

Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 9, 2019

ORIGINAL JOE'S

Application No.: LBR-2018-19-072
Business Name: Original Joe's
Business Address: 601 Union Street
District: District 3
Applicant: Joe's Union LP
Nomination Date: June 20, 2019
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Original Joe's is an Italian-American sit-down restaurant that initially opened in 1937 at 144 Taylor Street in the Tenderloin by a Croatian immigrant, Tony Rodin, and his business partner, Louis Rocca. It started as a 14-stool counter and grew into a culinary landmark institution. Serving old-fashioned, Italian-American fare, the restaurant prepares dishes in an open kitchen, providing hearty portions at reasonable prices. It is still owned and operated by the family of Tony Rodin. Original Joe's moved to its present-day location in North Beach after a fire in 2007 at 144 Taylor Street.

The oldest of all the "Joe's" restaurants, Original Joe's was the innovator of the now nationally-renowned "Joe's Concept": exhibition kitchen, notable leather booths and a menu offering an evolution of Italian-American cuisine. After the 2007 fire at the Taylor Street location, items were salvaged from the fire and restored including original signage, booths, wood paneling, original brick from the back bar for the fireplace, kitchen counter stools, bar stools, artwork on the walls and architectural pieces. These pieces, coupled with period décor, frame the sense of substance that prevails throughout the restaurant and bar. Rich walnut woodwork, inlaid tabletops, ambient lighting, custom flooring, unique accents additionally define the distinct interior of Original Joe's.

On January 26, 2012, Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking Washington Square Park. The late Mayor Ed Lee signed a resolution (Number 23-12, File Number 120027) recognizing "Original Joe's as a staple of San Francisco's history and tradition and proclaiming January 26th, 2012, as Original Joe's Day in the City and County of San Francisco." Original Joe's is located on the south side of Union Street between Stockton and Columbus streets in North Beach.

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, Original Joe's has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

144 Taylor Street from 1937 to 2007 (70 years)
601 Union Street from 2012 to Present (7 years)

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

Yes, Original Joe's has contributed to the history and identity of San Francisco.

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

- The business is associated with Italian-American cuisine and culture and San Francisco restaurants.
- The property has Planning Department Historic Resource status code "A" (Historic Resource Present) because of its location within the California Register-listed Washington Square Historic District. 601 Union Street is a contributing building to the Washington Square Historic District. It is a historic building eligible for the California historic register according to previous surveys. The building itself, built in 1912, previously was an Italian theatre known as Bersaglieri Hall, which contributed to the development of Italian theatre in San Francisco. The building later housed Fior D'Italia Italian restaurant for over six decades. Both previous occupants were significant Italian institutions that helped shape the cultural character of North Beach.
- Original Joe's has been featured in many local, regional and national publications. These publications include, but are not limited to: Bon Appetit, Conde Nast, San Francisco Chronicle, Saveur, Eater National, Eater San Francisco, Newsweek, 7x7 Magazine, Harper's Bazaar and San Francisco Business Journal. Zagat named Original Joe's as one of "9 SF Bay Area Restaurant Families You Need to Know", Eater named Original Joe's as one of the "Best Family Owned Restaurants in the U.S.", and Conde Nast named Original Joe's as one of the "San Francisco's Best New Restaurants."

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

Yes, Original Joe's North Beach is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Original Joe's 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:

- Menu offering an evolution of Italian-American cuisine.
- "Joe's Concept": exhibition-style open kitchen, notable leather booths, counter seating, bar.
- Original artwork (mermaid wall art and OJ door handles).
- Period decor (rich walnut woodwork, inlaid tabletops, ambient lighting).
- Original signage including "Joe's" sign, "Original Joe's" sign, and "Joe's Chef Head" sign.





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CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring Italian cuisine.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Original Joe's currently located at 601 Union Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE SEPTEMBER 9, 2019

ORIGINAL JOE'S

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-072
Business Name: Original Joe's
Business Address: 601 Union Street
District: District 3
Applicant: Joe's Union LP
Nomination Date: June 20, 2019
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ORIGINAL JOE'S, CURRENTLY LOCATED AT 601 UNION STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 9, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
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BE IT RESOLVED that the Small Business Commission hereby includes Original Joe's in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Original Joe's:

Physical Features or Traditions that Define the Business:

- Menu offering an evolution of Italian-American cuisine.
'Joe's Concept': exhibition-style open kitchen, notable leather booths, counter seating, bar.
Original artwork (mermaid wall art and OJ door handles).
Period decor (rich walnut woodwork, inlaid tabletops, ambient lighting).
Original signage including 'Joe's' sign, 'Original Joe's' sign, and 'Joe's Chef Head' sign.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Original Joe's on the Legacy Business Registry:

- Restaurant featuring Italian cuisine.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 9, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-072
Business Name: Original Joe's North Beach
Business Address: 601 Union Street
District: District 3
Applicant: Joe's Union LP
Nomination Date: June 20, 2019
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? Yes No

144 Taylor Street from 1937 to 2007 (70 years)
601 Union Street from 2012 to Present (7 years)

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

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: On April 8, 2019, the Small Business Commission determined that a fire that occurred in 2007 and resulted in Original Joe's being closed for 5 years was considered an "exceptional circumstance," and Original Joe's is eligible to apply for the Legacy Business Registry.

DELIVERY DATE TO HPC: June 20, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

June 20, 2019

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Director Dick-Endrizzi,

It is my honor and privilege to nominate Original Joe's for inclusion on the Legacy Business Registry.

Since its opening in 1937 as a 14-stool counter on a saw dust covered floor, Original Joe's has served classic Italian-American dishes from its famous menu and has been featured in several acclaimed food publications, including Bon Appetit, San Francisco Chronicle, Conde Nast Traveler, Eater and Zagat restaurant guides.

Founded by a Croatian immigrant, the restaurant is known as the innovator of the nationally known "Joe's Concept", which is characterized by the iconic exhibition kitchen, leather booths, and the renowned Italian-American menu – a variety of offerings that now represents the Northern-California style of cuisine.

With committed leadership and community support after struggling through the loss of its original location in a fire, the restaurant now stands proudly in its current location in North Beach, one of the country's iconic Italian American neighborhoods, and has become a landmark destination for tourists and long-time San Franciscans alike.

I hope for Original Joe's continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

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

Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

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

NAME OF BUSINESS:		
Joe's Union LP/ Original Joe's North Beach		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Elena Duggan John Duggan		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
601 Union Street San Francisco, CA 94133		((415))775-4877
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.originaljoes.com	www.facebook.com/originaljoes	www.yelp.com/biz/original-joes-san-francisco-3

APPLICANT'S NAME	
Joe's Union LP	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
APPLICANT'S ADDRESS:	TELEPHONE:
[REDACTED]	(415) 775-4877
	EMAIL:
	[REDACTED]

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0464262	201113100006

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
Supervisor Aaron Peskin	June 20, 2019

Section Two:

Business Location(s).

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

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
144 Taylor St	94102	1937
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	70	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
601 Union St	94133	Start: 2012 End:

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in 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 the Business Assistance Grant.

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 (Print):

John Peggan

Date:

1/16/2019

Signature:



ORIGINAL JOE'S

Section 4: Written Historical Narrative

CRITERION 1

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

Original Joe's was founded in 1937 —the same year the Golden Gate Bridge made its opening debut connecting the city of San Francisco to Marin County. It is presently located at 601 Union Street in North Beach.

Original Joe's was opened by a Croatian immigrant, Tony Rodin¹, and his business partner, Louis Rocca. It started as a 14-stool counter at 144 Taylor Street in San Francisco's Tenderloin neighborhood, and it grew into a culinary landmark institution. Serving old-fashioned, Italian-American fare, the restaurant prepared dishes in an open kitchen for all to see, providing hearty portions at reasonable prices. The oldest of all the "Joe's" restaurants, Original Joe's was the innovator of the now nationally renowned "Joe's Concept": exhibition kitchen, notable leather booths and a menu offering an evolution of Italian-American cuisine. Over time, the menu came to be known as much for its comfortable familiarity as for its abundant portions.

Over the years, Original Joe's quickly turned into a “classic joint.” Being located in the heart of San Francisco's seedy Tenderloin neighborhood, the restaurant developed into a place where friendships flourished and memories were created and shared. From city movers-and-shakers, to rock stars and actors, Original Joe's became a hub where people wanted to gather. But the patrons who truly made Original Joe's "Joe's" was the common man on the street. It was not just a restaurant, but a beacon of hope and camaraderie in the community, where anyone and everyone can feel at home – whether you were the head politician or the head prostitute. At Joe's, everyone is considered part of the family².

Tony Rodin and Louis Rocca continued their partnership for 40 years until 1983, when Tony's daughter Marie Duggan and her husband John J. Duggan decided to buy Louis' share of the business. Marie managed the daily operations; John addressed the physical upgrades; and Tony continued on cooking, butchering and bartending with the best of them.

¹ References (1)

² References (2)

As the years passed, the children of John and Marie Duggan — John A. Duggan and Elena M. Duggan — began their involvement in the day-to-day operations, transitioning Original Joe's into a third-generation family owned and operated business³.

On October 12, 2007, 70 years after first opening its doors to the public, a disastrous fire started above the restaurant and destroyed Original Joe's⁴. The damage was so extensive that rebuilding was not plausible. It was a dark day, for not just the family but for the community as well. Unable to operate after the fire, the family made sure to donate all salvageable food to the local fire station as a thank you to those who put their lives on the line to save the building.

Undaunted, the Duggan family was committed to restoring the vision of their grandfather, Tony Rodin, in a community that welcomed the rebirth of his dream⁵. The ensuing years before they opened again in North Beach were some of the most important years of the restaurant's life. Original Joe's was actively involved in legal battles to protect the trademarks and intellectual property of the restaurant, with the clear intent of rising from the ashes. There was also a long legal battle with their insurance carrier that made finding a new home a necessity. And finding a new home that properly aligned with the Joe's culture and brand was no easy task. When they found a new place, there was the painstaking process of bringing everything they could salvage from their Taylor St. location, including original signage, booths, wood paneling, original brick from the back bar for the fireplace, kitchen counter stools, bar stools, artwork on the walls and architectural pieces⁶. This was done to properly ensure they represented their history with integrity and authenticity, paying homage to the restaurant's roots. Construction of the new location started in October 2010, less than three years after the fire, and they opened in North Beach in January 2012.

It took five long years, but it finally reopened in a building that encompassed a rich culinary history, previously housing legendary Fior d'Italia and over six decades of iconic San Francisco dining⁷. On January 26, 2012, Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking majestic Washington Square Park – on a day which will forever remain "Original Joe's Day." In the new location, John A. Duggan and Elena M. Duggan became part owners of the restaurant.

Only a legacy business can withstand being closed for five years, reopen in a new neighborhood, and be received by the community with the same open arms, love and support as it did prior to closing. Only a legacy business can pick up where it left off five years earlier in terms of a loyal following, community involvement, philanthropy, and still be owned and operated by the same family who started it in 1937. Original Joe's is the definition of a legacy business and has succeeded in establishing a high-profile identity in San Francisco and

³ References (3)

⁴ References (4)

⁵ References (5)

⁶ References (6)

⁷ References (7)

throughout the Bay Area, standing tall amongst well-known organizations—a sustainable business genuinely worthy of its proven credential.

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

On October 12, 2007, a devastating fire destroyed Original Joe's, and it wasn't until January 26, 2012, when Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking Washington Square Park. For the Legacy Business Registry, a business must have operated in San Francisco for 30 or more years with no break in San Francisco operations exceeding two years. In the Rules and Regulations for the Legacy Business Registry, the Small Business Commission defined that as "no break exceeding two years in the existence of the business as evidenced through the business registration, and no break in physical operations exceeding four years. Exceptions may be made for exceptional circumstances ... as determined by the Small Business Commission." On April 8, 2019, the Small Business Commission determined that the fire was considered an "exceptional circumstance," and Original Joe's is eligible to apply for the Legacy Business Registry.

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

The current owners are Marie Duggan and John J. Duggan (wife and husband) and their children John A. Duggan and Elena M. Duggan.

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

The ownership history of (the business) is as follows:

1937 to 1983:	Tony Rodin and Louis Rocca
1983 to 2012:	Tony Rodin, Marie (Rodin) Duggan and John J. Duggan
2012 to Present:	Marie Duggan, John J. Duggan, John A. Duggan (son) and Elena Duggan (daughter)

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

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

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

The historic resource status of the building at 601 Union Street, construction in 1912, is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributing building to the Washington Square Historic District, and it appears to be eligible for listing on the National Register and/or California Register.

In 2009, the site of Original Joe's at 144 Taylor Street received recognition in the National Register of Historic Places by the National Park Service, a bureau of the United States Department of Interior. As a result, the city of San Francisco filed a resolution which deemed this location as a "Tenderloin Lost Landmark⁸." To commemorate this honor, the City installed a plaque on-site in 2011, acknowledging the restaurant's historical significance and its participating efforts to help turn around the troubled area throughout the years (Ref. SHD B).

CRITERION 2

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

Original Joe's is located in the heart of the historic North Beach District, a mecca for natives, tourists and culinary aficionados alike. Overlooking majestic Washington Square Park, the new location encompasses a rich culinary history – a building that housed legendary Fior d'Italia and over six decades of iconic San Francisco dining. Original Joe's is honored to keep the culinary tradition alive in such a monumental location, providing the quintessential and classic San Francisco dining experience.

Preservation of the past will never be overlooked when moving forward in the future. For San Francisco's history and identity, Original Joe's brings a culinary icon and a symbol of regional and national pride⁹. Recognized as one of the "Best Family-Owned Restaurants in the United States¹⁰," and lauded time and again by the local and national media¹¹, Original Joe's has become not only a hometown, Bay Area legend, but also remains emblematic that the American dream has created legends that endure, not only for decades, but also for generations of descending family members.

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

Original Joe's knows it is not just the donations that can make all the difference. Participation in community-based events is key to enforcing community involvement and giving back to those who patronize the restaurant on a daily basis – the beloved locals. SF Italian Heritage Parade,

⁸ References (8)

⁹ References (9)

¹⁰ References (10)

¹¹ References (11)

Salesian Boys & Girls Club events at St. Peter & Paul Church, St. Anthony's Penny Pitch, North Beach Softball Cup, Telegraph Hill Dwellers events, and Fleet Week activities, just to name a few.

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

Original Joe's has been featured in many local, regional and national publications. These publications include, but are not limited to: Bon Appetit, Conde Nast, San Francisco Chronicle, Saveur, Eater National, Eater San Francisco, Newsweek, 7x7 Magazine, Harper's Bazaar and San Francisco Business Journal. You can find a more extensive list of publications in the supplemental documents.

On January 24th, 2012, the late Mayor Ed Lee signed a resolution that had been adopted by the Board of Supervisors of the City and County of San Francisco¹². This resolution (Number 23-12, File Number 120027) "recognizes Original Joe's as a staple of San Francisco's history and tradition and proclaiming January 26th, 2012, as Original Joe's Day in the City and County of San Francisco." (Ref. SHD A).

When a City's Mayor and Board of Supervisors view a restaurant as a "staple" of its community and declare a city-wide day in its honor, there really can't be a higher distinction for a family-owned, hometown restaurant. For over 80 years, Original Joe's has served the City and People of San Francisco as a "culinary landmark¹³." Emblematic of the American Dream and all that hard work and passion can produce, the City's 2012 Resolution underscores the importance of this restaurant to the City of San Francisco.

Other notable commendations:

- San Francisco Fire Chief Joanne Hayes White presented Original Joe's with a brass fire station bell in honor of Original Joe's 80th anniversary, the only fire station bell to hang outside of a city fire station.
- Zagat named Original Joe's as one of "9 SF Bay Area Restaurant Families You Need to Know"
- Eater named Original Joe's as one of the "Best Family Owned Restaurants in the U.S."
- Conde Nast named Original Joe's as one of the "San Francisco's Best New Restaurants."

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

A number of significant and historical people have eaten at Original Joe's:

- Current and former mayors of San Francisco, including but not limited to:
 - George Moscone
 - Frank Jordan

¹² References (12)

¹³ References (13)

- Willie Brown
- Ed Lee
- Mark Farrell
- London Breed
- Current and former California governors, including but not limited to:
 - Gavin Newsom
 - Jerry Brown
- Current and former California senators, including but not limited to:
 - Dianne Feinstein
 - Kamala Harris
- Professional athletes, including but not limited to:
 - Joe Montana
 - Barry Bonds
 - Joe DiMaggio
 - Stephen Curry
 - Klay Thompson
 - Bruce Bochy
 - Bob St. Clair

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

As a pillar of the San Francisco community since its inception, Original Joe's has always shared a love and commitment to contributing to charitable causes in the City and surrounding Bay Area (Ref. SHD C). Whether it was working with Rev. Cecil Williams and his efforts of strengthening communities like the Tenderloin neighborhood through GLIDE, or Marie Duggan simply inviting homeless and struggling individuals off the street and into her restaurant for some comfort food in a warm and friendly environment, Original Joe's has always made a conscious effort to help those suffering in its community. Over time, Joe's has proven to be an organization dedicated to bettering the lives of others: from donating food for fundraising events like SFPD National Night Out, SFPDV Toast & Taste benefiting Compass Family Services, and Daly City PAL Golf Tournament Fundraiser; to donating fundraising-event venues through hosting in-restaurant events such as the annual FOGG Theater Fundraiser, Make-A-Wish's Cops for Wishes, and the late Ernie Beyl's book launch events; to donating countless unique "Joe's" experiences to San Francisco-based schools, churches and other non-profit organizations. Original Joe's is honored to participate in such events and is proud to have donated over half million dollars in food, venue, experiences, and monetary donations combined.

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

Being located in North Beach, Original Joe's has a wide range of customers, from neighborhood residents to tourists. Original Joe's does not serve just one neighborhood, as people from all over the Bay Area come to visit the restaurant. There is no average customer – ages range from 5 to 95 years old, of all working classes, races, ethnicities and cultural backgrounds.

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

To keep the essence of the original location of 144 Taylor Street alive within the new walls of 601 Union Street, particular items were salvaged from the fire, restored, and can be found about the restaurant. Bar stools, kitchen counter stools, artwork on the walls, original signage (“Joe’s” sign located inside the Salesian Room; “Original Joe’s” sign located on the exterior on Stockton Street outside the bar; “Joe’s Chef Head” sign located on the exterior on Union Street outside the kitchen), brick for the fireplace in the bar (same brick used at 144 Taylor Street), wood paneling in the bar and architectural pieces (“mermaids” found in the bar and Tony Bennett Room; “OJ’s” door handles on the entry doors) are all found throughout the new location, paying homage to the restaurant’s roots.

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

If Original Joe’s were to close, not only would almost 130 employees be left without a job, but customers from all over the Bay Area would lose a piece of their history. San Francisco would lose a piece of its history. Additionally, with the continuous rise in vacant storefronts in the North Beach neighborhood in general, closure of Original Joe’s would result in the diminishing of a neighborhood that brings so much culture and sense of community to the city of San Francisco.

CRITERION 3

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

Original Joe's is defined by quiet elegance, yet bustling with energy, providing a standard of excellence that enhances the total dining experience. Hospitality, familiarity, predictability — these are the key elements of the Joe's brand which define its character, providing guests a sense of comfort in knowing what they are going to get upon first entering the lobby doors. Period décor frames the sense of substance that prevails throughout the restaurant and bar. Rich walnut woodwork, inlaid tabletops, ambient lighting, custom flooring, unique accents — these are the elements that are consistently well-received by a wide range of guests. The Joe's centerpiece is always the flame and sizzle of the exhibition-style open kitchen, where cooks in crisp white uniforms sauté specialties and broil freshly cut meats over mesquite charcoal. Counter seats¹⁴ provide a ringside attraction for those who want to enjoy the action “up-close-and-personal.”

The bar at Joe's is always an experience unto itself – a truly vibrant environment where locals love to gather, enjoying the latest sporting event or unwinding after a long day at work¹⁵. The

¹⁴ References (14)

¹⁵ References (15)

menus feature a full selection of unpretentious, old-school Italian-American fare from beef¹⁶, veal, chicken, pasta and seafood, to salad selections¹⁷, appetizers, signature soups, and specialty desserts. The service staff presents the clean, crisp image that has become a Joe's trademark throughout the years: black dress jacket, matching slacks, white shirt and tie. The image remains as it has always been: understated, professional and classic.

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

Original Joe's is committed to maintaining its historical tradition as a restaurant featuring Italian-American cuisine. The elements that make up Original Joe's today are the same elements that have carried the restaurant into 80 years of service. Italian-American cuisine, hearty portions, reasonable prices, open-kitchen, counter seating, family owned —these are the core values of Original Joe's and have been since 1937. To keep the essence of the original location of 144 Taylor Street alive within the new walls of 601 Union Street, particular items were salvaged from the fire and restored. This element of preserving and commemorating where Joe's has come from is a testament to Original Joe's commitment to maintaining the historical traditions that have carried the restaurant into the 21st century.

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

Please refer to Criteria 2G

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

Documentation that demonstrates the business has been a restaurant for 30+ years is included in this Legacy Business Registry application.

¹⁶ References (16)

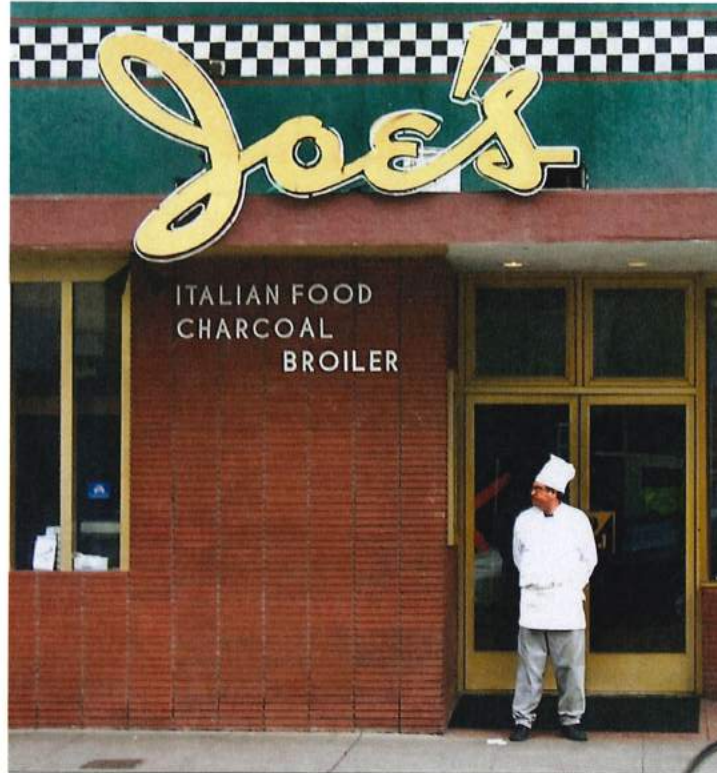
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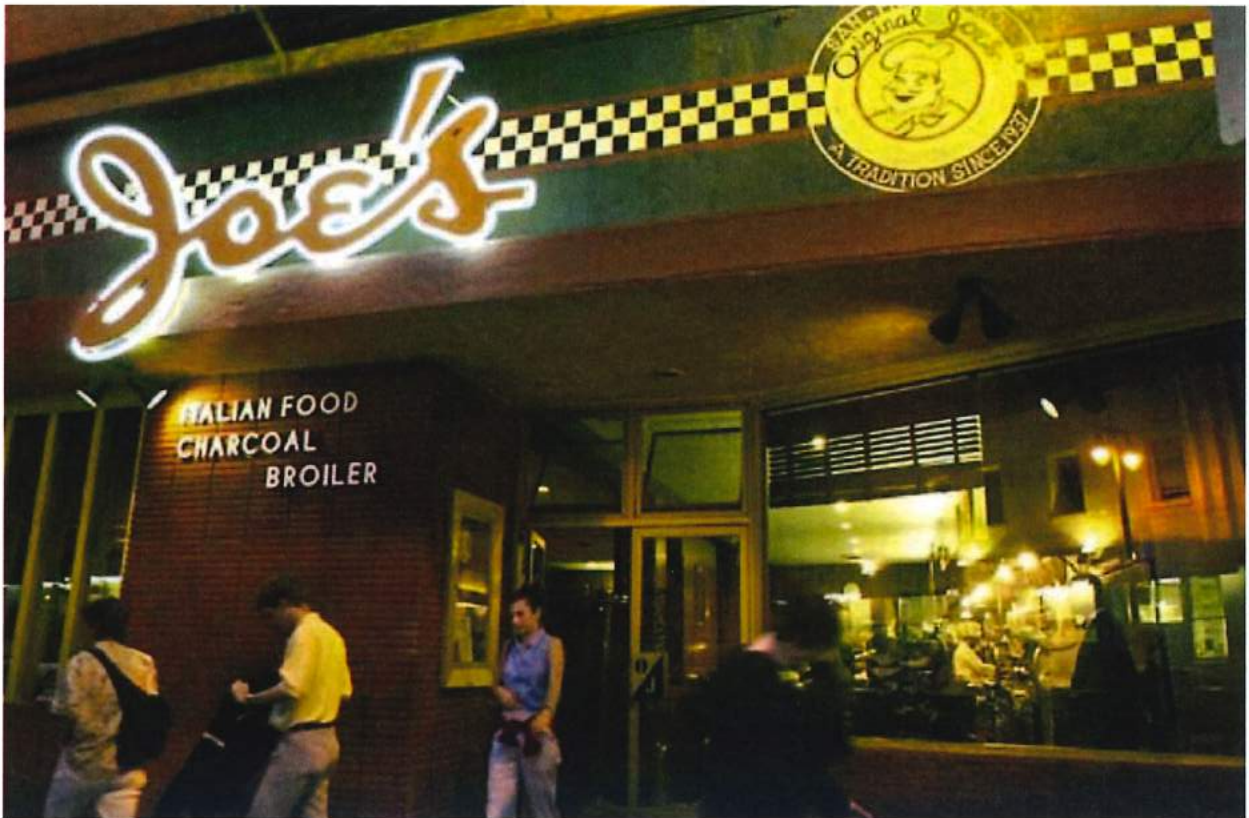
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Original Joe's | 1937 - 2007
144 Taylor Street, San Francisco, CA 94102



Original Joe's
144 Taylor Street, San Francisco, CA 94102



Original Joe's
144 Taylor Street, San Francisco, CA 94102



Above: January 13th, 1954



Original Joe's
144 Taylor Street, San Francisco, CA 94102

Counter Dining in front of the open exhibition-style kitchen



Original Joe's
144 Taylor Street, San Francisco, CA 94102



Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133

Exterior



Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133

Interior, Dining Room



Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133



Interior, Dining Room & Open Kitchen Counter with restored counter seats from 144 Taylor Street location



Interior, Bar & Lounge with restored bar stools from 144 Taylor Street location

Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133

Interior, Open Kitchen Counter with restored counter seats from 144 Taylor Street location



Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133

Signage –
“Original” Joe’s
sign from 144
Taylor Street
location.
Restored from
2007 fire and
now hangs at
601 Union
Street in the
private
Salesian Room.



Signage –
“Original” sign
from 144 Taylor
Street location.
Restored from
2007 fire and
now hangs
outside at 601
Union Street

Signage – The
Original Joe’s
signature Chef
Head, original sign
from 144 Taylor
Street location.
Restored from
2007 fire and now
hangs outside 601
Union Street



Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133



Door Handle –
From 144 Taylor
Street &
restored from
2007 fire. Now
acting as front
door handles to
601 Union Street
location.



Signage – “Original”
Fine Italian Food sign
from 144 Taylor Street
location. Restored
from 2007 fire and
now hangs at 601
Union Street in the
dining room.

Art Mermaids
– Restored
from 2007 fire
and now
hangs at 601
Union Street
in the Bar &
Lounge and
private Tony
Bennett
Room



Original Joe's | 2012 – Present
601 Union Street, San Francisco, CA 94133



Vinyl Booths – Restored from 144 Taylor Street location after the fire and now used at 601 Union Street in the dining room.

Wall of Fame – A collection of Original Joe's artifacts, dating back to the restaurant's inception in 1937, on display at 601 Union Street.



Bar Stool & Counter Stool – Original items from 144 Taylor Street, now used at 601 Union Street.

**ORIGINAL JOE'S
MEDIA PLACEMENTS**

PRIOR TO 2012

SF GATE – “FIRE FORCES S.F.’S ORIGINAL JOE’S TO CLOSE”

<https://www.sfgate.com/restaurants/article/Fire-forces-S-F-s-Original-Joe-s-to-close-2497220.php#photo-2663656>

SF GATE – “SAN FRANCISCO / ICON OF ORIGINAL JOE’S TO RETIRE AFTER 45 YEARS / WAITER WITH PATIENCE SERVES UP ITALIAN FOOD WITH A STYLISH FLOURISH”

<https://www.sfgate.com/restaurants/article/SAN-FRANCISCO-Icon-of-Original-Joe-s-to-retire-2572561.php>

SF GATE – “EAT AT JOE’S / IN SAN FRANCISCO, ALL ROADS LEAD TO THIS TENDERLOIN ORIGINAL”

<https://www.sfgate.com/recipes/article/Eat-at-Joe-s-In-San-Francisco-all-roads-lead-2301478.php>

2012

SAVEUR – “JOE’S SPECIAL”

<https://www.saveur.com/article/Recipes/Classic-Joes-Special>

SAN FRANCISCO MAGAZINE – “BEST OF THE BAY: SOCIALIZING”

<https://www.modernluxury.com/san-francisco/story/best-of-the-bay-socializing>

SAN FRANCISCO MAGAZINE – “THE RETURN OF ORIGINAL JOE’S”

<https://modernluxury.com/san-francisco/story/the-return-of-original-joes>

SF GATE – “NOT QUITE LAST CALL FOR ORIGINAL JOE’S BARTENDERS”

<https://www.sfgate.com/magazine/article/Not-quite-last-call-for-Original-Joe-s-bartenders-3535891.php>

SF BAY GUARDIAN – “THAT’S AMORE”

<http://sfbgarchive.48hills.org/sfbgarchive/2012/06/19/thats-amore/>

SF EATER – “ORIGINAL JOE’S JOHN DUGGAN: ON SENATORS, VIPS & VEGANS”

<https://sf.eater.com/2012/6/14/6577383/original-joes-john-duggan-on-senators-vips-vegans>

SF EXAMINER – “VENERABLE ORIGINAL JOE’S IS BACK – AND IT’S EVEN BETTER”

<http://www.sfexaminer.com/venerable-original-joes-is-back-and-its-even-better/>

SF GATE – “ORIGINAL JOE’S REVIEW: A CLASSIC REINVENTED”

<https://www.sfgate.com/food/article/Original-Joe-s-review-A-classic-reinvented-3430742.php>

ORIGINAL JOE'S MEDIA PLACEMENTS

SF GATE – “WIMPY WEDNESDAY: ORIGINAL JOE’S HAMBURGER”

<https://insidescoopsf.sfgate.com/blog/2012/06/20/wimpy-wednesday-original-joes-hamburger/>

SF GATE – “ORIGINAL JOE’S REOPENS IN NORTH BEACH: FIRST LOOK”

<https://insidescoopsf.sfgate.com/blog/2012/01/27/original-joes-north-beach-first-look/>

SF GATE – “ORIGINAL JOE’S RETURNS TO SAN FRANCISCO, AT LONG LAST”

<https://insidescoopsf.sfgate.com/blog/2012/01/25/original-joes-returns-to-san-francisco-at-long-last/>

SF GATE – “MAYOR ED LEE DECLARES TODAY ORIGINAL JOE’S DAY”

<https://insidescoopsf.sfgate.com/blog/2012/01/26/mayor-ed-lee-declares-today-original-joes-day/>

SF WEEKLY – “ORIGINAL JOE’S: TAKE A NOSTALGIC TOUR OF S.F. CULINARY HISTORY”

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WHERE SAN FRANCISCO – “WHAT’S OLD IS NEW”

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SF GATE – “ORIGINAL JOE’S BURGERS LEAD THE WAY IN AT&T PARK’S NEW FOOD OFFERINGS”

<https://insidescoopsf.sfgate.com/blog/2013/04/02/original-joes-burgers-lead-the-way-in-att-parks-new-food-offerings/>

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ORIGINAL JOE'S MEDIA PLACEMENTS

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<https://sf.eater.com/2013/11/25/6323985/joes-of-westlake-getting-original-joes-takeover>

SF WEEKLY – “DRINK OF THE WEEK: JOE'S MANHATTAN AT ORIGINAL JOE'S”

<https://archives.sfweekly.com/foodie/2013/08/30/drink-of-the-week-joes-manhattan-at-original-joes>

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<http://www.7x7.com/san-franciscos-best-old-school-restaurants-1787020022.html#>

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SF GATE – “MY FAVORITE CHOPPED SALAD IS AT ORIGINAL JOE'S”

<https://insidescoopsf.sfgate.com/blog/2013/12/18/my-favorite-chopped-salad-is-at-original-joes/>

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<https://insidescoopsf.sfgate.com/blog/2014/05/28/the-best-counter-dining-in-san-francisco-and-the-bay-area/>

SF GATE – “DINING AT THE FOUR OLD LADIES: SAM'S, JOHN'S, ORIGINAL JOE'S AND NORTH BEACH”

<https://insidescoopsf.sfgate.com/blog/2014/03/27/dining-at-the-four-old-ladies-sams-johns-original-joes-and-north-beach/>

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7x7 – “CITY STAYCATION: LA DOLCE VITA IN NORTH BEACH”

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SF GATE – “BEST DISHES FROM ABSINTHE, PETIT CRENN, ORIGINAL JOE'S AND MORE”

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ORIGINAL JOE'S MEDIA PLACEMENTS

HAPER'S BAZAAR – "88 THINGS TO DO AND SEE IN SAN FRANCISCO"

<https://www.harpersbazaar.com/culture/travel-dining/g8256/things-to-do-san-francisco/>

SF CHRONICLE – "TOP 10 NEW RESTAURANTS OF 2016"

<https://www.sfchronicle.com/restaurants/article/Top-10-new-restaurants-of-2016-10801143.php>

SF CHRONICLE – "ORIGINAL JOE'S WESTLAKE BRINGS BACK THE PAST AND IT'S BETTER THAN EVER"

<https://www.sfchronicle.com/restaurants/diningout/article/Original-Joe-s-Westlake-brings-back-the-past-7296147.php>

SF CHRONICLE – "JOE'S OF WESTLAKE RETURNS IN OVER THE TOP FASHION"

<https://www.sfchronicle.com/restaurants/article/Joe-s-of-Westlake-returns-in-over-the-top-6838178.php>

NBC BAY AREA – "JOE'S OF WESTLAKE OPENS IN DALY CITY UNDER ORIGINAL JOE'S OWNERSHIP"

<https://www.nbcbayarea.com/news/local/Original-Joes-of-Westlake-Opens-Under-New-Ownership-369734731.html>

SFIST – "18 MUST-HAVE CLASSIC SAN FRANCISCO DISHES"

<http://sfist.com/2016/07/29/best-classic-san-francisco-food.php>

SF WEEKLY – "EAT: ORIGINAL JOE'S OF WESTLAKE"

<https://archives.sfweekly.com/sanfrancisco/eat-original-joes-of-westlake-original-joes-of-westlake-daly-city-original-joes-google-steakhouse-ribeeye-sears-fine-food/Content?oid=4642057>

COOKS COUNTRY – "JOE'S SPECIAL"

https://www.cookscountry.com/recipes/8843-joes-special?sqn=CiStL4iGflfbGVNI7bQ%2B0EcYWTyZO4yQPU%2B1ju%2BI%2FY4%3D%0A&extcode=NSCCD24FB&utm_source=facebook&utm_medium=photo&utm_content=joesspecial&utm_campaign=ccfacebook&fbclid=IwAR3FHprjt8OUrtCdEfhaLWaNQF3eRtl teYKgH6R7XTytnCqWxL37MUH7JI

2017

PURE WOW – "35 THINGS EVERY SAN FRANCISCAN MUST ADD TO THEIR FOODIE BUCKET LIST"

<https://www.purewow.com/food/foodie-bucket-list-san-francisco>

SF CHONICLE – "TOP 100 RESTAURANTS IN THE BAY AREA"

<https://projects.sfchronicle.com/2017/top-100-restaurants/>

ORIGINAL JOE'S MEDIA PLACEMENTS

ZAGAT – “9 SF BAY AREA RESTAURANT FAMILIES YOU NEED TO KNOW”
<https://www.zagat.com/b/9-sf-bay-area-restaurant-families-to-know>

ZAGAT – “7 OLD-SCHOOL STEAKHOUSES IN THE BAY AREA”
<https://www.zagat.com/b/7-old-school-steakhouses-in-the-sf-bay-area>

SF BUSINESS JOURNAL – “SAN FRANCISCO’S FIVE FAVORITE RESTAURANTS”
<https://www.bizjournals.com/sanfrancisco/slideshow/2017/08/18/san-francisco-5-favorite-restaurants-zuni-maybecks.html>

SF GATE – “THE MOST SAN FRANCISCO RESTAURANTS: THE TRUE CLASSICS”
<https://www.sfgate.com/bayarea/article/Most-San-Francisco-restaurant-classic-favorites-12164370.php?fbclid=IwAR139C0uH-m9BcjFD9dz63FBVDx7CBF8JfnEpgQjZlI1G-rX5sIYb6CVsAE>

SILICON VALLEY MAGAZINE – “SILICON VALLEY’S TOP FIVE SIGNATURE DISHES”
<https://modernluxury.com/silicon-valley/story/silicon-valleys-top-five-signature-dishes>

2018

SF CHRONICLE – “TOP 100 RESTAURANTS IN THE BAY AREA”
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SF CHRONICLE – “TOP 100 RESTAURANTS IN THE BAY AREA – BEST BRUNCH”
<https://projects.sfchronicle.com/2018/top-100-restaurants/brunch/>

SF CHRONICLE – “BEST BURGERS IN THE BAY AREA FROM FROM THE 2018 TOP 100 RESTAURANTS”
<https://www.sfchronicle.com/restaurants/article/Best-burgers-in-the-Bay-Area-from-the-2018-Top-12988119.php>

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<https://www.sfchronicle.com/restaurants/article/Michael-Bauer-s-five-favorite-burgers-so-far-12077005.php>

SAN FRANCISCO CHRONICLE – “ULTIMATE GUIDE: THE BEST ITALIAN RESTAURANTS IN SAN FRANCISCO”
https://www.sfchronicle.com/restaurants/article/Ultimate-Guide-The-best-Italian-restaurants-in-13358351.php?fbclid=IwAR0w_1uEIAPcxOexqh1vy3fXPxSZxUxvaYuWJQBy93qVgTJFv488DOeqfls

THE SIX FIFTY – “SIX WHISKEY COCKTAILS TO TRY RIGHT NOW ON THE PENINSULA”
https://thesixfifty.com/six-whiskey-cocktails-to-try-right-now-on-the-peninsula-eef83a728337?fbclid=IwAR37BGjil_ohovomFLDh_uayqT0ytYCXxinvyikoilXKKJp3oaN2LoFFumJg

**ORIGINAL JOE'S
MEDIA PLACEMENTS**

2019

BON APPETIT – “WHEN WILL AMERICAN CHINESE FOOD GET THE RED SAUCE TREATMENT”

<https://www.bonappetit.com/story/american-chinese-food-red-sauce-treatment>

BON APPETIT INSTAGRAM PAGE – “RED SAUCE AMERICA”

<https://www.instagram.com/p/BwcWpYNhv8V/>

NEWSWEEK – “8 BEST RESTAURANTS IN SAN FRANCISCO’S NORTH BEACH”

<https://www.newsweek.com/best-restaurants-san-francisco-north-beach-1438966>

EATER SAN FRANCISCO – “SAN FRANCISCO’S BEST TOURIST TRAPS”

<https://sf.eater.com/maps/best-tourist-restaurants-bars-san-francisco>

EATER

The Best Family-Owned Restaurants in the US

Across the country, families open their doors to their restaurants and invite diners in. Whether they serve burgers and fries or *mole* and *gorditas*, America's family-owned restaurants all share one goal: to uphold their family's legacy through food, drink, and hospitality. It's not always an easy or recognized job, but these families strive to uphold their legacies through delicious food.

Ketel One, also a family-owned business run by the 10th-generation distiller Carolus Nolet, teamed up with Eater to share 25 of the country's best family-owned restaurants. Whether a century old or relatively new, well-known or obscure, these picks all reflect a spirit of dedication, hard work, and a perseverance of perfection, just like Ketel One vodka.

23 Original Joe's

Humbly named Original Joe's is a classic immigrant-comes-to-America-and-opens-a-restaurant tale. Croatian immigrant Tony Rodin opened the first iteration of what would become Original Joe's in 1937. The 14-stool counter was simple in every way (it had sawdust floors), but incredibly ambitious, and in the nearly 80 years since, has turned into a third-generation family-run operation that features Italian and northern California specialties, including sautéed sweetbreads.



601 Union St
San Francisco, CA 94133

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My favorite chopped salad is at Original Joe's

By Willie Brown on December 18, 2013 at 2:32 PM



Original Joe's in North Beach has moved to the top of my list of chopped salads. Russell Yip/The San Francisco Chronicle 2012

If you remember from past posts, I'm continually pursuing the best in the chopped salad realm. I think **Original Joe's** in North Beach has moved up the list.

In fact, I've had two or three people who are also aficionados go there and concur, although Perry's isn't far behind in the power rankings.

Now I'm talking about the entree chopped salads, not the small salads from Ruth's Chris, Bob's Steak House or any of those places.

I think what Original Joe's has done is take a page from Lorenzo Petroni at North Beach Restaurant, by taking the entire antipasti plate and putting it into the salad (\$15.95). That means you get multiple cheeses, garbanzo beans, salami, olives, cherry tomatoes, fennel, red beets, red peppers and pickled chiles with a bite. Then they make sure the lettuce, which includes both romaine and radicchio, is really crisp, and they coat it all with a simple dressing with extra virgin olive oil, just a touch of vinegar and the proper amount of salt and pepper.

It's served in a large dish with sides so that when you fork it, the greens don't fall off onto the table which it would if it was simply a plate. At Original Joe's they supply so much that you don't really eat it all; it's actually too much. Sometimes I'll even split a chopped salad.

My meal on Saturday night started with a bowl of clam chowder and closed with vanilla ice cream and hot fudge. It's the perfect 8 o'clock dinner.

The best counter dining in San Francisco and the Bay Area

By Willie Brown on May 28, 2014 at 3:08 PM



I'm ready to share my own personal rankings of restaurant counter dining. I eat every meal out and when I eat alone I will always sit at the counter, so I have lots of experience in this area.

I have a small handful of counters that I like a lot, but the best counter is at **Original Joe's**, right in front of the kitchen where they cook everything on the long menu. This is a tradition that goes back to the restaurant's old location that was open for decades in the Tenderloin, and they've reproduced it successfully in their new location in North Beach. Many counters are near the entrance or clearly located. The one at Original Joe's is out of the way, way in the back of the restaurant; in fact, I bet many people probably don't even realize it's there.

The second best counter, in my opinion is at the Steuart Street location of **Perry's**. Each seat is set with a placemat and for us regulars, the counter is always the most interesting place. Plus, two television sets over the bar provide a prime view when watching the Giants.

You can hear yourself a little better at the bar in one of the top-rated restaurants in the country, **the Slanted Door**. And you get excellent service, because there, the bartenders are as good as the floor servers.

Then for the rest of my first class counter dining list, you want to check out **Boulevard**, **Tadich Grill** and **1300 on Fillmore**. You'll find me regularly at all three places.

What are your favorite restaurant counters in town?

Dining

Drink of the Week: Joe's Manhattan at Original Joe's

Posted By Lou Bustamante [🐦](#) on Fri, Aug 30, 2013 at 2:00 PM



It seems fitting that Original Joe's opened in the same year as the Golden Gate Bridge -- both have welcomed many, emotionally transcend their function, and are landmarks in their own way. Born in the post-Depression era, barely four years after the repeal of prohibition, Original Joe's old-school manners and charms are palpable in the portions, value at the bar, and service.

Pull up a stool and the bartenders will quickly turn you into a regular, with a menu of old and new classic drinks that feature an affordable regular Martini (\$6, Gordon's Gin or Smirnoff Vodka, Noilly Prat Dry Vermouth) or House Manhattan (\$6, Old Crow Bourbon, Martini Rossi Sweet Vermouth, Angostura Bitters). If you're feeling spendy, you can upgrade for \$3 more to smaller batch liquor.

For the sake of, ahem, research and comparison, I ordered both the house and **Joe's Manhattan** (\$9 Cyrus Noble Bourbon, Punt e Mes, Angostura Bitters) to go with my Joe's Famous Hamburger Sandwich (\$11.50). For the money, the House Manhattan was great, but the special Joe's version had the drink's rougher edges smoothed out, as you would expect with an older bourbon. Silky, not too sweet, with a good kick of spice from the Punt e Mes, it made a great accompaniment to the juicy charbroiled hamburger sandwich.

Bar manager Adam Richey got his start at Kuleto's in 1991, working his way around town at other classic places like Enrico's and Tadich Grill. At Original Joe's, that old-school service is key. "The bartender's at Joe's will spend the time with our regular customers -- remembering their names, what they drink, while creating a great vibe for both the guest and the staff," says Richey. "I told my staff when we opened that I would rather have them know 50 people's names than some random drink made by a hipster mixologist."

At Original Joe's, the blend of well-made classic, inexpensive drinks along with the friendly service and a great burger makes it a perfect spot for everyone -- even hipster mixologists.

Joe's Manhattan

2 oz. Cyrus Noble Bourbon

1 oz. Punt e Mes Vermouth

2 Dashes Angostura Bitters

Combine all ingredients into a mixing glass with ice, and stir until cold. Strain into a chilled cocktail glass. Garnish with a cherry.

Original Joe's, 601 Union (at Stockton), 441-0103

9 SF Bay Area Restaurant Families You Need to Know

DINING DYNASTIES AND POWER COUPLES DISH ON THEIR SUCCESS

April 24, 2017 · by Trevor Felch

The Bay Area's rapidly evolving dining scene has openings and closings and spaces changing hands seemingly every day. What's often overlooked amid the business hustle and bustle: the institutions that have survived over the years (sometimes decades) and the families (some large and multigenerational) holding down the fort. Here are nine Bay Area restaurant families we can confirm are all worth getting to know — plus an insider secret from each.



Eric Wolfinger

The Duggan family: Original Joe's

The tale of the Duggan family's Original Joe's (now in North Beach) is one of a phoenix rising from the ashes and emerging stronger than ever. A Croatian immigrant, Tony Rodin, opened the *original* Original Joe's as a 14-stool sliver of a restaurant in the Tenderloin in 1937. Tony's daughter, Marie, and son-in-law, John J. Duggan, joined Tony to expand the brand throughout the Bay Area. A deadly fire in 2007 changed everything for the restaurant. But, the third generation, Elena and John Jr., took over the business, opened a flagship Original Joe's on a prominent corner by Washington Square Park *and* bought and renovated the iconic Joe's of Westlake in Daly City in 2016. The stiff Manhattans, hamburger "sandwiches" and bow-tied waiters remain at both locations, which are as popular as ever.

Family secret: Order these off-menu items and they say they'll know you've "been around the block once or twice": Calamari a la Joe's ("fried calamari tossed in our spicy signature marinara sauce and served with housemade tarter and cocktail sauces") and the OJ's BurgDog ("loaded with Westlake's special sauce and topped with the works").

601 Union St.; 415-775-4877

ZAGAT

7 Old-School Steakhouses in the SF Bay Area

CHOICE CUTS, STRONG MARTINIS, DAPPER SERVERS AND LIVE JAZZ



Courtesy of Original Joe's

Original Joe's

One of the most venerable names in classic SF dining, Original Joe's is known for a lot of things — stiff Manhattans, a giant burger served in two halves, dapper tuxedoed waiters, *its historic family ownership* — but it's rarely called a “steakhouse.” Yet, the longtime family-run North Beach Italian American destination oozes a clubby steakhouse vibe with red booths, a wood-paneled bar and a touch of whimsy (yes, those are deco-era copper mermaids on the walls). Much of the menu is devoted to roasted prime rib and various steaks and chops that compete with the best local steakhouses.

Must-order: Start with artichoke and spinach dip for the table, then split the 25-oz. porterhouse cut. If you're really looking to travel back in time, opt for the calves liver, bacon and onions. Go Italian for your sides; try the ravioli. This is classic cocktail territory, so enjoy your steak and Washington Square Park views with a Negroni or Sidecar.

601 Union St.; 415-775-4877

INSIDE SCOOP SF

GUIDES TOP 100 EAST BAY REVIEWS OPENINGS CLOSURES

Original Joe's returns to San Francisco, at long last

By **Paolo Lucchesi** on January 25, 2012 at 12:09 PM

Tomorrow morning on Thursday January 26, a significant piece of San Francisco culture will return, as **Original Joe's** will reopen in its new North Beach location, right on the corner of Washington Square Park.

Leah Garchik had the report from the front lines of the opening festivities, and most of the big **pre-opening details** have already been shared in **Inside Scoop**.

But for those unaware: the new Original Joe's will open in the former Joe DiMaggio's/Fior d'Italia space, over four years after the classic Tenderloin location burned down. The North Beach location has brought along plenty of history though, in booths, bricks, broilers and much more from the original location. This year, 2012, marks the restaurant's 75th anniversary.

Expect much more coverage and photos of the remodeled space in the coming days (and in all likelihood, weeks — there's a ton of detail and history in the design), as the Duggan Family enjoys its homecoming.

But in the here and now, you can **see the opening menu here**. All the Joe's classics are there in all their glory, from the Italian Chopped Salad and Burger to the Joe's Special and Chicken Cacciatore.

Also, the cocktail menu (**click here to view**) has been lifted from the '50s, and includes all the classics: Vesper, Manhattan, Aviation, Screwdriver, Grasshopper, Sazerac and so on.

Original Joe's: 601 Union St., at Stockton; (415) 775-4877 or originaljoessf.com. Open daily for lunch and dinner. Hours to start are Sun-Wed, 10:30 a.m. to 10 p.m. and Thu-Sat, 10:30 a.m. to 11 p.m.

- Previously: *Original Joe's back, booths and all* [[Scoop/Chronicle](#)]
- Previously: *Original Joe's nearly ready to roll in North Beach* [[Inside Scoop](#)]
- Previously: *Original Joe's will be reborn in North Beach* [[Inside Scoop](#)]



OJPRIEST

A priest blessing the kitchen. Photo: Original Joe's

Original Joe's reopens in North Beach: First Look

By [Paolo Lucchesi](#) on January 27, 2012 at 2:00 PM

Original Joe's opened in North Beach yesterday, marking a return to glory for the 75-year-old San Francisco restaurant and bar after a 4-year hiatus.

Here's an early look from *The Chronicle*, which visited last night to take the menu for a test drive for this Sunday's "What's New" print feature. Please note that this first look isn't anything remotely resembling a review, but simply descriptive snapshots of a restaurant during its first week to give potential diners an idea of what to expect, at least in the earlygoing.

So, here's the skinny on a solo dinner — where else? — at the counter.

Food ordered: House salad (\$7.95) and veal scallopine (\$24). See the full menu [here](#).

Drinks ordered: Manhattan (\$6), but up and with Maker's Mark (so \$10).

Total bill: \$46.37 pre- tip, paid in full.



Instead of going through the rest of the "**First Look**" metrics (most of the Original Joe's facts and figures have shared anyway), I thought it more telling to highlight just a couple of the characters — some old, some young, all full of stories — encountered at the eight-seat counter overlooking the kitchen, a magical place where solo diners converge and chat (or don't chat), instead of burying themselves in iPhones.

- The gracious FOH host, juggling the seats.
- The industry veteran who's lived in North Beach for decades who wandered in on a whim. Drinking a carafe of red wine solo at the counter.
- The two old ladies wearing fur and sunglasses. Upon sitting in the chair, one of them runs her fingers over the logo on the menu, quietly exhaling, "Oh ... this ... is just wonderful."
- A married couple from the restaurant association.
- The quiet man reading his crime novel.
- The old Asian man on the end, wearing a sizable Russian fur hat and the giant square sunglasses you used get when you get your eyes dilated.
- The little sister of one of my best friends from high school.
- The tuxedoed waiter who moved to the Richmond so he could surf.
- The tatted cooks trying to stay above water on a packed opening night.
- The older woman who took the bus across town to dine alone at Joe's. Upon leaving, she remarks that she needs a backpack to lug home the other half of her burger.
- The very old man who was a cab driver for 40 years.

So really, for that snapshot in time, 6:30pm on a Thursday, Original Joe's sure seemed like the epitome of San Francisco.

Original Joe's: 601 Union St., at Stockton; (415) 775-4877 or originaljoessf.com. Open daily for lunch and dinner. Hours to start are Sun-Wed, 10:30 a.m. to 10 p.m. and Thu-Sat, 10:30 a.m. to 11 p.m.

The most San Francisco restaurants: The true classics

By **Jessica Mullins** Updated 5:11 am PDT, Sunday, September 3, 2017



What to order at Original Joe's

: 'Joe's Special' (pictured) or 'Joe's Famous Hamburger Sandwich' with fries.

Original Joe's.

The first Original Joe's opened on Taylor Street in 1937 by Tony Rodin, who was grandfather of current owner John Duggan. It spawned a variety of Joe's outposts in the Bay Area, including Original Joe's No. 1, which opened on Chestnut and Fillmore in 1939, as well as Marin Joe's and Little Joe's (some had a more direct affiliation than others). The original Tenderloin restaurant was destroyed by a fire in 2007 but, four years later, the Duggan family moved the business to North Beach (pictured).



The North Beach Original Joe's interior emulates the first Joe's, complete with big red booths, but it also has a bit of a modern twist. The retro restaurant's menu includes a cocktail list from Original Joe's circa 1950 and an expansive menu categorized as "old-school Cal-Ital food."

When we host Bay Area visitors, we occasionally get what can initially seem like a simple request.

For example, one time a friend visiting from Seattle asked to dine out at a very "San Francisco" restaurant. He had no preference about the style of food, price range or neighborhood.

But to truly pick the most "San Francisco" restaurant, with no other parameters, is not an easy task. Does he want somewhere historic with classic old-school San Francisco vibes? Would he prefer a hard-to-get-into, **farm-to-table restaurant** filled with flannel shirts? Or perhaps, instead, we should go for something very unique and zany, with that weird "Only in SF" vibe.

RELATED: These San Francisco restaurants are so 'Only in SF'

This inspired the SFGATE staff to determine what establishments we think are worthy of being called "the most San Francisco."

This is not necessarily about the places that are extremely trendy, tourist traps or overhyped. It's about finding a mix of restaurants with the essence of San Francisco that are cutting-edge, iconic and popular among locals.

The result of our research (which mostly involved polling our colleagues, looking at various SF restaurant rankings on the Internet and re-visiting Chronicle archives) is a series of stories breaking down the most "San Francisco" restaurants into three categories.

First, there are the true classics. These are the San Francisco establishments long-known for their greasy fare or classic martinis. Some of these places have been around for more than 100 years and are instant portals to the city's past. Others have been reincarnated with a nod to the future, but still hold on to a part of San Francisco's fascinating history.

You can see our selection of the "true classics" in the above slideshow. We included tips on what to order as well as fun historical tidbits about many of the establishments, such as the one Janis Joplin lived near or the horrific fate of the original owner of John's Grill.

SAVEUR

RECIPES

JOE'S SPECIAL

OCTOBER 22, 2012



Joe's Special
Todd Coleman

Joe's Special is one of the most odd and divine scrambles known to man. Consisting of egg, garlic, spinach, and ground beef, the dish originated in San Francisco in the 1920s, at a long-gone Italian-American restaurant, New Joe's. Later, it was the signature dish of a Bay Area chain called Original Joe's—and a standby for countless home cooks in Northern California, including my mom. At least once a month, we ate it for dinner, and I still make it, as there are few dishes so appealing and comforting to eat. —*James Oseland*

SERVES 4



Ingredients

- ⊕ 2 tbsp. olive oil
- ⊕ 5 cloves garlic, minced
- ⊕ 1 medium yellow onion, finely chopped
- ⊕ 8 oz. ground chuck
- ⊕ 1 (10-oz.) package frozen chopped spinach, thawed and squeezed dry in paper towels
- ⊕ 8 eggs, lightly beaten
- ⊕ 1/4 cup finely grated Parmesan
- ⊕ Crusty Italian bread, for serving
- ⊕ Kosher salt and freshly ground black pepper, to taste

Instructions

Heat oil in a 12" skillet over medium-high heat. Add garlic and onion; cook until soft, about 5 minutes. Add chuck; cook, stirring, until browned and all moisture evaporates, about 10 minutes. Add spinach; cook until heated through, about 2 minutes. Add eggs; cook until eggs are cooked and mixture is slightly dry, about 4 minutes. Season with salt and pepper; sprinkle with Parmesan. Serve with bread.

Original Joe's restaurant back in business

SCENE CUISINE Beloved S.F. restaurant brings a touch of the familiar to its new location in North Beach

Bertrand Pellegrin Published 4:00 am PST, Sunday, February 5, 2012



After a 2007 fire gutted the fabled **Original Joe's** on Taylor Street, many wondered if the Tenderloin fixture (famous for serving everyone "from the head politician to the head prostitute," according to its owners) would ever open its doors again.

But they have indeed swung open again - original enameled door handles in place.

The new location at the corner of Union and Stockton was once home to Fior d'Italia and the relatively short-lived Joe DiMaggio's. At a recent party

celebrating the reopening, old-timers and habitués were agog at how many of the original Original Joe's details had been recovered and restored: the tufted vinyl bar, wood-paneled walls and even the original enameled door handles. Their hands glided over every surface as though touching the face of a long-lost friend.

"You really can't imagine what a drama it was to open this restaurant," says owner **John Duggan**, whose family has had the place since 1937. "Everyone had an opinion about what and where Original Joe's should be, and not just in our family. People in San Francisco have an incredible sense of ownership with this place, and we felt responsible to make this place as authentic as possible."

Architects **Anthony Fish** and **Austin Riley** of Arcanum were able to integrate elements salvaged from the burned-out Taylor Street building, including swiveling counter seats, bar stools, wood paneling and signage.

"At the end of the day, it all comes down to the food, it's got to be right," says John Duggan. "Some people might expect us to totally change our menu to reflect our times, but the truth is, you didn't go to Joe's because you were on a diet. You went there because you like to eat."

- Bertrand Pellegrin

MAY 27, 1987

Original Joe's

Original Joe's on Taylor Street is the first of the "Joe's" that are scattered throughout the Bay Area, and if you take a seat at the counter, you can hear tales of its origins. Whet your appetite by observing the busy chefs preparing gigantic mounds of freshly ground beef for hamburgers on the time-worn griddle or the huge steaks sizzling in the blackened charcoal grill.

Original Joe's is somewhat of an anomaly. It prospers in what is perhaps San Francisco's seediest neighborhood and calls itself an Italian restaurant when only a handful of dishes can be considered such. Despite that, this joint has got to be the most honest restaurant in the Bay Area — it doesn't put out any pretensions, and delivers copious amounts of real food at fair prices.

Joe's isn't caught up in the game of grading or aging its meat (a manager didn't even know the grade of meat used) but it does have its own butcher who prepares the various cuts downstairs. (I'm told the weekend butcher prepares even the largest cuts of beef.) Although Joe's isn't a steak house per se, its steaks are bountiful and of excellent (most likely Choice) quality.

Original Joe's serves one of the largest (18-ounce) filet mignon (\$17.25) you'll ever encounter but the obvious bargain here is the New York, also an 18-ounce winner at only \$14.95. Or try one of Joe's ¼-pound hamburger on a sweet buttered French roll with huge, freshly cut French fries (\$5). It's the best hamburger in town.

ORIGINAL JOE'S 144 Taylor, SF, 775-4877.
Daily, 10:30 am-1:15 am. Reservations for parties of six or more. MC, Visa. Wheelchair access.

Original

Joe's

COURTESY CARD

332

FINE ITALIAN FOODS

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TELEPHONE PROSPECT 5-4877

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This card entitles undersigned to credit privileges at Original Joe's Restaurant. These privileges are subject to revocation at any time. This card is not transferable or assignable.

Expires **DECEMBER 31, 1958**

Signature

If this card is lost or stolen please notify Original Joe's immediately.

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TUESDAY Examiner

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and Enlarged . . .



Original JOE'S

144 TAYLOR ST.
SAN FRANCISCO
One block from
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"Fine Italian Food"

Our thanks to Mr. and Mrs. San Francisco, whose continued patronage helped us to achieve our aim. Now you may enjoy the same fine Italian food, the same excellent service and the same reasonable prices in an entirely new atmosphere of luxury.



YOUR HOSTS and co-owners of Original Joe's, Louis J. Rocca, left, and Tony Rodin. Their golden rule has made people remember and come back again and again — "Serve the best food and in ample portions!"

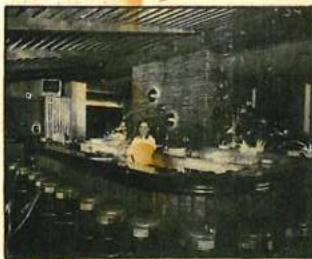


Designed by Jon Oshanna and National Store Fixture Co., Inc., with thoughts of the individual comforts that are so important to the person dining out . . . cosy tables, flowers, murals, soft lights, etc.

Come in for a
snack or a complete meal

Original Joe's

... noted for tasty, tender scallopini with mushrooms; extra large fresh ground round steak hamburger sandwich, served on a third of a loaf of French bread; chicken sec and cacciatori at its best; spaghetti and ravioli with Original Joe's own mushroom sauce; finest quality thick, juicy charcoal-broiled steaks to order. "We're famous for our roasts too!"



ORIGINAL JOE'S COCKTAIL LOUNGE, a worthy addition to a fine restaurant.



ORIGINAL JOE'S COUNTER where food is prepared in view of the patrons.

The purveyors listed here contribute much to the popularity of Original Joe's by supplying the fine foods and products obtainable.

- | | | | |
|---|--|---|--|
| N. E. VENDING CO.
2614 Park CR. 2-5564 | POTENOS MEAT CO.
730 Howard DR. 1-8226 | CALEGARY'S BAKING CO.
143 Green SA. 1-3143 | VULCAN MACARONI
1415 S. Duane ST. 2-3224 |
| BREWSTER'S MUSIC
248 Eddy DR. 4-1534 | AMERICAN POULTRY
137 Davis YD. 4-8100 | NATIONAL PRODUCE
525 Front St. DO. 2-2688 | LADY'S CHOICE FOODS
1237 Alameda AT. 3-5520 |
| TELEGRAPH PRESS
71 Turk CR. 3-2753 | MODESTO POULTRY
410 Clement SA. 1-8280 | R. VANNUCCI & CO.
449 Market SU. 1-7344 | MONTBERRY CHEESE CO.
744 Jackson HI. 8-1931 |
| NATIONAL ICE CO.
320 Montgomery SA. 2-4310 | PALADINI FISH CO.
545 Clay DR. 3-1813 | EGGOS FOOD PRODUCTS
112 Market YD. 3-1585 | SONOMA MESSON CREAMERY
774 Battery YD. 2-0848 |
| CALIFORNIA MEAT CO.
Montgomery & Market SA. 1-4415 | ITALIAN FRENCH BAKERY
1301 Grant SA. 1-1776 | PANAMA CANAL RAVIOLI
1158 Grant SA. 1-1932 | FARMER BROS. COFFEE
111 7th St. EL. 2-1-85 |

Each of these firms and individuals played an important part in the remodeling and refurbishing of Original Joe's.

- | | |
|-------------------------------------|------------------------------------|
| Remodeling and Furnishing by | |
| NATIONAL STORE FIXTURE CO. | 2750 17th St. VA. 4-2715 |
| Contractors | |
| JON OSHANNA | 1285 VAN NESS GR. 4-1152 |
| SERVADEI | 1318 STOCKTON SU. 1-1334 |
| Flooring and Carpentry Installed by | |
| WEST COAST CARPET & LINOLEUM | 1288 Market VA. 4-4019, VA. 4-4115 |
| Electrical Installation by | |
| EMPIRE ELECTRIC CO. | 1246 VALUAS AT. 2-8890 |
| Roofs and Gutters Installed by | |
| CONGRESS SEAT CO. | 1628 - 17th St. HE. 1-2700 |

**Original
Joe's**

**144 TAYLOR STREET (NEAR MARKET), SAN FRANCISCO
301 SOUTH FIRST STREET - SAN JOSE**

1 block from Market St.
ORIGINAL JOE'S
FINE ITALIAN FOODS
COCKTAIL LOUNGE
144 TAYLOR ST.
PROSPECT 4877
SAN FRANCISCO
TONY RIDDIN

Original Joe's Menu | 1940's | 144 Taylor Street, San Francisco, CA

HIGHBALLS • COCKTAILS • MIXED DRINKS

Alexander	75	Beigniet	60	Straight Whiskey	.50 up
Grabsoppe	75	Dubonnet Cocktail	50	Scotch	.50 up
All Blended Whiskey	.35	Screwdriver	50	Cafine Royal	.50
Whiskey Sour	.50	Bonzevill	60	Cognacs	.65 up
Merrill (Gardner's & N. Pirelli)	.50	Side Car	75	Bonadies	.50
Manhattan	.50	Singapore	.75	Port Flip - Cherry Flip	.50
Old Fashion	.50	Gin Fizz	.50	Domestic Liqueurs	.50 up
Gibson	.50	Golden Fizz	.65	Imported Liqueurs	.65 up
Pink Lady	.60	Cuba Libre	.50	Plaster's Punch	.60
Singapore Sling	.75	Tom Collins	.50	Imported Picon or Campari	.60

OUR BAR WHISKEY IS OLD CROW - 85 PROOF

OLD CALIFORNIA WINES

BURGUNDY		SAUTERNE (Chilled)		CABERNET	
Wente Bros.	1.00 2.00	Trigo	1.00 2.00	Leah Merrill	1.00 2.00
Beringer Bros.	1.00 2.00	Wente Dry Semillon	1.00 2.00	Beaulieu Vineyard	1.00 2.00
Trigo Chianti	1.00 2.00	Beringer Bros.	1.00 2.00	L. V. C. Orignolas	1.00 2.00
Christian Bros.	.90 1.75	Beaulieu Vineyard	1.00 2.00	CHABLIS & RESSING (Chilled)	
Leah Merrill	1.00 2.00	Christian Bros.	.90 1.75	Wente Bros.	1.00 2.00
Beaulieu Vineyard	1.00 2.00	Original Joes	.75 1.50	Beaulieu Vineyard	1.00 2.00
Original Joes	.75 1.50	Megan David (Sweet)	1.00 2.00	Wente Dry Redling	1.00 2.00
(Napa Valley Wine)					

CHAMPAGNE AND IMPORTED WINES

Champagne	Half	Bottle
(Korbel Sec.)	4.00	7.00
Champagne		
(Imported Mumm)	5.00	10.00
Korbel Rose		
(Pink Champagne)	3.25	6.00
ROSE WINES (Chilled)		
Beaulieu Vineyards	1.00	2.00
Almaden Grenache	1.00	2.00
Rose	1.00	2.00
Imported Bartell	1.30	2.50
Imported Chianti	1.30	2.50
(Bertino, Berni, Gancia)		
Panet Cuvée	2.50	4.50
Oxalis Steco (White)	1.30	
Gancia Conati		
(White Dry)	1.30	2.50

Bottled Beer (Eastern)	.40	Burgundy (small glass)	.20
Bottled Beer (California)	.30	Burgundy (large glass)	.30
Olympia	.30	Sherry (glass)	.25
Imported Holland Beer	.50	Port (glass)	.25
Milk (bottle)	.15	Southern	
Coffee	.10	(small glass)	.20
Tea	.15	Southern	
Coca-Cola	.15	(large glass)	.30

THE RESTAURANT MENU, SAN FRANCISCO



Original
JOE'S

144 TAYLOR STREET • SAN FRANCISCO

Original Joe's

CHEFICAL
BROTHER





A la Carte... ITALIAN FOOD ENTLY PREPARED BY OUR TRAINED CHEFS

BREAKFAST SPECIALS

TOMATO OR ORANGE JUICE .30	
Ham and Eggs	1.30 Strawberry Jam Omelette
Bacon and Eggs	1.15 Plain Omelette, 3 Eggs
Sausage and Eggs	1.10 Sausage and Spinach Omelette
Ham Steak	1.00 Chicken Liver Omelette
Roasted Eggs on Toast Not Served Between 12:22 p.m. & 4-9 p.m.	.75 Mushroom Omelette
Boiled or Shired Eggs	.75 Mushrooms (Vino Bianco) Omelette
Two Fried Eggs or Scrambled Eggs	.55 Combination Omelette
1/2 Order Mushrooms	.80
1/2 Order Vegetables (Fresh)	.60
1/2 Order French Fries	.25
	OMOLETTES (All Omelettes 3 Eggs) 1.10
	Spanish - Onion - Ham - Bacon - Salsini - Cheese
	Spinach - Vegetable - Sausage

(French Fries served with above orders)

SANDWICHES

On French Bread, White or Whole Wheat - Toasted, 5¢ Extra

Denver	.90	Meat Roll	.80	Sliced Tomatoes	.50
Hon	.70	Cold Ham and Cheese	.75	Lettuce and Tomato	.60
Tuna	.70	Salsini, Italian	.70	Tossed Green	.60
Cheeseburger	.85	Fried Ham	.75	Combination	.65
Bacon and Tomato	.75	Virginia Baked Ham	.85	Tuna, Salsini or Anchovy	.85
Fried Ham and Cheese	.65	Roast Lamb or Beef	.85	Joe's Italian Sliced Bowl	1.00
Fried Eggs (two eggs)	.75	Cold Roasts (For Roast or Pork)	.85	Small Sliced (with Meats Only)	.35
Bacon and Egg	.80	Corned Beef	.85	Antipasto (1) .75 (2) 1.10	
Ham and Egg	.85	Steak Sandwich (Top Sirloin)	1.60	Lau's Bowl (Bowl)	1.35
Swiss or Monterey Cheese	.65	Steak Sandwich (Top Sirloin) CHARCOAL Broiled	1.75		

MUSHROOM SAUCE (To Take Out) Pint .60 Quart 1.00

(WE USE FINEST IMPORTED OLIVE OIL)

DESSERTS

Spumoni	.35	Cream Cheese	.35	Minestrone (Alone)	.45
Pie (assorted)	.25	Swiss Cheese	.35	Pastrina in Broth (Alone)	.45
Pie a la Mode	.40	Zabolon (Sherry)	.75	Clean Chewder (Fridays Only)	.45
Pie with Cheese	.40	Ice Cream, Sherbet or Nut Roll	.20	Above Soups with Meats	.35
		Cheese Cakes	.35	Mortale (Bowl)	1.00

SOUPS

Minestrone (Alone)	.45
Pastrina in Broth (Alone)	.45
Clean Chewder (Fridays Only)	.45
Above Soups with Meats	.35
Mortale (Bowl)	1.00

HAMBURGER SANDWICH .70

Large Portion Fresh Ground Chuck in a Quarter Loaf of French Bread
(CHARCOAL Broiled after 5 p. m.) .85

OCCASIONAL SPECIALTIES

Boehrer Lamb or Pork Rib (Men. & Fri.)	1.35	Beef Steak (Monday)	1.35
Control Beef and Cabbage (Thursday)	1.25	Boiled Short Ribs (Tuesday)	1.40
Tripe Spanish or Beef Tongue	1.35	Osso Buco (Wednesday)	1.40
Swiss Steak (Tuesday and Saturday)	1.50		

JOE'S SPECIAL

Fresh Spinach, Eggs and Ground Chuck	1.25
With Mushrooms, \$1.75	
Frank Cocktail	1.00
VEGETABLE PLATE	1.00

Please Report Any Irregularities or Complaints to the Management

Above Orders Served with Minestrone or Risotto (Ask Waiter for Half Order Prices—Above Items Only)

Not Responsible for Lost Articles We Reserve the Right to Refuse Service

ENTREES

Roast Beef	1.60	Prime Rib Roast Steak	2.50
Roast Lamb	1.60	(Saturday Only)	
Roast Pork	1.60	Call's Liver Sauce and Mushrooms	1.85
Pol Pot	1.50	Call's Liver and Bacon	1.85
Baked Beef	1.50	Call's Liver and Onions	1.85
Baked Ham	1.60	Call's Liver, Charcoal Broiled with Sweetbreads Sauce with Mushrooms	1.85
Call's Liver Sauce (Venetian)	1.85	Onions or Bacon	2.00
VEAL SCALLOPINE WITH FRESH MUSHROOMS	1.85	SEC. 2.00	
Choice of French Fries, Spaghetti, Vegetables or Ravioli with above orders.		Toasted French Bread (for 1)	.10
Garlic Bread (for 1)	.25		

STEAKS AND CHOPS

Hamburger Steak (Fresh Ground Chuck) (CHARCOAL broiled after 5 p. m.)	1.50	Breaded Veal Cutlets	1.75
Special Top Sirloin	1.75	Veal Parmigiano	2.10
French Lamb Chops	2.00	Rib Steak	3.00
Pork Chops	1.90	New York Cut	3.40
	1.75	Fillet Mignon	3.40
All Steaks Smothered with Fresh Mushrooms 50¢ Extra			
Served with French Fries, Spaghetti, Vegetables or Ravioli		French or Dry Breadstake	.30

CHICKEN

Children See with Mushrooms	1.85	Abalone Steak	1.50
Children Liver Sauce with Mushrooms	1.85	Fried Prawns	1.25
Vino Bianco	1.60	Fried Oysters (Eastern) (Friday)	1.25
Chicken Sauce	1.60	Baked Sea Bass	1.25
Children Cacciatore (Hunter's Style)	1.85	Fried Halibut (Friday)	1.25
1/2 Fried Chicken	1.50	Fried Fillet of Sole (Friday)	1.25
1/2 Charcoal Broiled Chicken	1.60	Fried Salmon (Friday)	1.25

(Served with French Fried Potatoes, Spaghetti or Vegetables)

FISH

Spaghetti, a la Napolitana	.90	Risotto (3 times weekly)	1.00
Spaghetti with our Special Mushroom Sauce	.90	Spaghetti or Macaochi to Order (30 Minutes)	1.30
Side Order of Spaghetti (with Meats)	.55	Meat Balls and Spaghetti	1.10
Side Order of Spaghetti (Alone)	.70	Meat Balls and Ravioli	1.15
Ravioli	1.00	Meat Balls, Half Ravioli and Half Spaghetti	1.25
Side Order of Ravioli (with Meats)	.60	Half Spaghetti and Half Ravioli	1.10
Side Order of Ravioli (Alone)	.75		

PASTES

WINE WHEN YOU DINE... SEE REVERSE SIDE FOR WINES AND LIQUORS
MINIMUM SERVICE 25¢ CHILD'S PLATE AVAILABLE - ASK WAITER

**CATERING
DELIVERY**
a special menu for
DROP-OFF CATERING
Parties • Meetings
at your
HOME or OFFICE



PARTY AT JOE'S
Private Banquet Rooms
that accommodate
10 to 100
Please ask the Manager
for more information.

BREAKFAST AT JOE'S

EGGS • EGGS		THREE-EGG OMELETTES	
fried • scrambled • over • sunnyside		→ CREATE YOUR OWN ←	
with . . .		Ham • Bacon • Salami	
Bacon - hand cut	8.95	Link Sausage • Italian Sausage	
Link Sausage	8.95	Cheese • Spinach • Mushrooms	
Italian Sausage	9.95	Fresh Vegetables	
Center-cut Ham Steak	9.95	1 ITEM 8.95 2 ITEMS 9.95 3 ITEMS 10.95	
Hamburger	9.95	Plain Omelette	4.95
N.Y. Steak	15.95	Denver Omelette	9.95
Corned Beef Hash	9.95	ham, onions, bell peppers	
<small>THUR & FRI ONLY</small>		and mushrooms	
Eggs Only	4.95		

All breakfast items are served with Joe's Fries.

DAILY LUNCH SPECIALS

"...the best deal in the City"

MONDAY	Bar-B-Q Lamb spaghetti -OR- vegetables	9.95	Hunter's Beef Stew a meal in itself	9.95
TUESDAY	Ox Tails spaghetti -OR- vegetables	12.95	Beef Short Ribs potatoes • carrots • celery	12.95
WEDNESDAY	Osso Bucco with Italian rice	13.95	Meat Loaf & Brown Gravy mashed potatoes	9.95
THURSDAY	Roast Turkey stuffing & mashed potatoes	12.95	Corned Beef & Cabbage boiled potatoes	12.95
FRIDAY	Fried Calamari spaghetti -OR- vegetables	12.95	Bar-B-Q Pork Ribs spaghetti -OR- vegetables	10.95
SATURDAY	Swiss Steak spaghetti -OR- vegetables	9.95	Ox Tails spaghetti -OR- vegetables	12.95
SUNDAY	Baked Ham mashed potatoes	11.95	Roast Half Chicken stuffing & Italian rice	11.95

save a little room for
D.E.S.S.E.R.T
from our Special Treats Menu

FULL BAR

We offer a complete list of
WINES & BEERS
to complement your
menu selections.

BEVERAGES

Coffee	1.95
Decaf	1.95
Hot Tea	1.75
Herbal Tea	1.75
Iced Tea	1.95
Soft Drinks	1.95
Sparkling Water	1.95
Milk	2.25

Cappuccino	Espresso
3.95	2.95

SIDE ORDERS WITH MEALS ONLY

Joe's Steak Fries	2.50
Baked Potato <small>after 5PM</small>	2.50
Mushrooms Sauté	3.50
Spinach Sauté	3.50
Garlic-Spinach Sauté	3.50
Onions Sauté	2.50
Vegetables Sauté	3.50
Spaghetti with sauce	3.50
Italian Rice	2.50
<small>WED & SUN ONLY</small>	
Polenta	3.50
<small>FRI ONLY</small>	

Original Joe's Menu | 1985 | 144 Taylor Street, San Francisco, CA



ENTREES

All entrees include choice of ONE:
 spaghetti
 ravioli
 fresh vegetables
 Joe's Steak Fries
 baked potato
 (available after 5PM)

**WE OFFER ALL
 MENU ITEMS
 PACKAGED
 TO GO.**

ROASTS • CHOPS

Roast Beef juicy slab of cross-rib (also available thin-cut)	15.95
Roast Leg of Lamb	15.95
Italian Pot Roast sliced with meat sauce & au jus	10.95
Prime Rib <small>SERVED SATURDAY ONLY</small>	23.95
Lamb Chops (3)	23.95
2 chops	20.95
Pork Chops (3)	18.95
2 chops	15.95

MESQUITE CHARCOAL BROILED (available after 5PM)

STEAKS

COOKED TO YOUR ORDER

Rib Eye Steak	25.95
T-Bone Steak	24.95
Porterhouse	26.95
Joe's Hamburger Steak	13.95
Top Sirloin	20.95
smaller cut	17.95
New York Strip	24.95
smaller cut	21.95
Filet Mignon	26.95
smaller cut	21.95

add sautéed mushrooms 2.50

ONE HALF CHICKEN

Pan-Fried Chicken <small>(takes a little more time)</small> add lemon-butter sauce +1.00	12.95
Chicken Saute - your choice: • white wine, lemon & herbs • white wine, lemon, mushrooms & herbs • white wine, mushrooms, tomatoes & onions	13.95
Chicken Cacciatore tomatoes, peppers, onions, olives & garlic	14.95
Charcoal Broiled Chicken <small>after 5PM</small>	12.95

CHICKEN

BONELESS BREAST

Chicken Parmigiana lightly breaded with tomato sauce & cheese	14.95
Chicken Picatta sautéed with capers, garlic & olive oil	14.95
Chicken Marsala sautéed with mushrooms, wine & herbs	14.95
Breaded Chicken Cutlet	12.95
Charcoal Broiled Breast <small>after 5PM</small>	12.95

VEAL

Veal Scallopini sautéed with white wine, mushrooms, tomatoes & herbs	16.95
Veal Scallopini Sec sautéed with white wine, mushrooms & herbs	16.95
Veal Parmigiana lightly breaded with tomato sauce & melted cheese	17.95
Veal Picatta sautéed with capers, garlic & olive oil	16.95
Veal Milanese lightly breaded veal cutlet	15.95

SEAFOOD

with a choice of our house-made tartar sauce or tangy cocktail sauce

GOLDEN-FRIED

Deep Sea Scallops	15.95
Jumbo Prawns	17.95
Pacific Oysters	14.95

**Scampi
 Prawns**
 sautéed in olive oil,
 garlic and herbs
 17.95

PAN-SEARED

Filet of Sole	13.95
Salmon Steak	17.95
Halibut Steak	17.95

Halibut and Salmon available
 Mesquite Charcoal Broiled
 after 5PM

HOUSE SPECIALTIES

Choice Calf's Liver

Traditional with onions and bacon

- OR -

Sauté Sec with white wine and mushrooms

- OR -

Broiled Calf's Liver Steak available after 5PM

13.95

Sweetbreads

sautéed in white wine with
 onions, garlic & herbs

13.95

Eggplant Parmigiana

lightly breaded and baked with
 tomato sauce and melted mozzarella

11.95

Original Joe's

144 TAYLOR ST. (Near Market) SAN FRANCISCO

Original Joe's Menu | 1996 | 144 Taylor Street, San Francisco, CA

Our 59th Year

HOURS
10:30 A.M. TO 1:30 A.M.

VISA AND MASTERCARD
CARTE BLANCHE
ACCEPTED

BREAKFAST SPECIALS

TOMATO or ORANGE JUICE 1.50

Ham and Eggs	7.50	OMELETTES 7.00
Bacon and Eggs	6.50	Spanish - Onion - Ham - Bacon - Salami
Link Sausage with Eggs	6.50	Cheese - Spinach - Vegetable - Link Sausage
Italian Sausage with Eggs	7.25	Combination of Two of the Above
Hamburger and Eggs	7.25	Combination of Three of the Above
Steak and Eggs (Top Sirloin)	12.50	Plain Omelette (3 Eggs)
Two Fried Eggs or Scrambled Eggs	3.60	Italian Sausage Omelette
Ham Steak	6.50	Chicken Liver Omelette (Rolled)
Side Order of Bacon or Link Sausage	3.75	Mushroom Omelette (Rolled)
Side Order of Italian Sausage (with Meals only)	3.95	Denver Omelette
Fresh Corned Beef Hash, Eggs (Thurs. & Fri. only)	7.25	

(French Fries served with above orders)

SANDWICHES

on French Bread, White or Whole Wheat. Toasted 15¢ Extra

Hamburger	6.50	Pot Roast or Boiled Beef	5.95
with Cheese	7.25	Italian Sausage	6.00
Joe Jr.	5.50	Ham	4.75
with Cheese	6.00	Tuna	5.25
Fried Ham and Cheese	5.75	Hot Roast Beef, au Jus	8.75
Bacon and Egg	5.75	Steak (Top Sirloin)	11.95
Ham and Egg	5.75	CHARCOAL Broiled	11.75
Cold Ham and Cheese	5.75	Denver	5.95
Bacon, Lettuce and Tomato	5.75	Salami, Italian	5.50
Roast Lamb	7.50	Fried Ham	5.25
Roast Beef	6.95	Meat Ball	5.75
Roast Pork	5.95	Corned Beef (Thursday)	6.75

(French Fries served with above orders)

SOUPS

Minestrone	Bowl 4.00
Pastina	Bowl 3.75
Above Soups with Meal	Cup 1.65
	Bowl 2.00
Above Soups To Go	Pint 3.75
	Quart 4.60
Clam Chowder (Friday)	Bowl 4.75
with Meals	Bowl 2.85
with Meals	Cup 2.25
Chowder To Go	Pint 4.75
	Quart 6.75
Meat Sauce	Pint 3.75
	Quart 6.75

DESSERTS

Italian Spumoni	2.00
Scooped Ice Cream	1.75
Scooped Sherbet	1.75
Small Sundae	2.50
Kahlua with Ice Cream	5.00
Chocolate Mousse Cake	3.25
Cheese Cake	2.95
Apple Pie	2.50
a la mode	3.00
Zabaglione for Two	6.00
Cappuccino	2.25
Espresso	1.75

LUNCH SPECIALTIES

Monday - Barbecue Lamb	6.95	Beef Stew	7.25	Lamb Stew	7.50
Tuesday - Swiss Steak	6.95	Short Ribs	8.75	Ox Tails	7.95
Wednesday - Osso Buco	8.25	Meatloaf	6.95		
Thursday - Corned Beef and Cabbage	7.95	Tripe Spanish	6.95		
Friday - Baked Sea Bass with Polenta	7.75				
Barbecue Pbrk Ribs	6.95	Barbecue Beef Ribs	8.50		
Saturday - Ox Tails	7.75	Swiss Steak	6.95		
Sunday - Half Roast Chicken, stuffed, served with Risotto	8.50				
Baked Ham with Mashed Potatoes	9.25				

Half Orders 50¢ Less

JOE'S SPECIAL

Fresh Ground Chuck, sauteed with Onion, Spinach and Eggs 7.50
with Mushrooms 7.95

Smaller portion available with Pasta, Soup or Salad 7.50

Order of Fresh Cooked Vegetables 6.95 Large Order Sautéed Mushrooms 7.25

Half Order of Vegetables (alone) 4.50 Side Order with Meals 2.95

Cold Vegetables available

JOE'S HAMBURGER SANDWICH

Large portion of Fresh Ground Chuck
in a Quarter Loaf of French Bread
6.50

Charcoal Broiled, After 5:00
25¢ extra

NOW AVAILABLE

JOE JR.

Smaller portion for the lighter appetite
5.50

SALADS

Antipasto for One	5.75	for Two	7.75
Small Salad with Meals	2.75		
Lettuce & Tomato with Meals	3.25		
Small Combination with Cup of Soup	5.50		
Sliced Tomato	3.75		
with Anchovie and Sliced Onion	5.50		
Tossed Green Salad	4.95		
Combination	5.75		
Tuna or Salami or Anchovie	6.75		
Joe's Italian Salad Bowl	6.95		
Lou's Bowl (Bolito)	7.75		
Tuna & Tomato with Black Olives	6.95		
Shrimp Salad	9.25	small	6.00
Shrimp Cocktail	5.50		
Cottage Cheese & Fruit	5.50		
Joe's Pasta Salad: Lettuce, Pasta, Tuna,			
Fresh Vegetables, Tomato, Olives			
with Oil and Vinegar	7.25		

SIDE ORDERS

Garlic Bread: 1/4 1.50; 1/2 2.50; Whole 3.50		
Spaghetti 2.75; w/Bordelaise or Pesto 3.75		
Ravioli 3.00; w/Bordelaise or Pesto 4.00		
French Fries (with Meals)75	
Sauteed Onions	2.25	
Sauteed Mushrooms	2.50	
Fresh Vegetables (with Meals)	2.75	
Sliced Tomatoes	2.50; w/Onions	2.95
Olives & Peppers: Small75; Large	1.25
Risotto (Sunday & Wednesday)	2.75	
Polenta (Friday)	2.75	

DIET PLATE HAMBURGER STEAK

with
Cottage Cheese and Fruit
7.50

Original Joe's Menu | 1996 | 144 Taylor Street, San Francisco, CA

CATERING AVAILABLE FOR
BUSINESS MEETINGS OR
PRIVATE PARTIES



ORDERS TO GO AVAILABLE
DELIVERY AVAILABLE

OLD FAVORITES

Prime Ribs of Beef (Saturday) with Baked Potato	16.50
Roast Beef	11.25
Roast Lamb	10.95
Roast Pork	8.95
Pot Roast	8.50
Boiled Beef	8.50
Baked Ham (Sunday) served with Mashed Potatoes	9.50
Calf's Liver Steak	8.75 Broiled 9.00
Calf's Liver with Bacon and Onion	10.25
Calf's Liver with Onions	8.75 with Bacon 9.50
Calf's Liver Saute (Venetian) with Onion and Red Wine	9.50
Calf's Liver Saute with Fresh Mushrooms	10.25



STEAKS AND CHOPS

Two Lamb Chops (available butterflied)	13.50
Three Lamb Chops (available butterflied)	15.50
Joe's Famous Hamburger Steak	8.95
Charcoal Broiled	9.25
Two Pork Chops	9.50
Three Pork Chops	10.95
Porter House (approx. 20 oz.)	20.00
T-Bone	18.00
Top Sirloin (approx. 14 oz.)	12.50
Large Top Sirloin (approx. 18 oz.)	15.25
New York Cut	15.25
Large New York Cut	17.95
Filet Mignon	19.50
Petite Filet Mignon	14.50
Brochette with Mushrooms	14.75

Served with Choice of French Fried Potatoes, Spaghetti, Ravioli or Fresh Vegetable



HOUSE SPECIALTIES

Joe's Breaded Veal Cutlet	10.95	Veal Parmigiana	13.00
Veal Scallopine with Fresh Mushrooms, Tomato, Herbs and Wine	12.00	Eggplant Parmigiana	8.95
Veal Scallopine Sec with Fresh Mushrooms, Herbs and Wine	12.00	Sweet Breads Saute with Fresh Mushrooms	10.25

Served with Choice of French Fried Potatoes, Spaghetti, Ravioli or Fresh Vegetable

CHICKEN

Half Fried Chicken	8.75
Half Fried Chicken with Wine and Lemon	8.95
Chicken Cacciatore (Hunter's Style) with Sauteed Onions, Garlic, Tomatoes, Peppers and Olives	10.95
Chicken Saute with Mushrooms, Onion, Wine, Tomato	10.95
Chicken Sec with Mushrooms, Wine, Lemon	10.25
Chicken Liver Saute with Mushrooms	8.95
Half Charcoal Broiled Chicken	8.95



SEAFOOD

Filet of Sole	9.95
Golden Fried Scallops	13.25
Golden Fried Prawns	14.75
Deep Fried Oysters	10.95
Sauteed Prawns	15.50
Pan Fried Halibut (Friday)	13.50
Pan Fried Salmon (Friday)	14.50
Pan Fried Calamari (Friday)	Half 8.75 10.25
Salmon and Halibut available on Broiler after 5:00	

Served with Choice of French Fried Potatoes, Spaghetti, Ravioli or Fresh Vegetable

PASTAS

Spaghetti with Hearty Meat Sauce	6.50	Half Order Ravioli	6.25
Spaghetti with Meatball	7.25	with One Meatball or Italian Sausage	7.25
Spaghetti with Italian Sausage (Boiled or Grilled)	7.50	Spaghetti-Ravioli Combination	7.75
Spaghetti Napolitana (Meatless, Tomato and Herb Sauce)	6.50	with One Meatball or Italian Sausage	8.50
Half Order Spaghetti	5.50	Half Order Spaghetti-Ravioli Combination	6.75
with One Meatball or Italian Sausage	6.75	with One Meatball or Italian Sausage	7.50
Spaghetti Bordelaise (Lightly Sauteed with Garlic and Parsley)	6.90	Lasagne al Forno (Baked and Topped with Cheese)	8.25
Half Order	5.25	Side Order	3.75
Linguine al Pesto or Alfredo	8.75	Half	7.50
Linguine with Clams, Garlic, Herbs and Wine	9.75	Tortellini al Forno (Baked and Topped with Cheese) Choice of Alfredo, Pesto, Napoli or Hearty Meat Sauce	9.50
Spaghetti or Rigatoni, cooked to order	6.95	Risotto (Sunday and Wednesday)	5.95
Ravioli	7.75	Side Order Risotto	2.75
with Meatball	8.25	Polenta (Friday)	6.25
with Italian Sausage	8.25	Half	5.25

8.5% SALES TAX WILL BE ADDED TO THE PRICE OF ALL FOOD AND BEVERAGE ITEMS

NOT RESPONSIBLE FOR LOST ARTICLES

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OLD FAVORITES

PROUDLY POURING SINCE 1937

The Beautiful, Brandy Alexander, Bloody Mary, Bacardi Cocktail, Tom and John Collins, Cognac Flip, Daiquiri, Gibson, Gimlet, Golden Cadillac, Long Island Iced Tea, Kehir Royal, Margarita, Golden Margarita, Manhattan, Martini, Mimosa, Negroni, Old Fashion, Picon Punch, Pink Lady, Pink Squirrel, Black or White Russians, Screwdriver, Separater, Sidecar, Joe's Spritzer

APERITIF SUGGESTIONS

Harvey's Bristol Creme Sherry	4.00
Dry Sack Sherry	4.00
California Port or Sherry	2.25
Cockburn Imported Port	4.00
Dubonnet	3.75
Compari	3.75

AFTER DINNER SUGGESTIONS

Korbel or Christian Brothers Brandy	3.00
Courvoisier, Hennessy, Martel	5.00
Remy Martin VSOP	7.50
Sempe VSOP	6.00
Bailey's and Coffee	4.75
Coffee Royal	3.25
Irish Coffee	3.50
Kahlua, Tia Maria, Frangelico	4.75
Galliano, Tuaca, Sambuca	4.75

BEVERAGES

Coffee or Brewed DeCaf	.95
Cappuccino	2.25
Espresso	1.75
Tea	.95
Herbal Tea	1.25
Iced Tea	1.50

Orange Juice or Tomato Juice	1.50
Mineral Water	1.75
Soda or Diet Soda	1.50
Milk	Small 1.25 Large 1.75

DOMESTIC BEER

Budweiser	2.25
Miller, Miller Lite	2.25
Coors	2.25
Anchor Steam	3.25
Samuel Adams	3.25
O'Doul's (non alcohol)	2.00

IMPORTED BEER

Heineken, Holland	3.25
Becks, Light, Germany	3.25
St. Pauli Girl, Dark, Germany	3.25
Moretti Italian Pilsner	3.25
Clausthaler (non alcohol)	3.25

CALIFORNIA WINES

RED WINES

	Half Bottle	Bottle
Cabernet, B.V. Rutherford	10.00	18.00
Cabernet, Original Joe's	(glass) 3.25	14.00
Cabernet, Louis Martini	9.50	16.50
Cabernet-Franc, Madrona		16.00
Cabernet, Glen Ellen	(glass) 3.25	12.50
Burgundy, Original Joe's	6.00	8.00
Red Zinfandel, Charles Krug	(glass) 3.25	12.50
Gamay Beaujolais, BV	9.00	15.00

WHITE WINES

	Half Bottle	Bottle
Chablis, Original Joe's	6.00	8.00
Chardonnay, Original Joe's	(glass) 3.25	14.00
Chardonnay, Glen Ellen	(glass) 3.25	12.50
Chardonnay, Silverado		20.00
Chardonnay, Ferrari Carano		24.00
Fume Blanc, Robert Mondavi	9.00	16.75
Sauvignon Blanc, Original Joe's	(glass) 3.25	14.00

BLUSH WINES

	Half Bottle	Bottle
Mateus Rose	5.25	9.50
White Zinfandel, Shenendoah	(glass) 3.25	12.50
(Our Most Popular Light Wine)		

IMPORTED WINES

	Half Bottle	Bottle
Chianti Francesco (Straw Bottled)	(glass) 3.75	12.50
Bolla Bardolino	6.25	12.00
Verdicchio Fazzi Battaglia		16.00
Merlot, Avia		10.00
Frascati, Fontana Candida		14.00

SELECTED CALIFORNIA WINES BY THE GLASS

Chardonnay	3.25
Sauvignon Blanc	3.25
Cabernet Sauvignon	3.25
Red Zinfandel	3.25
White Zinfandel	3.25
Chianti	3.75
Champagne, Le Domaine	(Split for one) 3.25

HOUSE WINE - BURGUNDY, CHABLIS, ROSE

Large Glass	2.50
Carafe (1/2 litre), Serves Two	5.95
Carafe (1 litre)	7.95

CHAMPAGNE

	Half Bottle	Bottle
Korbel Brut	12.00	20.00
Excellent California Champagne		
Domaine Chandon	15.00	25.00



Prices subject to change without notice

Original Joe's Menu | 1996 | 144 Taylor Street, San Francisco, CA

SAMPLE LIST OF CHARITABLE ORGANIZATIONS

Community & Neighborhood-Based Organizations:

Chinatown Community Children's Center
Chinatown Community Development Center
Chinese Hospital
Fisherman's Wharf Association
GLIDE
North Beach Citizens
Salesian Boys' & Girls' Club
San Francisco Italian Athletic Club
San Francisco Italian Heritage
San Francisco Maritime National Park Association
Telegraph Hill Dwellers

City-Wide Organizations:

Catholic Youth Organization Athletics
Dress for Success San Francisco
Historical Society of South San Francisco
Little Sisters of the Poor, St. Anne's Home
Lucile Packard Foundation
Make-A-Wish Foundation, Greater Bay Area Chapter
National Law Enforcement Officers Memorial Fund
Police & Fire: The Fallen Heroes
San Francisco Travel
San Francisco Unified School District
South SF Firefighter's Charitable Foundation
St. Anthony's
The Guardsmen
The Junior League of SF, Inc.
United Association of Journeymen and Apprentices of the Plumbing and Pipe Fitting Industry, Local Union No. 38
Youth Leadership & Development of San Francisco

Community-Based & City-Wide Schools:

Abraham Lincoln High School
Dianne Feinstein Elementary School
Mercy High School
Riordan High School
Sacred Heart Cathedral Preparatory
Saints Peter and Paul School
San Francisco State University
Serra High School
St. Ignatius
UC San Francisco
University of San Francisco
Yick Woo Elementary School

UPTOWN TENDERLOIN

Lost Landmarks

ORIGINAL JOE'S

1937 - 2007

ESTABLISHED IN 1937 BY TONY RODIN, ORIGINAL JOE'S SERVED HEARTY ITALIAN FOOD TO OVER 8 MILLION CUSTOMERS FOR THE NEXT SIX DECADES. KNOWN FOR AN OPEN DOOR POLICY, THE LEGENDARY RESTAURANT FED THE RICH AND POOR ALIKE. FAMILY MEMBERS CONTINUED THE CULINARY LEGACY HERE UNTIL A 2007 FIRE DESTROYED THE BUILDING'S INTERIOR.

UPTOWN TENDERLOIN HISTORIC DISTRICT



Resolution recognizing Original Joe's as a staple of San Francisco's history & tradition and declaring January 26, 2012 as Original Joe's Day.

WHEREAS, Original Joe's was founded by Croatian immigrant Ante "Tony" Rodin in 1937, who's legendary work ethic and love for his restaurant grew Original Joe's from a counter with 14 stools and a saw dust covered floor to one of San Francisco's culinary landmarks; and

WHEREAS, Original Joe's is currently a third generation, family owned and operated enterprise based in San Francisco and managed by John Duggan Sr. and John Duggan Jr.; and

WHEREAS, Original Joe's invented exhibition cooking, has become known for its old fashioned Italian American menu with large portions as well as its famous Joe's Special, Chicken Cacciatore and baseball size meatballs, which have come to signify a Northern California style of food; and

WHEREAS, Original Joe's is the oldest of all existing "Joe's" restaurants in the country and was an innovator of what is now nationally known as the "Joe's" concept; and

WHEREAS, After a tragic fire caused its Tenderloin location to close, Original Joe's is opening a new location at 601 Union Street in the heart of the historic North Beach, where it can grow for another 70 years adding to old memories and creating new ones; and

WHEREAS, Original Joe's plans to stay true to its core and carry on in its tradition of exhibition style cooking, and comfortable surroundings which attracts old and new diners to its restaurant; now, therefore, be it

RESOLVED, That the City and County of San Francisco officially recognizes Original Joe's as a staple of San Francisco's history and tradition; and, be it

FURTHER RESOLVED, That the City and County of San Francisco declares January 26, 2012 to be Original Joe's Day in the City & County of San Francisco.

Mark G. [Signature]

Filing Date: June 20, 2019
Case No.: 2019-013680LBR
Business Name: Original Joe's North Beach
Business Address: 601 Union Street
Zoning: North Beach NCD (Neighborhood Commercial District) Zoning District
40-X Height and Bulk District
Block/Lot: 0117/001
Applicant: Joe's Union LP
601 Union Street
San Francisco, CA 94133
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Jeff Joslin – (415) 575-9117
jeff.joslin@sfgov.org

BUSINESS DESCRIPTION

Original Joe's North Beach is an Italian-American sit-down restaurant located. Original Joe's was initially opened in 1937 at 144 Taylor Street in the Tenderloin by a Croatian immigrant, Tony Rodin, and his business partner, Louis Rocca. It started as a 14-stool counter and grew into a culinary landmark institution. Serving old-fashioned, Italian-American fare, the restaurant prepares dishes in an open kitchen, providing hearty portions at reasonable prices. It is still owned and operated by the family of Tony Rodin. Original Joe's moved to its present-day location in North Beach after a fire in 2007 at 144 Taylor Street.

The oldest of all the "Joe's" restaurants, Original Joe's was the innovator of the now nationally renowned "Joe's Concept": exhibition kitchen, notable leather booths and a menu offering an evolution of Italian-American cuisine. After the 2007 fire at the Taylor Street location, items were salvaged from the fire and restored including original signage, booths, wood paneling, original brick from the back bar for the fireplace, kitchen counter stools, bar stools, artwork on the walls and architectural pieces. These pieces, coupled with period décor, frame the sense of substance that prevails throughout the restaurant and bar. Rich walnut woodwork, inlaid tabletops, ambient lighting, custom flooring, unique accents additionally define the distinct interior of Original Joe's.

On January 26, 2012, Original Joe's re-opened in the heart of historic North Beach at 601 Union Street, overlooking Washington Square Park. The late Mayor Ed Lee signed a resolution (Number 23-12, File Number 120027) recognizing "Original Joe's as a staple of San Francisco's history and tradition and proclaiming January 26th, 2012, as Original Joe's Day in the City and County of San Francisco."

Original Joe's is located on the south side of Union Street between Stockton and Columbus streets in North Beach. It is within the North Beach NCD (Neighborhood Commercial District) Zoning District and a 40-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1937.

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

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

- i. Original Joe's North Beach has operated in San Francisco for 77 years. On April 8, 2019, the Small Business Commission determined that a fire that occurred in 2007 and resulted in Original Joe's being closed for 5 years was considered an "exceptional circumstance," and Original Joe's is eligible to apply for the Legacy Business Registry
- ii. Original Joe's North Beach has contributed to the history and identity of San Francisco.
- iii. Original Joe's North Beach is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with Italian-American cuisine and culture and San Francisco restaurants.

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

Yes. 601 Union Street is a contributing building to the Washington Square Historic District. 601 Union Street is a historic building eligible for the California historic register according to previous surveys. The building itself, built in 1912, previously was an Italian theatre known as Bersaglieri Hall, which contributed to the development of Italian theatre in San Francisco. The building later housed Fior D'Italia Italian restaurant for over six decades. Both previous occupants were significant Italian institutions that helped shape the cultural character of North Beach.

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

Yes. The property has Planning Department Historic Resource status code "A" (Historic Resource Present) because of its location within the California Register-listed Washington Square Historic District.

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. Original Joe's has been featured in many local, regional and national publications. These publications include, but are not limited to: Bon Appetit, Conde Nast, San Francisco Chronicle, Saveur, Eater National, Eater San Francisco, Newsweek, 7x7 Magazine, Harper's Bazaar and San Francisco Business Journal. Zagat named Original Joe's as one of "9 SF Bay Area Restaurant Families You Need to Know", Eater named Original Joe's as one of the "Best Family Owned

Restaurants in the U.S., and Conde Nast named Original Joe's as one of the "San Francisco's Best New Restaurants."

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 601 Union Street

Recommended by Applicant

- Menu offering an evolution of Italian-American cuisine
- "Joe's Concept": exhibition-style open kitchen, notable leather booths, counter seating, bar
- Original artwork (mermaid wall art and OJ door handles)
- Period decor (rich walnut woodwork, inlaid tabletops, ambient lighting)
- Original signage including "Joe's" sign, "Original Joe's" sign, and "Joe's Chef Head" sign

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: JULY 17, 2019

Case No.: 2019-013680LBR
Business Name: Original Joe's North Beach
Business Address: 601 Union Street
Zoning: North Beach NCD (Neighborhood Commercial District) Zoning District
40-X Height and Bulk District
Block/Lot: 0117/001
Applicant: Joe's Union LP
601 Union Street
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Nominated By: Supervisor Aaron Peskin
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ORIGINAL JOE'S NORTH BEACH CURRENTLY LOCATED AT 601 UNION STREET, BLOCK/LOT 0117/001.

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 one break in San Francisco operations exceeding two years that was deemed an "exceptional circumstance" by the Small Business Commission at its April 8, 2019 hearing; 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 July 17, 2019, 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 Original Joe's North Beach 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 Original Joe's North Beach.

Location(s):

- *601 Union Street*

Physical Features or Traditions that Define the Business:

- *Menu offering an evolution of Italian-American cuisine*
- *"Joe's Concept": exhibition-style open kitchen, notable leather booths, counter seating, bar*
- *Original artwork (mermaid wall art and OJ door handles)*
- *Period decor (rich walnut woodwork, inlaid tabletops, ambient lighting)*
- *Original signage including "Joe's" sign, "Original Joe's" sign, and "Joe's Chef Head" sign*

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

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2019-013680LBR to the Office of Small Business July 17, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: