



# Legacy Business Registry Staff Report

HEARING DATE AUGUST 22, 2016

## THE BRAZEN HEAD

*Application No.:* LBR-2015-16-061  
*Business Name:* The Brazen Head  
*Business Address:* 3166 Buchanan Street  
*District:* District 2  
*Applicant:* Edward Savino, Restaurant President  
*Nomination Date:* May 24, 2016  
*Nominated By:* Supervisor Mark Farrell  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

The Brazen Head is a restaurant and bar serving the Cow Hollow neighborhood on Buchanan Street between Greenwich Street and Filbert Street. The restaurant began in 1980 and is the first restaurant in Cow Hollow to have continued food service until 1:00 a.m. nightly since its establishment. The restaurant has also continuously sponsored a block party benefitting breast cancer and the Susan G. Komen foundation for the past ten years.

### CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

3166 Buchanan Street from 1980-Present (36 years)

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

Yes, the applicant has contributed to the Cow Hollow neighborhood's history and identity.

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

- The business is a long standing business that has become a significant part of the Cow Hollow community as a traditional local neighborhood restaurant.
- The business is unique to San Francisco in that it is the first restaurant to offer continued food service until 1:00 a.m. nightly since its establishment.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

- The business has been cited in the following publication:
  - San Francisco Examiner, 5/12/2016, "For Old School Restaurant Gems, Try Brazen Head."

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

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

**HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that The Brazen Head 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:

- Entry doors
- Windows
- Interior wood finished bar
- Dark finishes

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include The Brazen Head currently located at 3166 Buchanan Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



SMALL BUSINESS COMMISSION  
MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



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

# Small Business Commission Draft Resolution

HEARING DATE AUGUST 22, 2016

## THE BRAZEN HEAD

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

*Application No.:* LBR-2015-16-061  
*Business Name:* The Brazen Head  
*Business Address:* 3166 Buchanan Street  
*District:* District 2  
*Applicant:* Edward Savino, Restaurant President  
*Nomination Date:* May 24, 2016  
*Nominated By:* Supervisor Mark Farrell  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### **ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR THE BRAZEN HEAD, CURRENTLY LOCATED AT 3166 BUCHANAN 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; 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 August 22, 2016, 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 The Brazen Head in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT  
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

**BE IT FURTHER RESOLVED** that the Small Business Commission recommends safeguarding the below listed physical features and traditions at The Brazen Head:

Physical Features or Traditions that Define the Business:

- Entry doors
- Windows
- Interior wood finished bar
- Dark finishes

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 22, 2016.

\_\_\_\_\_  
Regina Dick-Endrizzi  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION  
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681  
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481



**Legacy  
Business  
Registry**

# Application Review Sheet

Applicant Name: The Brazen Head

Nomination Date: May 24, 2016

Age of Business Confirmed:  Yes

Application Deemed to Meet Minimum Qualifications:  Yes

Application Referred to HPC Date: July 8, 2016

Notes:

N/A

A handwritten signature in black ink, appearing to read 'Regina Dick-Endrizzi'.

Regina Dick-Endrizzi  
Director, Office of Small Business, Small Business Commission





Member, Board of Supervisors  
District 2



City and County of San Francisco

## MARK E. FARRELL

May 24, 2016  
San Francisco Office of Small Business  
1 Dr. Carlton B. Goodlett Place, Room 110  
San Francisco, CA 94102-4681

Dear Director Dick-Endrizzi,

I hereby nominate The Brazen Head to the Legacy Business Registry of San Francisco. The Brazen Head has been a culinary and cultural institution in San Francisco and the Cow Hollow community for over 35 years and is a beloved neighborhood institution.

The Brazen Head first opened in 1980 at 3166 Buchanan Street in the Cow Hollow neighborhood and continues to operate at that location without a break in service. The Brazen Head has remained relatively unchanged in its history, as the exterior remains unembellished with no sign or advertisement, and charmingly compliments the intimate and dimly lit Victorian interior. Well known for good food and familiar faces, The Brazen Head embodies the definition of a San Francisco neighborhood spot, and is the first restaurant in Cow Hollow with continued food service until 1:00 am nightly since 1980.

The Brazen Head has stood out among small businesses for their exemplary service in sponsoring block party benefits for breast cancer and the Susan G. Komen Foundation for over 10 years. The Brazen Head has been managed and owned by the same family since 1982 and the standards that are in place now are being well maintained to ensure the consistency that a strong, loyal, and local clientele deserves.

Sincerely,

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

Mark E. Farrell  
San Francisco Supervisor, District 2

# APPLICATION FOR Legacy Business Registration

Legacy Business registration is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, and approval of the Small Business Commission.

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
The Brazen Head		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Edward Savino		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
3166 Buchanan Street San Francisco, CA. 94123		( 415 ) 921-7600
		EMAIL:
		brazened@aol.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
Brazenheadsf.com		

APPLICANT'S NAME	
Edward Savino	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
Restaurant President	
APPLICANT'S ADDRESS:	TELEPHONE:
79 South Knoll Road , Mill Valley, CA. 94941	( 415 ) 298-6826
	EMAIL:
	brazened@aol.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (If applicable):
0125366	D. 1239968

BACKGROUND INFORMATION	
Founding Location:	3166 Buchanan Street San Francisco, CA. 94123
Current Headquarters Location:	3166 Buchanan Street San Francisco, CA. 94123
Operating in San Francisco since:	March 1980

NAME OF NOMINATOR:	DATE OF NOMINATION:
Mark Farrell	May 24, 2016

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	DATES OF OPERATION
3166 Buchanan Street	94123	March 1980- Present
IS THIS LOCATION THE FOUNDING AND/OR HEADQUARTERED LOCATION? (check all that apply)		
<input checked="" type="checkbox"/> Founding Location	<input checked="" type="checkbox"/> Current Headquarters	



OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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### 3. Eligibility Criteria

Attach the business's historical narrative.

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

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.

Edward Savino

Tuesday, May 24, 2016



Name (Print):

Date:

Signature:



The Brazen Head, renowned for its intimate atmosphere, is a favorite among San Francisco natives and visitors alike. Hidden in the heart of the Cow Hollow district, we've been called a local haunt and consider ourselves a talking bar where people come to chat with familiar faces and meet new ones.

We're open long hours, food service until 1 AM to accommodate the desire for late-night eats and libations, and we offer an outstanding continental menu. Locals' favorites include our escargot, French onion soup, and signature certified Angus beef N.Y. pepper steak. Though no signs point to our cozy space, The Brazen Head is a place worth finding. We've been privileged to serve over three generations of patrons, and we hope to add you to our history of loyalist soon.

### **History**

Established in 1980.

The Brazen Head has added to the neighborhood history of San Francisco since 1980. We have provided Cow Hollow with outstanding food and drink until 1 AM for over 36 years, and we look forward to welcoming you in our doors soon.

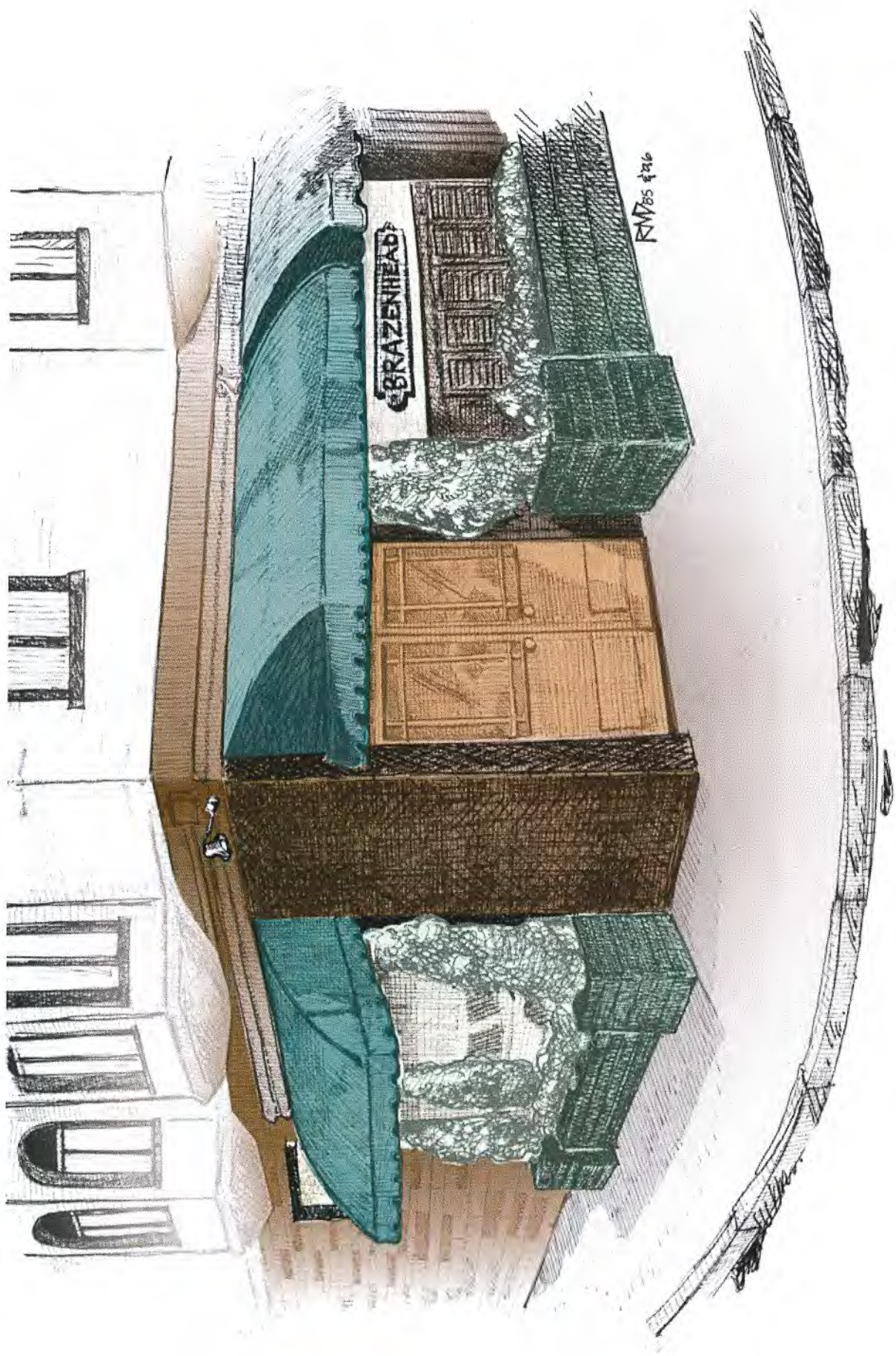
The after hour foodservice until 1 AM brings many guests into the neighborhood that shows our commitment to add value to our neighborhood.

The Cow Hollow community would be greatly diminished if the Brazen Head restaurant were to be shut down. We represent the need for bars and restaurants with long-term history and character in San Francisco. Our city has a long history of quality independent places that we must preserve.

The Brazen Head has had the same management/ownership in place since 1982 and the standards that are in place now are being well maintained to ensure the consistency that a strong loyal, local clientele deserves. This consistent ownership demonstrates a strong commitment to the neighborhood. The Brazen Head has enhanced the local community by sponsoring a block party benefiting breast cancer and the Susan G. Komen foundation for 10 years.

The Brazen Head is in the Cow Hollow area, a great residential neighborhood surrounding the famous Union Street, full of many new as well as long-standing businesses.

From the Thrillist: The Brazen Head The Marina is home to a dizzying array of bottomless mimosa brunch spots and beer pong-filled bars, but don't write off the neighborhood without a visit to The Brazen Head, a time capsule located just out of range of the brunch-fueled crowds. Step inside the dimly lit space, burgundy carpets, and stained glass windows. Order a Manhattan, then dig into the signature New York strip pepper steak served with the garlic mashed potatoes and steamed vegetables. It's not a traditional steakhouse, but The Brazen Head offers some steak that's definitely worth checking out.



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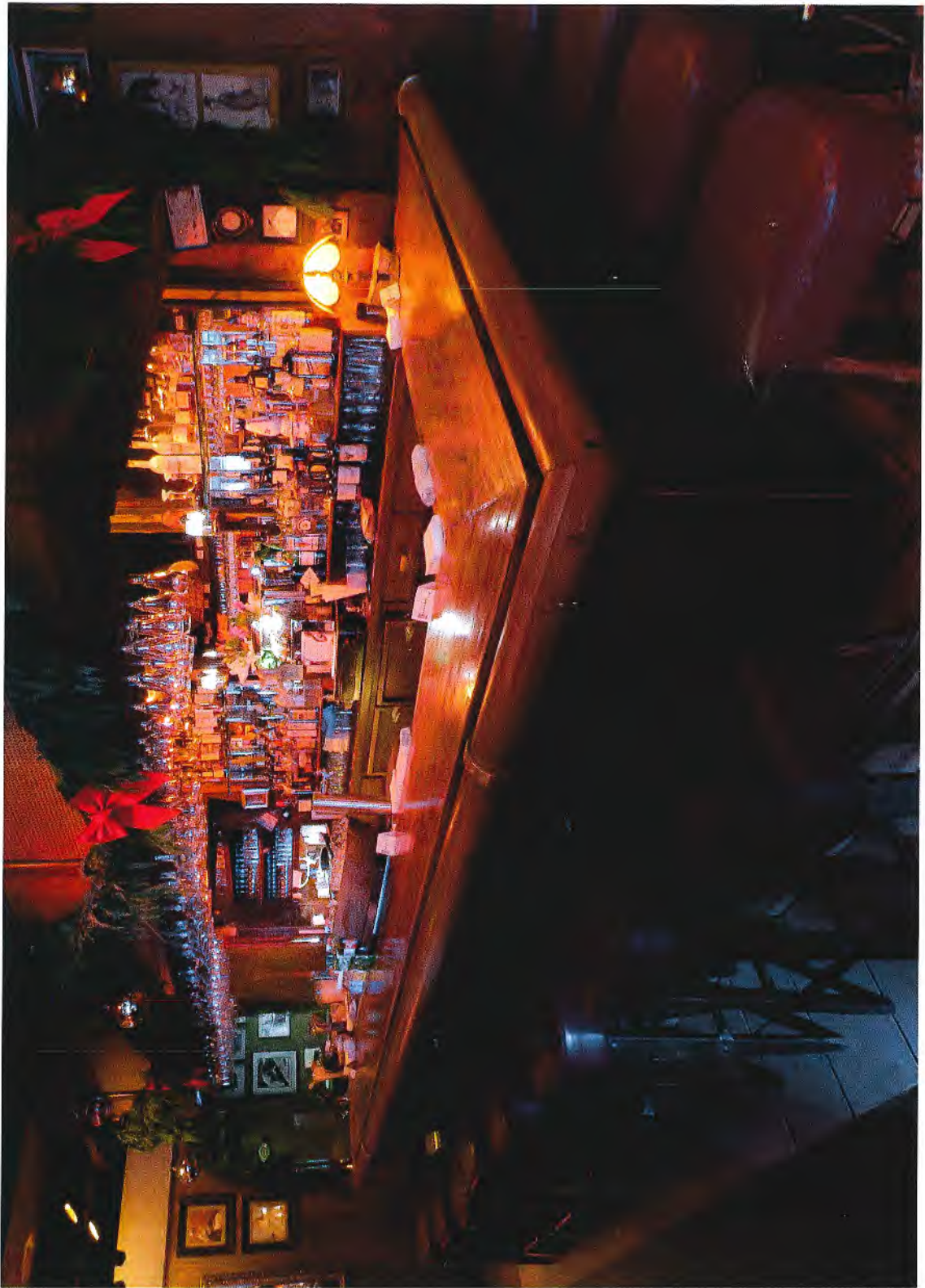
BRAZENHEAD



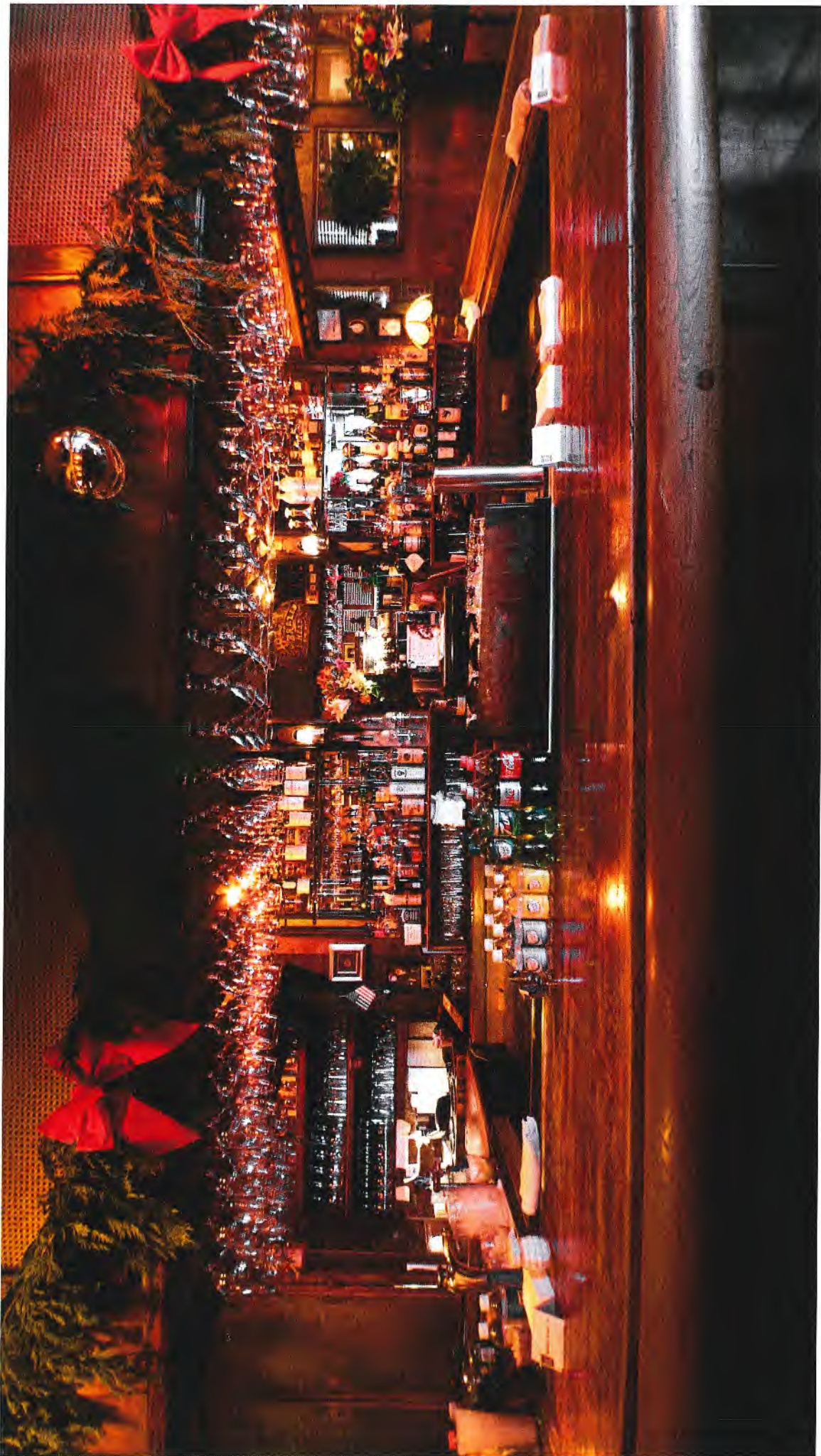


3166  
Buchanan











TOP



TOP















## For Old School Restaurant Gems, Try Brazen Head

If you haven't been yet, Brazen Head is your next neighborhood restaurant gem. The cozy restaurant, which doesn't even have signage, sits on the corner of Buchanan Street in Cow Hollow and serves up familiar and delicious continental cuisine until 1 a.m. every night.

It may not be the newest hot spot in a culinary Mecca like San Francisco, but they've been in business since 1980 and as far as longtime neighborhood restaurants, this is one of your best bets. They pride themselves on familiar ingredients that create dishes on a food menu that boasts longtime old-school favorites of many generations like prime rib,

veal piccata, chicken marsala, and French onion soup. Patrons can also saddle up to their full service bar with a nice martini or two.

Owner Eddie Savino claims the restaurant hasn't changed much. "It's not trendy, but there is a lot of wood and warmth. It has a quality that you won't find with the newer places. When you're open for 35 years, it's partly because it works, and partly because it's what people want." As a testament to Brazen Head, Savino also says that the highest compliment that he enjoys receiving about the joint is when several generations within a family are introduced to the place and they all become

part of the loyal following that Brazen Head has. Folks will bring their parents, claiming that it's the exact kind of place that Dad would love, with the dark wood and Manhattans. Or parents will even bring their kids, because there's something delicious on the menu that's withstood the test of time and folks of any age will love.

Some fan favorites in the appetizer category include the prime rib sliders and the sautéed mussels. As far as entrees go, their signature dishes include the New York strip pepper steak—their bestseller, filet mignon, and beef bourguignon. There are also rotating daily specials. Savino's

personal favorites include the chicken marsala, veal piccata, or whatever the fish special is.

Of course, people are not eating the way they used to in 1980, and Brazen Head is very mindful of that. As they move forward, a constant goal of theirs is to maintain what they have and also to improve on what it works best. If rich and buttery dishes aren't as popular as they once were, for example, (although, still very well-loved by many), then the restaurant strives to offer alternatives. Either way, it's worth trying out for yourself—especially given the restaurant's motto: "You're a stranger only once at the Brazen Head."

### What to know

**LOCATION:**  
3166 Buchanan Street  
at Greenwich Street  
Marina/Cow Hollow

**PHONE:** (415) 921-7600

**WEB:** brazenheadsf.com

**HOURS:** 4PM-2AM everyday

### WHAT TO GET:

- French Onion Soup
- NY Peppercorn Steak
- Lobster Ravioli

**No reservations**  
**Cash only**



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

HEARING DATE: AUGUST 3, 2016

*Filing Date:* July 8, 2016  
*Case No.:* 2016-008969LBR  
*Business Name:* The Brazen Head  
*Business Address:* 3166 Buchanan Street  
*Zoning:* RH-2 (Residential, House, Two-Family)/  
40-X Height and Bulk District  
*Block/Lot:* 0518/028  
*Applicant:* Edward Savino, Restaurant President  
3166 Buchanan Street  
San Francisco, CA 94123  
*Nominated By:* Supervisor Mark Farrell, District 2  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### BUSINESS DESCRIPTION

The Brazen Head is a restaurant and bar serving the Cow Hollow neighborhood on Buchanan Street between Greenwich Street and Filbert Street. The restaurant is located at the ground floor of a three-story, mixed-use building that was previously used as a store, according to the 1950 Sanborn map. The restaurant began in 1980 and is the first restaurant in Cow Hollow to have continued food service until 1:00 a.m. nightly since its establishment. The restaurant has also continuously sponsored a block party benefitting breast cancer and the Susan G. Komen foundation for the past ten years.

### STAFF ANALYSIS

#### *Review Criteria*

1. *When was business founded?*

1980

2. *Is the business unique to San Francisco?*

Yes. The business is unique to San Francisco in that it is the first restaurant to offer continued food service until 1:00 a.m. nightly since its establishment.

3. *Is the business associated with culturally significant events?*

No.

4. *Is the business associated with culturally significant persons?*

No.

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

Yes. The business is a long standing business that has become a significant part of the Cow Hollow community as a traditional local neighborhood restaurant.

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

Unknown. The pre-1900 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes. San Francisco Examiner, 5/12/2016, "For Old School Restaurant Gems, Try Brazen Head."

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

#### **Recommended by Staff**

- Entry doors
- Windows
- Nondescript awnings
- Lack of identifying business signs
- Interior wood finished bar
- Dim lighting
- Dark finishes





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 775

HEARING DATE AUGUST 3, 2016

*Case No.:* 2016-008969LBR  
*Business Name:* The Brazen Head  
*Business Address:* 3166 Buchanan Street  
*Zoning:* RH-2 (Residential, House, Two-Family)/  
40-X Height and Bulk District  
*Block/Lot:* 0518/028  
*Applicant:* Edward Savino, Restaurant President  
3166 Buchanan Street  
San Francisco, CA 94123  
*Nominated By:* Supervisor Mark Farrell, District 2  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE BRAZEN HEAD, CURRENTLY LOCATED AT 3166 BUCHANAN STREET (BLOCK/LOT 0518/028).**

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

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

**WHEREAS**, at a duly noticed public hearing held on August 3, 2016, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

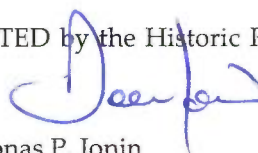
THEREFORE BE IT RESOLVED that the Historic Preservation Commission hereby recommends that The Brazen Head qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

*Physical Features or Traditions that Define the Business*

- *Entry doors*
- *Windows*
- *Nondescript awnings*
- *Lack of identifying business signs*
- *Interior wood finished bar*
- *Dim lighting*
- *Dark finishes*

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 2016-008969LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 3, 2016.



Jonas P. Ionin  
Commission Secretary

AYES: Hyland, Johnck, Johns, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: Hasz

ADOPTED: August 3, 2016