



Legacy Business Registry Staff Report

Hearing Date: August 28, 2023

MITCHELL'S ICE CREAM, INC.

Application No.: LBR-2022-23-043
Business Name: Mitchell's Ice Cream, Inc.
Business Address: 688 San Jose Ave.
District: District 8
Applicant: Linda Mitchell, Owner
Nomination Date: June 13, 2023
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Mitchell's Ice Cream, Inc. is an award-winning ice cream store that has been in business since 1953, serving retail and wholesale customers. The business is owned and operated by the Mitchell family. Ice cream is made fresh daily using a 10-gallon Emery Thompson batch freezer. They feature 40 flavors daily and still use 16% butterfat in all their ice cream, along with the finest ingredients from local sources and from across the country and around the world. Their commitment to making the best super premium ice cream and providing the best service to their customers is why Mitchell's has been a treasured San Francisco landmark since 1953.

When the Mitchell family arrived in San Francisco from New York in 1865, they started a small dairy farm in what is now Noe Valley. The farm was run by Edwin Mitchell until his death in the 1890s, leaving his wife Margaret with eight young children to raise on her own. Margaret leased the land to another farmer and had a three-story apartment building constructed on 29th Street and San Jose Avenue in 1908, the current location of Mitchell's Ice Cream. Margaret had planned to have her eight children live in the building, but they never moved in. The Mitchells fought to save their building from being torn down in 1947 when the City of San Francisco proposed to widen San Jose Avenue. The building was lifted and turned 90 degrees in 1950.

The widening of San Jose Avenue caused the liquor store on the ground floor to close. The storefront sat empty until 1952 when brothers Larry and Jack Mitchell used the space to open Mitchell's Ice Cream. The brothers designed and built the store, walk-in freezer, and manufacturing room during their spare time with their father and two brothers-in-law. They started selling 19 ice cream flavors; all made with 16% butterfat cream and superior ingredients. As the store became more popular, they added more flavors and were the first to introduce mango and other tropical fruit flavored ice cream in the Bay Area. Mango ice cream is still the number one selling flavor at Mitchell's.

Currently, Mitchell's has approximately 40 employees with about half being employed full-time. Hundreds of young people from the community and in the Bay Area have worked their first jobs at Mitchell's. New employees are trained for two weeks before working on their own. A number of employees have been with Mitchell's for 10, 20, and even 35 years.

CRITERION 1

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

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





Yes, Mitchell's Ice Cream, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

688 San Jose Ave. from 1953 to Present (70 years)

CRITERION 2

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

Yes, Mitchell's Ice Cream, Inc. has contributed to the history and identity of the Bernal Heights 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:

- Mitchell's Ice Cream has had many famous people visit their shop over the years, including Mayor Ed Lee, Golden State Warriors star and Hall of Famer Nate Thurmond, San Francisco Giants pitcher and World Series champion Sergio Romo, actor Danny Glover, and actress Loni Anderson.
- Mitchell's has participated in the Pistahan Parade and Festival Filipino cultural event in Yerba Buena Gardens, Bernal Heights' Fiesta on the Hill, Delancey Street Foundation events, etc.
- Mitchell's Ice Cream has been featured in numerous articles over the years throughout the Bay Area. Some of the media outlets that have featured the business includes San Francisco Bay Times, SFGATE, ABC 7 News, and Mission Local.
- Mitchell's Ice Cream donates to many schools and nonprofit organizations in the neighborhoods that surround the store. The business has been long time supporters of St. Paul's Catholic Church. They also participated in the 2019 Chef's Gala in support of homelessness and has also donated 25% of their sales over a weekend in 2018 to Breast Cancer Foundation and Project Open Hand.

CRITERION 3

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

Yes, Mitchell's Ice Cream, Inc. is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Mitchell's Ice Cream, 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:

- Handmade ice cream.
- Tropical fruit flavored ice cream.
- Mural celebrating Larry Mitchell and the neighborhood painted by Jen Brault and Margaret Belton.

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





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 Mitchell's Ice Cream, Inc. currently located at 688 San Jose Ave. 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

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





Small Business Commission

Resolution No. _____

August 28, 2023

MITCHELL'S ICE CREAM, INC.

Application No.: LBR-2022-23-043
Business Name: Mitchell's Ice Cream, Inc.
Business Address: 688 San Jose Ave.
District: District 8
Applicant: Linda Mitchell, Owner
Nomination Date: June 13, 2023
Nominated By: Supervisor Rafael Mandelman
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Mitchell's Ice Cream, Inc., currently located at 688 San Jose Ave.

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 August 28, 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 Mitchell's Ice Cream, Inc. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Legacy Business Program

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





BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Mitchell's Ice Cream, Inc.

Physical Features or Traditions that Define the Business:

- Handmade ice cream.
- Tropical fruit flavored ice cream.
- Mural celebrating Larry Mitchell and the neighborhood painted by Jen Brault and Margaret Belton.

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

- Ice cream store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 28, 2023.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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





Legacy Business Registry

Application Review Sheet

Application No.: LBR-2022-23-043
Business Name: Mitchell's Ice Cream, Inc.
Business Address: 688 San Jose Ave.
District: District 8
Applicant: Linda Mitchell, Owner
Nomination Date: June 13, 2023
Nominated By: Supervisor Rafael Mandelman

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?
 X Yes No

688 San Jose Ave. from 1953 to Present (70 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: July 19, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

June 8, 2023

Re: Nomination of Mitchell's Ice Cream to the Legacy Business Registry

Dear Director Tang,

I am writing this letter to enthusiastically recommend Mitchell's Ice Cream for inclusion in the Legacy Businesses Registry.

Since 1953, Mitchell's Ice Cream has been a point of pride in Noe Valley. For over seven decades, Mitchell's Ice Cream has served delicious, homemade, fresh daily made ice cream to residents and visitors alike, weaving together generations through the shared love of homemade ice cream.

The Mitchell family moved to San Francisco from New York in 1865 and started a small dairy farm in the hills above what is now Noe Valley. Mitchell's Ice Cream has operated at the same location (688 San Jose Ave) since its founding and has been in continuous operation under the Mitchell family name. Started by brothers Larry and Jack Mitchell, the business is currently owned and operated by two of Larry's children—Brian and Linda Mitchell.

Mitchell's has also been a cultural touchstone, helping the San Francisco Filipino community grow more tightly knit through a taste of home. Mitchell's introduced Filipino ice cream flavors like Mango and Ube to San Francisco in the early 1960's -- flavors which have since seen adoption at other establishments, spreading Filipino culture across the City.

Mitchell's Ice Cream and its founders exemplify the values and practices of what makes San Francisco's vibrant small business community so unique -- it's clear they take great pride in each scoop of ice cream and take equal joy in each customer they serve.

Mitchell's is a beloved and esteemed fixture of San Francisco's small business community and its continuous contributions to our city have, I believe, entitle it to the designation of Legacy Business.

Sincerely,

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

Rafael Mandelman
Member, San Francisco Board of Supervisors



Legacy Business Registry Application



Business Information

Business name: Mitchell's Ice Cream, Inc.

Business owner name(s): Linda Mitchell and Brian Mitchell

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

Current business address: 688 San Jose Ave. San Francisco, CA 94110

Telephone: (415) 648 - 2300 **Email:** info@mitchellsicecream.com

Mailing address (if different than above): Same as above

Website: www.mitchellsicecream.com

Facebook: mitchellsicecreamsf **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 0 1 9 4 1 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.

- Immigrant-Owned Business
- LGBTQ+-Owned Business
- Minority-Owned Business*
- Owned by Person with a Disability
- Veteran-Owned Business
- Woman-Owned Business

**Minority is defined as one 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: Linda Mitchell

Contact person title: Owner

Contact telephone: **Contact email:** info@mitchellsicecream.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: 688 San Jose Ave. **Zip Code:** 94110

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

Dates at this location: From: 1953 **To:** Present

Other address (if applicable): N/A **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: Linda Mitchell

Signature:

Linda Mitchell

Date: 6/3/2023

MITCHELL'S ICE CREAM, INC.

Written Historical Narrative

INTRODUCTION

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

Mitchell's Ice Cream manufactures, retails, and wholesales ice cream. The ice cream is freshly made daily in their shop, starting with a rich 16% butterfat base. Their milk comes from hormone-free cows that graze in open pastures. Most of their flavors are gluten free and do not contain eggs. Enjoy their award-winning, super-premium ice cream, vegan ice cream, and sorbets in cones, cups, sundaes, milkshakes, ice cream sandwiches, and ice cream cakes.

b. Describe whom the business serves.

The business serves the Mission, Bernal Heights, Noe Valley, Glen Park, Potrero Hill, and Castro neighborhoods, and much of the Bay Area. The customer base is very diverse, much like the city of San Francisco. It includes many Latino, Asian, Black, and White customers and is generally middle income and of all ages.

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

Handmade ice cream with tropical and traditional flavors.

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.

Mitchell's Ice Cream opened for business at 688 San Jose Avenue on June 6, 1953. The business was started by brothers Larry and Jack Mitchell with moral support from Larry's wife Claire Mitchell, who always helped with holiday decorations in the shop over the years. She also had many good ideas for improving the operation of the business, but never actually worked there. The store is currently owned by two of Larry's children, Brian Mitchell and Linda Mitchell, who have managed the day-to-day operations of the business for over 30 years. The business is still at the same address where it was founded.

The Mitchell family moved to San Francisco from New York in 1865 and started a small dairy farm in the hills above what is now Noe Valley. Edwin Mitchell ran the farm until his untimely death in the late 1890s, leaving his wife Margaret with eight young children to raise on her own. She leased the land to another farmer after her husband's death, and in 1913 she had a three-story apartment building built on the corner of 29th Street and San Jose Avenue. This is the building that now houses Mitchell's Ice Cream.

In 1947, the City of San Francisco decided to widen San Jose Avenue and wanted to tear down the apartment building to make room for the wider street. The Mitchells fought to save the building, and the City agreed to lift it up and turn it 90 degrees. The liquor store that was located on the first floor of the building closed because of this project, and the storefront sat empty for several years after the building was turned. In 1952, brothers Larry and Jack Mitchell decided to take advantage of the empty storefront and start their own business. They had always had a passion for ice cream, so they turned the space into an ice cream parlor.

Larry was 24 years old and Jack was 34 when they started their venture. They designed and built the store, walk-in freezer, manufacturing room, etc. themselves in their spare time, along with help from their father and their two brothers-in-law. When the store was finished, they received three days of training on ice cream making from Dairy Made Creamery, and then they were on their own! Along with making ice cream and running the shop, Larry was also a proud San Francisco firefighter for 30 years.

Larry and Jack Mitchell's goal was to make the very best ice cream in San Francisco. The Mitchells started out with 19 flavors; all made with 16% butterfat cream and superior ingredients. They continued to add flavors as their store became more popular, and in the early 1960s they were the first to introduce mango ice cream to the Bay Area. Mango quickly became (and remains to this day) their number one seller. As the neighborhood changed and became more diverse, they increased the number of tropical flavors that they manufactured by importing a variety of exotic fruit from the Philippines.

Jack was 10 years older than Larry, so he decided to retire in 1980, and he moved to Santa Rosa with his wife Lottie. Larry purchased Jack's half of the business at that time, and Larry's wife Claire became a co-owner. Larry was a firefighter with the San Francisco Fire Department since 1950, but he retired from the department as a Lieutenant in 1980 to devote more time to the business since Jack was no longer there to help him.

Larry Mitchell passed away on May 12, 2016, and his wife Claire Mitchell became the sole owner of Mitchell's Ice Cream.¹ In 2021, Claire moved to an assisted living home, and ownership of the business was transferred to Brian Mitchell and Linda Mitchell.

Mitchell's is still owned and operated by the Mitchell family today. Their ice cream is still made fresh in the shop every day, using a 10-gallon Emery Thompson batch freezer. They feature 40 flavors daily and still use 16% butterfat in all of their ice cream, along with the finest ingredients from local sources and from across the country and around the world. Their commitment to making the best super premium ice cream and providing the best service to their customers is why Mitchell's has been a treasured San Francisco landmark since 1953.

¹ <https://www.sfgate.com/bayarea/article/Larry-Mitchell-co-founder-of-famed-ice-cream-7940986.php>

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

1953 to 1980:	Larry Mitchell and Jack Mitchell
1980 to 2016:	Larry Mitchell and Claire Mitchell
2016 to 2021:	Claire Mitchell
2021 to Present	Brian Mitchell and Linda Mitchell

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

Fortunately, the building did not sustain any damage during the 1989 Loma Prieta Earthquake. Mitchell's closed for the day but were able to reopen the following day.

In March 2020, Mitchell's closed its retail operations for three months due to COVID restrictions, but they continued to make ice cream and delivered to grocery stores and other wholesale customers who remained open during that time. In June 2020, Mitchell's resumed their retail sales, but served their customers from their front door for over a year.

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.

Mitchell's was the first ice cream store in San Francisco to import tropical fruits and make a variety of ice cream flavors with them. This process began in the early 1960s at a time when many people immigrated to the Bay Area from the Philippines, Mexico, and Central and South America. These tropical flavors provided people an important link to their homelands.

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

Mitchell's has had many famous people visit their shop over the years, including Mayor Ed Lee, Golden State Warriors star and Hall of Famer Nate Thurmond, San Francisco Giants pitcher and World Series champion Sergio Romo, actor Danny Glover, and actress Loni Anderson.

Mitchell's has participated in the Pistahan Parade and Festival Filipino cultural event in Yerba Buena Gardens, Bernal Heights' Fiesta on the Hill, Delancey Street Foundation events, etc. They have also been long time supporters of St. Paul's Catholic Church and have donated to many school and local organization fundraisers over the years.

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

Mitchell's Ice Cream donates to many schools and nonprofit organizations in the neighborhoods that surround the store. Mitchell's participated in the 2019 Chef's Gala in support of homelessness. They also donated 25% of their sales over a weekend in 2018 to Breast Cancer Foundation and Project Open Hand.

Linda Mitchell helped start a Neighborhood Watch Program, which has since disbanded, and was also an active member of the Mission Bernal Merchant's Association, which has also disbanded.

Mitchell's has hired hundreds of young people from the community and the greater Bay Area over the years. For many, it is their first job and a great learning experience. Every new employee gets a minimum of two weeks of training before they work on their own. They learn many skills during their time at the business, and Mitchell's always hopes that these skills help them during their careers. A number of employees have been with Mitchell's for 10, 20, and even 35 years.

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

The business has had many articles written about it over the years in various media outlets throughout the Bay Area. They have also been featured on several news programs on television. Following are key media references:

- "Mitchell's Ice Cream: 'Take Pride in What You Do and Do It from the Heart'"
San Francisco Bay Times
May 5, 2022
<https://sfbaytimes.com/mitchells-ice-cream-take-pride-in-what-you-do-and-do-it-from-the-heart/>
- "Mitchell's Ice Cream was the first parlor to introduce mango and other Filipino flavors to San Francisco"
SFGATE
November 7, 2021
<https://www.sfgate.com/food/article/mitchells-ice-cream-has-Filipino-flavors-sf-16588683.php>
- "Bay Area LIFE: Mitchell's Ice Cream is a Bay Area institution"
ABC 7 News
August 14, 2016
<https://abc7news.com/bay-area-life-ice-cream-mitchells-is-an-institution/1469592/>
- "Selling Ice Cream, One Exotic Fruit at a Time"
Mission Local
September 3, 2010
<https://missionlocal.org/2010/09/selling-ice-cream-one-exotic-fruit-at-a-time/>

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

Mitchell's Ice Cream has received the following awards and recognition:

- June 6, 2023 – Mayor London N. Breed declared this day “Mitchell’s Ice Cream Day” in honor of their 70th anniversary.
- July 15, 2018 – Mitchell’s received a Certificate of Recognition from the California Legislature Assembly for their 65th anniversary.
- May 24, 2016 – Mitchell’s received a Certificate of Special Congressional Recognition in recognition of outstanding and invaluable service to the community, which was signed by Congresswoman Nancy Pelosi.
- May 24, 2016 – Mitchell’s received a Certificate of Recognition from the State of California Senate for receiving the District 8 Small Business Award.
- May 24, 2016 – Larry Mitchell received a Certificate of Honor in memoriam from the San Francisco Board of Supervisors.
- June 25, 2013 – Supervisor Scott Wiener declared this day “Mitchell’s Ice Cream Day” in honor of their 60th anniversary.

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

If Mitchell’s Ice Cream were to close, the neighborhood would lose a business that many people associate with memories from their childhood, and memories with families and friends. Mitchell’s has approximately 40 employees who would be without their main source of income, including close to 20 full-time employees. Customers would be without their favorite ice cream for treats on their days off, dessert for special dinners, parties, and holidays.

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 was commissioned by Larry and Jack Mitchell’s grandmother in 1908. Her husband died and left her with eight children to raise on her own. She had eight apartments built with the thought that her eight children might want to live there one day, but none of them ever moved into the building. The original business that operated where Mitchell’s is now was a saloon and liquor store.

The building originally faced 29th Street, but when the City and County of San Francisco planned the widening of San Jose Avenue, they told the Mitchells that their building would be

torn down. The Mitchells fought this plan and agreed to have the building picked up and turned 90 degrees. The turning of the building occurred in 1950, and this is why Mitchell's has a parking lot for their store today. The original address was 110 29th Street, but the address became 688-692 San Jose Avenue after the building was turned.

On July 16, 2023 – National Ice Cream Day – Mitchell's unveiled a mural on the side of the building painted by artists Jen Brault and Margaret Belton. The mural is a celebration of Larry Mitchell and the Mission neighborhood.

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

Mitchell's is committed to maintaining an ice cream shop manufacturing handmade ice cream and serving retail and wholesale customers.

c. What challenges is the business facing today?

The high cost of labor, difficulty hiring staff, and the constant increase in the prices of ingredients, packaging, etc. is a constant challenge. Mitchell's is very fortunate to own their own building!

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 at 688-692 San Jose Avenue is "B - Unknown / Age Eligible."



MITCHELL'S
HOME MADE
ICE CREAM

Home Made
Mitchell's ICE CREAM
Free CUSTOMER PARKING

Home Made
Mitchell's ICE CREAM
OPEN FOR BUSINESS

Mitchell's
OPEN FOR BUSINESS





© 2023 Google

© 2023 Google

NO RIGHT TURN ON RED EXCEPT BICYCLES

San Jose

Mitchell's ICE CREAM CUSTOMER PARKING ONLY

Mitchell's Ice Cream





Mitchell's
Ice Cream

Mitchell's



GIFT CERTIFICATES



688

Certificate of Honor

Pay
Tap to pay preferred
VISA

Assembly
Certificate of Recognition
Mitchell's Ice Cream
17 Assembly Avenue

Scout
Mitchell's Ice Cream
17 Assembly Avenue

Mitchell's Ice Cream
Business Hours

11 AM - 11 PM
12 PM - 11 PM
12 PM - 11 PM
12 PM - 11 PM
12 PM - 11 PM
12 PM - 11 PM

Follow us on Instagram
@mitchellsicecream

Mitchell's ICE CREAM
Award Winning Ice Cream Since 1933

TRADITIONAL FLAVORS

NEW & UNIQUE TREATS

ICE CREAM

SOFT SERVES

PIZZA

Waffles

Donuts

Smoothies

Shakes

Parfaits

Ice Cream Sandwiches

Ice Cream Cakes

Ice Cream Pies

Ice Cream Bars

Ice Cream Trays

Ice Cream Buckets

Ice Cream Boxes

Ice Cream Tubs

Ice Cream Cakes

Ice Cream Pies

Ice Cream Bars

Ice Cream Trays

Ice Cream Buckets

Ice Cream Boxes

Ice Cream Tubs

ADT

AUTOMATIC CAUTION DOOR

DOORDASH

Pickup or delivery?
Call 1-800-450-4500

Low Emission





Mitchell's Ice Cream



NOW SERVING
9



Mitchell's ICE CREAM

Award Winning Ice Cream Since 1953

MILKSHAKES

SMALL (16 oz) \$6.00
 LARGE (24 oz) \$6.95
 MALT 75c EXTRA

SPECIALTY SHAKES

COOKIE MONSTER
 CHOCOLATE PEANUT BUTTER BUZZ
 THE NUTELLA
 SMALL \$6.85 LARGE \$7.85

FREEZES & FLOATS

SMALL FREEZE (16 oz) \$6.00
 LARGE FREEZE (24 oz) \$6.95
 FLOATS (2 SCOOPS) \$6.85

ICE CREAM SANDWICHES
 \$3.95

GIFT CERTIFICATES
 AVAILABLE

TAKE HOME

	ICE CREAM	SORBET
1/2 PINT (8 oz)	\$5.85	\$6.05
PINT (1 lb)	\$7.05	\$7.40
QUART (2 lbs)	\$10.15	\$10.95
1/2 GALLON	\$10.60	
1 GALLON	\$15.95	\$16.95
1.5 GALLON	\$28.35	\$39.60
3 GALLON	\$51.50	

SMOOTHIES

BANANABERRY
 CALIFORNIA DREAMIN'
 HAWAIIAN PUNCH
 MANGO BLAST
 16 oz \$6.10

BEVERAGES

BOTTLED WATER \$1.99
 COKE ROOT BEER SPRITE \$1.99

TRADITIONAL FLAVORS

BANANA
 BLACK WALNUT
 BROWN SUGAR N' SPICE
 BUTTERSCOTCH MARBLE
 CANTALOUPE
 CARAMEL PRALINE
 CHOCOLATE
 CHOCOLATE CARAMEL CRACKLE

CHOCOLATE CHIP
 COFFEE
 DULCE DE LECHE
 ESPRESSO TOFFEE CRUNCH
 FRENCH CUSTARD VANILLA
 GRASSHOPPER PIE
 HORCHATA
 KAHLUA MOCHA CREAM

MEXICAN CHOCOLATE
 MOCHA FUDGE
 NEW YORK CHERRY
 OREO COOKIE
 PEACH
 PEANUT BUTTER INDULGENCE
 PISTACHIO

ROCKY ROAD
 RUM RAISIN
 STRAWBERRY
 STRAWBERRIES 'N CREAM
 THAI TEA
 THIN MINT
 TOASTED ALMOND
 VANILLA

SORBETS

MANDARIN ORANGE
 MANGO
 PASSION FRUIT

TROPICAL FLAVORS

AVOCADO
 BUKO (BABY COCONUT)
 COCONUT PINEAPPLE
 HALO HALO

LUCUMA (PERUVIAN FRUIT)
 MACAPUNO (SWEET COCONUT)
 MANGO
 TROPICAL FOUR
 UBE (PURPLE YAM)

SHERBET

ORANGE



Don't miss our special \$2.99
Five easy minutes to \$2.99
Don't miss it!

ICE CREAM



Plain Cones

Waffle Cones
50¢ extra

Sugar Cones
20¢ extra

Chocolate Dipped
Waffle Cones—\$1.25 extra
.....
Chocolate Dipped Waffle Cones
With Nuts or Sprinkles—\$1.45 extra

Thanks for choosing
Mitchell's Ice Cream





Ice Cream



Mitchell's
ICE CREAM
Award Winning Ice Cream Since 1955

TRADITIONAL FLAVORS	EXOTIC FLAVORS
CHOCOLATE	CHOCOLATE PEANUT BUTTER
VANILLA	CHOCOLATE MINT
STRAWBERRY	CHOCOLATE RASPBERRY
LEMON LIME	CHOCOLATE VANILLA
PEACH	CHOCOLATE CARAMEL
ORANGE	CHOCOLATE BANANA
APPLE	CHOCOLATE LEMON
PEACH	CHOCOLATE MANGO
CHERRY	CHOCOLATE PINEAPPLE
GRAPE	CHOCOLATE PEACH
PLUM	CHOCOLATE RASPBERRY
BLACKBERRY	CHOCOLATE STRAWBERRY
BLUEBERRY	CHOCOLATE VANILLA
COCONUT	CHOCOLATE CARAMEL
PEANUT BUTTER	CHOCOLATE BANANA
LEMON LIME	CHOCOLATE LEMON
PEACH	CHOCOLATE MANGO
ORANGE	CHOCOLATE PINEAPPLE
APPLE	CHOCOLATE PEACH
CHERRY	CHOCOLATE RASPBERRY
GRAPE	CHOCOLATE STRAWBERRY
PLUM	CHOCOLATE VANILLA
BLACKBERRY	CHOCOLATE CARAMEL
BLUEBERRY	CHOCOLATE BANANA
COCONUT	CHOCOLATE LEMON
PEANUT BUTTER	CHOCOLATE MANGO

ICE CREAM CUPS	ICE CREAM CAKES
1 SCOOP \$4.50	7" ROUND \$22.00
2 SCOOPS \$8.50	8" ROUND \$25.00
SINGLE \$1.75	9" SHEET \$28.00
DOUBLE \$3.50	10" SHEET \$31.00
TRIPLE \$5.25	FULL SHEET \$43.00

SUNDAES	EXTRAS
1 SCOOP \$4.50	SUGAR CONE \$1.00
2 SCOOPS \$8.50	WAFFLE CONE \$1.25
BANANA SPLITS \$9.50	WAFFLE BOWL \$1.35
2 SCOOPS \$12.50	CHEESE TOPPING \$0.75
ICE BOWLS \$12.50	CHOCOLATE DIP \$0.75
1 SCOOP \$4.50	PEANUTS \$1.50
2 SCOOPS \$8.50	BUNDAE TOPPING \$1.35
3 SCOOPS \$12.50	WHIPPED CREAM \$1.35

Express Line
Pre-packed 1/2 Gallon
Online Order Pickups
Delivered

\$5

SORBETS

- PEAR
- CRANBERRY-RASPBERRY
- YUZU (JAPANESE CITRUS FRUIT)

- AVOCADO
- BUKO (BABY COCONUT)
- COCONUT PINEAPPLE
- HALO HALO (BUNO LINDA, UBE, PINEAPPLE, BEANS & SUGAR PALM)
- LUCUMA (PERUVIAN FRUIT)

- TROPICAL FOUR (MANGO & PINEAPPLE)
- UBE (PURPLE YAM)



SPECIALS

give a gift card
to someone special today

SMOOTHIES

- BAKED HAZZLE** Vanilla Ice Cream, Strawberries, Pineapple Fruit and Orange Juice
- BERGAMOT PUNCH** Bergamot Ice Cream, Passion Fruit and Orange-Peach Juice
- MANGO BLAST** Mango Ice Cream, Mango Fruit and Mango Syrup
- BLACKBERRY BOOST** Red Raspberry Syrup, Blackberries, Syrup and Bergamot Juice



Plain Cones Waffle Cones 50¢ extra



Ice cream counter area with a sink, a scale, and various containers of ingredients.



DECORATE YOUR CAKE
CAKE DESIGN BOOK
&
INFORMATION





UP
WITH CARE





Mitchell's

ICE CREAM

Award Winning Ice Cream Since 1953

MILKSHAKES

SMALL (16 oz) \$7.15
LARGE (24 oz) \$8.15
MALT 16oz EXTRA \$8.15
SPECIALTY SHAKE

TAKE HOME

ICE CREAM
1/2 PINT (8 oz) \$7.00
PINT (1 lb) \$8.05
QUART (2 lbs) \$11.65
1/2 GALLON \$12.25
1 GALLON \$17.95
1 1/2 GALLON \$32.50
3 GALLON \$55.00

TRADITIONAL FLAVORS

BANANA
BLACK WALNUT
CARAMEL PRALINE
CHOCOLATE
CHOCOLATE CARAMEL CRACKLE
CHOCOLATE CHIP
CINNAMON SNAP
COFFEE
EGG NOG
ESPRESSO TOFFEE CRUNCH
GINGER SPICE
GRASSHOPPER PIE
KAHLUA MOCHA CREAM
MOCHA FUDGE
MEXICAN CHOCOLATE
NEW YORK CHERRY
OREO COOKIE
PEANUT BUTTER INDULGENCE
PEPPERMINT CANDY
PISTACHIO
PUMPKIN
ROCKY ROAD
RUM RAISIN
SPUMONI
STRAWBERRY
STRAWBERRIES 'N CREAM
THAI TEA
THAI MINT
TOASTED ALMOND
VANILLA
VANILLA BEAN

SORBETS

STRAWBERRY
MANGO
PIÑA COLADA
MOJITO
COFFEE

TROPICAL FLAVORS

AVOCADO
BUKO (BABY COCONUT)
COCONUT PINEAPPLE
HALO HALO
LIME
MACAPUNO (SWEET COCONUT)
MANGO
TROPICAL FOUR
UBE (PURPLE YAM)
FRUIT

CONES & CUPS

JUNIOR \$4.00
SINGLE \$5.00
DOUBLE \$7.00
TRIPLE \$10.95

ICE CREAM CAKES

7" ROUND \$40.95
9" ROUND \$48.95
1" SHEET \$61.50
1 1/2" SHEET \$113.00
FULL SHEET \$180.00

SUNDAES

1 SCOOP \$6.10
2 SCOOPS \$8.45
BANANA SPLITS \$8.25
3 SCOOPS \$11.50

WAFFLE BOWLS

1 SCOOP \$7.25
2 SCOOPS \$9.60
SUGAR CONE \$40.95
WAFFLE BOWL \$48.95
CHOCOLATE DIP \$61.50
CANDY TOPPING \$113.00
WHIPPED CREAM \$180.00
PEANUTS
SUNDAE TOPPINGS

EXTRAS

SUGAR CONE
WAFFLE BOWL
CHOCOLATE DIP
CANDY TOPPING
WHIPPED CREAM
PEANUTS
SUNDAE TOPPINGS

PINGS

SMALL \$4.00
MEDIUM \$5.00
LARGE \$6.00
EXTRAS TO ABOVE

FLOATS

FLOATS (2 SCOOPS) \$7.85

GIFT CERTIFICATE AVAILABLE

Thanks for shopping at

Mitchell's Ice Cream

Here's what you just did!

1. You kept dollars in our economy

For every \$100 you spend at one of our local businesses, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.

2. You embraced what makes us unique

You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?

3. You created local jobs

Local businesses are better at creating higher-paying jobs for our neighbors.

4. You helped the environment

Buying from a local business conserves energy and resources in the form of less fuel for transportation, less packaging, and products that you know are safe and well made, because we stand behind them.

5. You nurtured community

We know you, and you know us. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.

6. You conserved your tax dollars

Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify our community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong—right here in your community!

7. You created more choice

We pick the items and products we sell based on what we know you like and want. Local businesses carry a wider array of unique products because we buy for our own individual market.

8. You took advantage of our expertise

You are our friends and neighbors, and we have a vested interest in knowing how to serve you. We're passionate about what we do. Why not take advantage of it?

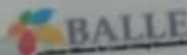
9. You invested in entrepreneurship

Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.

10. You made us a destination

The more interesting and unique we are as a community, the more we will attract new neighbors, visitors and guests. This benefits everyone!

A Cooperative Message From This Store and



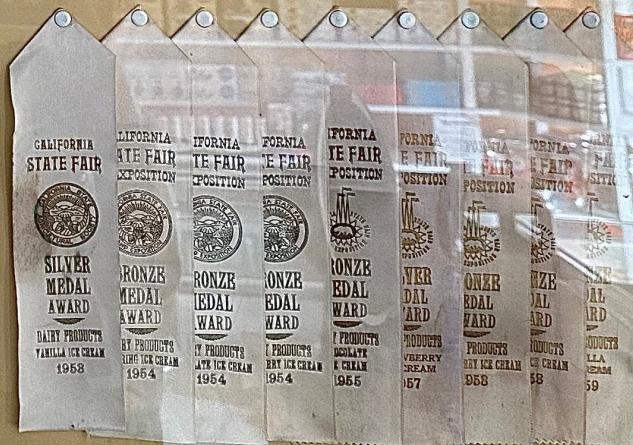
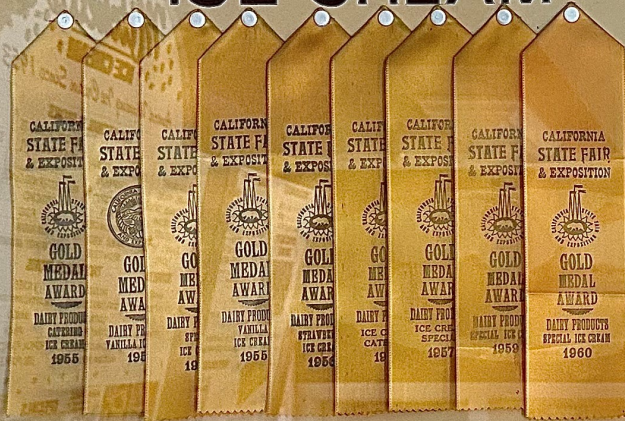
Love Your Local

San Francisco Locally Owned Merchant Alliance

Mitchell's

ICE CREAM

CALIFORNIA STATE FAIR AWARDS





The City and County of San Francisco
PROCLAMATION

MITCHELL'S ICE CREAM DAY
JUNE 25, 2013



WHEREAS, Larry and Jack Mitchell opened Mitchell's Ice Cream Shop and production facility in 1953; and

WHEREAS, Mitchell's Ice Cream shop has been owned and operated in the same location on San Jose Avenue and 29th Streets through economic hard times, the departure of Jack from ownership, and the evolving food culture in San Francisco; and

WHEREAS, The Mitchell family has generously donated to local San Francisco charities since they opened; and

WHEREAS, Countless teens from the Mission and Noe Valley neighborhoods had their first jobs there, and Mitchell's has retained some employees for 20 years; and

WHEREAS, Mitchell's Ice Cream is famous for both their vanilla ice cream and for being the first shop in the Bay Area to carry exotic flavors such as ube, coconut and avocado; and

WHEREAS, Returning parents, grandparents, and many others who have moved away refer to Mitchell's as a true local institution; and

WHEREAS, Mitchell's has turned down offers to franchise and maintained a dedication to a high quality product that always has people lining up out the door, in good weather and bad; now, therefore, be it

RESOLVED, That the San Francisco Board of Supervisors, hereby proclaims June 25, 2013 to be "Mitchell's Ice Cream Day" in the City and County of San Francisco to celebrate their sixty years in business.

Maki Chen
David Chen
David Chung
Norm Yee
Katy Tang

Mark S. Fain
Scott Wiener
Scott Wiener
Supervisor, District 8
June 25, 2013
London Breed



*Certificate of Special
Congressional Recognition*

*Presented to
Mitchell's Ice Cream
Small Business Week 2016 Honoree*

*in recognition of outstanding and invaluable
service to the community.*

May 24, 2016

DATE

Nancy Pelosi

MEMBER OF CONGRESS

Proclamation

City and County of San Francisco

WHEREAS, the City and County of San Francisco traditionally recognizes organizations which have made significant and remarkable contributions to the vitality of our City, and the incredible and longstanding work of Mitchell's Ice Cream truly represents San Francisco values at their best; and

WHEREAS, Mitchell's Ice Cream was originally founded in 1953 by brothers Larry Mitchell and Jack Mitchell, nearly built by hand with support by their family, as a means to share their ice cream making passion with the community; and

WHEREAS, since its founding, Mitchell's Ice Cream has grown to become a highly-renowned ice cream parlor praised for offering unique flavors of ice cream, especially as one of the first establishments in San Francisco to introduce their now-acclaimed ice cream flavors of mango; and

WHEREAS, throughout their history, the Mitchell family has demonstrated steadfast devotion to serving our residents with the highest quality of service with premium handcrafted traditional and tropical ice cream and sorbet flavors that include 40 different varieties imported locally in San Francisco Bay Area and beyond; and

WHEREAS, for generations, Mitchell's Ice Cream has welcomed a diverse set of customers through their doors to experience its authentic products and outstanding service it values above all else to ensure a remarkable visit; and

WHEREAS, Mitchell's Ice Cream has become a treasured cornerstone of our cultural and economic vitality through their unwavering commitment and dedication to its community, and Linda Mitchell and Brian Mitchell, children of Larry Mitchell, now lead their family's business to continued excellence; and

WHEREAS, Mitchell's Ice Cream is an irreplaceable part of our City and its endless dedication to making our lives sweeter deserves a grand celebration; now

THEREFORE BE IT RESOLVED, that I, **London N. Breed**, Mayor of the City and County of San Francisco, in recognition of their 70th anniversary on National Ice Cream Day, do hereby proclaim June 6, 2023 as...

MITCHELL'S ICE CREAM DAY

...In San Francisco!



IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City and County of San Francisco to be affixed.

A handwritten signature in blue ink that reads "London Breed".

London N. Breed
Mayor

SFGATE

Mitchell's Ice Cream was the first parlor to introduce mango and other Filipino flavors to San Francisco

Nico Madrigal-Yankowski, SFGATE
Nov. 7, 2021



Half-gallon containers of Mitchell's ice cream, at their flagship location on San Jose Avenue in San Francisco on Nov. 3, 2021. Patricia Chang/Special to SFGATE

In 2006, my mom had the idea that she would try all of the flavors on the board at Mitchell's Ice Cream over the course of the summer. It was bold because there are 40 different flavors at any given time at the beloved ice cream parlor at 688 San Jose Ave., and since we lived nearby, it wasn't out of the question.

She tried but failed.

That's OK, though, because Mitchell's Ice Cream has been around since 1953, and they have been making their ice cream the same exact way since day one. The flavors that she missed out on are mostly still there, and if they aren't, others will suffice. But one flavor that will never leave the board is mango.

Mitchell's was the first ice cream shop to bring Filipino and other Southeast Asian flavors to San Francisco, bringing with it a customer base that has supported them through thick and thin. Mango was the draw, but an influx of Filipino immigrants in the 1970s was the catalyst that made Mitchell's what it is today.

"We really skyrocketed," co-owner Brian Mitchell said. "Production just tripled."



The ice cream counter and main in-house menu at Mitchell's Ice Cream in San Francisco on Nov. 3, 2021. Patricia Chang/Special to SFGATE

Located on the ground floor of a three-story apartment building, today Mitchell's is known for its tight store quarters as much as it is its ice cream. It's common to see a line formed around the block while patrons take a numbered ticket and wait for their number to be called before piling into the store like sardines to yell out their order at an ice cream scooper.

In 1865, the Mitchell family traversed the country from New York to California and finally settled in San Francisco. The first family business was a dairy farm on the westerly hills of Noe Valley, but after Edward Mitchell died near the turn of the 20th century, his wife sold the dairy farm and got into the apartment business. She designed the building that still houses Mitchell's to this day.



Mitchell's Ice Cream in San Francisco on Nov. 3, 2021.

Patricia Chang/Special to SFGATE

Two of her children, Jack and Larry, had a penchant for ice cream from a young age. Their favorite parlor growing up was the now-defunct Garrett's on Alemany Boulevard. In 1953, they decided to take that love and turn it into a business. In those days, the dairy companies would help small parlors get off the ground by teaching basic recipes and introducing the owners to different flavor profiles. Brian Mitchell said he thinks that on opening day, Mitchell's had between 12 and 15 flavors. They were the basics —

chocolate, vanilla, mint chip, strawberry — but in 1965, the brothers would start experimenting, debuting mango and other flavors popular in Southeast Asian cuisine thanks to a regular customer.

Emerson Clark got to know Larry and Jack, and he offered them something they didn't know they would want — a connection to the Philippines and other countries around the South China Sea. As an import broker, Clark introduced the brothers to the owner of Gina Corporation (which Brian Mitchell still buys from). He brought them mangoes, purple yam (or ube), young coconut (or buko) and other fruits from that part of the world.

"Instead of saying 'No, not interested,'" Mitchell explained, "they said, 'OK, we'll try the mango.'"

Initially, it was not a moneymaker. But by 1970, sales of the tropical flavors spiked as droves of people arrived in San Francisco from the Philippines between 1965 and 1974. The U.S. Immigration Act of 1965 removed stringent caps on immigration by country of origin, allowing people from the Philippines to create a new life for themselves in America, three decades after they were effectively banned from migrating.



Photo of opening day at Mitchell's Ice Cream is displayed in San Francisco on Nov. 3, 2021.
Patricia Chang/Special to SFGATE



Henry Luo hands a customer an ice cream cone at Mitchell's Ice Cream in San Francisco on Nov. 3, 2021. Patricia Chang/Special to SFGATE

By 1977, Filipino immigrants had created a small community for themselves in the Excelsior district for themselves, according to SFHeritage.com. The Excelsior, only a short distance from Mitchell's, was an easy drive down the southern end of Mission Street, below Cesar Chavez, then known as Army Street.

"They found out we had their native fruits, and then we had a whole new clientele group," Mitchell explained. "And let me tell you, they bought in force. My dad and uncle had hit a vein. They said to themselves 'We're onto something.'"

Business became so good that Mitchell's began wholesaling to a select group of Filipino-owned mom-and-pop stores and restaurants. Everyone in the San Francisco Filipino community wanted Mitchell's ice cream. To them, it tasted like home.

Even as a small, family-run business, the Mitchell family has never skimped on quality. In ice cream production, it all comes down to butterfat. While most ice cream parlors use 14% butterfat to save on cost, Mitchell said, Mitchell's uses 16% butterfat. "Even when the butter market skyrocketed over the years, we never compromised," Mitchell

said. “Our customers know the creaminess. That’s what we’re known for. If you change it, that’s how you lose your customers.”

The other secret that has kept them alive? Staying small.

“There were so many [other] ice cream shops that tried to expand with two or three stores, but they all fell by the wayside,” Mitchell said. “That’s why we remained small. We do good volume, we just keep at it so we can take care of our customers and our crew.”

Marlon Payumo is part of that crew. He emigrated from the Philippines to the United States in 1987. He is from Subic, in the Zambales province, and he made his way to San Francisco in 1988 and found Mitchell’s shortly thereafter. It was his first job in his new city.



At top, Miguel Sosa makes peppermint candy ice cream; below, Ruiz Castro adds the finishing touches to the newly made half-gallon containers of ice cream at Mitchell's Ice Cream in San Francisco on Nov. 3, 2021.

Patricia Chang/Special to SFGATE

Now the general manager, Payumo worked his way up from the bottom of the Mitchell's organization through hard work and loyalty. "It's a lot of hard work, which I'm used to anyway," Payumo said, "but I feel like I've been acknowledged. They acknowledged me and my hard work."

Payumo even met his wife at Mitchell's — Wanda is also a general manager within the company. Days before this interview, Brian Mitchell, his sister Linda (also a co-owner) and other members of the management team treated the Payumos and a few others to a dinner at House of Prime Rib for their decadeslong service to the family company, including more than three decades for Payumo.

The secret to Mitchell's longstanding success isn't chocolate, strawberry and vanilla. It's buko, the family commitment to the legacy started by Jack and Larry Mitchell; ube, serving some of the creamiest ice cream in San Francisco thanks to the higher butterfat content; and mango, the Filipino community that adores Mitchell's.



Linda Mitchell, left, and Marlon Payumo at Mitchell's Ice Cream in San Francisco on Nov. 3, 2021.
Patricia Chang/Special to SFGATE

Written By [Nico Madrigal-Yankowski](#). Nico Madrigal-Yankowski is a food reporter for SFGATE. He is a born and bred San Franciscan. Email him tips at nico.madrigal-yankowski@sfgate.com

Mitchell's Ice Cream Videos

Mitchell's Ice Cream, A San Francisco Tradition Since 1953

<https://youtu.be/nrJAqr4p2GY>



Oreo Cookie Cutting Device, Invented By Our Very Own Marlon

<https://youtu.be/qGonZvllV10>



Making Banana Ice Cream, The Mitchell's Ice Cream Way

<https://youtu.be/ymRNNDrUk3k>



Pablo Makes Half Gallons of Ube Ice Cream

https://youtu.be/oKueoeI_hTk



Rebuilding Our 1950s Wash Room

<https://youtu.be/HSd0gMCpDRs>





On Sunday, November 24, Mitchell's Ice Cream will be donating 50% of sales for the day to UNICEF to help provide shelter, clean water, food and medicine to the 5 million children who have been affected by Typhoon Haiyan in the Philippines.

Please mark your calendars and stop by next Sunday. The money from your purchases will be going to a very good cause!

** *UNICEF is a United Nations program headquartered in New York City, that provides long-term humanitarian and developmental assistance to children and mothers in developing countries.*



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: AUGUST 16, 2023

Filing Date: July 19, 2023
Case No.: 2023-006614LBR
Business Name: Mitchell’s Ice Cream, Inc.
Business Address: 688 San Jose Ave.
Zoning: RH-3 (RESIDENTIAL- HOUSE, THREE FAMILY) Zoning District
 40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 6617/008
Applicant: Linda and Brian Mitchell
 688 San Jose Avenue
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Maggie Dong - 628.652.7426
 Maggie.Dong@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Mitchell’s Ice Cream is an award-winning ice cream store that has been in business since 1953, serving retail and wholesale customers. The business is owned and operated by the Mitchell family. Ice cream is made fresh daily, using a 10-gallon Emery Thompson batch freezer. They feature 40 flavors daily and still use 16% butterfat in all their ice cream, along with the finest ingredients from local sources and from across the country and around the world. Their commitment to making the best super premium ice cream and providing the best service to their customers is why Mitchell’s has been a treasured San Francisco landmark since 1953.

When the Mitchell family arrived in San Francisco from New York in 1865, they started a small dairy farm in what is now Noe Valley. The farm was run by Edwin Mitchell until his death in the 1890s, leaving his wife Margaret with eight young children to raise on her own. Margaret leased the land to another farmer and had a three-story apartment building constructed on 29th Street and San Jose Avenue in 1908, the current location of Mitchell’s Ice Cream. Margaret had planned to have her eight children live in the building, but they never moved in. The Mitchells

fought to save their building from being torn down in 1947 when the City of San Francisco proposed to widen San Jose Avenue. The building was lifted and turned 90 degrees in 1950.

The widening of San Jose Avenue caused the liquor store on the ground floor to close. The storefront sat empty until 1952 when brothers Larry and Jack Mitchell used the space to open Mitchell's Ice Cream. The brothers designed and built the store, walk-in freezer, and manufacturing room during their spare time with their father and two brothers-in-law. They started selling 19 ice cream flavors; all made with 16% butterfat cream and superior ingredients. As the store became more popular, they added more flavors and were the first to introduce mango and other tropical fruit flavored ice cream in the Bay Area. Mango ice cream is still the number one selling flavor at Mitchell's.

Currently, Mitchell's has approximately 40 employees with close to 20 employees being employed full-time. Hundreds of young people from the community and in the Bay Area have worked their first jobs at Mitchell's. New employees are trained for two weeks before working on their own. A number of employees have been with Mitchell's for 10, 20, and even 35 years.

The business' primary location at 688 San Jose Ave, is a Category B (Unknown/Age Eligible) structure on the west side of San Jose Ave between Valley Street and 29th Street in the Bernal Heights neighborhood. It is within the RH-3 (Residential-House, Three Family) Zoning District and a 40-X Height & Bulk District; Mission Alcoholic Beverage Special Use Subdistrict; Fringe Financial Service Restricted Use District; and Central Neighborhoods Large Residence Special Use District. 688 San Jose Ave was included in the unadopted Neighborhood Commercial Corridors Survey (2015) where it received a survey rating of "6Z" and was found ineligible for California Register, National Register, or local designation through survey evaluation.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1953.

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

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

- a. Mitchell's Ice Cream has operated continuously in San Francisco for 70 years.
- b. Mitchell's Ice Cream has contributed to the history and identity of the Bernal Heights neighborhood and San Francisco.
- c. Mitchell's Ice Cream 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?

No.

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

Yes. Mitchell's Ice Cream has had many famous people visit their shop over the years, including Mayor Ed Lee, Golden State Warriors star and Hall of Famer Nate Thurmond, San Francisco Giants pitcher and World Series champion Sergio Romo, actor Danny Glover, and actress Loni Anderson. Mitchell's has participated in the Pistahan Parade and Festival Filipino cultural event in Yerba Buena Gardens, Bernal Heights' Fiesta on the Hill, Delancey Street Foundation events, etc.

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

No.

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

No, not as of the date of this Executive Summary.

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

Yes. Mitchell's Ice Cream has been featured in numerous articles over the years throughout the Bay Area. Some of the media outlets that have featured the business includes San Francisco Bay Times, SFGate, ABC 7 News, and Mission Local.

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.

Mitchell's Ice Cream donates to many schools and nonprofit organizations in the neighborhoods that surround the store. The business has been long time supporters of St. Paul's Catholic Church. They also participated in the 2019 Chef's Gala in support of homelessness and has also donated 25% of their sales over a weekend in 2018 to Breast Cancer Foundation and Project Open Hand.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 688 San Jose Avenue (1953 – Present)

Recommended by Applicant

- Handmade ice cream
- Tropical fruit flavored ice cream
- Mural celebrating Larry Mitchell and the neighborhood painted by Jen Brault and Margaret Belton

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. 1342

HEARING DATE: AUGUST 16, 2023

Case No.: 2023-006614LBR
Business Name: Mitchell’s Ice Cream, Inc.
Business Address: 688 SAN JOSE AVE
Zoning: RH-3 (RESIDENTIAL- HOUSE, THREE FAMILY) Zoning District
 40-X Height and Bulk District
Block/Lot: 6617/008
Applicant: Linda and Brian Mitchell
 688 San Jose Avenue
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Maggie Dong - 628.652.7426
 Maggie.Dong@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MITCHELL’S ICE CREAM, INC. CURRENTLY LOCATED AT 688 SAN JOSE AVE, BLOCK/LOT 6617/008.

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 August 16, 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 Mitchell's Ice Cream, Inc. 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 Mitchell's Ice Cream, Inc.

Location(s):

Current Location:

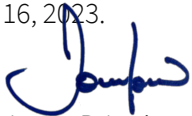
- 688 San Jose Avenue (1953 – Present)

Physical Features or Traditions that Define the Business:

- Handmade ice cream
- Tropical fruit flavored ice cream
- Mural celebrating Larry Mitchell and the neighborhood painted by Jen Brault and Margaret Belton

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 August 16, 2023.



Jonas P. Ionin
Commission Secretary

AYES: Vergara, Wright, Foley, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: August 16, 2023