



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: DECEMBER 2, 2020

Filing Date: Nov 23, 2020
Case No.: 2020-010250LBR
Business Name: Marcello's Pizza
Business Address: 420 Castro St
Zoning: NCD (CASTRO STREET NEIGHBORHOOD COMMERCIAL) Zoning District
65-B Height and Bulk District
Block/Lot: 2647/002B
Applicant: Annie Flores
420 Castro Street
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Marcello's Pizza is a pizza shop originally opened by Brad McFadin in December 24, 1978 and located at 420 Castro Street. Marcello's Pizza continues to serve the Castro neighborhood with pizza, hot subs, calzones, salads and more. Brad McFadin wanted to open Marcello's Pizza on Christmas Eve because many of his friends were gay and shunned by their families; he wanted them to have a place to celebrate the holidays. As McFadin's health started to decline, McFadin asked Annie Flores, the General Manager of the store, to be his conservator and executrix of his estate. On July 1, 1996, Annie became the official owner of the store and now runs Marcello's Pizza with her domestic partner, Sara McNulty, as business partners.

Marcello's Pizza's role in the Castro Neighborhood has been much more than a pizza shop – it is “Baked with Love, Served with Pride!”, which is their motto. Marcello's Pizza prides themselves as a safe space for anyone and

supports their community and events. They have actively supported the LGBTQIA+ community with the space and platform they have. During the height of the AIDS epidemic that heavily affected the LGBTQIA+ community, Marcello's would deliver pizzas to nurses at the San Francisco General Hospital AIDS Ward 5B. They also delivered pizzas to caregivers and workers at Coming Home Hospice, which at the time housed mostly people with AIDS.

Marcello's Pizza is known to support multiple local nonprofit organizations and hospitals, like San Francisco AIDS Foundation, Names Project, Lyric, SF General Hospital AIDS Ward, Sisters of Perpetual Indulgence, Dyke March, SF LGBTQ Center, AIDS Memorial Quilt, ACT UP, Harvey Milk Civil Rights Academy, Children's Hospital UCSF, Big Brother Big Sister Bay Area, ALS of San Francisco, Castro Lions Club, Make-A-Wish Foundation, SPCA San Francisco, Frameline, and many more local community organizations.

The business is in a Category A (Historic Resource Present) structure on the west side of Castro Street between Market Street and 18th Street in the Castro District. The site is within the California-Register eligible Castro Street historic district, roughly following Castro Street from Market to 19th street; this district focuses on architecture and cultural events, as the significant backdrop of Castro Street in the LGBT movement in San Francisco. Further, the site is located within the Castro Cultural Heritage District, which encompasses the larger Castro neighborhood. It is in the NCD (Neighborhood Commercial District) and 65-B Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1978.

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

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

- a. Marcello's Pizza has operated continuously in San Francisco for 42 years.
- b. Marcello's Pizza has contributed to the history and identity of the Castro neighborhood and San Francisco.
- c. Marcello's Pizza 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, or tradition?*

Yes. The business is associated with the pizza cuisine.

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

Yes. The Castro Street property is located within the California Register-eligible Castro Street Historic District.

Marcello's Pizza was a communal gathering spot for the Castro Community after the 1989 Loma Prieta Earthquake. Marcello's Pizza turned on their radio services and provided food for people. Marcello's Pizza received the Cable Car Award from Mayor Frank Jordan in 1995 for their community support.

Famous people who have been patrons includes Robin Williams, Jay Leno, Willie Brown, Art Agnos, Mark Leno, Scott Wiener, Marga Gomes, Cleve Jones, Sylvester Divine, Sharon Gless, Tracy Chapman, and Benjamin Bratt.

5. *Is the property associated with the business listed on a local, state or federal historic resource registry?*

Yes. The Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its location within the eligible Castro Street Historic District. It is also within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey.

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

Yes. Marcello's Pizza received the Cable Car Award from Mayor Frank Jordan in 1995 for their community support during the 1989 Loma Prieta Earthquake. Marcello's Pizza provided food, radio services, and shelter for the neighborhood.

Marcello's has helped sponsor and host a variety of community events, like the Castro Street Fair. One organization Marcello's Pizza helps sponsor is Sisters of Perpetual Indulgence. Sisters of Perpetual Indulgence is an organization that teaches safer sex and stands for human rights. Marcello's Pizza aligns themselves with this organization to show their support in the community. They help sponsor their Halloween events and their 40th anniversary party that helps raise money for various charities.

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

Yes. Marcello's Pizza has been featured on the news related to Castro Events like LGBTQIA Pride week, Halloween and various special political events. In publications, Marcello's Pizza has been mentioned in:

- Zagat-Rated: Favorite Pizza Restaurant, Mentioned twice
- 7X7 Magazine: Top Ten Pizzas in the City and Best Pizza Sauce in the City
- Eater San Francisco: Best Sicilian Slice
- SFist
- San Francisco Gate

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 420 Castro St. (1978 – present)

Previous (No Longer Extant) Locations:

- none

Recommended by Applicant

- Neon Counters

- Original photos of the site
- The front pizza display counter
- Two of the original clocks that had adorned all the walls
- One of the original toy trucks that ran on rails around the restaurant (like a train track)
- The frame of the outside sign

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: DECEMBER 2, 2020

Case No.: 2020-010250LBR
Business Name: Marcello's Pizza
Business Address: 420 CASTRO ST
Zoning: NCD (CASTRO STREET NEIGHBORHOOD COMMERCIAL) Zoning District
65-B Height and Bulk District
Block/Lot: 2647/002B
Applicant: Annie Flores
420 Castro Street
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MARCELLO'S PIZZA CURRENTLY LOCATED AT 420 CASTRO ST, BLOCK/LOT 2647/002B;

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 2, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Marcello's 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 Marcello's Pizza 420 CASTRO ST.

Locations

Current Locations:

- 420 Castro Street

Previous (No Longer Extant) Locations:

- none

Physical Features or Traditions that Define the Business

- Neon Counters
- Original photos of the site
- The front pizza display counter
- Two of the original clocks that had adorned all the walls
- One of the original toy trucks that ran on rails around the restaurant (like a train track)
- The frame of the outside sign

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 December 2, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-019
Business Name: Marcello's Pizza
Business Address: 420 Castro St.
District: District 8
Applicant: Annie Flores, Owner
Nomination Date: November 2, 2020
Nominated By: Supervisor Rafael Mandelman

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

420 Castro Street from 1978 to Present (42 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: November 4, 2020

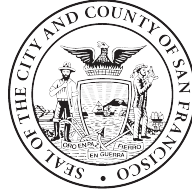
Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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 8



City and County of San Francisco

RAFAEL MANDELMAN

November 2, 2020

Re: Nomination of Marcello's Pizza to the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate Marcello's Pizza to the Legacy Business Registry for their contributions to the Castro neighborhood in San Francisco.

Brad McFadin opened Marcello's Pizza, located at 420 Castro Street, on December 24, 1978. He planned the opening for Christmas Eve because so that many of his gay friends who had been shunned by their families would have a place to celebrate the holiday together. In August of 1989, Annie Flores was hired as the General Manager and, as Brad's health declined due to his HIV diagnosis, continued to operate Marcello's Pizza in addition to becoming Brad's caregiver. Following Brad's death due to AIDS in the early 1990's, Annie became the business owner and in 1998 was joined by her domestic partner Sara McNulty as an owner of the business.

In addition to feeding residents and visitors to the Castro, Marcello's Pizza has been a contributor to neighborhood and community causes for many decades. During the height of the AIDS epidemic, Marcello's would deliver pizzas to the nurses in San Francisco General Hospital AIDS Ward 5B and to caregivers at the Coming Home Hospice. Marcello's sponsored the Halloween festivities by the Sisters of Perpetual as well as the Sisters' 40th anniversary celebration. They also participate in the Castro Street Fair and other neighborhood events.

Given their enduring presence in the Castro and their commitment to supporting the neighborhood and community, I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Rafael Mandelman".

Rafael Mandelman
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information.

Please provide the following information:

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

NAME OF BUSINESS:	
Marcello's Pizza	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Annie Flores (50%) Sara McNulty (50%)	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
420 Castro St. San Francisco Ca. 94114	415-863-3900
	EMAIL ADDRESS:
	marcellospizza420@yahoo.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
marcellospizza420.com	
FACEBOOK PAGE:	
Marcello's Pizza	
TWITTER NAME:	
Marcello's Pizza@marcellos3	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Annie Flores	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0948053	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
420 Castro St San Francisco Ca	94114	12-24-1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	12-24-1978 To Now	

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

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

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

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

Annie Flores

1 - 20 - 2020



Name (Print):

Date:

Signature:

MARCELLO'S PIZZA

Section 4: Written Historical Narrative

CRITERION 1

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

Marcello's Pizza, located at 420 Castro Street in the Castro neighborhood, opened on December 24, 1978. Brad McFadin was the founder. The opening was planned for Christmas Eve because so many of Brad's friends who were gay had been shunned by their families, and he wanted them to have a place to celebrate the holiday and not be alone.

Prior to Marcello's Pizza, Brad owned a produce store on 18th Street. In July of 1978, Brad sold the produce store and opened Marcello's Pizza with the money from the sale.

By the late 1980s, Brad owned three more restaurants: One was in Haight Ashbury, which closed after three years; one was in the Financial District, which closed after four years; and one was in Fremont, which closed after one year.

On August 15, 1989, Annie Flores was hired as the General Manager. Annie and Brad quickly became best friends. Brad soon disclosed to Annie that he was HIV positive. As Brad's health started to fail, Brad asked Annie to be his conservator and executrix of his estate. Annie continued operating Marcello's Pizza for Brad and also helped as his caregiver. Brad unfortunately passed away of AIDS in late 1993. In Brad's will, he included the option for Annie to buy Marcello's Pizza. As the executrix of Brad's estate, Annie continued to run the business for the estate until July 1, 1996, when she became the official owner.

In 1998, Sara McNulty, Annie's domestic partner, became a business partner. They continue to run Marcello's Pizza today.

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

Marcello's Pizza has not ceased operations since it opened in December 1978.

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

Marcello's Pizza became family-owned in 1998 when Sara McNulty, Annie Flores' domestic partner, became a business partner. "Family-owned" is defined here as any business in which

two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of Marcello's Pizza is as follows:

1978 to 1993:	Brad McFadin
1993 to 1996:	The Estate of Brad McFadin run by Executrix of the Estate, Annie Flores
1996 to 1998:	Annie Flores
1998 to Present:	Annie Flores and Sara McNulty

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

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

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

The building at 420 Castro Street is classified as Category A, Historic Resource Present, for purposes of the California Environmental Quality Act. The building was constructed in 1923 and is a contributor to the Eligible Castro Street Historic District and Castro Cultural District.

CRITERION 2

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

Marcello's Pizza is known for supporting and feeding the community. During the height of the AIDS epidemic in San Francisco, Marcello's would deliver pizzas to the nurses that were taking care of the patients in San Francisco General Hospital AIDS Ward 5B. Marcello's also delivered pizzas to the caregivers at Coming Home Hospice, which at the time housed mostly people who had AIDS. Marcello's Pizza sponsored the Halloween festivities by the Sisters of Perpetual Indulgence for Halloween. Marcello's also sponsored the Sisters' big 40th anniversary celebration. The festivities included the closure of Castro street for a party with live music. Phranc was one of the performers. It was a great way to celebrate the wonderful work and activism of the Sisters of Perpetual Indulgence, who teach safer sex, march for human rights,

and raise thousands of dollars for various charities. Marcello's Pizza also participates in the annual Castro Street Fair and all other neighborhood events.

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

On October 17, 1989, as all of the Bay Area was getting ready for the third game of the World Series between the San Francisco Giants and the Oakland A's, the 6.9 Loma Prieta Earthquake struck. The Castro shook, and the city went dark as night fell. Marcello's Pizza turned on flashlights and a portable radio so people could hear what was happening. They served salads and cold sandwiches to feed the community, which just wanted information and to feel somewhat safe. In the morning, Marcello's had their electricity and gas back on. The assistant to Mayor Art Agnos called and asked if Marcello's could deliver 56 pizzas to feed all the people who were helping with the disaster. Marcello's did.

In 1995, Mayor Frank Jordan recognized Marcello's Pizza with a Cable Car Award for outstanding community support.

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

Marcello's Pizza has received mentions and awards in numerous publications, which include, but are not limited to, the following:

- **Zagat-rated:** Twice for Favorite Pizza Restaurant
- **7x7 Magazine:** [After Midnight: A Guide to SF's Late Weeknight Eats](#); [The Best Pizza Delivery in the City](#); Top Ten Pizzas in the City; Best Pizza Sauce in the City
- **Eater San Francisco:** [San Francisco's 25 Most Iconic Pizzerias](#), [Where to Feast During SF Pride 2018](#); [Where to Get a Slice of Pizza in San Francisco](#); [The San Francisco Calzone Map](#); Best Sicilian Slice
- **SFist:** [The 35 Best Pizza Spots In The Inner Bay Area](#); [The Best Post-Midnight, Late-Night Eats In San Francisco](#); [The 20 Best Pizza Places in San Francisco](#)
- **SF Gate:** [So clean you could eat off them: These SF restaurants earned perfect health inspections](#) (2018); [San Francisco restaurants, cafes that earned a perfect score on their health inspections](#) (2019)

Marcello's has also been featured on the news for Castro events such as LGBT Pride week, Halloween, and special political events.

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

No one who has been employed by Marcello's Pizza is a significant or historical person, but the pizzeria has had many significant people as patrons, including Robin Williams, Jay Leno, Willie

Brown, Art Agnos, Mark Leno, Scott Wiener, Marga Gomes, Cleve Jones, Sylvester, Divine, Sharon Gless, Tracy Chapman, and Benjamin Bratt.

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

Marcello's Pizza is known not only for feeding the community, but also helping many nonprofit organizations and hospitals, including San Francisco AIDS Foundation, Names Project, LYRIC, SF General Hospital AIDS Ward, Sisters of Perpetual Indulgence, Dyke March, SF LGBTQ Center, AIDS Memorial Quilt, ACT UP, Harvey Milk Civil Rights Academy, Children's Hospital UCSF, Big Brother Big Sister Bay Area, ALS of San Francisco, Castro Lions Club, Make-A-Wish Foundation, SPCA San Francisco, Frameline, and many more local community organizations and fund raisers.

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

The Castro is known for being a gay district, but there is a great mix of gay, lesbian, transgender, non-binary, cisgender, intersex, and bisexual. The Castro is a combination of residential, retail stores, and restaurants. It is also a transportation hub.

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

The exterior of the building with its columns, cherub faces, and decorative façade are still the same as when the building was erected in 1923. It has only been painted and tiles changed.

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

If Marcello's Pizza was not on Castro Street, the community would miss the support Marcello's provides. Customers would be saddened not to have a safe place to relax and eat great food. Many of Marcello's customers have grown up eating their food and enjoying their hospitality.

CRITERION 3

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

Marcello's serves pizza, pizza breads, hot subs, calzones, wings, munchies, salads, and beverages. BAKED WITH LOVE, SERVED WITH PRIDE! That's Marcello's motto. Marcello's Pizza has maintained their love for their community since 1978. They serve great food, and always help and support their ever-growing community. Marcello's is a safe zone and accepting to everyone. When you come to Marcello's Pizza, you are their family. Multiple customers have met at Marcello's, become engaged on site, then married and returned for their anniversary. Marcello's has seen customers' children grow up and then become their employees. Castro Street is like no other street in the world, and Marcello's Pizza is like no other restaurant in the world.

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

Marcello's Pizza is committed to serving great food, providing friendly service, offering a safe zone for all, and supporting their community and causes. Marcello's will continue to display the rainbow flag in their facility. The most important part of Marcello's Pizza is to maintain the love they have for their community.

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

The exterior of the building has not changed and was recently restored and painted. The following items were at the restaurant on opening day 1978:

- The front pizza display counter
- Two of the original clocks that had adorned all the walls
- One of the original toy trucks that ran on rails around the restaurant (like a train track)
- The frame of the outside sign

In February 1979, Marcello's installed its famous glass neon eating counters that have been voted Best View in the Castro. Marcello's also has original photos of the early years framed on their wall.

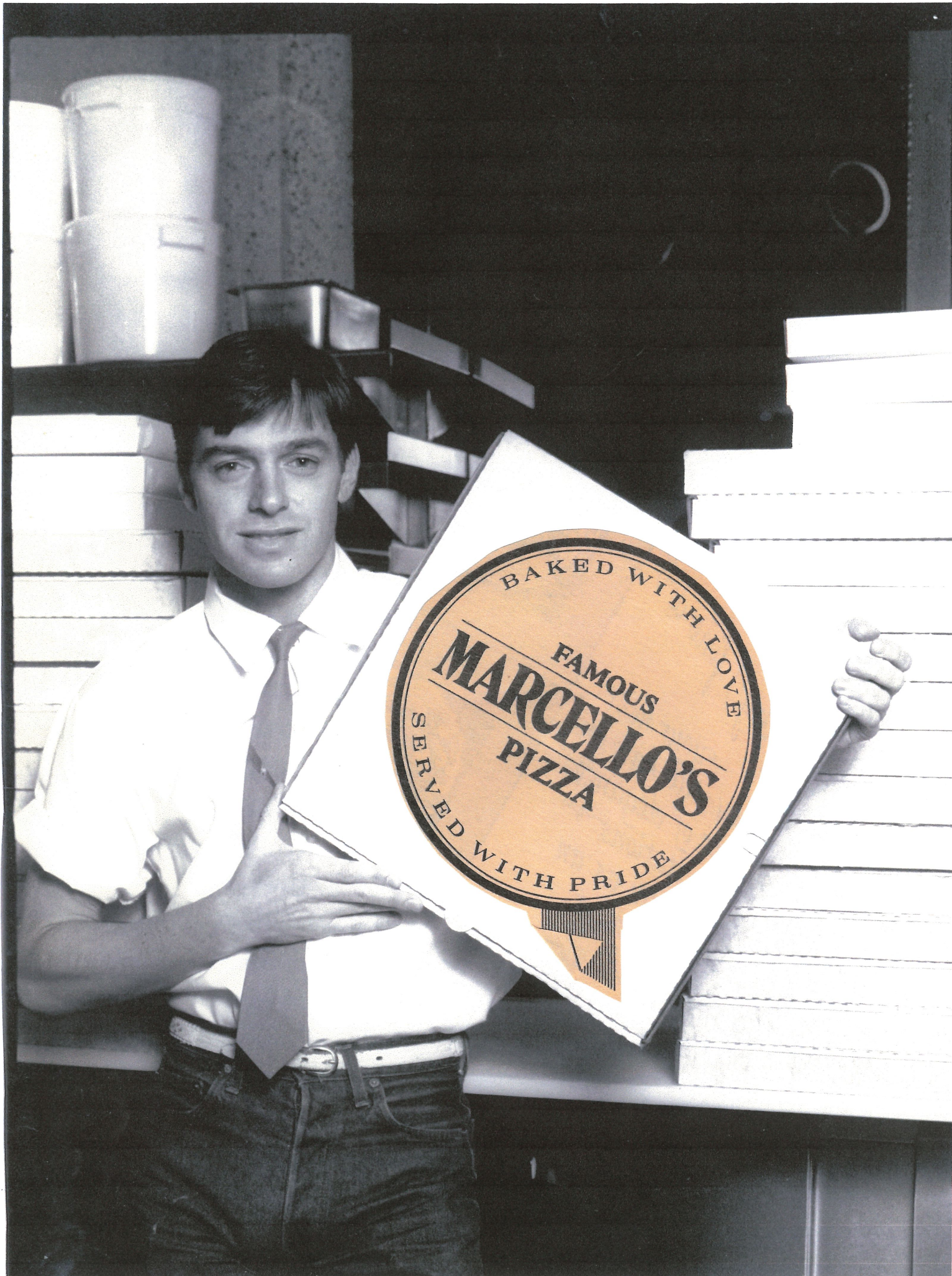
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art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

Today's Marcello's Pizza has maintained the same great friendly service and delicious pizza, salads, and calzones as they did 1978. Photos, articles, and menus are included in Legacy Business Registry application.

1978

First photo is Brad McFadin - FOUNDER

Next photo's are opening day December 24th 1978





THIS LEASE, made and entered into this 27th day of September 19 78 A.D., by and between HAZEL CANATA

of the City and County of San Francisco, State

Parties of California, and BRADLEY MC FADIN
of THE City and County of San Francisco

hereinafter called respectively the Lessor and the Lessee, without distinction as to number or gender:

Use of
Premises

WITNESSETH: That the Lessor, in consideration of each and all of the rents, covenants and agreements herein-
after contained, to be paid, kept and performed by the Lessee, and upon the condition that each and all of the said
covenants and agreements shall be fully kept and performed by the Lessee, does hereby lease, demise and let unto the
Lessee, alone and to no other, for the purpose of conducting therein

Selling records and periodicals

and for no other purpose, those certain premises, together with appurtenances now thereon or therein, situated in the
City of San Francisco, County of San Francisco, State of California, and
more particularly described as follows to-wit:

all that certain store known and designated as
#420 Castro Street
San Francisco, California

Premises

Term For the term of Three (3) years, commencing on the first day

Rent October, 19 78 A.D. at the total rent or sum of \$ 15,075.00
Fifteen thousand, seventy-five

Dollars in lawful money of the United States, payable as follows: Rent is due on the first
day of each month commencing with October 1st, 1978. For the first
nine months the rent will be at the rate of \$400.00 a month; for the
remainder of the lease, the rent shall be at the rate of \$425.00 a
month.

Provided that Lessee will keep premises in good order, he shall have
the first right and option of renewing this lease. Rental terms to
be discussed at that time.

IN WITNESS WHEREOF the Lessor and Lessee have agreed to, signed, executed and delivered to the other a duplicate of this lease, the day and year first above written.

Witness to signature of Lessor:

Hazel Canata

Hazel Canata

Lessor

Address 1463 Lombard St., S. F., Calif.

Witness to signature of Lessee:

Bradley J. McFadin

Bradley McFadin

LESSEE

213 Noe St., San Francisco

861/3780 431/4000

PAGE FOUR

TENANT'S COPY ☐
OWNER'S COPY ☒
OFFICE COPY ☐

LEASE

(GENERAL FORM)

474/6800

HAZEL CANATA Lessor

TO

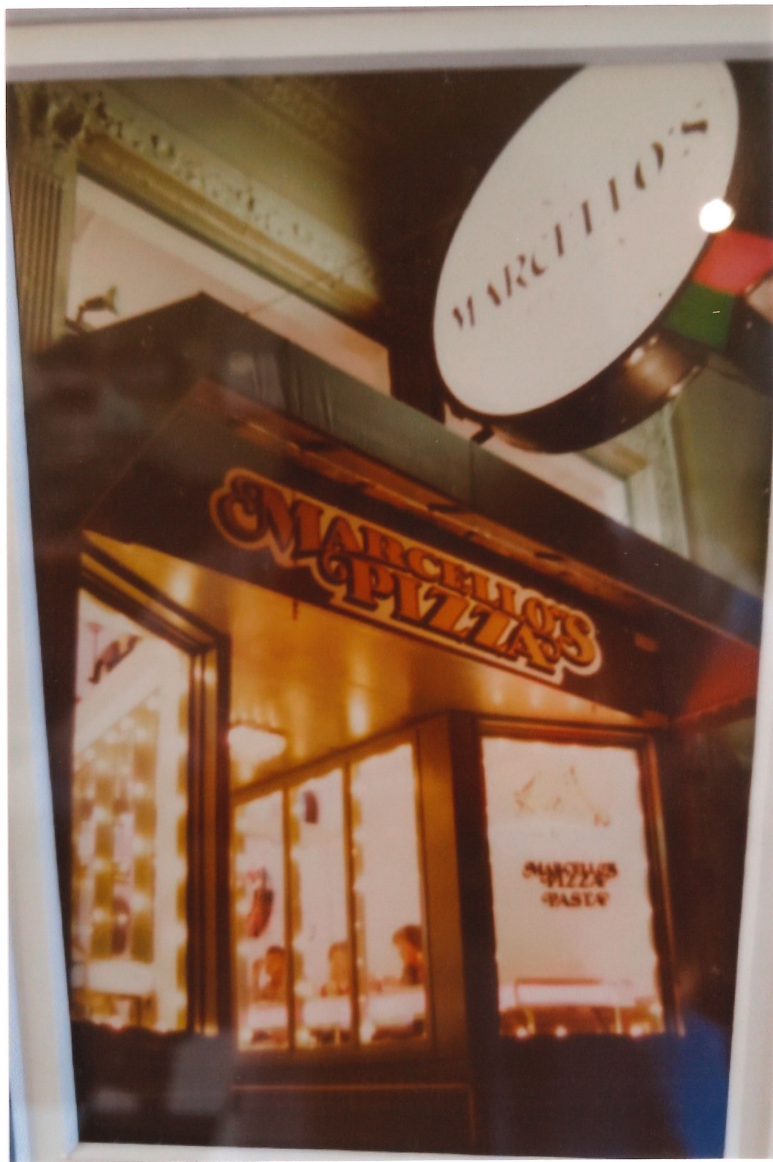
Bradley McFadin Lessee

Dated Sept. 27, 1978
Expires September 30, 1981
Location 420 Castro St., S. F.

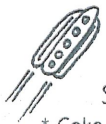
1979

First photo is Neon counters and outside sign.

Next photo is front counter and service area.



1995



BEVERAGES * ~ *

Soft drinks .. small .75 large .85	
* Coke, * Diet Coke, * 7up, Root Beer, Pink Lemonade	
Iced Tea.....	85
Coffee	65
Calistoga Water	1.15
Plain, Berry, Lemonade, or Lime	
Apple Juice.....	1.15
Milk.....	65
Bud, Bud Light	1.61
Samuel Adams	2.12
Sierra Nevada	2.12

*Available in cans85



*Baked with love,
served with pride.*

Our dough and sauce are homemade daily,
the old fashion way. We use only the finest
whole milk mozzarella cheese, and our
produce is delivered fresh daily.

Delivery Hours:

Monday - Thursday	4:30pm - 12:00am
Friday & Saturday	12:00pm - 1:00am
Sunday	12:00pm - 12:00am

Store Hours:

Sunday - Thursday	11:00am - 1:00am
Friday & Saturday	11:00am - 2:00am

Sales Tax Not Included



We Specialize in Catering to Parties, Meetings & More !

Complimentary beverages, cups, ice, paper plates,
and napkins provided with all orders.

10 PEOPLE - 3 large pizzas

1 Marcello's Special
or Gourmet
1 Two Topping
1 Cheese
Receive FREE 2 2-liter
Coke/Diet Coke or 7up
\$38.84

20 PEOPLE - 5 large pizzas

1 Marcello's Special
or Gourmet
1 Vegetarian
1 Meat Combo
1 One Topping
1 Cheese
Receive FREE 4 2-liter
Coke/Diet Coke or 7up
\$66.23

40 PEOPLE - 10 large pizzas

3 Marcello's Special
or Gourmet
2 Vegetarian
2 Meat Combo
1 Two Topping
1 One Topping
1 Cheese
Receive FREE 6 2-liter
Coke/Diet Coke or 7up
\$138.51

15 PEOPLE - 4 large pizzas

1 Marcello's Special
or Gourmet
1 Vegetarian
1 Two Topping
1 Cheese
Receive FREE 3 2-liter
Coke/Diet Coke or 7up
\$52.46

30 PEOPLE - 8 large pizzas

2 Marcello's Special
or Gourmet
1 Vegetarian
1 Meat Combo
1 Two Topping
2 One Topping
1 Cheese
Receive FREE 5 2-liter
Coke/Diet Coke or 7up
\$106.12

50 PEOPLE - 13 large pizzas

3 Marcello's Special
or Gourmet
2 Vegetarian
2 Meat Combo
2 Two Topping
2 One Topping
2 Cheese
Receive FREE 8 2-liter
Coke/Diet Coke or 7up
\$173.40

Sales Tax Not Included

FAST FREE DELIVERY



PIZZA

We specialize in catering parties
and office meetings!
(refer to back for details)

420 Castro Street
(near Market / 17th Street)

863-3900

Choice of Toppings

MEAT TOPPINGS

- Anchovies
- Bacon
- BBQ Chicken
- Canadian Bacon
- Clams
- Ground Beef
- Lemon Pepper Chicken
- Linguica
- Pepperoni
- Pesto Chicken
- Salami
- Sausage
- Shrimp
- Sliced Spicy Sausage

FRUIT & VEGGIE TOPPINGS

- Artichoke Hearts
- Black Olives
- Broccoli
- Cilantro
- Eggplant
- Fresh Tomatoes
- Garlic
- Green Olives
- Green Onion
- Green Peppers
- Jalapeño Peppers
- Mushrooms
- Peperoncini
- Pineapple
- Red Onion
- Spinach
- White Onion
- Zucchini

CHEESES & SPECIAL SAUCES

- Barbecue Sauce
- Bianca Cheese
- Buttermilk Dressing
- Cheddar Cheese
- Cheddar Garlic Sauce
- Extra Cheese
- Feta Cheese
- Pesto Sauce
- Pesto Tomato Sauce
- Refried Bean Sauce

* Equals 2 Toppings

HOUSE SELECTIONS

THIN CRUST STYLE SICILIAN STYLE (Thick Crust)

	SMALL 12"	MEDIUM 14"	LARGE 16"	FAMILY 18"	1/2 4 Slices	WHOLE 8 Slices
Cheese	7.48	9.02	10.58	12.27	7.37	12.82

One Topping	8.53	10.07	11.62	13.32	8.42	13.87
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Each Additional Topping 1.05

1/2 Topping/Extra Sauce .53

Marcello's Special	11.93	13.52	15.58	17.07	9.67	18.42
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Pepperoni, Salami, Sausage, Mushrooms, Red Onions, Green Peppers

Meat Combo	11.18	12.77	14.82	16.02	8.92	16.77
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Pepperoni, Salami, Sausage, Ground Beef

Vegetarian	10.37	11.77	13.62	15.23	8.27	15.42
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Fresh Tomatoes, Green Peppers, Red Onions & Mushrooms

PIZZA BY THE SLICE AVAILABLE

GOURMET SPECIALTIES

* Prices Are The Same As The "Marcello's Special".
Specify "Gourmet" When Ordering

* Amanda's Buttermilk Delight

A Rich Buttermilk Dressing, Topped With Mozzarella Cheese, Red Onions, Broccoli, And Our Home-Cooked Lemon Pepper Chicken

* Barbeque Chicken

Chicken Marinated In Barbeque Sauce, Red Onions, Mozzarella Cheese, On A Smokey Barbeque Sauce

* Californian Vegetarian

Zucchini, Broccoli, Red Onions, Mushrooms, Sliced Tomatoes, Mozzarella, Provolone, Parmesan, And Romano Cheeses, On A Cheddar Cheese Garlic Sauce

* Lemon Pepper Chicken

Chicken Marinated In Lemon Pepper Spices, Red Onions, Zucchini, Cilantro, Mozzarella, Provolone, Parmesan, And Romano Cheeses, On A Cheddar Cheese Sauce

* Marcello's Greek

Mozzarella Cheese, Feta Cheese, Artichoke Hearts, Black Olives

Pesto Pizza

A Classic Northern Italian Sauce. Try With One Or More Of The Following: Clams, Tomatoes, Mushrooms, Artichoke Hearts, Feta, Black Olives, Or Anchovies

* Mexican Style

Mozzarella Cheese, Linguica, Refried Beans, Red Onions, Jalapenos, Cherry Tomatoes, Cilantro, And Cheddar Cheese

* Pizza Bianca

Romano And Mozzarella Cheese On A Creamy Ricotta Sauce, Topped With Fresh Tomatoes

* Sea of Love

A Tomato, Pesto Blend Topped With Mozzarella Cheese, Basil Shrimp, Clams, And Scallions

* Stuffed Pizza

Our Famous Pizza Sauce, Mozzarella Cheese, And Your Choice Of Any Three Toppings Covered With A Thin, Crispy Crust Then Garnished With Olive Oil And Romano Cheese

* Udderless Pizza

(No moo here!) Our Famous Hand-Spun Dough Topped With Extra Sauce, Spinach, Mushrooms, Tomatoes, And Broccoli (No Cheese)

DAILY SPECIAL

Everyday We Create A New Gourmet Pizza. Ask When Calling.

S.F. BURGERS

All Burgers Cooked Medium Unless Otherwise Specified.
A 6 oz. Beef Patty Served On A French Roll With Lettuce, Red Onions, Tomatoes, Mustard And Mayonnaise.

Hamburger.....3.50

Cheeseburger.....4.00

Choice Of Provolone, Cheddar, Or Mozzarella Cheese

Additional items69

Bacon, BBQ Sauce, Pizza Sauce, Mushrooms

Potato Chips69

Lays BBQ Or Plain

HOT GRILLED SUBS

Subs Served On French Roll, With Side Of Cherry Peppers

Cheese Steak Sub3.95

Grilled Lean Steak, Onions, Mushrooms, Bell Peppers, And Melted Provolone Cheese

Extra Meat1.15

Vegetarian Sub.....3.95

Grilled Green Peppers, Tomatoes, Mushrooms, Red Onions, And Melted Provolone Cheese

Italian Link Sausage Sub3.95

Grilled Italian Sausage, Green Peppers, Mushrooms, Onions, And Melted Provolone Cheese

Pesto Chicken Sub3.95

Tender Pieces Of Chicken Marinated In Our Homemade Pesto Sauce, Tomatoes, And Melted Provolone Cheese

BBQ Chicken Sub3.95

Tender Pieces Of Chicken Marinated In Our Homade BBQ Sauce, Red Onions, And Melted Provolone Cheese

Extra Cheese31

Additional Items69

At Your Request Pizza Sauce On Your Grilled Subs...FREE

CALZONES

A Golden Brown Crescent Filled With Mozzarella And Ricotta Cheeses Topped With Parmesan.

Cheese5.75

Veggie [Choice Of Any Three Veggie Items]6.13

Meat [Choice Of Any One Meat Item]6.41

Extra items85

GARDEN DELIGHTS

Choice Of Dressing, Bleu Cheese, Thousand Island, Italian, Or Buttermilk

Antipasto Salad.....4.75

Mixed Greens, Salami, Mushrooms, Red Onions, Tomatoes, Peperoncini And Feta Cheese

Garden Salad.....2.75

Mixed Greens, Mushrooms, Cherry Tomatoes, Red Onions, Cucumbers, And Cheddar Cheese

Greek Salad.....4.75

Mixed Greens, Marinated Artichoke Hearts, Red Onions, Greek Olives, Tomatoes, Cucumbers, And Feta Cheese.

Sales Tax Not Included

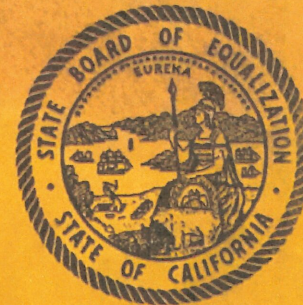
Sales Tax Not Included

1996

DISPLAY CONSPICUOUSLY AT PLACE OF BUSINESS FOR WHICH ISSUED

CALIFORNIA STATE BOARD OF EQUALIZATION

SELLER'S PERMIT



ACCOUNT NUMBER

6/14/1996 SR BH 99918116

MARCELLO'S PIZZA

TAZ, INC.

420 CASTRO STREET

SAN FRANCISCO, CA 94114

THIS PERMIT DOES NOT
AUTHORIZE THE HOLDER
TO ENGAGE IN ANY
BUSINESS CONTRARY TO
LAWS REGULATING THAT
BUSINESS OR TO
POSSESS OR OPERATE
ANY ILLEGAL DEVICE

IS HEREBY AUTHORIZED PURSUANT TO SALES AND USE TAX LAW
TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE PERSONAL
PROPERTY AT THE ABOVE LOCATION

Not valid at any other address

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS,
OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES
OWED BY THE NEW OPERATOR OF THE BUSINESS.

PERMIT TO OPERATE

AND CERTIFICATE OF SANITARY INSPECTION

Issued according to provisions of the San Francisco Health Code

A 27917

AUTHORIZING conduct of the following class of
FOOD PREPARATION AND SERVICE ESTABLISHMENT

ISSUED

July 1, 1996

Business: Restaurant

Name and Address below:

Taz, Inc.
DBA: MARCELLO'S PIZZA
420 Castro Street
San Francisco, CA 94114

XXXXXX

Valid only when accompanied by a receipt from the Tax Collector showing payment of current license fee. THIS PERMIT TO OPERATE MAY BE REVOKED OR SUSPENDED FOR CAUSE AND IS NOT TRANSFERABLE. CHANGE OF OWNERSHIP must be reported immediately.

DEPARTMENT OF PUBLIC HEALTH

Bureau of Environmental Health
City and County of San Francisco

C. Tom

Inspector

Em Man

Principal Inspector

Bureau Director

John R. H. - m.s.

Director of Public Health

Other









SLICES		SALADS	
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
BEVERAGES		MUNCHIES	
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
MEATLOAF	\$4.99	MEATLOAF	\$8.99
WE ALSO OFFER...			
HOT DELICIOUS SUBS - BURRITOS - DAILY BAKED SANDWICHES			
CAKES - WHOLE PIZZAS - CATERING			
SEE MENU FOR DESCRIPTIONS & PRICES			
SALES TAX NOT INCLUDED PRICES & MENU ITEMS ARE SUBJECT TO CHANGE			





THE PIZZA SNOB

I am the self-professed Pizza Snob in a never-ending search for the perfect cheese slice. For me, calories are just too precious to waste on bad pizza!

MARCELLO'S PIZZA – THE SNOB'S FAVORITE SAN FRANCISCO SLICE

December 27, 2016

by mbodayle in California, Pizza Joint Reviews

Wandering around the downtown Market Street area in the late afternoon, I must have passed over at least a dozen pizza joints that simply looked like they'd be awful. However, some iPhone pizza research detected a possible worthy place over in the Castro district. I also was somehow successful in luring Mrs. Pie in that direction as we were walking about town. We found my target, **Marcello's Pizza** in its proud "420" location right across from the beautiful historic Castro Theatre where Castro meets Market.

I ordered a PC ("plain cheese") slice (\$3.86) at the front counter, and we took seats along the counter by the front window. Said counter was way cool with a see through blue light shining through its bottom. It took a while for the reheat, and when they took it out I could see that they exercised special care in seeing that it was toasted just right.



Mrs. Pie liked what she saw and ordered up her own white-looking specialty slice. She sure was in for a surprise when she tried to spice it up with some oregano. A loose lid on the jar caused a mountain of the stuff to fall on her unsuspecting slice. (Was she the victim of the old New Jersey diner prank they used to do with the sugar jar?) The nice folks at Marcello's saw what happened and gave her a clean replacement slice.

Marcello's slice was desirably thin and not too far away from being like one from a New Jersey bar pie. It was also served at the perfect eating temperature. Right off I was loving this absolutely delicious pizza. The fresh dough was perfectly charred on the bottom, and I laid into [a classic Fold & Rip](#). With tasty Mozzarella cheese and rich thick tomato sauce on top, I could find no points to deduct on this one. This was New York style pizza at its absolute best. After a long day of shopping with Mrs. Pie, I sure was smiling.

I would suspect that someone (other than me of course) wouldn't take a vacation to San Francisco just to try its pizza—especially since this is such a foodie city. However, I suspect that if you are reading this it is likely that you don't like to go a week without having a slice either. So, I'm telling you that Marcello's is the pizza place to hold out for in San Francisco. It certainly is the best I had on my first trip there as the Pizza Snob. Let's see how this holds up when I return in 2017 for another visit.

PIZZA SNOB RATING ***** Sets the Standard

Marcello's Pizza
420 Castro Street
San Francisco, CA 94114
415-863-3900
www.marcellospizza420.com



<https://www.sfgate.com/food/article/Acquerello-Bix-SF-restaurants-100-health-score-13203831.php#photo-16082271>



Food

So clean you could eat off them: These SF restaurants earned perfect health inspections

Acquerello, Bix among those recognized with the 'symbol of excellence'

Susana Guerrero, SFGATE
Sep. 5, 2018

Sometimes the best dining option isn't about how trendy a restaurant is, but rather, how clean it is.

SFGATE reviewed San Francisco's health inspections from May to August and found all the restaurants that scored a perfect 100.

Notably, 22 of the 51 businesses mentioned on the list were also recognized with the "symbol of excellence" from the health department and included Ichi Sushi, Acquerello and Bix, among others.

This coveted title is only given to rock star businesses that received three consecutive scores of 90 percent or higher in their inspection. Additionally, these businesses did not have major violations during their inspections.

According to San Francisco's Food Safety Program, food violations can fall under three categories that range from low to high risk.

Low-risk violations are those that have no immediate risk to public health and safety. High-risk violations deal with the transmission of foodborne illnesses, the adulteration of food products and the contamination of food-contact surfaces.

If you need to make a complaint to the Department of Public Health, diners can call 311.

Did your favorite spot make the list? Click on the slideshow above to find out.

Marcello's Pizza

Cuisine: Pizza, salads, burgers

Find them: 420 Castro St.

Inspection date: June 19, 2018



Symbol of excellence

Photo by Betty H. on Yelp [Show More](#)

Editor's note: The list focuses on restaurants and businesses that sell desserts, but does not include coffee shops, food stands or catering businesses.

Follow Susana Guerrero on [Twitter](#) and email her at sguerrero@sfgate.com
Start receiving breaking news emails on wildfires, civil emergencies, riots, national breaking news, Amber Alerts, weather emergencies, and other critical events with the SFGATE breaking news email. [Click here to make sure you get the news.](#)



July 24, 2019

Annie Flores
Marcello's Pizza
420 Castro Street
San Francisco, CA 94114

Dear Annie,

On behalf of Frameline, we'd like to thank you for your generous contribution to the Frameline43 San Francisco International LGBTQ+ Film Festival, June 20–30, 2019.

We were proud to partner with Marcello's Pizza as a Catering & Beverage Sponsor this year, and are extraordinarily grateful for your vital support.

With attendance of 63,000, Frameline43 saw 11 days of sold-out screenings, lively parties, several new programs and events, invigorating panels, and an array of special guests. The Festival's 174 films presented at five venues in San Francisco, Oakland, and our newest venue, the Landmark Shattuck in Berkeley, were met with thunderous applause and meaningful engagement amongst the LGBTQ+, independent film, and media arts communities.

Frameline43 bowed on another successful year of outstanding LGBTQ+ film, with a sold-out Closing Night screening of the acclaimed documentary GAY CHORUS DEEP SOUTH, following the San Francisco Gay Men's Chorus on their Lavender Pen Tour through the American South. The Closing Night screening was capped off by a live performance by the chorus in the historic Castro Theatre immediately after the film, followed by Frameline's Closing Night Party and awards ceremony at Oasis.

We were also honored to have District 8 Supervisor Rafael Mandelman present our outgoing Executive Director, Frances Wallace, with a Certificate of Honor for her years of service. While we'll be sad to say goodbye to Frances later next month, Frameline remains extraordinarily grateful for her outstanding stewardship throughout her tenure.

Thanks to your support, Frameline43 once again saw a record number of filmmakers and talent in attendance. But Frameline43's real strength was in the storytelling itself, which shines brighter each year as new and established filmmakers continue to surprise us with their exceptional works from around the world.

Frameline will continue to build on our mission to engage broader audiences and vital, new partnerships as we look forward to Frameline44 and beyond.

We sincerely thank you for your partnership this year. We hope that your overall experience with Frameline has been a rewarding one thus far, and we look forward to discussing ongoing partnership opportunities for the years ahead.

Sincerely,

David Warczak
Director of Marketing and Strategic Partnerships

Alberto Navar
Sponsorship Associate

