



Legacy Business Registry Staff Report

Hearing Date: May 23, 2022

GOAT HILL PIZZA

Application No.: LBR-2021-22-023
Business Name: Goat Hill Pizza
Business Address: 300 Connecticut St.
District: District 10
Applicant: Philip De Andrade, President/Foundation
Nomination Letter Date: April 4, 2022
Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Goat Hill Pizza is a neighborhood pizzeria opened by five friends—Joel and Loris Lipski, Karen Clark, Ruthann Dickinson, and Philip De Andrade—in 1975 at 300 Connecticut Street in the Potrero Hill neighborhood. The restaurant combines the traditional red checkered tablecloths, brick oven, and casual atmosphere of a classic pizzeria with a unique San Francisco twist: sourdough crust.

Goat Hill Pizza was an instant hit when it opened. At the time, sit-down restaurants were not common in Potrero Hill, and the business quickly became an informal gathering place for friends and family. To help meet demand, the business expanded its dining room in 1985, and, soon after, introduced delivery service to more neighborhoods on the city's eastside. In 2008, Goat Hill opened a new location at 171 Stillman Street in the South of Market neighborhood. In 2012, it opened a third location at 170 West Portal Avenue. Today, the South of Market location is used as a prep kitchen, while the other two storefronts feature sit-down and takeout services.

Riffing on an old nickname for Potrero Hill, the founders named the business Goat Hill Pizza to honor the neighborhood's history as a hilly pastureland. During Goat Hill's early years, the business's mascot, Goat Hilda de Anchovy, roamed the backyard behind its Connecticut Street location. Her image can still be seen today on the restaurant's signage, interior decorations, and pizza boxes. Over the years, Goat Hill Pizza has remained committed to celebrating its community's unique history. The walls of the Potrero Hill and West Portal locations feature local ephemera and historic photographs obtained from the San Francisco Public Library. On the sidewalk outside its Connecticut Street location, Goat Hill Pizza has also preserved an unusual piece of neighborhood history; around 1920, some of the last goats in Potrero Hill escaped their pasture while cement was being poured for the sidewalks on Wisconsin Street, leaving their hoofprints memorialized in the walkway. More recently, when the street was being dug up for repairs, the hoofprints were rescued and embedded in the sidewalk outside Goat Hill.

More than just a pizzeria, Goat Hill Pizza has been part of the fabric of community life in Potrero Hill for decades. Often used as a meeting place for cultural and community groups, the restaurant was the site of the "Goat Hill Accords," an agreement reached between the Potrero Power Plant Citizens Advisory Task Force and government stakeholders. The business is also a longtime sponsor of the annual Halloween Free Pizza Slice Giveaway, Potrero Hill History Night, Potrero Hill Archives Project, and Potrero Festival, as well as a founding member of the Potrero Hill Dogpatch Merchants Association. Goat Hill donates to numerous neighborhood nonprofits and schools, displays the work of local artists on its walls, and has remained committed to its mission of providing delicious and reasonably priced sourdough pizza to the communities it serves.

Legacy Business Program

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





CRITERION 1

Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, Goat Hill Pizza has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

300 Connecticut Street, 1975 to Present (47 Years)
171 Stillman Street, 2008 to Present (14 Years)
170 West Portal Avenue, 2012 to Present (10 Years)

CRITERION 2

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

Yes, Goat Hill Pizza has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with Italian cuisine, and San Francisco's sourdough culture.
- None of the properties associated with the business are currently listed on a local, state, or federal resource registry. However, the West Portal Avenue location is located within the California Register-eligible West Portal Historic District. The eligible district is significant under Criterion 3 (Architecture) as an early example of a middle-class residential park community and for its association with master builder Fernando Nelson. Additionally, both the Connecticut Avenue and West Portal Avenue locations are currently being evaluated as part of the Planning Department's in-progress Neighborhood Commercial Corridors Historic Resources Survey.
- There have been numerous features and articles on Goat Hill Pizza from publications including the San Francisco Chronicle, The Potrero View, and the San Francisco Examiner. To celebrate the business's 40th anniversary and in recognition of its commitment to providing an affordable and family-friendly dining experience, Goat Hill Pizza received a Certificate of Honor from the San Francisco Board of Supervisors in 2015.

CRITERION 3

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

Yes, Goat Hill Pizza is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Goat Hill Pizza qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

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Physical Features or Traditions that Define the Business:

- Menu featuring sourdough crust pizza, soups, salads and sandwiches made with fresh ingredients.
- Family-friendly environment.
- Participation in neighborhood events, and sponsorship of local schools and non-profits.
- Image of Goat Hilda on restaurant signage and branding.
- Interior features that utilize salvaged and pre-loved materials.
- Goat hoofprints and plaque on sidewalk outside restaurant.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Restaurant featuring Italian cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Goat Hill Pizza currently located at 300 Connecticut St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

May 23, 2022

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Nomination Letter Date: April 4, 2022
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Adopting findings approving the Legacy Business Registry application for Goat Hill Pizza, currently located at 300 Connecticut 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 May 23, 2022, 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 Goat Hill Pizza in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Goat Hill Pizza.

Physical Features or Traditions that Define the Business:

- Menu featuring sourdough crust pizza, soups, salads and sandwiches made with fresh ingredients.
- Family-friendly environment.
- Participation in neighborhood events, and sponsorship of local schools and non-profits.
- Image of Goat Hilda on restaurant signage and branding.
- Interior features that utilize salvaged and pre-loved materials.
- Goat hoofprints and plaque on sidewalk outside restaurant.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Goat Hill 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 May 23, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-023
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District: District 10
Applicant: Philip De Andrade, President/Foundation
Nomination Letter Date: April 4, 2022
Nominated By: Supervisor Shamann Walton

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

300 Connecticut Street, 1975 to Present (47 Years)
171 Stillman Street, 2008 to Present (14 Years)
170 West Portal Avenue, 2012 to Present (10 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: April 6, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 10



City and County of San Francisco

SHAMANN WALTON

華頌善

April 4, 2022

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

Goat Hill Pizza
Attn: Philip De Andrade
300 Connecticut Street
San Francisco, CA 94107

Re: Legacy Business Nomination for Goat Hill Pizza

To Whom It May Concern:

I am writing to express my support for Philip De Andrade's application to recognize Goat Hill Pizza as a Legacy Business.

For more than four decades, Goat Hill Pizza has been operating in the same location at 300 Connecticut Street. From its beginnings in 1975, Goat Hill Pizza has been a part of the evolution of Potrero Hill. Goat Hill has provided a reliably warm welcome and an affordable meal for generations of Potrero Hill residents. The restaurant became so popular it quickly ran out of room and in 1985 expanded into the dining room that serves the Hill today. Even through the pandemic, Goat Hill Pizza was able to keep over thirty-five (35) staff employed, most who live in the surrounding community and District 10. The restaurant has always been used as a meeting place for cultural and community groups.

Thank you for your consideration.

A handwritten signature in blue ink, appearing to read "Shamann Walton".

Supervisor Shamann Walton, District 10

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:	
Goat Hill Pizza	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Joel Lipski, Philip De Andrade, Karen and Michael Monley, David Sturno	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
300 Connecticut St. San Francisco, CA 94107	415-641-1440
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input type="checkbox"/> Same as Business Address	San Francisco, CA
P.O. Box 77150	MAILING ADDRESS – ZIP CODE:
	94107
WEBSITE ADDRESS:	
www.goathillpizza.com	
FACEBOOK PAGE:	
@goathillpizza	
TWITTER NAME:	
@goathillpizza	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Philip De Andrade	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
President / Founder	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0104709	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
C1184758	

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
300 Connecticut St.	94107	November 15, 1975
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	November 15, 1975-Present	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
171 Stillman St.	94103	Start: 2008 End: Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
170 West Portal Ave.	94127	Start: 2012 End: Present

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
		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.

Philip De Andrade *March 1, 2021*

Name (Print):

Date:

Signature:

GOAT HILL 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.

On November 15, 1975, five friends and Potrero Hill neighbors pulled together \$8,000 along with a great deal of sweat equity and started a pizzeria in a neighborhood which had no sit-down restaurants. Joel and Loris Lipski, Karen Clark, Ruthann Dickinson, and Philip De Andrade opened Goat Hill Pizza, echoing the history of the Hill as the *Nuevo Potrero* (new pasture) of the land grant given to *Alcalde* (mayor) Francisco de Haro, first mayor of San Francisco.

After the 1906 earthquake, the Hill had become home to immigrant Italian families and their backyard goats. According to Peter Linenthal of the Potrero Archives Project, “‘Goat Hill’ was a nickname for Potrero Hill that dates to the neighborhood’s early 20th century semi-rural days, when cows, chickens, and goats grazed streets and backyards.”

Goat Hill Pizza (“Goat Hill” or “the Goat”) opened as a typical pizzeria with all the traditional Italian salamis and sausages. The spaghetti sauce recipe was an adaptation of Philip’s mother Mary’s recipe. The tablecloths were red checkered, and the pizza oven was brick. Perhaps the most important divergence from tradition was the San Francisco sourdough crust.

All of the original equipment, pizza ovens, stoves, steam tables, and even the plates came from Eddy Hunter, founder of the Reliable Equipment Exchange, the first Black-owned used equipment business in San Francisco. Eddy was located at Pier 48, which was torn down to make way for what is now Oracle Park. Eddy was married to Inez, who founded a Southern-style restaurant on Third Street which is now the Hard Knox Cafe in Dogpatch. Philip delivered pizza to Inez at her counter and to the Hell’s Angels in their clubhouse behind her.

The restaurant became so popular it quickly ran out of room and in 1985 expanded into the dining room that serves the Hill today. Cash was needed for the expansion, so the Huysentruyt family invested and officially joined the Goat Hill family. From 1987 to 1993, Philip De Andrade took a leave of absence to work for Congresswoman Nancy Pelosi in Washington, DC. During that period, Karen Monley took over the role of General Manager and carried on the Goat Hill traditions. Karen brought sound financial practices and organized job descriptions to the business. When Philip returned to Goat Hill he took on the task of introducing delivery to the SoMa, Potrero Hill, and Dogpatch communities.

Goat Hill opened its SoMa location at 171 Stillman Street in 2008 and, in addition to its residential delivery service, began to feed the booming tech industry employees with thousands of pizzas from the Goat Hill ovens.

With the Potrero Hill, Dogpatch, and SoMa neighborhoods thoroughly covered, the time came to expand across town to West Portal. In 2012, Goat Hill opened at 170 West Portal Avenue in a former bakery space. From the very beginning, Goat Hill's delivery, take out, and counter service was embraced by the neighborhood and has been loyally supported ever since.

In 2016, David Sturno joined the Goat Hill family as partner and CEO. After 40 years, the flagship location on Potrero Hill was in great need of renovation. David took on this project and, in addition to refurbishing the well-used space, he redesigned the facility to streamline delivery to Potrero Hill and Dogpatch neighborhoods, thus circumventing the now chronic traffic of the SoMa area. This in turn left the SoMa location free to concentrate on its expanding customer base of corporate clients and SoMa residents.

It turns out this strategy was an extremely fortuitous decision. When the COVID-19 pandemic of 2020 struck, the corporate client base left town but the West Portal and Potrero hubs were ready to provide efficient takeout and delivery service. The SoMa location was closed for takeout and delivery and transitioned to being a prep kitchen. Supported by sympathetic landlords and loyal frontline workers, the business has been able to survive in an enormously challenging environment.

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

N/A. The business has operated continuously for 45 years.

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

Technically no, but the co-owners are family of a non-traditional sort. The original owners became a family of choice, later adding the Huysentruyt family. All of the members of this combined family have worked in the restaurant at one time or another over the years and made it the neighborhood-serving business that it is today.

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

The business is owned by the original family-by-choice plus three more members who have joined over the last 40+ years:

1975 to 1982:	Philip De Andrade, Joel Lipski, Loris Lipski, Karen Clark, Ruthann Dickinson
1982 to 1985:	Philip De Andrade, Joel Lipski, Loris Lipski, Karen Clark, Ruthann Dickinson, Michael Monley
1985 to 2013:	Philip De Andrade, Joel Lipski, Loris Lipski, Karen Clark, Ruthann Dickinson, Michael Monley, Huysentruyt Family
2013 to 2014:	Philip De Andrade, Joel Lipski, Karen Clark, Ruthann Dickinson, Michael Monley, Huysentruyt Family

2014 to 2016: Philip De Andrade, Joel Lipski, Karen Clark, Michael Monley,
Huysentruyt Family
2016 to Present: Philip De Andrade, Joel Lipski, Karen Clark, Michael Monley,
Huysentruyt Family, David Sturno

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 40+ 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 historic resource status of the building at 300 Connecticut Street on Potrero Hill is classified by the Planning Department as Category B, Unknown / Age Eligible with regard to the California Environmental Quality Act. The business is located in the Potrero Hill neighborhood business corridor.

The historic resource status of the building at 171 Stillman Street in the SoMa neighborhood is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act.

The historic resource status of the building at 170 West Portal Avenue in West Portal is classified by the Planning Department as Category A, Historic Resource Present with regard to the California Environmental Quality Act because the building is included in a California Register Historic District.

CRITERION 2

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

From its beginnings in 1975, Goat Hill Pizza has been a part of the evolution of Potrero Hill. Goat Hill has provided a reliably warm welcome and an affordable meal for generations of Potrero Hill residents. The restaurant counts second and third generation neighborhood kids among its present-day patrons.

The original goat of Goat Hill Pizza, Goat Hilda de Anchovy, lived in the yard of the flagship location. Her image is on the signage at all three locations and ties them to the origin story on Potrero Hill. The Potrero Hill Archives Project recognized the goat-centric history of Goat Hill Pizza and revealed that circa 1920 some of the last goats on the Hill escaped their back yard when the sidewalks were poured on Wisconsin Street. They left their hoofprints in the cement. During the last street repair, the hoofprints were rescued by Rose Marie Ostler and presented to Goat Hill

Pizza. The restaurant embedded them in the sidewalk out front. In 2014, the Potrero Hill Archives Project erected a plaque at the site commemorating the Hill's goat history.

The restaurant has always been used as a meeting place for cultural and community groups. The Potrero Hill Dogpatch Merchants Association has met there since its inception. In the late 1970s, Philip De Andrade and Ron Gemple from the Daily Scoop convened the first meeting of its precursor, the Potrero Hill Association of Merchants & Businesses at the Goat.

There has always been a table available for community members to meet and discuss the policies and politics of City Hall and how they might affect the Potrero Hill neighborhood. Goat Hill Pizza was the site of the "Goat Hill Accords," an agreement hammered out by the Potrero Power Plant Citizens Advisory Task Force and various state and local stakeholders. Dozens of meetings were held at the Goat to explore the impact of the expansion of the UCSF Mission Bay campus. Throughout its history, the Potrero Hill Dogpatch Merchants Association has always held its meetings in the dining room of Goat Hill Pizza.

Goat Hill Pizza was an early supporter of the Potrero Festival which has operated continuously until the 2020 COVID-19 pandemic reinvented it as an on-line event.

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

Goat Hill Pizza is associated with several significant events in the neighborhood:

- Founding member of the Potrero Hill Dogpatch Merchants Association.
- Regular supporter of the Potrero Hill Neighborhood House.
- Continuing sponsor of and vendor at the Potrero Hill Festivals.
- Sponsor of the annual Halloween Free Pizza Slice giveaway.
- Sponsor, supporter, and participant in Potrero Hill History Night, and annual presentation of the Potrero Hill Archive Project.

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

Goat Hill Pizza has been referenced in numerous publications, including the following:

- "Goat Lady of Potrero Hill"
San Francisco Chronicle
April 28, 1951
- "Pie In The Sky" by R.B. Read
San Francisco Examiner, Underground Gourmet
April 23, 1976
"What makes the pizza here so special is the unstinting use of prime, fresh ingredients at every step."

- Herb Caen
San Francisco Chronicle
November 17, 1978
"She's named Goat Hilda Ann Chovie and is staked out behind Phil De Andrade's Goat Hill Pizza."
- "Pigging Out" by Cynthia Roberts
San Francisco Examiner
October 16, 1983
Cynthia Roberts calls Goat Hill Pizza "as among the best" along with Vanessi's, Little Joe's, Caffe Sport, and Swan's Oyster Depot.
- "Nabe Event To Honor Longtime Hill Merchants"
The Potrero View
October 1986, Vol. XVII, No. 9
Event to honor longtime Potrero Hill merchants who together exemplify decades of commitment to the community.
<https://archive.org/details/potreroviewoctob09unse>
- "Merchants Feted for Contribution To the Hill" by Vas Arnautoff
The Potrero View
November 1986, Vol. XVII, No. 10
State Assembly Proclamation that, as one of eight long time Potrero Hill merchants, Goat Hill Pizza "has helped to establish the Potrero Hill neighborhood as an active and caring community and ... has helped to preserve the Hill as a very special place to live and work."
<https://archive.org/details/potreroviewnovem10unse>
- "One Hill of a Pizza Joint Exalts Bygone Era of Nanny Goats" by Sean Paul Forsha
San Francisco Chronicle, Dining Out
June 9, 2000
<https://www.sfgate.com/restaurants/article/One-Hill-of-a-Pizza-Joint-Exalts-Bygone-Era-of-2773234.php>
- Goat Hill Pizza: Best All You Can Eat
SF Weekly
May 17-23, 2003
- "SOS on Mission Creek" by Ruth Passen
The Potrero View
March 2004, Vol. XXXIV, No. 2, Page 3
It was a dark and stormy morning when Goat Hill Pizza owner Phil De Andrade left home early on Monday, Feb 2.
https://archive.org/details/potreroview02unse_8

- “The Hill’s Scarlet Pimpernel ...”
The Potrero View
May 2005, Vol. XXXV, No. 4
Phil De Andrade honored by SF Bay Guardian as a “classic small-business activist, entrepreneur and neighborhood bon vivant.”
https://archive.org/details/potreroview04unse_8
- Leah Garchick
San Francisco Chronicle
November 20, 2014
“On Potrero Hill, on Connecticut Street in front of Goat Hill Pizza, a piece of sidewalk with goat footprints visible in the concrete, preserved from the ‘20s.”
- “Portuguese Malasadas on Mardi Gras at Goat Hill”
The Potrero View
March 2014, Page 21
https://www.potreroview.net/wp-content/uploads/2018/12/ViewPDF_1403_Mar2014_28pgs.pdf
- “Goat Hill Pizza Celebrates 40 Years of Pies”
The Potrero View
March 2015
“It is a cornerstone of the neighborhood; kind of a headquarters of Potrero Hill. It’s a really progressive San Francisco company.”
<https://www.potreroview.net/goat-hill-pizza-celebrates-40-years-of-pies/>
- “Certificate of Honor”
San Francisco Board of Supervisors
November 10, 2015
“40th Anniversary of Goat Hill Pizza providing an affordable neighborhood family-friendly restaurant for 40 years.”
- “Goat Hill” by Potrero View Staff Editorial
The Potrero View
April 2017
“Goat footprints in cement circa 1920 can be found in front of Goat Hill Pizza.”
<https://www.potreroview.net/2378-2/>
- “Pie in the Sky: The Continuing Legacy of Goat Hill Pizza” by K. A. Bussing
Hyperflyer
June 4, 2020
<https://www.hyperflyer.com/explore-sf/pie-in-the-sky-the-continuing-legacy-of-goat-hill-pizza/>
- “Finding a Little Pizza History: Goat Hill Pizza, a Potrero Hill Veteran”
San Francisco Chronicle, Weekend Dining
June 9, 2020

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

No.

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

For decades, the Goat has demonstrated its commitment to the community through a regular program of donations to neighborhood non-profits and resident-serving organizations including Daniel Webster Elementary School, Potrero Hill Neighborhood House, Potrero Hill Women's Club, Recess, Project Wreckless, Parents for Public Schools, Buen Día Family School, Ruth Asawa SOTA High School, Mission Kids Co-Op, Sunnyside Elementary School, St. Cecilia School, and 826 Valencia. Countless little league and school club events, every conceivable sports victory, history nights, birthdays, memorials, weddings, wakes, and communions are celebrated at Goat Hill. For 40+ years, the restaurant has maintained a tradition of organizing a rotating exhibit space for local artists along with an opening day reception for each show.

Joel Lipski served in the administration of three Mayors and continues to this day to serve on the Board of Directors of ONE TREASURE ISLAND. Philip De Andrade served for more than 20 years on UCSF's Citizens Advisory Group and was formerly a member of the Rincon/SoMa Citizens Advisory Committee and the NABE Board of Directors. From its earliest days to the present, Goat Hill and its owners have been committed to the community.

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

The community served by Goat Hill Pizza is diverse across ethnicity, age, gender, income, and education levels, yet is cohesive in its shared values. The business serves every school kid who has lived in the neighborhood. It serves Potrero Hill cultural and community groups.

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

The walls of Goat Hill Pizza on Potrero Hill and in West Portal are a visual snapshot of their neighborhoods. For example, the Potrero Hill location features photos of neighborhood locations obtained from the San Francisco Public Library archives paired next to their present day rendering by photo artist and Goat Hill owner, Michael Monley. Additional photos, posters, and local ephemera further adorn the walls, with space left over for a rotating exhibits by local artists. In West Portal, the walls are similarly outfitted.

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

If Goat Hill Pizza were to be shut down, the local community of families, schools, athletic clubs, and non-profit organizations would lose a reliable and friendly benefactor. Looking back over the last 40+ years, Goat Hill Pizza owners are proud that being active in their local communities continues to this day. The business will always be inclusive and affordable. It will always be the neighborhood gathering spot for school fundraisers and birthday parties. It will always have wall space available for local artists to display their works, and it will always offer neighbors a warm, friendly gathering place.

CRITERION 3

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

Goat Hill Pizza is a neighborhood-serving pizzeria company and serves pizza, pasta, sandwiches, soup and salads. The pizza is San Francisco sourdough, raised from a sourdough mother and made daily. The soup, sauces, salads, and dressings are made in-house. Only the finest and freshest meats, flours, and vegetables are used in the preparation of its menu.

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)

The business owners have demonstrated their commitment to maintaining the physical features of its flagship location by preserving its family friendly environment throughout multiple renovations by utilizing low key decor appropriate to a neighborhood pizzeria. Its established traditions of the Halloween free pizza slice giveaway, All-You-Can-Eat Night, participation in neighborhood events, and support of schools and nonprofits have been in place for decades, including during the current COVID-19 pandemic. There are no plans to change any of these activities as they are central to the business' identity as a family friendly destination.

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.).

Goat Hill Pizza's flagship location operates in a commercial space at 300 Connecticut Street on Potrero Hill and has always served the community as a food-service and gathering place.

Goat Hilda lived in the yard of the original location. Her image on the signage at all the locations ties each of the locations to the origin story on Potrero Hill. Local salvage materials and pre-loved fixtures are a feature of the interior.

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.

Not applicable. The current ownership has remained the same for more than 45 years.

POTRERO HILL
300 CONNECTICUT ST.











SOUTH OF MARKET
171 STILLMAN ST.



WEST PORTAL
170 WEST PORTAL AVE.

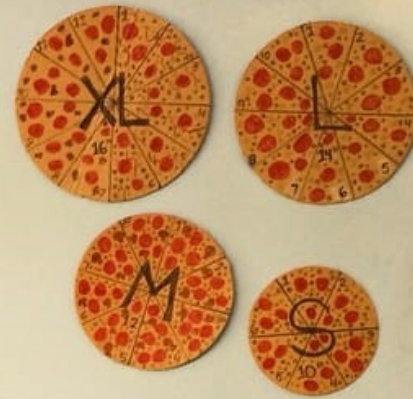


Goat Hill Pizza





San Francisco's
SOURDOUGH PIZZA
since 1975





"W-e-e-e-elcome"
to Goat Hill Pizza.

Goat Hill Pizza

3011 Concord Avenue, Suite 100
Oakland, CA 94612
goathill.com

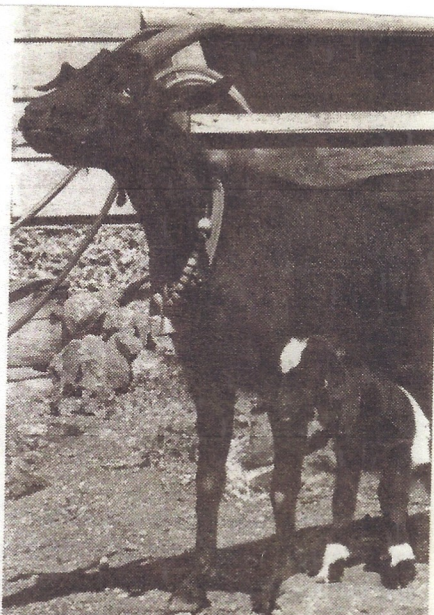


4

Food: Portuguese Malasadas on Mardi Gras at Goat Hill

For the 20th time, Goat Hill presents this celebration with Portuguese *malasadas*, tasty fried dough balls, which are found in almost every Latin culture under various names like *beignets* or *bunuelos* as well as in the Queen's English: fritters or elephant ears. Malasadas are popular from Massachusetts, to California, to Hawaii—wherever there are descendants of the 19th and 20th century Portuguese immigrants who came seeking agricultural or maritime opportunities. In celebration of Shrove Tuesday, Goat Hill Pizza will again be serving malasadas until supplies run out. This year the celebration will include the unveiling of the Potrero Hill goat hoof prints, circa 1920, that were rescued from a Carolina Street sidewalk by Rose Marie Ostler and presented to the restaurant in memory of its longtime mascot, Goat Hilda de Anchovy. This event is a result of a collaboration between the restaurant and the Potrero Hill Archives Project. Free. Beginning at 11:30 am. Unveiling, 3 p.m. Goat Hill Pizza, 300 Connecticut Street. Information: 641.1440.

PHOTOGRAPH BY DANA EDWARDS



March 4, Fat Tuesday at Goat Hill Pizza, commemorating Goat Hilda de Anchovy (left).

E6 | Monday, March 10, 2014 | SFCHRONICLE.COM AND SFGATE.COM

DATEBOOK

LEAH GARCHIK



* * *

And in San Francisco we take pleasure in celebrating the little things, too:

On Potrero Hill, on Connecticut Street in front of Goat Hill Pizza on Tuesday, a piece of sidewalk with goat footprints visible in the concrete, preserved from the '20s, was unveiled, along with a plaque explaining that goats once roamed the hill. To name names:

Rose Marie Ostler, who had saved this pavement, did the unveiling; the goats had belonged to **Josephine Firpo Alioto**, **Boney** and **Skully**, (goats from City Grazing) were on hand for the occasion (and were "a bit spooked by a goat puppet," says eyewitness **Peter Linenthal**); and **Phil De Andrade**, proprietor of Goat Hill Pizza, served malasadas, Portuguese Mardi Gras fritters, to on-lookers.



SERVING THE POTRERO HILL, DOGPATCH, MISSION BAY, & SOMA
NEIGHBORHOODS SINCE 1970

Goat Hill Pizza Celebrates 40 Years of Pies

Published on March, 2015 — in News — by Kimberly Gomes

Goat Hill Pizza has been satisfying Potrero Hill residents' cravings for pepperoni, cheese, and a myriad of other pizzas since 1975. But more than providing lunch and dinner, patrons and employees agree that the restaurant serves as an anchor of the community.

"It's a cornerstone of the neighborhood; kind of the headquarters of Potrero Hill. It's a really progressive San Francisco company," said Elena Neustadt, Goat Hill's general manager.

Founding owners Phil De Andrade, Karen and Mike Monley, Ruthann Dickinson, and Joel and Loris Lipski started the restaurant on a shoestring. The group of friends opened their first – and only, until 2009 – location on 18th and Connecticut streets. It took over a spot that had been occupied by Hollander, a ribs and burger joint. At the time Goat Hill Pizza was one of a handful of dining options in a neighborhood now filled with eateries.

Since its early days the family-friendly restaurant has followed three basic principles: good food, good service, good location. Known for its handmade sourdough crust, Goat Hill has fans throughout the City, but especially on the Hill, South-of-Market, and in West Portal. Six years ago Goat Hill opened a SoMA location, to service deliveries. Four years later the restaurant expanded to West Portal.

De Andrade attributes some of Goat Hill's success to maintaining nearly the same menu the founders opened with in 1975: sourdough pizza, soup, salad, as well as meatball and veggie sandwiches. Yet the restaurant has evolved over the years. True to its name, Goat Hill Pizza once hosted goats. The young entrepreneurs purchased their mascot, Hilda, in Sonoma. Not long afterwards Hilda gave birth to two kids, Loretta and Bucky. For ten years the small family grazed the rocky pasture behind the restaurant. In 1985 the pizzeria built a rear dining room on top of the empty lot. The goats were relocated to Sonoma State Hospital, where they became amateur mascot therapists.

Over the years Goat Hill Pizza has supported a large number of community gatherings, including for Community in Solidarity with the People of El Salvador, and, more regularly, the Potrero Dogpatch Merchants Association. The restaurant has been a consistent supporter of San Francisco schools, hosting fundraisers and providing food for neighborhood gatherings.

"We've always tried to give back to support the community through food and finance. I think that's why it works," said De Andrade.

De Andrade noted that while Goat Hill's owners may be getting older, their commitment to remaining part of the community is steadfast. De Andrade, who lives on a houseboat anchored in Mission Creek, is a long stroll away from his Hill and SoMa locations.

"We have a neighborhood-oriented business, and a very neighborhood-oriented population to serve," he said. "I continue to love walking down the streets and being recognized as the pizza guy from Potrero Hill. It's a kind of rooting in San Francisco, which makes living in [here] so special."

Dickinson and Lipski passed away in 2013 and 2014 respectively.

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Pie in the Sky: The Continuing Legacy of Goat Hill Pizza

by K. A. Bussing



David Sturno doesn't use the word "magic" lightly, but there are few others that best encapsulate Goat Hill Pizza. The pizza restaurant, which now boasts three locations, has been a mainstay for generations of San Francisco diners, which the CEO attributes to its history and its integral role in the community for decades.

1975 was a time where rents were cheap and opportunities plentiful, and a few dollars could get a group of young friends a lease and a chance to see what might happen. The lease in question was to a former BBQ joint in Potrero Hill, situated on the corner of

18th and Connecticut, and its name-to-be emerged by chance. The founders of what would be Goat Hill Pizza found documents and newspaper clippings in the building's basement that referred to Potrero Hill as Goat Hill, after goats were photographed grazing there after the 1906 earthquake. The name stuck.



This is Hilda. She lived in the lot behind the restaurant and was their mascot for about 10 years along with her two kids, Bucky & Loretta. She was very popular with the neighborhood children. She and her family eventually moved to Sonoma in search of larger accommodations.

And the restaurant did, too. 45 years later, Goat Hill has bloomed, with another location in West Portal and a kitchen in SOMA with a takeout window.

“The original founders continue to be active throughout the city as ambassadors of the brand, sprinkling pizza love around the city,” says Sturno.

Part of Goat Hill’s success is — of course — the pizza. Making the handmade sourdough pies is a multi-day process. The starter is made daily, and the dough goes through several rounds of fermentation to allow for

the flavors to fully develop. If Goat Hill’s staying power is any indication, it’s a process that works.

“People would buy their pizza and sit on the curb on the street and eat it. They didn’t care about their surroundings,” says Sturno of the customers at the SOMA location. “I think that says a lot about how people feel about the quality of the product.”

But Sturno maintains that what differentiates Goat Hill isn’t just the pizza, but its role in the neighborhood. On Halloween night, the restaurant sets up a tent and gives out mini slices to kids in costume. It supports many different causes, including school fundraisers, and participates in local events.



Margarita with Black Olives

“The last two years during Poetry Month, we’ve partnered with 826 Valencia and posted poems on the outside of our delivery pizza boxes written by city schoolchildren in the 826 program,” says Sturno.

To survive as a restaurant in San Francisco for over 45 years means having to overcome a swath of different challenges and difficulties, and COVID poses a new one. The SOMA location primarily caters to daytime business, corporate clients and inner-city conferences, all of which began to dry up in late February as people shifted to working from home, severely impacting SOMA’s ability to generate revenue. The loss, along with

restaurants closing to in-restaurant dining, meant an unfortunate reduction in staff, and others saw reduced hours. Sturno reflects on the strange toll it has had on customer service: masks hide smiles and friendly chit-chat is replaced by more transactional interactions as everyone tries to reduce contact.



Kids love to color the goat heads at Goat Hill Pizza’s West Portal location

But the restaurant has stayed open for delivery and takeout, framework that it’s had in place for years. Staff are told they’re welcome to work — the decision is up to them and their feeling of safety.

“We’re just incredibly lucky to be able to serve the community on the limited basis that we can,” says Sturno. “It’s amazing how deep pizza goes for everybody.”

And the community continues to serve it back. Devoted diners have posted on social



Pepperoni pizzas hot out of the oven and waiting to be sliced

media and frequent the West Portal and Potrero locations, and Sturno says that a silver lining of the recent difficulties has been people rediscovering their love of Goat Hill. Former regulars, for whom Goat Hill had dropped off their radar, are returning for takeout: grandparents, parents, and their kids are taking comfort in slices, finding new favorites and returning to old ones.

“There are some places that have magic. Goat Hill is one of those places,” says Sturno. “People love the idea of Goat Hill, the memory of Goat Hill, and the pizza. And that’s what’s blessed Goat Hill.”



K. A. Bussing

K.A. Bussing is a writer and editor from Seattle. Currently an MFA candidate in fiction at the University of Arizona, Bussing has worked as a journalist in Los Angeles, Washington, DC, and Australia. Her work has appeared in publications including VICE Canada, Lit Hub, and The Hollywood Reporter, among others. [LinkedIn](#)

All Posts



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: May 4, 2022

Filing Date: April 6, 2022
Case No.: **2022-003213LBR**
Business Name: Goat Hill Pizza
Business Address: 300 Connecticut Street (Primary Address)
Zoning: NC-2 (Neighborhood Commercial, Small Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 4035/001
Applicant: Philip De Andrade
300 Connecticut Street
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Alessandro Hall – (628)-652-7336
Alessandro.hall@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Goat Hill Pizza (Goat Hill) is a neighborhood pizzeria opened by five friends—Joel and Loris Lipski, Karen Clark, Ruthann Dickinson, and Philip De Andrade—in 1975 at 300 Connecticut Street in the Potrero Hill neighborhood. The restaurant combines the traditional red checkered tablecloths, brick oven, and casual atmosphere of a classic pizzeria with a unique San Francisco twist: sourdough crust.

Goat Hill was an instant hit when it opened in 1975. At the time, sit-down restaurants were not common in Potrero Hill, and the business quickly became an informal gathering place for friends and family. To help meet demand, Goat Hill expanded its dining room in 1985, and, soon after, introduced delivery service to more neighborhoods on the city's eastside. In 2008, Goat Hill opened a new location at 171 Stillman Street in the South of Market neighborhood. Several years later, in 2012, it opened a third location at 170 West Portal Avenue. Today, the South of Market location is used as a prep kitchen, while the other two storefronts feature sit-down and takeout services.

Riffing on an old nickname for Potrero Hill, the founders named the business Goat Hill Pizza to honor the neighborhood's history as a hilly pastureland. During Goat Hill's early years, the business's mascot, Goat Hilda de Anchovy, roamed the backyard behind its Connecticut Street location. Her image can still be seen today on the restaurant's signage, interior decorations, and pizza boxes. Over the years, Goat Hill has remained committed to celebrating its community's unique history. The walls of the Potrero Hill and West Portal locations feature local ephemera and historic photographs obtained from the San Francisco Public Library. On the sidewalk outside its Connecticut Street location, Goat Hill has also preserved an unusual piece of neighborhood history; around 1920, some of the last goats in Potrero Hill escaped their pasture while cement was being poured for the sidewalks on Wisconsin Street, leaving their hoofprints memorialized in the walkway. More recently, when the street was being dug up for repairs, the hoofprints were rescued and embedded in the sidewalk outside Goat Hill.

More than just a pizzeria, Goat Hill has been part of the fabric of community life in Potrero Hill for decades. Often used as a meeting place for cultural and community groups, the restaurant was the site of the "Goat Hill Accords," an agreement reached between the Potrero Power Plant Citizens Advisory Task Force and government stakeholders. The business is also a longtime sponsor of the annual Halloween Free Pizza Slice Giveaway, Potrero Hill History Night, Potrero Hill Archives Project, and Potrero Festival, as well as a founding member of the Potrero Hill Dogpatch Merchants Association. Goat Hill donates to numerous neighborhood non-profits and schools, displays the work of local artists on its walls, and has remained committed to its mission of providing delicious and reasonably priced sourdough pizza to the communities it serves.

The business's primary location at 300 Connecticut Street is a Category B (Unknown / Age Eligible) structure on the southwest corner of 18th and Connecticut Streets in the Potrero Hill neighborhood. It is within a NC-2 (Neighborhood Commercial, Small Scale) Zoning District and a 40-X Height and Bulk District. Goat Hill Pizza currently maintains two additional locations in San Francisco. Its second location at 171 Stillman Street is in a Category C (No Historic Resource Present) structure on the east side of Stillman Street between 3rd and 4th Streets in the South of Market neighborhood. It is within the CMUO (Central SoMa-Mixed Use Office) and Central SoMa Mixed Use-Office District Controls Zoning Districts, an 85-X Height and Bulk District, the Central SoMa Special Use District, and the SoMa Pilipinas – Filipino Cultural District. It was surveyed during the South of Market Area Historic Resource Survey in 2011 and received a status code of 6Z (not eligible for listing on a local, state, or national registry). Goat Hill Pizza's third location at 170 West Portal Avenue is a Category A (Historic Resource Present) structure on the west side of West Portal Avenue between Vicente Street and 14th Avenue in the West of Twin Peaks neighborhood. It is within a NCD (West Portal Avenue Neighborhood Commercial) Zoning District, a 26-X Height and Bulk District, and the California Register-eligible West Portal Park Historic District. The 300 Connecticut Street and 170 West Portal Avenue properties are currently being evaluated as part of the department's in-progress Neighborhood Commercial Corridors Historic Resources Survey.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1975.

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

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

- a. Goat Hill Pizza has operated continuously in San Francisco for 47 years.
- b. Goat Hill Pizza has contributed to the history and identity of the Potrero Hill neighborhood and San Francisco.
- c. Goat Hill 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/tradition?*

Yes. The business is associated with Italian cuisine, and San Francisco's sourdough culture.

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

Yes. The Connecticut Street property is associated with the early history of Potrero Hill, when the area was primarily pastureland. Additionally, the business's West Portal Avenue location is located within the California Register-eligible West Portal Park Historic District. The eligible district is significant under Criterion 3 (Architecture) as an early example of a middle-class residential park community and for its association with master builder Fernando Nelson.

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

No. None of the properties associated with the business are currently listed on a local, state, or federal resource registry. However, the West Portal Avenue location is located within the California Register-eligible West Portal Historic District. Additionally, both the Connecticut Avenue and West Portal Avenue locations are currently being evaluated as part of the Planning Department's in-progress Neighborhood Commercial Corridors Historic Resources Survey.

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. There have been numerous features and articles on Goat Hill Pizza from publications including the San Francisco Chronicle, Potrero View, and the San Francisco Examiner. To celebrate the business's 40th anniversary and in recognition of its commitment to providing an affordable and family-friendly dining experience, Goat Hill Pizza received a Certificate of Honor from the San Francisco Board of Supervisors in 2015.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 300 Connecticut Street (1975 – Present)
- 171 Stillman Street (2008-Present)
- 170 West Portal Avenue (2012 – Present)

Recommended by Applicant

- Menu featuring sourdough crust pizza, soups, salads and sandwiches made with fresh ingredients
- Family-friendly environment
- Participation in neighborhood events, and sponsorship of local schools and non-profits
- Image of Goat Hilda on restaurant signage and branding
- Interior features that utilize salvaged and pre-loved materials

Additional Recommended by Staff

- Goat hoofprints and plaque on sidewalk outside restaurant

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 RESOLUTION NO. 1244

HEARING DATE: MAY 4, 2022

Case No.: **2022-003213LBR**
Business Name: Goat Hill Pizza
Business Address: 300 Connecticut Street (Primary Address)
Zoning: NC-2 (Neighborhood Commercial, Small Scale) Zoning District
40-X Height and Bulk District
Block/Lot: 4035/001
Applicant: Philip De Andrade
300 Connecticut Street
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Alessandro Hall - (628) 652-7336
Alessandro.hall@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GOAT HILL PIZZA CURRENTLY LOCATED AT 300 CONNECTICUT ST (PRIMARY ADDRESS), BLOCK/LOT 4035/001; 171 STILLMAN ST, BLOCK/LOT 3762/040; 170 WEST PORTAL AVENUE, BLOCK/LOT 2988A/006

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 May 4, 2022, 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 Goat Hill 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 Goat Hill Pizza.

Location(s):


- 300 Connecticut Street (1975 – Present)
- 171 Stillman Street (2008 – Present)
- 170 West Portal Avenue (2012-Present)

Physical Features or Traditions that Define the Business

- Menu featuring sourdough crust pizza, soups, salads, and sandwiches made with fresh ingredients
- Family-friendly environment
- Participation in neighborhood events, and sponsorship of local schools and non-profits
- Image of Goat Hilda on restaurant signage and branding
- Interior features that utilize salvaged and pre-loved materials
- Goat hoofprints and plaque on sidewalk outside restaurant

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 2022-003213LBR to the Office of Small Business May 4, 2021.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Black, Foley, Johns, So, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: May 4, 2022