



Legacy Business Registry Staff Report

Hearing Date: July 24, 2023

FRASCATI RESTAURANT

Application No.: LBR-2022-23-042
Business Name: Frascati Restaurant
Business Address: 1901 Hyde St.
District: District 3
Applicant: Rebecca Rader, Owner/Pastry Chef
Nomination Date: May 16, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Frascati Restaurant was founded in August 1986 at 1901 Hyde Street by Italian immigrants Luigi and Paolo Dominici. Named after the Frascati region located just outside of Rome, where the Dominicis immigrated from, Frascati's cuisine is inspired from Italian roots in concurrence with strong French, Spanish, and Californian influences. Throughout the years and different restaurant ownership, the menus and logos have changed slightly over time; however, the restaurant still utilizes the best and freshest ingredients any season has to offer. Frascati also makes, and takes pride in, their house-made desserts and ice creams.

Frascati is a tri-level restaurant that features warm colors, high ceilings, antique light fixtures and street views of cable cars clanging up and down Hyde Street. Originally thought to have been the Green Street Bakery in 1928, it was later used as a market called Top of the Hill sometime between the 1940s and 1950s. In the 1970s, it was later changed to a pharmaceutical office which was later proceeded by an oak furniture business. Photos brought in by a dining guest show old photos of the office with "Stop the War" posters during the Vietnam War era.

Frascati caters to all locals of San Francisco, specifically to those who live near where it is nestled on Hyde Street between Green and Union streets. Cable Car riders are encouraged to stop by as are visitors traveling into the San Francisco area. Guests from various diverse backgrounds and ages are welcome to dine while attending a special event or simply enjoying an evening out.

Frascati works in partnership with the Cable Car operators and local hotel concierges to encourage continued patronage from guests around the world. The "word of mouth" partnership works to benefit both the restaurant and, on the other end, the cable cars and concierges. Frascati donates to nonprofit organizations such as Swords to Plowshares, various schools, and youth athletic programs, and participates in Russian Hill neighborhood events, as well as actively serves as a member of the Russian Hill Neighbors.

CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

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





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

1901 Hyde St. from 1986 to Present (37 years)

CRITERION 2

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

Yes, Frascati Restaurant has contributed to the history and identity of the Russian Hill 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 the culinary arts and Italian cuisine.
- 1901 Hyde Street was surveyed as part of the unadopted Neighborhood Commercial Corridors Survey. It was identified as a contributor to an identified cluster. The ongoing Citywide Cultural Resources Survey (SF Survey) will reassess the building for significance. The property was also surveyed in the 1976 Department of City Planning survey, where it was rated as "Y."
- There have been a number of features and articles citing Frascati, which include but are not limited to:
 - Axios, "The best bread pudding in the San Francisco Bay Area," by Megan Rose Dickey.
 - San Francisco Chronicle, "Update: Frascati still has a place in Russian Hill", by Michael Bauer.
 - SFGATE, "Spring fling – Bay Area pastry chefs flirt with seasonal sweets" by Amanda Gold and "Update: Frascati is worth the trip" by Michael Bauer.
 - San Francisco Chronicle, "Try the gnocchi at Frascati; grilled fish at Kokkari and pizza at Patxi's."
 - San Francisco Chronicle (referenced by OpenTable), "Top 100 Bay Area Restaurants: Michael Bauer's 2010 Picks Are In!"
- Frascati donates to nonprofit organizations such as Swords to Plowshares, various schools, and youth athletic programs, and participates in Russian Hill neighborhood events, as well as actively serves as a member of the Russian Hill Neighbors.

CRITERION 3

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Frascati Restaurant 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.

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Physical Features or Traditions that Define the Business:

- Dedication to the Russian Hill neighborhood and the cable car line.
- A nostalgic and charming environment including tri-level restaurant features warm colors, high ceilings, antique light fixtures and street views of cable cars.
- Italian cuisine inspired by French, Spanish, and Californian hearty-style of home cooking.

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-inspired cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Frascati Restaurant currently located at 1901 Hyde St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

July 24, 2023

FRASCATI RESTAURANT

Application No.: LBR-2022-23-042
Business Name: Frascati Restaurant
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District: District 3
Applicant: Rebecca Rader, Owner/Pastry Chef
Nomination Date: May 16, 2023
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legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Frascati Restaurant, currently located at 1901 Hyde 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 July 24, 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 Frascati Restaurant 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 Frascati Restaurant.

Physical Features or Traditions that Define the Business:

- Dedication to the Russian Hill neighborhood and the cable car line.
- A nostalgic and charming environment including tri-level restaurant features warm colors, high ceilings, antique light fixtures and street views of cable cars.
- Italian cuisine inspired by French, Spanish, and Californian hearty-style of home cooking.

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

- Restaurant featuring Italian-inspired cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 24, 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-2022-23-042
Business Name: Frascati Restaurant
Business Address: 1901 Hyde St.
District: District 3
Applicant: Rebecca Rader, Owner/Pastry Chef
Nomination Date: May 16, 2023
Nominated By: Supervisor Aaron Peskin

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

1901 Hyde St. from 1986 to Present (37 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: NA

DELIVERY DATE TO HPC: June 22, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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City and County of
San Francisco



President, Board of
Supervisors

AARON PESKIN

May 16, 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: Legacy Business Nomination Letter for Frascati Restaurant

Director Tang:

I am writing to nominate Frascati Restaurant for inclusion on the Legacy Business Registry.

Jon and Rebecca Rader, the owners of Frascati Restaurant in San Francisco, are a dynamic duo driven by their culinary passion. With a shared love for food and hospitality, they have created a dining experience that fuses Italian flavors with influences from French, Spanish, and Californian hearty-style home cooking. Jon, a classically trained chef, crafts exquisite dishes that showcase his culinary mastery. Rebecca, an experienced pastry chef, creates seasonal desserts with a twist. Their efforts have garnered a loyal following in the Russian Hill Neighborhood, drawn to the warm and welcoming ambiance of Frascati.

In the vibrant Russian Hill neighborhood, numerous family-operated businesses have upheld their legacies through generations within their close-knit community. Frascati is a perfect example of this, founded by brothers Luigi and Paolo Dominici in 1986. The name Frascati pays homage to a region in Italy. From 1996 to 2001, William Dodson, Jr., Ruth Schimmelpfennig, and Annelise Schimmelpfennig took charge of the restaurant, followed by Richard and Rebekah Wood from 2001 to 2006. For the last seventeen of thirty-seven years Jon and Rebecca have nourished a devoted following while keeping the food honest.

Frascati Restaurant would benefit from inclusion on the Legacy Business Registry, and it is my pleasure to nominate it.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Frascati Restaurant

Business owner name(s): Jon and Rebecca Rader

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

Current business address: 1901 Hyde Street, San Francisco, CA 94109

Telephone: (415) 928 - 1406 **Email:** info@frascatisf.com

Mailing address (if different than above):

Website: www.frascatisf.com

Facebook: www.facebook.com/FrascatiSF **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 3 9 7 1 1 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.

- | | |
|---|--|
| <input type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business | <input type="checkbox"/> Veteran-Owned Business |
| <input type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> Woman-Owned Business |

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

Contact Person Information

Contact person name: Rebecca Rader

Contact person title: Owner/Pastry Chef

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: 1901 Hyde Street **Zip Code:** 94109

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

Dates at this location: From: August 1986 **To:** Current

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

Dates at this location: From: **To:**

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

Dates at this location: From: **To:**

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

Dates at this location: From: **To:**

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

Dates at this location: From: **To:**

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: Rebecca Rader

Signature:



Date: 05/11/23

FRASCATI RESTAURANT

Written Historical Narrative

INTRODUCTION

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

Located in the heart of Russian Hill, Frascati is a bustling neighborhood bistro featuring Italian cuisine inspired by French, Spanish, and Californian hearty-style of home cooking. Frascati utilizes only the freshest ingredients available on the market, spreading aromas of roasted garlic and simmering soups. Frascati's small but efficient kitchen delivers some of the most delectable fish, meat, and pasta dishes in the city. Of equal importance, Frascati has become known for its eclectic wine list which nicely compliments the food.

When guests walk through the door of Frascati, they are initially treated to a friendly welcome and a comfortable dining room. Frascati encompasses a truly European aura, but is also the epitome of a cozy, San Francisco neighborhood bistro. This tri-level restaurant features warm colors, high ceilings, antique light fixtures and street views of cable cars clanging up and down Hyde Street. The natural light and energetic atmosphere all convey a lively spirit. The guests can be seen laughing or sharing conversation while the staff treats them like family. Unquestionably, there is a "buzz" in the room.

Frascati is a sit-down, wine and beer only restaurant that also offers take- out. Reservations are encouraged, but walk-ins are gladly welcomed.

b. Describe whom the business serves.

Frascati caters to all locals of San Francisco, specifically to those who live near where it is nestled on Hyde Street between Green and Union streets. Cable Car riders are encouraged to stop by as are visitors traveling into the San Francisco area. Guests from various diverse backgrounds and ages are welcomed to dine. Whether one is attending a special event or simply enjoying an evening out, a nice casual or business attire is recommended.

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

Quintessentially warm and welcoming.

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.

Frascati Restaurant was founded in August 1986 at 1901 Hyde Street. The Italian themed restaurant was founded by Luigi Dominici and aided by his brother Paolo. They were from Rome, Italy. Frascati is

a region located in the Lazio area hence the name. Frascati is also known as a dry or semi-sweet white wine.

Records indicate that this location was constructed in 1911. It is believed, given stories from guests, that the Frascati space used to be the Green Street Bakery in 1928. Sometime between the 1940s and 1950s, it was a market called Top of the Hill, and in the 1970s a pharmaceutical office. After that, it was known to be an oak furniture business. Photos were brought in by a dining guest showing old photos of the office with “Stop the War” posters during the Vietnam War era.

There were several ownership changes over the years:

- In September 1996, William H. Dodson, Jr., Ruth Schimmelpfennig, and Annelise Schimmelpfennig became the owners of the business.
- In July 2001, Richard B. Wood and Rebekah Martin Wood became the owners of the business.
- In March 2006, Jon P. Rader and Rebecca J. Rader became the owners of the business.

Throughout the years of different restaurant ownership, the menus and logos have changed slightly over time. Cuisine themes in the past were American/Italian and American Gastropub. Today, the cuisine is inspired from Italian roots in concurrence with strong French, Spanish, and Californian influences. The menu shifts frequently to utilize the best and freshest ingredients any season has to offer. Also, Frascati takes pride in all of their house made desserts and ice creams.

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

August 1986 to September 1996:	Luigi Dominici
September 1996 to July 2001:	William H. Dodson, Jr.; Ruth Schimmelpfennig; Annelise Schimmelpfennig
July 2001 to March 2006:	Richard B. Wood; Rebekah Martin Wood
March 2006 to Present:	Jon P. Rader; Rebecca J. Rader

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

Thankfully, Frascati has never had to completely cease operations for a lengthy period of time. As for everyone, COVID was an extremely challenging time, but the restaurant owes their survival during that time to their neighbors that collectively supported the business.

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.

Frascati is an integral part of the Russian Hill neighborhood. The restaurant's number one goal is to take care of every guest. Frascati is grateful for the neighbors and guests who consistently support them whether it be to dine, have a glass of wine, or just stop by to say hello. Frascati is known to be a positive place for many to gather.

Frascati works in partnership with the Cable Car operators and local hotel concierges to encourage continued patronage from guests around the world. The "word of mouth" partnership works to benefit both the restaurant and, on the other end, the cable cars and concierges. When concierges recommend Frascati as a place to dine, they call the restaurant in advance to let them know of their hotel guest dining. Frascati treats all of their diners equally, giving the best service that they can, but when recommended hotel guests come, they make sure to follow up as an added service to the hotel's reputation. With the cable cars, Frascati waves to riders as they go by and welcomes them to San Francisco to help add a little fun to their ride. In turn, the operators may point out that Frascati is right there on Hyde and Green streets and might be a good place to stop. When businesses try to complement one other, those who visit our city have a positive experience.

Frascati tries to promote the city of San Francisco as well as the restaurant. They go hand in hand, and the restaurant wants everyone to see San Francisco as the beautiful and nostalgic city that it is.

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

When Rebecca Rader made the cover of the food section of the San Francisco Chronicle in their April 2010 "Spring fling" article with her Meyer Lemon cake with blueberry compote, Yelp developed "lemon and blueberries" as a theme for a billboard using Rebecca's photo.

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

Frascati donates to nonprofit organizations such as Swords to Plowshares, various schools, and youth athletic programs, and participates in Russian Hill neighborhood events, as well as actively serves as a member of the Russian Hill Neighbors (RHN).

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

Under Jon and Rebecca's ownership, Frascati has received at least six references in the media. They are listed below:

- *"The best bread pudding in the San Francisco Bay Area"*
Axios
April 24, 2023
<https://www.axios.com/local/san-francisco/2023/04/24/best-bread-pudding-san-francisco-bay-area>

- *“Update: Frascati still has a place in Russian Hill”*
September 30, 2015
San Francisco Chronicle
<https://www.sfchronicle.com/restaurants/article/Update-Frascati-still-has-a-place-in-Russian-Hill-6540993.php>
- *“Spring fling - Bay Area pastry chefs flirt with seasonal sweets”*
SFGATE
April 11, 2010
<https://www.sfgate.com/food/article/Spring-fling-Bay-Area-pastry-chefs-flirt-with-3192840.php>
- *“Try the gnocchi at Frascati; grilled fish at Kokkari and pizza at Patxi's”*
San Francisco Chronicle
May 7, 2012
(No hyperlink available)
- *“Top 100 Bay Area Restaurants: Michael Bauer's 2010 Picks Are In!”*
San Francisco Chronicle (referenced by OpenTable)
April 6, 2010
<https://www.opentable.com/blog/top-100-bay-area-restaurants-michael-bauers-2010-picks-are-in/>
- *“Update: Frascati is worth the trip”*
SFGATE
October 1, 2009
<https://www.sfgate.com/restaurants/article/Update-Frascati-is-worth-the-trip-2300053.php>

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

Frascati has received the following awards and recognition:

- San Francisco Chronicle Top 100, April 2010
- San Francisco Chronicle “Spring Fling” cover featuring Rebecca Rader’s Lemon Cake, April 2010
- Recommended in The Michelin Guide
- Recommended in the Zagat Guide

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

If Frascati were to close, 14 employees would lose their means to make a living and support their families. Countless business partners such as food and beverage purveyors, linen vendors, janitorial services, pest control, and dry goods providers would also suffer. The neighbors would not have a safe and gracious place to meet, and the surrounding businesses would lose valuable foot traffic that Frascati brings in. In addition, neighborhood artists Lawrence Kushner and Andrew Skaff would lose a

gallery that displays their art in order to promote their creative careers. Finally, the convenience of picking up a take-out pint of home-made “custard -style” ice cream or specialty fruit sorbet would cease – something the neighbors have grown accustomed to receiving.

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?

Frascati is housed in a tri-level building that was constructed in 1911. It is quaint and decorative, and sits on the cable car line which is endearing to many.

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

Frascati will always be dedicated to the Russian Hill Neighborhood, Cable Car line, and the attempt to keep San Francisco charming and nostalgic to all that visit or live here.

c. What challenges is the business facing today?

Post-COVID-era diminished sales and safety and security of staff and patrons are challenges that Frascati faces today.

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 that houses Frascati is “B - Unknown / Age Eligible.”



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GREEN ST

HYDE ST

TOUR BUSES
AND VANS
(with more than 8
passengers)
PROHIBITED

NO LEFT TURN
OVER 3 TONS

My Place
My Place
473-6311



FRASCATI

190







FRASCATI

GREEN

← 1900

HYDE











<https://www.sfchronicle.com/restaurants/article/Update-Frascati-still-has-a-place-in-Russian-Hill-6540993.php>

San Francisco Chronicle

[FOOD//RESTAURANTS](#)

Update: Frascati still has a place in Russian Hill

[Michael Bauer](#)

Sep. 30, 2015, Updated: Sep. 30, 2015 1:44 p.m.



1 of 5. Frascati on Russian Hill in S.F. stays familiar, and friendly, without pretension.

It was deja vu. Frascati owner Jon Rader took us to the same seats we occupied on a visit four years earlier. I looked up at the five-person counter, and the same man was sitting at the end seat having dinner. A few people from another table came over and they all chatted and toasted with each other, just like the last time.

The menu at the Russian Hill restaurant remains as familiar as an old friend, with gentle updates of some signature dishes, like the soft, pillowy russet potato gnocchi (\$13), surrounded by a vibrant mix of tomato, corn, asparagus, Parmesan and thyme. When the dish was delivered, an aroma of white truffle oil dominated, but quickly faded into the background to create a dish that was as satisfying as on previous visits.



2 of 5. Alaskan halibut Livornese (\$32) at Frascati, served in a rustic sauce with roasted tomatoes, leeks, charred mushrooms, white wine and salsa verde.



3 of 5. Sea bass at Frascati in S.F.'s Russian Hill neighborhood.

Chef Michael Pawlik has been in the kitchen more than six years and has found the right formula to appeal to this charming neighborhood where the storefront building overlooks the tree-lined street and cable cars. The interior has a warm, lived-in look with the kitchen carved out of one corner and a mezzanine overlooking the dining room.

Pawlik's menu always includes a grilled pork chop (\$31) and duck breast (\$29). Presentations change with the season but the mix of proteins stays the same. On this visit, the fish was Alaskan halibut Livornese (\$32), served in a rustic sauce with roasted tomatoes, leeks, charred mushrooms, white wine and salsa verde. It's just what you want on a cool autumn evening.

It was *deja vu* again with the roast chicken (\$28), its skin almost as brittle as if it were fried. The only misstep was that the chicken was oversalted, which distracted from the meat and the accompanying Brussels sprouts, cipollini onions, spinach and fingerling potatoes.

Co-owner Rebecca Rader handles desserts, and they included a blueberry and peach cobbler (\$8) that is actually more like a crisp, with vanilla ice cream. The Snickers cheesecake (\$9) is one of those desserts that I secretly crave — the crunchy chocolate nut crust becomes a platform for the light, airy filling mounded with chopped pieces of the famous candy bar.

These familiar indulgences are one of the main allures of Frascati; there's not an ounce of pretension in the food or service, which is as good as you'll find at much more expensive restaurants — but with a particularly friendly edge.



4 of 5. Snickers cheesecake (\$9) has a chocolate nut crust with a light, airy filling mounded with chopped pieces of, yes, Snickers candy bar.



5 of 5. The pork chop at Frascati in the Russian Hill neighborhood of S.F.

While the food may seem a bit staid and is beginning to fall into the “classics” category, Frascati still fits its neighborhood like a glove.

Michael Bauer is The San Francisco Chronicle’s restaurant critic and editor at large. Find his blog at <http://insidescoopsf.sfgate.com> and his reviews on www.sfchronicle.com. E-mail: mbauer@sfchronicle.com Twitter: @michaelbauer1

Frascati, 1901 Hyde St. (at Green), San Francisco
(415) 928-1406. www.frascatisf.com.

★ ★ ½

Food: ★ ★ ½

Service: ★ ★ ★

Atmosphere: ★ ★

Price: \$\$\$\$

Noise: Three Bells

Dinner 5:30-9:45 p.m. Monday-Saturday and until 9 p.m. Sunday. Beer and wine. Reservations and credit cards accepted. Difficult street parking.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JULY 19, 2023

Filing Date: June 22, 2023
Case No.: 2023-005682LBR
Business Name: Frascati Restaurant
Business Address: 1901 Hyde Street
Zoning: NC-1 (Neighborhood Commercial, Cluster) Zoning District
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0123/026
Applicant: Rebecca Rader, Owner/Pastry Chef
1901 Hyde Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Dakota Spycher – 628.652.7588
Dakota.Spycher@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Frascati Restaurant was founded in August 1986 at 1901 Hyde Street by Italian immigrants Luigi and Paolo Dominici. Named after the Frascati region located just outside of Rome, where the Dominici immigrated from, Frascati's cuisine is inspired from Italian roots in concurrence with strong French, Spanish, and Californian influences. Throughout the years and different restaurant ownership, the menus and logos have changed slightly over time however still utilizes the best and freshest ingredients any season has to offer. Frascati also makes, and takes pride in, their house made desserts and ice creams.

Frascati is a tri-level restaurant that features warm colors, high ceilings, antique light fixtures and street views of cable cars clanging up and down Hyde Street. Originally thought to have been the Green Street Bakery in 1928, it was later used as a market called Top of the Hill sometime between the 1940s and 1950s. In the 1970s it was later changed to a pharmaceutical office which was later proceeded by an oak furniture business. Photos brought in by a dining guest show old photos of the office with "Stop the War" posters during the Vietnam War era.

Frascati caters to all locals of San Francisco, specifically to those who live near where it is nestled on Hyde Street between Green and Union streets. Cable Car riders are encouraged to stop by as are visitors traveling into the San Francisco area. Guests from various diverse backgrounds and ages are welcome to dine while attending a special event or simply enjoying an evening out.

Frascati works in partnership with the Cable Car operators and local hotel concierges to encourage continued patronage from guests around the world. The “word of mouth” partnership works to benefit both the restaurant and, on the other end, the cable cars and concierges. Frascati donates to nonprofit organizations such as Swords to Plowshares, various schools, and youth athletic programs, and participates in Russian Hill neighborhood events, as well as actively serves as a member of the Russian Hill Neighbors.

The business’s primary location, 1901 Hyde Street, is a Category B (Unknown / Age Eligible) structure on the northwest corner of Hyde Street between Green and Union streets in the Russian Hill neighborhood. It is within the Neighborhood Commercial Cluster (NC-1) Zoning District and a 40-X Height and Bulk District. 1901 Hyde Street was surveyed as part of the unadopted Neighborhood Commercial Corridors Survey. It was identified as a contributor to an identified cluster. The property was also surveyed in the 1976 Department of City Planning survey, where it was rated as “Y”. However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of “B” (Unknown / Age Eligible).

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1986.

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

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

- a. Frascati Restaurant has operated continuously in San Francisco for 37 years.
- b. Frascati Restaurant has contributed to the history and identity of the Russian Hill neighborhood and San Francisco.
- c. Frascati Restaurant 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 the culinary arts and Italian cuisine.

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

No. 1901 Hyde Street was surveyed as part of the unadopted Neighborhood Commercial Corridors Survey. It was identified as a contributor to an identified cluster. The ongoing Citywide Cultural Resources Survey (SF Survey) will reassess the building for significance. The property was also surveyed in the 1976 Department of City Planning survey, where it was rated as “Y”.

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

No.

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

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

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

Yes. There have been a number of features and articles citing Frascati, which include but are not limited to: Axios, “The best bread pudding in the San Francisco Bay Area,” by Megan Rose Dickey; San Francisco Chronicle, “Update: Frascati still has a place in Russian Hill”, by Michael Bauer; SF Gate, “Spring fling - Bay Area pastry chefs flirt with seasonal sweets” by Amanda Gold and “Update: Frascati is worth the trip” by Michael Bauer; San Francisco Chronicle, “Try the gnocchi at Frascati; grilled fish at Kokkari and pizza at Patxi's”; and San Francisco Chronicle (referenced by OpenTable), “Top 100 Bay Area Restaurants: Michael Bauer’s 2010 Picks Are In!”.

Racial and Social Equity Analysis

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

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

Frascati donates to nonprofit organizations such as Swords to Plowshares, various schools, and youth athletic programs, and participates in Russian Hill neighborhood events, as well as actively serves as a member of the Russian Hill Neighbors.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 1901 Hyde Street (1086 – Present)

Recommended by Applicant

- Dedication to the Russian Hill Neighborhood and the Cable Car line
- A nostalgic and charming environment including tri-level restaurant features warm colors, high ceilings, antique light fixtures and street views of cable cars.
- Italian cuisine inspired by French, Spanish, and Californian hearty-style of home cooking.

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: JULY 19, 2023

Case No.: 2023-005682LBR
Business Name: Frascati Restaurant
Business Address: 1901 Hyde Street
Zoning: NC-1 (Neighborhood Commercial, Cluster) Zoning District
40-X Height and Bulk District
Block/Lot: 0123/026
Applicant: Rebecca Rader, Owner/Pastry Chef
1901 Hyde Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Dakota Spycher – 628.652.7588
Dakota.Spycher@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FRASCATI RESTAURANT CURRENTLY LOCATED AT 1901 HYDE ST BLOCK/LOT 0123/026.

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 July 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 Frascati Restaurant 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 Frascati Restaurant.

Location(s):

Current Locations:

- 1901 Hyde Street (1986 – Present)

Physical Features or Traditions that Define the Business:

- Dedication to the Russian Hill Neighborhood and the Cable Car line
- A nostalgic and charming environment including tri-level restaurant features warm colors, high ceilings, antique light fixtures and street views of cable cars.
- Italian cuisine inspired by French, Spanish, and Californian hearty-style of home cooking.

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 July 19, 2023.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 19, 2023