



Legacy Business Registry Staff Report

Hearing Date: May 8, 2023

PIRRO'S PIZZERIA

Application No.: LBR-2022-23-030
Business Name: Pirro's Pizzeria
Business Address: 2244 Taraval St.
District: District 4
Applicant: Corinne Pusawong, President
Nomination Date: January 8, 2023
Nominated By: Supervisor Joel Engardio
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Pirro's Pizzeria, currently located at 2244 Taraval Street near 32nd Avenue, was established in 1967 by Fred Pirro, an Italian immigrant. The traditional recipes used at Pirro's were brought over from Sicily. After over half a century, Pirro's remains committed to tradition and classic taste which endures with their distinctive brand of old-style hand spun pizza.

Reflecting the demographic shifts in the Parkside District, the second owners were Raymond & Kay Woon, who operated it from 1983 until 2000. The current owner is a neighborhood resident, Corinne Pusawong, who took ownership in 2000. Having no training or experience in the profoundly difficult restaurant business, Corinne's accounting background and passion for cooking Italian food made the restaurant business viable. Corinne was up for the challenge.

Pirro's has prioritized local and sustainable ingredients; sourcing ingredients from local farmers and suppliers, supporting local businesses, and contributing to the local economy. Pirro's' flagship pasta sauce is made of quality tomato puree and dried herbs resulting in an exceptionally rich, smooth, complex, sweet taste with astonishing acidity. Combining that with high-quality ingredients including quality mozzarella cheese made from whole milk, herbs and spices, and fresh vegetables, a fantastic flavor with the right balance is concocted. With a special culinary technique, the dough is rested and risen before baking, producing a light and airy crust. One of most important aspects of Pirro's great pizzas is the balance of flavors and textures. Their crust is able to hold up to the weight of the toppings without becoming soggy or overpowered, while the sauce and cheese are evenly distributed to ensure that each bite has the perfect combination of tangy tomato sauce, gooey cheese, and savory toppings.

Pirro's is the local cornerstone and staple of the Sunset community. It is more than just a neighborhood restaurant – it is a gathering place where friends and family create treasured memories on birthdays, anniversaries, and dates and at engagement parties, championship games, and holiday celebrations. Customers return to Pirro's time and again to enjoy a slice or two of Pirro's pizza, experience the atmosphere, and reminisce about past celebrations at the restaurant. Pirro's have sponsored sports teams, pageants, and softball leagues; and provided first employment opportunities to local high school students and members of the community. Pirro's has also actively engaged with local initiatives and events, donating pizza to neighborhood churches and essential workers. The business believes in contributing to the Sunset community in a meaningful way while providing a high-quality dining experience. The north star for Pirro's Pizzeria has never changed – the business is focused on serving their customers and the community. The business is active with People of Parkside Sunset, and the Taraval Street merchants association; recently hosting the launch of the Taraval shop local campaign in partnership with the Office of Economic and Workforce Development.

Legacy Business Program

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





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, Pirro's Pizzeria has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2526 Lombard St. from 1954 to 1968 (14 years)
1006 Taraval St. from 1966 to 1968 (2 years)
1042 Taraval St. from 1968 to 1975 (7 years)
2244 Taraval St. from 1975 to Present (48 years)

CRITERION 2

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

Yes, Pirro's Pizzeria has contributed to the history and identity of the Sunset neighborhood 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 old style, hand-spun Sicilian pizza; preserving its Sicilian-Italian cultural heritage; and celebrating Italian culture. Pirro's Pizzeria brings Sicily to San Francisco and reflects the diversity of the Sunset neighborhood.
- The property housing the business is located within the Sunset Chinese Cultural District.
- According to a previous owner, Pirro's Pizzeria was featured in a KQED documentary.
- The business has received two Certificates of Honor on different occasions, one from former Supervisor Carmen Chu in 2010 and another from former Supervisor Gordon Mar in 2022.

CRITERION 3

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

Yes, Pirro's Pizzeria is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Pirro's Pizzeria 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:

- Restaurant featuring Italian cuisine.
- Pirro's Pizzeria "No.3" blade sign.
- Red brick exterior façade.
- Interior "earthy" charm, timeless Italian décor, and soft aesthetic lighting.
- Red checkered tablecloths.

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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 Italian cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Pirro's Pizzeria currently located at 2244 Taraval St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

May 8, 2023

PIRRO'S PIZZERIA

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Adopting findings approving the Legacy Business Registry application for Pirro's Pizzeria, currently located at 2244 Taraval St.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on May 8, 2023, 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 Pirro's Pizzeria in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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

Physical Features or Traditions that Define the Business:

- Restaurant featuring Italian cuisine.
- Pirro's Pizzeria "No.3" blade sign.
- Red brick exterior façade.
- Interior "earthy" charm, timeless Italian décor, and soft aesthetic lighting.
- Red checkered tablecloths.

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

- Restaurant featuring Italian cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 8, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-030
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District: District 4
Applicant: Corinne Pusawong, President
Nomination Date: January 8, 2023
Nominated By: Supervisor Joel Engardio

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 X Yes No

2526 Lombard St. from 1954 to 1968 (14 years)
1006 Taraval St. from 1966 to 1968 (2 years)
1042 Taraval St. from 1968 to 1975 (7 years)
2244 Taraval St. from 1975 to Present (48 years)

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

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?
 X Yes No

NOTES: N/A

DELIVERY DATE TO HPC: March 22, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 4



City and County of San Francisco

JOEL P. ENGARDIO

April 12, 2023

Director Katy Tang (*via email Katy.Tang@sfgov.org*)
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

RE: Nomination of Pirro's Pizzeria to the Legacy Business Registry

Dear Director Tang,

I am pleased to nominate Pirro's Pizzeria for inclusion on the Legacy Business Registry.

Pirro's Pizzeria has been a small family-owned restaurant and gathering spot serving the Parkside and Sunset Districts since 1967. It is one of the last remaining family-style Italian restaurants on the Parkside's main commercial corridor, Taraval Street.

For over fifty years, Pirro's Pizzeria has remained committed and proud of their classic taste and distinctive brand of hand spun pizza. The original Pirro's Pizzeria was established in 1967 by Fred Pirro, an Italian immigrant from Sicily. After a few years, Pirro's relocated from its original location at 18th Avenue and Taraval Street to 21st Avenue and Taraval Street. The final relocation is where Pirro's Pizzeria is currently located at 2244 Taraval Street.

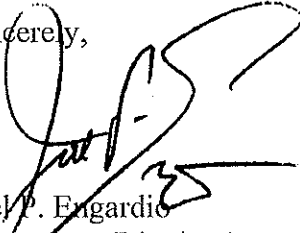
Reflecting the demographic shifts in the Parkside District, Fred Pirro passed ownership of Pirro's Pizzeria to its second owners, Raymond & Kay Woon, who operated it from 1983 until 2000. The third owner is neighborhood resident Corinne Pusawong, who has operated Pirro's Pizzeria since 2000.

On Taraval Street, Pirro's is defined by the unique physical features of their storefront space. Red brick walls adorn the restaurant. The classic soft lighting, red checkered tables, and Italian decorated walls are part of its timeless charm. These elements reflect tradition and continued success in the pizza business.

Pirro's Pizzeria also carries a storied legacy as a community-based business, supporting fundraisers for faith establishments, Parent Teacher Associations, neighborhood schools, and sponsoring recreation leagues. The business is active with People of Parkside Sunset, the Taraval Street merchants association, and recently hosted the launch of a shop local campaign in partnership with the Office of Economic and Workforce Development.

I commend Pirro's Pizzeria for serving the Parkside and Sunset District community for so many years. It's my honor to nominate them for the City's Legacy Business Registry.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joel P. Engardio', written over the printed name.

Joel P. Engardio
Supervisor, District 4
San Francisco Board of Supervisors



Legacy Business Registry Application



Business Information

Business name: Pirro's Pizzeria

Business owner name(s): Corinne Pusawong

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

Current business address: 2244 Taraval St.

Telephone: (415) 731 – 4545

Email:

Mailing address (if different than above):

Website:

Facebook: <https://www.facebook.com/PirrosPizzeria.SF/>

Twitter: @pirrospizzeria

7-digit San Francisco Business Account Number (BAN):

1

1

0

5

8

6

5

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

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

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☒ Minority-Owned Business*

☒ Woman-Owned Business

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

Contact Person Information

Contact person name: Corinne Pusawong

Contact person title: President

Contact telephone: () –

Contact email:

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 2526 Lombard St. **Zip Code:** 94123

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

Dates at this location: From: 1954 To: 1968

Other address (if applicable): 1006 Taraval St. **Zip Code:** 94116

Dates at this location: From: 1966 To: 1968

Other address (if applicable): 1042 Taraval St. **Zip Code:** 94116

Dates at this location: From: 1968 To: 1975

Other address (if applicable): 2244 Taraval St. **Zip Code:** 94116

Dates at this location: From: 1975 To: Present

Other Address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

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

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

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

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

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

Name: Corinne Pusawong

Signature:



Date:

11/1/2022

PIRRO'S PIZZERIA

Written Historical Narrative

INTRODUCTION

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

Pirro's Pizzeria is a hospitality and service restaurant specializing in the art of pizza. The traditional recipes used at Pirro's were brought over from Sicily by the original restaurant founder, Fred E. Pirro, in 1954.

Pirro's specializes in Sicilian pizza, a style of pizza that originated in Sicily, Italy. Like its origin, Pirro's pizza is characterized by its thick, fluffy crust that is crispy on the outside and soft on the inside. The crust is often topped with a rich tomato sauce that is made from San Marzano tomatoes, and then layered with a generous amount of cheese, such as mozzarella, parmesan, or pecorino. In addition to the cheese and sauce, Pirro's Sicilian pizzas include other toppings such as fresh vegetables, cured meats, or seafood. Some popular toppings include anchovies, olives, roasted peppers, and eggplant.

Pirro's flagship-delicious sauce is made of quality tomatoes puree and dried herbs resulting in an exceptionally rich, smooth, complex, sweet taste with astonishing acidity. Combining that with high-quality ingredients including quality mozzarella cheese made from whole milk, herbs and spices, and fresh vegetables, a fantastic flavor with the right balance is concocted. With a special culinary technique, the dough is rested and risen before baking, producing a light and airy crust. One of most important aspects of Pirro's great pizzas is the balance of flavors and textures. Their crust is able to hold up to the weight of the toppings without becoming soggy or overpowered, while the sauce and cheese should be evenly distributed to ensure that each bite has the perfect combination of tangy tomato sauce, gooey cheese, and savory toppings.

Ultimately, Pirro's pizza includes high-quality ingredients, skillful preparation, and a dedication to creating a delicious and satisfying culinary experience. Pirro's Pizzeria brings Sicily to San Francisco.

b. Describe whom the business serves.

Pirro's customers are mainly neighborhood residents, park and recreation sports leagues, and sports teams/families from the surrounding schools.

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

Old style, hand-spun Sicilian pizza.

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

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

Pirro's Pizzeria was established by Fred E. Pirro in 1954 at 2526 Lombard Street. It was called Pirro's Lounge at that time and co-owned and operated by Fred Pirro and Paul Bond. The business name was changed to Pirro's Pizzeria in 1957.

Pirro's Pizzeria #2, located at 629 Bridgeview in Sausalito, was open from 1964 to 1965.

In 1966, Pirro's Pizzeria #3 was established at 1006 Taraval Street (at 20th Avenue) in San Francisco's Parkside neighborhood.

In 1968, Pirro's Pizzeria #3 relocated to 1042 Taraval Street (at 20th Avenue) and was owned and managed solely by Fred E. Pirro himself. The other remaining location at 2526 Lombard Street was then dissolved.

In 1975, Fred retired and sold Pirro's Pizzeria to its second ownership: Barry Beaupre. Around the same time, Pirro's Pizzeria #3 relocated to its present location, 2244 Taraval Street (between 32nd and 33rd avenues). The first telephone directory in which this address appears is the 1975 directory, with Barry's name next to the business name, so it is assumed that the address change occurred in 1975.

Barry operated Pirro's from 1975 to 1983. When Barry retired in 1983, Pirro's Pizzeria was sold to its third ownership: Raymond and Kay Woon. The Woons operated Pirro's from 1983 to 2000.

Subsequently, the Woons retired in 2000, and sold Pirro's Pizzeria to its fourth ownership: Corinne Pusawong. Corinne has operated Pirro's from 2000 to the present.

The exterior and interior of Pirro's Pizzeria building and business attracted Corinne. Because of her real estate interest, she purchased the real property and the restaurant. The restaurant business is profoundly challenging, and Corinne did not have restaurant training or experience. However, Corinne's accounting background and passion for cooking Italian food made the restaurant business viable. Corinne was up for the challenge.

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

1954 to 1968:	Fred Pirro and Paul Bond
1968 to 1975:	Fred E. Pirro
1975 to 1983:	Barry Beaupre
1983 to 2000:	Raymond and Kay Woon
2000 to Present:	Corinne Pusawong

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

Pirro's Pizzeria has not ceased operations since it was founded in 1954. Pirro's stayed open during the COVID-19 pandemic, as well as through economic turbulence over the years.

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

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

Pirro's Pizzeria is truly a legacy business, having been founded in 1954.

Pirro's is the local cornerstone and staple of the Sunset community. It is more than just a neighborhood restaurant – it is a gathering place where friends and family create treasured memories on birthdays, anniversaries, and dates and at engagement parties, championship games, and holiday celebrations. Customers return to Pirro's time and again (from as far as the East Coast) to enjoy a slice or two of Pirro's pizza, experience the atmosphere, and reminisce about past celebrations at the restaurant.

Pirro's has also prioritized local and sustainable ingredients; sponsored sports teams, pageants, and softball leagues; and provided first employment opportunities to local high school students and members of the community. Pirro's has also actively engaged with local initiatives and events, donating pizza to neighborhood churches and essential workers. The business believes in contributing to the Sunset community in a meaningful way while providing a high-quality dining experience. The north star for Pirro's Pizzeria has never changed – the business is focused on serving their customers and the community.

Pirro's has contributed to the history and identity of the Sunset neighborhood in many ways. Following are a few:

1. Cultural representation: Pirro's offers a taste of a Sicilian-Italian cuisine, reflecting the diversity of the Sunset neighborhood, preserving its Sicilian-Italian cultural heritage, and celebrating Italian culture.

2. Community gathering place: Pirro's serves as a gathering place for members of the Sunset neighborhood, providing a space for social interaction and building a sense of community. Pirro's has hosted events and provided a space for people to come together and connect with each other.

3. Economic impact: Pirros' has had a significant impact on the local Sunset economy by providing jobs and supporting local businesses.

In summary, Pirro's has played an important role in shaping the history and identity of the Sunset neighborhood in San Francisco, reflecting its cultural heritage, serving as a gathering place, and supporting its local economy.

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

Pirro's has hosted the following significant events:

- Shop Taraval campaign in 2022.
- Supervisor Carmen Chu's town hall meeting in 2010.
- Miss Chinatown USA pageant contestant in 2003.
- Miss Asian America Pageant gathering from 2002 to 2006.
- Sponsorship of Recreation and Parks' Women's Softball League in 2001 and 2002.
- Fundraising for Lowell High School's Cross Country and Track team from 2000 to 2019.

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

1. Pirro's supports local businesses. The business is committed to the community by sourcing ingredients from local farmers and suppliers, supporting local businesses, and contributing to the local economy.

2. Pirro's gives back to the community: The restaurant gives back to the community by donating a portion of their profits to local charities and non-profit organizations; supporting local schools and sports teams; hosting events that benefit the community; making donations and helping with fundraising for local faith establishments, the PTA, and neighborhood schools; and sponsoring Recreation and Parks leagues, the Miss Chinatown pageant, and the Miss Asian America Pageant.

3. Pirro's engages with the community: Pirro's has hosting events and workshops, participates in local festivals and events, and collaborates with other businesses to support the community (e.g., Taraval Parkside Merchants Association and Shop Taraval).

4. Pirro's creates a welcoming environment. A successful restaurant can also demonstrate its commitment to the community by creating a welcome and inclusive environment for all customers, regardless of race, ethnicity, background, etc.

5. Pirro's has been environmentally conscious: Pirro's uses sustainable products, reduces waste, and promotes environmentally-friendly practices.

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

Pirro's Pizzeria was featured in a KQED documentary according to Raymond Woon (the previous owner) during his ownership.

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

Pirro's Pizzeria received a Certificate of Honor from then-Supervisor Carmen Chu in 2010. The certificate stated: "On the occasion of Small Business Week 2010, the Board of Supervisors of the City and County of San Francisco would like to acknowledge your significant contributions to our community. We thank you for creating a vibrant business community in our neighborhood."

Pirro's Pizzeria also received a Certificate of Honor from then-Supervisor Gordon Mar in 2022 signed by all the members of the Board of Supervisors. The certificate stated: "We congratulate you on your success in this challenging environment for local business. For over a half century of commitment to tradition and the original recipes that Fred Pirro brought from Sicily, the Board of Supervisors of the City and County of San Francisco extends its highest commendation."

Pirro's team in the Recreation and Parks Women's Softball League won in 2003. Trophies were brought back to Pirro's after the team won. The team has weekly softball practices.

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

If Pirro's Pizzeria were to close, the community would lose one of the best pizzerias in the Bay Area, featuring fresh pizzas with homemade Italian sausage and generous toppings.

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

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

The Pirro's Pizzeria blade sign is noteworthy. The sign indicates "No. 3" because it is the third location of the business. The red brick and exterior of the building is classic, as are the soft lighting, red checkered tables, and timeless Italian decorated walls. The décor speaks of a certain earthy charm and a continuation/tradition of success in the pizza business.

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

Pirro's was one of several recipients of the neighborhood restricted liquor license in 2018. The restaurant is committed to continue to serve its famous hand-spun pizza, pasta, beer, wine, cocktails, and spirits to the community, neighbors, and friends.

c. What challenges is the business facing today?

With limited resources, Pirro's is determined to survive and leave the door OPEN. Pirro's is truly a legacy business (since 1954). Pirro's is in need of a working team to work on the food orders along with the beer, wine, cocktails, and spirits for take-out or delivery. Most of all, overcoming the COVID pandemic is paramount – putting food back on the table, and smiles of hope on all of us.

Legacy Business Program staff will add the following details:

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

Restaurant featuring Italian cuisine.

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

The Planning Department Historic Resource Status of the building at 2244 Taraval Street is "B - Unknown / Age Eligible."



J & K Hair Salon 髮影
2250 Taraval St. (415) 566-8227

Open

2250

CHAL

CHURROS - EM

240



PIRRO'S
NO. 3
PIZZERIA









LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: APRIL 19, 2023

Filing Date: March 22, 2023
Case No.: 2022-002565LBR
Business Name: Pirro's Pizzeria
Business Address: 2244 TARAVAL STREET
Zoning: NCD (TARAVAL STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
50-X Height and Bulk District
Sunset Chinese Cultural District
Block/Lot: 2361/020
Applicant: Corinne Pusawong
2244 Taraval Street
Nominated By: Supervisor Joel Engardio
Located In: District 4
Staff Contact: Jordan Hallman – 628.652.7527
Jordan.Hallman@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

The original Pirro's Pizzeria was established in 1967, at 18th Avenue & Taraval Street, and the owner was Fred Pirro, an Italian immigrant. After a few years, it relocated to 21st Avenue & Taraval Street. The final relocation is where Pirro's Pizzeria is currently located, at 2244 Taraval near 32nd Avenue. Reflecting the demographic shifts in the Parkside District, the second owner was Raymond & Kay Woon, who operated it from 1983 until 2000. The current owner is a neighborhood resident, Corinne Pusawong, who took ownership in 2000. Having no training or experience in the profoundly difficult restaurant business, Corinne's accounting background and passion for cooking Italian food made the restaurant business viable. Corinne was up for the challenge.

The traditional recipes used at Pirro's were brought over from Sicily by the original restaurant founder, Fred Pirro, in 1967. After over half a century, Pirro's remains committed to tradition and the classic taste which endures as they pride themselves on their distinctive brand of old-style hand spun pizza.

Pirro's has prioritized local and sustainable ingredients; sourcing ingredients from local farmers and suppliers, supporting local businesses, and contributing to the local economy. Pirro's flagship-delicious sauce is made of quality tomatoes puree and dried herbs resulting in an exceptionally rich, smooth, complex, sweet taste with astonishing acidity. Combining that with high-quality ingredients including quality mozzarella cheese made from whole milk, herbs and spices, and fresh vegetables, a fantastic flavor with the right balance is concocted. With a special culinary technique, the dough is rested and risen before baking, producing a light and airy crust. One of most important aspects of Pirro's great pizzas is the balance of flavors and textures. Their crust is able to hold up to the weight of the toppings without becoming soggy or overpowered, while the sauce and cheese are evenly distributed to ensure that each bite has the perfect combination of tangy tomato sauce, gooey cheese, and savory toppings.

Pirro's is the local cornerstone and staple of the Sunset community. It is more than just a neighborhood restaurant – it is a gathering place where friends and family create treasured memories on birthdays, anniversaries, and dates and at engagement parties, championship games, and holiday celebrations. Customers return to Pirro's time and again (from as far as the East Coast) to enjoy a slice or two of Pirro's pizza, experience the atmosphere, and reminisce about past celebrations at the restaurant. Pirro's have sponsored sports teams, pageants, and softball leagues; and provided first employment opportunities to local high school students and members of the community. Pirro's has also actively engaged with local initiatives and events, donating pizza to neighborhood churches and essential workers. The business believes in contributing to the Sunset community in a meaningful way while providing a high-quality dining experience. The north star for Pirro's Pizzeria has never changed – the business is focused on serving their customers and the community. The business is active with People of Parkside Sunset, and the Taraval Street merchants association; recently hosting the launch of the Taraval shop local campaign in partnership with the Office of Economic and Workforce Development.

The business's location at 2244 Taraval is a Category B (Unknown/ Age Eligible) structure on the north side of Taraval Street between 33rd and 32nd Avenues in the Parkside Sunset neighborhood. It is within the Taraval Street NCD (Neighborhood Commercial District) Zoning District and a 50-X Height and Bulk District. It is also located in the Sunset Chinese Cultural District.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1954.

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

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

- a. Pirro's Pizzeria has operated continuously in San Francisco for 69 years.

- b. Pirro's Pizzeria has contributed to the history and identity of the Sunset neighborhood and San Francisco.
- c. Pirro's Pizzeria 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. Old style, hand-spun Sicilian pizza, preserving its Sicilian-Italian cultural heritage, and celebrating Italian culture, reflecting the diversity of the sunset neighborhood. Pirro's Pizzeria brings Sicily to San Francisco.

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

Yes. The Taraval Street property is located within the Sunset Chinese Cultural District.

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

No.

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

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

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

According to a previous owner, Pirro's Pizzeria was featured in a KQUD documentary. In addition the business has received two Certificates of Honor on different occasions. One from former supervisor Carmen Chu in 2010, and another from former Supervisor Gordon Mar in 2022.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2244 Taraval Street (1975 – Present)

Previous (No Longer Extant) Locations:

- 1042 Taraval Street (1968 – 1975)
- 1006 Taraval Street (1966 – 1968)
- 2526 Lombard Street (1954-1968)

Recommended by Applicant

- Restaurant featuring Italian cuisine
- Pirro's Pizzeria "No.3" Blade Sign
- Red brick exterior façade
- Interior "earthy" charm, timeless Italian décor, and soft aesthetic lighting
- Red checkered tablecloths

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION RESOLUTION NO. 1322

HEARING DATE: APRIL 19, 2023

Case No.: 2023-002565LBR
Business Name: Pirro's Pizzeria
Business Address: 2244 TARAVAL STREET
Zoning: TARAVAL NCD (TARAVAL STREET NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District
50-X Height and Bulk District
Block/Lot: 2361/020
Applicant: Corinne Pusawong
Nominated By: Supervisor Joel Engardio
Located In: District 4
Staff Contact: Jordan Hallman – 628.652.7527
Jordan.Hallman@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PIRRO'S PIZZERIA CURRENTLY LOCATED AT 2244 TARAVAL STREET (BLOCK/LOT 2361/020)

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 April 19, 2023, 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 Pirro's Pizzeria 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 PIRRO's PIZZERIA.

Location(s):

Current Locations:

- 2244 Taraval Street (1975 – Present)

Previous (No Longer Extant) Locations:

- 1042 Taraval Street (1968 – 1975)
- 1006 Taraval Street (1966 – 1968)
- 2526 Lombard Street (1954-1968)

Physical Features or Traditions that Define the Business:

- Restaurant featuring Italian cuisine
- Pirro's Pizzeria "No.3" Blade Sign
- Red brick exterior façade
- Interior "earthy" charm, timeless Italian décor, and soft aesthetic lighting
- Red checkered tablecloths

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

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on April 19, 2023.

Laura Lynch

Laura Lynch
Acting Commission Secretary

AYES: Black, Foley, Johns, Wright, Nageswaran, Matsuda

NOES: None

ABSENT: So

ADOPTED: April 19, 2023