



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2022-23-034
Business Name: Frank's Fisherman
Business Address: 398 Jefferson St.
District: District 3
Applicant: Brandon Ellis, VP Marketing
Nomination Date: January 19, 2023
Nominated By: Supervisor Aaron Peskin

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

366 Jefferson St. from 1947 to 2025 (78 years)
398 Jefferson St. in 2025 (<1 year)

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

FEATURES OR TRADITIONS: Clothing and accessories store

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: August 18, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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www.legacybusiness.org



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

January 19, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlet Place
San Francisco, CA 94102
(415) 554-6134

Dear Director Tang,

It is my honor and privilege to nominate Frank's Fisherman at 366 Jefferson Street for inclusion on the Legacy Business Registry.

Established in 1946, the Brown family (John, Frances, brothers Ken and Ron) purchased Frank's Fisherman from Frank Taormina in 1977. During the store's purchase, it was merely a ship chancellery and commercial fisherman supply store. As time passed, the Brown family expanded their business model to nautical antiques, eclectic treasures, and clothing. It is a destination for locals and tourists to experience the unique treasures of Fisherman's Wharf.

John has worked on San Francisco's waterfront and Fisherman's Wharf most of his life before purchasing the store in 1977. He retired in 2003, and now the store is managed by brothers Ken and Ron. The Brown family has preserved the store's character and historic features to ensure generations to come to have an opportunity to experience their family's legacy.

Frank's Fisherman would benefit greatly from being added to the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in black ink that reads "Aaron Peskin". The signature is stylized with a large, flowing "A" and "P".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Frank's Fisherman

Business owner name(s): Portco, Inc.

Identify the person(s) with the highest ownership stake in the business

Current business address: 398 Jefferson St., San Francisco, CA 94133

Telephone: (415) 946 – 8144

Email:

Mailing address (if different than above):

Website: <https://www.franksfishermansf.com/>

Facebook:

Twitter:

7-digit San Francisco Business Account Number (BAN): 0 1 4 1 0 7 9

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business*

☐ Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Brandon Ellis

Contact person title: VP Marketing

Contact telephone: () –

Contact email:

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.

Original San Francisco address: 366 Jefferson St. Zip Code: 94133

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1947 To: 2025

Other address (if applicable): 398 Jefferson St. Zip Code: 94133

Dates at this location: From: 2025 To: Present

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Other Address (if applicable): Zip Code:

Dates at this location: From: To:

Other address (if applicable): Zip Code:

Dates at this location: From: To:

Applicant Disclosures

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. A business deemed not current 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 grants through the Legacy Business Program.

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.

Name: Brandon Ellis

Signature: *Brandon Ellis*

Date: 11/7/2024

FRANK'S FISHERMAN

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Frank's Fisherman, located in San Francisco's iconic Fisherman's Wharf, offers nautical antiques, top quality sporting apparel, premium fishing gear, and a wide selection of frozen bait for every fishing enthusiast. Gear up with trusted brands and expert advice for your next adventure. Visit them for all your fishing needs!

b. Describe whom the business serves.

The business has been offering locals and tourists unique nautical antiques, fishing gear, and apparel since 1947. What sets them apart from other stores is the old, San Francisco fisherman's atmosphere that people feel once they step inside the store. They serve people of all ages from around the world.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Outdoor gear and boating supplies.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Frank's Fisherman was established in 1947 at 366 Jefferson Street in Fisherman's Wharf. The founders of the business were Frank Terramina and Antilio Savalie.

In 1977, Frank and Antilio retired and sold the business to brothers Ken Brown and Ron Brown. Ken and Ron's grandmother was born in North Beach in 1898, the daughter of a fisherman, and their father spent his childhood working various jobs at the wharf. When he learned that the owners of Frank's Fisherman wanted to move on, he convinced his sons to buy the business.¹

Ken and Ron Brown operated Frank's Fisherman for many years until they retired in 2024. Portco, Inc., owned primarily by the Hoppe family, who have a long history in San Francisco, took over Frank's Fisherman in 2024. Nick Hoppe, who is President and CEO, was born and

¹ "Fisherman's Wharf business owner moving on after 47 years: 'Something needs to change'," by Jillian D'Onfro, SFGATE, April 23, 2024, <https://www.sfgate.com/local/article/franks-fisherman-new-ownership-fishermans-wharf-19410123.php>.

raised in San Francisco. His father, Arthur Hoppe, was a longtime columnist for The San Francisco Chronicle.

In 2025, Frank's Fisherman moved next door to 398 Jefferson Street.

Throughout the years, the store has evolved, adding apparel along with other items, but has always remained true to its foundation of nautical merchandise.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1947 to 1976:	Frank Terramina; Antilio Savalie
1976 to 2024:	Ken Brown; Ron Brown (Frank's Fisherman Supply, Inc.)
2024 to Present:	Portco, Inc. (Nick Hoppe, President and CEO)

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

The business has been in continuous operation since 1947. The only exception was during the COVID pandemic in 2020, which forced the business to close for several months.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Frank's Fisherman is a throwback reminder of what the working Fisherman's Wharf was a generation ago. It is the only remaining boating and fishing supply store at Fisherman's Wharf and is essential to the fishing industry. Without the supplies and fishing gear that Frank's Fisherman offers, the fishing industry would have to travel very far for their needs. The fishermen depend on Frank's for their livelihood.

b. Is the business associated with significant people or events, either now or in the past?

The business was founded by fourth generation San Franciscans and has been sold to a fifth generation San Franciscan, Nick Hoppe, who is President and CEO of Portco, Inc.

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

The owners of the business are heavily involved with The San Francisco Maritime National Park Association, with one member, Taryn Hoppe, sitting on the board. Taryn is also currently the President of the Fisherman's Wharf Community Benefit District. Portco, Inc. has also made numerous donations over the years to charitable organizations. Most importantly, the business continues to serve the fishing industry in San Francisco---it is a vital source of supplies.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Following are a couple of articles featuring Frank's Fisherman.

- **Fisherman's Wharf business owner moving on after 47 years: 'Something needs to change'**
SFGATE
April 23, 2024
<https://www.sfgate.com/local/article/franks-fisherman-new-ownership-fishermans-wharf-19410123.php>
- **Exploring Fisherman's Wharf**
The Steampunk Explorer
July 19, 2018
<https://steampunk-explorer.com/articles/exploring-fishermans-wharf>

e. Has the business ever received any awards, recognition, or political commendations?

Not applicable.

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

The fishing industry in San Francisco would be devastated if Frank's Fisherman were to shut down. The community would lose a part of its charm. The Wharf has been and will remain a popular tourist destination as long as businesses such as Frank's Fisherman exist.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

The business is part of the historical buildings along the Wharf owned by the Port of San Francisco.

b. In a few words, describe the main business activity you commit to maintaining.

Outdoor gear and boating supplies serving the fishing industry at Fisherman's Wharf.

c. What is the plan to keep the business open in the long term beyond the current ownership?

The present owners of Frank's Fisherman are invested in the business for the long term and plan on passing it to the next generation.

d. What challenges is the business facing today?

Frank's Fisherman faces the same pressures as other Wharf businesses who are primarily reliant on tourism. As long as San Francisco remains a top travel destination, we are confident in our ability to offer a unique shopping experience.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Clothing and gift store.

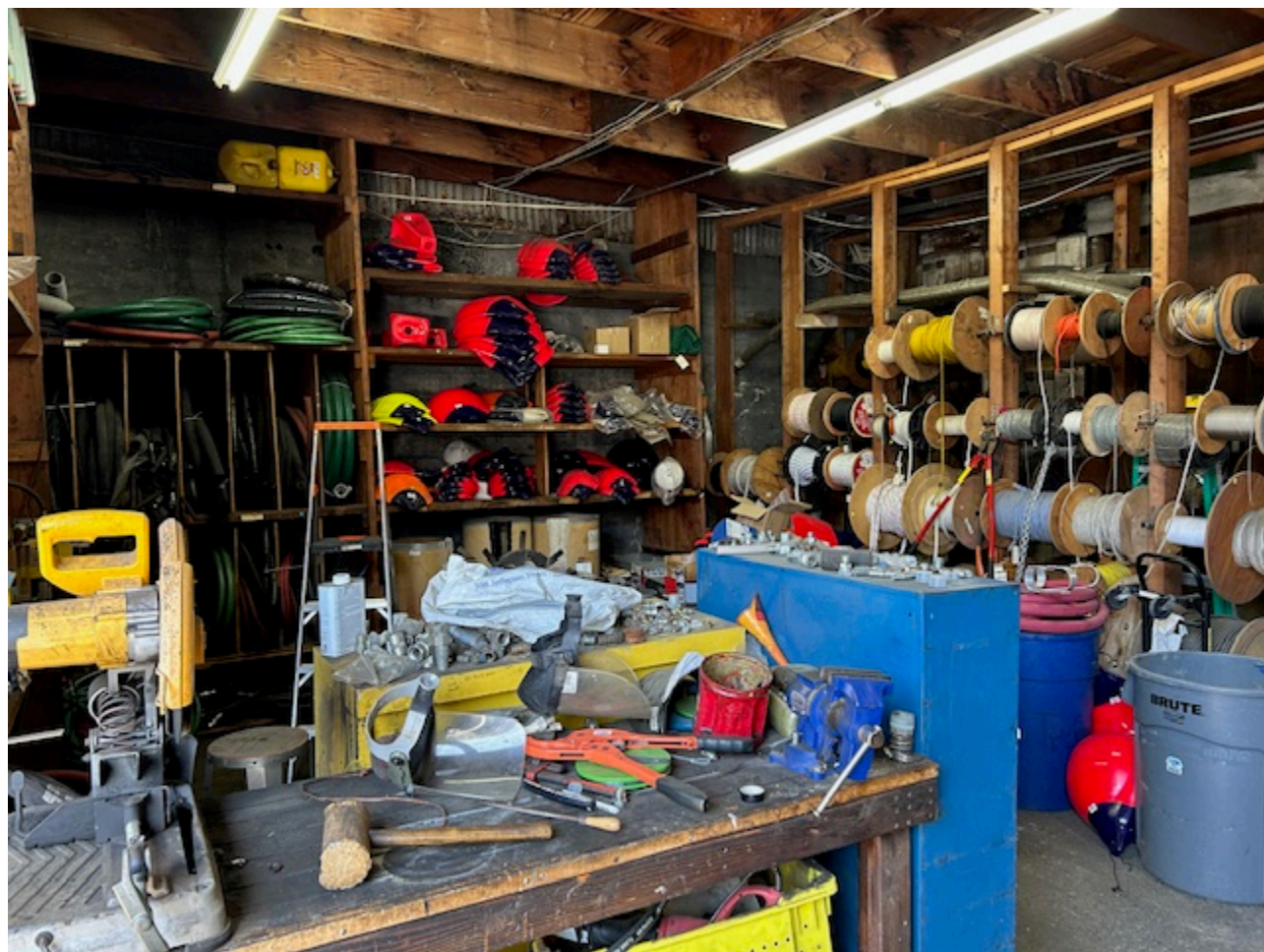
b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building that houses Frank's Fisherman is "C - No Historic Resource Present."









Fisherman's Wharf business owner moving on after 47 years: 'Something needs to change'



Frank's Fisherman at Fisherman's Wharf in San Francisco on April 14, 2024.
Lance Yamamoto/SFGATE

By **Jillian D'Onfro**, Local Editor
April 23, 2024



Ken Brown spent most of his working life on San Francisco's Fisherman's Wharf, before deciding late last year that he'd given the area enough of his heart and time. Ken and his brother Ron Brown ran Frank's Fisherman — a supply-store-turned-antique-hub — for nearly 50 years, but struggled to stay afloat recently amid historic restaurant closures and what he describes as significant changes to the area.

"Eventually we were opening just six hours a day and it was the longest six hours of my life," Brown told SFGATE. "It just got to the point where my time was more valuable than the little bit of money we were making."

The Browns officially handed over the keys to Nick Hoppe, who owns several other businesses in the store's immediate area, in February. The transition feels bittersweet, according to Ken, because he doesn't believe the city has done enough to counteract what he sees as the deterioration of Fisherman's Wharf.

“We just felt kind of neglected down there,” he said.

He cited an increase in closures, trash, crime and the presence of people who appear to struggle with mental health issues, seemingly compounded by homelessness. But he also described a loss of character in the area in general: “The wharf went from being a special place to being a place that’s like any strip mall across California,” he said. “And that kind of kills the whole deal in my opinion.”

The tension between the area’s legacy as a working dock and its reputation as a tourist trap isn’t new, but Brown’s family saw the transition firsthand. His grandmother was born in North Beach in 1898, the daughter of a fisherman, and his dad spent Brown’s childhood working various jobs at the wharf. When he learned that the owner of Frank’s Fisherman wanted to move on, he convinced his sons to buy the business. It was 1977, and the store sold practical supplies for commercial fishers (the first iteration of the business started in 1946). As the fishing industry waned, the Browns adapted the business.



Scenes from Frank's Fisherman in San Francisco.
Lance Yamamoto/SFGATE

“We started to add other things, because we wanted to attract the tourist business which was growing up around us,” Brown said.

They began to sell salvaged marine relics imported from a friend in Taiwan, then expanded to carrying other nautical antiques and collectibles. As the area evolved to offer more tchotchkes and souvenirs to tourists, the brothers prided themselves on having a different kind of business, stocking treasures like ornate ship figureheads, century-old dive helmets or delicately carved whale bones. The store also carried T-shirts and sports apparel, but antiques remained the draw.

“We were fighting the perception that Fisherman’s Wharf is just full of junk shops,” Brown said.

They’d get customers from all over the world, both collectors, who specifically sought out their collection of rare goods, and tourists, who stumbled in and became enthralled with the store’s old timekeepers and rare scrimshaw. Brown recalls appraisal conversations with museums and the city’s wealthy antique lovers.



Fisherman's Wharf in San Francisco on April 14, 2024.
Lance Yamamoto/SFGATE

But the usual ebbs and flows of running a small business turned into a tsunami of challenges when the pandemic hit Fisherman's Wharf particularly hard. While the Port of San Francisco waived base rent for Frank's Fisherman and other small businesses for "more than a year," according to the port, the area has "struggled" to recover, Brown said.

Recent sales tax data compiled by the San Francisco Chronicle shows that many parts of Fisherman's Wharf lost more than 30% of sales tax revenue between 2019 and 2023. (The Chronicle and SFGATE are both owned by Hearst but have separate newsrooms.) Brown wishes the city had provided his business more help in the past few years: "I think we were just lost," he said. "We were the little guy on the block and didn't really get the support we needed."

On top of declining foot traffic, he describes trash blowing from In-N-Out, hearing about car break-ins, and having to deal with people screaming gibberish outside.

"Being a 70-year-old man chasing people down the street is not fun," he said. "I'm tired of it. The law and order thing has gotten out of hand. Something needs to change."



Scenes from Anchorage Square in San Francisco.
Lance Yamamoto/SFGATE

That change has been on its way, according to the port. Last year, it approved a “\$2.2 million grant to provide rapid investments into Fisherman’s Wharf that will help with beautification and activation, elevating the visitor experience and attracting residents to the iconic waterfront neighborhood,” Port of San Francisco director of communications Eric Young told SFGATE via email. Meanwhile, the San Francisco Police Department has “assigned additional officers in the neighborhood,” Young added.

The grant included money to hire neighborhood “ambassadors,” whose presence is helpful, according to Frank’s Fisherman’s new owner, Nick Hoppe. They make tourists feel welcome, he said, and he believes that descriptions of the area’s woes feel overblown in general.

“The wharf has changed — it’s different — but it’s still a very safe, great place to be. And I get really frustrated over the negativity,” he said. “Obviously there are a lot of vacancies down there from the pandemic, but it’s going to come back.”



Anchorage Square in San Francisco on April 14, 2024.
Lance Yamamoto/SFGATE

San Francisco overall has suffered from “grossly exaggerated” reports on its decline, he said, which has harmed tourism, and hence Fisherman’s Wharf. “The Wharf took a hit, but I think it’s hit bottom and it’s on its way back,” he added. “Things are getting better. It’s got its problems, but I’m optimistic about it.”

Hoppe had been running half a dozen other stores in the area as well as Cioppino’s restaurant before deciding to cut a deal with the Browns to take over Frank’s Fisherman.

“Now we have pretty much that whole block,” he said, referring to the port-owned side of Jefferson Street between Leavenworth and Jones, which includes Frank’s and the two stores on either side of it. “We didn’t want anybody else coming in there right between our stores and competing with us, so that worked out fine.”



Fisherman's Wharf in San Francisco on April 14, 2024.
Lance Yamamoto/SFGATE

Antiques aren't his thing, but he said he plans to keep the shop "as nautical as possible." He's also carrying on Frank's original purpose in one of his other properties, selling marine supplies out of the back of one of his other local stores.

"We don't really make any money on it, but we wanted to make sure that the fishermen still had a place to go to get their supplies," Hoppe said. To him, the battle over the soul of Fisherman's Wharf glosses over the fact that the area remains physically beautiful, and often overflowing with some of the happiest people: vacationers.

"Sure, it's not what it was 50 years ago, but what is?" he said.



Frank's Fisherman at Fisherman's Wharf in San Francisco on April 14, 2024.
Lance Yamamoto/SFGATE

For Brown, the change comes with mixed emotions, but ultimately gratitude for his time on the wharf. He bites back tears as he reflects on starting to work at Frank's in his twenties, and how the store helped him put his kids through college.

"Everybody wants to make a living, and that was a part of it, but the main thing is the journey. And it was a great one," he said. "I get choked up talking about it, because it was a big part of my life for a long time."

April 23, 2024



Jillian D'Onfro

LOCAL EDITOR



Jillian is the former local editor for SFGATE. Before joining the team in 2023, she covered technology, business and Silicon Valley culture at publications including Business Insider, CNBC and Forbes.



Small Business Commission

Resolution No. _____

September 22, 2025

FRANK'S FISHERMAN

Application Number: LBR-2022-23-034
Business Name: Frank's Fisherman
Business Address: 398 Jefferson St.
District: District 3
Applicant: Brandon Ellis, VP Marketing
Nomination Date: January 19, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Frank's Fisherman, currently located at 398 Jefferson St.

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 on 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 22, 2025, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Frank's Fisherman in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Frank's Fisherman.

Physical Features or Traditions that Define the Business:

- Clothing, souvenirs, and gift store.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Frank's Fisherman on the Legacy Business Registry:

- Clothing and accessories store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 22, 2025.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: SEPTEMBER 17, 2025

Filing Date: August 19, 2025
Case No.: 2025-007612LBR
Business Name: Frank's Fisherman
Business Address: 398 Jefferson Street (aka 350 Jefferson)
Zoning: C-2 (COMMUNITY BUSINESS) Zoning District
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0006/001
Applicant: Brandon Ellis
398 Jefferson Street
Nominated By: Former Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Maggie Dong - 628.652.7426
Maggie.Dong@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Frank's Fisherman is a store that offers nautical antiques, sporting apparel, fishing gear, and frozen bait. It is the only boating and fishing supply store remaining in Fisherman's Wharf. In addition to serving the local fishing industry, the store has expanded their merchandise over the years to cater to tourists.

The business was founded in 1947 as a chandlery at 366 Jefferson Street by Frank Terramina and Antilio Savalie. The business was later sold to brothers Ken Brown and Ron Brown in 1977. The brothers ran the business for close to 50 years and have seen Fisherman's Wharf transition from a working dock to a tourist destination. Portco, Inc took over the business in 2024 when Ken and Ron Brown decided to retire. The business moved next door to 398 Jefferson in 2025. The current owners are involved with the San Francisco Maritime National Park Association and the Fisherman's Wharf Community Benefit District. The business also makes donations to charitable organizations.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1947.

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

Yes. Frank's Fisherman qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Frank's Fisherman has operated continuously in San Francisco for 78 years.
- b. Frank's Fisherman has contributed to the history and identity of the Fisherman's Wharf neighborhood and San Francisco.
- c. Frank's Fisherman is committed to maintaining the physical features and traditions that define the organization.

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

No.

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

No.

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

No.

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

No, not as of the date of this Executive Summary.

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

Yes. The business was mentioned on The Steampunk Explorer website and SFGate.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 398 Jefferson Street (2025 – Present)

Previous (No Longer Extant) Locations:

- 366 Jefferson Street (1947 – 2025)

Recommended by Applicant

- Clothing, souvenirs, and gift store

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO.

HEARING DATE: SEPTEMBER 17, 2025

Case No.: 2025-007612LBR
Business Name: Frank's Fisherman
Business Address: 398 Jefferson St
Zoning: C-2 (COMMUNITY BUSINESS) Zoning District
40-X Height and Bulk District
Block/Lot: 0006/001
Applicant: Brandon Ellis
398 Jefferson Street
Nominated By: Former Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Maggie Dong - 628.652.7426
Maggie.Dong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FRANK'S FISHERMAN CURRENTLY LOCATED AT 398 JEFFERSON STREET (PRIMARY ADDRESS), BLOCK/LOT 0006/001

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 17, 2025, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Frank's Fisherman qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Frank's Fisherman

Locations

Current Locations:

- 398 Jefferson Street (2025 – Present)

Previous (No Longer Extant) Locations:

- 366 Jefferson Street (1947 – 2025)
-

Physical Features or Traditions that Define the Business

- Clothing, souvenir, and gift store

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on September 17, 2025.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 17, 2025