

# Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 10, 2018

## PIER 39 LTD PARTNERSHIP

*Application No.:* LBR-2017-18-041  
*Business Name:* Pier 39 Ltd Partnership  
*Business Address:* Pier 39, P.O. Box 193730  
*District:* District 3  
*Applicant:* Kathy Paver, Senior Vice President of Marketing  
*Nomination Date:* May 7, 2018  
*Nominated By:* Supervisor Aaron Peskin  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

PIER 39, opened in 1978 and operated by Pier 39 Ltd Partnership since 1981, is a 45-acre complex built with 200,000 square feet of restaurant and retail space. Converted from an abandoned cargo pier, this waterfront project was themed as a uniquely designed turn-of-the-century fishing village that completely encircled the pier from its Embarcadero entrance out to the bay and back. PIER 39 was created by founder and developer Warren Simmons.

The challenge of creating PIER 39 was to capture the vitality of San Francisco as a destination and to bring all of its entertainment offerings of fun, food, and shopping into a 'village square' as a place for people to gather and enjoy themselves. Simmons' vision was a two-level complex that people of all ages could enjoy. To provide a unique ambiance, Simmons filled PIER 39 with independent, family-owned and operated shops and local artisans who created jewelry, wood carvings, candles, puppets, glass sculptures and more.

Some of the original planking from the old surrounding piers was also used in the construction of the pier. When it opened, there were 50 retail shops, 23 restaurants and 12 fast food eateries. On each side of PIER 39 was a 300-berth marina. Pier 39 also featured a 5-acre waterfront park to the east and west of its entrance. Within two weeks of opening, the pier's attendance averaged 20,000 to 30,000 guests per week. The pier is one of the city's most visited attractions, drawing 15 million local, national and international visitors annually.

The business is located on the north side of the Embarcadero between Pier 41 and Pier 35 in the North Beach neighborhood.

### 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:

Pier 39 from 1981 to Present (37 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 Fisherman Wharf neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Pier 39 Ltd Partnership has contributed to the history and identity of San Francisco by serving as a food, retail and entertainment attraction.
- The Eagle Cafe, a San Francisco establishment since 1920, was moved lock, stock and barrel from its original location at Powell Street and The Embarcadero (2 blocks east of its present location) to the second level above the Entrance Plaza to PIER 39. The Eagle Cafe building is designated by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act (CEQA). The remainder of PIER 39 is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible" with regard to CEQA.
- Warren L. Simmons, the original developer of PIER 39, was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto PIER 39 which was then an abandoned cargo pier used to store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to deal with 11 agencies to get the plans for PIER 39 approved. As a testament to Simmons's perseverance, PIER 39 became the first commercial development on the San Francisco Waterfront since World War II.
- PIER 39 itself has been featured in numerous news articles, magazines and travel publications. Amusement Business and USA Today named PIER 39 the third most-visited attraction in the country in January 1989. In 1992, The London Observer named PIER 39 the third most-visited attraction in the world. In 2012, Travel & Leisure Magazine named PIER 39 #20 on the list of America's most-visited tourist attractions.

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

Yes, Pier 39 Ltd Partnership is committed to maintaining the physical features and traditions that define the organization.





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Pier 39 Ltd Partnership 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:

- 18 retail buildings, the waterfront parks, the Sea Lion Haul Out Area, and the Marina and Breakwater.
- Center of restaurants, shops, and attractions, including a carousel, arcade and The Eagle Café.
- Performance venue for local musicians and street performers.
- Sculpture and other art installations.

### **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.

- Operation of PIER 39.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Pier 39 Ltd Partnership currently located at Pier 39, P.O. Box 193730 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 10, 2018

PIER 39 LTD PARTNERSHIP

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

<i>Application No.:</i>	LBR-2017-18-041
<i>Business Name:</i>	Pier 39 Ltd Partnership
<i>Business Address:</i>	PIER 39, P.O. Box 193730
<i>District:</i>	District 3
<i>Applicant:</i>	Kathy Paver, Senior Vice President of Marketing
<i>Nomination Date:</i>	May 7, 2018
<i>Nominated By:</i>	Supervisor Aaron Peskin
<i>Staff Contact:</i>	Richard Kurylo legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR PIER 39 LTD PARTNERSHIP, CURRENTLY LOCATED AT PIER 39, P.O. BOX 193730.

**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 September 10, 2018, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore







SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**BE IT RESOLVED** that the Small Business Commission hereby includes Pier 39 Ltd Partnership 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 Pier 39 Ltd Partnership:

Physical Features or Traditions that Define the Business:

- 18 retail buildings, the waterfront parks, the Sea Lion Haul Out Area, and the Marina and Breakwater.
- Center of restaurants, shops, and attractions, including a carousel, arcade and The Eagle Café.
- Performance venue for local musicians and street performers.
- Sculpture and other art installations.

**BE IT FURTHER RESOLVED** that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Pier 39 Ltd Partnership on the Legacy Business Registry:

- Operation of PIER 39.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 10, 2018.

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Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

## Legacy Business Registry

# Application Review Sheet

*Application No.:* LBR-2017-18-041  
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**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

Pier 39 from 1981 to Present (37 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:** N/A

**DELIVERY DATE TO HPC:** August 8, 2018

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

May 7, 2018

Director Regina Dick-Endrizzi  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Pier 39 for inclusion on the Legacy Business Registry.

First opened in 1978, Pier 39 has been a cornerstone of San Francisco's tourism industry, quickly becoming the premier draw of Fisherman's Wharf. Pier 39 has a wide range of attractions for the whole family, from fine dining, shopping and, of course, the sea lions, which have become a tourist attraction in their own right. Earlier this year, we marked the 40<sup>th</sup> Anniversary of this seminal San Francisco attraction.

Pier 39's status as one of San Francisco's top tourism destinations renders it more than worthy of inclusion on the Legacy Business Registry, and I look forward to its inclusion.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".

Aaron Peskin

## 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.

<b>NAME OF BUSINESS:</b>		
PIER 39 Limited Partnership		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Robert Moor & Molly South		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
P.O. Box 193730 San Francisco, CA 94119-3730		((415))705-5500
		<b>EMAIL:</b>
		kathy@pier39.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.pier39.com	pier 39	pier 39 san francisco

<b>APPLICANT'S NAME</b>		
Kathy Paver	<input type="checkbox"/>	Same as Business
<b>APPLICANT'S TITLE</b>		
Senior Vice President of Marketing		
<b>APPLICANT'S ADDRESS:</b>		<b>TELEPHONE:</b>
PIER 39 P.O. Box 193730 San Francisco, CA 94119-3730		((415)) 705-5514
		<b>EMAIL:</b>
		kathy@pier39.com

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0134493	198516800047

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>
Supervisor Aaron Peskin	May 7, 2018

## 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
PIER 39	94133	May 8, 1981
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	May 8, 1981 to 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
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		End:

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

## Section Three:

### Disclosure Statement.

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

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

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

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

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

Kathy Paver

6/26/18



Name (Print):

Date:

Signature:

## **PIER 39 LTD PARTNERSHIP**

### **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 headquarterd location) and the opening dates and locations of all other locations.**

PIER 39, opened in 1978 and operated by Pier 39 Ltd Partnership since 1981, is a 45-acre complex built with 200,000 square feet of restaurant and retail space for a cost of approximately \$29 million. Converted from an abandoned cargo pier, this waterfront project was themed as a uniquely designed turn-of-the-century fishing village that completely encircled the pier from its Embarcadero entrance out to the bay and back.

The creation of PIER 39 came from the determination of its founder and developer Warren Simmons who had a dream in 1971 of transforming a dilapidated pier on the San Francisco waterfront into a magnificent combination of shops, restaurants, attractions and a marina to be used by visitors daily. Simmons followed his dream, and in the course of the following seven years, having spent almost one million dollars of his own money, succeeded by opening PIER 39 in 1978. "It's the only place San Franciscans can actually get out on the bay and appreciate the scenery," Simmons exclaimed regarding his inspiration for designing PIER 39.

In the process of preparing its development, then-local supervisor Dianne Feinstein had expressed her doubts as to how and when Simmons would open PIER 39. Simmons was so confident of his completion date that he boasted that PIER 39 would be finished and open to the public on October 4, 1978, at 11:30 a.m. In a challenge to Simmons' specified opening date, Feinstein replied that if the date was met, she would show up for the ribbon cutting ceremony in a bikini. Simmons kept his word, and on opening day, Dianne Feinstein kept her promise. Feinstein showed up in a period piece – a turn of the century 'bikini' to cut the ribbon and welcome the public to enjoy PIER 39.

The challenge of creating PIER 39 was to capture the vitality of San Francisco as a destination and to bring all of its entertainment offerings of fun, food, and shopping into a 'village square' as a place for people to gather and enjoy themselves. Simmons' vision was a two-level complex that people of all ages could enjoy. To provide a unique ambiance, Simmons filled PIER 39 with independent, family-owned and operated shops and local artisans who worked daily in their establishments to create jewelry, wood carvings, candles, puppets, glass sculptures and more. Some of the original planking from the old surrounding piers was also used in the construction of the pier. When it opened, there were 50 retail shops, 23 restaurants and 12 fast food eateries. On each side of PIER 39 was a 300-berth marina. PIER 39 also featured a 5-acre waterfront park to the east and west of its entrance.



Within two weeks of opening, PIER 39's attendance averaged 20,000 to 30,000 guests per week. Most people visiting the PIER liked its rustic feeling and seaside village charm. On October 4, 2018, PIER 39 will celebrate its 40th year as one of San Francisco's most-visited attractions, drawing 15 million local, national and international visitors annually.

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

PIER 39 has not ceased operations since it opened in 1978.

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

PIER 39 is not a family-owned business.

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

A history of the business ownership is as follows:

1978-1981	Warren Simmons
1981-Present	Pier 39 Limited Partnership

In 1981, PIER 39 was purchased from Warren Simmons by a limited partnership set up by Robert A. Moor and Molly M. South of Moor + South based in Lake Forest, Illinois. Since 1980, Moor + South has focused its expertise on the creation of real estate value through the ownership and/or management of urban entertainment projects nationally. When Moor + South purchased PIER 39, the PIER produced \$35 million in gross sales annually. To increase its financial viability, Moor + Smith formed the Pier 39 Limited Partnership and appointed a new management team that immediately began implementing changes to improve The PIER's retail, entertainment and restaurant offerings. Many new shops, restaurants and attractions have been added over the years to constantly improve PIER 39's unique tenant mix.

The property is owned by the Port of San Francisco. PIER 39 is a tenant of the Port and owns the leasehold improvements on the property. The ground and surrounding port area are subject to a ground lease with the Port of San Francisco that expires on December 31, 2042.

The leasehold improvements consist of PIER 39 itself, an adjacent fishing pier (Pier 41), 18 retail buildings, an adjacent aquarium building, a 980-car garage and an improved waterfront parkway. The PIER 39 Garage is located across the street on the south side of The Embarcadero and is accessible via a pedestrian foot-bridge on the second level of PIER 39 and crosswalks at street level. The property includes 16 two-story buildings and two three-story buildings. The total floor area of the PIER 39 deck is 241,499 square feet, while the Gross Leasable Area (GLA) is 244,874 square feet on two levels.

**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.**

Supplemental documents and materials are included in the Legacy Business Registry application to demonstrate the existence of the business prior to current ownership.

**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.**

To increase the authenticity of PIER 39, the Eagle Cafe, a San Francisco establishment since 1920, was moved lock, stock and barrel from its original location at Powell Street and The Embarcadero (2 blocks east of its present location) to the second level above the Entrance Plaza to PIER 39. Eagle Cafe shares the distinction of being one of the original restaurants at PIER 39 along with Swiss Louis Italian Seafood Restaurant. Both restaurants have withstood the test of time and are still serving visitors today. The Eagle Cafe building is designated by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act (CEQA).

The remainder of PIER 39 is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible" with regard to CEQA. PIER 39's architectural style has not changed dramatically since its inception.

## **CRITERION 2**

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

PIER 39 stands as an inspiration that succeeded beyond everyone's wildest dreams. Back in 1981 when the PIER was still new and Pier 39 Ltd Partnership took over, there was a lackluster retail mix and a diving pool that, while engaging, generated no income. The challenge faced by the new ownership was to develop PIER 39 into a world renowned premier waterfront attraction on San Francisco Bay, which they did. Today, there are over 100 restaurants, shops, and attractions, plus special events and live daily entertainment at the PIER. As one of San Francisco's most-visited attractions, PIER 39 is visited by people from all over the world to view its surrounding scenic landscapes, visit its shops, and dine at its seafood restaurants.

Total gross sales in 1981 were approximately \$35 million. By 1988, gross sales totaled \$81 million. By 1996, sales continued to grow to nearly \$128 million. In 2000, total gross sales were \$167 million. Fast forward to 2017, PIER 39 generated \$258 million in gross sales.

PIER 39 was expected to generate at least \$2 million annually in taxes and revenues to the Port and the City and County of San Francisco when it opened. Today, it is estimated that PIER 39 and its tenants employ an estimated 2,213 workers and pay the Port and the City approximately \$25.5 million in rent and taxes.

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

When PIER 39 opened, live entertainment offerings ranged from San Francisco street performers including jugglers, magicians and comedians to a precision high-diving team that dove 87 feet into a chilly 9-foot diving pool. The Palace of Fun Arts arcade near its Entrance Plaza, later renamed Funtasia, housed a double-decked Venetian carousel with an accompaniment of bumper cars and an assortment of arcade games. In 1990, the Funtasia arcade was replaced with state-of-the-art games and new ownership. NAMCO, a premier video game company, began managing the games arcade by introducing and operating NAMCO Cyber Station, an attraction that continued its offering of bumper cars and more than 100 video and redemption games.

In 1979, less than a year after PIER 39 opened, Blue & Gold Fleet, with three passenger vessels docked in PIER 39's West Marina, began providing pleasure cruises on the San Francisco Bay. In 1997, Blue & Gold Fleet acquired the majority of Red & White Fleet's assets. Blue & Gold Fleet is now the largest ferry and passenger excursion vessel operator serving commuters, residents and visitors on San Francisco Bay. Approximately four million passengers are transported annually by the company.

In January 1990, not long after the Loma Prieta Earthquake, an unusual change to PIER 39's West Marina K-dock occurred. K-dock suddenly became home to hundreds of California sea lions attracted by the nearby herring population and the becalmed waters of the bay. These marine mammals made a spectacle of themselves and inevitably became PIER 39's most popular attraction. In January 2014, The Sea Lion Center, a free interpretive learning center, opened to the public in PIER 39.

To increase its draw as an attraction, PIER 39 began a foray into entertainment cinema. In 1992, it opened a new attraction, an Iwerks Turbo Ride Simulation Theater. One-part motion ride and one-part movie theater, the hydraulic seats in the auditorium moved in synchronization with the action on the screen. The realism of combining movies and motion made Turbo Ride both imaginative and fun. Ten years later, Turbo Ride was replaced with 7D Experience which now features action-packed 7-D adventures.

In 1996, PIER 39 guests who had a curiosity about the Bay's underwater inhabitants could visit UnderWater World (later renamed Aquarium of the Bay), an educational marine facility. This aquarium featured 700,000-gallon crystal clear acrylic tunnels that guests could walk through to watch the Pacific underwater population of bat rays, sharks, eels, jelly fish and giant octopi.

Interpretive naturalists stationed throughout the aquarium answer questions and inform guests about the local marine environment.

In 2002, to encourage traffic to the bay end of PIER 39, its arcade operation was moved from the Entrance Plaza to the back end of the PIER, and transformed into Riptide Arcade, the largest video game center in San Francisco. The new entertainment attraction was renamed in 2009 to Player's Arcade. Players combines state-of-the-art video and virtual reality games with traditional novelty and redemption games for guests to win prizes from their playing success.

Every year, PIER 39 hosts various special events such as the Anniversary of the Sea Lions' Arrival to PIER 39, Tulipmania, Wine Pours, Outdoor Movie Nights and a Tree Lighting Celebration. The PIER also participates in various civic events such as the City and County of San Francisco's Fourth of July Waterfront Celebration and Fleet Week.

With all its attractions and entertainment options in place, the single most captivating feature of PIER 39 is free: standing on the PIER looking at San Francisco Bay, the Golden Gate Bridge, Alcatraz, Angel Island and the magnificent San Francisco skyline.

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

PIER 39 has been featured in numerous news articles, magazines and travel publications. Amusement Business and USA Today named PIER 39 the third most-visited attraction in the country in January 1989. In 1992, The London Observer named PIER 39 the third most-visited attraction in the world. In 2012, Travel & Leisure Magazine named PIER 39 #20 on the list of America's most-visited tourist attractions.

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

Warren L. Simmons, the original developer of PIER 39, was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto PIER 39 which was then an abandoned cargo pier used to store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to

deal with 11 agencies to get the plans for PIER 39 approved. As a testament to Simmon's perseverance, PIER 39 became the first commercial development on the San Francisco Waterfront since World War II.

PIER 39 opened in October 1978 with 23 restaurants, 105 specialty shops and much fanfare. As part of the remodel, he gave a nod to his alma mater and launched the Blue & Gold Fleet to compete with other bay cruise and ferry businesses on the San Francisco Bay. After opening, PIER 39 was hit with a barrage of investigations of corruption pertaining to the way the property was developed. Faced with various allegations, exorbitant legal fees and increases in property tax assessments, Simmons decided to sell PIER 39, which he did in 1981 to Chicago-based Moor + South.

Simmons, along with his son Scooter, then founded Chevy's Tex Mex chain of Mexican-style restaurants and opened the first Chevy's in Alameda, California. The chain grew to 37 restaurants across California by August 1993, when it was acquired by PepsiCo's subsidiary Taco Bell. At age 67, when Simmons needed fresh cranberries for his seasonal margaritas at Chevy's, he decided to purchase thousands of acres of farmland in Chile and, against everyone's predictions, became the world's largest grower and processor of cranberries. Simmons passed away at the age of 79 in June of 2016.

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

PIER 39 gladly honors charitable donation requests from nonprofit 501(c)(3) organizations. Contributions to the organizations include one PIER 39 Fun Pack containing discount offers to PIER 39's shops, restaurants, and attractions and two PIER 39 Premier Passes. Each Premier Pass includes one free Blue & Gold Fleet San Francisco Bay Cruise or one free RocketBoat ride, one free ride on the San Francisco Carousel, one free admission to Aquarium of the Bay and one free admission to 7D Experience. Validation for one hour of free parking in the PIER 39 Parking Garage is also included. Donation requests are limited to one request per nonprofit organization per year.

PIER 39 is committed to the preservation and conservation of the San Francisco Bay's natural environment by encouraging, creating and supporting ecological education; practicing responsible consumption; developing renewable energy sources; and addressing environmental issues. PIER 39's recycling efforts help divert more than six million pounds of waste material from local landfills each year. Along with cardboard, mixed paper, plastic, glass and aluminum, PIER 39 offers an organic/wet garbage composting program for its full-service restaurants, resulting in more than two million pounds of food waste recycled annually. PIER 39 also recycles 100 percent of its landscaping waste. A portion of this recycled waste is returned as fully composted material and incorporated back into the soil. PIER 39 has incorporated the use of LED technology extensively in the area and architectural lighting around the PIER, contributing to reduced electrical use and resulting in significant savings and a reduced carbon footprint. In recognition for its outstanding, wide-range recycling efforts, PIER 39 has received numerous awards, including the State of California's Waste Reduction Program (WRAP) Award

almost every year. PIER 39 was also the first organization in the country to receive ISO 9001-2015 certification.

Members of PIER 39's senior leadership team currently serve on boards of directors for a variety of local, regional and state community organizations which include: The Fisherman's Wharf Community Benefit District, San Francisco Travel Association, San Francisco Chamber of Commerce, Cal Travel Association, Visit California, Moscone Expansion District and the Tourism Improvement District, San Francisco State University Foundation, the California Harbor Master and Port Captain's Association, California State Parks Hospitality Association, Inland Boatman's Union National Health and Pension Board, Passenger Vessel Association (Western region), San Francisco Bay Harbor Safety Committee, Ferry Operator Work Group and the Northern California Human Resources Association.

Since opening in 1979, PIER 39 has been a popular performance venue for local musicians and street performers. These artists are granted permission to perform at PIER 39 and pass the hat to collect tips.

As of January 2018, PIER 39 employs 135 of its own employees. While PIER 39 has no way of knowing how many employees its individual tenants hire, it estimates that approximately 1,800 employees work in PIER 39's shops, restaurants and attractions during the peak summer season.

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

PIER 39 is one of the city's most successful tourist attractions. In 1989, PIER 39's popularity reached historic proportions as it was voted the third most-visited attraction in the United States by Amusement Business, an industry trade publication and by USA TODAY. Translating that popularity into actual visitor counts, Economic Research Associates calculated PIER 39's annual attendance at approximately 10.5 million visitors.

In 2012, Travel + Leisure listed PIER 39 as the 20<sup>th</sup> most-visited tourist attraction in the United States with 8,133,700 annual visitors. The attractions reviewed by the magazine included natural, cultural and historic sites as well as recognized areas of limited geographic scope like the Las Vegas Strip. Only the Golden Gate Bridge (tied for No. 8, attracting 15 million visitors annually) and Golden Gate Park (tied for No. 10, attracting 13 million visitors annually) attracted more visitors in San Francisco.

Because of its popularity with tourists, PIER 39 opened its state-sanctioned California Welcome Center in 1996. This new facility provides visitors with an itinerary-planning desk to obtain information about California touring trips.

According to PIER 39's 2016 Visitor Profile Study conducted by Destination Analysts, PIER 39's demographic visitor profile is as follows:

- 27% coming from the 9-county Bay Area with 44% coming specifically from San Francisco
- 19% coming from California outside the 9-County Bay Area
- 23% coming from the rest of the United States outside of California
- 31% coming from other countries

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

PIER 39 opened with a carousel inside the Palace of Fun Arts that was popular but was placed in a location that lacked visibility. To increase attendance and consumer spending, the carousel was moved to an outside plaza at the bay end of the PIER where the diving pool was previously located. In the carousel's place, PIER 39 created Funtasia, a more engaging and profit-making video arcade and redemption game center.

In 2002, 2008 and 2016, PIER 39 installed new double-deck carousels. Each carousel was designed and hand-crafted in Italy. The newest carousel which was installed in 2016 features 1,800 twinkling LED lights and hand-painted ceiling panels of San Francisco landmarks, including the Golden Gate Bridge, Coit Tower and California sea lions at PIER 39. There are 32 animals that fill the carousel, ranging from exotic sea dragons and dolphins to classic horses and chariots.

In 1985, PIER 39's East Park was selected as the site for San Francisco's first waterfront sculpture, "SKYGATE." Situated along The Embarcadero, the sculpture's 26 feet of sparkling stainless steel reflects the beauty of the San Francisco Bay. The bronze sculpture, "Guardians of the Gate," greets visitors to PIER 39's West Park. The sculpture was commissioned to celebrate the more than 700 California Sea Lions that took residence in the PIER 39 Marina in 1990.

The Sea Lions have become PIER 39's world-famous natural attraction. Approximately 3,000 square feet of additional viewing space was added adjacent to K-Dock to provide visitors more space to overlook these marine mammals. Aquarium of the Bay and The Sea Lion Center provide naturalists that educate the millions of visitors to come to view the Sea Lions each year.

PIER 39 is home to "Open Heart," one of San Francisco General Hospital Foundation's 2014 "Hearts in San Francisco" that supports the vital programs and initiatives of San Francisco General Hospital and Trauma Center. The sculpture is permanently located on Level 1 at the bay end of PIER 39. "Open Heart" was hand-painted by local artist Patrick Dintino, a San Francisco native whose mother's life was saved more than a decade ago by open heart surgery. "Open Heart" represents the larger idea of love and understanding self-concept—of opening our hearts and seeing what's inside, what makes us tick," said Dintino. "It symbolizes the openness of our city's heart, as well as the idea of falling in love with and leaving your heart in San Francisco."



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

If PIER 39 were to be shut down, the Port would lose rental and permit income, and the City and County of San Francisco would lose tax revenue. Approximately 2,000 employees would no longer have jobs. The livelihood of many of independent, locally-owned and operated businesses on PIER 39 and in Fisherman's Wharf would be in jeopardy, and the City would lose approximately \$25.5 million dollars a year in tax revenue.

Since PIER 39 attracts more than 15 million visitors each year, the number of people coming to the San Francisco Waterfront would most likely drop significantly.

**CRITERION 3**

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

PIER 39 is intertwined with San Francisco, Fisherman's Wharf, and the San Francisco Bay. As visitors stroll along PIER 39, there is a uniquely San Francisco presence in the sights and sounds they experience. Visitors not only enjoy the surrounding views, but also enjoy the sea lions frisking about, the colorful array of merchandise in the specialty shops, the glimpses of the comical street performers, the sounds of the roosting sea gulls as they fly overhead, and the aromas of freshly steamed crab.

From the early days when Warren Simmons had the idea to build this dining and shopping complex right over the water, disapproval for the project was made loud and clear. Simmons called the opposition "restless natives." He said, "The project took a developer with a horde of local contacts and a self-proclaimed love of the city to move PIER 39 through the permit process."

When PIER 39 opened, cynics voiced their disdain for the fake waterfront village constructed of weathered wood which was filled with souvenir shops fit only for tourists. Controversy continued to build as the local media exposed the fact that several city workers had invested in PIER 39 and had become tenants. Three weeks after PIER 39's opening, Allan Temko, the San Francisco Chronicle's Pulitzer Prize-winning architecture critic, called the development a dumping ground of "corn, kitsch, schlock, honky-tonk, dreck, schmaltz, merde," as well as "pseudo-Victorian junk," "non-architecture," and an "ersatz San Francisco that never was."

Now almost 40 years later, PIER 39 has withstood the test of time. Although many locals still don't like to admit their fondness for the waterfront attraction, when they visit (and they do), they have fun visiting the PIER's unique shops, dining at PIER 39's restaurants and experiencing its numerous entertainment venues. From PIER 39, locals can access the water and take in many of the wonders of San Francisco Bay, including the surrounding marina and the herd of California Sea Lions that are now synonymous with this popular waterfront attraction. Those choosing to look back into and beyond the PIER are treated to spectacular views of San

Francisco icons such as Coit Tower, St. Peter and Paul Church, the Transamerica Pyramid and the new Salesforce Tower. For a local, PIER 39 provides the perfect spot to access the water or take a vacation in their own backyard. The PIER has become part of the fabric of the City and serves as a shining example of how a commercial development can successfully connect to the waterfront and the Bay.

**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)**

Pier 39 Ltd Partnership is committed to maintaining PIER 39 as a center of restaurants, shops, and attractions providing a fun, action-packed experience for visitors.

**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.).**

Pier 39 Ltd Partnership is committed to maintaining 18 retail buildings, the PIER 39 Parking Garage, its West and East Waterfront Parks, the Sea Lion Haul Out Area, the PIER 39 Marina and Breakwater.

**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.**

The physical features and traditions that define PIER 39 have been maintained since the PIER opened in 1978.

# Legacy Business Registry Application for PIER 39

## Section Five



# Developer Warren Simmons with a Model of PIER 39



# The Original Pier 39 as a Working Pier



# Tearing down Pier 39 to Develop the New Project



# Moving Eagle Cafe to its New Home on PIER 39





# Press Clipping 9/16/1978

San Jose Mercury News, Saturday, September 16, 1978

## Supervisor may show off at Bay specialty center

SAN FRANCISCO (UPI) — The unveiling of a specialty center on the waterfront may also allow the public to get a revealing glimpse of San Francisco Supervisor Dianne Feinstein.

The grand opening of Pier 39, long abandoned by major shipping and now transformed into the largest development ever built on San Francisco's northern waterfront, is scheduled for Oct. 4.

Aside from getting its first look at the pier's new \$30 million image, the public may also get a peek at Ms. Feinstein in a bikini. The supervisor was so sure developer Warren Simmons couldn't meet the scheduled opening date, she made a bold bikini bet: She promised to appear in her itty-bitsy swimsuit for the ribbon cutting ceremonies.

The supervisor would only say she "will be there suitably clad." When pressed specifically whether the "suitably clad" meant "bikini clad," she answered, "I won't say, I'll just keep them guessing."

But she gave credence to the growing speculation she will keep her word to the minutest detail by adding, "I'll have to do some serious exercising in the next few weeks. I made what seemed to be a safe bet about four or five years ago, and a lot can happen in that time."

Simmons himself wasn't sure then that he would succeed where the Rockefeller's, U.S. Steel and the Ford Foundation failed.

The pilot-turned-builder says many large corporations tried to develop the northern waterfront. He believes 11 state and local governmental bodies finally approved his plan because "I'm a hometown boy who would never rape any part of this beautiful city."

Simmons says he proposed the specialty center with a turn-of-the-century theme on 45 acres of "the most valuable piece of undeveloped land in the country" because he was annoyed with the "waste of what I foresaw as a prime commercial area."

Major shipping has long since moved from the northern waterfront to the more convenient southern waterfront or across the bay to Oakland, leaving the northern piers for dead storage and decay.

Now, the complex — located just east of Fisherman's Wharf — will house 23 restaurants, 105 specialty shops, 25 artisans and craftsmen and a 350-berth marina. Most of the structures and the first and second level walkways are being built of aged, weathered wood salvaged from the demolished sheds of the surrounding piers.

Mimes, jugglers, repertory groups, strolling musicians and a high diving team will provide year-round free entertainment along the walkways inside the center and in the five-acre waterfront park. Among craftsmen demonstrating their skills will be fortune cookie and kite



Diane Feinstein ... Gets bikini ready

makers, glass blowers, wood carvers, pewtermiths and a blacksmith.

His revenue estimates of \$400 per square foot would make this the highest grossing shopping center in the country.



# Opening Day – October 4, 1978



# Warren Simmons with San Francisco Supervisor Dianne Feinstein on Opening Day



# Warren Simmons and Dianne Feinstein Cutting the Ribbon on Opening Day



# PIER 39 Entrance Plaza





# High Divers at the Bay End of PIER 39



# A Look Down PIER 39



# Press Clipping 10/5/1978

4 San Francisco Chronicle ★ Thurs., Oct. 5, 1978

## *Feinstein Suits Up*

### **A Snazzy Opening for Pier 39**

San Francisco's newest shopping and dining showplace opened yesterday with a throng of several thousand visitors, a barrage of balloons and official speeches and a scantily clad president of the Board of Supervisors.

The occasion marked the first day of business for the \$29.5 million, 27-acre Pier 39 complex devised by entrepreneur Warren Simmons on the waterfront adjacent to Fisherman's Wharf.

Supervisor Dianne Feinstein, who had promised Simmons she would wear a bikini if he met his opening deadline, appeared instead in a tan body stocking and a one-piece bathing suit.

Since about half of the pier's 103 shops and 23 restaurants will take another month to complete, Feinstein said, "I'll only take off 50 percent of my clothes."

She then took a pair of hedge clippers offered by Simmons and sawed through a six-foot-high blue ribbon to open the pier to an Embarcadero crowd that surged through the quarter-mile-long complex.

Simmons was extolled in speeches by city officials who praised him for his perseverance in steering his project through regulatory agencies and past the objections that the complex would clog traffic, block views and lack quality.

Mayor George Moscone saluted Simmons for adding to a "rejuvenated port community" and providing an estimated 2000 jobs and \$2 million a year in taxes.

It was also learned that a fifth former city official who played a central part in negotiating a 60-year lease for the Simmons property has ended up with a piece of the pier 39 action.

Tony Bobier, a former deputy city attorney who oversaw the master lease on behalf of the port which owns the pier, was busy yesterday helping his wife, who opened a seashell shop.

At least four other former or present city officials have a stake in other restaurants and fast food outlets on the pier.





# Press Clipping 10/5/1978



# Press Clipping 3/23/1979

**Business/Marine** D10 S Fri., Mar. 23, 1979

## All's Not Fine at Pier 39

### Wave of Inquiries Strikes Complex in San Francisco

SAN FRANCISCO — (AP) — Where burly longshoremen once loaded ships with the products of California, hordes of visitors are flocking to San Francisco's newest tourist attraction.

Located a short walk from Fisherman's Wharf, it's a giant turn-of-the-century amusement, shopping and dining complex called Pier 39, in honor of the shipping pier it replaced.

(Similar tourist development of the Seattle Central Waterfront is planned by the city and port of Seattle, for similar reasons: The old piers are worth little as shipping terminals.)

But all is not rosy at Pier 39. Since it opened five months ago, it has been hit by a barrage of investigations into allegations of corruption in the way it was developed.

"On the weekends the people are shoulder to shoulder," says developer Warren Simmons, a hard-driving, 51-year-old retired airline pilot. "When it rains, the people are umbrella to umbrella."

Visitors park in a new 1,000-car garage and stroll over weathered planking to ride a double-deck carousel in a lavish fun house, browse in 105 shops that sell everything from expensive clothes to waterbeds for pets, or dine in 23 restaurants — all with magnificent views of the Golden Gate Bridge, Alcatraz or Treasure Island. Street musicians and mimes entertain.

The 45-acre complex, most of it over water, also includes a 350-boat marina for permanent tieups for sea-weary voyagers.

Based on the current rate of visitors, Simmons predicts more than 13 million will come to Pier 39 this year — 3 million more than visit Disneyland annually. Simmons says the only amusement complex with more visitors is Disney World in Flroida, which receives 14 million visitors a year.

The \$54-million project is the first major development since World War II on San Francisco's northern waterfront, once a thriving shipping area which fell into disuse as most ocean commerce moved across the bay to Oakland's modern containerized cargo port.

Simmons spent more than \$1 million and several years methodically collecting permits from 11 different governmental agencies. He succeeded where red tape hopelessly mired waterfront projects proposed by others.

He spent about \$34 million developing the pier and concessionaires spent about \$20 million more fixing up their shops and restaurants.

The balding developer took his first turn at business selling newspapers on San Francisco streets at age 9. He became a multimillionaire founding the highly successful chain of Tia Maria Mexican restaurants and the Disco department store chain. He sold the restaurants for \$4.5 million to help finance Pier 39.

But with his success has come a raging controversy.

A county grand jury reportedly is examining details regarding Simmons' 60-year lease for the property, and City Attorney George Agnost filed suit a month ago to nullify the lease.

Agnost claims there was conflict of interest and fraud involving Port Commission personnel. He also is trying to increase the property tax assessment on Pier 39.

Simmons emphatically denies wrongdoing and filed a claim with the city for \$50 million because of Agnost's actions.

"There is no validity to the suit at all," Simmons insists. "George Agnost is a politically ambitious man who has the unique ability of driving business out of San Francisco."

Simmons claims the controversy was stirred by businessmen at Fisherman's Wharf, who fear loss of business to Pier 39.

Under the lease, Simmons pays a minimum of \$370,000 per year rent. That will increase after the fifth year under a complicated formula that Agnost has called "distorted" and "a very strange provision to have in a business lease." Simmons responds that it was modeled after a lease on another pier that has not been developed.

Aside from the lease, Agnost claims the city tax assessor's judgment that Pier 39's land is worth \$665,000 is 20 to 23 times too low. He had two independent appraisers value the land, and they came up with \$15 million and \$16.3 million.

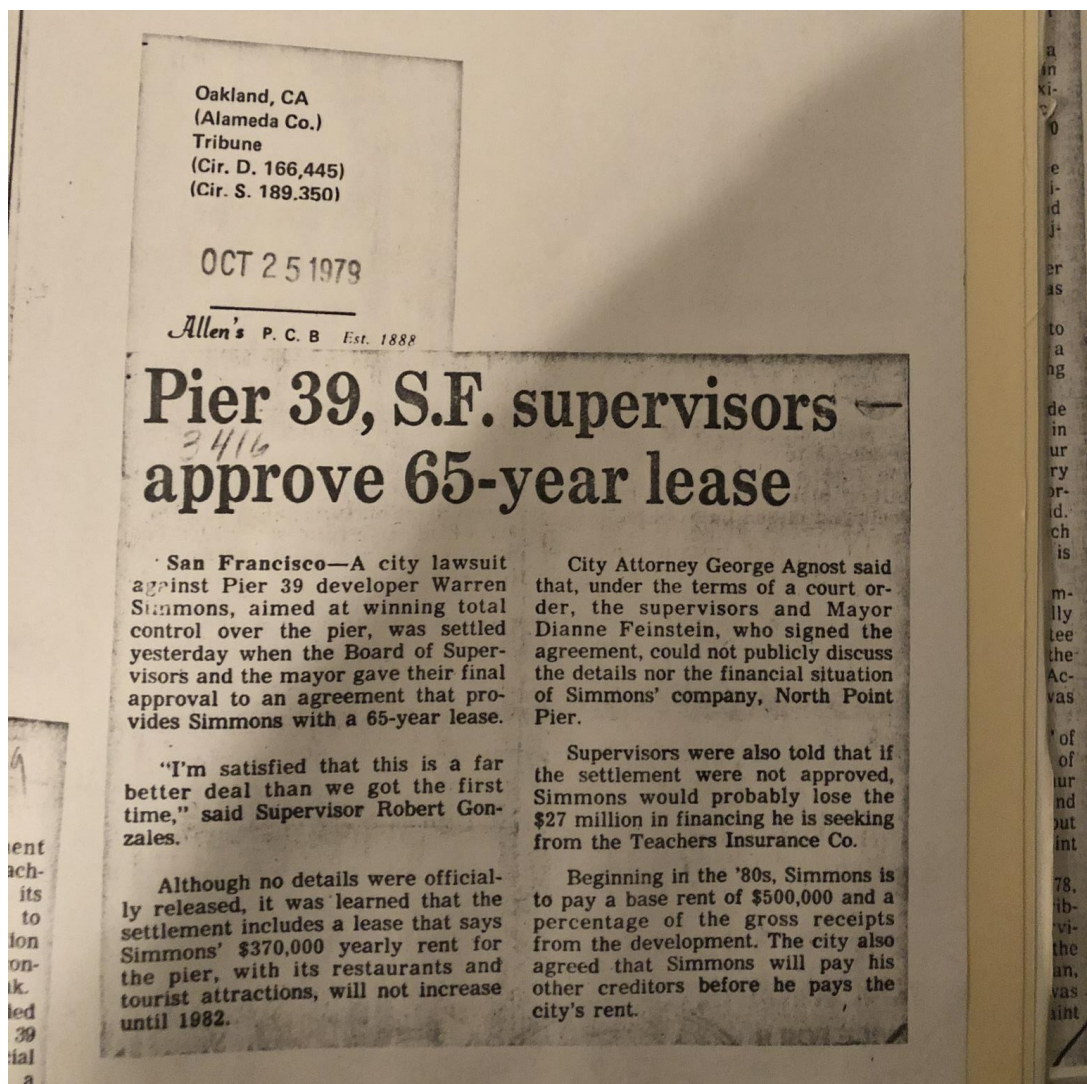


**DEVELOPER Warren Simmons poses on walkway overlooking Pier 39 — AP Photo.**

And now the tourist at



# Press Clippings 10/25/1979



# Press Clipping 10/30/1979

S.F. EXAMINER Tues., Oct. 30, 1979

## Legal woes forced Simmons to give up Pier 39 position

By Larry D. Hatfield

Visionary developer Warren Simmons gave up his dream and the presidency of the Pier 39 tourist development party because he intended to plead guilty to misdemeanor charges of making illegal campaign contributions to mayoral candidates, Quentin Kopp and other politicians, sources close to Simmons say.

His other legal problems, including a just-settled multi-million-dollar civil suit against him by the City and a still-incomplete investigation by the San Francisco Grand Jury, played a role, but the deciding factor in his step down was the criminal charges filed yesterday, the sources said.

In other developments in the long-smoldering Pier 39 hassle: •Principals on both sides denied there were any deals made involving the settlement of the civil suit and yesterday's criminal charges.

•The district attorney's office asked Presiding Judge Robert Merrill to extend the term of the grand jury, which expires tomorrow, so it can proceed with its investigation of other allegations concerning Simmons and Pier 39.

•Simmons issued a statement admitting making the illegal campaign contributions but saying he "hopes both his friends and critics will accept his profound regrets for these mistakes and will not magnify them beyond their true proportions."

Simmons, who has been tied up with the City and financial institutions for years trying to make a go of the tourist center on the Bay, pleaded guilty to four misdemeanor counts yesterday before Municipal Judge Louis Garcia.

Sentencing was set for Nov. 26 and Simmons could face as much as a year in county jail and \$35,000 in fines. In exchange for the guilty plea, the district attorney's office agreed not to make any recommendations about the harshness of the sentence.

Two of the four counts involved laundering campaign contributions, then falsely altering corporate records to shield the source of the contributions—Simmons.

According to the complaint filed by the district attorney, Simmons, through conduits, gave illegal money amounting to \$3,750 to campaign committees for late Mayor George Moscone, former Lt. Gov. Mervyn Dymally and ex-Supervisor Dan White, now in state prison for the slaying of Moscone.

The complaint also alleges that Simmons concealed his contribution of \$1,000 to Quentin Kopp's "Friends of Kopp Committee" last year by laundering it through businessman Phillip Greer.

Both of those counts are conspiracy to violate California's 1974 Campaign Reform Act and could have been charged by the grand jury as felonies. Kopp has said he was unaware of the source of the contribution from Simmons and, when it was discovered, it was returned.

Chief Asst. Dist. Atty. Charles Breyer said, however, that such cases are rarely charged as a felony.

"It's a bootstrap thing," Breyer said, saying that since the other two charges—giving campaign contributions in cash—are misdemeanors under the campaign reform act, prosecutors traditionally view the conspiracy charges as misdemeanors as well.

"The grand jury never seriously considered it (asking for felony charges)," Breyer said.

Breyer also said it was "normal" for a grand jury to ask the district attorney to file charges instead of returning a formal indictment in misdemeanor cases.

Simmons yielded his presidency and post as chief administrative officer of Pier 39 last week to Gilbert K. Freeman, who was vice president in charge of finance.

Simmons nominated Freeman in a meeting that came only a day after the San Francisco Board of Supervisors and Mayor Feinstein gave final approval to settlement of the City's suit against Pier 39, alleging that former City officials and Simmons had been involved in a conflict-of-interest situation when he granted them favorable lease arrangements at the pier in exchange for favorable lease arrangements for the entire development.

Pier 39 officials did not retort Simmons' abdication to his legal problems publicly but three separate sources said yesterday that his removal was considered essential to the future health of Pier 39.

It was not clear what role Simmons would play in the future of the development but a day after the settlement, Pier 39 officials announced that Teachers Insurance Co. had agreed to extend its deadline on its commitment to provide a long-term \$27 million loan to Pier 39.

Whatever his official capacity, Simmons will continue to play a major role in Pier 39. Proxy statements as of Aug. 27 showed that he owned 334,752 shares of the outstanding common stock of the corporation—34 percent of the total. That ownership did not change with his abdication.

In a short statement released by a press aide after yesterday's guilty plea, Simmons noted that "neither the district attorney nor the grand jury has filed any charge relating conflict of interest.... No wrongdoing has been found by any of the many government agencies which have carefully investigated all the circumstances leading to the 1975-77 agreements authorizing the development of Pier 39."

Members of the grand jury declined comment, but Breyer said the grand jury would continue to investigate Pier 39 with the DA's assistance.

Judge Merrill has been asked to extend the term of the jury so it could continue its probe, Breyer said, but even if a new jury is impaneled, the investigation will go on. "If a new grand jury came in, we would pick and choose what evidence we would develop for them," Breyer said. "It (presenting evidence again) is not an insurmountable obstacle."

Meanwhile, Breyer, Asst. City Atty. Phil Ward, who handled the civil suit against Simmons and Simmons' attorney, Stuart Pollak, all denied there was any connection between the settlement of the civil suit and Simmons' guilty pleas yesterday.

Breyer said the case was a significant prosecution in that it is one of the first criminal prosecutions for a violation of the Political Reform Act.

Grand jury and DA sources declined to comment on whether the continuing investigation was aimed solely at Simmons or also would involve either the recipients of his laundered campaign contributions or those who acted as his frontmen.



WARREN SIMMONS  
Admits illegal contributions

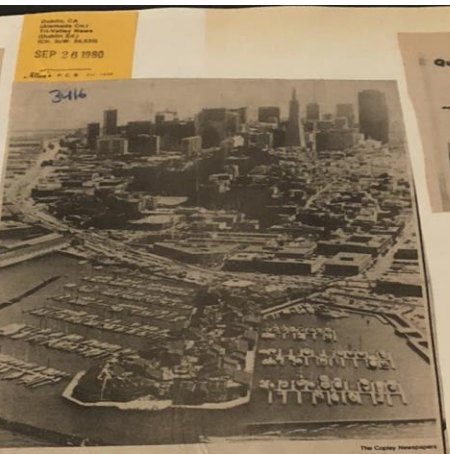


# Press Clipping 9/26/1980



**San Francisco adds another landmark attraction: Pier 39**

San Francisco's newest landmark attraction, Pier 39, is set to open in November. The pier, located at the tip of the city's waterfront, is a 45-acre complex that will house a variety of shops, restaurants, and entertainment venues. The pier is being built on the site of the former Fisherman's Wharf, which was once a major hub for the city's fishing industry. The new pier is being built on the site of the former Fisherman's Wharf, which was once a major hub for the city's fishing industry. The new pier is being built on the site of the former Fisherman's Wharf, which was once a major hub for the city's fishing industry.



**Question Man**  
The Most Daring Thing You've Ever Done?

By Conti

Robert of North Point sleeping restaurant

Berry English, owner, Pier 39

I do it every day when I walk down the pier. I know what I'm doing. I know the pier is safe. I know the pier is a great place to be. I know the pier is a great place to be.

**to something Pier 41?**

provide plant life, in-man-made Aquarium re with n. m't seven r. John of thearium units it rium t be he be ly is

advisory board didn't approve and those aspects of the proposal were dropped from the plan, said Batha.

The commission is expected to vote on the rubble, rock and tires proposal at its meeting Oct. 2.

B.C.D.C. staff has recommended approval with certain conditions. Among those conditions, said Batha, is that tires be firmly anchored to keep them from floating away. They would have to be marked so that if they should break away, Northpoint Pier Inc. would be responsible for retrieving them.

Staff is recommending that only clean fill be allowed, that metal, because it would rust, be prohibited, that fill pieces be at least two feet by two feet to protect against their shifting

To Page 2

**Pier 39: It's becoming a top S.F. attraction**

By Roger Hubbard

Coney town returns

SAN FRANCISCO — Move over Golden Gate Bridge, cable cars and Fisherman's Wharf.

Pier 39, now approaching its second anniversary on the waterfront just east of the famous wharf, is taking its place as one of San Francisco's most alluring attractions.

What is Pier 39? That's hard to describe in a few words except that it's fun, different and enjoys a fantastic location.

Pier 39 is a 45-acre waterfront complex offering 116 one-of-a-kind specialty shops, housing 14 full-service restaurants and nearly as many fast-food establishments, all with breathtaking harbor views.

It has a 325-berth marina and is the docking location for the Blue and Gold Fleet, which offers San Francisco Bay tours.

In addition, though not an amusement park, Pier 39 has a Palace of Fun Arts that features a double-decked merry-go-round, jumper cars, video games and over 100 other kinds of games.

What gives Pier 39 its special charm is the free entertainment which erupts without warning at various points along the pier. The traditional San Francisco street entertainers furnish most of the extemporaneous fun.

There is the Butterfly Man, the Rainmaker and other unforgettable characters. The Butterfly Man holds a decorative and once worked as a chemist. But now he claims to make a happier living as a juggler, unicyclist and comedian on Pier 39 just passing the hat after each performance. Clowns, magicians, strolling musicians and mimes also roam the pier.

There are also three stages for entertainers who don't care to roam amongst the crowd.

The most organized and stationary entertainers are the Great American High Diving Team that drills the crowd five times daily with previous trick dives into a pool near the end of the pier. They end each performance with an 8-foot dive.

There is no admission to Pier 39 and families, tourists, locals, businessmen and shoppers mingle on the two open levels. The lower level features solid open planking, while the second is a series of walkways and balconies that lead to shops and some of the fancier restaurants.

There are no chain operators at Pier 39; the restaurants and shops are all independent and locally owned.

Some have opened branches since being born on the pier, but all are strictly San Francisco.

Some of the city's well-established restaurants have moved to Pier 39. They were lured by the breathtaking view of the bay and nearby Alcatraz Island, plus the vantage lights from San Francisco's skyline.

The full-service restaurants feature every kind of food and specialty that comes to mind, including Italian, Continental, French, American, Swiss, Chinese, Japanese, Hawaiian and, of course, the traditional San Francisco seafood.

Sampled and recommended by this writer were Neptune's Palace and Dante's Sea Catch for seafood, Swiss Louis for Italian cuisine and Yeti Wah for outstanding Chinese food.

In a class by itself for capturing the spirit of the San Francisco waterfront is the original Eagle Cafe. A local landmark, the cafe stood for years several blocks west of its present location at the entrance to Pier 39. With the coming of the pier, the original Eagle Cafe was moved, stock and barrel to the pier.

Creator and developer of Pier 39 is Warren Simmons, a native of San Francisco and retired Pan American airlines pilot.

It took 14 months to build Pier 39. The old pier was completely rebuilt with steel mesh as a base.

**OUTDOOR ADVENTURES**

By Larry Green

Fascinating bay rockfish study

The National Marine Fisheries Service Study Center located in Marin County conducts a multitude of interesting research programs that benefit commercial and sportfishermen as well as contributing to valuable scientific data.

Obscure from the general public, the study center occupies some very picturesque grounds of a bay front cove off of Paradise Drive on the back side of Tiburon. Much of the recent findings concerning the state of our striped bass fishery has come from here.

But there is another very interesting study which I have assisted and that has just yielded an amazing piece of information. Two fisheries biologists named Bill Lenart and Pete Adams began to study rockfish in our bay waters back in 1976.

The program involved catching, tagging and releasing rockfish in order to study their migration and growth rates. Their own dock at the study center has been one of the principal study areas since it is a habitat for juvenile brown rockfish of the seaboard species. My involvement in the study is to assist in the catching and tagging.

Back in April of this year I assisted Bill and Pete in the taking and tagging of nearly 500 of which ran from three inches up to 1 1/2 pounds. Pete and Bill wanted to clean the area beneath the pier out totally to begin a new group study. I asked at that time if we could use these tagged fish for planting across the bay at the public fishing pier at the 39 complex in San Francisco.

If you'll recall my column several months ago, I spoke of plans to construct an artificial reef beneath the Pier 39 public pier as a more suitable habitat to hold a greater variety of fish. I thought the idea of using rock already tagged would be beneficial. Bill and Pete agreed, and Dr. John McCosker, Steinhardt Aquarium in San Francisco, graciously agreed to participate by holding the tagged juvenile rockfish until the artificial reef was ready.

But the B.C.D.C. has been dragging feet on granting permission for the reef and other additions and features to

# Publicity Shot Taken to Let the Public Know PIER 39 Was Open for Business after the Loma Prieta Earthquake





# Press Clipping February 1990

## Sea Lions Now Called a 'Godsend' for Pier 39

By Kevin Lewis  
Chronicle Staff Writer

Initially reviled as smelly, loudmouthed intruders at San Francisco's Pier 39, a gang of more than 400 boisterous sea lions who have lived there for the past year are being celebrated as the city's biggest natural tourist attraction and economic saviors of the pier's merchants.

"We were hurting like everyone else after the Oct. 17, 1989 earthquake, then the sea lions came in," said Alicia Vargas, the pier's public relations director. "We really have to thank them. They were a godsend."

During the 11-month period from January through November of last year, the pier had gross revenues of \$80 million, 7 percent higher than any 12-month period since it opened in 1978, Vargas said. She credits the sea lions for drawing the big crowds.

"We had 10.5 million visitors last year," said Vargas. "That's the third biggest tourist attraction in the country after Disneyland and Disney World."

### Playful Sea Lions

The sea lions appeared unimpressed with their celebrity status yesterday as they slept, swam, gargled, barked and played around the boat slips and rafts of K-Dock that Pier 39 has turned over to them.

The biggest of the males, which weigh up to half a ton, honked and postured like good-natured sumo wrestlers competing for space on the docks. Their blubber jiggled as they shoved each other around without a hint of malice.

An international crowd of about 100 visitors stood on the pier only a few yards away and watched the animals with fascination in the cool overcast morning. Some watched for hours, others just for a few minutes. Everyone smiled at the cute antics.

"They are wonderful," said Daniel Siegfried, a 22-year-old computer programmer from Liechtenstein who is touring the western United States. "It is

much better than Sea World in San Diego. Here the sea lions are free."

Angela Green, 24, a visitor from New Zealand, said: "Fascinating. Look how they interact with each other. Look at how all the little pups are sleeping on top of their mums."

The sea lions invaded the city's northern waterfront in January, following a bumper harvest of spawning herring in the bay. About 50 of them took up a comfortable residence on the boat docks next to Pier 39, just behind a breakwater. From there they made nightly fishing forays into the bay.

### More Than 400

Apparently, the word went out that the pod had found a hospitable site with plenty of fresh chow. The population grew to

about 300 by the end of February. They currently number more than 400.

At first, most of the merchants in Pier 39's 12 restaurants and 110 stores objected to the sea lions and everything about them, from their noise and untidy toilet habits to their strong halitosis, the result of their fish diet. Yachtsmen resented the animals' bold occupation of the docks.

But within a couple of months, it became clear that the puppy-faced pinnipeds — as flippered aquatic mammals are known — were such an immense tourist attraction that some stores and restaurants doubled their business. Pier 39 gave them a complete dock as a home and added five floating docks for their comfort and convenience. Four more docks are planned. This month, the pier is honoring

the sea lions on the anniversary of their arrival.

"After one entire year with our sea lion visitors, we are astounded by their perseverance and their continued growth," said Pier 39 president and general manager Fritz Arko. "Obviously, they have found a habitat and a food supply that suits them."

Denize Springer, spokeswoman for the California Marine Mammal Center headquartered in the Marin Headlands, said the arrangement between the sea lions and Pier 39 seems to be a healthy one.

"The public and the Pier 39 people are leaving them alone and are not feeding them," she said. "The animals have chosen the site themselves. It is a good deal for everyone. The public doesn't often get this close to wild marine mammals."



BY VINCE MAGGIORA, THE CHRONICLE

Sea lions, unimpressed with their celebrity status, slept, swam, gargled, barked and frolicked

# Aerial Shot of PIER 39





# Aerial Shot of PIER 39



# PIER 39 Entrance Plaza



# PIER 39 Entrance Plaza



# The Newly Renovated Hard Rock Cafe





# PIER 39's West Park



# Sea Lions at K-Dock in January 1990



# Sea Lions Hauled out on K-Dock





# Crowds Watching the Sea Lions





# Blue & Gold Fleet



# Aquarium of the Bay



# Swiss Louis Italian & Seafood Restaurant Exterior – One of the Original Restaurants on PIER 39



# Vlahos Fruit Orchard with The PIER 39 East Marina in the Background





Street Performer Shows Have Been a Staple at PIER 39 since Opening in 1978. Fred Anderson (shown here) is One of Our Original Street Performers.



# PIER 39 on July 4th





# PIER 39's 60' Christmas Tree



# Movie Night at PIER 39





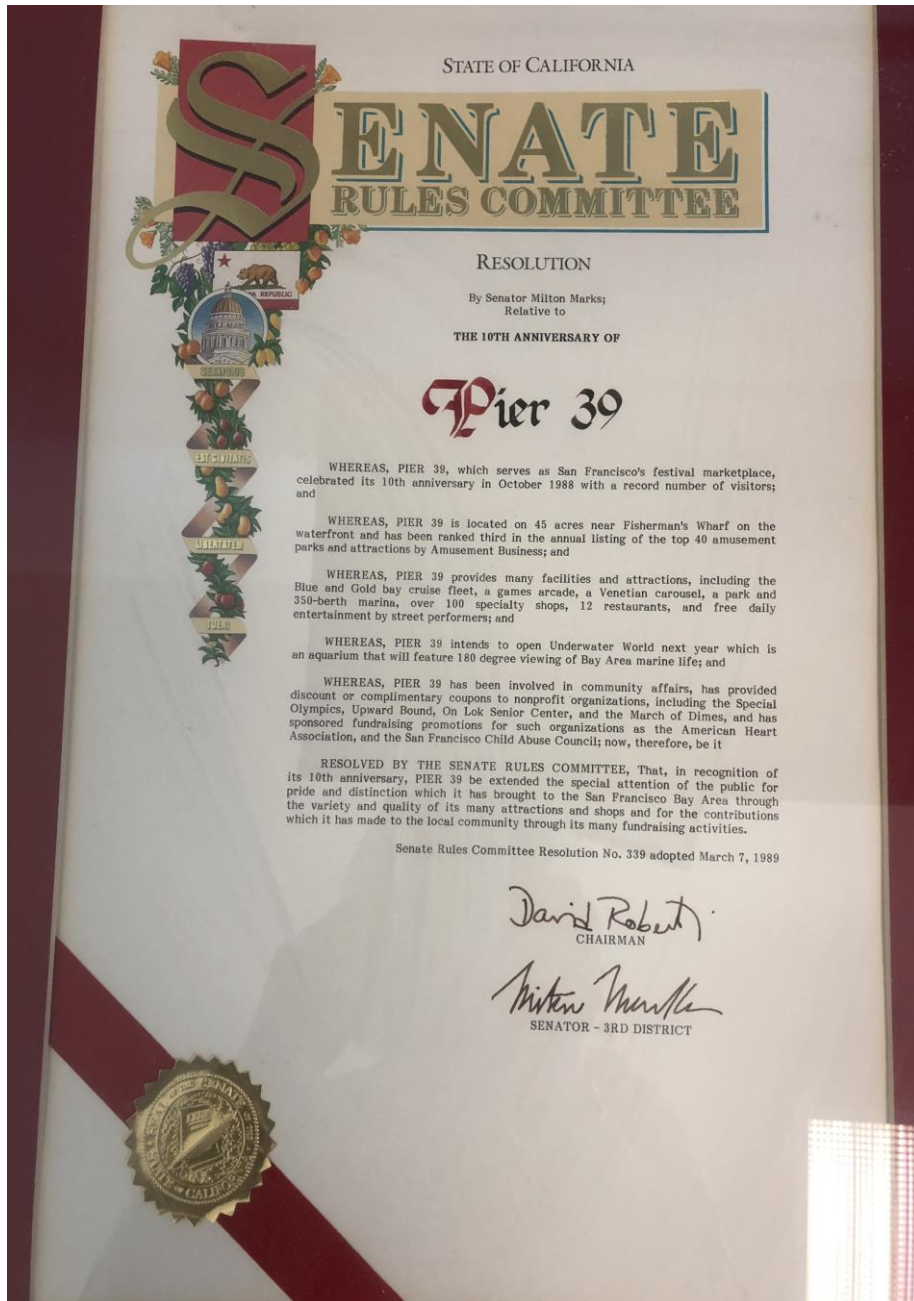
General Partners, Molly South and  
Robert Moor with President & CEO,  
Bob MacIntosh (at the time)  
Celebrating PIER 39's 25 Anniversary



# PIER 39's Mascot- Salty the Sea Lion

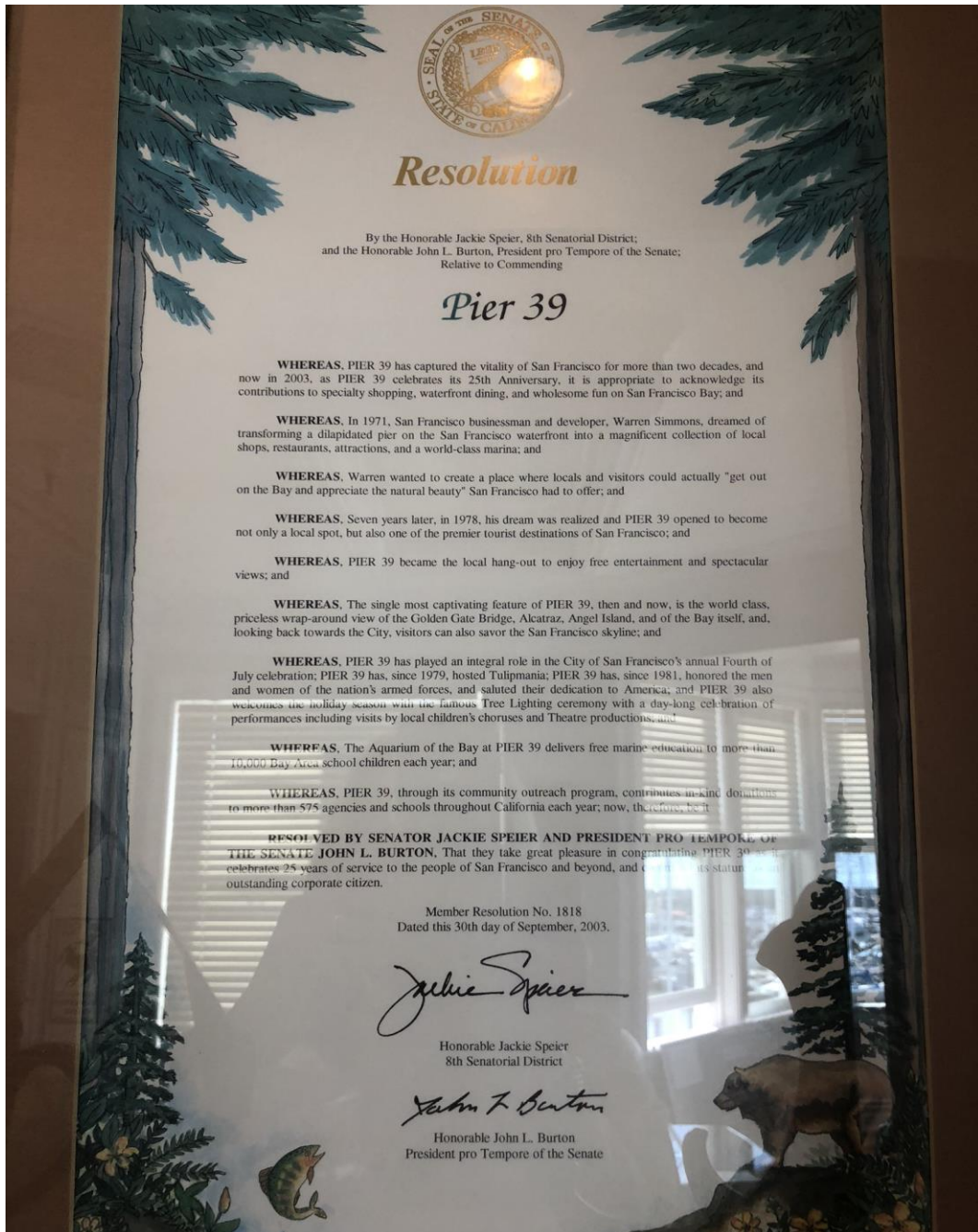


# State Senate's Recognition of PIER 39's 10<sup>th</sup> Anniversary

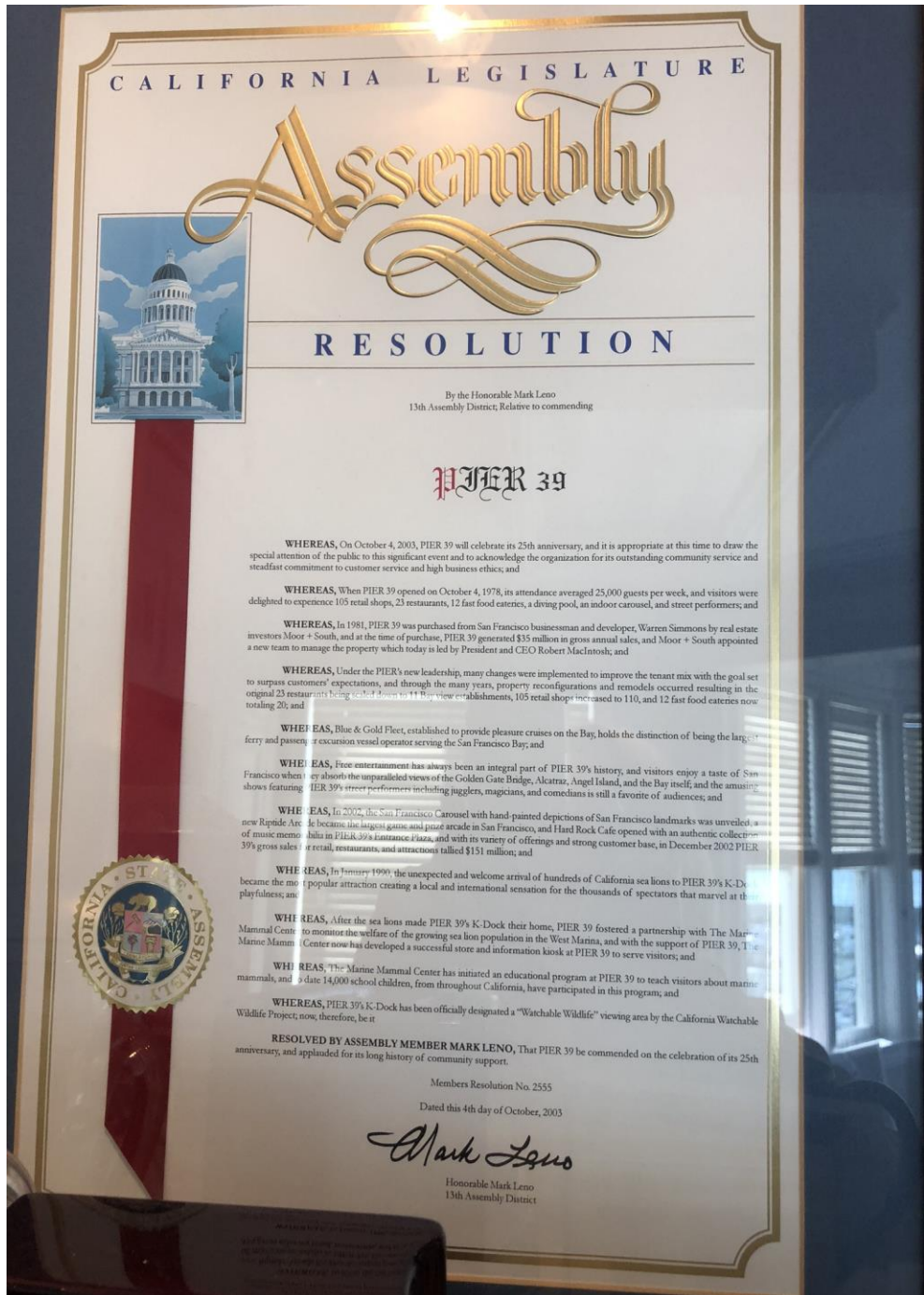




# Resolution from State Senator Jackie Spier in Recognition of PIER 39's 25<sup>th</sup> Anniversary



# Resolution from Assemblyman Mark Leno in Honor of PIER 39's 25<sup>th</sup> Anniversary



# Recognition from the Port of San Francisco in Honor of PIER 39's 35<sup>th</sup> Anniversary

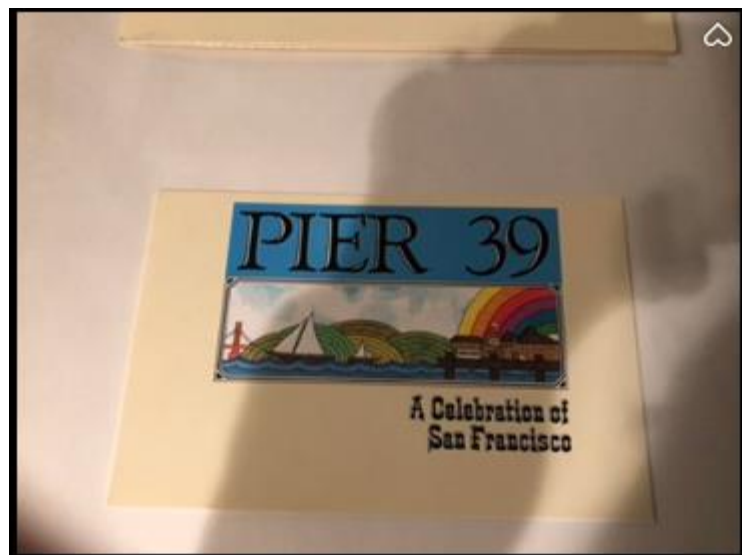
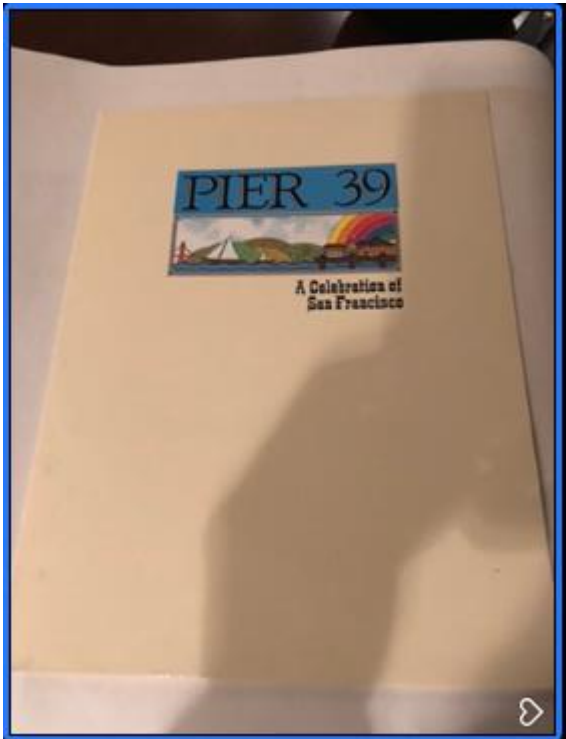




# Certificate of Honor from the SF Board of Supervisors in Honor of PIER 39's 39<sup>th</sup> Anniversary

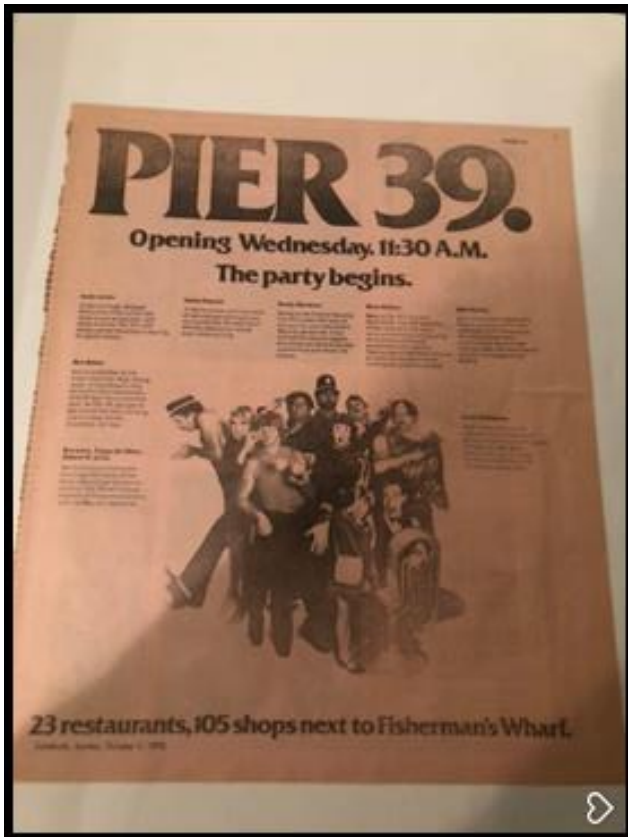


# Original Presentation Folder and Note Card from PIER 39's Opening





# Grand Opening Print Advertising



# PIER-39 NOW OPEN

Celebrate the beginning of a new era  
on the San Francisco waterfront

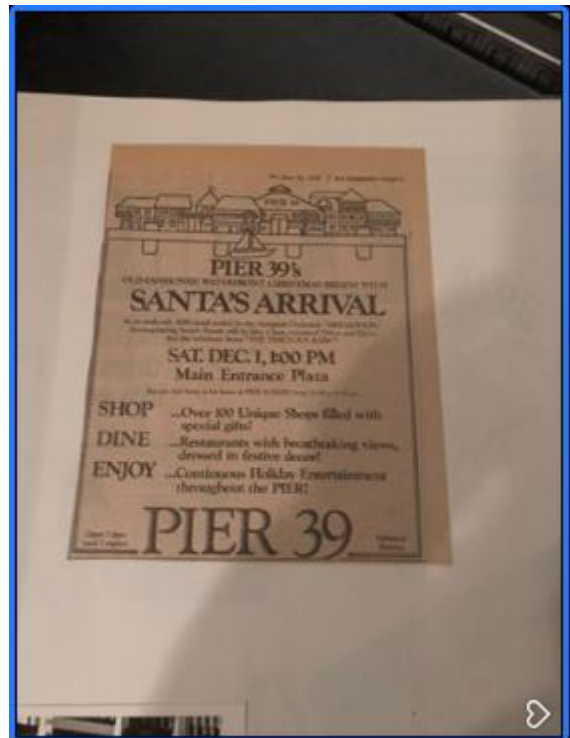
## PRESENTING:

- 23 full-service restaurants serving every kind of food imaginable
- 105 specialty shops and boutiques
- 350-berth sportfishing, yacht brokerage and pleasure craft marina
- five-acre waterfront park
- double-decker merry-go-round in PIER-39's Palace of Fun Arts

## ENTERTAINMENT: (all at no charge)

- The Great American High Diving Team performs 5 times daily, plunging 87 feet into a nine-foot deep pool. The Human Torch dives during all evening shows
- 25 working craftsmen within selected shops
- Two separate stage areas where San Francisco's most famous jugglers, mimes, musicians, and other entertainers are always performing
- PIER-39's own (soon to be famous) rainmaker
- Other unusual characters wandering around PIER-39's turn-of-the-century setting

# Print Ads

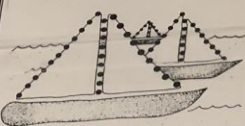


# Print Ad from December 1980

VISITOR NEWS DEC. 1980


## There is such a thing as an old-fashioned Christmas without snow.

It's at PIER 39. And it's wonderful.



### The Grand Lighting of the PIER.


Colorful lights reflect off the Bay as they do off newly fallen snow. At 6 p.m., the boats in PIER 39's marina become aglow from bow to stern, surrounding the PIER like a beautiful ribbon on a Christmas present...



### Old-Fashioned Entertainment.

PIER 39 steals Christmas carolers from the days of Dickens. Dressed in cozy turn-of-the-century costumes, they'll wander through the PIER's decorated walkways and malls singing the spirit of the season.

There's even more traditional Yuletide activity as drivers in old-time riding garb conduct carriage rides around the PIER.




### Christmas Shopping.

With 132 specialty shops with quality one-of-a-kind gifts, PIER 39 has the old-fashioned atmosphere that makes Christmas shopping fun again!

### Restaurants.

Hot toddies and holiday decorations carry the Old-Fashioned Christmas spirit through all PIER 39 restaurants. No matter what the menu—French, Italian, Mexican, Chinese or San Francisco seafood—PIER 39's restaurants can be the "star" on top of your day at PIER 39.



### Christmas Splendor.

The joy of Christmas is ever-present at S. Claus—A Year-Round Christmas Wonderland. Five rooms overflow with decorations, ornaments and accessories for all Christmases, past, present, and future.

### Gift Wrapping.

PIER 39's Ship & Pack store offers wrapping, packing, and shipping services for all sizes of Christmas gifts. Even a wonderful Old-Fashioned Christmas like PIER 39's can enjoy a little modern convenience...

Join PIER 39 shops in celebrating our Old-Fashioned Waterfront Christmas from 10:30 a.m. to 8:30 p.m. daily. Restaurant hours: 11:30 a.m. to 11:30 p.m. daily. Ship & Pack store hours: 12 noon to 8:30 p.m. daily. MasterCard and VISA accepted at all shops and restaurants. And park your sleigh at PIER 39's garage directly across the street or take AC Transit, MUNI, BART, or the cable car.

# PIER 39



# Print Advertisement

## San Francisco has a number of great new places to discover

# 39

### PIER

**17 great restaurants with a sensational view**

Down by the water, you'll find some of the oldest restaurants in San Francisco. But a whole new crop of great ones, that change rapidly, have in a beautiful location. Right on the Bay at Pier 39. With a sweeping view that shows how from the Bay.

**1,000 parking places right next door—or ride the MUNI**

Just to say thanks for reading this ad, and just so you'll get to know us better, we're and a present for you.

Then cruise right here, saves you \$2.00 on a ride around the Bay on one of the three luxury ships of the Blue & Gold Fleet. And it's out from Pier 39, all the way out and under the Golden Gate Bridge, back to Alcatraz, past the whole City skyline, under the Bay Bridge, and back home. It's a 1½-hour ride, and a \$5.00 value. Yours for \$1.00 off with this coupon.

So come soon. And plan to discover a number of terrific things.

**And \$1.00 off a Bay cruise with the Blue & Gold Fleet**

And no wonder. Right here in this one arcade, there's a beautiful merry-go-round imported from Venice. 30 bumper cars. A Wild West Shooting Gallery with 93 wacko targets. Plus 37 pinball games, 52 video games, 40 skeeball and carnival games. Our famous whack-a-mole. Of course, we won't say that everybody wins a prize. But if you look at all the people walking around down here with bag stuffed toys, sometimes it sure seems that way.

**105 uniquely San Francisco specialty shops**

Native rainbow pillows. Rugged Western wear. Antique.

**36 terrific performers to watch**

Every day from now through November, you can watch the Pier 39 Diving Team take its insane plunge from an 87-foot tower into a 5½-foot tank of water. We've got jugglers. Magicians. Fire eaters. Circus. More.

All performing for free every day of the week. And, of course, we've got a guy called "The Rainsmaker." Can this guy really make rain? Well, if he can't, how come he always wears an umbrella on top of his head?

**184 unidentified flying objects**

Opening May 3, we've got a huge, brand new exhibit that's really going to make you stop and think for a while. It's called UFO Encounter, and it's filled with some very impressive evidence of unexplainable UFO sightings. We'll show you 122 unexplained photographs, 52 documented case studies, and 3 movies you'll wish weren't so convincing. You can listen to eyewitness recordings, and see replicas of alien spacecraft and crews. UFO Encounter. There's nothing on earth like it.

**12 quick and easy fun-food places**

Pizza. Hot dogs. Burgers. Fries. Fresh salad. Fresh seafood. Even Mexican, Japanese, and Chinese food. If you're in a hurry, on a budget or just bringing a bunch of kids who never eat anything but fun-food, well, you've got more choices here than any place else in town we can think of.

**137 different games to play**

Speaking of kids, Pier 39 is one of those places they love coming back to again and again. They really love our Palace of Fun Arts.

**\$1 OFF \$1 OFF**

This coupon entitles the holder to \$1.00 off the regular price of a 1½-hour Bay Cruise on one of the luxury ships of the Blue and Gold Fleet. Valid from Pier 39, all the way out and under the Golden Gate Bridge, back to Alcatraz, past the whole City skyline, under the Bay Bridge, and back home. It's a 1½-hour ride, and a \$5.00 value. Yours for \$1.00 off with this coupon.

(Limit: One coupon per ticket purchase.)

**mustard tins. Hand-carved rocking horses. When you're looking for that special gift, and you can't find it anywhere else, you'll find it here. Because we've got a grand total of 105 specialty shops. With working artisans. Exotic crops from every corner of the world. One-of-a-kind gifts that really fit the occasion. And prices that go all the way from 39¢ to \$12,900.**

Pier 39, P.O. Box 3730, San Francisco, California 94101, 975-80



# Print Advertisement

**Reality for the schools**  
 HIGH SCHOOL, which need more than property grants, also to give "basic skills" books, which will be allowed to use, a bill approved by the Assembly. The measure, introduced by Assemblyman Larry Hall, Chairman Barbara, was sent to the Senate on a bill.



**Bill to raise cost of credit**  
 THE ASSEMBLY committee passed, without debate, a bill to allow merchants to charge consumers what the Federal administration indicated as some of the highest interest rates in the country — jumping to 20 percent for charge accounts and installment contracts under \$1,000 from 10 percent to 25.5 percent. The bill is AB 1071, by Assemblyman Bruce Young, D-Warren.

**Tax break for solar homes**  
 THE LEGISLATURE has placed on the Nov. 4 ballot a proposed constitutional amendment aimed at saving property taxes for people who install solar energy systems. Under the proposed measure, known as AB 1101, Alfred Aquino, D-San Jose, the Legislature would be able to allow home owners to add solar energy systems without increasing property taxes.

**one loans OK'd**  
 In the second time in two months, today allowing mortgage loans with interest as much as 15 percent, passed by Assemblyman Robert McAlister D-San Jose, and is awaiting a vote in May. John P. Moran, D-San Jose, is backed by several and loans there are a type of loan will make it right money, perhaps.

**ment by credit card**  
 one must be able to advertise that with credit. A bill, AB 1047, by Assemblyman, passed the Senate yesterday on a ground any county or city to accept credit of services. Credit cards were already in use, but, then and vehicle towing costs.

**TOTAL COMFORT IS NOW ON SALE**  
 THE ELEGANCE AND COMFORT OF OUR 100% COTTON SCOTCHDAIR PRINTS ARE NOW AVAILABLE AT GREAT SAVINGS. YOUR CHOICE OF QUEEN SIZE, FULL SIZE, TWIN SIZE.

 CONTEMPORARY STYLED SOFA BED. IN THIS FULL SIZE NEWEST COLOR SELECTION OF PRINTS. QUEEN SIZE \$298 \$368 ROLLED ARM SOFA BED WITH 3 KNUF EDGE SEAT CUSHIONS. LOWS. CLOSD THRU PIL. QUEEN SIZE \$368 \$428	 IMPORTED PATTAN FRAMES IN NATURAL OR PINK. FIBER. LARGE SELECTION OF SOFAS. QUEEN SIZE \$398 \$498
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**Sofa Bed Mart**  
 4720 GEARY BLVD. SAN FRANCISCO, CA 94118. 751-2200  
 OPEN 7 DAYS 11:00 A.M. TO 6:00 P.M.

**FINANCING AVAILABLE**  
 112 E. GARDEN REAL SAN CARLOS, CA 95060. 955-0846

Looking for that one special shop you can't find anywhere else? We've got a number of them.

Anniversaries. Birthdays. Weddings. Every now and then, those special occasions come up when you body a r and be d that sent that anybody could only resent like u've got to another ow, at to drive p to shop. we've got of-a-kind r seen in

Exotic imports from every corner of the world. And one-of-a-kind gifts you won't find anywhere else. From hand-carved rocking horses to charming antique mustard tins, from rugged Western wear to delicate Japanese scrolls. There's one shop that sells nothing but rainbows; another that has nothing but teddy bears. We've even got a whole shop full of gifts just for left-handed people.

And if you think our shops give you lots to choose from, so do our prices. They go all the way from 39¢ to \$3,900.

**174 different things to do with kids while you shop.**  
 If you really want to make

a day out of it, bring the kids along, and we've got things to do that'll keep them going all day long.

There's all kinds of free entertainment. With high bumper cars to video games. And when you really want to take it easy after you're done shopping, there's nothing like a cruise out on San Francisco Bay. On one of the luxury ships of our Blue & Gold Fleet.

1,000 parking places right next door. And MUNI service, too.

Just across the street, there's a huge four-story garage with room for 1,000 cars at a time. And with a ticket validation, you can park four hours for only \$2.00.

14 great restaurants to choose from.

After all that shopping, we wouldn't blame you for wanting to take a break. And are you ever in luck. Because right here in this one place, we've got 14 restaurants to choose from. There's seafood. Italian food. French food. Not to mention mouth-watering Mexican, Japanese, and Chinese food.

As if all that weren't enough, we've even got 12 fun-food places with everything from burgers and fries to hot dogs to pizza by the slice. And they're all open for lunch and dinner, so you can drop in any time.

**And one offer you can't refuse.**

This month in the next day, we have a get acquainted. It's a day you can't refuse. We'll break it up for you. We'll have a special price for you. We'll have a special price for you. We'll have a special price for you.

**Free Free**

So next time you're looking for that one special at just head for Pier 39. And get ready to discover a number of really special things.

65

# Cable Car Queen Advertisement



# Past Print and Magazine Advertising





# Past Advertising Campaign

Jugglers, comedians, magicians, tightrope walkers, unicyclists:  
all do their number June 5!

# PIER 39

**PIER 39's 13th Annual Street Performers Festival**  
Presented By Sebastiani Vineyards  
Saturday, June 5, 11:00 a.m. - 6:30 p.m.  
Any Street Performers will dazzle you at the Sebastiani Vineyards Stage in the Entrance Plaza, and the Crystal Geyser Center Stage. All performances are free and open to the public.

Learn to juggle for a \$2.00 donation with experts from PIER 39's Juggling Capital Store, and be a part of the festival's fire show grand finale at 6:00 p.m.

**Coca-Cola Juggling Workshop Schedule:**  
Kids (age 8 and under) 1:00-1:45 p.m.  
Beginners 2:00-2:45 p.m.  
Advanced 3:00-3:45 p.m.

Stop by the Breyers sampling van for free ice cream and have your face painted by the Breyers Face Painters for only \$2.00.


Take your picture with Saby, PIER 39's sea lion mascot, at the Kodak Picture spot, and get a FREE 4x6 photo courtesy of PIER 39's One Hour Photo and Kodak.

All festival proceeds benefit the Children's Miracle Network and Children's Hospital Oakland.

Call (415) 981-PIER for more information. PIER 39 is located at Beach Street and The Embarcadero. Ride the Alameda/Oakland Ferry to PIER 39.

For schedule/fares: (510) 522-3300.

SEBASTIANI  
CRYSTAL GEYSER  
KODAK  
Coca-Cola  
Children's Miracle Network  
PIER 39  
Celebrating 35 Years



The California Sea Lion

# PIER 39

Fascinating Facts

Only San Francisco offers such a number of memorable restaurants, shops, and views!

# PIER 39

Only one place in San Francisco can boast of that special view of San Francisco Bay. PIER 39. Panoramic views, a hundred different shopping experiences, unforgettable rides and wonderful live viewing.

Plus, PIER 39 offers a tempting array of restaurants featuring Market's fresh, fishery specialties, and fun activities. Come visit and see all-American fun!

Children are sure to love our live with bands of California Sea Lions - come and hear the joys of making PIER 39 home.

Head over to PIER 39 at the corner of Beach Street and The Embarcadero... only a short walk to 100 or so nearby shops and restaurants.

PIER 39 is a special place for everyone's enjoyment. Call 415-981-PIER for more information.

Looking for that special San Francisco shop, restaurant, fun spot? We've got a number of them!

# PIER 39

All the things you've always loved about San Francisco you'll love about PIER 39. Great varieties of restaurants, 10 or less count.

More than 100 unique specialty shops on two scenic levels.

Great views, Golden Gate Bridge, Alcatraz, Sausalito over the Bay and city skyline.

Cruise the Bay on our own Star & Gold Fleet. Enjoy a spin on The Deepers Northern California or take the city on our exclusive Cable Cars or stroll into another dimension on Trolley Rides.

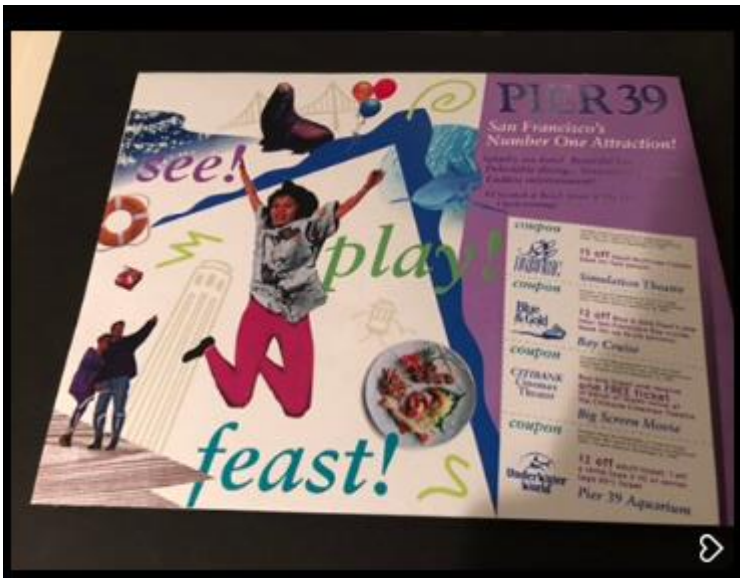
At PIER 39, something exciting is going on. Jugglers, Magicians, Acrobats.

And PIER 39 features, unenhanced, sea lion performances.

PIER 39 is located two blocks east of Fisherman's Wharf at Beach and The Embarcadero. Call 415-705-5495 for more information.

That local San Francisco sensation? It's all about PIER 39.

# Past Advertising Campaigns





# Current Tourist Advertisement in Where Magazine



# Current Muni Queen Outdoor Boards



# TRAVEL+ LEISURE

## America's Most-Visited Tourist Attractions

**From colonial landmarks to theme parks, we reveal which U.S. tourist attractions are the most popular.**

**April Orcutt**

December 05, 2012

Every day, 10,000 people enter New York's Grand Central Terminal—with no intention of catching a train. They come to slurp bivalves at the Oyster Bar or cocktails at the Campbell Apartment. They gawk at the ceiling embellished with gold constellations, browse shops, and take tours. It's enough to make the landmark one of America's top five most-visited [attractions](#).

Location, of course, plays a role, and many of the most popular attractions are found in [major cities](#) such as New York, San Francisco, and Seattle. Size, too, matters. While the National September 11 Memorial had an impressive 4.5 million visitors during its first year (it opened on Sept. 12, 2011), it was dwarfed by Central Park with 100 times the area.

Yet for every traveler drawn to the big city, there are others who embrace the great outdoors. With its accessibility and size, Great Smoky Mountains National Park is

a natural choice for millions—more than 9 million to be precise, making it the No. 16 most-visited attraction in the nation.

Like it or not, the white-tailed deer, black bears, and brilliant foliage of the Great Smokies can't quite compete with the popularity of Disney among Americans and international visitors; five theme parks made it into the top 20. To determine these rankings, we gathered the most recent data supplied by the attractions themselves or from government agencies, industry reports, and reputable media outlets.

Read on to find out which tourist attraction claimed the No. 1 spot with more than 41.9 million visitors in 2011. Were you one of them?

**The Methodology:** Our definition of tourist attractions included natural, cultural, and historic sites as well as recognized areas of limited geographic scope like the Las Vegas Strip. (We eliminated national parkways as they spread over extensive distances). Accurate numbers weren't available for some popular attractions such as Waikiki Beach in Honolulu and the Atlantic City Boardwalk in New Jersey. In the case of transportation hubs like Grand Central Terminal or San Francisco's Golden Gate Bridge that bring in both travelers and locals, we focused as much as possible on visitor data that excluded the strictly commuting set.



travellinglight / Alamy

## No. 20 Pier 39, San Francisco

**Annual Visitors: 8,133,700**

Just east of Fisherman's Wharf, tidy two-story buildings line this wooden pier that leads to spectacular views of the Golden Gate Bridge, Alcatraz Island, and sometimes dozens of sea lions napping on wooden docks. Outdoor seating at some of the 30 cafés, seafood restaurants, donut shops, candy stores, pizzerias and wine bars makes it easy to linger over those views. And for guaranteed sea life viewing, head to the Aquarium of the Bay by the pier's entrance.

[pier39.com](http://pier39.com)

*Source: Pier 39*



# San Francisco Chronicle

## Believe it or not, Pier 39 has upside

By John King

July 10, 2015 Updated: July 12, 2015 9:45am

Since the day it opened in 1978, **Pier 39** has been scorned by all supposedly right-minded San Franciscans. It's lowbrow and crass, we agree, a fake village designed for tourists that has nothing to do with the Real City.

Oh, and it's a destination that never goes out of style.

Long after such atmospheric rivals as **Ghirardelli Square** and **the Cannery** lost their luster, the retail village built from scratch in 14 months still attracts an estimated 10 million visitors a year. A cynic would say this proves that the masses are easily duped. But maybe, just maybe, another key to Pier 39's success is that it fits the bayside setting better than we think.

Am I saying you should learn to love Pier 39? Not at all. But consider this a primer demonstrating five basic rules of how a city can meet the water — basics to remember as the Port of San Francisco begins work this fall on **updating its waterfront land-use plan**.

**1. Don't be exclusive:** Yes, tackiness is part of a terrain where the entrance is flanked by a Hard Rock Cafe and Only in San Francisco, where shot glasses adorned with cable cars are always on sale.

Once past this gantlet, Pier 39 unrolls a procession of spaces large and small, framed by two-story buildings clad in weathered wood. Footbridges slice the air above. At the end of the quarter-mile journey, the buildings part to reveal a front-row view of Alcatraz where pelicans might glide past while you take in the larger grandeur.

It's the place where a visitor to the city can scratch "tchotchkes for relatives" off the to-do list — but also where a local can savor the essence of this metropolitan region: a mosaic of water and hills like none other in the world.

**2. Don't be afraid of the water:** Theoretically, developer **Warren Simmons** could have been forced to pack his open-air mall into one or two larger buildings along the Embarcadero, leaving the pier as an enormous pedestrian plaza.

And if that had been case, we'd be worse off today.

Uncluttered vistas are great for jogging or biking, but an *urban* waterfront needs an *urban* element, the back-and-forth of built form and open water. Pier 39 emphasizes close encounters with the bay, where paths along the outer edge showcase a marina on the east and a seasonal sea lion colony on the west.

True story: a college friend of mine proposed to his girlfriend there. They've been married 35 years.

**3. Be resilient:** The public access along the edge was required by regulators. So was the marina. The sea lions are **another story**.

They hauled themselves onto floating docks in 1990, drawn by the bay's movable (herring) feast. Management tried to chase them away. Then the photogenic pinnipeds began attracting locals who in the past had shunned the water-top cul-de-sac. Today, a sea lion-themed shop does brisk business.

The word “resilient” is all the rage in planning circles, the idea being that neighborhoods along the water should be designed with an eye to where sea levels might be in 50 or 100 years. But cultural resilience is important as well, crafting a place so that changes around it — a sea lion colony or the streetcar line that now stops outside Pier 39 — can be accommodated in ways that are beneficial to everyone involved.

**4. Be ambitious:** Among the sights at Pier 39 are boastful plaques telling the story of how developer Simmons outlasted his foes, the “restless natives,” and how “it took a developer with a horde of local contacts and a self-professed love of the city to move Pier 39 through the permit process.”

Not everyone was impressed: **Allan Temko**, The Chronicle's Pulitzer Prize-winning architecture critic, recoiled from the “pseudo Victorian junk” in a review of savage glee. But time has tempered the shock of the new; it also has revealed the virtues of solid construction, no matter how awkward it looks. The pedestrian bridges with their thick braces and beams, for instance, offer a welcome woodsy warmth in our age of icy glass.

Simmons had hubris. I'll take hubris over the bottom-line banality of developers who churn out product designed to make a profit, nothing more.

**5. Know your place:** When Pier 39 opened, “everyone” compared it unfavorably to Ghirardelli Square and the Cannery, those historic red-brick realms converted into attractions marketed not only to tourists, but to scene-seeking locals and young adults.

Since the 1980s, though, the city's cultural center of gravity has shifted ever farther to the south. The Mission's where the action is, not the base of Russian Hill.

Fast-forward to 2015: **Ghirardelli Square's main lure** is not one, not two, but three Ghirardelli Chocolate outposts where you can gorge on eponymous ice cream sundaes (not that there's anything wrong with that). The Cannery attracts so little foot traffic it would be the ideal spot for a clandestine affair.

I don't want to oversell the virtues of — Temko again — “these deliberately jumbled groups of contrived shacks.” Or a retail buffet cooked up to appeal to as many consumer tastes as possible, which explains why the Eastern-themed Enlightenment boutique is across from Treasure Ireland and next to the magnet store. But Pier 39 understands the allure of a setting that is economically diverse, while enhancing access to the water at different levels and in different ways.

During the next two years, the port hopes to rally San Franciscans behind a vision for the waterfront that allows for new development while preserving what maritime activities exist and improving the network of public spaces that connect the city to the bay. It's a debate that we need to have — and one where even Pier 39 might be looked to for positive lessons, not just as a cautionary tale.





Image 1 of 13

Thomas Thorpe, 7, of Willows, bounces in the air on the Bungee Trampoline on Pier 39 during a visit on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle



Image 2 of 13

Maria Clara Sampaio (green shirts l to r) and Amanda Farache both of Brazil, navigate their way through the crowd walking on Pier 39 during a visit on Tuesday, July 7, 2015 in San Francisco, Calif. Photo: Lea Suzuki, The Chronicle



Image 3 of 13

Javier Medina, crepe maker, makes crepes in a window at the Crepe Cafe while visitors at Pier 39 are reflected in the glass of the window on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle





Image 4 of 13

People visiting Pier 39 walk past shops on Pier 39 on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle





Image 5 of 13

Ghiradelli Square visitors share a hot fudge butterscotch sundae from a Ghiradelli Chocolate store at Ghiradelli Square on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle



Image 6 of 13

Among the Pier skeptics: then-Supervisor Dianne Feinstein, who bet developer Warren Simmons that she would show up in a bikini if the complex debuted on schedule in October of 1978. It did, and she was there — but in a tan body stocking and a one-piece bathing suit. Since only half of the shops and restaurants were ready, she said, “I’ll only take off 50 percent of my clothes.”

Photo: JERRY TELFER

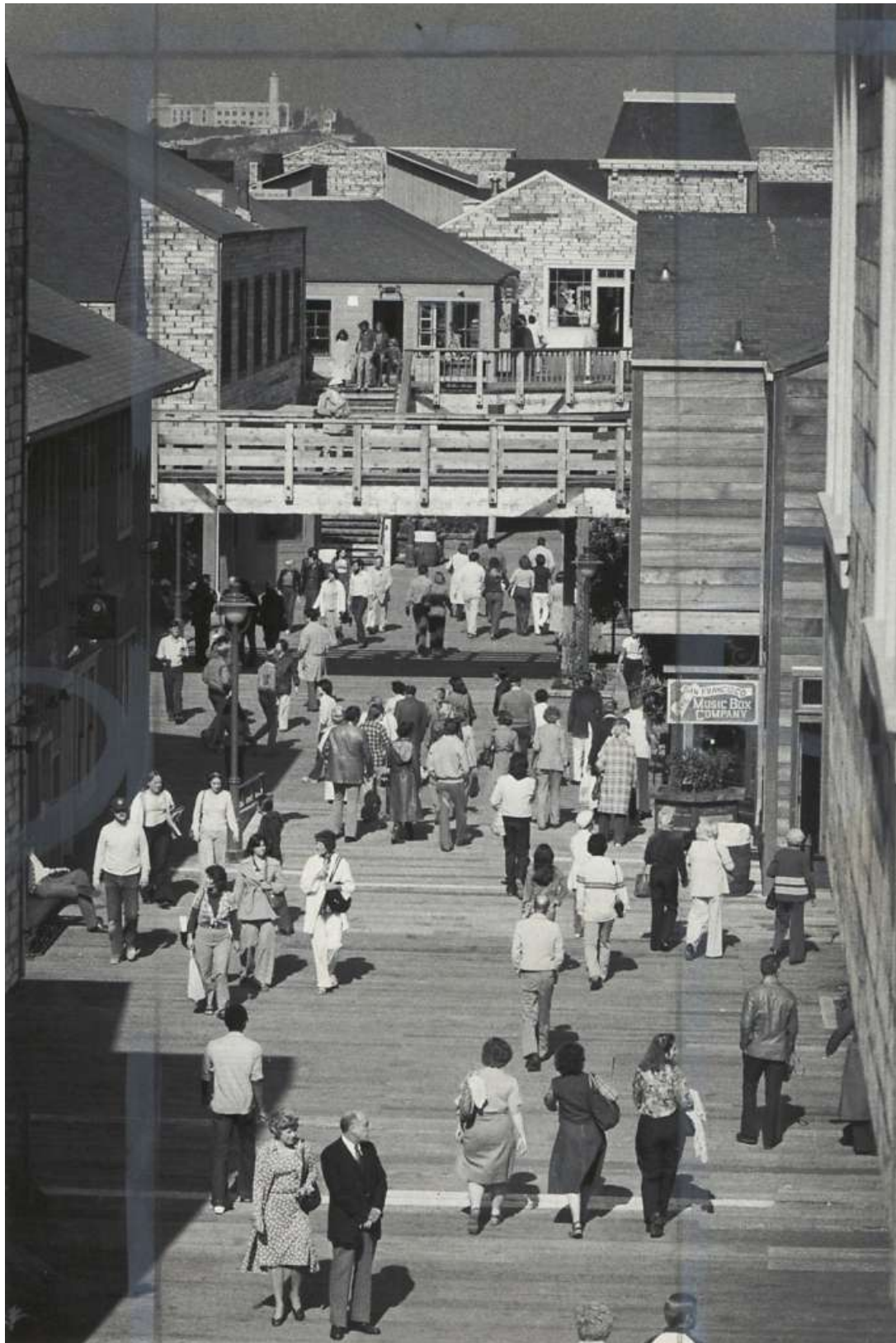


Image 7 of 13  
Pier 39 on opening day in October, 1978  
Photo: John Storey/1978, SFC



Image 8 of 13

The centerpiece of Ghirardelli Square's public spaces, with a Ruth Asawa fountain, in 1976

Photo: Joe Rosenthal, The Chronicle





Image 9 of 13

Cesar Gutierrez (l to r) and his father Salvador Gutierrez, install signage at Ghiradelli Square while husband and wife Julia Popa and Noah Popa, both of Gilroy, sit nearby during a visit on Tuesday, July 7, 2015 in San Francisco, Calif.

Photo: Lea Suzuki, The Chronicle

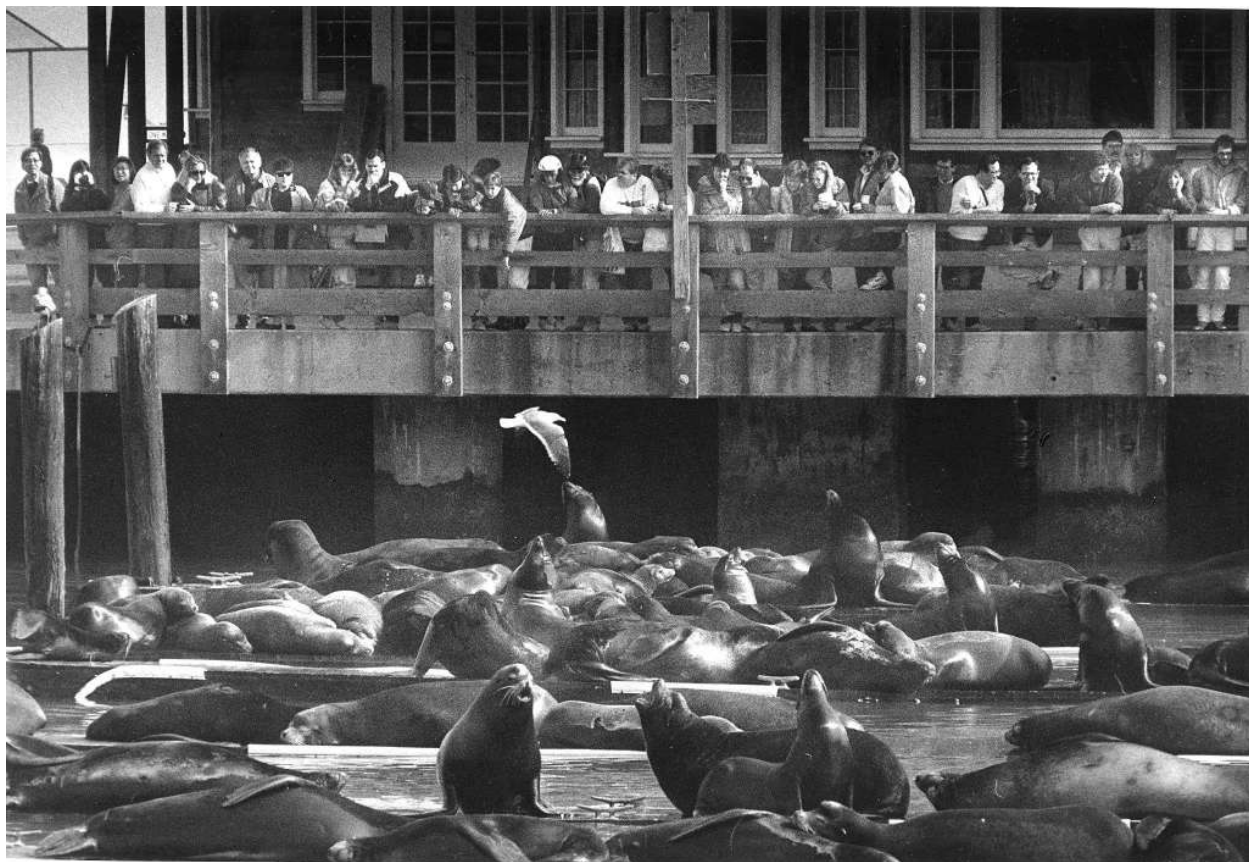


Image 10 of 13

Tourists at Pier 39, look and take pictures of the sea lions and seals in San Francisco Photo shot 02/10/1991

Photo: Brant Ward, The Chronicle

# Local Boy Makes Good.

If you're planning to develop a major portion of San Francisco's waterfront in the near future, here's a helpful hint: Spend a few decades living in the City before you begin your battle.

It is doubtful Pier 39 would have been built if it were not for the local roots of Warren Simmons, its developer. San Franciscans are extremely protective of their waterfront, and it took a developer with a horde of local contacts and a self-professed love of the City to move Pier 39 through the permit process. Only an insider could have quieted the restless natives.



The San Francisco Simmons go far back. The photograph below, taken in front of the San Francisco Cliff

House at the turn of the century, shows the developer's paternal grandmother and grandfather,

along with the "youngsters," Uncle Warren, Aunt Katherine and Simmons' father, Harold Simmons.

Aunt Katherine, the sole surviving member in the photo and the matriarch of the family, lives in the same home in the San Francisco Sunset District where she has resided for the last 55 years.

Image 11 of 13

One of the plaques at Pier 39, many of them focused on the project's travails in moving from concept to completion. Design buffs, check out the vintage late '70s typeface -- like something from a Mork & Mindy episode.

Photo: John King, The Chronicle





Image 12 of 13

The Cannery as it looks today, a far cry from the 1970s when it was one of the city's most chic destinations.

Photo: John King, The Chronicle





Image 13 of 13

Ghirardelli Square today does not have the buzz it did in the 1960s and '70s, though visitors still find their way inside and relax on the steps of the fountain designed by Ruth Asawa.

Photo: John King, The Chronicle

*John King is The San Francisco Chronicle's urban design critic. E-mail: [jking@sfgate.com](mailto:jking@sfgate.com) Twitter: @johnkingsfchron*

*Filing Date:* August 8, 2018  
*Case No.:* 2018-010966LBR  
*Business Name:* Pier 39 Ltd Partnership  
*Business Address:* Multiple Addresses  
*Zoning:* C-2 (Community Business)  
40-X Height and Bulk District  
*Block/Lot:* 0031/007-079; 9900/039; 9900/502  
*Applicant:* Kathy Paver, Senior Vice President of Marketing  
P.O. Box 193730  
San Francisco, CA 94119-3730  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Pier 39, opened in 1978 and operated by Pier 39 Ltd Partnership since 1981, is a 45-acre complex built with 200,000 square feet of restaurant and retail space. Converted from an abandoned cargo pier, this waterfront project was themed as a uniquely designed turn-of-the-century fishing village that completely encircled the pier from its Embarcadero entrance out to the bay and back. Pier 39 was created by founder and developer Warren Simmons.

The challenge of creating Pier 39 was to capture the vitality of San Francisco as a destination and to bring all of its entertainment offerings of fun, food, and shopping into a ‘village square’ as a place for people to gather and enjoy themselves. Simmons’ vision was a two-level complex that people of all ages could enjoy. To provide a unique ambiance, Simmons filled Pier 39 with independent, family-owned and operated shops and local artisans who created jewelry, wood carvings, candles, puppets, glass sculptures and more.

Some of the original planking from the old surrounding piers was also used in the construction of the pier. When it opened, there were 50 retail shops, 23 restaurants and 12 fast food eateries. On each side of Pier 39 was a 300-berth marina. Pier 39 also featured a 5-acre waterfront park to the east and west of its entrance. Within two weeks of opening, the pier’s attendance averaged 20,000 to 30,000 guests per week. The pier is one of the City’s most visited attractions, drawing 15 million local, national and international visitors annually.

The business is located on the north side of the Embarcadero between Pier 41 and Pier 35 in the North Beach neighborhood. It is within a C-2 (Community Business) Zoning District and a 40-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

29. *When was business founded?*

The business was founded circa 1978.

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

Yes, Pier 39 qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- xiii. Pier 39 has operated continuously in San Francisco for 40 years.
- xiv. Pier 39 has contributed to the history and identity of San Francisco by serving as a food, retail and entertainment attraction.
- xv. Pier 39 is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

***Architecture***

The Eagle Cafe, a San Francisco establishment since 1920, was moved lock, stock and barrel from its original location at Powell Street and The Embarcadero (2 blocks east of its present location) to the second level above the Entrance Plaza to Pier 39. The Eagle Cafe building is designated by the Planning Department as Category A, "Historic Resource Present," with regard to the California Environmental Quality Act (CEQA). The remainder of PIER 39 is categorized by the Planning Department as Category C, "No Historic Resource Present / Not Age Eligible" with regard to CEQA.

***Persons***

Warren L. Simmons, the original developer of Pier 39, was known as a charismatic entrepreneur who used humor and grace in his business dealings. At nine years of age, Simmons took his first turn at business by selling newspapers on the streets of San Francisco. Two years later, he went to work as a soda jerk at Keiser's Colonial Creamery in the city's Sunset District. During World War II, while enrolled at Lowell High School at age 19, Simmons worked 12-hour shifts on the waterfront. He then went off to the University of California at Berkeley and received a degree in Business Administration. After college, Simmons became a pilot for Pan American Airlines for 20 years (1950-1970) and spent his spare time looking for lucrative investments. He founded the Disco department store chain as well as the chain of Tia Mexican Restaurants where he was CEO. Simmons was looking for property on the wharf for a Tia Maria restaurant when his wife suggested they stroll onto Pier 39 which was then an abandoned cargo pier used to store old refrigerators. It was then that Simmons envisioned building his village of specialty shops and restaurants. He sold his interest in the Tia Maria restaurant chain and formed a company with other investors to raise \$3.2 million to get his project started. His dream started to take shape. Over the course of five years, Simmons had to deal with 11 agencies to get the plans for Pier 39 approved. As a testament to Simmon's perseverance, Pier 39 became the first commercial development on the San Francisco Waterfront since World War II.

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

No.

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

No.

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

Yes, the business has been featured in numerous news articles, magazines and travel publications. Amusement Business and USA Today named Pier 39 the third most-visited attraction in the country in January 1989. In 1992, The London Observer named Pier 39 the third most-visited attraction in the world. In 2012, Travel & Leisure Magazine named Pier 39 #20 on the list of America's most-visited tourist attractions.

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

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

- Pier 39

**Recommended by Applicant**

- 18 retail buildings, the waterfront parks, the Sea Lion Haul Out Area, and the Marina and Breakwater
- Center of restaurants, shops, and attractions, including a carousel, arcade and The Eagle Cafe
- Performance venue for local musicians and street performers
- Sculpture and other art installations

**Additional Recommended by Staff**

- None