



Legacy Business Registry Staff Report

Hearing Date: December 14, 2020

GIORGIO'S PIZZERIA

Application No.: LBR-2020-21-020
Business Name: Giorgio's Pizzeria
Business Address: 151 Clement Street
District: District 1
Applicant: Tony Markwick, Managing Partner
Nomination Date: November 2, 2020
Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Giorgio's Pizzeria, located at 151 Clement Street in the Inner Richmond, is an Italian sit-down pizzeria founded in 1972 by second-generation Italian immigrant George Anastasia. The business has served Italian comfort food for dine-in and delivery since its opening 48 years ago. Giorgio's Pizzeria's menu includes pizza, calzones, pasta, salads, and sauces using traditional recipes and pizza and calzone-making techniques from Italy.

The restaurant is situated in a prominent ground floor location at the corner of 3rd Avenue and Clement Street. Distinctive features of the pizzeria include the classic storefront entrance configuration, tile bulkhead and cladding, green awning, large sliding display windows, bench seating, and "Giorgio's" white and red cursive script sign. Giorgio's Pizzeria's main dining area features prominent red vinyl booths and a display kitchen for patrons to watch dishes being prepared and pizza makers spinning dough. The main dining area is decorated with a special 40-foot mural that depicts the journey of Giorgio's from Italy to the pizzeria's location at 3rd Avenue and Clement Street.

Giorgio's Pizzeria has been a culinary staple and gathering spot of the larger Richmond neighborhood throughout its history, serving local patrons of all ages its menu of classic Italian comfort food while simultaneously serving as a prime location for family gatherings, neighborhood get-togethers, and event viewing. Giorgio's Pizzeria has also served patrons of political and cultural significance to San Francisco, including actor Robin Williams, politician Nancy Pelosi, and numerous other well-known politicians, athletes, and musicians.

While Giorgio's Pizzeria has served countless well-known individuals, it also has continuously given back to its Richmond neighborhood, regularly donating gift cards to local schools and hosting various dine-and-donate events for a variety of schools and organizations. Giorgio's Pizzeria has also been an employer in the Richmond neighborhood since its opening, actively employing many of San Francisco's college students, particularly students attending the University of San Francisco and San Francisco State University. Giorgio's Pizzeria has also continuously employed recent immigrants to San Francisco and is proud to employ a predominantly Latinx staff.

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

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

151 Clement Street from 1972 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, Giorgio's Pizzeria has contributed to the history and identity of the Richmond 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 traditional Italian comfort cuisine and utilizes traditional pizza and calzone-making techniques.
- There have been a number of local features, articles, and television news stories on Giorgio's Pizzeria. The restaurant has been covered in local media, including articles in SF Weekly, SF Gate's Inside Scoop SF, and ABC 7 News. Giorgio's Pizzeria has also been featured on PBS' "Check, Please! Bay Area, Kids Edition" television program.

CRITERION 3

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

Yes, Giorgio'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 Giorgio'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:

- Menu of authentic Italian American comfort food and recipes (including pizzas, calzones, pastas, salads, sauces, and special pureed garlic red wine vinaigrette).
- Traditional pizza and calzone-making techniques.
- Prominent ground floor corner location.
- Large front façade sliding display windows.
- Prominent green awning.
- Red cursive script "Giorgio's Pizzeria" sign.
- Plush red vinyl booths.
- Red and white checkered tablecloths on tables.
- Display kitchen.
- 40-foot mural depicting Giorgio's journey from Italy to San Francisco.
- Italian sit-down pizzeria.
- Delivery service.
- Corner storefront entrance with tile bulkhead and cladding.

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.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Giorgio's Pizzeria currently located at 151 Clement Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

December 14, 2020

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Applicant: Tony Markwick, Managing Partner
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Nominated By: Supervisor Sandra Lee Fewer
Staff Contact: Richard Kurylo
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Adopting findings approving the Legacy Business Registry application for Giorgio's Pizzeria, currently located at 151 Clement Street.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 14, 2020, 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 Giorgio's Pizzeria in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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

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Physical Features or Traditions that Define the Business:

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- Prominent green awning.
- Red cursive script “Giorgio’s Pizzeria” sign.
- Plush red vinyl booths.
- Red and white checkered tablecloths on tables.
- Display kitchen.
- 40-foot mural depicting Giorgio’s journey from Italy to San Francisco.
- Italian sit-down pizzeria.
- Delivery service.
- Corner storefront entrance with tile bulkhead and cladding.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Giorgio’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 December 14, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-020
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Business Address: 151 Clement St.
District: District 1
Applicant: Tony Markwick, Managing Partner
Nomination Date: November 2, 2020
Nominated By: Supervisor Sandra Lee Fewer

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

151 Clement Street from 1972 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 No

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

NOTES: N/A

DELIVERY DATE TO HPC: November 4, 2020

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 1



City and County of San Francisco

SANDRA LEE FEWER

李麗嫦 市參事

November 2, 2020

Dear Director Regina Dick-Endrizzi,

I am writing to nominate Giorgio's Pizzeria, located at 151 Clement St, to be included in the Legacy Business Registry. Giorgio's has been humbly serving some of the best calzones, pizzas, and pasta that the District 1 neighborhood has to offer since its establishment in 1972. Its unparalleled commitment as a welcoming and inclusive space, serving generations of community members has rooted Giorgio's firmly in the hearts of its generations of patrons, and into the fabric of Clement Street, and the Richmond District.

Giorgio's Pizzeria has upheld the highest standards of personability and culinary refinement without sacrificing prices that keep its service accessible to all who wish to partake in a delicious meal at a favorite community gathering spot. Giorgio's prides itself on not only serving a diverse population, but also in hiring a wide array of community members for jobs at the front desk or back in the kitchen. Giorgio's has served as a destination for families, and chosen-families to gather and 'break bread'. Pre-pandemic, Giorgio's was often surrounded by a buzz that can only come from the elation of younger children sharing a meal with their friends and parents.

Giorgio's distinguishes itself by not only who they serve and how long they have served them, but also their commitment to features of their business that make them unique. Giorgio's is one of the few restaurants that still provides delivery to various neighborhoods beyond the Richmond District, provided by in-house employees. Giorgio's neon signage, red and white checkered tables, vinyl booths, and forty-foot mural are all part of the distinctive atmosphere that Giorgio's offers its patrons. Its current owners continue to sustain the legacy of the original recipes that set Giorgio's apart today, just as they did in 1972.

It is my profound honor to nominate Giorgio's Pizzeria for inclusion in the Legacy Business Registry.

Sincerely,

A handwritten signature in cursive script that reads "Sandra Lee Fewer".

Sandra Lee Fewer

Section One:

Business / Applicant Information.

Please provide the following information:

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

NAME OF BUSINESS:	
Giorgio's Pizzeria	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Victor Contini Jr. , Robert Contini , Pamela Contini Ishikawa	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
151 Clement Street 94118	415-668-1266
	EMAIL ADDRESS:
	giorgiospizzasf@gmail.com
MAILING ADDRESS - STREET ADDRESS:	MAILING ADDRESS - CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS - ZIP CODE:
WEBSITE ADDRESS:	
giorgiospizza.com	
FACEBOOK PAGE:	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Tony Markwick	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Managing Partner	giorgiospizzasf@gmail.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
151 Clement St. 94118	94118	1972
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1972 - Current	

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

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

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. 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.

Tony MARKWICK 2/8/20

Name (Print):

Date:

Signature:



GIORGIO'S PIZZERIA

Section 4: Written Historical Narrative

CRITERION 1

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

Giorgio's Pizzeria was established in 1972 at 151 Clement Street by George Anastasia, a second-generation Italian American, whose family immigrated from Ischia, a small island near Naples. George's family had established Victor's Pizza on Polk Street a generation prior. When a young and ambitious George sought his own restaurant, he found it westward in the burgeoning Inner Richmond District, and he eponymously called it his own Old-World name, Giorgio's.

The exact date of Giorgio's Pizzeria debut is unclear, but there has been more than one veteran customer who has said they visited the newly-opened restaurant with the grapevine trellis ceiling after seeing the 1972 film *The Godfather* at the nearby Coronet Theater. *The Godfather* was widely released in the United States on March 24, 1972.

Giorgio's Pizzeria was an immediate hit with its pizzas, calzones, and pastas – all distinguished by their upper quality red sauciness, as well as salads made famous by a pureed garlic red wine vinaigrette. Also helping the business was Giorgio's prime Clement Street location, right at the corner of Third Avenue under a prominent green awning and instantly-iconic red neon sign, inscribed with a brush-scripted "Giorgio's."

Its multi-generational appeal and wholesome Italian comfort food soon proved to be a bit too busy for the one-man operation of George Anastasia. In 1978, he sold Giorgio's to an old Galileo High School friend, Tony Contini, who quickly brought in his brother, Victor Contini, as a partner.

The Italian brother duo of Tony and Victor maintained all of George's traditional sauce recipes and pizza/calzone-making techniques. Plus, they added full table service with an emphasis on efficiency they learned from their fine dining backgrounds, as well as genuine customer kindness that came naturally from their own close-knit families.

In 2002, Tony Contini decided to retire and sold his half of the business to his brother Victor and Victor's family – Victor's wife Marian, sons Victor Jr. and Robert, and daughter Pamela. Their childhood friend, Tony Markwick, who started working at Giorgio's during high school as a cashier, was bought in as a Managing Partner.

Today, Victor Contini Jr., Robert Contini, Pamela Contini Ishikawa, and Tony Markwick still operate a busy and happy Giorgio's Pizzeria.

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

In its nearly 50 year history, Giorgio's Pizzeria has fortunately never encountered a circumstance requiring cessation of operations for more than six months.

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

Giorgio's Pizzeria has been the same family-owned business since 1978.

From its inception in 1972 until 1978, Giorgio's was solely owned by George Anastasia.

In late 1978, Anastasia sold Giorgio's to Tony Contini, who immediately brought in his brother, Victor Contini Sr., as a partner.

From 1978 to 2002, Giorgio's was owned and operated by Tony and Victor Sr. In the early ownership years, Tony worked the lunches, Victor the dinners. Their mother, Anna, did the bookkeeping.

Into the mid-1980s, Victor's wife, Marian, assumed a vital role as front-of-the-house greeter, cashier, and gracious host. About this time, their teenage and pre-teen children all enthusiastically began their Giorgio's careers. At various stages throughout high school and college, Victor Jr., Robert, and Pamela plugged into essential restaurant roles like pizza cook, food server, and manager. Tony's children, Susan and Michael, also worked at Giorgio's in front-of-the-house positions. In 1986, childhood friend Tony Markwick started working as a part-time cashier.

Giorgio's thrived through the 1990s as a richly-layered family business until 2002 when Tony Contini sold his half to Victor Sr., his family, and Tony Markwick.

Sadly, Victor Sr. passed away a few years later. Marian retired from her active role in Giorgio's soon after.

Now, Giorgio's is operated by Victor Jr., who heads the kitchen and dutifully maintains all the original recipes and techniques of George "Giorgio" Anastasia, whom Victor Jr. as a young boy still remembers fondly. Robert, Pamela, and Tony Markwick take care of front-of-the-house, technology, maintenance, and human resource operations.

And each of the current four partners has at least one school-age child who loves working the restaurant business action. Giorgio's future, like its past, looks familiarly family-strong and bright.

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

George Anastasia opened Giorgio's Pizzeria in 1972 but operated it only until 1978 when Tony Contini bought the business and brought in brother Victor Sr as a partner. Giorgio's has been run by the Contini family in some iteration ever since.

1972 to 1978:	George Anastasia
1978 to 2002:	Tony Contini and Victor Contini Sr.
2002 to 2006:	Victor Contini Sr., Marian Contini, Victor Contini Jr., Robert Contini, Pamela Contini Ishikawa, Tony Markwick
2006 to Present:	Victor Contini Jr., Robert Contini, Pamela Contini Ishikawa, Tony Markwick

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

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

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

The historic resource status of the building at 151 Clement Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act. The building is distinguished by its pronounced corner location at Third Avenue. It has been said by veterans of the neighborhood that prior to Giorgio's there was a grocery store at the location. Indeed, there is some old "corner store" graffiti in the subterranean basement indicating such a former purpose.

CRITERION 2

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

Giorgio's Pizzeria's major contribution to the neighborhood is serving generation upon generation of happily fed people of all ages at most affordable prices. Many customers have come through the door citing Giorgio's as one of their favorite restaurants growing up and how happy they are it is still here, and how it looks the same (except the artificial grape vines hanging from the ceiling trellis, which had to come down for building repairs).

Additionally, with its large staff of kitchen personnel, managers, servers, delivery drivers, and cashiers, Giorgio's has employed over a thousand local neighbors and college students, as well as more recent immigrants to the United States. Giorgio's is particularly proud that many members of its predominantly Latino kitchen staff start working while living further away, see the charm of the neighborhood, and then move to live in the Richmond District.

Within the Inner Richmond, Giorgio's might be best associated with its beckoning corner location at Clement Street and Third Avenue. Open for lunch and dinner, seven days a week, and closed for only three holidays a year, Giorgio's is always available for a quick, accessible, delicious bite served by a staff renowned for its friendliness-first attitudes.

More than anything, Giorgio's strives to contribute an inclusionary spirit to the neighborhood and all its customers. All are welcome, regardless of age, origin, socioeconomics, or dress, whether they are looking for a quick bite or a full table service experience. Lunch times typically see local workers or senior citizen walking groups nourishing themselves, or Roosevelt Middle School students celebrating a minimum day. Early weekday evenings often host Dine and Donate fundraisers from various San Francisco schools. Almost certainly, there are at least a few families with young children, as they know Giorgio's durable dining room and congenial staff welcome the increased energy. Later into the evening, those on dates enjoy the decreased volumes and comfy red vinyl booths. And of course, San Francisco Police Department officers at the nearby Richmond District Precinct are often fond of a solid Giorgio's meal.

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

Giorgio's consistency and availability were never more valuable to the neighborhood than on October 17, 1989, when the Loma Prieta Earthquake shut down electricity in the Richmond District. With most surrounding food establishments closed, Giorgio's with its large front facade windows broken, but gas ovens still operable, remained open and busily served an endless line of hungry and shaken customers.

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

Giorgio's has a long history of being named by various media outlets iterations of "Best Traditional Style Pizza," "Best Place to Dine with Kids," and "Best Cheap Eats." As recently as 2018, Giorgio's was proud to be featured on PBS' "Check, Please! Bay Area, Kids Edition" television program.

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

With its favorable demographic location, Giorgio's has been fortunate to serve many well-knowns, including Van Morrison, Tom Waits, Robin Williams (who in the pre-delivery days used to come in himself to pick up food for his family), the Pelosis, the Gettys, Robert Costanzo, the 49ers' Roger Craig, Chris Mullin, Bob Myers (General Manager of the Golden State Warriors), Sal Castaneda, Robert Mailer Anderson, and KNBR's Paul McCaffrey.

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

Giorgio's Pizzeria demonstrates its commitment to the community by being open seven days a week – lunch and dinner – without any closed hours in between.

Community commitment is further shown by regularly donating gift cards to local school auctions as well as hosting frequent Dine and Donate events where a portion of proceeds is given back to the participating school or organization.

Also, Giorgio's history has seen employment of many diverse members of the community, ranging from University of San Francisco/San Francisco State University/local high school students to newer immigrants to San Francisco natives.

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

Giorgio's Pizzeria enjoys universal appeal to all ages and types. People from schools, sports teams, senior citizen social groups, churches, neighborhood workers – just about everyone – loves eating pizza and Giorgio's version of wholesome Italian comfort food. Giorgio's convivial dining room is well-known to most who have lived any substantive time in the Richmond District. Moreover, with its expansive delivery area, Giorgio's is fortunate to serve the Presidio, Laurel Heights, Pacific Heights, and all of Golden Gate Park.

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

Giorgio's building at 151 Clement is at the high-visibility corner of Third Avenue. A prominent green awning drapes the outside with "Giorgio's Pizzeria" brush scripted in distinctive white lettering. There is a faux neon sign angling outward. Inside, Giorgio's is well remembered by many for its plush red vinyl booths and display kitchen positioned at the front of the restaurant. There is a 40-foot-long mural depicting Giorgio's historical transgression from Italy, across the Atlantic to San Francisco's corner of Clement and Third.

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

If Giorgio's were to close, the Richmond District and surrounding neighborhoods would lose a community gathering spot for school and sports events and family gatherings and individuals needing an accessible, delicious meal. The biggest loss, perhaps, would be to younger families desperate for a place with good food to eat out with their young, high energy children. Also, hundreds upon hundreds of customers would lose their popular choice for quality delivery food as fulfilled by one of the few remaining restaurants whose delivery program is operated still entirely in-house, not by a third-party app and non-employee drivers.

CRITERION 3

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

With each accumulating year to its near-50-year history, Giorgio's Pizzeria's essential character simmers and reduces down to quality and wholesome Italian food served by a multi-generational family and its employees who are treated as family. Customers, too, get the

familial treatment, as everyone entering the restaurant gets an appreciative “Hello, welcome,” then a genuine “Thanks, take care” when they leave.

Multi-generational also applies to Giorgio’s regular customer base. Adults come in today fondly recalling childhood moments spent at Giorgio’s, noses pressed to the plexiglass sneeze guard, watching the pizza makers spin the dough. Then they would sit down at the red and white checkered tables with their families and get a piece of raw pizza dough with which to play. More than a few have recalled falling asleep as toddlers on the comfy red vinyl booths. And best of all, these reminiscing adults often have their own kids with them, thus regenerating the charmed Giorgio’s essence.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Giorgio’s Pizzeria is committed to maintaining its historical traditions. This commitment comes quite easy as 50 years of success prove that their food, decor, effusively-friendly service – even their no reservations policy – should never change.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Giorgio’s is committed to maintaining its most special physical feature: its prime corner location at Clement Street and Third Avenue. Imperatively included in that key corner appeal are large slider windows opening to the sidewalk, with a handsome and expansive green awning overhead. This classic storefront visual will always be maintained. The faux neon sign jutting out to the corner will be maintained, but it would be ideal to recreate and reinstall the original Giorgio’s neon sign.

Inside, the front-of-the-restaurant display kitchen will never move, nor the red vinyl booths and 40-foot wall mural depicting Giorgio’s Italy to San Francisco journey.

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

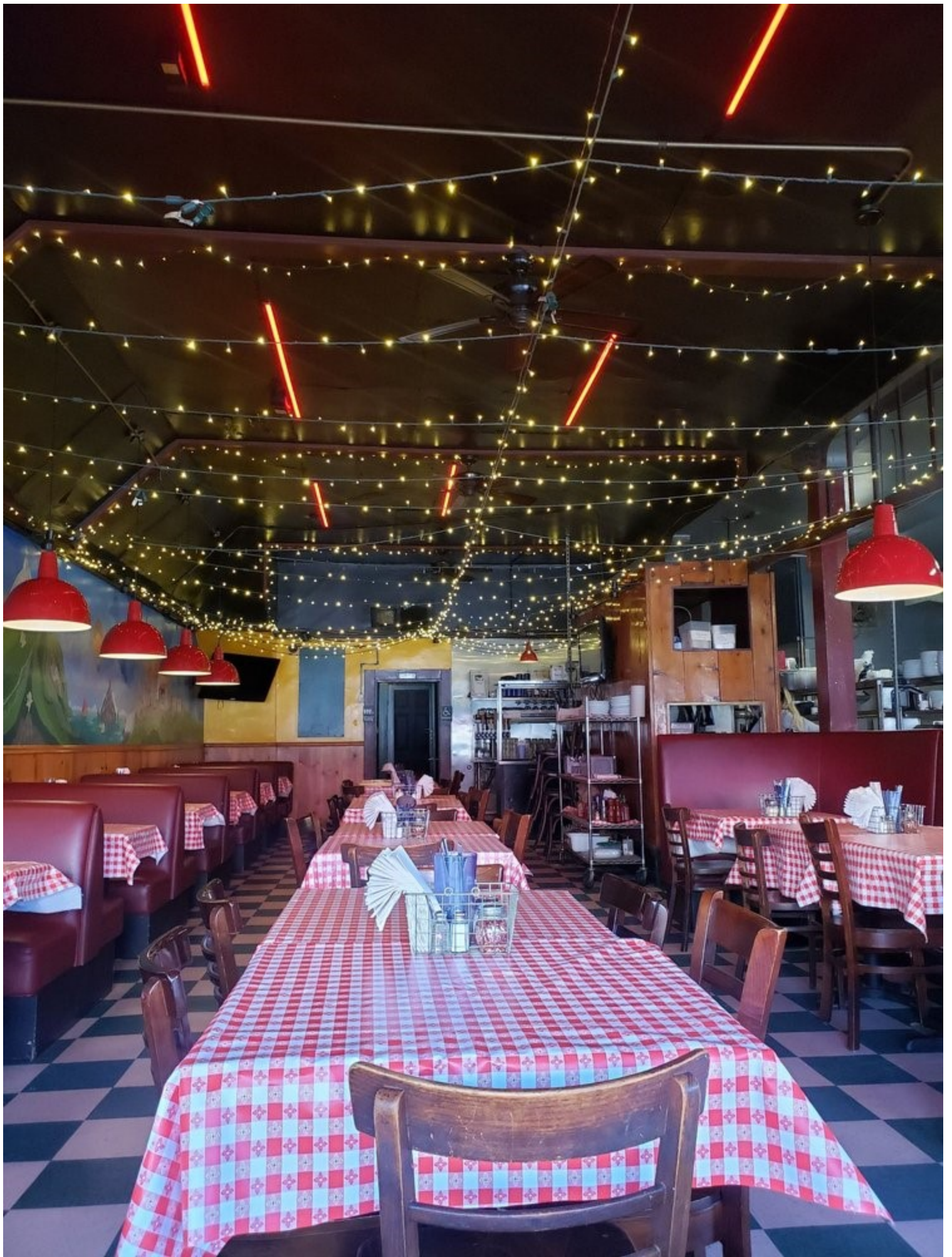
Documentation that demonstrates the business has been a pizzeria for 30+ years is included in this Legacy Business Registry application.















<https://www.giorgiospizza.com/about/>



About Giorgio's Pizza San Francisco

Giorgio's Pizzeria is a San Francisco Inner Richmond District Tradition.

Serving to generations of families our classic thin crust pizzas, calzones, pastas, and salads by our friendly and efficient staff.





Many describe Giorgio's as being "just like New York." While always honored that East Coasters are so complimentary, we also enjoy the fact **our Wholesome Italian Comfort Food roots go back even further--all the way to the Mediterranean island of Ischia, off the coast of Naples.**

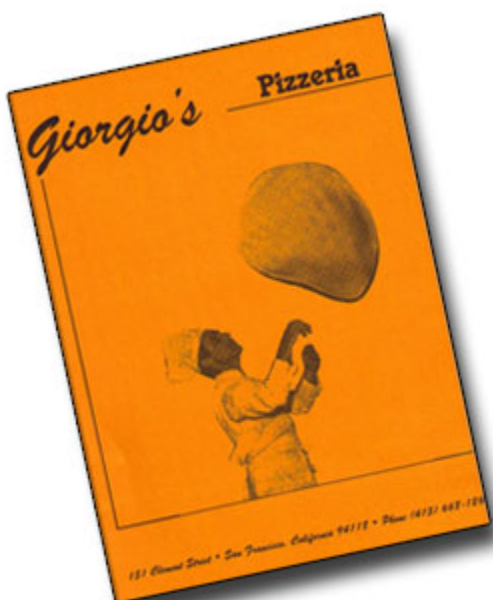
Ischia is where many credit as the birthplace of pizza many centuries ago. Indisputably, it is where Giorgio Anastasio, our founder, was born.

Giorgio brought his family's recipes to America and opened Giorgio's Pizzeria at the corner of Clement and Third Avenue in 1972.

After some overwhelming years of operating the busy restaurant by himself, Giorgio turned to good childhood friends for help.

In 1978, Contini brothers Tony and Victor took over and continued using all of Giorgio's original recipes and pizza making techniques while mixing in some fresh flavor flourishes and making customer service the highest priority.

The Contini family continues to own, operate, and manage both Giorgio's Pizzeria locations today.



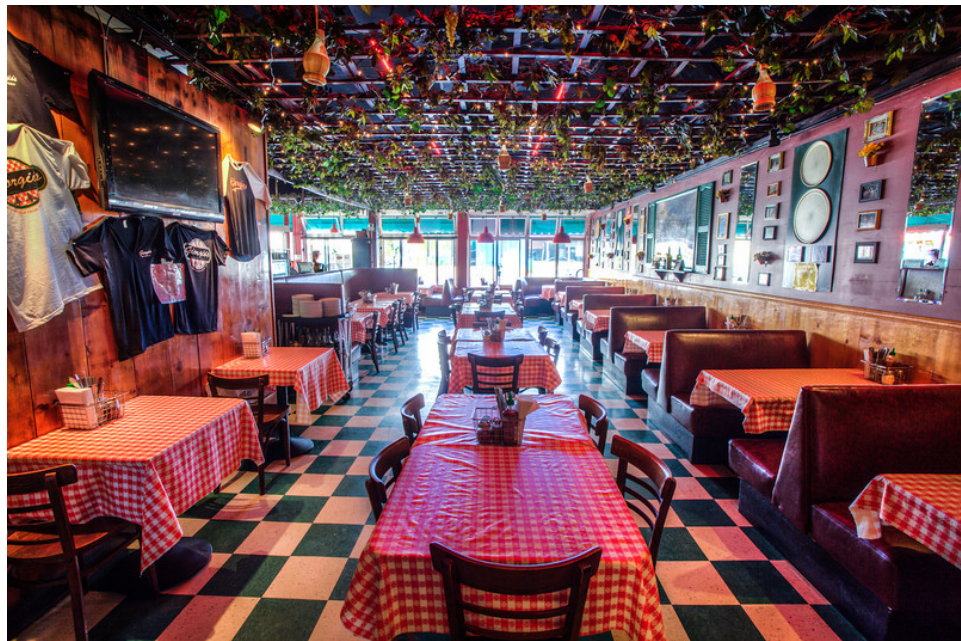
Giorgio's Pizza Clement St. Location



Enjoy your delicious Giorgio's meal while dining in our comfy dining room adorned with red vinyl booths and a grape trellis ceiling.

Watch your meal being made by a small army of cooks in our exhibition kitchen.

Or order ahead for timely takeout or delivery or just walk in for a quick satisfying pizza by-the-slice.



[See more about our Giorgio's Pizza on Clement St. location](#)

LOCATION

151 Clement St.
San Francisco, CA 94118
(415) 668-1266

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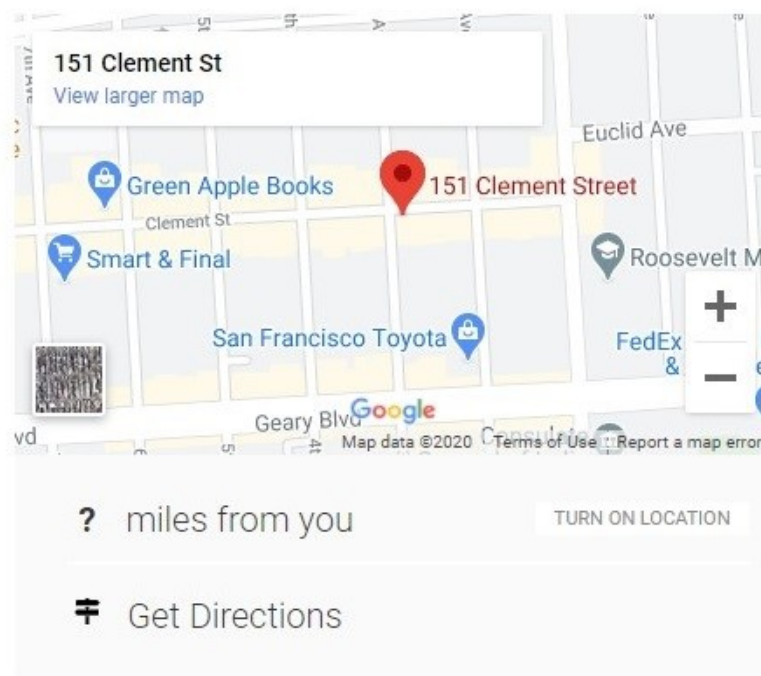


Giorgio's Pizza

Restaurants , Pizza

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Although individual slices aren't always available, Giorgio's pizza is so good it made my list anyway. The folks at Giorgio's know that a thin crust adds just the right bite of texture. Most importantly, they know when to stop: the pizza is topped with just enough cheese to provide a creamy foil for their sweet tomato sauce, but no more. If you can't grab a slice, sit down and order a small pie. It'll be worth the wait. - Excerpt from SF Station review by Anya Hoffman



151 Clement St, San Francisco, CA

(415) 668-1266

www.giorgiospizza.com/

INSIDE SCOOP SF

GUIDES

Pizza Friday: Giorgio's Pizzeria

By **Michael Bauer** on January 25, 2008 at 6:13 AM

I was alerted to **Giorgio's** by a friend who grew up in the Inner Richmond and fondly remembers this pizza parlor that resides at the corner of Third and Clement. Now she's bringing her own daughter there for cheese pizza. 0

It's been owned by the Contini family since 1978, and feels as if the interior hasn't changed since: red-checkered table cloths, a lattice ceiling covered with dusty grape vines and a few hanging Chianti bottles, and a gray and white linoleum floor that's scarred from decades of use.

Style: New York/Ischian.

Size: 9-17 inches (\$8-\$29.95).

Oven: Baker's Pride gas oven cooks pizzas at 550 degrees for about 10 minutes.

Crust: Thin in the center with a thicker bread-like rim. Giorgio's can make it thinner or thicker on request. We tried one with the thinner crust, with an almost cracker-like consistency that to me was superior to the regular crust.

Pizza tried: We had a 5-year-old with us, so we tried the cheese, of course, and the Giorgio's special with mushrooms salami, sausage and pepperoni, which had a nice old-style goodness. We also ordered the Greek with artichokes, feta cheese, black olives, pepperoncinis and enough sun-dried tomatoes to last through the 1980s.

Other toppings: There are 21 on the menu including the Pico de Hawaii, with pineapple, ham and jalapenos; one with meatballs, sausage, ham and red onions; and a vegetarian with mushrooms, green bell peppers, onions and olives.

Anything but pizza: Giorgio's forgoes the California mix for the sturdy greens of the 1970s; retro salads that include pickled peppers, salami, cheese and blue cheese dressing. There's also pasta, mostly baked, sandwiches and a few sides such as meatballs or broccoli.

Vitals: 151 Clement St. (at Third Ave), San Francisco; (415) 668-1266. Open daily for lunch and dinner. Takeout available.

SF WEEKLY

The Throwback Rules at Giorgio's Pizzeria

Jonathan Kauffman

09/01/2010



Mushroom-sausage pizza.

Part of [a series](#) about restaurants that have been around so long they've slipped into a media black hole.

It used to bother me that I'm not a diner guy. Some restaurant critics are: They love the cheap coffee, the meatloaf sandwiches and hash browns, the red, white, and blue of it all. I grew up on lentils and groundnut stews, and may have been the only 8-year-old in northern Indiana who loathed hamburgers. (The discovery of the \$10 burger changed all that — turns out I just loathed cheap ground beef.)

No, I loved pizzerias, from the post-church pizza buffet at Shakey's to the rare expeditions the Kauffmans would make to Giordano's in Chicago. It's still impossible to walk by an old-school pizzeria like [Giorgio's](#) in the Inner Richmond without feeling the twin tugs of memory and appetite. San Francisco may be experiencing an era of Pizza Enlightenment, but the ovens at [Delfina](#) and [Gialina](#) don't produce that whoosh of tomato and browning cheese that rushes out the door of Giorgio's. It stops me every time.

Top Five Pizza Places in San Francisco



by Jen Latch
August 4, 2014



Everyone has their opinion when it comes to the best pizza places in San Francisco. (Just ask ten of your friends and you'll get ten different answers!) Our top five list has everything from awesome sourdough crust pies to spots that offer entertainment for kids while they wait for their slice. Did we miss one of your local favorites? Let us know in the comments section below and make sure to rate and review it on the Mommy Nearest app!

Giorgio's Pizzeria

Giorgio's Pizzeria

151 Clement Street
San Francisco, CA

This Clement Street staple has been going strong for 40 years, and that is something to brag about. The eatery has large booths and open tables with plenty of space for little ones. When you arrive, the wait staff will even bring pizza dough to the table for kids to play with! While they have a wide selection of meats, Giorgio's is a vegetarian hotspot—favorites are the "Mutli-Colored Veggie" (fresh tomatoes, black olives, red onions, feta cheese and basil) and "Athenian" (artichoke hearts, broccoli, zucchini and green onions).



Meal to Heal supports frontline workers and restaurants during COVID-19

By Janel Andronico
Tuesday, April 28, 2020



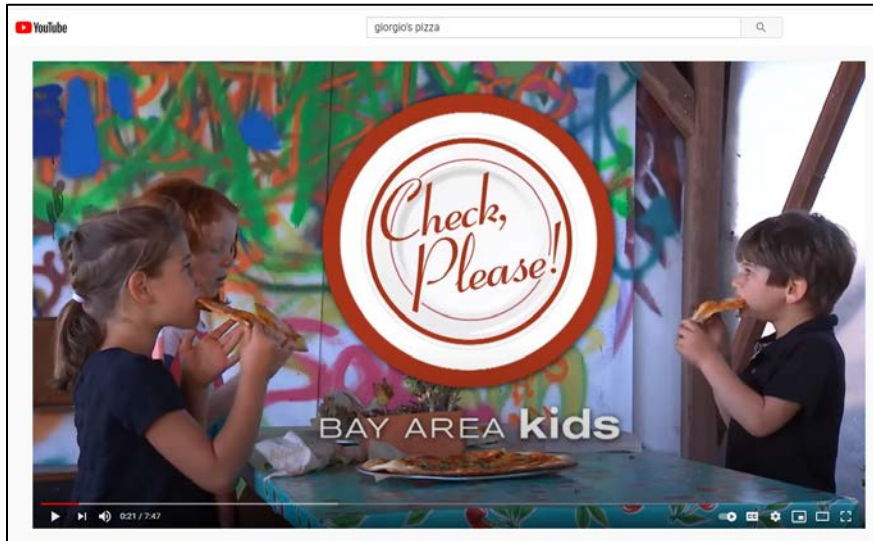
Meal to Heal is feeding health care workers on the front lines and helping restaurants stay in business during this COVID-19 crisis.

SAN FRANCISCO -- One organization is feeding health care workers on the front lines while helping restaurants stay in business during the COVID-19 crisis. Meal to Heal is all about providing meals to those risking their lives on the front lines, as well as reviving local restaurants.

Meal to Heal is teaming up with several restaurants and communities throughout the Bay Area to send meals to local hospital's COVID-19 Units. Local restaurants also need support from the community now more than ever, as many have shut down and sent employees home.

Giorgio's Pizzeria, a staple in San Francisco for over 40 years, was the first participating restaurant. They delivered 65 meals to Kaiser Permanente on Geary. Click [here](#) for more information.

VIDEO



KQED Check, Please Bay Area Kids review Giorgio's Pizza 1

<https://www.youtube.com/watch?v=P3PWWesd1-U>

Published on Dec 12, 2018

Posted by [G Media](#)

Giorgio's Pizza on Check Please Bay Area Kids Review



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 2, 2020

Filing Date: November 4, 2020
Case No.: **2020-010197LBR**
Business Name: Giorgio's Pizzeria
Business Address: 151 Clement Street
Zoning: NCD (Inner Clement Street) Zoning District
40-X Height and Bulk District
Block/Lot: 1434/038
Applicant: Tony Markwick
151 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer
Located In: District 1
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Giorgio's Pizzeria is an Italian sit-down pizzeria, first opened by second-generation Italian immigrant George Anastasia ca. 1972 at 151 Clement Street. Giorgio's Pizzeria has served Italian comfort food for dine-in and delivery since its opening 48 years ago. Giorgio's Pizzeria's menu consistently offers items such as pizza, calzones, pasta, salads, and sauces, using traditional recipes and pizza and calzone-making techniques from Italy.

Giorgio's Pizzeria has called 151 Clement Street in the Inner Richmond neighborhood its home since opening in 1972. Giorgio's Pizzeria has remained in its prominent ground floor location at the corner of 3rd Avenue and Clement Street for the duration of its 48 years in operation. Distinctive features of the pizzeria include the classic storefront entrance configuration, tile bulkhead and cladding, green awning, large sliding display windows, bench seating, and "Giorgio's" white and red cursive script sign. Giorgio's Pizzeria's main dining area features prominent red vinyl booths and a display kitchen for patrons to watch dishes being prepared and pizza makers

spinning dough. The main dining area is decorated with a special 40-foot mural that depicts the journey of Giorgio's journey from Italy to the pizzeria's location at 3rd Avenue and Clement Street.

Giorgio's Pizzeria has been a culinary staple and gathering spot of the larger Richmond neighborhood throughout its 48-year history, serving local patrons of all ages its menu of classic Italian comfort food while simultaneously serving as a prime location for family gatherings, neighborhood get-togethers, and event-viewing. Giorgio's Pizzeria has also served patrons of political and cultural significance to San Francisco, including actor Robin Williams, politician Nancy Pelosi, and numerous other well-known politicians, athletes, and musicians.

While Giorgio's Pizzeria has served countless well-known individuals, it also has continuously given back to its Richmond neighborhood, regularly donating gift cards to local schools and hosting various dine and donate events for a variety of schools and organizations. Giorgio's Pizzeria has also been an employer in the Richmond neighborhood since opening, actively employing many of San Francisco's college students, particularly students attending the University of San Francisco and San Francisco State University. Giorgio's Pizzeria has also continuously employed recent immigrants to San Francisco and is proud to employ a predominantly Latinx staff.

The business's primary location at 151 Clement Street is a Category B (Unknown / Age Eligible) structure on the south side of Clement Street between 2nd and 3rd Avenues in the Inner Richmond neighborhood. It is within the Inner Clement Street NCD (Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District.

The business's primary location, 151 Clement Street, is in a Category B (Unknown / Age Eligible) structure built ca. 1909. The building itself is a typical, Reconstruction-era corner-lot Edwardian Flat, featuring two stories over a commercial storefront with a rounded bay window wrapping the corner. It is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded ca. 1972.

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

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

- a. Giorgio's Pizzeria has operated continuously in San Francisco for 48 years.
- b. Giorgio's Pizzeria has contributed to the history and identity of the Richmond neighborhood and San Francisco.
- c. Giorgio'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. The business is associated with traditional Italian comfort cuisine and utilizes traditional pizza and calzone-making techniques.

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

No.

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 local features, articles, and television news stories on Giorgio's Pizzeria. The restaurant has been covered in local media, including articles in *SF Weekly*, *SF Gate's Inside Scoop SF*, and ABC 7 News. Giorgio's Pizzeria has also been featured on PBS' "Check, Please! Bay Area, Kids Edition" television program.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 151 Clement Street (ca. 1972 – Present)

Recommended by Applicant

- Menu of authentic Italian American comfort food and recipes (including pizzas, calzones, pastas, salads, sauces, and special pureed garlic red wine vinaigrette).
- Traditional pizza and calzone-making techniques.
- Prominent ground floor corner location.
- Large front façade sliding display windows.
- Prominent green awning.
- Red cursive script "Giorgio's Pizzeria" sign.
- Plush red vinyl booths.
- Red and white checkered tablecloths on tables.

- Display kitchen.
- 40-foot mural depicting Giorgio's journey from Italy to San Francisco.

Additional Recommended by Staff

- Italian sit-down pizzeria.
- Delivery service.
- Corner storefront entrance with tile bulkhead and cladding.

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: DECEMBER 2, 2020

Case No.: **2020-010197LBR**
Business Name: Giorgio's Pizzeria
Business Address: 151 Clement Street
Zoning: NCD (Inner Clement Street) Zoning District
40-X Height and Bulk District
Block/Lot: 1434/038
Applicant: Tony Markwick
151 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Sandra Lee Fewer
Located In: District 1
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GIORGIO'S PIZZERIA CURRENTLY LOCATED AT 151 CLEMENT STREET, BLOCK/LOT 1434/038.

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 December 2, 2020, 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 Giorgio'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 Giorgio's Pizzeria.

Location(s):

Current Locations:

- 151 Clement Street (ca. 1972 – Present)

Physical Features or Traditions that Define the Business:

- Italian American sit-down pizzeria.
- Menu of authentic Italian American comfort food and recipes (including pizzas, calzones, pastas, salads, sauces, and special pureed garlic red wine vinaigrette).
- Traditional pizza and calzone-making techniques.
- Delivery service.
- Prominent ground floor corner location.
- Corner storefront entrance with tile bulkhead and cladding.
- Large front façade sliding display windows.
- Prominent green awning.
- Red cursive script "Giorgio's Pizzeria" sign.
- Plush red vinyl booths.
- Red and white checkered tablecloths on tables.
- Display kitchen.
- 40-foot mural depicting Giorgio's journey from Italy to San Francisco.

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 2020-010197LBR to the Office of Small Business December 2, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: