



Legacy Business Registry Staff Report

Hearing Date: January 27, 2020

DIANDA'S ITALIAN AMERICAN PASTRY COMPANY

Application No.: LBR-2019-20-021
Business Name: Dianda's Italian American Pastry Company
Business Address: 2883 Mission Street
District: District 9
Applicant: Floyd Goldberg, Co-owner
Nomination Date: November 20, 2019
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Dianda's Italian American Pastry Company was established in 1962 when Elio and Enrica Dianda, husband and wife, bought the Italian American Pastry Company from Pierre De Micheli. Elio was originally from Lucca, Italy and he came to San Francisco with the hope of opening his own bakery. Elio initially worked at Stella Bakery in North Beach, then Columbus Pastry. The Diandas were prompted to find a bakery to buy so that Elio's brother would have employment when he arrived in San Francisco. The Diandas moved the business to 2883 Mission Street in 1979 after constructing a new building so that the bakery could expand to meet the growing demand for its cookies, pastries and cakes. Elio worked diligently at the bakery for 17 years until his passing in 1979 at 66 years old.

Elio's passing and the opening of Dianda's new production space prompted the transition of ownership between Mr. and Mrs. Dianda to their three sons, Pasquale, Armando and Floriano Dianda. The brothers ultimately decided to sell the bakery in 2003 to three loyal employees: Floyd Goldberg, Sergio Flores and Luis Pena. Pasquale Dianda continued to work at the bakery for another 10 years before retiring. His choice to stay on was to help ensure a successful transition of ownership and to confirm that the standards defined by the Diandas continued. The new ownership continues to demonstrate loyalty, integrity and an unending passion for quality and attention to detail.

The business is located on the east side of Mission Street between 24th and 25th streets in the Mission neighborhood.

CRITERION 1

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

Yes, Dianda's Italian American Pastry Company has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

2860 Mission Street from unknown date to 1979 (At least 17 years).
565 Green Street from 1975 to 1990 (15 years).
2883 Mission Street from 1979 to Present (40 years).

CRITERION 2

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

Legacy Business Program

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Yes, Dianda's Italian American Pastry Company has contributed to the history and identity of the Mission 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 tradition of Italian baking.
- The property has a Planning Department Historic Resource status codes of "C" (Not a Historic Resource) due to its construction date of 1979-81.
- Dianda's has been featured in many local publications including the San Francisco Chronicle, San Francisco Magazine and several Mission Local blog posts. In addition, Dianda's has received the following honors:
 - Certificate of Honor, City and County of San Francisco Board of Supervisors, July 7, 2012, signed by Supervisor David Campos.
 - Certificate of Honor, City and County of San Francisco District Attorney, July 7, 2012, signed by District Attorney George Gascon.
 - Certificate of Honor, City and County of San Francisco, February 12, 2014, signed by Mayor Edwin Lee.
 - Certificate of Recognition for 50 Years of Service to the Community, State of California Legislature, July 7, 2012, signed by Assembly member Tom Ammiano (13th Assembly District).

CRITERION 3

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

Yes, Dianda's Italian American Pastry Company is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Dianda's Italian American Pastry Company 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:

- Freshly made Italian-American inspired cakes, cookies, and pastries.
- Yellow terrazzo entry apron that reads, "Elio Dianda & Sons."

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.

- Bakery.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Dianda's Italian American Pastry Company currently located at 2883 Mission 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. _____

January 27, 2020

DIANDA'S ITALIAN AMERICAN PASTRY COMPANY

Application No.: LBR-2019-20-021
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Business Address: 2883 Mission Street
District: District 9
Applicant: Floyd Goldberg, Co-owner
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Adopting findings approving the Legacy Business Registry application for Dianda's Italian American Pastry Company, currently located at 2883 Mission 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 January 27, 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 Dianda's Italian American Pastry Company 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 Dianda's Italian American Pastry Company.

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Physical Features or Traditions that Define the Business:

- Freshly made Italian-American inspired cakes, cookies, and pastries.
- Yellow terrazzo entry apron that reads, "Elio Dianda & Sons."

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

- Bakery.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 27, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2019-20-021
Business Name: Dianda's Italian American Pastry Company
Business Address: 2883 Mission Street
District: District 9
Applicant: Floyd Goldberg, Co-owner
Nomination Date: November 20, 2019
Nominated By: Supervisor Hillary Ronen

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

2860 Mission Street from unknown date to 1979 (At least 17 years).
 565 Green Street from 1975 to 1990 (15 years).
 2883 Mission Street from 1979 to Present (40 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: December 18, 2019

Richard Kurylo
 Program Manager, Legacy Business Program



Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

November 20, 2019

Richard Kurylo, Legacy Business Program Manager
Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of Dianda's Italian American Pastry Company joining the City's Legacy Business Program. In addition to meeting the requirements necessary to become a Legacy Business, Dianda's has a unique and vibrant history with deep roots in San Francisco.

In 1962, Elio and Enrica Dianda, husband and wife, bought the "Italian American Pastry Company" and renamed it, "Dianda's Italian American Pastry Company". Dianda's was originally located at 2860 Mission Street, but as the business grew, there was a need for a larger location. In 1979, the business moved to its present location at 2883 Mission Street, but Elio passed away that year and didn't get to see the opening of the new space. After his passing, Enrica began to transition ownership to their three sons, Pasquale, Armando and Floriano Dianda. In 2003, the brothers decided to sell the bakery to three loyal employees: Floyd Goldberg, Sergio Flores, and Luis Pena.

Despite the many changes in the Mission District, Dianda's commitment to the culinary craft of Italian American desserts remains strong. Some of their most traditional recipes including Zabaione Fedora, St. Honore, Rum Cake, and Almond Torte, are still beloved by all customers. Dianda's still serves thousands of customers day in and day out. Many rely on the shop for their morning pastry and others, for an occasional treat. Most customers are return customers, and Dianda's has become a fixture for many annual celebrations and rituals. Many of the cakes and pastries that the shop specializes in cannot be found anywhere else.

Dianda's has always been committed to providing good, union jobs to its community in the heart of the Mission District. The business joined the Bakery, Confectionery, Tobacco Workers & Grain Millers International Union of America in 1962 and continues being a union shop to this day. In addition, the business has enjoyed supporting the community by donating cakes, cookies, and pastries to many local Bay Area organizations over the years.

Dianda's Italian American Pastry Company is, and has always been, a family business. It has served the residents of San Francisco for decades, and I am thrilled to have this shop in my district. I strongly support their application to be declared a Legacy Business and it is my honor to submit this nomination on their behalf.

Best regards,

A handwritten signature in blue ink that reads "Hillary Ronen".

Supervisor Hillary Ronen, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. 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:		
Dianda's Italian American Pastery Company		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Floyd Goldberg		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
2883 Mission Street		(415) 647-5469
San Francisco, Ca 94110		EMAIL:
		partnerships@diandasbakery.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.diandasbakery.com	na	yelp.com/biz/diandas-italian-american-pastery-san-francisco

APPLICANT'S NAME	
<input checked="" type="checkbox"/> Same as Business	
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
	()
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

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
2860 Mission Street	94110	1962 (as "Dianda's" Italian American Pastry Company)
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1962 to 1979	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
565 Green Street	94133	Start: 1975
		End: 1990

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2883 Mission Street	94110	Start: 1979
		End: 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:

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 and a business deemed not current in 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 the Business Assistance Grant.

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.

Floyd Goldberg

Name (Print):

July 3 2019

Date:

Floyd Goldberg

Signature:

DIANDA'S ITALIAN AMERICAN PASTRY COMPANY

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.

Dianda's Italian American Pastry Company ("Dianda's"), presently located at 2883 Mission Street, was established as the "Italian American Pastry Company" in a year unknown and as "Dianda's Italian American Pastry Company" in 1962. The business was located at 2860 Mission Street when it was purchased by the Diandas, which may or may not have been the original location of the business.

Elio and Enrica Dianda, husband and wife, bought the Italian American Pastry Company from Pierre De Micheli in 1962. Elio was the best baker in his Tuscan town of Lucca in southern Italy. Elio and Enrica and their three sons came to San Francisco in 1954 with big dreams and determination to build a good life for their family. Elio had dreams of getting a job as a baker and eventually opening up his own bakery.

Elio started as a dishwasher at Stella Bakery on Columbus Street in the North Beach neighborhood. He got his start washing pots and pans, but about a month into his time at Stella the pastry chef called in sick and Elio was asked to step in and bake. That opportunity was the start of a prosperous baking career at Stella, as he continued baking for Stella for the next 2-3 years.

After working at Stella, he moved on to Columbus Pastry. It was here that Elio learned the nuances of Italian-American tastes and flavors. He stayed with Columbus Pastry for 5-6 years.

Meanwhile Elio had called his brother to come to the United States as a specialized baker. Ultimately, this is what prompted Elio to find a bakery to buy so that his brother would have employment when he arrived in San Francisco. The Italian American Pastry Company was up for sale because of the owner's ill health. So with a \$7,000 down payment and \$1,000 to open up the checking account, Elio and Enrica purchased the bakery.

As the business grew, the search for a larger location began. Noonan's plumbing shop at 2883 Mission Street became available. Enrica lent her three sons \$150,000 to purchase the lot, and the sons came up with the down payment required for the construction of a new building. It was here that the bakery could expand to meet the growing demand for its delicious cookies, pastries and cakes. The construction loan was \$600,000 with an interest rate of 21%. The

plumbing shop was bulldozed and the foundations for the new building were poured. The Dianda brothers opened the new location at 2883 Mission Street in 1979.

Elio worked diligently at the bakery for 17 years until his passing in 1979. He was 66 years old. He never got to see the opening of the new production and retail space. San Francisco Mayor Diane Feinstein lowered the flag to half-mast when she heard about the passing of Elio Dianda and came into the bakery to send her condolences. His sons remember their dad as a mini-celebrity because everyone that came into the bakery knew their father.

Elio's passing and the opening of Dianda's new production space prompted the transition of ownership between Mr. and Mrs. Dianda to their three sons, Pasquale, Armando and Floriano Dianda. Pasquale was so inspired by all the demand for their baked goods that he opened up more locations. First at 565 Green Street in North Beach in 1975 and later on 42nd Avenue in San Mateo. He opened a second location in San Mateo in the Crystal Spring shopping center where the thriving business continues to operate today. The North Beach store closed in 1990, and the 42nd Avenue store closed circa 1997.

The brothers ultimately decided to sell the bakery in 2003 to three loyal employees: Floyd Goldberg, Sergio Flores and Luis Pena.

Pasquale Dianda continued to work at the bakery at 2883 Mission Street for another 10 years before retiring. His choice to stay on was to help ensure a successful transition of ownership and to confirm that the standards defined by the Diandas continued. The new ownership continues to demonstrate loyalty, integrity and an unending passion for quality and attention to detail. The business has continued to grow over the last 15 years.

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

The business has been operating in San Francisco without closure since 1962.

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

Prior to ownership by the Diandas, it is not known whether the business was a family-owned business.

During the ownership tenure by the Dianda family, Dianda's Italian American Pastry Company was a family-owned business. Elio and Enrica Dianda purchased the business in 1962. Their three sons – Pasquale, Armando and Floriano – owned and operated the business after their father passed away in 1979.

In 1998, the three Dianda brothers sold 100% of the business to three of their loyal employees: Floyd Goldberg, Sergio Flores and Luis Peña. These three owners still operate the bakery today. All three continue to work full time in conjunction with the responsibilities of ownership.

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

The ownership history of Dianda's Italian American Pastry Company is as follows:

Unknown:	Ownership prior to Pierre De Micheli, if applicable, is unknown
Unknown to 1962:	Pierre De Micheli
1962 to 1979:	Elio and Enrica Dianda
1979 To 1998:	Pasquale, Armando and Floriano Dianda
1998 to Present:	Floyd Goldberg, Sergio Flores and Luis Peña

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 that houses Dianda's is classified by the Planning Department as Category C (No Historic Resource Present / Not Age Eligible) with regard to the California Environmental Quality Act.

CRITERION 2

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

Dianda's Italian American Pastry Company has been an integral part of the Mission District and San Francisco culinary culture for over 57 years. The business has maintained a commitment to the culinary craft of Italian-American desserts since its inception.

When the Diandas bought the business in 1962, the clientele was nearly 100% Italian. Customers would drive from North Beach and all over the Bay Area for the traditional and authentic cakes that Dianda's quickly became known for.

Even though the demographic of the Mission District has changed and continues to change, the commitment of the business to the culinary craft of Italian-American desserts remains strong. Dianda's authentic approach to tradition is refreshing amidst a landscape of so many new and innovative restaurants and bakeries throughout the Mission. Some of the most traditional recipes, including Zabaione Fedora, St. Honore, Rum Cake and Almond Torte, are still beloved among new and old customers today. The current co-owner Floyd Goldberg remembers his first Christmas season at the bakery in 1998. People lined up for hours around the block waiting to buy their cakes and pastries. He had never seen anything like it. That line continues today, over 20 years later. The love for Dianda's continues to grow.

"In a town where 10 years constitutes 'venerable,' Dianda's is remarkable not just for its longevity and unflagging popularity, but also for its business practices. The Dianda brothers sold the business 3 1/2 years ago, not to a giant chain but to three of its longtime employees, who kept it as a union shop to guarantee employees a retirement pension and health insurance—practically unheard of in this day and age.

"Owner Floyd Goldberg, a veteran baker who has manned the ovens at the Viennese Cake Box, Fantasia, and Eppler's, says the biggest challenge is making sure the quality and flavors are maintained exactly as the family would have done them." Bonnie Wach, San Francisco Chronicle, December 24, 2006.

The mission of Dianda's Italian American Pastry Company has always been to provide people with delicious baked goods. Their baked goods have been a part of celebrations for Bay Area residents and beyond for generations.

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

Dianda's has participated in the Italian Food Festival in North Beach for 20 years.

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

Dianda's has been featured in many local publications including the San Francisco Chronicle, San Francisco Magazine and several Mission Local blog posts.

In addition, Dianda's has received the following honors:

- Certificate of Honor, City and County of San Francisco Board of Supervisors, July 7, 2012, signed by Supervisor David Campos.
- Certificate of Honor, City and County of San Francisco District Attorney, July 7, 2012, signed by District Attorney George Gascon.
- Certificate of Honor, City and County of San Francisco, February 12, 2014, signed by Mayor Edwin Lee.

- Certificate of Recognition for 50 Years of Service to the Community, State of California Legislature, July 7, 2012, signed by Assembly member Tom Ammiano (13th Assembly District).

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

During his time, Elio Dianda was well known in San Francisco.

Senator Diane Feinstein is a fan of Dianda's bakery, as is Congresswoman Nancy Pelosi.

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

Dianda's Italian American Pastry Company has been committed to serving its employees and the greater community from its inception. Dianda's joined the Bakery, Confectionery, Tobacco Workers & Grain Millers International Union of America in 1962 and have continued their tenure as a union shop to this day. The Diandas have always been committed to providing good, union jobs in the heart of San Francisco's Mission District. In addition, when solicited, Dianda's enjoys donating to many local Bay Area organizations. Dianda's has donated cakes, cookies and pastries to dozens of events over the years.

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

The average Dianda's customer is comprised of Latino families who live in the Mission District and around the Bay Area. In general, the customers of the business are locals who live near the shop. However, Dianda's has customers from across the Bay Area who will drive between 1-2 hours to visit the San Francisco or San Mateo location to pick up cakes for a special celebration. Dianda's has been in many customers' lives for generations.

In addition, Dianda's has several wholesale customers including Caffè Trieste, Mara's Italian Pastries, Caffè Roma and many Italian social clubs across the Bay Area. These are fellow bakeries that offer products from Dianda's in their own retail shops.

Recently Dianda's has been reaching more San Francisco-based technology companies that are purchasing cakes, pastries and cookies for their employee functions like monthly birthday celebrations. Dianda's is thrilled that after more than 57 years, there are still new people discovering the quality, the authenticity and the deliciousness upon which Dianda's has built its reputation.

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

The storefront at 2883 Mission Street features an attractive and inviting yellow terrazzo floor entryway that reads, "Elio Dianda & Sons" in red, cursive letters. This is an important character-defining feature of the building and should be preserved.

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

If the business were to close, it would be devastating to the thousands of customers that Dianda's serves day in and day out. Some rely on Dianda's for their morning pastry, others a weekly treat. Most customers are return customers, and Dianda's has become a fixture for many annual celebrations and rituals. Many of the cakes and pastries that Dianda's specializes in cannot be found anywhere else.

In addition, 30 employees, many of who have been with Dianda's for decades, would be without work.

CRITERION 3

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

Dianda's Italian American Pastry Company is a bakery that serves freshly made Italian-American inspired cakes, cookies, and pastries.

Dianda's prepares specialty cakes like tres leches, rum, cappuccino, red velvet and strawberry shortcake every day. The baking team also works hard preparing authentic Italian pastries, including their famous cannoli, éclair, tiramisu, Napoleon and cream puffs. Dianda's is also known for its diverse array of morning pastries like raspberry rings and bear claws. They are probably most well-known for an item that can be enjoyed at any time of day – the almond torte. This is an almond cake with a thin layer of raspberry jam on the bottom. Finally, Dianda's wouldn't be complete without its assortment of about 50 traditional Italian cookies.

Seasonally, there are special items that are prepared in alignment with different cultural celebrations. For example pan de muerto is a type of sweet bread that is enjoyed around Dia de los Muertos.

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)

The business is committed to maintaining its historical tradition as an Italian-American pastry company.

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.).

Dianda's has chosen to maintain the old world charm of its retail location on Mission Street. At this location, the yellow and red terrazzo floor entryway that reads, "Elio Dianda & Sons" should be preserved.

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 an Italian bakery for 30+ years is included in this Legacy Business Registry application.







Rumcakes

DIANDA'S
Italian-American Pastry Co.

Pastries

OPEN

PANETTONE

DIANDA'S

ITALIAN-AMERICAN

PASTRY

DIANDAS
647-5469





Rumcakes

DIANDA'S
Italian-American Pastry Co.

Pastries

2883

DIANDA'S

DIANDA'S
ITALIAN-AMERICAN
PASTRY

FRESH
HOT
CROSS
BUNS

HELP
WANTED

DIANDAS
647-5469



Elio Diana
& Sons





VANILLA

ANICE

PLAIN BUTTER

ALMUTTE

NOCE

ALMOND LUNGHINI

CHOCOLATE BISCOTTI

ODD NER

ODD BANCH

BISCOTTI SA BUCH

CHERRY

RASPBERRY

TOASTED PANETTONE
\$ 6.50 A BAG

CHARACTER COOKIES
\$ 2.75 EACH



\$ 4.50 EACH



PETITE FOURS
\$ 3.00



CUP CAKES
\$ 4.00 EACH



<https://www.sfgate.com/restaurants/article/Today-s-Special-Dianda-s-2482646.php>

San Francisco Chronicle

Today's Special: Dianda's

BONNIE WACH

Published 4:00 am PST, Sunday, December 24, 2006



Chronicle / Chris Stewart

Photo: Chris Stewart

A holiday cookie collection at Dianda's Italian-American Pastry Company, 2883 Mission Street, SF. For Bonnie Wach's 12/24 Today's Special column. Chris Stewart / The Chronicle Ran on: 12-24-2006
Dianda's Italian-American Pastry Co. on Mission Street in San Francisco offers more than 35 kinds of cookies.

Mention Dianda's Italian-American Pastry Co. to any old-school San Franciscan and what inevitably follows is a misty-eyed look of longing, followed by some variation on the phrase "time-honored family tradition" and a rhapsodic rundown of a favorite Dianda's creation.

For many, the Mission District's 44-year-old "House of Rum Cake" has also become as synonymous with Christmas in the city as decorated cable cars and Mitchell's eggnog.

"On Christmas Eve, there's a line around the block from morning to night," says Pasquale Dianda, the bakery's semiretired owner emeritus and consultant. "We probably sell 500 St. Honore cakes for Christmas Day, and almost as many almond tortes."

Pasquale and his brothers, Armando and Floriano, inherited the business from their father, Elio, who was a noted pastry chef in Lucca before immigrating to San Francisco in the 1950s and taking over the bakery in 1962.

Elio's Old World cakes and pastries -- pungent rum cakes and custards, light and airy panettone, cream puff-encircled St. Honore cakes, dense almond tortes, napoleons and cannolis, and dozens of varieties of little biscotti -- quickly became holiday staples for the Mission's Italian, German and Irish communities.

"He brought his recipes over with him and tried to make his pastries like he did in Italy. And I think that's the reason the place has been so successful over the years," Dianda says. "We never use powdered eggs or ready mixes, our custard is made by hand, we bake our own sponges every morning -- everything is still made from scratch."

In a town where 10 years constitutes "venerable," Dianda's is remarkable not just for its longevity and unflagging popularity, but also for its business practices. The Dianda brothers sold the business 3 1/2 years ago, not to a giant chain but to three of its longtime employees, who kept it as a union shop to guarantee employees a retirement pension -- practically unheard of in this day and age.

Owner Floyd Goldberg, a veteran baker who has manned the ovens at the Viennese Cake Box, Fantasia, and Eppler's, says the biggest challenge is making sure the quality and flavors are maintained exactly as the family would have done them. If any recipe is tinkered with, if they get anything wrong, they immediately hear about it from their customers, whose ranks include celebrities and prominent politicians.

"For the family to trust us to carry on this tradition is a huge responsibility," Goldberg says. "We have a very big reputation to uphold. Just last week (House Speaker) **Nancy Pelosi** ordered two big Chocolate Delight cakes for a family party."

Everyone's got a favorite Dianda's specialty, but while rum cake and almond torte may top most people's lists, for me it's all about the cookies.

More than 35 kinds of dainty nibblers line the cases on the left side of the store -- a veritable museum of meringues and macaroons, mini biscotti and ladyfingers, butter-spritz cookies and vanilla wafers.

For the uninitiated, the brutti ma buoni ("ugly but good") are an absolute must. Unwhipped nougat-like meringues, chock-full of egg whites and hazel nuts, they manage to be both delightfully crunchy and satisfyingly chewy. Also essential are any of the four varieties of macaroons and the pignoli amaretti (pine nut-almond cookies).

At Dianda's, the traditional Christmas panforte, a rich Italian confection that's a cross between fruitcake and candy, is available in bite-size nuggets, making it more manageable (and less caloric). Palm-leaf cookies, puff-pastry squares, enormous lemon meringues and six kinds of biscotti round out the selection.

While Goldberg and his two partners, Sergio Flores and Luis Peña, have updated a few things to reflect the changing neighborhood, it is Dianda's tried-and-true treats that people are willing to wait hours for.

"You can't get better Italian rum cakes anywhere in the city," Goldberg says. "The first time I saw the line around the block on Christmas Eve, I thought our rum syrup must be a love potion."

DIANDA'S ITALIAN-AMERICAN PASTRY CO.: 2883 Mission St., San Francisco. (415) 647-5469. HOURS: 6 a.m.-6 p.m. Mon.-Sat. and 6 a.m.-5 p.m. Sun. PRICES: Cookies, \$13 per pound; round rum cakes, \$27-\$43; St. Honore cakes, \$12-\$32.

<https://missionlocal.org/2009/11/diandas-bakery-maintains-its-traditions/>



MISSION LOCAL

local news for a **global** city

Dianda's Bakery Maintains Its Traditions

By [Veronica Moscoso](#) | Nov 17, 2009



Bakers begin work at 2 a.m.

Since his infancy, the strong and sweet smell of freshly baked pastries has invaded the apartment Sergio Flores and his family rented above [Dianda's Bakery](#) on Mission Street. His father worked as a baker and as a little boy, Sergio would come down the stairs to be close to his father and spend time with the bakers.

Flores is now 26 but the sweet smell of his childhood remains in his life. The Italian Dianda family, who opened the bakery in 1962, sold it six years ago to his father and two other bakers. Today, the three co-owners still wake up as early as 2 a.m. to bake. Flores remains near his father, working behind the counter.

“I like working here because you see people grow older,” the young Flores said, referring to the customers whose loyalty to the bakery has passed from generation to generation.

“My mom has been coming here for 40 years,” said Margaret de la Cruz, who remembers her mom buying cakes from Dianda’s when she was a little girl growing up in the Mission. Now, de la Cruz, 38, has two little girls of her own and returns to her childhood neighborhood only for the bakery.

When Floyd Goldberg, Sergio Flores and Luis Peña bought the business in 2004, they kept the same employees, the same routines and the same Italian recipes. But they did add a few things.



Co-owner Luis Peña makes cookies.

“We had to add the *Torta de tres leches*,” said Goldberg, referring to the light, spongy cake popular among Latin Americans. They also added pecan torts and brownies.

“This is my famous New York Brownie with walnuts,” said Goldberg, a Brooklyn native. When asked why it is famous, he said, “I use quality products, fresh walnuts and I do the mix from scratch.”

Mina Urrutia, a senior who preferred to keep her age a secret, came all the way from her home in Daly City to buy a *pannetone*. Dianda’s has the traditional Italian Christmas cake throughout the year.

“This is my favorite place to buy pastries. I always come here to get something,” said Urrutia, who lived in the Mission 50 years ago.

Dianda’s tradition is kept by the co-owners, but just in case, Pascuale Dianda, one of the previous owners, still bakes on Wednesdays and Thursdays at 5 a.m.

The 66-year-old started baking when his father Elio bought the bakery 47 years ago. In those days, he said, the Mission was filled with Irish, Italians and Germans. He was only 18, but became his father’s trusted right-hand man because unlike his father, he spoke English.

His father left the family’s hometown of Lucca in Tuscany after World War II and brought his skills as a pastry chef to America. He bought a bakery that had existed since 1906 – a time when trains still ran through the Mission.

“We worked 70, 80, 90 hours a week,” Dianda said, recalling the work it took to succeed.

When the Dianda brothers were ready to sell in 2004, they made it possible for their employees to buy the business.

“Our tradition will be kept with these guys,” said Dianda.

Nowadays, the bakery still has the inscription “Elio Dianda & Sons” at the entrance. The walls still have some black and white pictures of Enrichetta and Elio Dianda, the founders who passed away in the 1970s and 1980s.

In one photograph, the brothers Armando, Floreano and Pascuale look young, wearing their white aprons and working with the dough.

“I still get a lot of phone calls at home for orders,” said Dianda, who lives in Redwood City. He tells them to call the bakery instead but enjoys being involved.

When the bakery was sold, he agreed to consult and help with administration and accounting for a year. That was nearly six years ago. “They don’t want me to go away,” Dianda said.

“He is number one,” agreed Leean Tuscanelli, pointing at Dianda.

Tuscanelli is the manager and an employee who has been working at the bakery for 30 years. There are other longtime employees who work behind the counter. Mirella Mora has worked for 16 years at the bakery and Maria Gomez for 18 years.

“We knew them when they were not the owners and we got along pretty well,” she said referring to the new co-owners.



Pasquale Dianda baked his own 66th birthday cake. It reads “66 and still swinging.”

“We are a union shop,” said Dianda. The bakery has two unions, one for the bakers and one for the clerks. “That has been my philosophy behind the business, to treat employees well.”

“The owners are always motivating us and they are understanding that we have families,” said Martin Gallegos, who has been making deliveries for the bakery for four years. He thinks the pastries are delicious and sees a future in his job.

[Dianda's Bakery](#), he said, has yet to experience any layoffs and it's unlikely that there will be any with the holiday season just starting.

“You can see a line of people trying to get in during holidays,” said co-owner Goldberg. “During Christmas the line goes all the way to the corner,” Tuscanelli added.



Loyal customers choose Dianda's cakes for their parties.

<https://sfbay.ca/2012/07/07/diandas-bakery-delights-for-50-years/>



Dianda's Bakery delights for 50 years

By [MILES AQUINO](#) :: SFBay July 7, 2012



If you have lived in the Mission District during the last 20 years, it's almost guaranteed that your birthday cake was bought from [Dianda's Italian-American Bakery](#).

That is, if your family actually loves you.

A solid San Francisco institution since 1962, the Mission Street bakery celebrates their 50th Anniversary on Saturday from 6 a.m. – 6 p.m.

Passionately feeding the masses with deliciously sweet delights, the bakery will be handing out complimentary coffee to rinse down their incredible cream puffs lovingly filled with their infamous rum custard.

Understanding familial, staff and customer loyalties, the story begins with Elio Dianda from Lucca, Italy who opened this bakery 50 years ago with his wife, Enrica.

Pasquale is one of the Dianda sons who inherited the bakery in 1962, along with his brothers, Armando and Floriano.

Having endured long hours working at the bakery in assembly-line and various operations, Pasquale finally decided to sell the business to none other than his long-time bakery sidekicks, Sergio Flores, Luis Jose Peña and Floyd Goldberg. He still comes around on Wednesdays and Thursdays to help with wedding cakes.

Each union employee understands the importance of passion, teamwork and their individual contribution to the enterprise. With his audible Brooklyn, NY accent, part-owner/baker Goldberg smiled and said:

“I came to the Bay Area when I was 21 years old. Back in 1979, I started my career in the food and hospitality business working for [Narsai David](#). He had a restaurant in Berkeley and I learned a lot.

Here at Dianda’s, I work with a great team. From my business partners, Sergio and Luis, and the rest of the team, we produce a great product.”

Sergio Flores, part-owner/baker, has worked at the bakery for 21 years. In fact, his son, Sergio Flores Jr., works behind the counter serving overly-anxious customers.

Patriarch Flores Sr. started back in 1980 and learned how to make Dianda’s secret zabaione recipe, an Italian dessert made with egg yolks, sugar and sweet wine. In Dianda’s case, they replace the sweet wine with [light rum](#):

“Sometimes, when a repeat customer asks, we add a little bit more rum for special orders.”

It is clear that the bakery is driven by pure passion, especially since the baking crew starts their shift at 2:30 a.m. every day.

Anyone who has had the pleasure of enjoying one or more of their famous Italian rum cakes, almond tortes, St. Honore, Panettone or Tiramisu know exactly what SFBay is talking about.

One can definitely taste it. If it's not the taste, then it is the sweet smell of homemade custard concocted from scratch, right in their bakery.





Melba Bryant, a Dianda's customer for longer than 20 years, raved:

“Back in 1990 when I was a Lowell High School student, one of my classmates had a birthday and we had this unbelievable cake. I asked him where he got it and it was from Dianda's Bakery in the Mission. From then on, every celebration with my family and friends always had Dianda's delicious cakes. We are forever hooked.”

That's exactly the loyal following that Dianda's draws to this day. Always finding ways to please their customers, Dianda's introduced the Tres Leches cake several years ago to appeal to the Hispanic community.



For Saturday's 50th anniversary, the Dianda team made over 1,000 cream puffs to give away all day, along with a cake cutting with Narsai David at their 2883 Mission Street location scheduled at noon.

Also serving free cream puffs and coffee is their sister bakery located at 117 Crystal Springs Shopping Center in San Mateo, CA. Both [locations](#) are open seven days a week.

<https://sanfran.com/cakes-and-colonization>

San Francisco
magazine

On Cakes and Colonization

Ruth Gebreyesus | February 15, 2019 | [Food & Drink](#) [Story](#) [Eat and Drink](#)



My family's move from Ethiopia to the United States was cause for celebration. We arrived in San Francisco on a bright Sunday in June nearly two decades ago and made our way east across the Bay Bridge to our new home in Richmond—where aunts, uncles and family friends welcomed us with a bountiful spread of injera and rich Ethiopian stews.

When the time came to have dessert, my relatives brought out a large cake covered in whipped cream frosting with powder-blue flowers piped along its edges—a rum torte from Dianda's Bakery, an Italian-American pastry shop in the Mission, I later learned. But I would have believed it if someone told me the cake had arrived straight from Ethiopia, just like me. After all, this was the same Italian rum torte that was served at all my childhood birthday parties in Addis Ababa, at every holiday gathering at my grandparents' house and on countless weekends when there was nothing in particular to celebrate besides the occasion of having cake. Or it tasted the same, anyway.

In the years since, cakes from Dianda's have been a constant presence at almost all of my family's celebrations. And we're not alone. The bakery is a beloved institution in the Bay Area's Eritrean and Ethiopian communities—our go-to dessert spot for birthdays, New Year's parties and even weddings. The history of how Italian bakeries came to be a source of nostalgia and comfort for East African families like mine is a complicated history. The clearest part of it is rooted in pure wickedness: Italy's encroachment into present-day Eritrea began in the late 1880s, with Italy eventually taking colonial control—a regime that stretched until 1947. During that time, Italians descended upon the capital city of Asmara, transforming it into La Piccola Roma, a little Rome built by the labor of Eritreans who were forbidden from patronizing the new wave of Italian cafes due to racial segregation. In 1936, Italy crept farther south, carrying on a bloody occupation of Ethiopia that lasted for five years under Benito Mussolini's fascist regime. During that time, Italian-owned businesses burgeoned in Addis Ababa—especially auto garages, restaurants and bakeries.

The remnants from those Italian decades appear in both countries in varying degrees. On the culinary front, it's apparent in our partiality to pasta dishes such as lasagna. As writer Hannah Giorgis wrote last May in online cooking magazine Taste, Ethiopian and Eritrean versions of lasagna are a “culinary rebellion,” adapted to fit our palate with spices like berbere. But when it comes to sweets, our preferences lie loyally with traditional Italian cakes and pastries. In fact, neither country has an indigenous dessert

of which to speak. Instead, you might find tiramisu listed as the dessert option at an Eritrean restaurant.

It's this craving for Italian sweets that has led countless Eritrean and Ethiopian expats to Dianda's ever since the first large wave of East African immigrants came to the Bay Area in the 1970s. With its old-fashioned glass counters and uniformed clerks, the place even looks like the Italian bakeries that many East African patrons grew up with back home. Husband and wife Elio and Enrica Dianda started the bakery in 1962 with recipes from their hometown of Lucca, Italy, and not much has changed since. Specialties like Napoleon slices, palmines and jam-lined almond tortes have filled the bakery's display cases for decades. "We're very old-school. We try our best to keep up the tradition," says co-owner Floyd Goldberg, who along with fellow longtime Dianda's employees Sergio Flores and Luis Peña bought the business 16 years ago.

The most arduous part of that tradition is making the custard that's used in many of Dianda's cream-filled pastries and cakes. "We make it from scratch. Whole milk, eggs, sugar, fresh vanilla," Goldberg explains. "You bring the milk to a boil—and we don't use cornstarch; we use flour—so you have to cook it out." The resulting custard is substantively different, even from the versions you'll find at other Italian pastry shops around the city. It's perfectly smooth, tinged with the warmth of vanilla and rum. The only other custard I've tasted that's similar is the one at Enrico's, my family's favorite bakery in Addis Ababa.

Enough of the Bay Area's sizable Eritrean and Ethiopian expat community has patronized Dianda's over the past several decades for Goldberg to take notice of this somewhat surprising core customer base. (In fact, while I was waiting to speak to him, a young East African man came in for a pastry.) "I got the story from a lot of the clientele coming from the East Bay. Very, very good customers," he tells me in his heavy Brooklyn accent. "Most of the time you get the milhojas. Or you get a lot of rum cakes... very popular! So we know when your holidays are." His East African clientele rarely buy only one dessert, Goldberg explains. He's right: In my family, we almost always buy the cakes two at a time.

But after yet another year of holidays marked with Dianda's rum tortes, my community's loyalty to Italian desserts started to gnaw at me. How could I, and so many others, find comfort in foods whose entry into our culture was so violent and cruel? Why do we still

hold on so proudly and strongly to Italian customs? I called Giorgis, the author of the story about Ethiopian and Eritrean lasagna, to see if she shared the same discomfort. “Is the project of decolonizing our cuisine, is that one that ends with removing all Italian influences? Or is it an understanding that for me, the association of those things is going to be with home and Ethiopian people? That, for me, in recent years, has become enough,” Giorgis said. “When I think about tiramisu, I don’t think about [Italy]. I think about celebrations with family.”

My mother, whose love of the almond torte at Dianda’s is well-documented, put it this way: “[Those who died], their strength and their courage, I carry that with me. But I can’t think of the evil every day. If you hold on to that part, where does it take you?”

That Sunday, when we first landed in America, my family was greeted by waves of new customs that demanded a tiring alertness. At our new apartment, surrounded by familiar faces and food, we were finally able to relax and begin the long process of trying to make a place for ourselves here. My first bite of the Dianda’s rum torte was no different. It was a bittersweet reminder that someplace like home can exist here too. *2883 Mission St. (near 25th Street), 415.647.5469*

*Read the author's recommendations for what to order at Dianda's [here](#).
Originally published in the February issue of San Francisco*

Dianda's Italian American Pastry Co



Best of Bakery

Review Highlights - "Top-quality pastries . . . the best place for fresh-tasting cakes in San Francisco. Fresh ingredients; fast service; delicious cakes!" "Just about anything in the case that looks good is at least three times as good as it looks, at half the price you'd expect." "If you long for an exquisitely prepared Italian pastry, drop by Dianda's . . . the kind of bakery dreams are made of."

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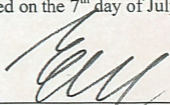
CERTIFICATE OF HONOR

DISTRICT ATTORNEY GEORGE GASCÓN
CITY AND COUNTY OF SAN FRANCISCO

PRESENTED TO
DIANDA'S ITALIAN AMERICAN PASTRY

**"IN HONOR AND RECOGNITION OF YOUR 50TH ANNIVERSARY AND IN
APPRECIATION FOR YOUR CONTRIBUTIONS TO YOUR COMMUNITY.
CONGRATULATIONS."**

Signed on the 7th day of July 2012


GEORGE GASCÓN, DISTRICT ATTORNEY
CITY AND COUNTY OF SAN FRANCISCO



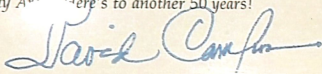
Certificate of Honor

BOARD OF SUPERVISORS
City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

Dianda's Italian American Pastry

For creating delicious pastries of the highest quality and freshness for the past 50 years; for bringing smiles to the faces of all those that dive into your St. Honore cakes, cookies and Panettone; and for forming a special part of the traditions, memories and celebrations of families throughout the Mission, San Francisco and the Bay Area. Here's to another 50 years!



Supervisor David Campos

July 7, 2012



CALIFORNIA LEGISLATURE

Assembly

CERTIFICATE OF RECOGNITION

Presented to:

***Dianda's Italian American
Pastry Company***

50 Years of Service to the Community

In recognition of your outstanding service and dedication to the San Francisco Community for the past 50 years; and in deep appreciation of your delectable and exquisite food which has enhanced the quality of pastries for everyone in our community.



A handwritten signature in black ink, appearing to read "Tom Ammiano".

Assemblymember Tom Ammiano

13th Assembly District

July 7, 2012



The City and County of San Francisco

Certificate of Honor

Presented To

DIANDA'S

FEBRUARY 12, 2014

WHEREAS, on behalf of the City and County of San Francisco, I am pleased to recognize and honor Floyd Goldberg of Dianda's for your generous support of the Winter of Love event. Your efforts significantly contribute to equality and justice in our City and will continue to benefit many generations to come. Congratulations and best of luck on all your future endeavors!



THEREFORE, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in black ink, appearing to read "Edwin M. Lee".

Edwin M. Lee
Mayor

Filing Date: December 18, 2019
Case No.: 2020-000031LBR
Business Name: Dianda's Italian American Pastry Company
Business Address: 2883 Mission Street
Zoning: Mission Street NCT (Neighborhood Commercial Transit) Zoning District
40-X/80-B Height and Bulk District
Block/Lot: 6517/022
Applicant: Floyd Goldberg, Co-owner
2883 Mission Street
San Francisco, CA 94110
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Dianda's Italian American Pastry Company was established in 1962 when Elio and Enrica Dianda, husband and wife, bought the Italian American Pastry Company from Pierre De Micheli. Elio was originally from Lucca, Italy and he came to San Francisco with the hope of opening his own bakery. Elio initially worked at Stella Bakery in North Beach, then Columbus Pastry. The Diandas were prompted to find a bakery to buy so that Elio's brother would have employment when he arrived in San Francisco. The Diandas moved the business to 2883 Mission Street in 1979 after constructing a new building so that the bakery could expand to meet the growing demand for its cookies, pastries and cakes. Elio worked diligently at the bakery for 17 years until his passing in 1979 at 66 years old.

Elio's passing and the opening of Dianda's new production space prompted the transition of ownership between Mr. and Mrs. Dianda to their three sons, Pasquale, Armando and Floriano Dianda. The brothers ultimately decided to sell the bakery in 2003 to three loyal employees: Floyd Goldberg, Sergio Flores and Luis Pena. Pasquale Dianda continued to work at the bakery for another 10 years before retiring. His choice to stay on was to help ensure a successful transition of ownership and to confirm that the standards defined by the Diandas continued. The new ownership continues to demonstrate loyalty, integrity and an unending passion for quality and attention to detail.

The business is located on the east side of Mission Street between 24th and 25th streets in the Mission neighborhood. It is within the Mission Street NCT (Neighborhood Commercial Transit) Zoning District and a 40-X/80-B Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1962.

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

Yes. Dianda's Italian American Pastry Company qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Dianda's Italian American Pastry Company has operated continuously in San Francisco for 58 years.
- ii. Dianda's Italian American Pastry Company has contributed to the history and identity of the Mission and San Francisco.
- iii. Dianda's Italian American Pastry Company 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 tradition of Italian baking.

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. The property has a Planning Department Historic Resource status codes of "C" (Not a Historic Resource) due to its construction date of 1979-81.

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

No.

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

Yes. Dianda's has been featured in many local publications including the San Francisco Chronicle, San Francisco Magazine and several Mission Local blog posts. In addition, Dianda's has received the following honors:

- Certificate of Honor, City and County of San Francisco Board of Supervisors, July 7, 2012, signed by Supervisor David Campos.
- Certificate of Honor, City and County of San Francisco District Attorney, July 7, 2012, signed by District Attorney George Gascon.
- Certificate of Honor, City and County of San Francisco, February 12, 2014, signed by Mayor Edwin Lee.
- Certificate of Recognition for 50 Years of Service to the Community, State of California Legislature, July 7, 2012, signed by Assembly member Tom Ammiano (13th Assembly District).

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 2883 Mission Street

Recommended by Applicant

- Freshly made Italian-American inspired cakes, cookies, and pastries
- Yellow terrazzo entry apron that reads, "Elio Dianda & Sons"

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JANUARY 15, 2020

Case No.: 2020-000031LBR
Business Name: Dianda's Italian American Pastry Company
Business Address: 2883 Mission Street
Zoning: Mission Street NCT (Neighborhood Commercial Transit) Zoning District
40-X/80-B Height and Bulk District
Block/Lot: 6517/022
Applicant: Floyd Goldberg, Co-owner
2883 Mission Street
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Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

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Suite 400
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CA 94103-2479

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Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR DIANDA'S ITALIAN AMERICAN PASTRY COMPANY CURRENTLY LOCATED AT 2883 MISSION STREET, BLOCK/LOT 6517/022.

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 January 15, 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 Dianda's Italian American Pastry Company 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 Dianda's Italian American Pastry Company.

Location(s):

- *2883 Mission Street*

Physical Features or Traditions that Define the Business:

- *Freshly made Italian-American inspired cakes, cookies, and pastries*
- *Yellow terrazzo entry apron that reads, "Elio Dianda & Sons"*

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 2020-000031LBR to the Office of Small Business January 15, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: