



Small Business Commission

Resolution No. 007-20-LBR

January 27, 2020

DIANDA'S ITALIAN AMERICAN PASTRY COMPANY

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

Adopting findings approving the Legacy Business Registry application for Dianda's Italian American Pastry Company, currently located at 2883 Mission Street.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on January 27, 2020, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Dianda's Italian American Pastry Company in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

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





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Dianda's Italian American Pastry Company.

Physical Features or Traditions that Define the Business:

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

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

- Bakery.

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



Regina Dick-Endrizzi
Director

RESOLUTION NO. 007-20-LBR

Ayes – 7: Adams, Dooley, Huie, Laguana, Ortiz-Cartagena, Yekutiel, Zouzounis

Nays –

Abstained –

Absent –

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