



Legacy Business Registry Staff Report

Hearing Date: June 26, 2023

SWENSEN'S OF SAN FRANCISCO, INC.

Application No.: LBR-2021-22-017
Business Name: Swensen's of San Francisco, Inc.
Business Address: 1999 Hyde St.
District: District 3
Applicant: Jim Laughlin, Manager
Nomination Date: February 28, 2022
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Swensen's of San Francisco is an ice cream shop that was founded by Earle Swensen on the corner of Hyde and Union streets in 1948. Earle developed a lifelong devotion to making and serving ice cream during his time serving on a U.S. Navy ship in the tropics of the Pacific Ocean during World War II. After the war, Earle returned to San Francisco and opened Swensen's. Originally named "See Us Freeze Ice Cream," Earl changed it to bear his name. The store still honors its original name with a "See Us Freeze" red neon sign in the storefront window that can still be seen today.

In 1970, Earle sold the franchising rights to Swensen's for other locations but retained exclusive rights at the original store in San Francisco where ice cream continued to be made on-site in the same traditional atmosphere, utilizing the same methods from 1948. At its height, there were several hundred Swensen's ice cream shops in the United States and elsewhere, however Swensen's ice cream shops have since closed in the United States. Swensen's currently maintains over 350 additional locations in 9 countries worldwide including Brunei, Cambodia, Laos, Malaysia, Myanmar, Singapore, Taiwan, Thailand, and Vietnam.

In 1959, Earle hired Richard Campana, a 15-year-old, to work part-time at his ice cream shop. In 1964, Richard became manager of Swensen's ice cream shop. Two years after Earle's death in 1996, Earle's three daughters sold Swensen's to Richard, who continues to own Swensen's to this day. In 2020, Richard's daughter Diane Campana and son-in-law Jim Laughlin began managing the ice cream shop to carry on the tradition of using old-fashioned standards to make ice cream on-site.

Swensen's has developed deep roots in the local community by sharing the knowledge, tradition, and love of making ice cream and has provided first-time jobs for hundreds of teenagers from the neighborhood area to give them needed income and useful experience. Swensen's offers presentations and tours on operating their business to interested youth, and, of course, samples are provided along the way. Swensen's also maintains connections with and supports the Russian Hill Neighbors community organization. Swensen's also hosted a fundraiser for the people of Ukraine donating all sales for the day plus a donation box for customers that resulted in a total donation of \$8,000.

Swensen's ice cream has been honored with more than 50 ribbons recognizing its quality and taste at the California State Fair and Exposition in Sacramento. Thirty of these ribbons are framed and on display in the Swensen's ice cream shop. In addition, Swensen's ice cream is regularly included on various "best of" lists for San Francisco.

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





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, Swensen's of San Francisco Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1999 Hyde St. from 1948 to Present (75 years)

CRITERION 2

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

Yes, Swensen's has contributed to the history and identity of the Russian 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 the craft of making ice cream.
- Over its long history, Swensen's has served numerous well-known celebrities, actors, politicians, and other notables.
- 1999 Hyde Street was surveyed as part of the unadopted Neighborhood Commercial Corridors Survey. It was identified as a district contributor. The ongoing Citywide Cultural Resources Survey (SF Survey) will reassess the building for significance. The property was also surveyed in the 1976 Department of City Planning survey, where it was rated 1 out of 5.
- The San Francisco Chronicle has featured a number of articles about or mentioning Swensen's over the years and in 1967, nicknamed Earle Swensen "Mr. Ice Cream." On January 30, 2023, the Chronicle published its more recent article titled, "My favorite ice cream in S.F. comes from this 75-year-old parlor." On July 21, 2022, SFGATE wrote about Swenson's in their piece called, "How 'corporate greed' nearly killed Bay Area institution Swensen's ice cream." ABC7 San Francisco covered Swensen's' Ukraine fundraiser on March 19, 2022. In its June 2021 issue, San Francisco Magazine listed Swensen's as one of the best ice cream shops in San Francisco.

Many websites have continued to recognize Swensen's as a premier location in San Francisco for rich and delicious ice cream made on-site.

Among books published over the years that highlight Swensen's, two recent ones are: "Made in California: The California-Born Diners, Burger Joints, Restaurants and Fast Food That Changed America" by George Geary, Turner Publishing Company, 2021; and "A Passion for Desserts" by Emily Luchetti, Chronicle Books, 2003.

Swensen's ice cream containers appeared in the 1985 movie "The Goonies," and a segment of the reality television show "The Bachelorette" was filmed at the Swensen's ice cream shop. Swensen's ice cream shop has been a backdrop for other movies and television shows over the years.

- Throughout its 75 years, Swensen's has provided first-time jobs for hundreds of teenagers from the neighborhood to give them needed income and useful experience. Additionally, Swensen's gives back to both the local and the international community; in one instance, they held a fundraiser for the people of Ukraine.

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CRITERION 3

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

Yes, Swensen's is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Swensen's of San Francisco Inc. 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.

Physical Features or Traditions that Define the Business:

- Original interior vintage décor.
- Corner neon blade sign.
- Three neon window signs, "See Us Freeze," "Delicious Ice Cream," and "We Make Our Own."
- Old-fashioned homemade ice cream served in a traditional setting.

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.

- Ice cream store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Swensen's of San Francisco Inc. currently located at 1999 Hyde 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. _____

June 26, 2023

SWENSEN'S OF SAN FRANCISCO, INC.

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Business Address: 1999 Hyde St.
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Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Swensen's of San Francisco, Inc., currently located at 1999 Hyde 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 June 26, 2023, 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 Swensen's of San Francisco, Inc. 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 Swensen's of San Francisco, Inc.

Physical Features or Traditions that Define the Business:

- Original interior vintage décor.
- Corner neon blade sign.
- Three neon window signs, "See Us Freeze," "Delicious Ice Cream," and "We Make Our Own."
- Old-fashioned homemade ice cream served in a traditional setting.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Swensen's of San Francisco, Inc. on the Legacy Business Registry:

- Ice cream store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 26, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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**Legacy
Business
Registry**

**Application
Review Sheet**

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Nomination Date: February 28, 2022
Nominated By: Supervisor Aaron Peskin

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?
 X Yes No

1999 Hyde St. from 1948 to Present (75 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?
 X 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?
 X Yes No

NOTES: NA

DELIVERY DATE TO HPC: April 19, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

February 28, 2022

Director Katy Tang
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
Katy.Tang@sfgov.org

Dear Director Tang:

I am writing to nominate Swensen's for inclusion on the Legacy Business Registry. Swensen's was opened by Earle Swensen at its first location in Nob Hill in 1948. Since its inception in 1948, Swensen's has grown to over 300 stores worldwide and continues to offer over 180 flavors, and still adheres to its founding principles of quality, quantity, and value.

San Franciscans of all ages have cherished memories of ice cream at Swensen's. Swensen's is famous for its original flavors and old-fashioned all natural recipes including their handmade waffle cones.

Swensen's would benefit from inclusion on the Legacy Business Registry, and it is my honor to nominate it for inclusion.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin".

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Swensen's of San Francisco Inc.

Business owner name(s): Richard Campana

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

Current business address: 1999 Hyde st.

Telephone: (415) 775 – 6818 **Email:** swensensofsf@gmail.com

Mailing address (if different than above):

Website: www.swensensofsf.com

Facebook: The Original Swensen's Ice Cream **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 0 2 7 8 6 9

Do any of these describe your business? (select all that apply)
Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

- | | |
|---|--|
| <input type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business | <input type="checkbox"/> Veteran-Owned Business |
| <input type="checkbox"/> Minority-Owned Business* | <input type="checkbox"/> Woman-Owned Business |

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Jim Laughlin

Contact person title: Manager

Contact telephone: () – **Contact email:** swensensofsf@gmail.com

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.

Original San Francisco address: 1999 Hyde St. **Zip Code:** 94109

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

Dates at this location: From: 1948 To: Current

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

Dates at this location: From: To:

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

Dates at this location: From: To:

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

Dates at this location: From: To:

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

Dates at this location: From: To:

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

Dates at this location: From: To:

Applicant Disclosures

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

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

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

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

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

Name: Richard Campana

Signature: *Richard Campana*

Date: April 14, 2023

SWENSEN'S OF SAN FRANCISCO, INC.

Written Historical Narrative

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

Since 1948, at the same location on the southwest corner of Union and Hyde streets on San Francisco's Russian Hill, the Swensen's ice cream shop has delighted locals and visitors alike with a variety of more than 30 flavors of rich and delicious homemade ice cream and sherbet made on-site. Ice cream is hand-scooped to take away individually in cups, sugar and cake cones, and homemade waffle cones. Other custom-made ice cream treats include sundaes, milk shakes and malts, and root beer floats. Ice cream is also available to go in pint, quart, and half-gallon size containers. Seven changing seasonal ice cream flavors plus holiday egg nog all made on-site also enrich and enliven celebrations during the year.

As signs in the ice cream shop state: "In the rich tradition of Old San Francisco," Swensen's Ice Cream has provided "Quality, Taste and Value since 1948."

b. Describe who the business serves.

From children in strollers to seniors using walkers and all persons in between, customers of Swensen's can best be described as everyone who loves ice cream. Customers come from surrounding neighborhoods including Russian Hill, North Beach, Cow Hollow, the Marina, and other parts of San Francisco. Because Swensen's is at a stop for the Hyde Street cable car line, and close to popular tourist destinations such as crooked Lombard Street and the Fisherman's Wharf area, tourists from across the United States and the world discover Swensen's on a regular basis. Each year, Swensen's serves thousands of people.

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

Old-fashioned, homemade ice cream, rich and delicious.

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

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

Swensen's of San Francisco, Inc., commonly known as Swensen's ice cream shop, was established by Earle Swensen in 1948 at 1999 Hyde Street and has remained at that location continuously since it was founded. The business was originally named See Us Freeze Ice Cream before Earle changed it to bear his name. The store still honors its original name, See Us Freeze, with a red neon sign in the storefront window.

Earle developed a lifelong devotion to making and serving ice cream that began when he prepared ice cream for grateful sailors while aboard a U.S. Navy ship in the tropics of the Pacific Ocean during World War II. When Earle returned to the Bay Area after the war, he opened the Swensen's ice cream shop at the current location on the southwest corner of Union and Hyde streets and eventually prospered enough to quit his day job. Earle did sell franchise rights to Swensen's for other locations beginning in 1964, and at its height there were several hundred Swensen's ice cream shops in the United States and elsewhere. Franchised Swensen's ice cream shops have closed in the United States, with a presence continuing today in Asia.

It is important to note that Earle Swensen determined that the original Swensen's ice cream shop on the corner of Union and Hyde streets would remain separate and independent of the franchises. Ice cream continued to be made on-site at the original location in the same traditional atmosphere, utilizing the same methods and high quality from 1948 with no changes over the years to the present day.

In 1959, Earle hired Richard Campana, a 15-year-old, to work part-time at his ice cream shop. In 1964, Richard became manager of Swensen's ice cream shop and worked for Earle while maintaining his same high standards for making old-fashioned ice cream on-site.

Earle died in 1996, and Earle's three daughters sold Swensen's to Richard two years later in 1998, who was still the manager up to that time. Today Richard continues to own Swensen's.

In 2020, Richard's daughter Diane Campana and son-in-law Jim Laughlin began managing the ice cream shop to continue the tradition of using old-fashioned quality standards to make rich and delicious ice cream on-site.

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

1948 to 1996:	Earle D. Swensen
1996 to 1998:	Daughters of Earle Swensen: Linda Burusis; Patti Pedroli; Dorothy Varellas
1998 to Present:	Richard Campana

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

Except for two brief closures, Swensen's ice cream shop has operated continuously at the same location since 1948.

1) Just after the Loma Prieta Earthquake in 1989, Swensen's was closed for one week due to a resulting power outage.

2) From March to July 2020, Swensen's was closed for four months because of the COVID pandemic.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

One recent San Francisco Chronicle article stated, "This charming section of Russian Hill gives way to the sight of couples taking afternoon strolls with their dogs and the sound of chatter from customers ... Perhaps the most notable aspect of the street corner is neighborhood mainstay, Swensen's, which has delighted the hearts of locals with rich ice cream scoops for more than seven decades. With its black-and-white checkered floor tiles and vintage signs, the historic ice cream parlor ... hasn't changed much from its early days in 1948."

As the lines of customers waiting to be served attest almost daily and over many years, Swensen's long history has truly made it a "neighborhood mainstay" continuing a joyous tradition of tasting delicious ice cream in the company of others.

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

In 1967, the San Francisco Chronicle nicknamed Earle Swensen "Mr. Ice Cream." Over its long history, Swensen's has served an unending list of well-known celebrities, actors, politicians, and other notables. And they return!

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

Swensen's has developed deep roots in the local community by connecting with school kids to show them how an ice cream business operates and, of course, samples are always a part of these presentations and tours! Swensen's also maintains connections with and supports the Russian Hill Neighbors community organization. A recent example of ongoing activities to help others included a one-day fundraiser on March 19, 2022, with sales for the day plus a donation box for customers that resulted in a total donation of \$8,000 given to benefit the people of Ukraine.

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

The San Francisco Chronicle has featured a number of articles about or mentioning Swensen's over the years. Most recently, there have been articles on July 21, 2022, and January 30, 2023. Television station ABC7 San Francisco covered Swensen's' Ukraine fundraiser on March 19, 2022. In its June 2021 issue, San Francisco Magazine listed Swensen's as one of the best ice cream shops in San Francisco. Many websites have continued to recognize Swensen's as a premier location in San Francisco for rich and delicious ice cream made on-site.

Among books published over the years that highlight Swensen's, two recent ones are: "Made in California: The California-Born Diners, Burger Joints, Restaurants and Fast Food That Changed America" by George Geary, Turner Publishing Company, 2021; and "A Passion for Desserts" by Emily Luchetti, Chronicle Books, 2003.

Swensen's ice cream containers appeared in the 1985 movie "The Goonies," and a segment of the reality television show "The Bachelorette" was filmed at the Swensen's ice cream shop. Swensen's ice cream shop has been a backdrop for other movies and television shows over the years.

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

Swensen's ice cream has been honored with more than 50 ribbons recognizing its quality and taste at the California State Fair and Exposition in Sacramento. Thirty of these ribbons are framed and on display in the Swensen's ice cream shop. In addition, Swensen's ice cream is regularly included on various "best of" lists for San Francisco.

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

A cherished tradition would be sadly lost if Swensen's ice cream shop closed. Customers constantly express what a special place Swensen's is to them, and generations of families have been coming to Swensen's for years. A part of the heart of the Russian Hill neighborhood would be broken if Swensen's were to close.

Also, over the years, Swensen's has provided first-time jobs for hundreds of teenagers from the neighborhood area to give them needed income and useful experience.

Fortunately, the owner and managers of Swensen's ice cream shop are dedicated to ensure that it will never close!

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

The building on the southwest corner of Union and Hyde streets was constructed in 1910, and Swensen's ice cream shop has been located there continuously since its founding in 1948. The original décor inside and out has been maintained because the feel of an old-time ice cream shop is greatly valued. The corner landmark neon sign above the entrance was restored to its

original condition in April 2022. It is believed to be the first and the last of its type remaining in the United States. Three longtime neon signs in the windows are appreciated by customers: "SEE US FREEZE," "Delicious Ice Cream," and "WE MAKE OUR OWN."

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

Swensen's is committed to maintaining the serving of old-fashioned, homemade ice cream, rich and delicious, in a traditional setting.

c. What challenges is the business facing today?

The two major challenges for Swensen's currently are recruiting and retaining employees, and dealing with criminal break-ins and stealing. In recent months, Swensen's has endured a burglary.

Legacy Business Program staff will add the following details:

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

Ice cream store.

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

The Planning Department Historic Resource Status of the building that houses Swensen's is "B - Unknown / Age Eligible."



THE Original SWENSEN'S SINCE 1945
**ICE CREAM
SHERBET**

SWENSEN'S

1205

1205

NO PARKING

♿

TALKING & INTERACTING



POWELL AND MARKET
25
HYDE BEACH
FISHERMEN'S WHARF

SWENSEN'S

SWENSEN'S

Original Swensen's
THE ORIGINAL SWENSEN'S BAKERY

THE *Original* SWENSEN'S
SINCE 1948

ICE CREAM
SHERBET



SEE US
Delicious
WE MAKE

FREEZE
Ice Cream
OUR OWN

SWENSEN'S ICE CREAM

SWENSEN'S ICE CREAM

ICE CREAM

TO MAKE

- | | |
|----------------------|-----------------------------|
| Flavors | Sundaes |
| Chocolate | Hot Fudge |
| Cookies 'n Cream | Hot Caramel |
| Mango | Strawberry |
| Truffle | Chocolate |
| Fresh Banana | 1 Scoop 5.95 |
| Dough | 2 Scoops 7.90 |
| Rocky Road | 3 Scoops 9.50 |
| Lychee | Walkaway Waffle Sundae 9.85 |
| Thin Mint | Milk Shakes |
| Marble Fudge | 16oz. 6.75 |
| Sticky Peanut Butter | 24oz. 8.75 |
| Sherbets | Malls .95 Extra |
| Orange | Root Beer Floats |
| Lime | 16oz. 5.50 |
| Strawberry Sorbet | 24oz. 7.65 |
| | Soda / Water 1.00 |
| | Homemade Waffle |
| | Cones |



SWENSON'S ICE CREAM

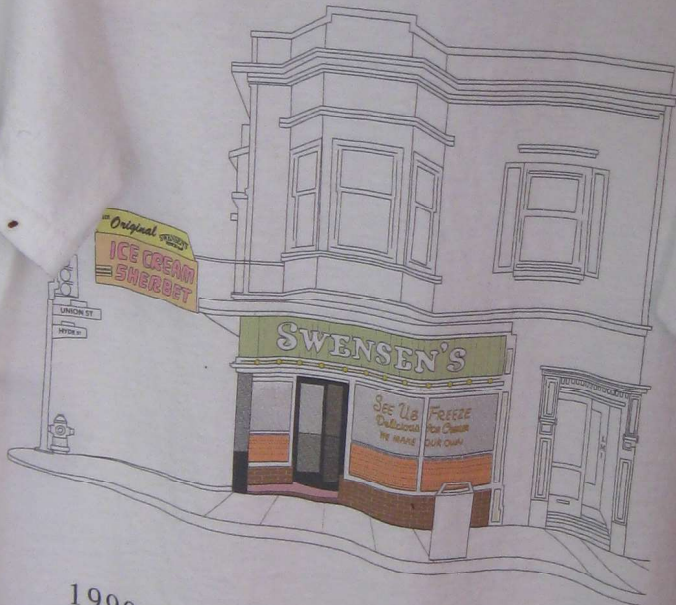
Vanilla	1 Scoop 5.95
Chocolate	1 Scoop 5.95
Strawberry	1 Scoop 5.95
Hot Fudge	1 Scoop 5.95
Hot Caramel	1 Scoop 5.95
Truffle	1 Scoop 5.95
Fresh Banana	1 Scoop 5.95
Dough	1 Scoop 5.95
Rocky Road	1 Scoop 5.95
Lychee	1 Scoop 5.95
Thin Mint	1 Scoop 5.95
Marble Fudge	1 Scoop 5.95
Sticky Peanut Butter	1 Scoop 5.95
Orange	1 Scoop 5.95
Lime	1 Scoop 5.95
Strawberry Sorbet	1 Scoop 5.95



Service counter area with a white base and stainless steel top. Includes a cash register, a tablet on a stand, a scale, and various kitchen equipment. A black trash bin is located under the counter.

PUSH

The Original
SWENSEN'S
Since 1948



1999 HYDE ST, SAN FRANCISCO

<https://www.sfgate.com/food/article/how-swensens-ice-cream-survived-17317342.php>

SFGATE

Food

How 'corporate greed' nearly killed Bay Area institution Swensen's ice cream

Susana Guerrero, SFGATE
July 21, 2022



Adam Pardee/Special to SFGATE

At the corner of Hyde and Union streets, the soft ding-dinging of cable cars are heard as they swoosh by. This charming section of Russian Hill gives way to the sight of couples taking afternoon strolls with their dogs and the sound of chatter from customers at nearby restaurants. Perhaps the most notable aspect of the street corner is neighborhood mainstay, Swensen's, which has delighted the hearts of locals with rich ice cream scoops for more than seven decades.

With its black-and-white checkered floor tiles and vintage signs, the historic ice cream parlor at 1999 Hyde St. hasn't changed much from its early days in 1948. Richard Campana, the store's current owner, has made it his mission to preserve the store's authenticity.

"The business will be 75 years old next year and there's only been two owners: Earle Swensen and me," Campana said. "I ran the business since 1964 for Earle Swensen himself. He showed me how he wanted it done."



Inside the tiny shop, customers take their pick from a roster of signature ice cream and sherbet flavors that includes best sellers like Swiss orange chip, cookies and cream, and sticky chewy chocolate. Jim Laughlin, Campana's son-in-law, has been the head ice cream maker since 2020 and shared that the shop makes about 150 gallons of ice cream every day. Customers can spot him preparing large batches of fresh ice cream by the entrance window.

"People don't realize that we make ice cream here," Laughlin shares with a laugh. "Every single drop of ice cream has been made in-house since 1948. We're really proud of that."



‘Every 50 years or so, Swensen’s evolves’

Campana got his start at Swensen’s as a part-time staffer when he was about 15 years old in 1959. While others have come and gone, Campana has been at the helm of the store making sure that Swensen’s continues to operate with its classic old-school feel. And now his daughter, Diane Campana, and her husband Laughlin were handed the torch.

When the pandemic hit in March 2020, Swensen’s, like many other businesses in the city, temporarily closed its doors for three months. At the time, Campana had two men who managed the store for him, but eventually, they decided to go their separate ways.

Campana, who was in his mid-70s then, had retired from Swensen’s years before the pandemic. Without a managing team in place, he grew concerned that his age would prevent him from coming out of retirement to continue operating. After some thought, Campana dropped a bombshell.

“We get a call one night in June 2020, right in the heat of COVID,” Laughlin said. “He just calls and says, ‘I’m selling the ice cream store.’ We’re like, ‘What are you talking about? Hold the phone for a minute.’ We thought, ‘Man, we need to keep this thing going.’ So Diane and I took it over in June 2020.”



Adam Pardee/Special to SFGATE



Manager Jim Laughlin hands a scoop of ice cream to a customer at Swensen's in Russian Hill on Thursday, July 7, 2022.
 Adam Pardee/Special to SFGATE

The pandemic could have spelled disaster for the San Francisco institution, but it's been under the care of Campana's daughter and son-in-law. Diane Campana left her career as a veterinary technician, while Laughlin, who is a fireman, stepped in during his days off to take a crash course on running an ice cream shop. Five months later, the couple was ready to sail on their own.

Laughlin starts his mornings at 11 a.m. at Swensen's while he and his wife strategize the week ahead. After checking their inventory, the couple drafts a game plan to replenish the ice cream they'll need. It's a process that takes about five to six hours, while Laughlin moves through crafting different flavors of ice cream.

"One big misconception that people have about making ice cream is that [they think] we make one single batch ... but we're doing them one after another," Laughlin said.

Laughlin said he starts with a base flavor like vanilla and builds on it. Some days, he'll start with vanilla and then add chocolate chips to create a second flavor. The process continues until the vanilla base churns into new creations, including mocha chip and thin mint. It's a strategy that helps Swensen's run smoothly, while avoiding unnecessary breakdowns of the

machine to clean between batches. Still, Laughlin said that a breakdown of the machine is needed when he works on other sought-after flavors made with fresh fruit.



Manager Jim Laughlin loads a tin of ice cream into their freezer at Swensen's in Russian Hill on Thursday, July 7, 2022.

Adam Pardee/Special to SFGATE

When Laughlin and his wife became managers, they also took an additional month to thoroughly clean the shop and eventually restore the original neon sign outside of Swensen's. Laughlin said the sign was in such poor shape that he discovered its porcelain material had been painted over.

"The neon sign was the original from 1948 ... and it had a few battle wounds," Laughlin said. "Half of it was burned out when we first took over and then we had a guy come out and fix it up. The transformers were still working. We ended up stripping all the paint off and polishing it. It's shiny now and looks beautiful."

Moreover, the couple added some modern touches like a new credit card machine and joined Grubhub and Uber Eats. Diane also came up with a new ice cream flavor, raspberry brownie chunk, which Laughlin said has been a big hit with customers.

"I always tell everyone that every 50 years or so, Swensen's evolves. We went with credit cards, so we're good for the next 50 years," Laughlin jokes.



Swensen's Ice Cream in Russian Hill on Thursday, July 7, 2022.
Adam Pardee/Special to SFGATE

The makings of 'Mr. Ice Cream'

Before the original Swensen's ice cream shop opened in San Francisco, its founder, Earle Swensen, was serving aboard a Navy ship somewhere in the middle of the Pacific Ocean. During World War II, Swensen spent his days on the vessel, often under sweltering heat. Campana said that it wasn't rare for Swensen to find shelter in the ship's lower deck, where he'd sneak off and cool down by the ice cream freezer.

"It was so hot and that was the coolest place to go," Campana recalls. "So he used to try to go down there to hang out and help the guy make ice cream."

Swensen's initial interest in ice cream might have arrived accidentally, but he quickly gained an unlikely talent that set him apart from the rest of the sailors. Before long, Swensen was hooked and found himself serving scoops of vanilla, chocolate and strawberry ice cream to the Navy ship crew. Swensen returned to the Bay Area by the end of the war and took a job as a deputy assessor at the San Francisco city assessor's office, only to find that the job wasn't as thrilling as making ice cream. So, when the space at Hyde and Union streets became available, Swensen jumped at the opportunity to open his first ice cream shop in 1948.

“Everybody told him that he shouldn't quit his job as deputy assessor,” Campana said. “They always told him, ‘You have a good job, you're crazy!’”

But Swensen was undeterred by his critics. His business opened first as See Us Freeze Ice Cream before he changed it to bear his name. (The store still honors its original name, See Us Freeze, with a red neon sign perched on the storefront.) But the business was slow moving at first. Swensen split his time working at the assessor's office while his father-in-law helped run the store during the day. At night, Swensen ran back to his ice cream parlor to work on his recipes after listening to customer feedback. He ended up quitting his city job altogether to sell ice cream full time.



A Chocolate Shake from Swensen's in Russian Hill on Thursday, July 7, 2022.
Adam Pardee/Special to SFGATE

Eventually, local families made their regular visits to Swensen's, and with its success, Swensen decided to grow his burgeoning ice cream business into a franchise in 1964. Swensen entrusted his San Francisco store, which was never part of the franchise, to the care of his trusted employee, Campana, who became manager that same year at the age of 21. When the franchising shift took place, Campana and his team were tasked with teaching the new franchisees how to prepare each ice cream flavor.

“My father-in-law taught every single one of them,” Laughlin said of Campana. “So what would happen is when you purchased a franchise, you came to San Francisco, you made ice cream

under his supervision for one week, and then that was it. You were cut loose. That was part of the agreement of franchising out. The people that purchased these franchises all came to our little store and learned how to make ice cream.”

Things were moving smoothly for Swensen, considering that his business wasn't an initial hit. But after he franchised, Swensen's became a multimillion dollar enterprise.

In 1967, The San Francisco Chronicle nicknamed Swensen “Mr. Ice Cream,” a moniker given because of his former Fisherman's Wharf store at Northpoint Shopping Center, which was known to sell thousands of scoops every day. On Swensen's 25th anniversary in 1973, the Chronicle reported that Swensen was at the head of a \$4 million ice cream empire. At the time, Swensen told reporters that he was so proud of his ice cream business that even his Mercedes-Benz paid homage to his livelihood. His license plate bore the letters: “Ice Crm.”

Meanwhile, the original San Francisco store at 1999 Hyde St. remained under the protection of Swensen, thanks to Campana, who made sure to run the store just as his boss wanted.

“I'm not interested in selling it so I've never even thought about what it's worth,” Swensen told the Chronicle in 1973 of his flagship store. “You couldn't come up with enough money to make me sell it. It's my pride and joy.”



Swensen's Ice Cream in Russian Hill on Thursday, July 7, 2022.

Adam Pardee/Special to SFGATE

A vision taken by ‘corporate greed’

In 1973, there were three Swensen’s shops in San Francisco, 19 around the Bay Area and 32 other locations around the U.S. Campana said, at some point, there were about 400 to 500 Swensen franchises across the U.S. and overseas.

But while the founder envisioned a simple model to grow Swensen’s, his dream would ultimately turn into a bureaucratic nightmare. Campana said that many of the franchise locations were sold to an individual who gamed the system and forced franchisees to buy ice cream from a plant.

“That really was the nail in the coffin for a lot of these businesses because they were forced to purchase when they used to make it on their own,” Laughlin said. “That wasn’t the intention when Earle franchised out. It was to do the same thing we’re doing in this store. And a lot of people just closed. Basically, corporate greed is really what happened.”

Swensen was embarrassed by the shift, Campana recalls, as he always championed the “little guy.”



“He would argue at conventions and he was on the side of the franchisees,” Campana said. “When they did buy him out, [Earle] put it in writing that ‘You guys can't say nothing about my store. You can do anything you want with the other stores, but not this one.’”

Swensen sold his percentage of the franchise in 1982 in the aftermath.

Today, there are Swensen's stores across Asia, Canada and Colombia, but they operate as restaurants under Swensen's Incorporated, a Canada-based global chain. Last April, the last American franchise store located in Coral Gables, Florida, shuttered after 44 years, which effectively reverted the San Francisco store as the last remaining Swensen's in the country.

A family affair

When Swensen passed away from a heart attack in 1996 at the age of 83, Campana had already spent the last 37 years working at his store. He gained ownership two years later in 1998 when Swensen's daughters sold him the business.





Adam Pardee/Special to SFGATE

Over the years, Swensen's has touched the lives of many, and has also been the first place of employment for many local teens who still work there. Campana said that there used to be more families in the area who would stop by in the afternoons with their children, but the neighborhood has changed. Now, it's mostly young adults, and Swensen's is busiest in the evenings. But every now and then, long-standing customers who have moved out of San Francisco make their annual pilgrimage back to Swensen's for a walk down memory lane.

"Some people come in and say, 'I remember I came in with my grandmother. She used to bring me here,' ... and I say, 'I remember when your grandmother was pregnant with your mother,'" Campana said. "When you think back like that, there's three generations."

Laughlin believes that the most rewarding part of working at Swensen's has been seeing the joy their products bring to each customer, both young and old. For many during the pandemic, visiting Swensen's was a small event in their day. "We're doing something that means something to people," Laughlin said.



Managers of Swensen's Jim Laughlin and Diane Campana pose for a photo outside their shop in Russian Hill on Thursday, July 7, 2022.
Adam Pardee/Special to SFGATE

It brings a sense of pride to Campana when he looks back at his lengthy tenure at Swensen's, knowing that its founder entrusted him with a Bay Area institution. Campana may have not started Swensen's and may not be related to the founder, but he reasons that the sweet landmark has continued as a family business.

"I worked and I ran the store for him for 50 years until I retired, so it is kind of like family," Campana said. "And then when I go, it'll be my daughter and son-in-law. The store will be theirs. It's still in the family."

Swensen's Ice Cream, 1999 Hyde St., San Francisco. Open Tuesday through Sunday, 12 p.m.-10 p.m.

<https://www.sfchronicle.com/food/restaurants/article/swensens-ice-cream-17746804.php>

San Francisco Chronicle

[FOOD//RESTAURANTS](#)

My favorite ice cream in S.F. comes from this 75-year-old parlor

[Caleb Pershan](#)

Jan. 30, 2023

Soleil Ho is on book leave, so the Chronicle Food & Wine team is taking over the newsletter. This week, here is assistant Food & Wine editor Caleb Pershan.

Entering the walk-in freezer at Russian Hill [ice cream](#) parlor Swensen's feels like stepping into a cold shower — if that shower were negative 10 degrees, and also full of ice cream.

Workers, as I learned too late, don't usually go in without putting on one of the parkas hanging on a rack outside the heavy metal doors. I can't last in my T-shirt for long, but I had to see this room for myself, because this is where my favorite ice cream in San Francisco comes from.

That makes this freezer my personal Fort Knox.

Inside, shelves are lined with row after row of 10-gallon metal milk pails full of Swensen's flavors. As befits a 75-year-old ice cream maker, these tend toward the classic, like rocky road and cookies 'n cream, or even the retro, like "Swiss orange chip," whose connection to Switzerland is mysterious even to the shop's owners.

Then, there's my personal favorite: sticky peanut butter. It's a variation of Swensen's earlier creation, sticky chewy chocolate, a fudgy, velvety chocolate flavor, with added ribbons of peanut butter. If you like the classic combination of peanut butter and chocolate — I know I'm not alone here — you already love this flavor.



Sticky peanut butter outside Swensen's at the corner of Union and Hyde in San Francisco.
Caleb Pershan / The Chronicle

Swensen's motto, emblazoned on a red neon sign in the shop window, is "see us freeze." They aren't referring to me in the walk-in. In the front of the store, next to the scooping cabinets, you can watch head ice cream maker Jim Laughlin and manager Israel Lopez churn one batch at a time on a 1986 Emery Thompson ice cream machine the size of a large shopping cart. In goes dairy mix from Modesto's Crystal Creamery, with additions like cocoa powder and flavoring syrups, and out comes fluffy ice cream. It lands right in a pail, which Laughlin and Lopez then pass through a small door in the wall behind them that leads to their walk-in Siberia.

The world of ice cream can be fickle. One day, Dippin' Dots is “the ice cream of the future;” the next, someone is chopping up flavors like “cake batter” on a piece of frozen granite at the mall. Today’s trendy ice cream shops like Salt & Straw favor wacky mix-ins, to which I’m not opposed. I once thoroughly enjoyed the outfit’s Thanksgiving flavor with fried Turkey skin. But in the end, after a few adventurous samples, I prefer simplicity.

Swensen’s knows this fad-prone market all too well. This location, on a steep, picturesque corner with cable cars clattering by, is both the first and the last U.S. Swensen’s store, the final remnant of a once far-reaching empire.

In the 1970s, founder Earle Swensen sold the franchise rights to the business, spawning more than 400 American Swensen’s locations, but retained the original store himself. One by one, all the other U.S. locations folded — the last, in Coral Gables, Florida, closed in 2021. (There are, however, still hundreds in Asia and the Middle East.)

This Swensen’, though, remains frozen in time. Like the sticky peanut butter, that’s what I love about it. It’s enduring. Classic.

During the pandemic, Swensen’s owner Richard Campana, who ran the location under Earle Swensen and bought it after his death, told his daughter, Diane Campana, that he planned to retire and sell the business. No way, said Diane, a veterinary technician who had never worked at the ice cream shop. “It was too sentimental to me,” she said. She and her husband Laughlin, a firefighter, took over in 2020.

Compared to his other job — he still works at a fire station in Woodside — “this is something so polar opposite,” said Laughlin. But he likes it because it’s something he and Diane can do together. His firefighter colleagues also appreciate the free ice cream, and like me, they’re partial to sticky peanut butter.

“When the people come through the door, that's what they're looking for. They're looking for good old-fashioned ice cream,” he said.

As far as flavors, said Diane, “you’re not going to see fried chicken.”



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: MAY 17, 2023

Filing Date: April 19, 2023
Case No.: 2023-003658LBR
Business Name: Swensen's of San Francisco
Business Address: 1999 Hyde Street
Zoning: NC-1 (Neighborhood Commercial, Cluster) Zoning District
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0123/001
Applicant: Jim Laughlin
1999 Hyde Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Dakota Spycher – (628) 652-7588
Dakota.Spycher@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Swensen's of San Francisco is an ice cream shop that was founded by Earle Swensen on the corner of Hyde and Union streets in 1948. Earle developed a lifelong devotion to making and serving ice cream during his time serving on a U.S. Navy ship in the tropics of the Pacific Ocean during World War II. After the war, Earle returned to San Francisco and opened Swensen's. Originally named "See Us Freeze Ice Cream", Earl changed it to bear his name however still honored its original name, See Us Freeze, with a red neon sign in the storefront window that can still be seen today.

In 1970, Earle sold the franchising rights to Swensen's for other locations but retained exclusive rights in San Francisco where ice cream continued to be made on-site in the same traditional atmosphere, utilizing the same methods from 1948. At its height there were several hundred Swensen's ice cream shops in the United States and elsewhere, however Swensen's ice cream shops have since closed in the United States. Swensen's currently

maintains over 350 additional locations in 9 countries worldwide including Brunei, Cambodia, Laos, Malaysia, Myanmar, Singapore, Taiwan, Thailand, and Vietnam.

In 1959, Earle hired Richard Campana, a 15-year-old, to work part-time at his ice cream shop. In 1964, Richard became manager of Swensen's ice cream shop. Two years after Earle's death in 1996, Earle's three daughters sold Swensen's to Richard, who continues to own Swensen's to this day. In 2020, Richard's daughter Diane Campana and son-in-law Jim Laughlin began managing the ice cream shop to carry on the tradition of using old-fashioned standards to make ice cream on-site.

Swensen's has developed deep roots in the local community by sharing the knowledge, tradition, and love of making ice cream and has provided first-time jobs for hundreds of teenagers from the neighborhood area to give them needed income and useful experience. Swensen's offers presentations and tours on operating their business to interested youth and, of course, samples are provided along the way. Swensen's also maintains connections with and supports the Russian Hill Neighbors community organization. For example, hosting a fundraiser for the people of Ukraine donating all sales for the day plus a donation box for customers that resulted in a total donation of \$8,000.

Swensen's ice cream has been honored with more than 50 ribbons recognizing its quality and taste at the California State Fair and Exposition in Sacramento. Thirty of these ribbons are framed and on display in the Swensen's ice cream shop. In addition, Swensen's ice cream is regularly included on various "best of" lists for San Francisco.

The businesses' primary location at 1999 Hyde Street is in a Category B (Unknown / Age Eligible) structure on the southwest corner of Hyde and Union Streets in the Russian Hill neighborhood. It is within the NC-1 (Neighborhood Commercial, Cluster) Zoning District and a 40-X Height and Bulk District. 1999 Hyde was included in several survey areas, including the 2015 Neighborhood Commercial Corridors Survey (Unadopted), where it appeared to be significant as a contributor to an identified cluster; and the Department of City Planning Survey (1976), where it was rated 1 out of 5 for architecture. However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of "B" (Unknown / Age Eligible).

Staff Analysis

Review Criteria

1. *When was the business founded?*

The business was founded in 1948.

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

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

- a. Swensen's has operated continuously in San Francisco for 75 years.
- b. Swensen's has contributed to the history and identity of the Russian Hill neighborhood and San Francisco.

c. Swensen's 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 the craft of making ice cream.

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

No. However, over its long history, Swensen's has served numerous well-known celebrities, actors, politicians, and other notables.

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

No. 1999 Hyde was surveyed as part of the unadopted Neighborhood Commercial Corridors Survey. It was identified as a district contributor. The ongoing Citywide Cultural Resources Survey (SF Survey) will reassess the building for significance. The property was also surveyed in the 1976 Department of City Planning survey, where it was rated 1 out of 5.

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

No.

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

Yes. The San Francisco Chronicle has featured a number of articles about or mentioning Swensen's over the years and in 1967, nicknamed Earle Swensen "Mr. Ice Cream." On January 30, 2023, the Chronicle published its more recent article titled, "My favorite ice cream in S.F. comes from this 75-year-old parlor." On July 21, 2022, SF Gate also wrote about Swenson's in their piece called, "How 'corporate greed' nearly killed Bay Area institution Swensen's ice cream". ABC7 San Francisco covered Swensen's' Ukraine fundraiser on March 19, 2022. In its June 2021 issue, San Francisco Magazine listed Swensen's as one of the best ice cream shops in San Francisco. Many websites have continued to recognize Swensen's as a premier location in San Francisco for rich and delicious ice cream made on-site.

Among books published over the years that highlight Swensen's, two recent ones are: "Made in California: The California-Born Diners, Burger Joints, Restaurants and Fast Food That Changed America" by George Geary, Turner Publishing Company, 2021; and "A Passion for Desserts" by Emily Luchetti, Chronicle Books, 2003.

Swensen's ice cream containers appeared in the 1985 movie "The Goonies," and a segment of the reality television show "The Bachelorette" was filmed at the Swensen's ice cream shop. Swensen's ice cream shop has been a backdrop for other movies and television shows over the years.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic

Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Throughout its 75 years, Swensen's has provided first-time jobs for hundreds of teenagers from the neighborhood to give them needed income and useful experience. Additionally, Swensen's gives back to both the local and the international community; in one instance, they held a fundraiser for the people of Ukraine.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1999 Hyde Street (1948 – Present)

Recommended by Applicant

- Original interior vintage decor
- Corner neon blade sign
- Three neon window signs, "See Us Freeze", "Delicious Ice Cream", and "We Make Our Own."
- Old-fashioned homemade ice cream served in a traditional setting.

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 RESOLUTION NO. 1328

HEARING DATE: MAY 17, 2023

Case No.: 2023-003658LBR
Business Name: Swensen's of San Francisco
Business Address: 1999 Hyde Street
Zoning: NC-1 (Neighborhood Commercial, Cluster) Zoning District
40-X Height and Bulk District
Block/Lot: 0123/001
Applicant: Jim Laughlin
1999 Hyde Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Dakota Spycher - (628) 652-7588
Dakota.Spycher@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SWENSEN'S OF SAN FRANCISCO CURRENTLY LOCATED AT 1999 HYDE STREET, BLOCK/LOT 0123/001.

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 17, 2023, 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 Swensen's of San Francisco 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 Swensen's of San Francisco.

Location(s):

Current Locations:

- 1999 Hyde Street (1948 – Present)

Physical Features or Traditions that Define the Business:

- Original interior vintage decor
- Corner neon blade sign
- Three neon window signs, "See Us Freeze", "Delicious Ice Cream", and "We Make Our Own."
- Old-fashioned homemade ice cream served in a traditional setting.

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

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on May 17, 2023.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Foley, Nageswaran, Matsuda

NOES: None

ABSENT: Johns, So

ADOPTED: May 17, 2023