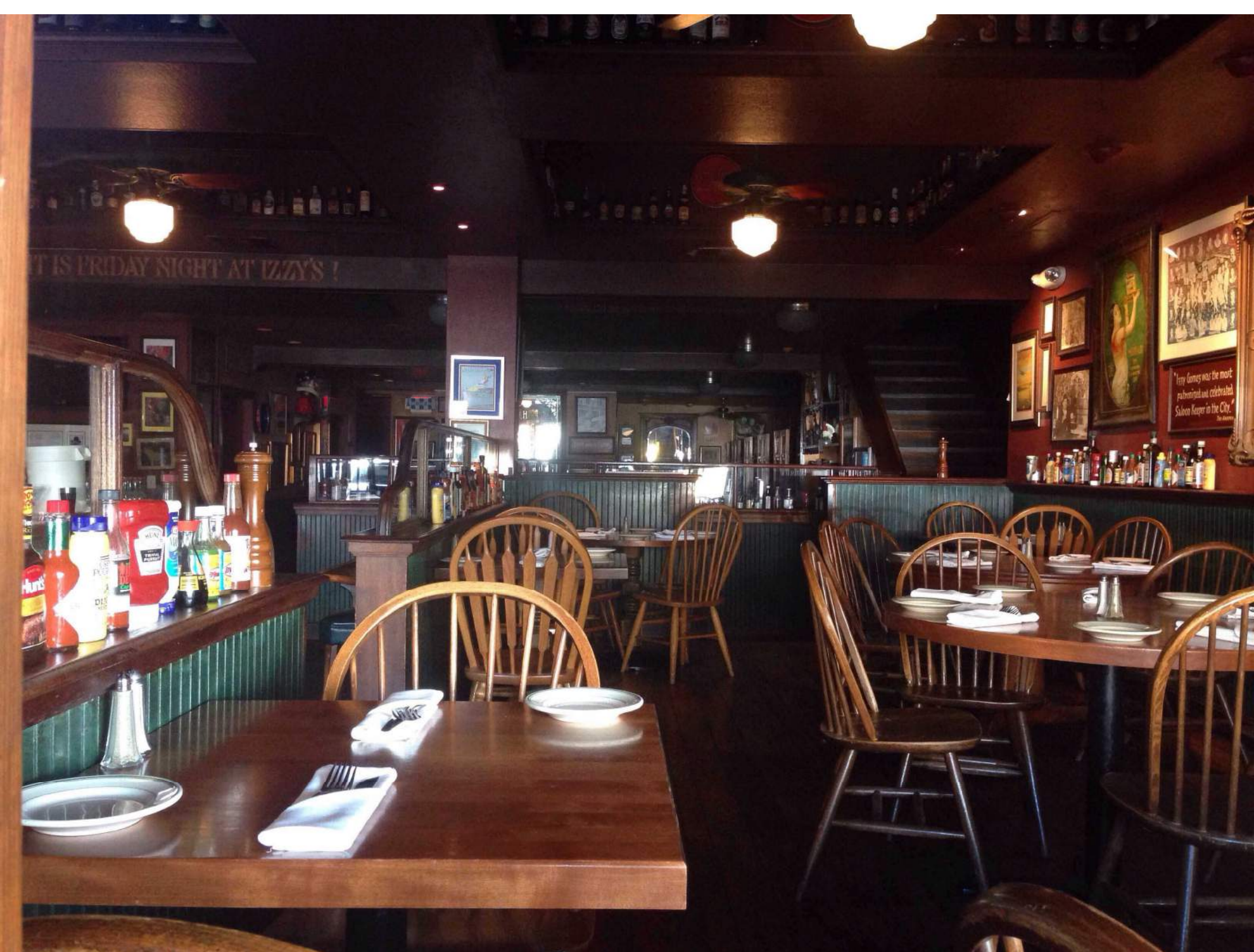
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IZZY'S STEAKS & CHOPS

Izzy's - San Francisco, CA

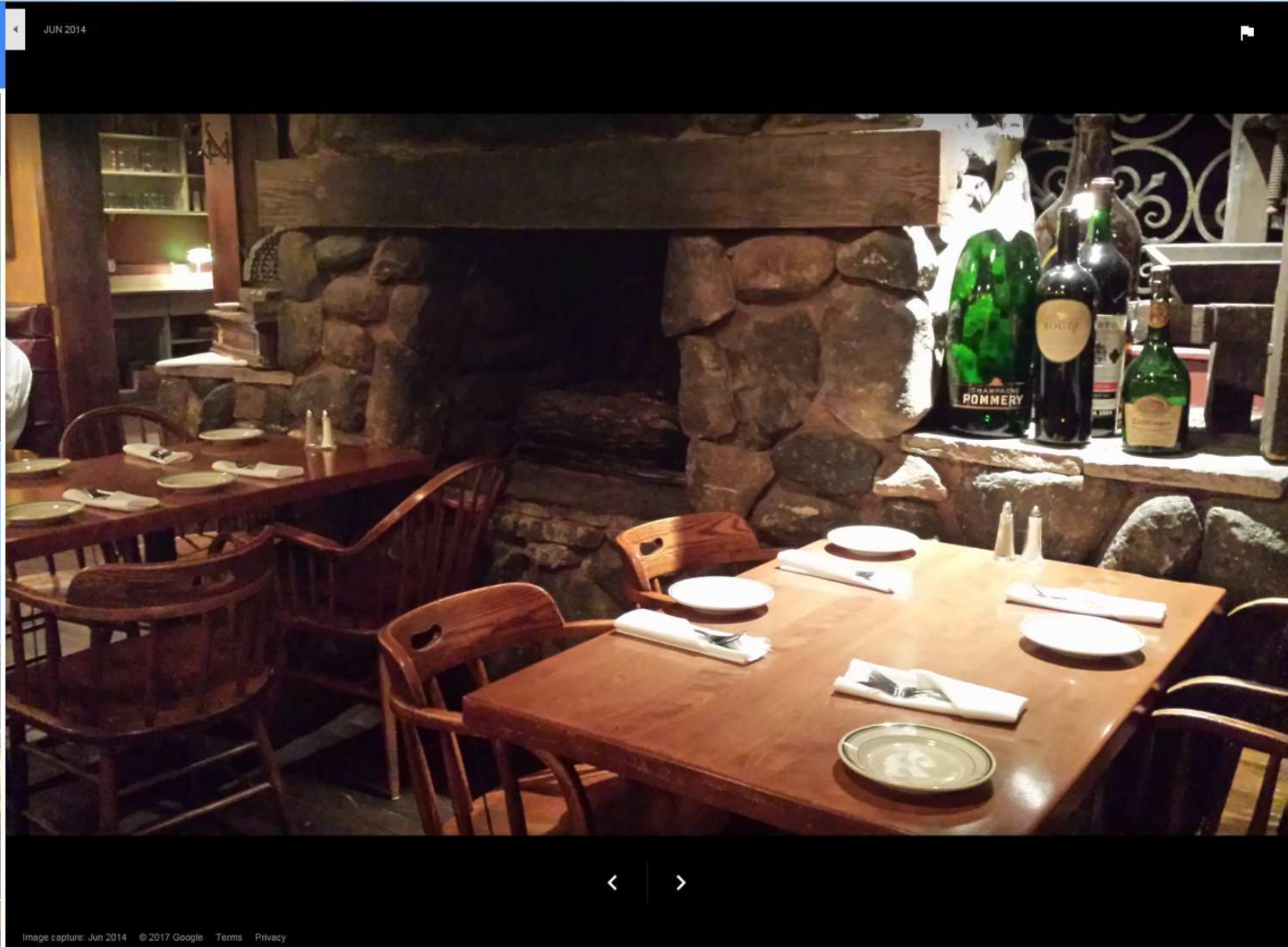
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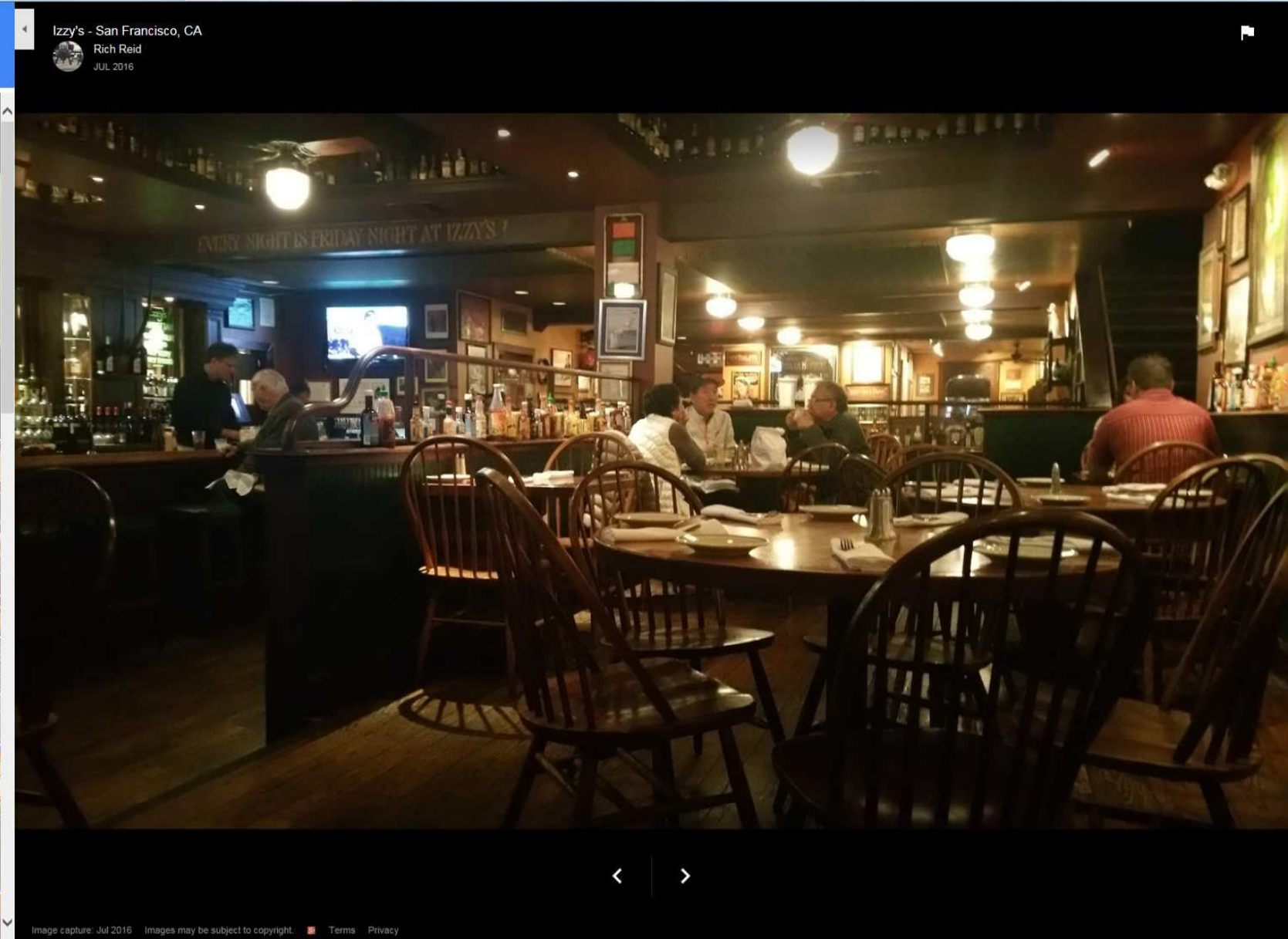
← Izzy's - San Francisco, CA

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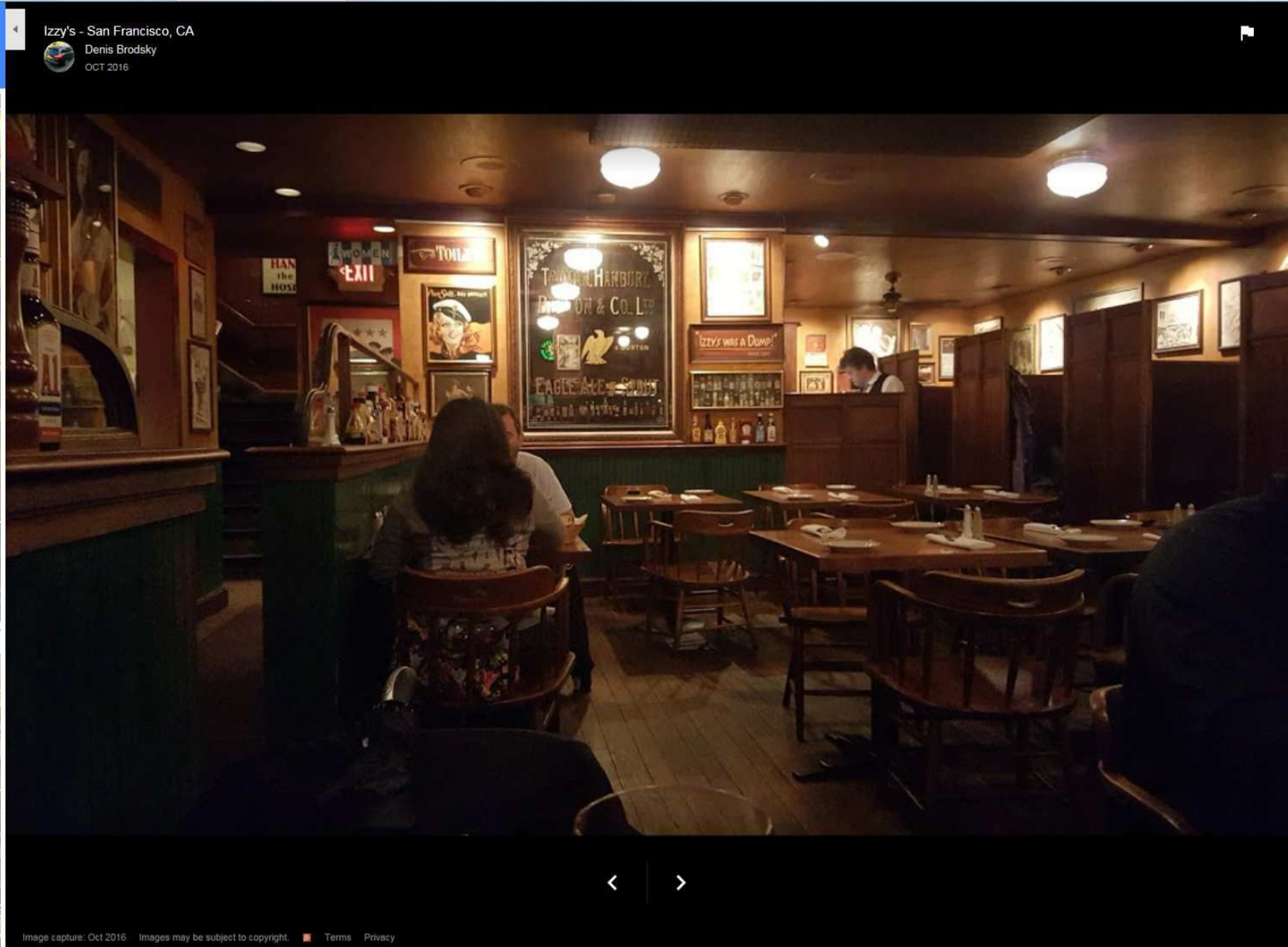
Izzy's - San Francisco, CA

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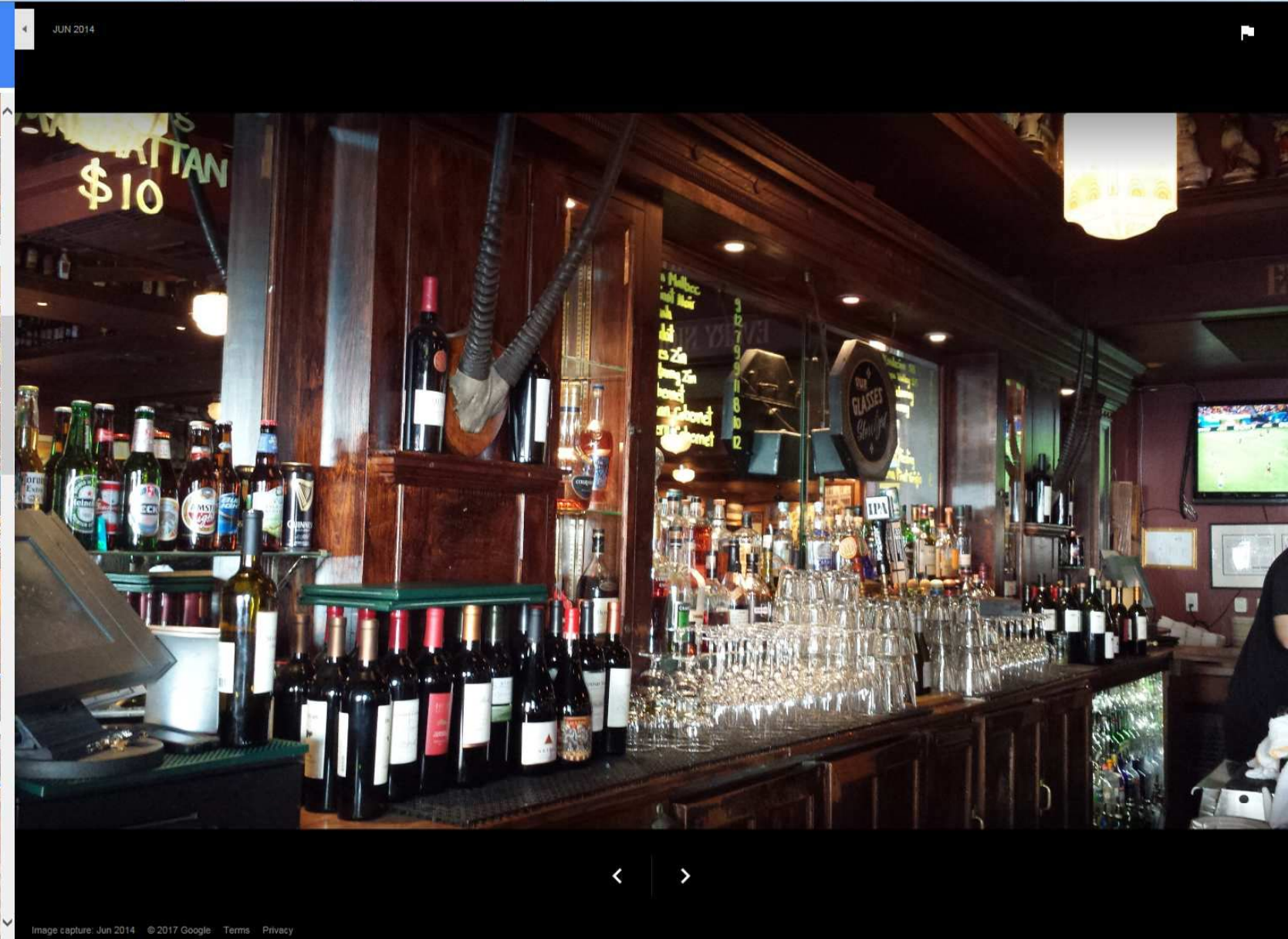
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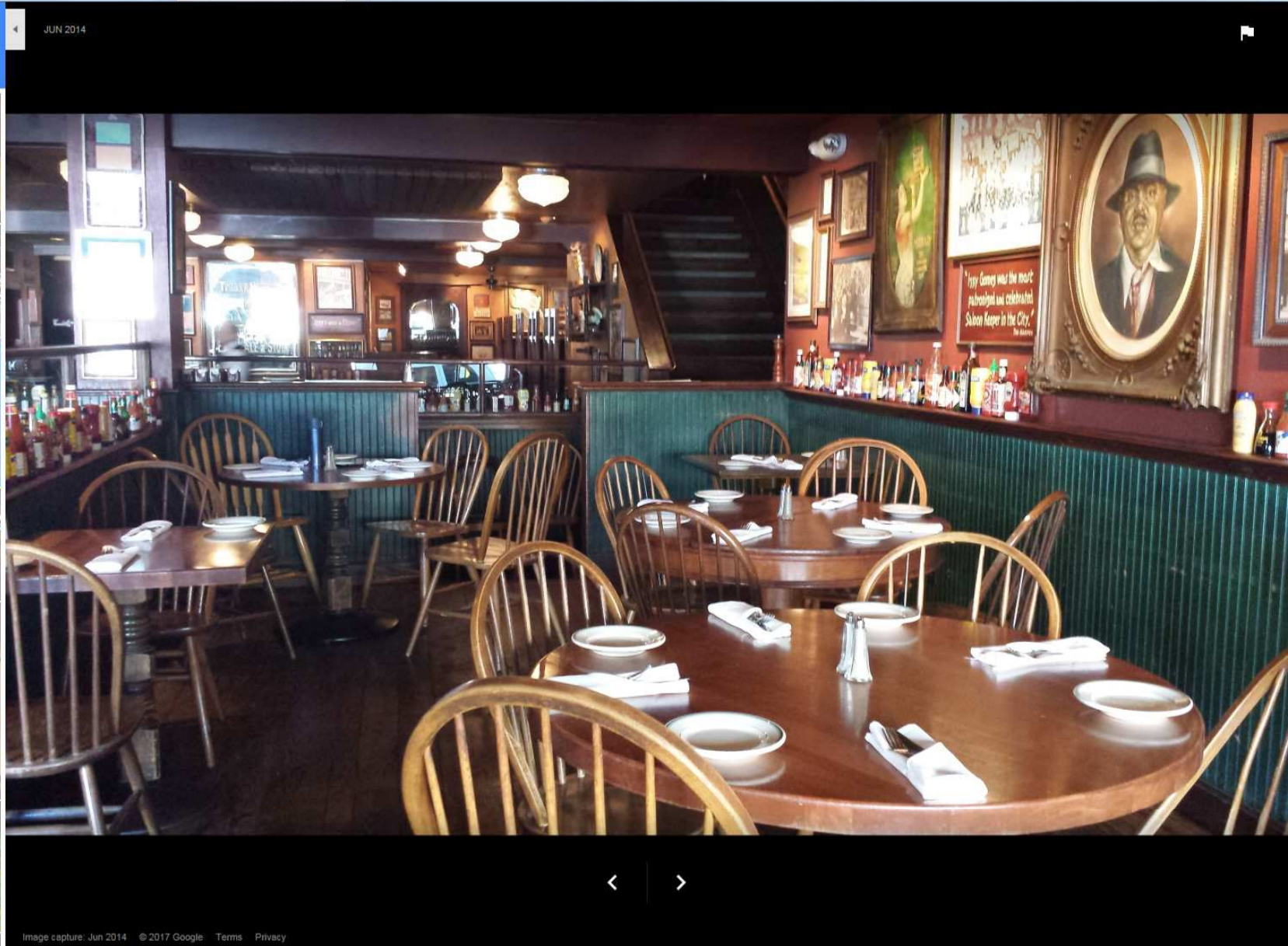
← Izzy's - San Francisco, CA

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"IZZY'S WAS A DUMP!"

HERB CAEN



Izzy's

“The Bay Area’s Legendary Barbary Coast Eatery”

STARTERS

GARLIC BREAD	HOUSE SALAD
CHEESY GARLIC BREAD	CHOPPED CAESAR SALAD
SAUTEED MUSHROOMS	HEARTS OF ROMAINE, bleu cheese crumbles
CAJUN FRIED OYSTERS	ICEBERG WEDGE, bleu cheese dressing, bacon, tomatoes
CRISPY CALAMARI	WARM GOAT CHEESE SALAD
PRAWN COCKTAIL	BAY SHRIMP SALAD, Thousand Island dressing
ROASTED MUSSELS	CRAB CAKE, French fries
BRUSCHETTA	SALAD OF THE DAY
DRUNKEN PRAWNS	SOUP OF THE DAY

DINNER

Dinner items are served with your choice of two of the following accompaniments / * house specialties

FRENCH FRIES	*IZZY'S OWN POTATOES	CARROTS & ONIONS
BAKED POTATO	*CREAMED SPINACH	STEAMED BROCCOLI
GARLIC WHIPPED POTATOES	SAUTÉED GREEN BEANS	BAKED SWEET POTATO
CHEF'S CHOICE	STEAMED ASPARAGUS	
	SWEET POTATO TATER TOTS	

STEAKS AND CHOPS

NEW YORK STRIP STEAK
NEW YORK AU POIVRE, cracked pepper, brandy sauce
STEAK DIANE, medium rare, mushroom brandy sauce
FILET MIGNON
FILET MIGNON MEDALLIONS AU POIVRE, cracked pepper, brandy sauce
BLACKENED CAJUN FILET MIGNON
TERIYAKI TOP SIRLOIN, medium, roasted pineapples
MARINATED SKIRT STEAK
PORK BABY BACK RIBS, half or full rack
PORK CHOP, apple chutney
BLACKENED CAJUN HAMBURGER STEAK
LAMB T BONE CHOPS, two or three chops
PRIME RIB, 8, 10 or 14 ounces

OUR MEAT IS WET AGED 21 DAYS
Additional / extra au poivre sauce

SEAFOOD

SNAPPER, pan seared, lemon, dill
CRAB CAKES (2)
GRILLED KING SALMON FILET, dill butter
BLACKENED SALMON, grilled pineapple salsa
REX SOLE, lemon butter sauce
CAJUN FRIED OYSTERS, French fries, jalapeno sauce
DRUNKEN PRAWNS, poached in beer, butter and Cajun spices
PRAWN PESTO PASTA, linguini, mushrooms, spinach, tomatoes
FISH AND CHIPS, snapper, tartar sauce

CHICKEN

TERIYAKI CHICKEN, breast meat, roasted pineapple
CHICKEN PICCATA, lemon butter sauce, capers
CAJUN CHICKEN PASTA, fettuccine, sundried tomatoes, bell peppers, pine nuts, Alfredo sauce
CHICKEN MARSALA, mushroom sauce
TERIYAKI CHICKEN AND ONE QUARTER BBQ PORK BABY BACK RIBS

DINNER SALADS AND BURGERS

SAN FRANCISCO SHRIMP LOUIS SALAD
TERIYAKI CHICKEN SALAD
COBB SALAD, grilled chicken breast, bleu cheese
IZZYS BUILD A BURGER (22/78 fat to lean, 40/60 chuck to round), tomato, pickle, onion, shredded lettuce, French fries

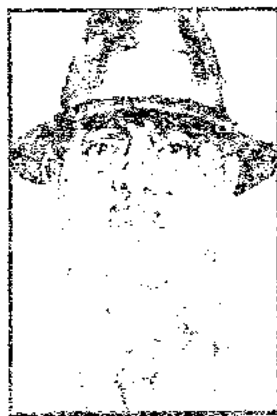
ADD BLEU, GOUDA, AMERICAN OR CHEDDAR CHEESE	ADD FRIED EGG
ADD CARAMELIZED ONIONS OR SAUTÉED MUSHROOMS	ADD EXTRA THICK VIRGINIA BACON

Corkage fee \$20.00 per 750ML
Dessert fee \$2.00 per person

Split Plate Charge \$4.00
20% service charge added to parties of 6 or more

The consumption of raw and undercooked foods may increase your exposure to food borne illnesses

IZZY LIVES!



IZZY GOMEZ WAS BORN
FEB. 9, 1877
HE DIED JUNE 21, 1944



Tomorrow, Feb. 9, 1987

THE LEGEND IS RE-BORN!

*A personal message to the
dining public from Sam DuVall:*

Ten years ago, I read an article on IZZY GOMEZ, the legendary Bohemian Steak paragon of libations and good food, written by Tim Harpster. IZZY's story was one that legends are made of and I decided that one of these days I was going to open a great old-fashioned "bohemian" Steak & Chop House in memory of IZZY GOMEZ. That day has finally come... it's tomorrow!

IZZY was a real slice of old San Francisco. He was born in Portugal, came to America when he was fifteen, opened his first joint on Pacific St. near the old Barbary Coast in 1900. Over the years he moved three times, ending up at 848 Pacific in the early 1930s.

IZZY had a heart of gold... it was said, "that the only thing IZZY ever turned down was the gift of his great black fedora"... which he was never without. When asked if he ever took off his hat, he replied, "Sure, but only to my wife!"

IZZY was a friend to everyone... the down and out as well as the famous. Walter Winchell, a great fan, once described IZZY as "a big hunk of radioactive substance from which kindness is continuously emanated."

William Safire once wrote "Times of Our Lives" in part about the going and of IZZY'S.

I wanted to re-create those wonderful times so I am opening IZZY'S STEAK & CHOP HOUSE where you can enjoy our fine aged Me & Western Steaks & Chops in a very casual atmosphere (no over-the-coats & ties required) and most of all... HAVE SOME GOOD OLD-FASHIONED FUN!

The opening of IZZY'S coincides with my 20th year in the restaurant business in San Francisco... the toughest restaurant town in America. I want to personally thank each one of my loyal customers over the last twenty years for your support and especially to all of you who have helped to make SAMANTHA'S, my seafood restaurant in Levi's Plaza, such a big success in its first year!

IZZY'S

STEAK & CHOP HOUSE
3345 STEINER ST. (NEAR LOMBARD)
SAN FRANCISCO
RESERVATIONS: 563-0487

"Dinner Every Evening"



MEET IZZY GOMEZ



On the wall above a table at Izzy's cafe, hangs a picture of a stork soaring high over San Francisco rooftops. From the beak dangles a bundle from which peers the face of a kind and sophisticated cherub. Said features are crowned with a wide-brimmed black fedora.

This sketch illustrates the popular legend that Isadore Gomez arrived in this world in a black hat which he has worn ever since. Certain it is that no one has ever seen him without it, except for those fleeting moments when he doffs it in quick but courtly fashion to maids, matrons, and widows who reach the top steps of his Pacific Street rendezvous.

Everyone who explores San Francisco's night life discovers that the way to start and end a large evening is with preliminaries and a perfect steak dinner at Izzy's, then a night-cap among celebrities who haunt this most Bohemian of San Francisco's night spots.

An ageless and unchanging sort, Izzy Gomez is little different in appearance from the old Barbary Coast days when he presided over the famous Kentucky Bar. Unchanging save that, if possible, his already "hugest hand" and huge heart grow larger with the ever widening host of his friends and admirers.

For Izzy is a friend to everyone — down and outers as well as famous and favored. A line of those he has fed and helped would reach from his Pacific Street emporium to the Ferry Building and back again, and the birthday greetings tacked up on the wall behind his bar come from a list of admirers that reads like a section of Who's Who: Walter Winchell, Leonard Ross, William Saroyan; and a host of artists and writers have, with brush, pen, and camera, contributed their eulogies.

Born near Lisbon, Portugal, in a direct line from that other famous Portuguese traveler, King Henry, the Navigator, Izzy ran away from home at fifteen, a mere slip of a lad weighing two-hundred-fifty pounds. He sailed on a square-rigger, was shipwrecked off the coast of Spain, and finally made his way to the U.S.A. where he worked for a time on a Massachusetts farm. After hobnobbing his way across country, Gomez achieved his goal, San Francisco, and opened his first cafe — just "temp'rarily", he says, until he found something else to do.

That was forty years ago, and such is Izzy's genius for making friends that he survived the fire of 1906, to rise phoenix-like at a new place, only here to undergo the trials of the "great experiment." The Gomez hospitality was then interrupted periodically by trips to the county jail where he exercised his talents for cooking. Jailers and deputies were treated to Lobster Newburg a la Bastille chez Isadore.

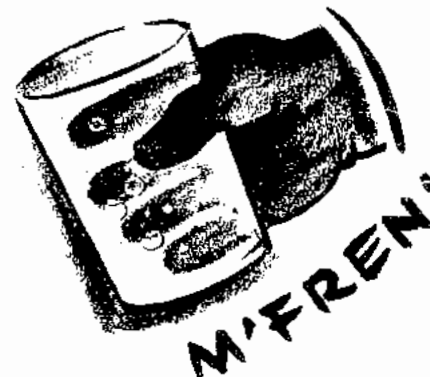
Again the stock market crash sent his skyrocketing downward, but though he lost a fortune, he didn't lose a friend, Izzy kept going, helped by those more fortunate than he, and gave many a hand-out to those in worse shape.

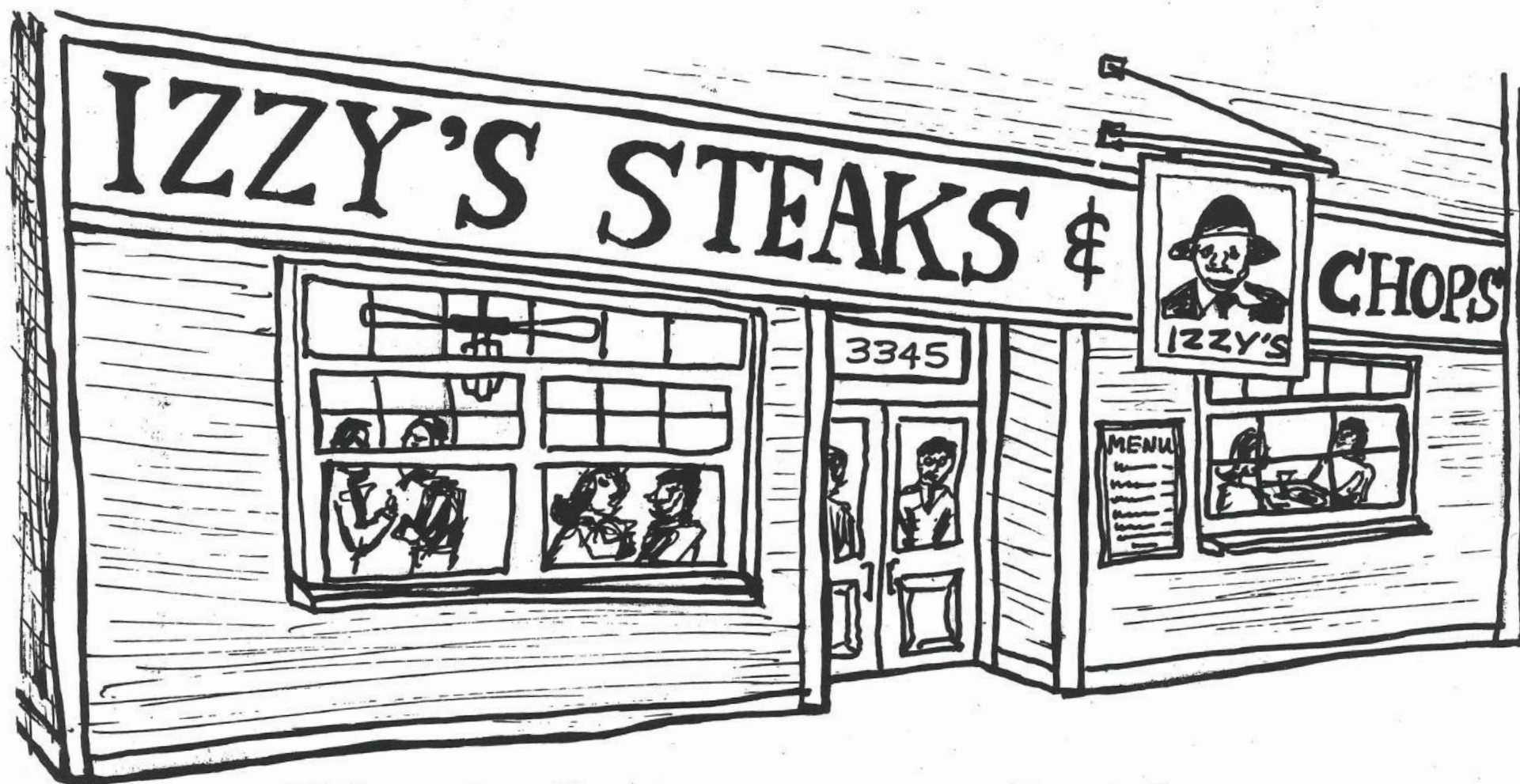
Now for more than a decade, he has been tranquilly presiding over 848 Pacific Street. Nearby the street of gay Little Italy meets the colorful alley of Old Chinatown.

In this "Time of Your Life" atmosphere, you will meet tourists, diner-outers, professional and businessmen who want a good steak, radio commentators, stage stars, artists, and politicians. Among them move old Dad Niemeier, Joe, the cook, and your ponderous, personable host Izzy, soft-voiced at all times.

"What's matta, fren'? Too long time you no been to Izzy's."

Izzy is "fren'" to all. He is inviting you and your friend to come back again and yet again to San Francisco's most Bohemian night spot, 848 Pacific Street.





**If Steaks & Chops were a Religion,
This would be the Cathedral!**

IZZY'S STEAKS & CHOPS
3345 STEINER (In San Francisco's Marina District)

DINNER EVERY EVENING
RESV. (415) 563-0487

No Mistake Dinner

By Basso Profundo

We finally agreed that three of the four of us wanted a great steak for dinner, but didn't want to put on a tie or jacket or spend a small fortune for our meal. We wanted to go out and have a good time and a good steak in a casual, up scale restaurant without a parking nightmare. These being our parameters, we decide to check out Izzy's Steak & Chop House in the Marina, conveniently located on Steiner, between Lombard and Chestnut Streets.

Entering, we were warmly greeted by the host, who showed us to a section of the bar where we could enjoy a drink and the unique atmosphere created by the hundreds of old photos and articles relating to the history of one of San Francisco's most notorious saloon-keepers, Mr. Izzy Gomez. We were told Gomez had operated a series of saloons and steakhouses on Pacific Avenue in the old Barbary Coast area from 1900 to 1944.

Izzy's is the type of place where you want to walk around and closely examine the pictures and artifacts that jam the walls, but alas it was time to be seated and we were escorted to our table with plenty of room to relax, and presented with our menus. Reading the menu alone can take a while. Izzy Gomez died in 1944, but left behind a legacy of legends, tales and a saloon that serves what turns out to be some of the best steaks in town.

Our waiter soon appeared and suggested several starters. We were informed that all of Izzy's beef is house-aged Angus.

We selected a prawn cocktail, Caesar salad, and a hearts of romaine with blue cheese, each of which would be an ideal accompaniment to the steaks which would soon arrive. I chose the

blackened filet with Izzy's potatoes and creamed spinach. One of my companions tried the New York au Poivre with the same veggies, another chose two huge perfectly done loin lamb chops with a baked potato, roasted onions and carrots, and finally our one non-believer had the platter of cajun fried oysters.

Every item was perfectly cooked to order, a rare occurrence, and in the tried and true method of tastology, each of us tried bites of the other's dish. All entrees come with a choice of two side dishes. There is a very competent and reasonable wine list and our waiter steered us toward a bottle of Sebastiani Barbera which was, as he had promised, perfect with our meal.

As we were finishing dinner and pondering dessert, we were approached by an elegantly casual chap, who asked how our meals and service had been, and introduced himself as Sam

DuVall, the proprietor/creator of Izzy's. Soon we were talking about restaurants in general. Mr. DuVall, who has opened seventeen restaurants around the country, is an affable, confident man who can be found enjoying his restaurant almost every night.

For anywhere from \$10.00 to \$19.00, one can wolf down a huge steak, and imagine what it was like in those good old days when Shanghai was not a place you went to, but something that happened to you, and the man in the fedora in the corner really was Sam Spade.

Izzy's is a must for the serious steak lover who wants to enjoy his beef in a casual, fun, moderately priced, exciting atmosphere. Reservations are suggested. (415) 563-0487.

Basso Profundo is a well-known local restaurant and bar habituee, who has gone undercover for BENEFIT.



Izzy's Steak and Chop House in the Marina takes you back to the days when the man in the fedora in the corner really was Sam Spade



A man and his bar... the legendary Izzy Gomez, who ran a series of saloons and steakhouses on Pacific Avenue in the old Barbary Coast area inspired the present day Izzy's

OCTOBER 1987 • \$2.50

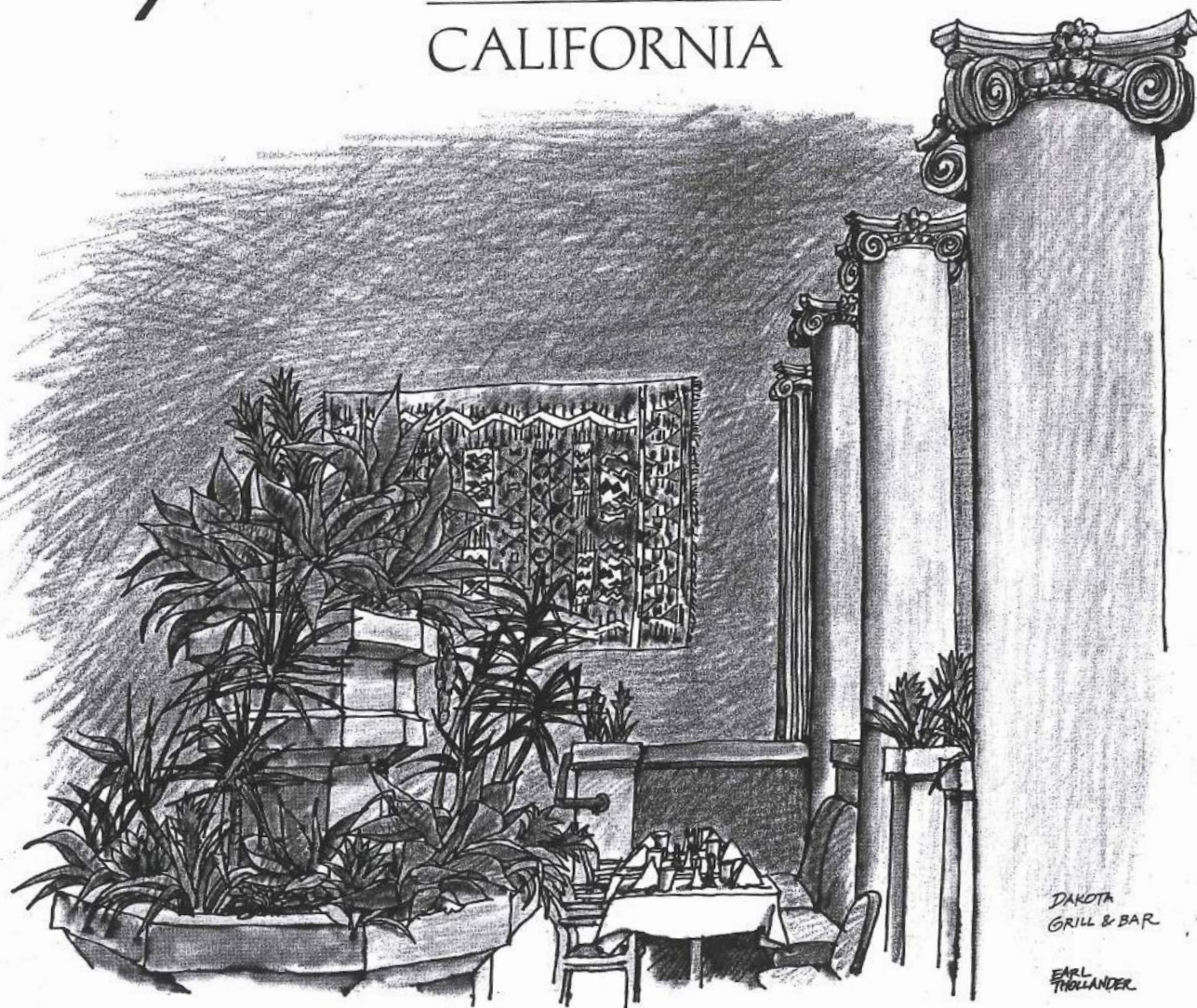
Gourmet

THE MAGAZINE OF GOOD LIVING



Spécialités de la Maison

CALIFORNIA



BY CAROLINE BATES

DAKOTA GRILL & BAR, IZZY'S STEAK & CHOP HOUSE, CELADON

Berkeley and San Francisco

The dining room of the historic Shattuck Hotel in downtown Berkeley expresses the architectural grace and space of an era when soaring ceilings with ornate details, huge arched windows, and Ionic columns embodying Hellenistic ideals of beauty were deemed the proper setting for a meal. Here one almost expects to see proper black-jacketed waiters pouring tea from embossed silver pots and serving watercress sandwiches and crumpets to genteel ladies in flowered hats. But this is Berkeley, 1987, not 1910, and the sharp serving staff, clad in khaki pants, teal-blue aprons, and bolo ties,

scoot around the dining room with plates of corn fritters with jalapeño jelly and grilled tuna with a *chile poblano* vinaigrette for a rather different sort of customer. Berkeley is a community of storefront eating places and cafés in cozy cottages, not of elegant dining rooms that preserve the grandeur of the past. But DAKOTA GRILL & BAR is a striking exception that has brought the city its first all-out Southwestern kitchen as well, and the combination is a knockout.

Ellen Hyland and Jason Green, who own Dakota and also a fifteen-year-old catering company (formerly known as The Groaning Board, the firm, now called Savoy Catering, operates the garden restaurant on top of the Summit Center in Oakland), spent a year putting the restaurant together and

Gourmet

Izzy's Steak & Chop House

Izzy's was a dump." That is how San Francisco's famous Chronicler, Herb Caen, felt about the celebrated Pacific Avenue saloon where Isidore Gomez dispensed steaks and hamburgers and what he called his "soft drinks" to a thirsty Prohibition-era clientele. Dump or not (someone pointed out that Izzy's was cleaner than it looked, especially on Sunday mornings when "the broken teeth, glass, furniture, and discarded garments" were all swept into a pile), Izzy's was the most patronized saloon in San Francisco in the 1930s, and its Portuguese proprietor has earned a place in local annals as one of the most colorful saloonkeepers in a city that has never lacked candidates. The legend may be larger than life, but then so was its subject. Izzy weighed well over three hundred pounds—"a huge gingerbread man without icing" someone called him—and was rarely seen without his slouchy black

fedora covering what was reputed to be a bullet-shaped head. He was said to be a kindhearted man, to treat all women with respect (he adored his wife, who was twenty years his senior), and to dislike profanity, although that didn't deter his customers much. But another part of the legend says that early in his career he was a shanghaier who delivered drunks to the captains of departing ships in need of a crew. During Prohibition he displayed ingenuity in keeping his place open, and he became famous for his grappa fizz, a kind of Ramos fizz made with raw grape brandy instead of gin. His death in 1944 prompted the kind of nostalgic, anecdote-filled, and fulsome newspaper obituaries that San Francisco writes mainly about its beloved oddball characters, seldom about its sober citizens. He and his saloon, someone said, were the last link between the rip-roaring Barbary Coast days and the postwar era.

But in San Francisco old saloons never die, they just get revived. "Izzy lives" proclaims the black sweat shirts for sale inside Izzy's Steak & Chop House at 3345 Steiner Street, where portraits of Izzy, pithy observations by and about Izzy, old photos of Izzy in his saloon, and a good deal of unrelated vintage stuff ranging from needle-

IZZY'S STEAK AND CHOP HOUSE



joints of Old Glory to shingles advertising "Wahoo Indian tonic for liver and kidneys" plaster every available inch of wall upstairs and down and even along the stairway between the two. This is Sam DuVall's latest old San Francisco eating place, and it also has two bars, one for each floor; a row of mirror-lined booths; ceiling fans; and hundreds of small bottles of steak sauces, *salsas*, and hot pepper condiments lining the racks of the banquettes upstairs and shelves around the downstairs room. What DuVall does best is create good-time places with an old-time look and an up-to-date kitchen, and with Izzy's he has shrewdly divined the city's current tastes.

Like the original, this Izzy's specializes in steaks (although DuVall couldn't resist filling out the menu with a few Southern-style and Cajun dishes from his Samantha's near the Embarcadero and his Ritz Cafe in Los Angeles). If the happy-looking customers chomping away on Izzy's steaks are any indication, San Franciscans must be closet red-meat eaters. (Apparently the steak-house chains think so, too: Palm and Ruth's Chris have opened branches in the city.) My faithful dining companion, who has never disguised his preference for a steak, came along with me to Izzy's with an unusually large appetite for the dinner ahead. A steak needs no frills beyond some decent potatoes and a salad, as the restaurant knows. Our waiter brought him a crisp Caesar salad with croutons and a tangy anchovy dressing and served me hearts of romaine with crumbled blue cheese, perfect steak salads both.

The waiter, a real professional who inspired our immediate trust, steered us from the red wine we had asked about ("very thin," he said, producing a glass with a little in it so we could taste for ourselves) to a fuller-bodied ZD Pinot Noir '82 (\$20) that stood up to our meats far better. He didn't beat about the bush when it came to the steaks, noting that the marinated skirt steak and the steak *au poivre* weren't for serious eaters. The only steaks to consider were the New York strip sirloin, aged for twenty-one days, and the blackened filet mignon, in that order. Izzy's steaks come from Certified Angus Beef, high-quality young Angus cattle that qualify for the upper range of choice grade and sometimes prime. My companion, naturally, chose the New York strip sirloin, which arrived poised on a steak knife along with creamed spinach with nutmeg and "Izzy's own potatoes"—good scalloped potatoes with Parmesan cheese and gobbets of melted Gouda. There is an unmistakable "mouth feel" to a good steak. It is satisfyingly chewy but not tough, nicely juicy, and clean-flavored, and this thick sirloin met those criteria and

more. The steak lover was content. A filet mignon, a leaner, tenderer cut with little marbling and less flavor, is no match for a New York steak. But a blackened filet mignon rubbed with cayenne and other spices and seared in a hot skillet certainly isn't bland, and I enjoyed mine immensely. A freshly baked potato, wrapped in parchment twisted on the ends like a cornhusk tamale wrapper, was a pleasant surprise, and roasted sliced onions and carrots made better-than-average steak accompaniments.

That satisfying meal was essentially what almost everyone goes to Izzy's to eat, with one exception. The only serious competitor to the New York steak is a pair of loin lamb chops, at least two inches thick, which are remarkable not only for their succulence and flavor but their \$16 price. Izzy's menu also features dishes for "non-believers," who don't make out badly at all. I felt cowardly ordering grilled salmon here, but the fish was airy and lovely with a fresh dill butter. The kitchen has borrowed a few ideas from DuVall's Samantha's, including the delectable "Cajun fried oysters"—eight juicy oysters with a crisp cornmeal coating served in shells lined with a spicy green *jalapeño* and coriander *salsa*—which are apparently Cajun by way of Mexico. Fresh Gulf shrimp heaped on *linguine* with a creamy coriander sauce, orange sections, and slivers of lemon peel is a different sort of pasta and an appealing one.

Unfortunately, the desserts duplicate Samantha's, too: *crème brûlée* (too thick for my taste), a gooey rum-spiked chocolate pecan pie, and a pretty good Key lime pie. Izzy's should develop its own desserts. Certainly there should be a cheesecake and a real American fudge cake.

At the original Izzy's, customers could get a hamburger on half a loaf of sourdough for two bits and an eight-ounce tumbler of red wine for a dime. DuVall can't match that, but beginning with a hamburger with Gouda cheese (\$7) and working up to the lamb chops (\$16) and the New York sirloin strip and filet mignon (both \$17), this Izzy's delivers a lot for the money. Salads are around \$4 and \$5, and most desserts are between \$3 and \$4. There is a small, unpretentious list of California Cabernets, Pinot Noirs, and Merlots for mostly \$20 or under and an even less expensive selection of Chardonnays. And, of course, there is a grappa fizz, made exactly as Izzy used to mix it, to toast the good old days that most of the customers are too young to remember. I am sorry to say that the bartender requests for it. Izzy's is open 98 serving dinner from 5:30 to 11 P.M. except on Sundays, when the hours are 5 to 10. Reservations are essential. Telephone (415) 563-0487.

San Francisco

JANUARY 2002

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THE IMPORTANCE OF SEX, ROMANCE, AND FRIENDSHIP IN UNCERTAIN TIMES

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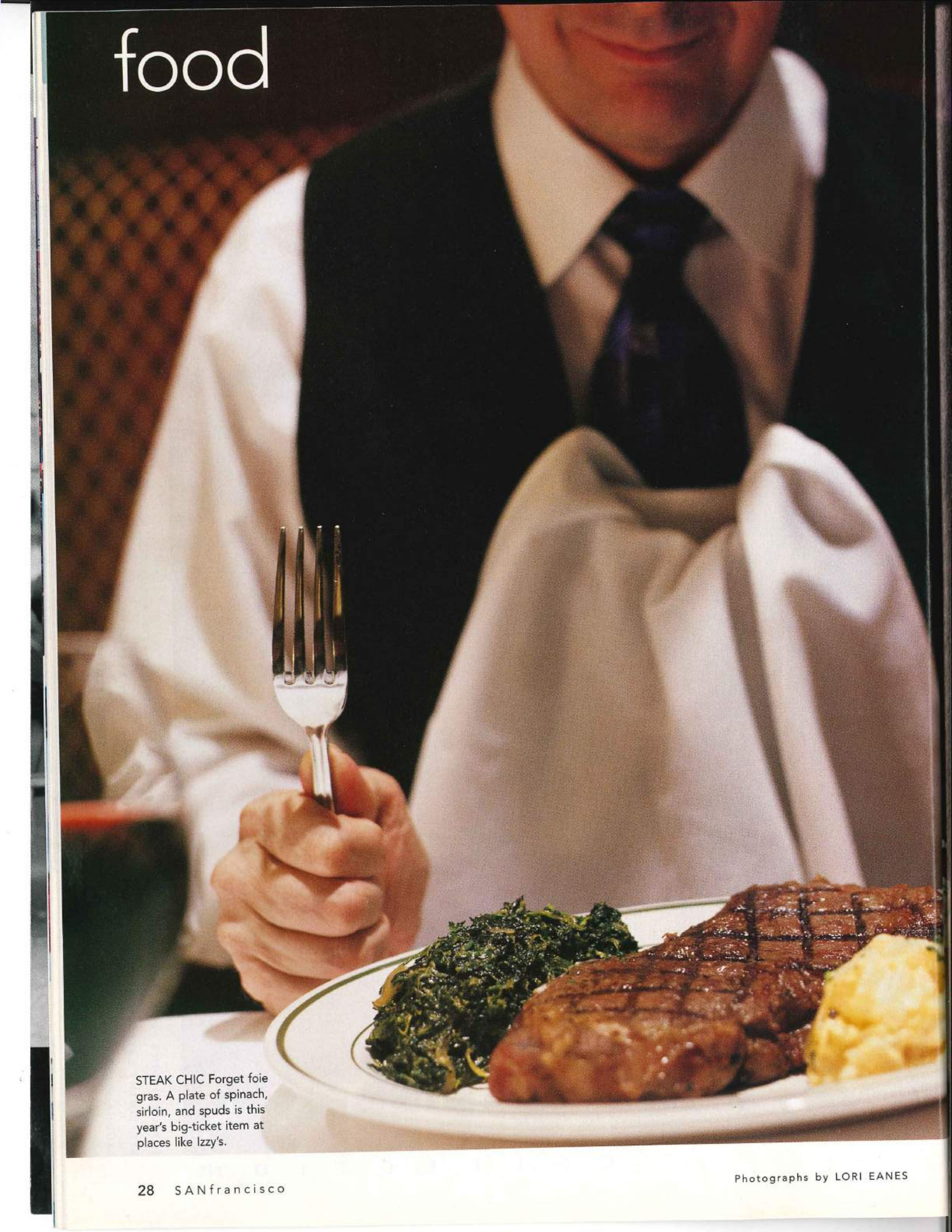


WHAT HAPPENED AT SFMOMA?

The intrigue behind
David Ross' departure

THE STEAK-HOUSE CRAZE

food

A man in a white dress shirt and dark vest is seated at a table, holding a silver fork over a plate of food. The plate contains a large piece of grilled sirloin steak with a cross-hatch grill pattern, a portion of sautéed spinach, and a small mound of yellow butter. The background is dark and out of focus.

STEAK CHIC Forget foie gras. A plate of spinach, sirloin, and spuds is this year's big-ticket item at places like Izzy's.



Cow Town

While many Bay Area restaurants struggle to survive, a herd of new steak houses proves that nothing succeeds quite like a thick steak and a cold martini. BY MAILE CARPENTER

OUTSIDERS SEEM TO THINK OF US AS THE WHEATGRASS FOLK. OATCAKE LOVERS. Tomato worshipers. The Bay Area is a culinary capital, sure, but one in which you're assumed vegetarian until someone sees you eat bacon.

The truth is, we're ravenous meat eaters, like the rest of the country, and anyone who's ever cruised down Van Ness around dinnertime knows it. Drop into the House of Prime Rib some weeknight. It looks like a Kansas City Kiwanis Club convention, the tables full of ample-gutted men scarfing down second helpings of prime rib and piles of creamed spinach. In a town of fickle restaurantgoers and in a time of economic flux, the Bay Area's steak houses—Morton's of Chicago, Harris', Alfred's, Izzy's, Casa Orinda—are turning out to be the unflappable old standbys. The ethnic tapas joints will come and go. The Glows and NeOs will have their celebratory openings and quick, quiet departures. But around here, a restaurant that offers a stiff martini alongside a pile of red meat will keep tables turning with barely a pause.

It's no coincidence, then, that many restaurateurs who are daring to enter the floundering current market are doing so with meat and potatoes. New steak houses are opening up all over: Beau-Vine in St. Helena, Connors & Berk in Burlingame, Bob's Steak & Chop House in the Financial District, Max's Diamond Grill near Pac Bell Park, a second Izzy's Steaks & Chops in Corte Madera, Flatiron Grill in Calistoga, and Babbo in Mountain View.

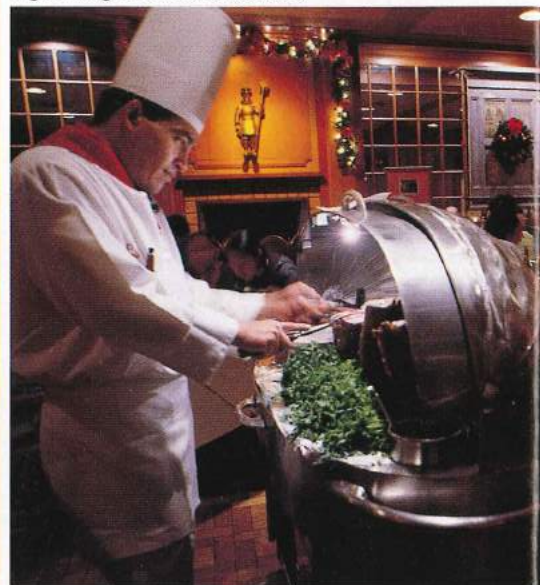
"I polled more than 2,000 people and studied the demographics around Napa. They want steak. They want Americana," says Vincent Cosgrove, who opened Beau-Vine in August. Cosgrove also studied the menus in the Napa Valley area and found a glut of Italian and French eateries but very few steak houses. "People were just clawing for it," he says. Babbo owner John Akkaya tried a bar and grill in his grand Mountain View space, failed, then turned to steaks and chops. Dave Connor, who teamed up with Max's restaurant chain owner Dennis Berkowitz to open the new Connors & Berk in Burlingame, made the same move when his Mediterranean-inspired Tantillo's failed in that spot after a mere eight months.

Berkowitz, who is opening Max's Diamond Grill in early March, proudly says he has trusted the steak-house concept all along. He's built a local empire on it. "We haven't changed the material on our menus in 20 years," he boasts. "It just tells me that the average person is going to eat a certain way. There's only so much truffle oil you can consume. We're creatures of habit, and sooner or later, everyone wants a good steak." The birth of all these steak houses in an otherwise risky market seems to be merely common sense. We'll be eating birthday, anniversary, and business dinners at them until the cows come home, and for owners, they're simple and inexpensive to run. As Berkowitz says, "You don't need a big white hat and all the attitude to cook a steak."

Which works out well, because we aren't expecting any culinary wizardry when we eat at a steak house, either. Everyone understands that a good T-bone usually comes



COLD GIN AND HOT BEEF A dry martini is the classic precursor to a steak dinner (LEFT). At House of Prime Rib, the meal arrives on a gleaming steel coach (BELOW).



FOOD

with a side of hospital food. We go, of course, for the show—the grand ceilings, deco lighting, and velvet curtains. The cases of knives and rolling carts of condiments, the parades of meat and dancing lobsters. The signed celebrity photos covering the wall confirming that, indeed, we've discovered where all the stars eat, even if we're 40 years too late to see them in the flesh.

Stars or no stars, this is dinner theater. At House of Prime Rib, waiters perform a bowl-spinning circus act to dress the salad at every table, and push zeppelin-like steel chariots of prime rib around the room. At Morton's of Chicago, servers deliver *Mr. Rogers*-style speeches about the food groups on

the menu, pushing carts of visual aids, including Saran-wrapped cuts of meat—can you say *porterhouse*?—and bunches of broccoli the size of human heads. Harris' and Alfred's welcome diners with more subtle, but still awe-inspiring, presentations: dramatically lit museum displays of raw flesh, the assumption being that if we walk past a few hundred pounds of aged beef on our way into the dining room, we'll be drooling before we're handed the menu.

Such spectacles have kept regulars coming back to the old-guard steak houses for years, as has the restaurant genre's unwavering commitment to the executive male diner. Waiters say things like, "What will the lady be having?" and get away with such infractions with the charm of a cute grandpa who doesn't know any better. The curtains are thick and dark, to keep the light out and the business secrets in. (In

THE STAMPEDE OF NEW STEAK HOUSES

BEAU-VINE (St. Helena)

1347 MAIN ST.,
(707) 968-9666

OPENED AUGUST 2001

THE BEEF The play-on-words name is a bad idea, as is the succotash recipe, but the cooks here sure know how to grill a slab of meat. Extra points for putting kangaroo on the menu.

BOB'S STEAK & CHOP HOUSE (San Francisco)

500 CALIFORNIA ST.,
(415) 402-0772

OPENS FEBRUARY 1, 2002

THE BEEF The steak at Bob's in Dallas was voted the best by the city's *D Magazine* in 2001. They know steak in Dallas.

CONNORS & BERK (Burlingame)

1492 OLD BAYSHORE HWY., (650) 558-8080

OPENED AUGUST 2001

THE BEEF Expertly cooked meats and a grand dining room with sweeping view of the bay make amends for sides that are as edible as the polyester napkins.

FLATIRON GRILL (Calistoga)

1440 LINCOLN AVE.,
(707) 942-1220

OPENED NOVEMBER 2001

THE BEEF Pictures of cows on the wall might upset vegetarians, but who invited them? The menu covers all the basics: wedge salad, steaks, potatoes (mashed, baked, fried), and gooey all-American desserts.

IZZY'S STEAKS & CHOPS (Corte Madera)

55 TAMAL VISTA BLVD.,
(415) 924-3366

OPENED NOVEMBER 2001

THE BEEF With big crowds at the original Marina restaurant (plus tasty steaks and fun decor), two Izzy's are definitely better than one.

MAX'S DIAMOND GRILL (San Francisco)

128 KING ST.,
(415) 896-6297

OPENS MARCH 2002

THE BEEF A sprawling 400-seater should be plenty big enough to satisfy Pac Bell crowds, and the Max's brand sells. But will it draw a crowd in the off-season?



RARE COMMODITY A comfortable atmosphere, like at the new Izzy's in Corte Madera (BELOW) and reliably good beef, like this cut from House of Prime Rib (LEFT) are two reasons for the crowds.



THE OLD GUARD

(all in San Francisco)

ALFRED'S

659 MERCHANT ST., (415) 781-7058

THE BEEF The time-warped dining room is flawlessly old school, right down to the hostess' red-plaid tweed suit. Stiff martinis and succulent slabs of meat live up to Gramps' standards, too.

HARRIS'

2100 VAN NESS AVE., (415) 673-1888

THE BEEF It's been hailed for years as the best in town, and darned if it isn't, with gorgeously grilled and sauced steaks. The classy dining room is as fitting for a romantic date as it is for dinner with the boys.

HOUSE OF PRIME RIB

1906 VAN NESS AVE., (415) 885-4605

THE BEEF The choice isn't whether or not you want prime rib, but rather which cut and how much of it. Dinner isn't the best meat-and-potatoes combo in the city, but it's worth a taste just for the spectacle of tableside salad tossing and meat carving.

IZZY'S STEAKS & CHOPS

3345 STEINER ST., (415) 563-0487

THE BEEF The boisterous publike dining room and reasonable prices are a welcome break from stuffy corporate-Amex steak dinners. The deeply flavored cuts are on par with those at the pricey places.

MORTON'S

400 POST ST., (415) 986-5830

THE BEEF There should be a law against charging more than \$30 for entrées at a chain restaurant. Here, all you get for \$35 is a lone (and in our case, not too flavorful) slab of porterhouse. If you want a freakishly large baked potato and some creamed spinach on the side, it'll cost you \$13.45 extra.

FOOD

the case of Morton's, and all the better, the whole operation is underground.) Menus are leather-bound and delivered with a man-to-man triple dog dare: "Will you be having the King's Cut, sir, or our Lady's Petit filet?" You're more likely to get the men at the table to show up at their annual board meetings in cocktail dresses than to order a filet described with that kind of language. (Nevertheless, you can take your time thinking, gentlemen. We realize that you've been making difficult banking/legal/other corporate decisions all day long, and your cut of steak is one of the few choices you'll have to make, other than your booze and the toppings on your baked potato.)

The new crop of steak houses, however modern in their approach to the genre, remain true to some of these old traditions. Connors & Berk, while breaking the stuffy rule with its airy dining room and dramatic view of the bay, keeps the bar TVs tuned to sports and the waiters busy preparing salads tableside from their rolling condiment bars. The pristine, 18-month-old Cole's Chop House in Napa offers its nod to steak-house history with signed photos in the entryway. (We'll let it slide that the photos hang on a wall painted Martha Stewart yellow and that all the celebrities are Wine Country bigwigs.) Beau-Vine in St. Helena barely resembles a steak house at all—the stark dining hall with its red tile floor seems more suitable for a wine shop than for a restaurant—but an old gold-rush bar sets the mood, and the steak knives are so heavy and brutal-looking, you get a rush of testosterone just picking one up.

But it doesn't really matter whether a steak house keeps a gun case on the wall, as Casa Orinda does, or if, like Cole's, it offers outdoor Wine Country dining. Old, new, tacky, or chic, with edible side dishes or horrendous ones, these are places we'll visit again and again because, above everything else, we get to be ourselves when we eat at them. We don't even have to pronounce *foie gras*, let alone have it for dinner. The steak house expects nothing more of us than that we consume as much meat as possible in one sitting. And that's the kind of meal that makes you want to say grace out loud. God bless America. God bless steak. □

Maile Carpenter is a senior editor at San Francisco.

Izzy's Steaks and Chops Videos

Izzy's Steakhouse in San Francisco, the local hot spot:

<https://www.youtube.com/watch?v=reXF0dvRci8>

Izzy's Steaks and Chops: Check, Please! Bay Area review:

<https://www.youtube.com/watch?v=4aWbc56Dgd8>

Filing Date: May 24, 2017
Case No.: 2017-006539LBR
Business Name: Izzy's Steaks and Chops
Business Address: 3345 Steiner Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)/
40-X Height and Bulk District
Block/Lot: 0490/048
Applicant: Joseph R. Kohn, Owner/Partner
3345 Steiner Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Izzy's Steaks and Chops is a local restaurant and bar serving the Marina and Cow Hollow neighborhoods. Opened in 1987 by Robert Samuel "Sam" DuVall, Izzy's has rightfully claimed its reputation among locals and tourists alike as the "watering hole" of the Marina. DuVall named the restaurant Izzy's after Isadore "Izzy" Gomez, a chef and restaurateur from the early 1900s who was known as a legendary Barbary Coast "purveyor of libations and good food." Gomez opened the Isadore Gomez Café and saloon in 1900 after arriving in the United States from Portugal at the age of 18 in 1826. Izzy became a well-known and well-loved figure in San Francisco and was named one of San Francisco's "most colorful characters" by *LIFE Magazine*. As welcoming as Gomez was to his patrons, he was also known violator of the city's Volstead Act during the Prohibition era. Having read Gomez's bright biography, DuVall was determined to one day open a great "Bohemian" steakhouse in honor of Gomez and, on what would have been Izzy's 111th birthday, February 9, 1987, Sam DuVall opened Izzy's Steaks and Chops on Steiner Street.

Izzy's has become a Bay Area "Legendary Barbary Coast Eatery" now with three locations throughout the Bay Area and has been serving steaks, chops, seafood and world famous potatoes and creamed spinach for over three decades. Izzy's has become a fixture of the restaurant community and was founded on a business model that offers affordable entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost. The restaurant is decorated with classic memorabilia, vintage liquor bottles, original artwork, and maintains a dark, Bohemian atmosphere based on how Izzy's original café and saloon would have been decorated.

Originally drawing its clientele from the Marina and Cow Hollow neighborhoods, Izzy's Steaks and Chops has grown into an iconic place for locals, tourists, and city officials. Apart from becoming an important fixture in the neighborhood and restaurant community, Izzy's has also has maintained a sense of importance to the community by contributing to community fundraising events, local schools, and to local and national charities.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1987

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

Yes, Izzy's Steaks and Chops qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Izzy's Steaks and Chops has operated for 30 years.
- ii. Izzy's Steaks and Chops has contributed to the Marina/Cow Hollow community's history and identity by continuing to be a neighborhood restaurant and bar that welcomes all, offers a warm and comfortable environment to enjoy a great meal, and continues to be involved in and give back to the community.
- iii. Izzy's Steaks and Chops is committed to maintaining the physical features or traditions that define its presence as an iconic "watering hole" of the neighborhood.

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

The business is associated with the life of (in)famous restaurateur Isadore "Izzy" Gomez and with the tradition of providing high end meals at affordable prices.

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

No. The 1936 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes, the business has been cited in many publications including but not limited to: SF Gate, 11/14/2004, "Cook's Night Out: Sam DuVall," by GraceAnn Walden; Gourmet, Food & Wine, Gentry, SF Magazine, The Examiner, SF Weekly, and The Guardian. Additionally, the business was granted a Certificate of Honor by the San Francisco Board of Supervisors on February 22, 2012 in honor of its 25th anniversary.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 3345 Steiner Street (the original location only)

Recommended by Applicant

- Iconic painted sign of Izzy Gomez over the front door
- Tradition of having a business model that offers entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost
- Contributions to the community in the form of community fundraising events and donations to both local and national charities
- Menu offerings that have undergone few changes since its original concept and includes steaks, chops, seafood and what has come to be world famous potatoes and creamed spinach
- Interior features such as dark wood paneling, booths, thick crockery, classic memorabilia, vintage liquor bottles, and original artwork that have been unchanged since the restaurant's inception

Additional Recommended by Staff

- Location in the Marina/Cow Hollow neighborhood
- Namesake "Izzy's" based on the life and restaurant work of Isadore "Izzy" Gomez



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE JUNE 21, 2017

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Case No.: 202017-006539LBR
Business Name: Izzy's Steaks and Chops
Business Address: 3345 Steiner Street
Zoning: NC-2 (Neighborhood Commercial, Small Scale)/
40-X Height and Bulk District
Block/Lot: 0490/048
Applicant: Joseph R. Kohn, Owner/Partner
3345 Steiner Street
San Francisco, CA 94123
Nominated By: Supervisor Mark Farrell, District 2
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR IZZY'S STEAKS AND CHOPS, CURRENTLY LOCATED AT 3345 STEINER STREET (BLOCK/LOT 0490/048).

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 Marina and Cow Hollow neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on June 21, 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 Izzy's Steaks and Chops 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 Izzy's Steaks and Chops

Location (if applicable)

- 3345 Steiner Street (original location only)

Physical Features or Traditions that Define the Business

- Iconic painted sign of Izzy Gomez over the front door
- Tradition of having a business model that offers entrees with the option for guests to customize their meal by selecting their own side dishes at no additional cost
- Contributions to the community in the form of community fundraising events and donations to both local and national charities
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- Interior features such as dark wood paneling, booths, thick crockery, classic memorabilia, vintage liquor bottles, and original artwork that have been unchanged since the restaurant's inception
- Location in the Marina/Cow Hollow neighborhood
- Namesake "Izzy's" based on the life and restaurant work of Isadore "Izzy" Gomez

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 2017-006539LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on June 21, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT