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**\*\*\* PRESS RELEASE \*\*\***

**SEVEN BUSINESSES APPROVED BY SF SMALL BUSINESS COMMISSION  
FOR THE LEGACY BUSINESS REGISTRY**

**San Francisco, CA** —Seven businesses were unanimously approved by the San Francisco Small Business Commission for the Legacy Business Registry – **Balboa Cafe, Chloe’s Café, FTC Skateboarding, Haight and Fillmore Whole Foods, Hayes Street Grill, Marina Supermarket** and **Pier 39 Ltd. Partnership**. The Registry recognizes longstanding, community-serving businesses as valuable cultural assets to the city. In total, 142 small businesses are listed on the Legacy Business Registry.

**Balboa Cafe: 3199 Fillmore Street**  
Nominated by Supervisor Catherine Stefani

Balboa Cafe and Restaurant opened its doors in 1913 as a saloon. It has since transformed into a refined dining establishment commensurate to its Cow Hollow location, yet many original elements remain—the “Off Sale Liquors” signage and wood-paneled back bar. There is little information about its early ownership until the 1970s when Jack Hobday took over. In 1994, the business was purchased by former San Francisco Mayor and current California Lieutenant Governor Gavin Newsom’s PlumpJack Group, now run by his sister Hilary Newsom and cousin Jeremy Scherer. Balboa Cafe is known for its vibrant atmosphere and menu staples, like the Balboa Burger and Chicken Paillard. The restaurant has operated continuously for 105 years at 3199 Fillmore Street on the corner of Fillmore and Greenwich.

“San Francisco is a boom and bust town that is constantly going through change,” said Jeremy Scherer, Co-President of PlumpJack Group. “Having a place like Balboa Cafe that has been part of the historical landscape of this city for more than 100 years is comforting for the locals and for visitors who are seeking that old San Francisco experience.”

**Chloe’s Café: 1399 Church Street**  
Nominated by former Supervisor Jeff Sheehy

Chloe’s Café was opened in July 1987 when husband and wife catering duo Steven Baker and Melania Kang decided to open a café in San Francisco after running a motion picture catering business. The couple settled on Noe Valley based on the friendly community and finding the perfect tiny space with high ceilings and an abundance of natural sunlight. After 30 years, they are still operating with the original small four-burner stove and the same menu plus daily specials. Today, Chloe’s Café is a go-to breakfast and brunch spot with lines out the door on any given day.



“My wife and I feel fortunate that Chloe’s Café has been part of the Noe Valley neighborhood for over 30 years,” said Steven Baker, co-owner of Chloe’s Café. “I think our customers appreciate the fact they can come in for years—indeed decades—and things will still be the same at Chloe’s – the same menu, decor, and some of the original staff. We are honored and grateful to be included as a Legacy Business.”

**FTC Skateboarding: 1632 Haight Street**

Nominated by Supervisor Vallie Brown

FTC Skateboarding is skateboard shop with boutique branded skateboards, skate gear, clothing and accessories. The business started as a ski and spots retail store owned by Lloyd Uyehara. Lloyd’s son Kent started selling skateboards to his high school friends in the shop and managed what became a skateboard portion of the store. Eventually, Kent opened his own skate shop which he co-owns with his mother Kim. The shop moved twice and landing in its current location at 1632 Haight Street in 2003. It has franchise stores in Tokyo and Barcelona. FTC stands for “For The City” in honor of San Francisco. FTC Skateboarding is well-recognized for its contributions to the San Francisco skateboarding scene.

**Haight and Fillmore Whole Foods: 501 Haight Street**

Nominated by Supervisor Vallie Brown

When Haight and Fillmore Whole Foods opened in 1978, it was a much-needed healthy food oasis in the Lower Haight neighborhood that only contained bars, liquor stores and tobacco shops. The community quickly embraced the store, which is still the only full service grocery store serving the area. Open 365 days a year, Haight and Fillmore won a significant legal battle against the later-established Whole Foods franchise for use of its “Whole Foods” name. Haight and Fillmore Whole Foods, the “Original Whole Foods,” has been family-owned by the Nazzal and Askandafi families for over three decades. The store has operated at 501 Haight Street since its inception.

**Hayes Street Grill: 320 Hayes St.**

Nominated by then Supervisor and current Mayor London Breed

Hayes Street Grill is a seafood restaurant catering to visitors of the performing arts district and government employees around Civic Center and Hayes Valley. The business was founded in 1979 by four partners who were determined to fill a need in the city—an eatery serving fresh local seafood. The atmosphere is simple: hardwood floors, vintage light fixtures and walls lined with autographed black and white photos from celebrities and performing artists. The menu changes daily based on what comes from local seafood and produce vendors and trips to Ferry Plaza and Civic Center farmers’ markets. Two of the founding partners, Patricia Unterman and Richard Sander, continue to own and operate the business. Most of its core staff, have been working at the restaurant for over 20 years.

“Forty years ago when we opened Hayes Street Grill, the performing arts community needed someplace to meet over lunch and eat before the ballet, symphony and opera,” said Patty Unterman, co-owner of Hayes Street Grill. “Who would have guessed that Hayes Valley would become one of the most happening neighborhoods in the city? From day one, we pledged to cook only fresh, local ingredients and we still do. We are so pleased to be recognized as a Legacy Business in our beloved San Francisco.”



**Marina Supermarket, Inc.: 2323 Chestnut Street**

Nominated by Supervisor Catherine Stefani

Marina Supermarket is a full service grocery store offering locally-sourced produce, specialty products, a full line of groceries and fresh meals prepared daily. Little is known about the store’s early years traced back to 1924 before it was purchased by John Plessas, affectionately known as the “Mayor of Chestnut Street” who lived and worked in the Marina District for over 85 years. The business is currently owned by Kenneth Puccini, one of the four employees. Plessas sold the business to in 1985 when he retired. Marina Supermarket is the only independent supermarket in the Marina District.

“I am honored for Marina Supermarket to be included on the Legacy Business Registry,” said Kenneth Puccini, owner of Marina Supermarket. “We all started as employees and bought the business from John Plessas when he retired. We’ve been serving the Marina District for over thirty years and we plan on being there for thirty more.”

**Pier 39 Ltd. Partnership: PIER 39**

Nominated by Supervisor Aaron Peskin

The creation of PIER 39 came from founder and developer Warren Simmons who dreamed of transforming the dilapidated waterfront pier to a must-visit area of San Francisco. After a groundbreaking opening in 1978 by then-supervisor Dianne Feinstein, Simmons built the ambiance with over 80 stores focused on independent, family-owned shops and local artisans. It was purchased by Moor + South in 1981, a limited partnership, which became Pier 39 Ltd. Partnership focused on improving the pier’s attractions with more diverse stores, events and activities. Today, PIER 39 attracts over 15 million visitors each year and is host to staples like the Aquarium of the Bay, the Holiday Tree Lighting Celebration, the July 4<sup>th</sup> fireworks and Fleet Week.

“PIER 39 is honored to call the San Francisco waterfront our home,” said Taylor Safford, President and CEO of PIER 39. “PIER 39 attracts 15 million local, national and international guests annually and we are proud to be San Francisco’s most visited attraction with fun, food, views, shopping and sea lions. We are very grateful to be a Legacy Business in this world-class city.”

**About the Legacy Business Program**

A Legacy Business is a for-profit or nonprofit business that has operated in San Francisco for 30 or more years. The business must contribute to the neighborhood's history and/or the identity of a particular neighborhood or community, and it must commit to maintaining the physical features or traditions that define the business, including craft, culinary or art forms.

The registration process for the Legacy Business Program includes nomination by Mayor London Breed or a member of the Board of Supervisors, a written application, an advisory recommendation from the Historical Preservation Commission and approval of the Small Business Commission. Inclusion in the Registry provides Legacy Businesses with recognition and support as an incentive for them to stay in the community. The program also provides educational and promotional assistance to encourage their continued viability and success in San Francisco.

For more information about the Legacy Business Program, including a list and map of businesses on the Legacy Business Registry, visit <http://sfosb.org/legacy-business>.

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