



## Legacy Business Registry

# Application Review Sheet

*Application Number:* LBR-2025-26-017  
*Business Name:* Bravo Pizza  
*Business Address:* 5145 Mission St.  
*District:* District 11  
*Applicant:* Sam Hernandez, Co-owner  
*Nomination Date:* November 24, 2025  
*Nominated By:* Supervisor Chyanne Chen

**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

5145 Mission St. from 1974 to Present (52 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

**FEATURES OR TRADITIONS:** Restaurant featuring Italian cuisine

**NOTES:** NA

**DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION:** January 21, 2026

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](http://www.legacybusiness.org)



Member, Board of Supervisors  
District 11



City and County of San Francisco

CHYANNE CHEN

陳小焱

November 24<sup>th</sup>, 2025

Katy Tang, Executive Director  
Office of Small Business  
City and County of San Francisco  
1 Dr Carlton B Goodlett Place, Room 140  
San Francisco, CA, 94102

RE: LEGACY BUSINESS STATUS FOR BRAVO PIZZA

Dear Legacy Business Program:

I am so proud to nominate Bravo Pizza to the San Francisco Legacy Business Registry. Bravo Pizza, located in the Excelsior at 5145 Mission St, is a family-owned business that has been serving the community since 1963. For over 60 years, Bravo Pizza has provided generations of San Franciscans with an authentic San Francisco experience, providing a welcoming atmosphere that reflects the character and culture of the Excelsior neighborhood.

Bravo Pizza was established with the goal of creating a family-friendly space where residents could gather and enjoy handcrafted-traditional pizza, served with attentive, friendly service in a warm and inviting neighborhood setting. Their signature dish, the "Bravo Special," has become a local favorite. Throughout its history, the restaurant has remained in its original location, continuing to serve the Excelsior, Crocker Amazon, and Ingleside neighborhoods. The establishment has been lovingly maintained by its dedicated current owner, Pete Sotiropulos, who continues to operate the restaurant and strives to preserve its traditional, old-school spirit, taste, use of fresh ingredients, and community-oriented service.

Bravo Pizza is a cornerstone of neighborhood life serving families, students, and workers who have called the Excelsior home for decades. This restaurant holds generational value: longtime residents recall visiting Bravo since high school, and today they return with their own children and grandchildren. Bravo Pizza holds strong continuity, identity, and belonging amid San

Francisco's ever-changing landscape.

As one of the longest-operating pizzerias on Mission Street, Bravo Pizza has demonstrated remarkable resilience. They have endured economic shifts, demographic transitions, and even the challenges of the pandemic while maintaining its authenticity and charm. Its lasting commitment to friendly, neighborhood-style service has made Bravo Pizza a beloved neighborhood institution and a place where generations continue to connect.

Additionally, Bravo Pizza is beloved in the community. It has been featured in local dining directories and Excelsior neighborhood guides. The San Francisco Planning Department featured Bravo Pizza in the Excelsior Outer Mission Neighborhood Strategy Report which highlights it as part of the area's ongoing business revitalization and community planning effort. Bravo Pizza also participates in local events such as Sunday Streets Excelsior, reflecting its continued engagement in community activities.

Bravo Pizza is located at 5145 Mission St, San Francisco, California, 94112. The person of contact is Sam Hernandez, and he can be reached at [s8mhsf@gmail.com](mailto:s8mhsf@gmail.com) or at 415-515-3499. It is my honor to nominate Bravo Pizza for the San Francisco Legacy Business Directory.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ceyanne' or 'Chyanne', with a stylized, cursive script.

Chyanne Chen 陳小焱

San Francisco Board of Supervisors, District 11 第十一區市參事



# Legacy Business Registry Application



## Business Information

---

**Business name:** Bravo Pizza

**Business owner name(s):** Sam Hernandez and Jason Yu

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

**Current business address:** 5145 Mission St., San Francisco, CA 94112

**Business phone number:** 415-687-2280

**Business email:**

**Mailing address (if different than above):**

**Website:** www.bravopizzaofsanfrancisco.com

**Link to social media:** www.facebook.com/profile.php?id=100063747005170

**Link to social media #2:**

**7-digit San Francisco Business Account Number (BAN):** 1176173

## Contact Person Information

---

**Contact person name:** Sam Hernandez

**Contact person title:** Co-owner

**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:** 5145 Mission St. **Zip Code:** 94112

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

**Dates at this location: From:** 1974 **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:** Sam Hernandez

**Signature:** Sam Hernandez

**Date:** 11/14/2025

# Bravo Pizza Co.

## Written Historical Narrative

### Introduction

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

Bravo Pizza has been a staple in Excelsior since 1974. The restaurant provides a warm, kid-friendly environment where customers can enjoy classic San Francisco pizza and Italian specialties. Immerse yourself in the culinary scene featuring some of the city's top dishes, including World Famous Bravo Pizza, hearty pasta meals served with homemade bread, and delicious entrees served with penne pasta and fresh vegetables. These classics are popular for a reason and have made Bravo Pizza one of the most beloved pizzerias in the area.

#### b. Describe whom the business serves.

Bravo Pizza proudly serves a diverse and loyal community made up of families, longtime residents, students, workers, and local business patrons. Bravo Pizza primarily serves the Excelsior, Crocker Amazon, and Ingleside neighborhoods.

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

World Famous Bravo Pizza.

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

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

Bravo Pizza was established under that name in 1974 at 5145 Mission Street in the Excelsior neighborhood. The founders were Charalambos “Bob” Lappos and Ekaterini “Nina” Lappos.

The business first appeared as “Bravo Pizza” in the 1974 telephone directory. Following are telephone directory listings for 5145 Mission Street going back to 1960:

- 1960-1962: LaMarianna Restaurant
- 1963-1966: LaGondola Restaurant
- 1967: Vacant
- 1968-1972: Sal’s Pizzeria
- 1973: Vacant
- 1974-Present: Bravo Pizza

Bravo Pizza has always been a family-owned business. The founders of the business were spouses Charalambos “Bob” Lappos and Ekaterini “Nina” Lappos per telephone directory listings and Nina’s 2006 obituary. Bob and Nina were immigrants from Greece who were married in Greece, moved to Canada, then arrived in San Francisco in 1970.<sup>1</sup>

In 1989, Panagiotis “Pete” Sotiropulos took over the business. Pete was the son of Greek immigrants who had moved to Fresno to create a better life for their family. As the owner of Bravo Pizza for over 30 years, Pete poured his life and soul into serving others. Bravo Pizza was more than just a restaurant, it was a place where the community could come together. The family and friends he made there were dear to his heart. Everyone who ate at Bravo Pizza knew they were getting more than just a delicious pizza. Pete retired from the business in 2019 and passed away in 2020.<sup>2</sup>

The third owner of the business was Peter Prokopos, who took over the business in 2019 per Treasurer and Tax Collector records. Peter’s son Jimmy Prokopos ran the restaurant and spent six months learning to perfect the dough recipe from the second owner, Pete, before Pete passed away in 2020. Jimmy kept most things the same, making modifications without sacrificing the quality. The dough was made daily. Meat was sourced from the Bay Area’s Milan Salami Co. All the sauces were made in house for the pizzas and the pastas. The burgers were made in house. The Alfredo was made per order. Jimmy ran the pizzeria with his mother and father, Sandy Prokopos and Peter Prokopos.<sup>3</sup>

In 2024, Jimmy sold the business to Ken Cisne.

In 2025, Sam Hernandez and Jason Yu purchased the business.

### Jason’s narrative

Jason was born and raised in San Francisco’s historic Chinatown. His parents were Chinese immigrants who built a life from long days, tired hands, and unwavering belief in doing things the right way. From them, he learned hard work before he learned comfort. He learned respect, loyalty, and excellence not as ideas, but as expectations, values that shaped how he moved through the world.

The streets of San Francisco finished the job. They gave Jason his character. Growing up between tradition and city life taught him how to adapt, how to listen, and how to stand his ground. Chinatown gave him his roots, but San Francisco as a whole gave him his edge.

---

<sup>1</sup> [Ekaterini Lappos Obituary](#)

<sup>2</sup> [Panagiotis "Pete" Sotiropulos of Walnut Creek, California | 1952 - 2020 | Obituary](#)

<sup>3</sup> [Where To Order Pizza In San Francisco’s Greater Ingleside](#), by David Mamaril Horowitz, The Ingleside Light, September 25, 2022



Two decades later, life looks different. Jason is a husband and a father of two, raising his family in the Outer Mission. In their neighborhood, Bravo Pizza isn't just a place to eat, it's a staple. It's where families gather, where kids grow up, where stories quietly unfold over slices and soda.

Jason never would have imagined that one day he would co-own this legendary business, a cornerstone of the Excelsior District. Yet here he is, feeling deeply connected to a neighborhood that wasn't where he started, but one that feels like where he belongs. Bravo Pizza represents the same values Jason's parents instilled in him: consistency, pride in your work, and serving your community with care.

Jason is passionate about bringing Bravo Pizza back to its heyday not just as a business, but as a place that continues to mean something. A place that honors its history while welcoming the next generation. For Jason, this isn't just ownership; it's stewardship, and he's committed to carrying this legacy forward with the respect it deserves.

### Sam's narrative

Sam was born in San Francisco to an immigrant mother who carried more than just the groceries up the hills of the Excelsior—she carried hope. Sam is a Black and Mexican man shaped by that neighborhood, by its rhythm, its resilience, and by the small rituals that made growing up feel full. One of those rituals was Bravo Pizza.

Bravo wasn't just a pizza place; it was a landmark. A pause in the day. A reward. Sam and his mother would walk in, the bell above the door announcing them, and there was Pete Sotiropulos behind the counter, working the dough like he'd been born to it. The smell hit first—cheese, sauce, something warm and familiar. Pete made the best pizza in the neighborhood, maybe in the city if you asked Sam back then.

As a kid, Sam's favorite part came after the slice. His mom would reach into her purse and hand him a quarter—just one—and he'd feed it into the pink gumball machine by the door. The clunk of the coin, the twist of the knob, the bright gumball dropping down felt like magic. It was a small thing, but it meant everything. Those moments taught Sam that joy didn't have to be big to be lasting.

Life moved fast after that. Thirty years passed. The neighborhood changed. Sam changed. But Bravo Pizza never really left him. It stayed tucked away in memory, tied to his mother's sacrifices, to community, to what it felt like to belong somewhere.

Now, three decades later, Sam has come full circle. He has acquired Bravo Pizza.

This isn't just a business to Sam—it's a responsibility. An honor. A love letter to the Excelsior and to the people who made him who he is. Sam is passionate about bringing Bravo back to its heyday, about restoring that feeling when you walk through the door and know you're home.

He wants kids today to have their own version of that quarter, that gumball, that moment they'll carry with them for the rest of their lives.

Bravo Pizza helped raise Sam. Now it's his turn to take care of it—and to make sure it continues to serve the community that gave him everything.

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

1974 to 1989:	Charalambos "Bob" Lappos; Ekaterini "Nina" Lappos
1989 to 2019:	Panagiotis "Pete" Sotiropoulos
2019 to 2024:	Peter Prokopos
2024 to 2025:	Ken Cisne
2025 to Present:	Sam Hernandez; Jason Yu

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

Not applicable.

**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.**

Bravo Pizza has been located in the Excelsior since it was established in 1974, making it a longstanding neighborhood institution. Because of its longevity, it serves as a familiar, stable gathering spot for residents, including families, longtime locals, and multi-generational patrons. The business has deep roots in the community. As one of the more established pizzerias on Mission Street, it helps preserve a sense of continuity and local identity amid neighborhood change.

The restaurant describes its approach as "old school," suggesting a throwback to more traditional, comfortable neighborhood dining rather than slick, modern fast-casual. That said, Bravo Pizza provides a number of convenient options for their customers: dine-in, carry-out/takeout, delivery, and catering.

Bravo Pizza is a long-standing neighborhood staple – a multi-decade pizzeria that has survived major demographic and economic changes.

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

Bravo Pizza's role is more local than "historic landmark of great personalities." The Excelsior district where the business is located has been the site of rich cultural and demographic shifts, from a mid-century Italian-American "village" community to a more Latinx neighborhood and then an increasingly Asian demographic presence. Not having been the site of major historical events or big-name figures, Bravo Pizza's significance is rooted in community continuity. For example, the pizzeria is listed on a local "Eat & Drink" map for the Excelsior district's Sunday Streets event, demonstrating that Bravo Pizza is part of business revitalization and community planning efforts. The fact that community members use Bravo for local events shows it's a living part of neighborhood social life although not tied to big public figures.

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

Bravo Pizza is not just a business, it is a social anchor for the Excelsior, creating memory and identity for the neighborhood. Customers don't just patronize Bravo Pizza for the food, they go because the place matters to them personally.

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

Bravo Pizza was featured in an article by The Ingleside Light:

- [Where To Order Pizza In San Francisco's Greater Ingleside](#)  
The Ingleside Light  
September 25, 2022

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

Bravo Pizza has received numerous local/community mentions over the year. The pizzeria appears in neighborhood directories such as the Excelsior Open for Business guide. It has also been positively reviewed in local restaurant directories (e.g., [Restaurantji](#)) as a long-standing, family-run institution.

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

"If the business were to close, the Excelsior would suffer from the disappearance of a familiar, nostalgic neighborhood anchor, resulting in the following:

- The erasure of a culinary tradition tied to local immigrant history.
- Reduced informal social spaces for residents.
- Minor local economic disruption.
- A symbolic loss for neighborhood identity amid broader urban 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?**

Not applicable.

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

Bravo Pizza is committed to serving classic, neighborhood-focused pizza.

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

Legacy Business designation would provide recognition and possible protections to ensure Bravo Pizza would remain open indefinitely.

**d. What challenges is the business facing today?**

Building up the pizzeria to be the profitable business it once was.

---

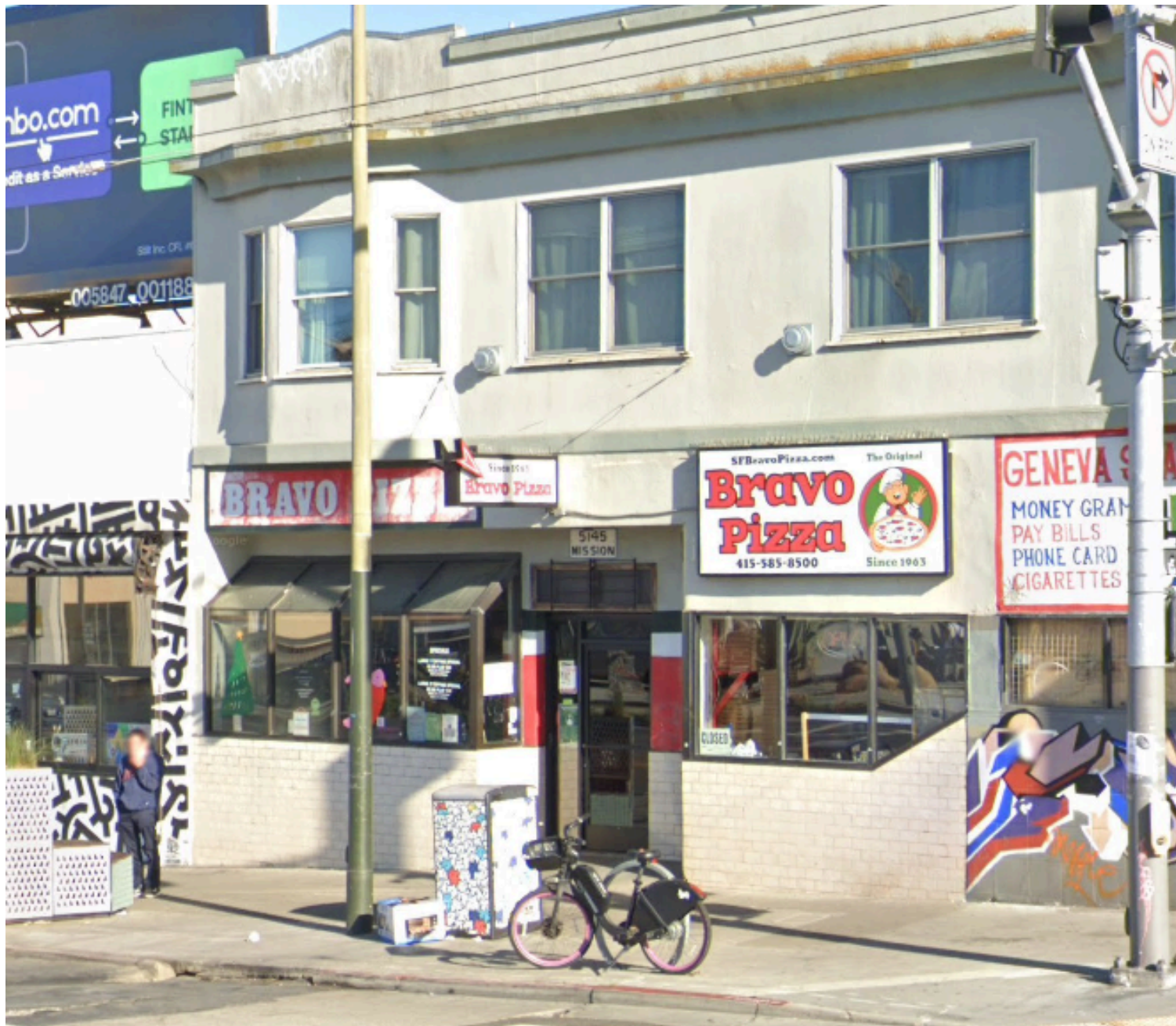
### **Legacy Business Program staff will add the following details:**

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

Restaurant featuring Italian cuisine.

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

The Planning Department Historic Resource Status of the building that houses Bravo Pizza is "B - Unknown / Age Eligible." The building "does not appear significant under Criterion C/3 (Architecture/Design)" per an evaluation in 2015.













# Small Business Commission

Resolution No. \_\_\_\_\_

February 23, 2026

## BRAVO PIZZA

*Application Number:* LBR-2025-26-017  
*Business Name:* Bravo Pizza  
*Business Address:* 5145 Mission St.  
*District:* District 11  
*Applicant:* Sam Hernandez, Co-owner  
*Nomination Date:* November 24, 2025  
*Nominated By:* Supervisor Chyanne Chen  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Bravo Pizza, currently located at 5145 Mission St.**

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

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on February 23, 2026, 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 Bravo Pizza 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 Bravo Pizza.

**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](http://www.legacybusiness.org)







Physical features or traditions that define the business:

- Restaurant featuring Italian cuisine.

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

- Restaurant featuring Italian cuisine.

---

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 23, 2026.

---

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](mailto:legacybusiness@sfgov.org)  
[www.legacybusiness.org](http://www.legacybusiness.org)





# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: February 18, 2026**

*Filing Date:* 1/21/26  
*Case No.:* 2026-000629LBR  
*Business Name:* Bravo Pizza  
*Business Address:* 5145 Mission Street  
*Zoning:* Excelsior Outer Mission Street Neighborhood Commercial District  
65-A Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 6410/010  
*Applicant:* Sam Hernandez  
5145 Mission Street  
*Nominated By:* Supervisor Chyanne Chen  
*Located In:* District 11  
*Staff Contact:* Heather Samuels - 628-652-7545  
[Heather.Samuels@sfgov.org](mailto:Heather.Samuels@sfgov.org)

**RECOMMENDATION:** Adopt a Resolution to Recommend Approval

## Business Description

Founded in 1974 and located at 5145 Mission Street, Bravo Pizza has been a beloved neighborhood restaurant and pizzeria in San Francisco's Excelsior District known for its "old school" approach to neighborhood dining. Since its establishment, Bravo Pizza has provided a warm, kid-friendly environment where generations of residents could gather to enjoy classic San Francisco-style pizza and Italian cuisine. Bravo Pizza offers dine-in, takeout, delivery, and catering, serving as both a reliable local eatery and a social anchor for the surrounding community.

Bravo Pizza was founded by Charalambos "Bob" Lappos and Ekaterini "Nina" Lappos, Greek immigrants who represent the classic San Francisco immigrant story. Married in Greece, the couple moved to Canada before settling in San Francisco in 1970, opening Bravo Pizza just a few years later. From the beginning, the restaurant was family-owned and operated, built on hard work, hospitality, and a deep respect for the surrounding neighborhood.

In 1989, Bravo Pizza was taken over by Panagiotis “Pete” Sotiropoulos, the son of Greek immigrants who had relocated to Fresno in search of opportunity. For more than 30 years, Pete dedicated his life to the restaurant, where it became a neighborhood gathering place. Pete retired in 2019 and passed away in 2020, leaving behind a legacy deeply embedded in the Excelsior community.

In 2019, ownership transferred to Peter Prokopos, with operations led by his son, Jimmy Prokopos, who trained directly under Pete to preserve Bravo Pizza’s recipes and standards. The restaurant continued its commitment to daily-made dough, in-house sauces, locally sourced meats, and made-to-order dishes.

In 2024, the business was sold to Ken Cisne, and in 2025, Bravo Pizza was purchased by Sam Hernandez and Jason Yu, both lifelong San Franciscans shaped by immigrant families and neighborhood life. Jason was raised in San Francisco’s Chinatown, while Sam grew up in the Excelsior with Bravo Pizza as a constant presence in his childhood.

Bravo Pizza’s significance lies in its longevity and its role as a living thread in the Excelsior’s social and cultural fabric. For over 50 years, it has served families, longtime residents, students, workers, and patrons from neighboring areas such as Crocker Amazon and Ingleside, offering a stable gathering place amid ongoing neighborhood change. As one of the longest-standing pizzerias on Mission Street, Bravo Pizza helps preserve local identity and continuity.

Bravo Pizza’s menu reflects the traditions that made it famous. Customers come for the World-Famous Bravo Pizza, hearty pasta meals served with homemade bread, and comforting entrées paired with penne pasta and fresh vegetables. If Bravo Pizza were to close, the loss would extend beyond food. It would represent the erasure of a culinary tradition rooted in immigrant history, a reduction in accessible social spaces, minor local economic disruption, and a symbolic loss for neighborhood identity.

## **Staff Analysis**

### **Review Criteria**

#### **1. When was business founded?**

The business was founded in 1974.

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

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

- a. Bravo Pizza has operated continuously in San Francisco for 52 years.
- b. Bravo Pizza has contributed to the history and identity of the Excelsior and Outer Mission neighborhood and San Francisco.
- c. Bravo is committed to maintaining the physical features and traditions that define the organization.

**3. Is the business associated with a culturally significant art Ącraft Ącuisine ĄtraditionĄ**

Yes. The business is associated with Italian American Cuisine.

**4. Is the business or its building associated with significant eventsĄpersonsĄand Ąor architectureĄ**

No.

**5. Is the property associated with the business listed on a localĄstateĄor federal historic resource registry**

No.

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

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

**7. Has the business been cited in published literatureĄnewspapersĄjournalsĄetcĄ**

Yes. Bravo Pizza was features in The Ingleside Light in an article titled “Where To Order Pizza In San Francisco’s Greater Ingleside”, September 2022.

**Racial and Social Equity Analysis**

On July 15, 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.

**Physical Features or Traditions that Define the Business**

**Location(s) associated with the business:**

Current Locations:

- 5145 Mission Street

**Recommended by Applicant**

- Restaurant featuring Italian Cuisine.

**Additional Recommended by Staff**

- None

**Basis for Recommendation**

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

## Attachments

Draft Resolution

Legacy Business Registry Application:

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



## HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO. ###

**HEARING DATE: February 18, 2026**

*Case No.:* 2026-000629LBR  
*Business Name:* Bravo Pizza  
*Business Address:* 5145 Mission Street  
*Zoning:* Excelsior Outer Mission Street Neighborhood Commercial District  
65-A Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 6410/010  
*Applicant:* Sam Hernandez  
5145 Mission Street  
*Nominated By:* Supervisor Chyanne Chen  
*Located In:* District 11  
*Staff Contact:* Heather Samuels - 628-652-7545  
Heather.Samuels@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BRAVO PIZZA CURRENTLY LOCATED AT 5145 MISSION STREET, BLOCK/LOT 6410/010.**

**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 February 18, 2026, 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 Bravo Pizza 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 Bravo Pizza.

**Location**

Current Locations:

- 5145 Mission Street

**Physical Features or Traditions that Define the Business**

- Restaurant featuring Italian Cuisine.

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on February 18, 2026.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: February 18, 2026