



# Legacy Business Registry

# Application Review Sheet

*Application Number:* LBR-2025-26-015  
*Business Name:* Roccapulco  
*Business Address:* 3140 Mission St.  
*District:* District 9  
*Applicant:* Linda Lam, Manager  
*Nomination Date:* November 18, 2025  
*Nominated By:* Supervisor Jackie Fielder

**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

3140 Mission St. from 1998 to Present (27 years)

**PER CRITERION 1:** Has the business operated in San Francisco for more than 20 years but less than 30 years and significantly contributed to the history or identity of a particular neighborhood or community, and does it face a significant risk of displacement if not included in the Registry?  
\_\_\_\_\_ ☒ Yes \_\_\_\_\_ No

**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:** Entertainment venue

**NOTES:** Although Roccapulco has not yet operated for 30 years, it is still eligible for the Legacy Business Registry because the business has significantly contributed to the history and identity of the Mission and the Latino community, and the business would face a significant risk of displacement if not included on the Registry.

**DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION:** December 10, 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](http://www.legacybusiness.org)





**JACKIE FIELDER**

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

Dear Mr Kurylo,

I am honored to nominate Roccapulco Supper Club for inclusion in the San Francisco Legacy Business Registry. Since 1998, Roccapulco has served as one of the Mission District's most important cultural institutions, a 14,000-square-foot venue offering live entertainment, community gatherings, private celebrations, and a home for Latin culture. Known as a *versatile event space*, it provides a safe, welcoming environment for patrons from San Francisco, the greater Bay Area, and beyond, particularly serving the Latino community with world-class concerts, comedy shows, and community events.

Roccapulco's history is deeply rooted in the neighborhood's cultural legacy. Originally Cesar's Palace- the first salsa club on the West Coast and a venue once graced by Carlos Santana. The space was remodeled and reopened as Roccapulco by Leticia Luna in 1998. Ownership later transitioned to Tony and Oscar Orellana, and in 2012 to current owner Duc Luu, who continues to preserve the venue's identity. Roccapulco has hosted internationally renowned artists such as Maluma and Bad Bunny, serving as a launching pad for rising Latin musicians and helping sustain Mission Bernal's identity as a center of Latino arts and culture.

Roccapulco has long demonstrated deep community commitment. The venue has hosted free cultural programs, nonprofit events, and even served as a polling place on Election Day. It also sustains the local economy by employing 30–35 workers per event night and driving business to nearby restaurants and shops. Its vibrant interior complete with neon portraits of Latin music legends has become a beloved and recognizable feature of Mission Street, reinforcing both cultural pride and community cohesion.

However, Roccapulco faces serious challenges. Like many long-standing small businesses, it is burdened by rising rent, increasing labor and insurance costs, worker shortages, inflation, and slower post-pandemic recovery. Without Legacy Business support, San Francisco risks losing one of the last large-scale venues dedicated to Latino arts and live entertainment. Roccapulco is committed to remaining a community-centered event space for generations to come, and inclusion in the Registry would provide essential stability for its staff, patrons, and the cultural life of the Mission. For these reasons, I strongly and enthusiastically recommend Roccapulco Supper Club for the Legacy Business Registry.

Thank you for considering this nomination.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jackie Fielder".

Jackie Fielder

Supervisor, District 9

11/18/2025



# Legacy Business Registry Application



## Business Information

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**Business name:** Roccapulco

**Business owner name(s):** Duc Luu

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

**Current business address:** 3140 Mission St., San Francisco, CA 94110

**Business phone number:** 415-648-6611

**Business email:** info@roccapulcosf.com

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

**Website:** www.roccapulco.com

**Link to social media:** www.facebook.com/rocca.roccapulco

**Link to social media #2:**

**7-digit San Francisco Business Account Number (BAN):** 0396689

## Contact Person Information

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**Contact person name:** Linda Lam

**Contact person title:** Manager

**Contact phone number:**

**Contact email:**

## Business Locations

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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:** 3140 Mission St. **Zip Code:** 94110

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

**Dates at this location: From:** 1998 **To:** Present

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

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

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

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

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

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

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

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

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## 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: LINDA LAM

Signature:

*Linda Lam*

Date: July 11 2024

# ROCCAPULCO SUPPER CLUB

## Written Historical Narrative

### INTRODUCTION

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

Roccapulco Supper Club is a safe and fun space for the community to gather and enjoy live entertainment, as well as an event space to hold large gatherings. The venue is 10,000 square feet with seating for about 500 people. It features professional audio and lighting, and it is ideal for live events, private functions, and business meetings. Roccapulco is the home of the best international shows!

**b. Describe whom the business serves.**

Roccapulco Supper Club caters to all types of events ranging from local politician fundraising events to large family gatherings, but they particularly help to provide a venue for live music and comedy shows. When the venue host concerts, they have patrons coming from all over the Bay Area and beyond to see their favorite bands. Roccapulco has a niche market for popular Latin bands. The general demographic of their customers are predominately Latino.

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

Versatile event space.

### **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.**

Roccapulco Supper Club was established in 1998 at 3140 Mission Street when Leticia Luna took over a salsa club known as Cesar's Palace. Leticia purchased the building in 1996 using seller financing. She remodeled it in 1998 and changed the name of the business to Roccapulco. A picture from March 1998 that shows the building/business being renovated can be found at [https://sfpropertyphotos.s3.amazonaws.com/6574001B\\_3136%20MISSION%20ST.pdf](https://sfpropertyphotos.s3.amazonaws.com/6574001B_3136%20MISSION%20ST.pdf).

In 2007, Tony Orellana and Oscar Orellana purchased the business from Leticia, but she retained ownership of the building and became their landlord. Tony and Oscar worked for Leticia for five years before buying the business.

In 2012, Duc Luu purchased the business, keeping the name and concept. Duc is the sole owner, and his sister Linda Lam helps with business operations.

Although Roccapulco has not yet operated for 30 years, it is still eligible for the Legacy Business Registry because the business has significantly contributed to the history and identity of the

Mission and the Latino community, and the business would face a significant risk of displacement if not included on the Registry.

Roccapulco is known as a Latin venue, and very few venues of its size are known to have live concerts and performances. Roccapulco is faced with similar challenges as other small businesses in San Francisco, especially mom-and-pop business with annually increases in rent, wages, insurance, permits, fees, etc. to name a few. Since the COVID pandemic, Roccapulco has not bounced back to what it was pre-pandemic. Roccapulco is a historic venue and is known amongst the Latin community as the venue that caters to the Latin demographic given its location on Mission Street. With sales not increasing but rather decreasing, the Latin community would lose a venue/home they've known since the 1990s. If the business were to close, many staff would lose their part-time supplemental income to pay for the exorbitant cost of living in San Francisco. Adding Roccapulco to the Legacy Business Registry would help stabilize the business and secure many jobs. The business would like to remain as a local venue that's been around for generations rather than closing their doors for good. Roccapulco would love to keep the legacy going.

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

1998 to 2007:	Leticia Luna
2007 to 2012:	Tony Orellana; Oscar Orellana
2012 to Present:	Duc Luu

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

Roccapulco had to close for 7-8 months in 2020-21 per City and County of San Francisco regulations due to the COVID-19 pandemic. Groups of people were not allowed to congregate with one another.

**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.**

Roccapulco is an internationally renowned salsa club and restaurant that regularly hosts high-profile events. It contributes significantly to the history and identity of the salsa and Latino communities in Mission Bernal, in San Francisco, and beyond.

Prior to Roccapulco, the venue was a home to the salsa community for many years, and the legendary Carlos Santana once performed in the venue.

Today, Roccapulco continues to be a space that allows people to come together for a night of fun and memories. It is a "stepping-stone" for many up-and-coming Latino musicians, much like

the Apollo Theater in New York is for Black performers and culture. Roccapulco is also unique because there are not many event spaces of Roccapulco's size for live entertainment in San Francisco. Many musicians who have performed at Roccapulco previously are now too big to come back to Roccapulco, as their talent has catapulted them to arena performance status.

In general, "Roccapulco stands out as a vibrant destination in San Francisco, known for its dynamic atmosphere and musical offerings. With a unique interior design that embraces a lively club culture, this venue attracts those seeking a spirited night out. Customers appreciate the energetic ambiance, particularly during performances by well-regarded artists, which enhances the overall experience. The spacious dance floor, equipped with impressive sound systems, allows for an immersive musical journey that resonates with guests looking to enjoy a night filled with rhythm. The lighting design complements the energetic vibe, creating an inviting space for socializing and dancing."<sup>1</sup>

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

Prior to Roccapulco, Cesar's Palace was the first salsa club on the West Coast, and Carlos Santana once performed there.

As Roccapulco, performers included Maluma, Nicky Jam, Ozuna, De La Ghetto, Zion & Lennox, Prince Royce, Grupo Niche, Jerry Rivers, El Gran Combo de Puerto Rico, Victor Manuelle, Luis Enrique, and Elvis Crespo.

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

Roccapulco hosts free events and non-profit events for the community, including a few events by the Mayan Association. Roccapulco has also served as a polling place on Election Day in the past.

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

Following are some media references for Roccapulco:

- **Roccapulco Night Club en San Francisco California**

TropiCali

September 24, 2016

<https://www.youtube.com/watch?v=IXN9NDybd-Y>

- **Last dance: Do San Franciscans still salsa?**

El Tecolote

September 12, 2014

<https://eltecolote.org/content/en/last-dance-do-san-franciscans-still-salsa/>

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<sup>1</sup> "Roccapulco," Wheree, <https://roccapulco.wheree.com/>



- **Kicking off Pride “Latino Style” at Roccapulco**

Mission Local

June 3, 2011

<https://missionlocal.org/2011/06/kicking-of-pride-latino-style-at-roccapulco/>

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

Not applicable.

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

If the business were to close, San Francisco and Mission Bernal would lose one of the few venues left of this size to host their events. Most of the staff (about 30-35 employees per day) live in the East Bay, and they commute to San Francisco for work. People would lose their weekend jobs and a critical source of income if Roccapulco were to close. Also, a great number of the guests, along with the staff, eat at local restaurants, supporting the local business economy.

**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?**

Roccapulco has neon signs on the brick walls of famous Latin artist such as Frankie Ruiz, Oscar D'León, and Willie Bobo.

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

Roccapulco is committed to maintaining an event space for all.

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

The current owner doesn't plan to sell the business at this time. He plans on keeping it and improving the venue to attract more to the location and venue. Roccapulco will remain as a venue for live events and concerts. There are no plans to change the concept.

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

There are many challenging aspects that Roccapulco is facing such as finding good workers, booking events, annual labor wages increasing, inflation, and crime. The business owners are not able to give their staff enough hours as they would like to. The economy is slowing down and has not bounced back since the COVID pandemic.

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**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.**

Entertainment venue.

**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 3136-3140 Mission Street is "B - Unknown / Age Eligible." It "does not appear significant under Criterion C/3 (Architecture/Design)" per a 2015 evaluation.



ST. LUKE'S  
HOSPITAL



DAY

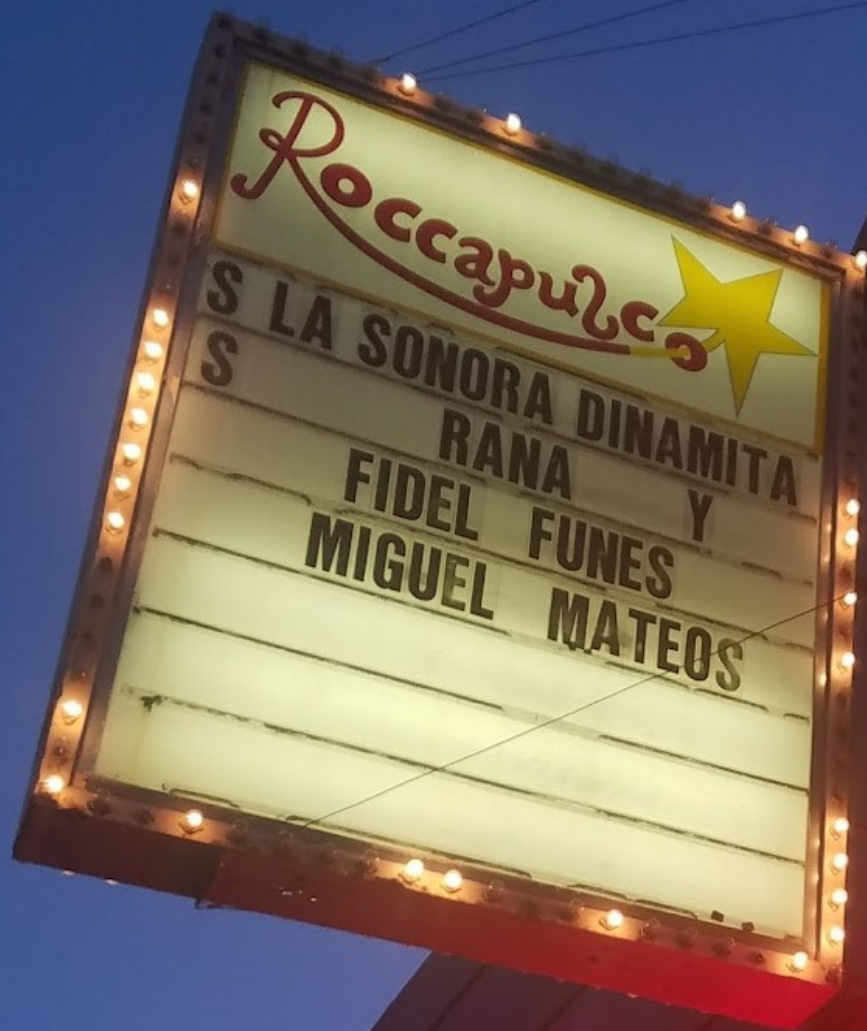
We've got  
the lowest  
prices  
in town!

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E-40  
SURPRISE  
E-40  
SURPRISE



















# Small Business Commission

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

January 26, 2026

## ROCCAPULCO

*Application Number:* LBR-2025-26-015  
*Business Name:* Roccapulco  
*Business Address:* 3140 Mission St.  
*District:* District 9  
*Applicant:* Linda Lam, Manager  
*Nomination Date:* November 18, 2025  
*Nominated By:* Supervisor Jackie Fielder  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Roccapulco, currently located at 3140 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 January 26, 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 Roccapulco 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 Roccapulco.

### 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:

- 14,000 square feet of public and private event space.
- Seating for 500 people.
- Professional audio and lighting equipment.
- Salsa club.
- Restaurant.
- Live events, including Latin music and comedy shows.
- Neon signs of famous Latin artists, including Frankie Ruiz, Oscar D'León, and Willie Bobo.

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

- Entertainment venue.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 26, 2026.

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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  
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# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: JANUARY 7, 2026**

*Filing Date:* December 10, 2025  
*Case No.:* 2025-011645LBR  
*Business Name:* Roccapulco  
*Business Address:* 3140 MISSION ST.  
*Zoning:* NCD (MISSION BERNAL NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
50-X Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 6574/001B  
*Applicant:* Linda Lam  
3140 Mission Street  
*Nominated By:* Supervisor Jackie Fielder  
*Located In:* District 9  
*Staff Contact:* Divya Jain - 628-652-7409  
Divya.Jain@sfgov.org

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

## Business Description

Roccapulco Supper Club (“Roccapulco”) is a 14,000-square-foot entertainment venue, community gathering space, and cultural institution in the Mission District, opened by Leticia Luna in 1998. As a versatile event space, Roccapulco provides a safe, welcoming environment for patrons from San Francisco, the greater Bay Area, and beyond, particularly serving the Latino community with world-class concerts, comedy shows, and community events.

Roccapulco’s history is deeply rooted in the neighborhood’s cultural legacy. Originally Cesar’s Palace – the first salsa club on the West Coast, that once hosted Carlos Santana – the space was remodeled and reopened as Roccapulco by Luna in 1998. Ownership later transitioned to Tony and Oscar Orellana, and in 2012 to current owner Duc Luu, who continues to preserve the venue’s identity. Roccapulco has hosted internationally renowned artists such as Maluma and Bad Bunny, serving as a launching pad for rising Latin musicians and helping sustain the Mission District’s identity as a center of Latino arts and culture.

Roccapulco has long demonstrated deep community commitment. The venue has hosted free cultural programs, nonprofit events, and has even served as a polling place on Election Day. It also sustains the local economy by employing 30-35 workers per event night and driving business to nearby restaurants and shops. Its vibrant interior complete with neon portraits of Latin music legends Frankie Ruiz, Oscar D'León, and Willie Bobo. has become a beloved and recognizable feature of Mission Street, reinforcing both cultural pride and community cohesion.

Like many long-standing small businesses, Roccapulco faces challenges including rising rent, increasing labor and insurance costs, worker shortages, inflation, and slower post-pandemic recovery. Without Legacy Business support, San Francisco risks losing one of the last large-scale venues dedicated to Latino arts and live entertainment. Roccapulco is committed to remaining a community-centered event space for generations to come, and inclusion in the Registry would provide essential stability for its staff, patrons, and the cultural life of the Mission.

## Staff Analysis

### Review Criteria

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

The business was founded in 1998.

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

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

- a. Roccapulco has operated continuously in San Francisco for 27 years.
- b. Roccapulco has contributed to the history and identity of the Mission District neighborhood and San Francisco.
- c. Roccapulco is committed to maintaining the physical features and traditions that define the organization.
- d. Roccapulco would face a significant risk of displacement if not included on the Registry.

#### 3. *Is the business associated with a culturally significant art / craft / cuisine / tradition?*

Yes. The business is associated with live entertainment, community gatherings, and Latin culture.

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

Yes. Several prominent Latin musicians and artists have performed at Roccapulco, including Maluma, Nicky Jam, Ozuna, De La Ghetto, Zion & Lennox, Prince Royce, Grupo Niche, Jerry Rivers, El Gran Combo de Puerto Rico, Victor Manuelle, Luis Enrique, and Elvis Crespo. Prior to Roccapulco's founding in 1998, the venue was home to Cesar's Palace, the first salsa club on the West Coast. As Cesar's Palace, this venue hosted Carlos Santana. Leticia Luna renovated and renamed Cesar's Palace to Roccapulco in 1998.

**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. In June 2011, Roccapulco was featured in a Mission Local article titled “Kicking off Pride ‘Latino Style’ at Roccapulco,” focused on upcoming Pride-centered live music events at Roccapulco. Roccapulco was also featured in a 2014 El Tecolote article highlighting the few remaining San Francisco salsa clubs (“Last dance: Do San Franciscans still salsa?”).

**Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 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.

Roccapulco Supper Club is one of the last large-scale venues dedicated to Latino arts and live entertainment San Francisco. Prior to Roccapulco’s founding in 1998, the site was home to Cesar’s Palace, the first salsa club on the West Coast. In addition to hosting comedy shows, political events, and other community and private events, Roccapulco has long served as a venue for emerging Latin artists, who later achieved greater fame, including Maluma, Nicky Jam, Ozuna, De La Ghetto, Zion & Lennox, Prince Royce, Grupo Niche, Jerry Rivers, El Gran Combo de Puerto Rico, Victor Manuelle, Luis Enrique, and Elvis Crespo. Roccapulco serves a primarily Latino audience, including Bay Area residents from San Francisco and beyond.

Roccapulco is actively engaged in the community, historically serving as a polling place on election day, and hosting free and non-profit community events, including partnerships with the Mayan Association. The business has significantly contributed to the history and identity of the Mission and the Latino community and is committed to remaining a community-centered event space for generations to come.

## Physical Features or Traditions that Define the Business

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

Current Locations:

- 3140 Mission St. (1998 – Present)

### Recommended by Applicant

- 14,000 square feet of public and private event space
- Seating for 500 people
- Professional audio and lighting equipment
- Salsa club
- Restaurant
- Live events, including Latin music and comedy shows
- Neon signs of famous Latin artists, including Frankie Ruiz, Oscar D'León, and Willie Bobo

### 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: JANUARY 7, 2026**

*Case No.:* 2025-011645LBR  
*Business Name:* Roccapulco  
*Business Address:* 3140 MISSION ST  
*Zoning:* NCD (MISSION BERNAL NEIGHBORHOOD COMMERCIAL DISTRICT) Zoning District  
50-X Height and Bulk District  
*Block/Lot:* 6574/001B  
*Applicant:* Linda Lam  
3140 Mission Street  
*Nominated By:* Supervisor Jackie Fielder  
*Located In:* District 9  
*Staff Contact:* Divya Jain - 628-652-7409  
[Divya.Jain@sfgov.org](mailto:Divya.Jain@sfgov.org)

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROCCAPULCO CURRENTLY LOCATED AT 3140 MISSION ST, BLOCK/LOT 6574/001B.**

**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 27 years, with no break in San Francisco operations exceeding two years, and meets the exception because it is at risk of displacement due to rising rent, increasing labor and insurance costs, worker shortages, inflation, and slower post-pandemic recovery; 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 7, 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 Roccapulco qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 27 years, is at risk of displacement, 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 Roccapulco.

***Location(s):***

Current Locations:

- 3140 Mission St. (1998-Present)

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

- 14,000 square feet of public and private event space
- Seating for 500 people
- Professional audio and lighting equipment
- Salsa club
- Restaurant
- Live entertainment, including Latin music and comedy shows
- Neon signs of famous Latin artists, including Frankie Ruiz, Oscar D'León, and Willie Bobo

**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 January 7, 2026.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: January 7, 2026