

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 9, 2019

MOSHI MOSHI

Application No.: LBR-2019-20-002
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
District: District 10
Applicant: Lanny Lighthill, FOH Manager
Nomination Date: July 1, 2019
Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Moshi Moshi is a Japanese restaurant founded by Mitsuru "Mits" Akashi in 1987 at 2092 3rd Street in the Dogpatch neighborhood. Akashi started in the restaurant business as a bartender at Nikko Sukiyaki on Pine and Van Ness in 1962. By 1974, Nikko Sukiyaki was losing patrons to a newer wave of Japanese restaurants, and Akashi and friends were able to buy the floundering business and recreate it as one of the first high-profile sushi bars in San Francisco. Akashi and his partner opened Moshi Moshi on the corner of 18th and 3rd in 1987 as a small bar and teriyaki house when there was very little other restaurant or bar presence on the east side of the city.

In 2006, under new management, Akashi got the help he needed to realize his dream of Nihoncentric Cuisine with finely crafted cocktails. He often expounds about the wafu of Moshi Moshi and what it means to offer his heart to the patrons. Wafu refers to the flow, style and overall feng shui and vibe of the restaurant. Wafu is not just Japanese style, but the way that Moshi reflects the amalgamation of the employees' personalities and the essence of simple Japanese style back at the patrons. Akashi is not concerned with authentic Japanese cuisine but is focused on how the employees and their heritage and passions influence the Japanese style and cuisine at Moshi Moshi. The restaurant now has a reputation as one of the best sushi restaurants in San Francisco as well as housing one of the largest Japanese whisky collections in the city.

The business is located on the northwest corner of 3rd and 18th streets in the Potrero Hill 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, Moshi Moshi has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2092 3rd Street from 1986 to Present (33 years)





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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

Yes, Moshi Moshi has contributed to the history and identity of the Dogpatch and San Francisco.

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:

- The business is associated with Japanese cuisine.
The property has a Planning Department Historic Resource status code of "B" (Further Research Required) because it was found to be potentially eligible for listing on historic registries through surveys conducted in 2012.
Moshi Moshi has been featured in the San Francisco Chronicle in an article by Michael Bauer in August 2017 as well as in the Potrero View in September 2017.

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

Yes, Moshi Moshi is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Moshi Moshi 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:

- High quality Japanese cuisine.
Whisky collection.
Rotating art, including exterior mural projects.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Restaurant featuring Japanese cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Moshi Moshi currently located at 2092 3rd Street 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 9, 2019

MOSHI MOSHI

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2019-20-002
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
District: District 10
Applicant: Lanny Lighthill, FOH Manager
Nomination Date: July 1, 2019
Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR MOSHI MOSHI, CURRENTLY LOCATED AT 2092 3RD STREET.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on September 9, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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LONDON N. BREED, MAYOR

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REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Moshi Moshi 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 Moshi Moshi:

Physical Features or Traditions that Define the Business:

- High quality Japanese cuisine.
Whisky collection.
Rotating art, including exterior mural projects.

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

- Restaurant featuring Japanese cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 9, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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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-2019-20-002
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
District: District 10
Applicant: Lanny Lighthill, FOH Manager
Nomination Date: July 1, 2019
Nominated By: Supervisor Shamann Walton

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? Yes No

2092 3rd Street from 1986 to Present (33 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? 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? Yes No

NOTES: N/A

DELIVERY DATE TO HPC: July 25, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 10



City and County of San Francisco

SHAMANN WALTON

華頌善

July 1, 2019

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

Moshi Moshi
Attn: Mitsuru Akashi
2092 3rd Street
San Francisco, CA 94107

Re: Legacy Business Nomination for Moshi Moshi

To Whom It May Concern:

I am writing to express my support for Mitsuru "Mits" Akashi's application to recognize Moshi Moshi as a Legacy Business.

San Francisco has always been a City that embraces the ever changing neighborhoods, cultures, and the entrepreneurial spirit of its citizens. Moshi Moshi is one of the most recognized sushi restaurants in San Francisco and also houses one of the largest Japanese whisky collections in the city; in business since 1987 when it began as a little bar and teriyaki house. Setting roots in Dogpatch for over 30 years, Moshi Moshi continues to bear witness to the growth of the community and its people. Through donations to local schools and organizations and participating in community events, Moshi Moshi is an important link that brings together the past and present of the Dogpatch community.

Thank you for your consideration.



Supervisor Shamann Walton, District 10

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business’s San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
Moshi Moshi		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Raymond Mitsuru Akashi		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2092 3rd St San Francisco, CA 94107		((415))861-8285
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.moshimoshisf.com	https://www.facebook.com/MoshiMoshiSF/	https://www.yelp.com/biz/moshi-moshi-san-francisco?utm_campaign=www_business_

APPLICANT'S NAME	
Lanny Lighthill	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
FOH Manager	
APPLICANT'S ADDRESS:	
2092 3rd St san Francisco, Ca 94107	
TELEPHONE:	
(415)861-8285	
EMAIL:	
[REDACTED]	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
019671549	

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
2092 3rd St, SF CA	94107	July 1986
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	July 1986 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
		Start:
		End:

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Lanny Lighthill 06/25/2019

Name (Print):

Date:

Signature:



MOSHI MOSHI

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

Moshi Moshi is a Japanese restaurant founded by Mitsuru “Mits” Akashi in 1987 at 2092 3rd Street in the Dogpatch neighborhood.

The year was 1962. A young Mitsuru Akashi was working as a draftsman by day and hanging out at Nikko Sukiyaki on Pine and Van Ness in San Francisco by night. Nikko Sukiyaki was one of San Francisco’s posh *sukiyaki*-style restaurants with a piano bar, a banquet hall, fireplaces, and *tatami* rooms with *kotatsu* seating. Nikko catered to locals and tourists in an effort to bring a Japanese style to Americans and visiting foreigners. That year, Mits approached the general manager of Nikko Sukiyaki restaurant, Frank Dobashi, with a proposition: he would work the bar for free in return for the chance to learn bartending.

Mits’ training continued through late 1964 when he was presented with an opportunity to bartend at the Miyako in Oakland.

By 1974, Nikko Sukiyaki was slowly losing patrons to a newer wave of Japanese restaurants in the city. That year, Mits and a few other drinking buddies pulled together to buy the floundering Nikko restaurant. Mits recalls how the sushi bars in San Francisco, like Sanpei and Osho, were catering to primarily Japanese clientele. In response, the new owners replaced the outdated piano bar and opened one of the first high-profile sushi bars in San Francisco at Nikko.

By 1985, Mits had decided to partner with Chio Tadanori, Master Chef with the credentials to perform *hochoshiki*, a ritual in which the chef carves fish and poultry using a special kitchen knife and metal chopsticks without once touching the flesh with his hands. They created Akinai, a new business venture. Mits and Chio wanted to find the next new wave, which led them farther away from the Van Ness corridor to the area south of South of Market, before the names “Mission Bay” and “Dogpatch” were coined.

They found a sleepy chowder bar called The Barnacle on the corner of 18th and 3rd. Moshi Moshi was established there in 1987.

This was a time of considerable expansion for Akinai, as House of Teriyaki, Yum-Yum Fish, American Chow and Nikko Fish Company all opened. Unfortunately, the lease on Nikko was lost and that much-loved restaurant had to shut its doors forever.

Mits doesn't talk much about the 18 years between Nikko closing and the Moshi Moshi renaissance of 2006. You'll hear some fond musings about softball at the waterfront and the ladies from Pastiche brightening the restaurant with their smiles, but also hear a thing or two about earthquakes, light-rail construction and mortgages. During those years, Akinai sold off all of the companies, and Mits became the sole owner of Moshi Moshi.

In 2006, under new management, Mits got the help he needed to realize his dream of Nihon-centric Cuisine with finely crafted cocktails. He often expounds about the *wafu* of Moshi Moshi and what it means to offer his heart to the patrons. *Wafu* refers to the flow, style and overall feng shui and vibe of the restaurant. *Wafu* is not just Japanese style, but the way that Moshi reflects the amalgamation of the employees' personalities and the essence of simple Japanese style back at the patrons. He is not concerned with authentic Japanese cuisine, but focused on how the employees and their heritage and passions influence the Japanese style and cuisine at Moshi Moshi. This is the new *wafu*.

Thus continues the story of Mits and Moshi Moshi as they ride the next new wave in the ever-changing San Francisco.

Arigato, San Francisco!

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

Moshi Moshi has never closed in its 30 plus years of doing business in San Francisco.

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

The business is not technically a family-owned business, defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Mitsuru Akashi is the sole owner of the business.

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

Moshi Moshi has been owned and operated solely by Mitsuru Akashi since 1987.

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.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

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.

The historic resource status of the building that houses Moshi Moshi is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

The building was constructed in 1889. It is a two-story, freestanding, wood frame building with a residential unit over a ground floor commercial unit. The two street façades are covered in stucco; the northern and western elevations clad with wood shiplap siding. At the rear of the lot along 18th Street is an attached three-car garage, formerly a detached two-car garage, with the third garage making the connection to the main building. A one-story shed used as a dining area has been added to the northern side of the building. Many windows and doors are modern replacements. A canted parapet with red terra cotta tiles is located along the 3rd Street and 18th Street façades including the garages. The main decorative element of the 3rd Street façade is a second-story rounded bay window containing five casement windows, ornamented with a plaster cartouche. The ground floor features an arched recess entryway to a single door with sidelight and transom and two fixed windows with wooden sills. Slight variations of these elements appear on the eastern end of the 18th Street façade in two regular bay windows, an ogee arch entryway and fixed ground floor windows. A projecting sign at the corner identifies the restaurant. The building is associated with development in the Central Waterfront area of San Francisco, but it is unclear whether it played a significant individual role in this trend.

CRITERION 2

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

Moshi Moshi has been a staple in the Dogpatch for almost 32 years. Moshi began as the little bar and teriyaki house on the corner of 3rd and 18th streets when there was hardly anything else on this side of the city. Moshi has grown, matured and flourished with the neighborhood and now has a reputation as one of the best sushi restaurants in San Francisco as well as housing one of the largest Japanese whisky collections in the city. Where Moshi started and where it is today is a direct reflection of the Dogpatch itself.

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

Moshi Moshi has always and continues to have a strong and lasting impact within the neighborhood. Moshi has been a part of the Potrero Dogpatch Merchants Association for years with one of the managers currently serving on their board of directors. Moshi participates in

local events such as street fairs and community get-togethers. Moshi has always and continues to donate to local schools, charities and non-profits for fundraisers and events.

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

Moshi Moshi has been featured in the San Francisco Chronicle in an article by Michael Bauer in August 2017 as well as in the Potrero View in September 2017. Moshi has also been listed in Whisky Magazine, also in 2017, as having one of the best whisky collections in the United States.

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

Moshi Moshi is definitely associated with many names that ring a bell in San Francisco. It all starts with the owner, Mitsuru Akashi aka Mits. Mits is a celebrity in his own right especially in the Dogpatch. Everybody knows him and loves him. Whether he is having a sake with you and telling one of his stories or just walking his dog around the block, he will always smile and greet you in a way that only he can do. His love, passion and leadership have earned him a long list of famous friends and acquaintances. Dusty Baker, Ronnie Lott, Jeff Adachi, multiple police chiefs, Dennis Herrera, Metallica, Huey Lewis and the News, The Tubes, you name it. If they are old school San Franciscans, they know and love Mits.

In the 1970s and 1980s, Mits fondly recalls some of the Oakland Raiders of the day coming into Nikko for sushi; players like Clarence Davis, Kenny King, Jack Tatum, and Raymond Chester. Mits used to bet sushi dinners on the '49ers games with those Raiders –and he lost “quite a bit”! After a while he asked the Raiders if they could bring Ronnie Lott to Nikko. He has warm memories of Lott and Montana and the ascendance of the '49ers in the early 1980s.

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

Moshi Moshi is very much a community first business. Management always tries its hardest to hire local staff, local being people from San Francisco. Moshi has donated to hundreds of local organizations over the years from nonprofits to schools to local businesses. Overall since 2008 alone, Moshi Moshi has donated over \$25,000 in cash and gift certificates to the community. Moshi is represented on the board of the local merchants association. Moshi raised money for Fukushima Daiichi relief after the Tōhoku earthquake and tsunami in March 2011, so not only does Moshi commit to the local community but it reaches out worldwide if the help is needed. Moshi Moshi is also a rotating art gallery which supports and showcases local artists.

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

Moshi Moshi serves a broad spectrum of patrons. Some have been coming here for 32 years or prior to that were patrons when Mits ran Niko on Van Ness. Others are new to the city and the Dogpatch inhabiting the new condos that have begun to pop up all over the southeastern side

of the city. Moshi finds a way to balance them all and hold on to the nostalgic past while preparing for the new and exciting future that the Dogpatch holds. Moshi has been a witness to people meeting here, falling in love here, getting engaged here and watching families grow here. When asked to describe the type or average customer, it is impossible because there is so much diversity within our patrons which is something that is so amazing about this place. Everybody is different yet we do our best to treat all our customers the same and continue to keep them leaving Moshi happy as they have been for 32 years.

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

The building that currently houses Moshi Moshi was built in 1889. Currently in the works is an effort to get murals done by local artists. The interior of the business is a rotating art gallery that showcases local artists.

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

If the Moshi Moshi were to close, the community would be greatly impacted by the closure. This restaurant is an integral part of the Dogpatch and has always been a staple of the neighborhood. The community would lose a legend in Mits, a spot where neighbors meet for dinner, a place where whisky connoisseurs can imbibe, a place where locals know they will see a familiar face and a place that has always been here. In addition to that, over 30 people would lose their jobs. It would be truly devastating for San Francisco to lose such a unique place.

CRITERION 3

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

Moshi Moshi is a well-known and well-loved business that caters to all of San Francisco. Moshi Moshi starts with the owner, Mits, who ran Niko on Van Ness before becoming a pioneer and moving to what was then the barren and neglected Dogpatch. Mits' love for good people, good food and good drinks is shown through his quality selection of menu items. Whether grilled or raw food or sake or whisky, Moshi serves quality items at reasonable prices. It also shows in his staff. Mits has many long-standing staff members in a time when restaurant turnover is the norm. He has found a way to keep his staff around and happy. The patrons as well as the staff love being here; everybody wants Mits to come to their table and tell "big stories." Regardless of the owner or the long-time staff members, the bread and butter – no pun intended – of Moshi Moshi is the food. Moshi has been cranking out quality food consistently for San Franciscans for 32 years.

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)

Moshi Moshi demonstrates its commitment to the neighborhood and traditions by staying here. There was talk of redevelopment of the building, but Mits decided his legacy and his gift to the city was more important than money. Moshi also maintains its traditions by keeping the old school feel during a rapidly changing and expanding neighborhood. Moshi has found a way to grow and thrive yet still stay grounded amid the growth of arenas, hospitals and condos.

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.).

Moshi Moshi is a quaint, small, stucco building surrounded by new hospitals, condos and the Warriors' new arena. Some things have changed slightly, including the rotating interior art, outside mural projects, lighting, table surfaces, etc. The character within Moshi, however, remains the same and only continues to get better with age.

d. When the current ownership is not the original owner and has owned the business for less than 30years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.

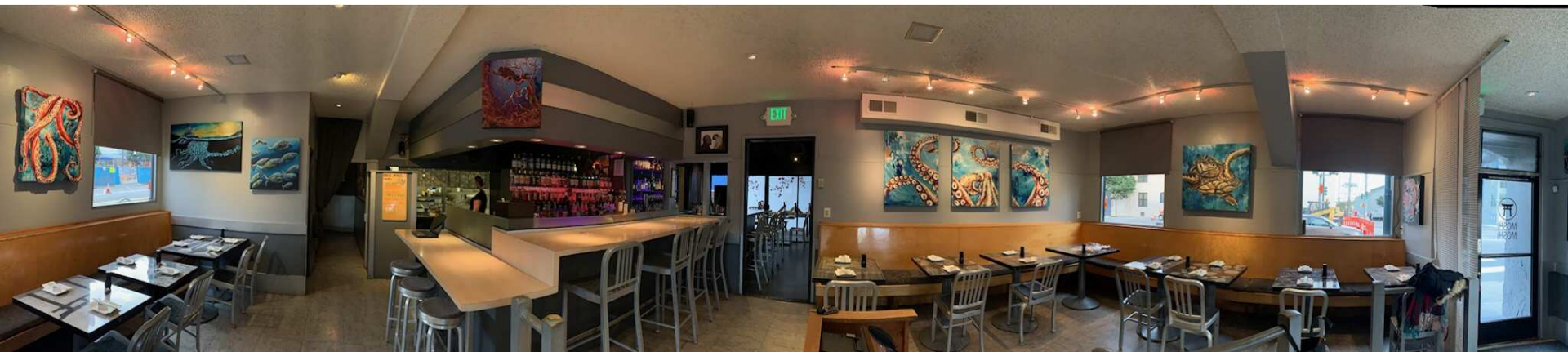








MOSHI MOSHI

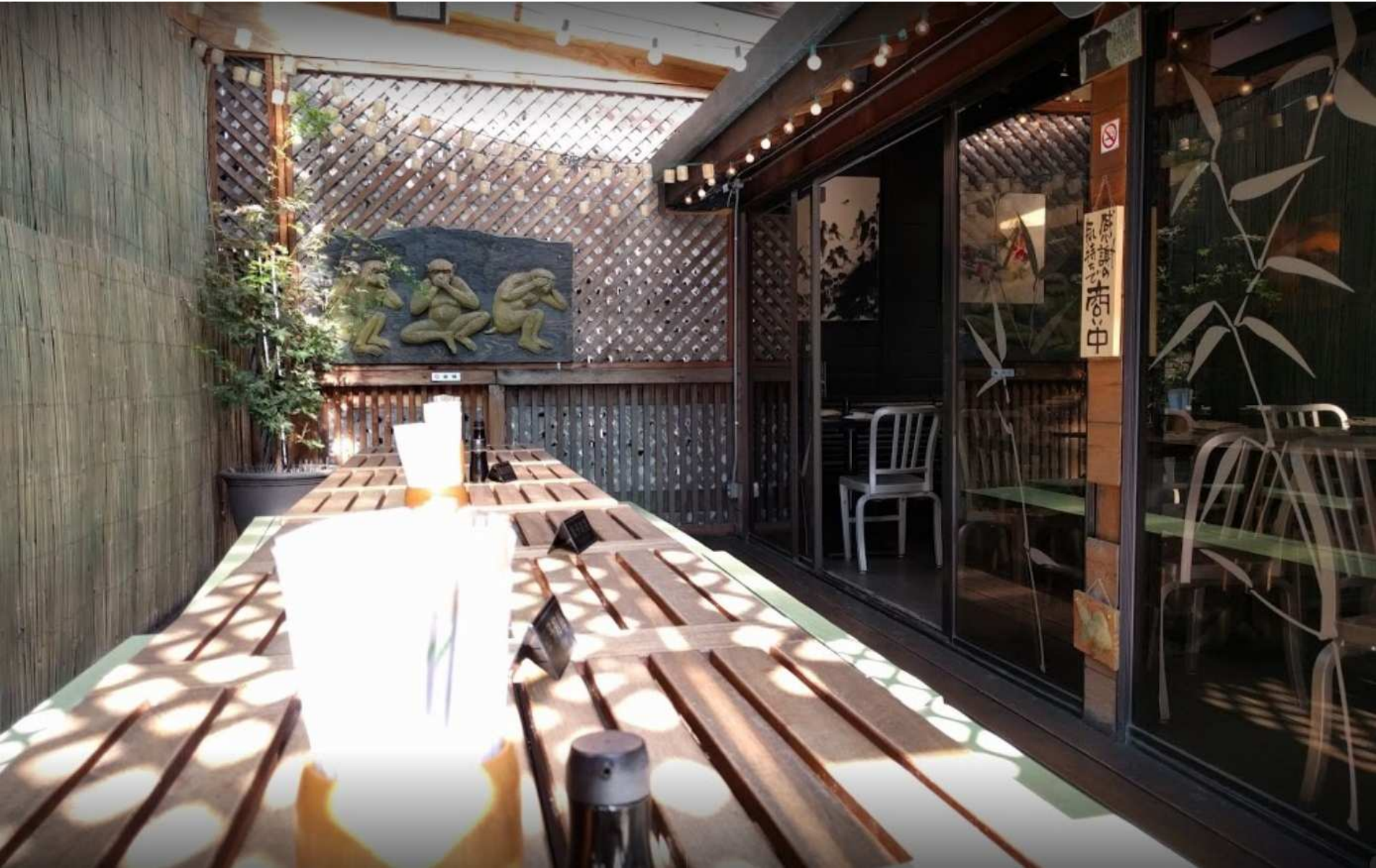












State of California — The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code _____

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 2 Resource name(s) or number (assigned by recorder) 2092 3rd Street

P1. Other Identifier: 13; 608 18th Street

***P2. Location:** Not for Publication Unrestricted

***a. County** San Francisco

***b. USGS 7.5' Quad** San Francisco North, CA **Date** 1995

***c. Address** 2092 3rd Street

City San Francisco

Zip 94107

***e. Other Locational Data:** Assessor's Parcel Number Block: 3995 Lot: 7

***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

This two-story, freestanding, wood frame building has a residential unit over a ground floor commercial unit (restaurant) and is located at the corner of 3rd and 18th Streets. The two street façades are covered in stucco; the northern and western elevations clad with wood shiplap siding. At the rear of the lot along 18th Street is an attached three-car garage, formerly a detached two-car garage, with the third garage making the connection to the main building. A one-story shed used as a dining area has been added to the northern side of the building. Many windows and doors are modern replacements. A canted parapet with red terra cotta tiles is located along the 3rd Street and 18th Street façades including the garages. The main decorative element of the 3rd Street façade is a second-story rounded bay window containing five casement windows, ornamented with a plaster cartouche. The ground floor features an arched recess entryway to a single door with sidelight and transom, two fixed windows with wooden sills, fabric awnings and flower boxes. Slight variations of these three elements appear on the eastern end of the 18th Street façade in two regular bay windows, an ogee arch entryway, and fixed ground floor windows. A projecting sign at the corner and a flat sign near the 18th Street entrance identify the restaurant.

***P3b. Resource Attributes:** (list attributes and codes)

HP2 Single Family property

HP6 Commercial Building

***P4. Resources Present:** Building Structure Object Site District Element of District Other

P5a. Photo



P5b. Photo: (view and date)
 View west from 3rd Street.
 11-16-2000

***P6. Date Constructed/Sources:**
 1889 – Water Tap Record
 new façade 1937- Building Permit
 1937 – garage: Building Permit

***P7. Owner and Address:**
 Raymond and Kazuko Akashi
 600 18th Street
 San Francisco, CA 94107

***P8. Recorded by:**
 Planning Department
 City & County of San Francisco
 1660 Mission Street, 5th Floor
 San Francisco, CA 94103

***P9. Date Recorded:** 12-19-2000

***P10. Survey Type:**
 Intensive

***P11. Report Citation:** (Cite

survey report and other sources, or enter "none")

Water Tap Record #47087; change façade – Building Permit #31364; garage – Building Permit #31439

***Attachments:** None Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photograph Record Other

BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # 2092 3rd Street

- B1. Historic name: Jacob Knoblock Building
- B2. Common name: Moshi Moshi
- B3. Original Use: Saloon and two family dwelling upstairs
- B4. Present use: Restaurant and dwelling

*B5. **Architectural Style:** Spanish Eclectic

*B6. **Construction History:** (Construction date, alterations, and date of alterations)

Water Tap connection February 15, 1889. Shed (10' by 25') constructed in rear in 1912. Shed (10' by 18') attached to store on one side in 1917. Old storefront changed to cigar stand in 1922. Addition to rear of building, façade stuccoed, and new separate garage built in 1937.

*B7. **Moved?** No Yes Unknown **Date:** n/a **Original Location:** n/a

*B8. **Related Features:** None

B9a. Architect: unknown

b. Builder: unknown

*B10. **Significance: Theme** Industrial Development and Settlement **Area** San Francisco's Central Waterfront

Period of Significance 1854-1948 **Property Type** Commercial/Residential **Applicable Criteria** A

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The earliest documentation of this building is Water Service Record #47521 for Jacob Knoblock dated February 15, 1889. It lists both 2092 3rd Street and 608 18th Street at this address, and states that the first floor was a saloon and that the second floor was a two-family dwelling. The 1900, 1915, and 1919 Sanborn Maps also show that this building continued to be used as a saloon (2092 3rd Street) and that it also housed a store (608 18th Street). City Directories from 1907 to 1921 list Charles J. Knoblock, hardware, at 608 18th Street, and a building permit from 1912 notes him as the owner of 2092 3rd Street. A building permit from 1922 states that Frank Bragozia had the storefront changed to a cigar stand and according to a permit from 1926, Edith Aimo used 2092 3rd Street as a dining room. In 1935, this building was used as a café and the name, Transfer Corner, appears on the permit. The 1939 City Directory lists Mrs. Edith Aimo, liquors, at 2092 3rd with a residence at 608 18th and Nino (Edith) Aimo, bartender, also living at 608 18th Street. By 1944, the Francis Bracken restaurant was located here and remained until after 1948. According to City Directories, One for the Road Club tavern was located at 2092 3rd Street by 1955 and remained until 1975. The Barnacle tavern occupied this building from 1975 to 1984 and the present restaurant; Moshi Moshi, has been the occupant since that time.

This building possesses integrity of location, design, workmanship, association, setting, and feeling.

This resource contributes to a potential National Register historic district under Criteria A; and as it relates to the development of San Francisco's Central Waterfront, as a mixed industrial and residential area. This building may become eligible for listing in the National Register when more historical or architectural research is performed. This property has been individually evaluated as potentially eligible for the California Register.

B11. Additional Resource Attributes: (List attributes and codes)

*B12. **References:**

Water Service Record #47521; Building Permits #45979, #19859, #106953, #31364 and #31439,

B13. Remarks:

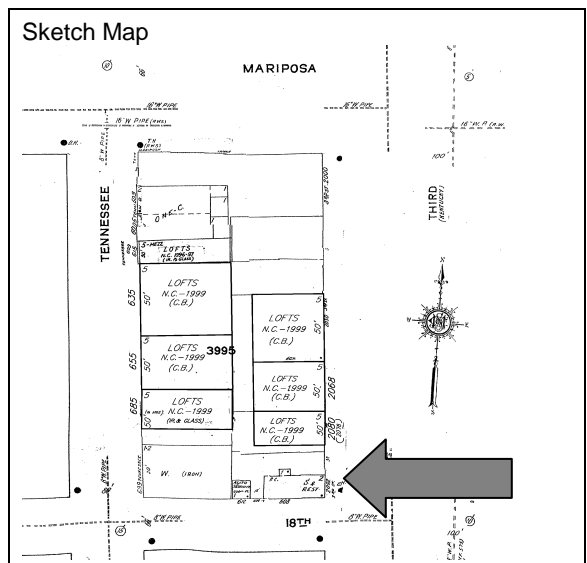
*B14. **Evaluator:**

Tim Kelley, historian, Central Waterfront Survey Advisory Committee

*Date of Evaluation:

July 20, 2001

(This space reserved for official comment)



State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary# _____

HRI # _____

Trinomial _____

Page 1 of 2

*Resource Name or # (Assigned by recorder) 2092 3rd Street

*Recorded by: Page & Turnbull

*Date 11/8/2012

Continuation

Update

2092 3rd Street (APN 3995/007) was surveyed in 2001 by the City of San Francisco as part of the Central Waterfront Cultural Resources Survey and was assigned a National Register Status Code of "4D2." In 2003, the State of California converted all National Register Status Codes (NRSC) into California Historical Resource Status Codes (CHRSC). All properties listed with a NRSC of "4D2" were converted into CHRSC of "7N1," thus identifying these properties as "Needs to Be Reevaluated (Formerly NR SC4) – may become eligible for NR w/restoration or when meets other specific conditions."

The building has undergone minor changes since the last survey. The awnings, flowerboxes, and flat sign have all been removed, and the entire building, including the red terra cotta roof tiles, has been painted gray with multi-color trim. 2092 3rd Street is associated with development in the Central Waterfront area of San Francisco, but it does not appear to have played a significant individual role in this trend. The building does not appear individually eligible for listing in any national, state, or local historical registers; however, it should be given local planning consideration as an example of a residential and commercial building in the Central Waterfront area.

2092 3rd Street has been assigned a new California Historical Resource Status Code of "6L," thus identifying the property as "Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning." This property was not assessed for its potential to yield information important in prehistory or history, per National Register Criterion D (Information Potential).



2092 3rd Street, primary façade (6 February 2007)

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary# _____

HRI # _____

Trinomial _____

Page 2 of 2

*Resource Name or # (Assigned by recorder) 2092 3rd Street

*Recorded by: Page & Turnbull

*Date 11/8/2012

Continuation

Update



Corner of 18th and 3rd Streets, looking northwest (6 February 2007)

<https://www.sfchronicle.com/restaurants/article/Big-heart-guides-Moshi-Moshi-s-big-menu-in-11725384.php>

San Francisco Chronicle

Food // Restaurants

Big heart guides Moshi Moshi's big menu in a changing Dogpatch

Michael Bauer

Aug. 1, 2017

Updated: Aug. 4, 2017, 9:46 a.m.



1 of 8. People have dinner at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

Hyperbole runs scattershot through many restaurant websites when describing their food and service.

So it seemed like an exaggeration when I read that the owner of Moshi Moshi, Mitsura “Mits” Akashi, “offers his heart to the patrons.”

But it’s true. Our hearts melted when the smiling 83-year-old owner, leaning on a cane for support, hobbled from table to table to greet everyone. He then stood by the door, smiling and greeting customers like it was his first night in business rather than his 30th year.

Much has changed in those years. When the restaurant opened in 1987, at the juncture of Mission Bay and Dogpatch, it was an entirely different landscape, and Japanese food hadn’t yet captured the imagination of the dining public. Akashi affectionately dubbed the area the “Industrial Riviera” because of the concentration of docks, warehouses, fishermen and empty parking lots.

Akashi says that when he saw the expanse of empty land around the building, then called the Barnacle, he reasoned San Francisco would someday grow east.



2 of 8. Udon soup with fried chicken at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

It did. What he didn't anticipate is that that growth meant decades of disruptions with the construction of the Third Street light-rail line right outside his front door. A decade after the line opened, the disruptions continued, with condominiums and apartments rising on all sides of the modest gray two-story stucco restaurant. Even today the area around the restaurant looks like a construction zone.

I remember going to Moshi Moshi soon after it opened and marveling at how remote this warehouse area seemed at night. Now parking can be a challenge, and the patrons are a cross section of the emerging neighborhood and workers from the new UCSF Medical Center a block away.



3 of 8. Combination grill with the Honey Moon Roll (left), chicken teriyaki and salmon teriyaki at Moshi Moshi in S.F.

Photo: John Storey, Special to the Chronicle

Moshi Moshi bridges the two eras of Dogpatch in an understated way. The cracked Linoleum on the floor seems original, but the sleek, curved drop ceiling at the bar was added during a remodel about 14 years ago. At about the same time, Akashi also started a three-year project to turn the side patio into another bar and dining room that's now painted a dark color, giving it a kind of Gothic feel. He also installed a side garden, which is often used for private parties. All told the restaurant now seats about 60.

By today's standards, the menu, with its three-fold configuration, is impossibly long — and that doesn't include a separate sheet of specials. I was hoping the waiters would follow the pattern of trendier places with menus about one-fifth the size and ask, "Do you know how the menu works?"

Of course, they didn't. One page highlights appetizers; another has familiar Japanese specialties that include teriyaki salmon, salted wild mackerel, tempura and sushi rolls. Diners can select items individually or combine three items for \$24.95. The price includes rice and miso soup.

There's also a separate section for noodle soups and sauteed noodles, an additional expanded selection of sushi and maki rolls, and an entire category of vegetable sushi.

It's almost too much to take in.

My strategy was to choose something from as many categories as I could. So on my visit I had teriyaki, tempura, udon noodles, dumplings, sushi and maki rolls — covering the entire Japanese spectrum.



4 of 8. Gyoza at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



5 of 8. Sweet shrimp, mackerel, salmon and big-eye tuna at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



6 of 8. Green tea tiramisu at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

I was pleasantly surprised that everything was as good as it was given the breadth of the menu. I was particularly impressed with the tempura mushrooms (\$5.95) in a puffy crisp batter, and the chewy udon noodles (\$13.95) in the house-made broth. The soup comes with a side of chicken karaage.

The sushi was fine, even if the hamachi, salmon, tuna and unagi were sliced a little thick and the vinegared rice underneath was a little sticky for my taste. Still the products were fresh, and I've had worse at other sushi restaurants that charge more.

The menu offers a combination for \$33.95 that includes eight pieces of nigiri and two rolls. There's also a combination of other fish, such as hamachi, served six pieces to an order for \$18.95.

Thanks to Akashi, who was a draftsman but wanted to learn bartending and ended up working at several Japanese restaurants, Moshi Moshi also has a large cocktail selection that includes a barrel-aged manhattan (\$13) that's about as potent and generously poured as you'll find. One is about the equivalent of two at other places. As with the long menu, if you want a cocktail, you can get just about anything, including a collection of low-alcohol highballs such as one with Lillet and soda (\$8).



7 of 8. People have dinner at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

The service is a reflection of Akashi's upbeat attitude. Service may not be the most efficient — you can wait 10 minutes for a cocktail, for example — but it's so well-meaning that you easily adapt and go with the flow. On my visit the place was full, and clearly the restaurant has tapped into the ever-expanding neighborhood.

Even though it was difficult for the restaurant to survive with the ongoing construction, Akashi remained an optimist. His response to hardship — the restaurant almost closed in the early 2000s when business was slow, and he has experienced health problems — is to chuckle and say, "I'm just passionate. When you have a business, you just keep on pumping."

He credits much of his perseverance to the support of his staff and customers. Even well into his ninth decade, he comes in for lunch and dinner service most days. He takes every Wednesday off, and because of his advancing age, every other Saturday.

"It's life. My life. I love it."



8 of 8. The exterior of Moshi Moshi in San Francisco.
Photo: John Storey, Special to the Chronicle



Big-eye tuna and shrimp tempura maki rolls at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



Fried Japanese eggplant starter at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle



People have dinner at Moshi Moshi in S.F.
Photo: John Storey, Special to the Chronicle

Today Moshi Moshi has become a spiritual anchor to the area, a place that holds tradition and is welcoming a new generation that can't remember a time when they couldn't jump on or off the Muni train or unlock the door to their \$700,000 starter condominiums.

Michael Bauer is The San Francisco Chronicle restaurant critic and editor at large. Email: mbauer@sfgate.com Twitter: @michaelbauer1 Instagram: @michaelbauer1

★★½

Moshi Moshi

Food: ★ ★ ½

Service: ★ ★

Atmosphere: ★ ★

Price: \$\$

Noise: Three Bells

2092 Third St. (at 18th Street), San Francisco; (415) 861-8285 or <https://moshimoshisf.com>.
Lunch and dinner continuously 11:30 a.m.-10 p.m. Monday-Friday. Dinner 5-10 p.m. Saturday-Sunday. Full bar. 5% SF surcharge. Reservations and credit cards accepted. Difficult street parking.



SERVING THE POTRERO HILL, DOGPATCH, MISSION BAY, & SOMA
NEIGHBORHOODS SINCE 1970

Moshi Moshi Celebrates its 30th Anniversary

Published on September, 2017 — in Features — by Jacob Bourne



MITSURU "MITS" AKASHI (CENTER) AND FRIENDS. PHOTO: BIANCA ELIZABETH

An anniversary celebration was held in July commemorating Moshi Moshi's 30 years of serving Japanese cuisine at 2092 Third Street. Phil Atkinson, front house manager, said that staff from the restaurant's prior decades traveled from throughout California to participate in the event. The evening was filled

with stories shared by founder and owner, Mitsuru “Mits” Akashi, employees, patrons and friends.

“The vibe was so happy when you walked in,” recalled Frank Gilson, Potrero Dogpatch Merchants Association president. “Moshi Moshi is one of the happiest places in the world. It’s a Dogpatch institution. The place was packed, and there were a lot of hugs and smiling. It was a great event.”

Akashi, 83, started in the restaurant business in 1962 at Nikko Sukiyaki, on Pine and Van Ness. He volunteered his labors in exchange for bartending lessons. Soon, he quit his day job as a mechanical engineer, which he loathed, to pursue his newfound career. He eventually purchased Nikko Sukiyaki, but lost the lease on the space, subsequently discovering the Dogpatch location through word of mouth.

Akashi endured long days during Moshi Moshi’s early years, as well as through several economic downturns, including the Great Recession. “We’ve been here for 30 years,” said Akashi. “The area around Third Street was nothing at that time. I call Third Street the Industrial Riviera. It used to be blue collar and industrial. Now it’s much fancier.”

“The changes in the neighborhood have been good for business because it represents progress,” he continued. “You don’t want a city to become stale, and San Francisco was stale for a long time. Now it’s becoming more of a first-class city. It was a first-class city for many years, as far as I’m concerned, but it was still lagging behind other cities. Now I call it ‘San Hattan’. Some people don’t like it, but I see it as a positive thing.”

Akashi was born at Merced County Hospital to Japanese immigrants. He and his family were detained in an internment camp from the time he was seven until he turned eleven. His father protested the conditions, and was sent to a different camp by the Federal Bureau of Investigation, only to ultimately be deported to Japan with the rest of the family.

In the midst of attending school in Japan, Akashi was drafted by the U.S. military to serve in the Korean War at the age of 19, since he remained an American citizen. He served with the 82

Airborne Division at Fort Bragg in North Carolina. It was a period of racial segregation under Jim Crow laws. Akashi was forced to sit in the back of the bus when traveling to the nearby City of Fayetteville on weekends. In town, public amenities, such as bathrooms and drinking fountains, were labeled “white” and “colored”. On one occasion, Akashi visited a movie theater but was unable to watch the show because a European-American attendant at the front entrance directed him to the “colored” entry at the rear, where he was referred back to the main entrance by an African-American.

Following military service Akashi made his home in San Francisco. He currently lives near Golden Gate Park. He recalled a life marked by persistent hard work to support his wife and grow his restaurant. He described his approach in his early years as different from other Japanese restaurateurs, who weren’t always welcoming to customers who were unfamiliar with eating sushi. Akashi is friendly to all patrons.

“The key is treating everyone equally; my whole philosophy is based on respecting everyone,” he said. “All ages and colors are welcome. Some places only want a certain kind of customer, but my philosophy has been essential to success.”

Akashi and his dedicated staff have had to overcome numerous challenges over the years. In the 1980s, high crime rates in Dogpatch prompted him to hire security guards to escort employees to their vehicles after evening work hours. Business was disrupted by the 1989 earthquake, as well as construction of Muni’s Third Street T Line in the first decade of the 21st century.

Akashi was devastated in 2000 when his wife, Kazuko Akashi, died, followed by the loss of another family member a couple years later. He considered abandoning the business, but a close friend encouraged him to stay committed to his customers and staff. To help him through the difficulties she introduced him to a Japanese tea ceremony, *chanoyu*, which has a spiritual aspect derived from Zen Buddhism. Akashi attributes the practice to refocusing his energies on the restaurant and the close-knit community that’s defined it.

Akashi still spends long hours at Moshi Moshi, working closely with his managers to keep the menu relevant to changing times. He attributed the restaurant's success to the support dedicated patrons and longtime staff have provided over the years.

“Business is very good, but it's difficult to have a restaurant in San Francisco,” he explained. “Employees have a hard time finding a place to live, and there's no parking for them. It's a hard time, but it will get better, people just have to be patient.”

For now, Akashi plans to continue working indefinitely.

[FACEBOOK](#)[TWITTER](#)[GOOGLE](#)[PINTEREST](#)

A R C H I V E S

May 2019

April 2019

March 2019

February 2019

January 2019

December 2018

November 2018

October 2018

September 2018

August 2018

July 2018

June 2018



Moshi Moshi, established in 1987, started as an old school teriyaki house but over the years has been reimagined as a new Japanese-American restaurant. Opened before the neighborhood was coined as Mission Bay or Historic Dogpatch, owner, Mitsuru "Mits" Akashi brought Japanese cuisine and style to San Francisco locals and travelers. Instead Mits calls this area the Industrial Riviera.



Mits has never been concerned with authentic Japanese cuisine, but more with *wafu* (*simple Japanese style*) and most of all offering his heart to his patrons. Moshi Moshi unites wafu, Mits and his employee's heritage and passions which influences Moshi Moshi's style and cuisine. It may have taken decades, but Mits has created the new-wafu.



Thus continues the story of Mits and Moshi Moshi as they ride the next new wave of the ever-changing San Francisco.



Moshi Moshi's hours of operation are:
Monday - Friday 11:00-2:00; Dining room closes at 2:30
Monday - Saturday 5:00 - 9:45; Dining room closes at 10:30
Sunday -closed



Having families at Moshi Moshi has been a very important part of our history and it has been a pleasure to watch the little kids grow to adulthood over the last thirty years. Please help us in keeping your children safe while at Moshi by keeping them at the table under your supervision at all times. The service corridors in the dining room can get busy with heavy plates, hot soups, and fragile glassware being shuttled to and from tables.

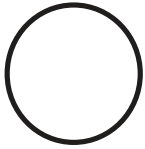
In addition, Moshi kindly asks that all kids and adults keep electronic devices on mute or used with headphones as not to disrupt other patrons.

And lastly, adults, please endeavor to keep your vocabulary at a level of respectability when dining next to children. Thank You.



- + Moshi Moshi adds a 5 % surcharge to all orders to cover SF mandated ordinances +
- + To sign up for notification of our next whisky event please go to www.MoshiMoshiSF.com +
- + Have your next large party in our back room or patio. Moshi has hosted rehearsal dinners, graduations, holiday, and retirement parties. +
- + Reservations accepted + a PDF of this menu is available for download at www.MoshiMoshiSF.com +
- + Substitutions and modifications to our menu incur additional charges. +
- + \$20 corkage per 750ml + 20% service charge for parties of 6 or more + \$1 'cake'age fee per person +
- + wheat-free soy sauce or low-salt soy sauce available on request + we reserve the right to refuse service to anybody +
- + Items & prices on this menu are available for dinner only: 5pm to close and are subject to change +
- + Moshi Moshi 2092 3rd St, SF CA 94107 + 415-861-8285 +

THANK YOU



MOSHI
MOSHI

Beverages

House-Made

BLACKBERRY YUZU SODA 5. ⁹⁵ fresh blackberries, yuzu, mint and house-made hibiscus syrup	SPICY GINGER LIMEADE 4. ⁹⁵ house-made ginger syrup, lime juice, soda and a dash of cayenne	CUCUMBER MINT TONIC 5. ⁹⁵ cucumber, mint, japanese sudachi citrus and tonic
COKE / DIET COKE / SPRITE 1. ⁹⁵	LEMONADE refills 3. ⁹⁵	GINGER BEER SODA 3. ⁹⁵
ARNOLD PALMER refills 3. ⁹⁵	TAZO LOTUS HOT TEA decaf 2. ⁹⁵	ICED TEA refills 2. ⁹⁵
KIMINO UME SODA 5. ⁹⁵	KIMINO YUZU SODA 5. ⁹⁵	

In accordance with CA Executive
Order B-40-17,
Moshi Moshi serves and refills water
on customer request only.
Thank you for your patience and
understanding.

GYOZA house-made
6 dumplings stuffed with pork, cabbage, garlic and ginger

HAMA KAMA
grilled hamachi collar (very limited)

BACON WRAPPED MOCHI 1 skewer
mochi wrapped in bacon, togarashi; grilled.

GRILLED ASPARAGUS
topped with yuzu miso

GRILLED LAMB per chop
marinated in red wine & herbs

SHISHITO PEPPERS
tempura'd and tossed with salt and pepper

POTATO KOROKKE
mashed potato, carrots, and white pepper in panko; katsu sauce

ONION KOROKKE
onion roux rolled in panko; no sauce

SPICY POKE
chunky spicy tuna on top of seaweed salad

GINGER TAKO SALAD
marinated octopus tossed with seaweed

Starters

11.⁹⁵ MOSHI WINGS 11.⁹⁵
6 grilled, spicy marinated chicken wings

14.⁹⁵ SAKE KAMA 7.⁹⁵
grilled sake collar (limited)

2.⁹⁵ HOTATE IN A BLANKET 1 skewer 4.⁹⁵
bacon wrapped scallops; house-made teriyaki

7.⁹⁵ IKA SUGATA 9.⁹⁵
whole grilled calamari

5.⁹⁵ ASPARA GYU 1 skewer 3.⁹⁵
USDA graded ribeye, asparagus, negi and house-made teriyaki
sauce

6.⁹⁵ PIRI TEN CALAMARI 9.⁹⁵
tempura calamari, greenbeans with sautéed onion and jalapeño

4.⁹⁵ AHI COCONUT KATSU 9.⁹⁵
rolled in coconut and panko, served rare with kewpi and siracha

5.⁹⁵ KIZAMI WAKAME 4.⁹⁵
seasoned seaweed salad

9.⁹⁵ EDAMAME 5.⁹⁵
warm soybeans with kosher salt
your choice: **plain or spicy or yuzu or garlic**

Salad

Mixed greens, tomato, avocado, daikon, carrot, cucumber, and dressing on side:
creamy sesame-miso or wasabi - yuzu vinaigrette

AHI TUNA 15.⁹⁵
rosemary and soy marinated, served rare

SALMON SHIO 17.⁹⁵
salted and grilled salmon

15.⁹⁵ TOKYO KARA-AGE 14.⁹⁵
ginger-soy marinated fried chicken

17.⁹⁵ HADAKA CHICKEN 15.⁹⁵
grilled, shio-koji marinated, boneless breast

Cold Soba Noodles

Our house-made soba-tsuyu starts with rishiri konbu from Hokkaido, Japan.
The ichi-ban dashi is combined with marudaizu soy, sardines and katsuo-bushi.

ZARU 10.⁹⁵
noodles with hon-wasabi, nori, negi and house-made soba-tsuyu

TEN-ZARU 17.⁹⁵
soba noodles with hon-wasabi, nori, negi, daikon suri, house-made
soba-tsuyu and tempura batter-dipped shrimp and fresh vegetables



MOSHI
MOSHI

Combinations

ONE ITEM COMBO 16.⁹⁵

TWO ITEM COMBO 22.⁵⁰

THREE ITEM COMBO 28.⁹⁵

Your choice of 1 or 2 or 3 items from ANY category in the lists below. Served with miso, rice and salad. No substitutions.

Yakimono (grilled)

- CHICKEN TERIYAKI shio-koji marinated breast * ADD \$1
- BEEF TERIYAKI hand-carved, USDA choice graded ribeye * ADD \$5
- SALMON fresh, hand-carved; **choice of Terkiyaki or Shio** * ADD \$3
- AHI TUNA rosemary-soy marinated, served rare * ADD \$1
- PORK LOIN marinated in lemongrass and chili

Sushi

- SPICY SALMON ROLL chopped salmon, garlic, red chili & sesame oil
- SPICY TUNA ROLL chopped tuna, garlic, red chili and sesame oil
- HONEY MOON ROLL shrimp tempura, cucumber and sweet chili
- HIP HOP ROLL unagi, avocado topped with tobiko and unagi sauce
- CALIFORNIA ROLL real blue crab and real snow crab with avocado
- NEW MOON ROLL shrimp tempura and avocado
- SASHIMI 4pc total. **choice of 2:** * ADD \$5
- 2pc **maguro** ♦ 2pc **shiro maguro** ♦ 2pc **sake** ♦ 2pc **hamachi**

Agemono (deep fried)

- TOKYO KARA-AGE ginger-garlic tossed, dark meat, fried chicken with house-made spicy garlic sauce
- CHICKEN KATSU shio-koji marinated breast rolled in panko * ADD \$1 with house-made tartar sauce
- TEMPURA batter-dipped shrimp and fresh vegetables * ADD \$1
- TONKATSU pork loin rolled in panko w/ tonkatsu sauce

Vegetable

- VEGGIE TEMPURA batter-dipped, fresh vegetables+ * ADD \$1
- ONION KOROKE creamy onion roux inside a crunchy panko shell+
- POTATO KOROKE mashed potato inside a crunchy panko shell+
- KIZAMI WAKAME seasoned seaweed salad
- YUMMY YAM ROLL tempura yam and avocado+
- JOLLY GREEN GIANT ROLL tempura greenbean, asparagus, avocado and cucumber+

+vegetable tempura and atsu-age tofu do not have a dedicated fryer

Soup Noodles

House-made konbu/katsuo broth, enoki, spinach, tenkasu, wakame and ito-togarashi; sanuki **UDON** noodles or buckwheat **SOBA** noodles.

- | | | | |
|---|-------------------|---|-------------------|
| CHICKEN | 12. ⁹⁵ | TEMPURA | 17. ⁹⁵ |
| boneless breast marinated in soy and garlic | | served with batter-dipped shrimp and fresh vegetables for dipping | |
| SEAFOOD | 16. ⁹⁵ | TOKYO KARA-AGE | 15. ⁹⁵ |
| shrimp, calamari and scallops | | ginger-soy marinated fried chicken served on the side for dipping | |

Donburi

Our cage-free omelette donburi is made with caramelized onion, sake-marinated shitake mushrooms and konbu dashi; over rice.

- | | | | |
|---|-------------------|--|-------------------|
| KATSU DON | 17. ⁹⁵ | OYAKO DON | 17. ⁹⁵ |
| pork loin rolled in panko | | garlic and soy marinated boneless chicken breast | |
| CHICKEN KATSU DON | 17. ⁹⁵ | PIRI - DON | 18. ⁹⁵ |
| shio-koji marinated boneless breast rolled in panko | | Moshi's signature, upside-down, spicy donburi with jalapeños, spicy sesame oil, and shichimi pepper. Chicken katsu or tonkatsu. | |

Sushi

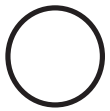
DONBURI

- | | | | |
|--|-------------------|--|-------------------|
| MAGURO ZUKE DON* | 23. ⁹⁵ | GOJIRA DON | 24. ⁹⁵ |
| 6 pcs marinated big eye tuna over furikake spiked sushi rice | | grilled eel and sansho pepper on top of sushi rice | |
| SAKE ZUKE DON* | 20. ⁹⁵ | HAMA ZUKE DON* | 20. ⁹⁵ |
| 6pcs marinated salmon over furikake spiked sushi rice | | 6 pcs marinated yellowtail over furikake spiked sushi rice | |

*for above donburi ask for "NOGI-ZAKA" style and we'll add on some kani, ikura, and uni * ADD \$10



+ Substitutions and modifications to our menu incur additional charges + Moshi Moshi adds a 5 % surcharge to all orders to cover SF mandated ordinances +
 + Moshi Moshi 2092 3rd St, SF CA 94107 + 415-861-8285 + a PDF of this menu is available for download at www.MoshiMoshiSF.com + \$20 corkage fee per 750ml. +
 + 20 % service charge for parties of 6 or more + \$1 'cake'age fee per person + wheat-free or low-salt soy sauce on request +
 + Items & prices on this menu are available for dinner only: Monday thru Saturday 5:00pm to last seating and are subject to change. Our dining room closes at 10:30pm +



**MOSHI
MOSHI**

TEKKA wild big-eye tuna
HAMA-NEGI yellowtail and scallion
SAKE-NEGI salmon and scallion

AKASAKA NIGHTS **
shrimp tempura and spicy kani topped with hamachi, furikake and house-made la-yu

OSAKA SUNSET **
spicy salmon, cucumber topped with sake, lemon and kizami wasabi

SPICY SALMON
chopped salmon, garlic, red chili and sesame oil

SPICY TUNA
chopped tuna, garlic, red chili and sesame oil

CALIFORNIA
real blue crab and snow crab with avocado and tobiko

FUTO KRISPY
tempura-dipped hamachi, maguro, sake and avocado

RED DRAGON
spicy tuna roll topped with sake and tobiko

NEW MOON
shrimp tempura and avocado

HONEYMOON
shrimp tempura, cucumber and sweet chili

GEISHA
tempura-dipped spicy tuna topped with kewpi and sriracha

HIP-HOP
unagi, avocado topped with tobiko and unagi sauce

Maki Sushi

TRADITIONAL

7.⁵⁰ SABA-NEGI marinated wild mackerel and scallion 7.⁵⁰
7.⁵⁰ UNA-KYU freshwater eel, cucumber, unagi sauce 7.⁵⁰
7.⁵⁰ SHIRO-NEGI albacore and scallion 7.⁵⁰

AMERICANIZED

16.⁹⁵ HALEAKALA MAKI ** 17.⁹⁵
white tuna poke roll with ogo seaweed, red clay sea salt, toasted sesame oil, avocado and cucumber topped with seared albacore, crunchy red-pepper-garlic and scallions
16.⁹⁵ HANA-KAPPA ** 10.⁹⁵
cucumber wrapped sake, maguro, avocado, spicy tuna; topped with yuzu / wasabi sauce (no rice)
7.⁹⁵ CARMEL 12.⁹⁵
shrimp tempura, avocado, and cucumber topped with avocado, ebi, unagi, unagi sauce and sweet chili
7.⁹⁵ SPIDER ** 15.⁹⁵
tempura soft-shell crab, cucumber and avocado
12.⁹⁵ RAINBOW SPIDER ** 23.⁹⁵
tempura soft-shell crab, cucumber, and avocado topped with assorted sashimi, avocado, tobiko and unagi sauce
13.⁹⁵ GOLDEN GATE 15.⁹⁵
california and unagi topped with sake, lemon and unagi sauce
7.⁵⁰ FIRE LIZARD 15.⁹⁵
california topped with spicy tuna and seaweed salad
7.⁵⁰ CATERPILLAR 13.⁹⁵
unagi, cucumber topped with avocado, tobiko and unagi sauce
10.⁹⁵ DYNASTY of LOVE ** 18.⁹⁵
shrimp tempura, spicy tuna, cream cheese, avocado, and cucumber wrapped in soy paper; topped with scallion, tobiko, kewpi, sweet chili, sriracha, ten-kasu and unagi sauce
7.⁵⁰

**Some of our rolls take extra time. Please take this into consideration when ordering during busy times.

Vegetable Sushi

AVOCADO
ASPARAGUS
TAMAGO house-made egg omelette with sweet sake

AVOCADO
SHIITAKE soy and sake marinated mushrooms
ASPARAGUS
YUMMY YAM
tempura yam and avocado⁺
J. G. GIANT
tempura greenbean, asparagus, avocado and cucumber⁺

nigiri sushi - 1 piece each

3.⁵⁰ SHIITAKE soy and sake marinated mushrooms 3.⁰⁰
3.⁰⁰ NATTO fermented soybeans 3.⁰⁰
3.⁰⁰ INARI tofu stuffed with sushi rice and mushrooms 3.⁰⁰

maki / rolls

6.⁹⁵ KAPPA cucumber 5.⁹⁵
5.⁹⁵ SHE'S SO CUTE cucumber and shiso leaf 6.⁹⁵
5.⁹⁵ UME SHISO salted plum and shiso leaf 6.⁹⁵
6.⁹⁵ SWEET HEART 7.⁹⁵
atsu-age tofu, avocado, cucumber and sweet chili⁺
7.⁹⁵ HALF MOON 7.⁹⁵
tempura asparagus, atsu-age tofu, avocado and cucumber⁺

⁺vegetable tempura and atsu-age tofu do not have a dedicated fryer, but we will gladly prepare these rolls vegan-style on request

Additions and Sides

avocado	2.50	shiso leaf	1.00	cucumber	1.25	tobiko	1.75	soy paper	1.75
green onion	1.00	ginger	1.75	ume	1.50	asparagus	1.75	quail egg	1.75
cream cheese	1.25	deep fried	3.25	kizami wasabi	3.50	wasabi	1.25	hon-wasabi	2.25
spicy mayo	1.00	sushi rice	4.95	steamed rice	2.95	miso soup qt	9.00	miso soup	2.95
eel sauce	1.00	tempura sauce	1.50	thin lemon	1.50	chicken soup qt	6.00	chicken soup	1.95
oak-smoked soy	2.50	white soy sauce	2.50	marudaisu soy	2.50	tofu	2.50	side salad	2.95

✦ Substitutions and modifications to our menu incur additional charges ✦

Filing Date: July 24, 2019
Case No.: 2019-014685LBR
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
Zoning: UMU (Urban Mixed Use) Zoning District
68-X Height and Bulk District
Block/Lot: 3995/007
Applicant: Lanny Lighthill, FOH Manager
2092 3rd Street
San Francisco, CA 94107
Nominated By: Supervisor Walton
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

Moshi Moshi is a Japanese restaurant founded by Mitsuru “Mits” Akashi in 1987 at 2092 3rd Street in the Dogpatch neighborhood. Akashi started in the restaurant business as a bartender at Nikko Sukiyaki on Pine and Van Ness in 1962. By 1974, Nikko Sukiyaki was losing patrons to a newer wave of Japanese restaurants, and Akashi and friends were able to buy the floundering business and recreate it as one of the first high-profile sushi bars in San Francisco. Akashi and his partner opened Moshi on the corner of 18th and 3rd in 1987 as a small bar and teriyaki house when there was very little other restaurant or bar presence on the east side of the city.

In 2006, under new management, Akashi got the help he needed to realize his dream of Nihoncentric Cuisine with finely crafted cocktails. He often expounds about the wafu of Moshi Moshi and what it means to offer his heart to the patrons. Wafu refers to the flow, style and overall feng shui and vibe of the restaurant. Wafu is not just Japanese style, but the way that Moshi reflects the amalgamation of the employees’ personalities and the essence of simple Japanese style back at the patrons. Akashi is not concerned with authentic Japanese cuisine but is focused on how the employees and their heritage and passions influence the Japanese style and cuisine at Moshi Moshi. The restaurant now has a reputation as one of the best sushi restaurants in San Francisco as well as housing one of the largest Japanese whisky collections in the city.

The business is located on the northwest corner of 3rd and 18th streets in the Potrero Hill neighborhood. It is located within an UMU (Urban Mixed Use) Zoning District and a 68-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1987.

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

Yes. Moshi Moshi qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Moshi Moshi has operated continuously in San Francisco for 32 years.
- ii. Moshi Moshi has contributed to the history and identity of the Dogpatch and San Francisco.
- iii. Moshi Moshi 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?*

Yes. The business is associated with Japanese cuisine.

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

Yes. This property could contribute to a locally eligible historic district as it relates to the development of San Francisco's Central Waterfront, as a mixed industrial and residential area. The building, constructed in 1889, may become eligible for listing in the National Register when more historical or architectural research is performed.

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

No. The property has a Planning Department Historic Resource status code of "B" (Further Research Required) because it was found to be potentially eligible for listing on historic registries through surveys conducted in 2012.

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

No.

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

Yes. Moshi Moshi has been featured in the San Francisco Chronicle in an article by Michael Bauer in August 2017 as well as in the Potrero View in September 2017. Moshi has also been listed in Whisky Magazine, also in 2017, as having one of the best whisky collections in the United States.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2092 3rd Street

Recommended by Applicant

- High quality Japanese cuisine
- Whisky collection
- Rotating art, including exterior mural projects

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: AUGUST 21, 2019

Case No.: 2019-014685LBR
Business Name: Moshi Moshi
Business Address: 2092 3rd Street
Zoning: UMU (Urban Mixed Use) Zoning District
68-X Height and Bulk District
Block/Lot: 3995/007
Applicant: Lanny Lighthill, FOH Manager
2092 3rd Street
San Francisco, CA 94107
Nominated By: Supervisor Walton
Located In: District 10
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin - (415) 575-9117
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Information:
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MOSHI MOSHI CURRENTLY LOCATED AT 2092 3RD STREET, BLOCK/LOT 3995/007.

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 August 21, 2019, 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 Moshi Moshi 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 Moshi Moshi.

Location(s):

- *2092 3rd Street*

Physical Features or Traditions that Define the Business:

- *High quality Japanese cuisine*
- *Whisky collection*
- *Rotating art, including exterior mural projects*

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 2019-014685LBR to the Office of Small Business August 21, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: