



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2024-25-052
Business Name: Gaspare's Pizza House & Italian Restaurant
Business Address: 5546 Geary Blvd.
District: District 1
Applicant: Daniel Indelicato, CEO
Nomination Date: February 21, 2025
Nominated By: Supervisor Connie Chan

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

5546 Geary Blvd. from 1985 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?
 X Yes No

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

FEATURES OR TRADITIONS: Restaurant featuring Italian cuisine

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: September 17, 2025

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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



Member, Board of Supervisors
District 1



City and County of San Francisco

CONNIE CHAN

陳詩敏

第一區市參事

February 21, 2025

Director Katy Tang
San Francisco Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Director Tang,

Since 1985, Gaspare's Pizza House and Italian Restaurant has served as a treasured gathering spot for families and neighbors –whether it be for special occasions, or regular get-togethers among friends and families, Gaspare's has always maintained an identity as a welcoming neighborhood institution for generations of residents and San Franciscans.

Located in the heart of the Richmond District, Gaspare's facade maintains the increasingly rare and iconic neon sign that adorns the Geary corridor. Stepping into Gaspare's feels like a throwback in time – the business has worked to preserve classic sights and sounds of the restaurant experience, maintaining the original hand-painted murals of the Italian countryside by artist Roberto Lupetti, and even keeping jukeboxes functional to make tunes of old records available to young audiences. Perhaps most impressively from a culinary vantage-point, the pizzeria has maintained its original pizza oven used to serve up delicious pies and a signature side of nostalgia.

Owned and operated by Gaspare, Robin & Family, they have a demonstrated commitment and take great pride in maintaining the restaurant as an affordable and accessible community-serving business. Gaspare's Pizza House and Italian Restaurant is a longstanding Richmond District business, and would be a wonderful addition to the Legacy's Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Connie Chan".

Connie Chan
District 1 Supervisor



Legacy Business Registry Application



Business Information

Business name: Gaspare's Pizza House & Italian Restaurant

Business owner name(s): Daniel and Patra Indelicato

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

Current business address: 5546 Geary Blvd., San Francisco, CA 94121

Business phone number: 415-387-5025

Business email: gasparespizzeria@gmail.com

Mailing address (if different than above):

Website: www.gasparespizzeria.com

Link to social media: www.facebook.com/profile.php?id=100063697414068#

Link to social media #2: www.instagram.com/gasparespizzeria/

7-digit San Francisco Business Account Number (BAN): 0149795

Contact Person Information

Contact person name: Daniel Indelicato

Contact person title: CEO

Contact phone number:

Contact email:

Business Locations

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location.

Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

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

Original San Francisco address: 5546 Geary Blvd. **Zip Code:** 94121

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

Dates at this location: From: April 1985 **To:** Present

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

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

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

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

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

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

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

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

Applicant Disclosures

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

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

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

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

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

Name: Daniel Indelicato

Signature:

Daniel Indelicato

Date:

12/28/24

Gaspare's Pizza House & Italian Restaurant

Written Historical Narrative

Introduction

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

Gaspare's is a full service restaurant that provides table service, carry out, and delivery. They specialize in Italian cuisine and pizza, including a variety of pasta dishes, veal, chicken, seafood, vegetarian, and gluten free dishes. At Gaspare's, you'll find homestyle cooking in a romantic setting at very reasonable prices.

b. Describe whom the business serves.

Gaspare's is a well know name in the Richmond neighborhood and throughout San Francisco that has been serving patrons since 1985. Gaspare's is a neighborhood staple for many and a destination for others. It is a place to have a quick bite or gather with friends and families. They have been around so long that generationally their clientele have come as children with their parents and grandparents and now they are adults and come with their own children.

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

Best pizza in the Bay Area!

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

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

Gaspare's Pizza House & Italian Restaurant ("Gaspare's Pizza" or "Gaspare's") was founded by spouses Gaspare and Robin Indelicato in April 1985 at its current location at 5546 Geary Blvd. in the Little Russian neighborhood of the Richmond. Gaspare is a native of Sicily and immigrated to San Francisco in the 1970s. Robin is a San Francisco native who grew up in the Richmond district.

In 2018, Gaspare and Robin decided it was time to retire. Their son Daniel Indelicato grew up working in the family business and took over to continue the legacy. Daniel is married to Patra Indelicato and has two children.

There are a total of two Gaspare's Pizzerias! Daniel also operates a second Gaspare's location in San Rafael, which opened in 2007.

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

1985 to 2018: Gaspare Indelicato; Robin Indelicato
2018 to Present: Daniel Indelicato; Patra Indelicato

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

Gaspare's has never ceased its operations in San Francisco for any significant length of time.

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

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

Gaspare's Pizza has contributed to the Richmond neighborhood's history and identity. It may be the first pizzeria in the neighborhood and is definitely one of the longest standing ones in San Francisco.

There are few places more charming and nostalgic than Gaspare's with the hanging Chianti bottles, grapes leaves, and checkered tablecloth. Its iconic neon sign illuminates Geary Blvd. at 20th Avenue. The interior murals are scenes of Italian countryside and what San Francisco looked like in the 1950s. Per a Hoodline article in 2017, "(The) vibe goes back to the 1950s: paintings of Italian vistas dominate the walls, grape vines and garlic hang from the ceiling, and jukeboxes line every booth, offering classics like 'That's Amore!' and 'Mambo Italiano.'"¹

Gaspare's feels like home for many people and is a business that generations remember and come back to frequently.

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

There are beautiful murals in the dining room that were painted by a well know San Francisco artist Roberto Lupetti in 1956.

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

¹ "[Busboy To Business Owner: Gaspare's Celebrates 35 Years Of Italian Dinners](#)," Hoodline, April 8, 2017.

Gaspare's Pizza donates to local schools and hosts dine-and-donate events.

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

Gaspare's has been filmed and photographed and shared on social media thousands of times. A scene from a feature film Blue Jasmine was filmed there. Following are key media references listed newest to oldest:

- [Where Was Blue Jasmine Filmed?](#)
The Cinemaholic
June 28, 2022
- [Busboy To Business Owner: Gaspare's Celebrates 35 Years Of Italian Dinners](#)
Hoodline
April 8, 2017
- [Review: Gaspare's – good food, affordable prices](#)
The Guardsman
2009

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

Gaspare's Pizza has been recognized among the best restaurants in San Francisco by various publications, including The Infatuation, Trip Savvy, and SFGATE:

- [15 Excellent Old-School Italian Restaurants In SF, From Oldest To Newest](#)
The Infatuation
July 29, 2025
- [The 15 Best Restaurants in San Francisco](#)
Trip Savvy
October 3, 2019
- [Best no frills restaurants in San Francisco, according to Reddit](#)
SFGATE
August 14, 2018

Gaspare Indelicato received a Certificate of Special Congressional Recognition from Congresswoman Nancy Pelosi in December 2023 for the Greater Geary Blvd. Merchants' Award in recognition of outstanding and invaluable service to the community.

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

Gaspare's Pizza House & Italian Restaurant would like to continue to serve San Franciscans and diners from afar. Gaspare's has been around for decades and has retained its identity for so many years. It would be a loss to the community if they were shut down or change.

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

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

Gaspare's is committed to maintaining the physical features and traditions that define the business.

The neon sign on the exterior of the building along Geary Blvd. is iconic. It is expensive and challenging to maintain, but the business will continue to keep the lights on.

Inside, Gaspare's will preserve the murals that were created in the 1950s by Roberto Lupetti, a native of Italy who helped restore the Vatican Sistine Chapel before coming to the United States as an Italian POW during World War II. His 1946 painting *Toscanina* is part of the S.F. Arts Commission collection. In addition, the old juke boxes play old 45 records.

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

Gaspare's Pizza will continue to serve affordable Italian cuisine and pizza to the community.

c. What is the plan to keep the business open in the long term beyond the current ownership?

Daniel and Patra Indelicato want to retire before their children could take over. Converting the business to employee ownership would be a great way to carry on the tradition.

d. What challenges is the business facing today?

Restaurants face many challenges. Securing a long term lease at an affordable rate is the biggest challenge. There is always the fear of eviction and redevelopment. The cost of living for employees is extremely high in San Francisco. In order for employees to make a living wage labor, costs are so much higher than they used to be. Cost of insurance has skyrocketed. Inflation has driven up food costs. Gaspare's would like to keep prices low and do a high volume

of business with low profit margins. But having to raise the prices to keep up with rising food cost and inflation might price out many of their clientele.

Legacy Business Program staff will add the following details:

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

Restaurant featuring Italian cuisine.

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

The Planning Department Historic Resource Status of the building at 5542-5550 Geary Blvd. is "C - No Historic Resource Present." The subject property is not individually eligible as it is not associated with any known events or people that rise to significance and does not fully and expressively embody the characteristics of its type or period of commercial development. Additionally, the property has been heavily altered at each storefront.

Per Gaspare's Pizza, the building dates back to 1928 and has a long history of food service to San Franciscans. The first active business was the Monte Marie Café. In 1936, a World War I veteran who lived on 46th Ave., Carl Fillmore Hall, opened his second ice cream shop and restaurant there. Then From 1945 until about 1950, it was home to Pat Wu's restaurant The Rice Bowl, an early sign of the neighborhood's post war shift into new Chinatown. Then in 1955, locals began to enjoy Neapolitan style pizza there when Mario Marni and Antonello Nello-Russo opened the Italian restaurant and pizzeria. Fun fact: their pizza oven is still used today. From 1958 to 1985, the business was known as Vince's Pizza until it was taken over by Gaspare Indelicato in 1985.



BLVD.

Gaspare's

GASPARE'S
PIZZA
ITALIAN DINNERS

OPEN

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Bay Area / San Francisco

BUSBOY TO BUSINESS OWNER: GASPARE'S CELEBRATES 35 YEARS OF ITALIAN DINNERS

By Kathryn Doorey

Published on April 08, 2017



Photo: Daniel Indelicato

Gaspare Indelicato has made Italian food his mission since the age of 15. Thanks to hard work "and a little bit of luck," he says, he's achieved his long-held American dream: to be a successful business owner, presiding over his namesake pizza and pasta house on Geary and 20th Avenue.

His restaurant, Gaspare's, has been in business since the early '80s—but its vibe goes back to the 1950s: paintings of Italian vistas dominate the walls, grape vines and garlic hang from the ceiling, and jukeboxes line every booth, offering classics like "That's Amore!" and "Mambo Italiano."

Born and raised in Sicily, Gaspare was a busboy before traveling the world as a server working on cruise ships. He settled in San Francisco over 49 years ago, after meeting his wife Robin. Right away, he started

working at the top-tier restaurant **Ernie's**, which was frequented by celebrities and featured in Hitchcock's *Vertigo*.

Eventually, Gaspare struck out on his own, purchasing the Geary space, formerly another Italian restaurant called Vince's. He kept some of the existing recipes while incorporating some of his own. "I maintain a classic line of old-fashioned dishes from the past," he said. "It started in the '50s, and I'll try to keep it more or less the same kind of food: spaghetti with meatballs, baked lasagna, Neapolitan pizza—that is the staple here."

Gaspare will soon pass the torch to his son, Daniel. As he's taught his successor, making friends with customers and managing a successful restaurant can be one and the same for a business owner. "[My dad is] an attraction here," says Daniel. "[Patrons] like coming to a place and seeing someone they know. People develop a relationship with him."



Soon-to-be manager Daniel Indelicato with Heather Wells and George Sanchez, have worked at Gaspare's for 12 years and 27 years, respectively. | PHOTO: COURTESY DANIEL INDELICATO

Gaspare says that meeting the people coming through the door is his favorite part of the job. "Regulars become our friends," he said. "[They can be] single, kids, elderly, well-dressed, casual, from every place on earth, it's a wonderful mix. They can be high schoolers one night, celebrating prom, a college professor from USF ... they can be theatergoers, they can be hippies from the park concerts, everyone!"

Another testament to Gaspare's talents: many members of his staff have been with him since the very beginning. "The gentleman making pizza, Enrique, has been here for 33 out of the 35 years," said Daniel. The cook, many servers, and even the jukebox technician have been with Gaspare since the restaurant first opened.

If you've seen Woody Allen's 2013 film "Blue Jasmine," you might have noticed a cameo appearance by the atmospheric eatery. The scene, filmed in a booth over pizza, took three days to shoot. But it almost didn't happen.

"Woody Allen's agent called me and said, could we close the restaurant for a movie? And I said, no, we don't close on weekends," Gaspare said. "And then they called me again: 'We really need the restaurant to film something,' and I said, 'You can do it if you film during the day, but I don't want to close on weekends, those are my best days! I was impressed, it's Woody Allen, but can he film Monday, Tuesday?'"

So that's what they did, and a photo of Blanchett, Allen and Gaspare now hangs in the restaurant to commemorate the occasion.

With retirement on the horizon, Gaspare is grateful and reflective. Owning his own restaurant, and the success he's had, "still feels like a dream, and I would never ever change anything," he said.



*Certificate of Special
Congressional Recognition*

Presented to

Gaspare Indelicato

Greater Geary Blvd. Merchants' Award

*in recognition of outstanding and invaluable
service to the community.*

September 25, 2013

DATE

Nancy Pelosi

MEMBER OF CONGRESS



Small Business Commission

Resolution No. _____

October 27, 2025

GASPARE'S PIZZA HOUSE & ITALIAN RESTAURANT

Application Number: LBR-2024-25-052
Business Name: Gaspare's Pizza House & Italian Restaurant
Business Address: 5546 Geary Blvd.
District: District 1
Applicant: Daniel Indelicato, CEO
Nomination Date: February 21, 2025
Nominated By: Supervisor Connie Chan
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Gaspare's Pizza House & Italian Restaurant, currently located at 5546 Geary Blvd.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on October 27, 2025, 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 Gaspare's Pizza House & Italian Restaurant in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

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





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Gaspare's Pizza House & Italian Restaurant.

Physical Features or Traditions that Define the Business:

- Neon business sign.
- Interior murals of the Italian countryside and 1950s San Francisco.
- Neapolitan pizza oven.
- Chianti bottles, garlic, and grape vines hanging from the ceiling.
- Checkered tablecloths; old jukeboxes at every booth.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Gaspare's Pizza House & Italian Restaurant on the Legacy Business Registry:

- Restaurant featuring Italian cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 27, 2025.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: October 15, 2025

Filing Date: September 17, 2025
Case No.: **2025-009054LBR**
Business Name: Gaspare's Pizza House & Italian Restaurant
Business Address: 5546 Geary Boulevard
Zoning: Geary Boulevard Neighborhood Commercial Zoning District
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 1451/024
Applicant: Daniel Indelicato
gasparespizzeria@gmail.com
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Lauren Bihl – (628) 652-7498
lauren.bihl@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Gaspare's Pizza House & Italian Restaurant has been a fixture of San Francisco's Outer Richmond neighborhood since 1985, offering homestyle Italian cooking at affordable prices. Founded by spouses Gaspare and Robin Indelicato, who met in San Francisco after Gaspare immigrated to the city from Sicily in the 1970s. Their son Daniel, who grew up working in the family business, now carries forward the tradition with his own family, ensuring Gaspare's remains a neighborhood staple and multigenerational gathering spot for locals and visitors alike.

The restaurant is known not only for its classic menu including Neapolitan-style pizzas, pasta dishes, and a range of other Italian specialties, but also for its nostalgic character. Its iconic neon sign still lights up Geary Boulevard, while inside, hand-painted murals, jukeboxes filled with vintage 45s, and an original pizza oven preserve the atmosphere of an earlier San Francisco. These features, paired with checkered tablecloths and Chianti bottle décor, create a space that feels like a step back in time.

For nearly four decades, Gaspare's has played an important role in the life of the community, supporting local schools, hosting fundraisers, and providing a welcoming space for generations of families. It may well have been the first pizzeria in the neighborhood and remains one of the city's longest-standing Italian restaurants. With its deep community ties and commitment to accessibility, Gaspare's Pizza continues to embody both the immigrant experience and the enduring neighborhood traditions that shape San Francisco's cultural fabric.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1985.

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

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

- a. Gaspare's has operated continuously in San Francisco for 40 years.
- b. Gaspare's has contributed to the history and identity of the Outer Richmond neighborhood and San Francisco.
- c. Gaspare's 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 Neapolitan style pizza and traditional Italian cuisine.

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

Yes. Gaspare's interior murals of the Italian countryside and 1950s San Francisco were painted by Italian-born artist Roberto Lupetti. Lupetti helped to restore the Vatican Sistine Chapel before immigrating to the United States as an Italian prisoner of war during World War II. His 1946 painting *Toscana* is part of the S.F. Arts Commission collection.

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. Gaspare's has been recognized among the best restaurants in San Francisco by various publications, including The Infatuation, Hoodline, Trip Savvy, and SFGATE. The business has been filmed, photographed, and shared on social media thousands of times. A scene from a feature film *Blue Jasmine* was filmed at the

location. Per a Hoodline article in 2017, “(The) vibe goes back to the 1950s: paintings of Italian vistas dominate the walls, grape vines and garlic hang from the ceiling, and jukeboxes line every booth, offering classics like ‘That’s Amore!’ and ‘Mambo Italiano.’

Racial and Social Equity Analysis

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

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

Gaspare’s Pizza House & Italian Restaurant was established in 1985 by spouses Gaspare and Robin Indelicato, contributing to San Francisco’s well-rounded cultural landscape. A native of Sicily, Gaspare immigrated to the city in the 1970s, where he built both a family and a family business rooted in community. In 2018, he and Robin retired, entrusting the restaurant to their son Daniel, who now carries the business forward with his own young family. Throughout its history, the restaurant has built deep community connections supporting local schools and hosting dine-and-donate events. In response to the rising cost of living, the family envisions one day transitioning Gaspare’s into a fully employee-owned and operated business, creating a model that shares both responsibility and equity with those who sustain it.

The restaurant’s interior murals of the Italian countryside and 1950s San Francisco were painted by Italian-born artist Roberto Lupetti—who immigrated to the U.S. after contributing to the restoration of the Sistine Chapel—adding another rich layer of history and culture to the establishment. For four decades, Gaspare’s has offered affordable Italian cuisine, a welcoming atmosphere, and a gathering place that feels like home to generations of families within the community.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 5546 Geary Boulevard (1985 – Present)

Recommended by Applicant

- Neon business sign
- Interior murals of the Italian countryside and 1950s San Francisco

Additional Recommended by Staff

- Neapolitan pizza oven
- Chianti bottles, garlic, and grape vines hanging from the ceiling
- Checkered tablecloths; old jukeboxes at every booth

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: October 15, 2025

Case No.: **2025-009054LBR**
Business Name: Gaspare's Pizza House & Italian Restaurant
Business Address: 5546 Geary Boulevard
Zoning: Geary Boulevard Neighborhood Commercial Zoning District
40-X Height and Bulk District
Block/Lot: 1451/024
Applicant: Daniel Indelicato
gasparespizzeria@gmail.com
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Lauren Bihl – (628) 652-7498
lauren.bihl@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GASPARE'S PIZZA HOUSE & ITALIAN RESTAURANT CURRENTLY LOCATED AT 5546 GEARY BOULEVARD, BLOCK 1451/LOT 024.

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 October 15, 2025, 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 Gaspare's Pizza House & Italian Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Gaspare's Pizza House & Italian Restaurant.

Locations

Current Locations:

- 5546 Geary Boulevard (1985 – Present)

Physical Features or Traditions that Define the Business

- Neon business sign
- Interior murals of the Italian countryside and 1950s San Francisco
- Neapolitan pizza oven
- Chianti bottles, garlic, and grape vines hanging from the ceiling
- Checkered tablecloths; old jukeboxes at every booth

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 2025-009054LBR to the Office of Small Business on October 15, 2025.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: October 15, 2025