



FOR IMMEDIATE RELEASE · 8 OCTOBER 2026

Lillie Coit's Opens in North Beach After Nine Years

“Flip the Switch” runs 8–11 October at 1707 Powell Street. The restaurant will light a sign built from the original bar top of the Washington Square Bar & Grill.

SAN FRANCISCO, 8 OCTOBER 2026 — Lillie Coit's opens tonight at 1707 Powell Street in North Beach, beginning a four-day celebration, “Flip the Switch,” that runs through Sunday, October 11.

At 7:33 this evening, the restaurant will light its exterior sign for the first time. The sign is built from the original bar top of the Washington Square Bar & Grill — the “Washbag” of Herb Caen's columns, which occupied the same address until it closed in 2010.

7:33 stands for 1933, the year Coit Tower opened on Telegraph Hill, four blocks uphill, on that same date. The tower was built through the bequest of Lillie Hitchcock Coit, who left a third of her estate to add to the beauty of the city she loved. The other half of that bequest stands across the street from the restaurant's east windows: the volunteer firefighters' memorial in Washington Square.

Nine years passed between the signing of the lease in 2017 and tonight. In that time the building underwent a soft-story seismic retrofit, concrete was poured on March 12, 2020, and the project came close to ending in 2021. The restaurant has operated in preview as Petite Lil's throughout, serving 1,264 nights. Tonight is the first as Lillie Coit's.

“I signed the lease in 2017 with a number in my head for what it would cost and another for how long it would take. I was wrong about both. If I'd known then what those nine years actually held, I'm not sure I sign it. Glad I didn't know — because the neighbors kept walking in the whole time, when there was nothing in here but folding furniture, and that's the only reason there's a sign to light.”

Nick Floulis, owner and operator, Lillie Coit's

The restaurant seats 153 across two floors, with east-facing windows onto Washington Square. Its kitchen is open until at least 1 a.m. every night without exception, a commitment held through the entire preview period.

THE FOUR DAYS

Thursday, October 8 — The Sign Goes On. Doors at 4 p.m. The sign is lit at 7:33 p.m., with a gathering on the sidewalk outside.

Friday, October 9 — The Ones Who Came Early. An evening for the neighbors, block merchants and regulars who came to the building through years of construction.

Saturday, October 10 — The Big Saturday. One of North Beach's busiest weekends, with Fleet Week on the waterfront and the Saints Peter and Paul Bazaar in Washington Square. The Oyster Jubilee — buy six, get six — runs from 10 p.m.

Sunday, October 11 — The 158th. The 158th Annual Italian Heritage Parade, San Francisco's oldest civic celebration, steps off at 12:30 p.m. at Jefferson and Powell, comes down Columbus Avenue, and finishes in Washington Square in front of Saints Peter and Paul Church — at the restaurant's corner. Doors at 11 a.m.

Saints Peter and Paul was completed in 1924, and doors from that construction now stand along the restaurant's western wall, rebuilt as its confessional booths. In January 1954, Marilyn Monroe and Joe DiMaggio were photographed in front of those doors after their wedding. The doors are inside the restaurant today, and anyone can stand in front of them.

“Traditions and institutions don't arrive. They endure. Thursday isn't the finish of anything — it's the first night of finding out what this place gets to become.”

Nick Floulis

DETAILS

WHEN	Thursday 8 – Sunday 11 October 2026. The sign is lit at 7:33 p.m. on Thursday 8 October.
WHERE	Lillie Coit's, 1707 Powell Street, San Francisco, CA 94133.
HOURS	4 p.m. to 2 a.m. daily; Sunday from 11 a.m. Kitchen until 1 a.m. every night.
RSVP	Free, on Luma. One event per day.
THE SIGN	Built from the original bar top of the Washington Square Bar & Grill, which occupied 1707 Powell until 2010.
THE ROOM	153 seats over two floors, with east windows onto Washington Square.
THE DOORS	From the 1924 Saints Peter and Paul construction, rebuilt as the restaurant's confessional booths.
THE PREVIEW	Petite Lil's, which served 1,264 nights before tonight.
OWNER	Nick Floulis. Lillie Coit's is an Opavino, LLC restaurant.

ABOUT LILLIE COIT'S

Lillie Coit's is a San Franciscan restaurant, tavern and neighborhood saloon at 1707 Powell Street in North Beach — a little French, a lot of seafood, and a very big bar. The kitchen is open until at least 1 a.m. every night without exception.

The restaurant is named for Lillie Hitchcock Coit (1843–1929), who at fifteen helped haul Knickerbocker Engine Company No. 5's hose cart up Telegraph Hill, became the company's only honorary female member, gambled in North Beach's men-only rooms, and left the city Coit Tower.

CONTACT

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Interviews, site visits and photography can be arranged across the four days. High-resolution images on request.

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