

Legacy Business Registry Staff Report

HEARING DATE JANUARY 9, 2017

JOE'S ICE CREAM

Application No.: LBR-2016-17-042
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Blvd.
District: District 1
Applicant: Sang Bank Kim and Sohyang Kim, Owners
Nomination Date: November 4, 2016
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Joe's Ice Cream is a local ice cream shop and dessert destination for residents, businesses and visitors in the Richmond District. Established in 1959, Joe's Ice Cream is a physical representation of the hard work, dedication, perseverance and success of the original owner, Joe Politz. The business features an aura and characteristics that are maintained to this day, including classic and unique ice cream flavors, an interior designed in a classical style with black vinyl stools, Formica counters and vintage décor. The business changed hands a number of times since Politz sold it in 1964, with each owner continuing Joe's traditions and recipes but also adding to the legacy by expanding the menu to further enrich a family-oriented experience. Joe's Ice Cream has become a highly successful Richmond District institution and expanded to include a wider menu of sandwiches as well as ice cream. Joe's Ice Cream is a renowned local spot for the neighborhood to celebrate graduations, sports team gatherings, birthdays, first dates, other special occasions. The business has also become a strong advocate for community support, often opening its doors to hosting school fundraisers and community gatherings. Specifically, Joe's Ice Cream has proven its commitment to supporting children in the neighborhood by maintaining a tradition of hiring local kids to work in the shop and also by offering an awards program that rewards high academic performance with coupons for free ice cream. It has come to be regarded as a gem in the Richmond District and, when faced with a significant increase in rent in 2010, was relocated to its present location on Geary Boulevard, only a half block away from its original location. Today, it's the oldest independent ice cream parlor in the Richmond District.

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

5351 Geary Blvd. from 1959-2010 (51 years)
5420 Geary Blvd. from 2010 to 2016 (6 years)





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

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

Yes, the applicant has contributed to the Richmond District neighborhood's history and identity.

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:

- Joe's Ice Cream is associated with the craft of ice cream making, the tradition of being a community gathering space, and the tradition of continuously supporting neighborhood families and students.
- Joe's Ice Cream has contributed to the Richmond District community's history and identity by continuing a 57 year tradition of ice cream making, of offering a space for visitors and residents of the Richmond to gather, and of supporting support for the community and its youth.
- The 1923 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.
- The business has been cited in the following publications:
 - SF Weekly, 1999-2002 & 2006, "Best Ice Cream."
 - San Francisco Bay Guardian, 07-08/2000, "Best 1950s Time Warp."
 - SF Gate, 08/12/2001, "From Joe's to Joe's/Taking a good look at that oldtime stretch of Geary," by Sam Whiting.
 - SF Richmond View, 10/22/2010, "Beloved ice cream shop re-opens at new locale," by Christina Li.
 - Fodor's Travel, 11/17/2009, "San Francisco for Sugar Fiends: 18 Essential Bakeries, Ice Cream Shops, and More."
 - SF Gate, 08/20/2010, "Joe's Ice Cream moves and explodes in popularity," by Sam Whiting.

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

Yes, Joe's Ice Cream is committed to maintaining the physical features and traditions that define its legacy as a neighborhood ice cream and dessert stop and as a gathering space for the community.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Joe's Ice Cream qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Original menu boards.
- "Home-made Ice Cream" signs.
- Original hot fudge warmer.
- Cone dipping machine.
- Black vinyl stools.
- Formica counters.
- Tradition of hiring neighborhood kids.





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- Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program.
- The "ice cream tour."
- Multitude of traditional and unique ice cream flavors.
- Location on Geary Boulevard.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Joe's Ice Cream currently located at 5420 Geary Blvd. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program





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Small Business Commission Draft Resolution

HEARING DATE JANUARY 9, 2017

JOE'S ICE CREAM

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-042
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Blvd.
District: District 1
Applicant: Sang Bank Kim and Sohyang Kim, Owners
Nomination Date: November 4, 2016
Nominated By: Supervisor Eric Mar
Staff Contact: Richard Kurylo
 legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR JOE'S ICE CREAM, CURRENTLY LOCATED AT 5240 GEARY BLVD.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on January 9, 2017, 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
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Joe's Ice Cream 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 Joe's Ice Cream:

Physical Features or Traditions that Define the Business:

- Original menu boards.
'Home-made Ice Cream' signs.
Original hot fudge warmer.
Cone dipping machine.
Black vinyl stools.
Formica counters.
Tradition of hiring neighborhood kids.
Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program.
The 'ice cream tour.'
Multitude of traditional and unique ice cream flavors.
Location on Geary Boulevard.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 9, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes -
Nays -
Abstained -
Absent -





**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-042
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Blvd.
District: District 1
Applicant: Sang Bank Kim and Sohyang Kim, Owners
Nomination Date: November 4, 2016
Nominated By: Supervisor Eric Mar

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

5351 Geary Blvd. from 1959-2010 (51 years)
5420 Geary Blvd. from 2010 to 2016 (6 years)

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

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

NOTES: NA

DELIVERY DATE TO HPC: November 7, 2016

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 1



City and County of San Francisco

ERIC MAR

Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

November 4, 2016

Re: Joe's Ice Cream's Application to the Legacy Business Registry

I am writing this letter in strong support of Joe's Ice Cream's application to be designated as a Legacy Business. Since 1959, Joe's Ice Cream has served the Richmond District a premier dessert destinations for our neighborhood and one of the community businesses that generations San Francisco residents have supported. I and my family have been regular customers since 1984. For many, Joe's Ice Cream brings back memories of graduation parties, sports team gatherings, birthday celebrations, first dates and many other special occasions.

The story and continued legacy of Joe's Ice Cream is more-than-meets-the-eye with its vintage décor and traditional ice cream flavors. Though 4 generations of families have owned the establishment since its founding, each has added to the character, tradition and legacy of the shop. Joe's Ice Cream was designed as a classic parlor complete with black vinyl stools, classic formica counters and other fixtures which are now signature to the identity 56 year of the business.

Due to a surge in rent, the business relocated to the present location on 18th Avenue/Geary, located just half-a-block from its original location. The current owners, Sean and Alice Kim, have owned the business since 2012 and have continued the legacy of an establishment that is loved ice-cream connoisseurs young and old alike.

Joe's Ice Cream is a gem of the Richmond District. The business also has a stellar record of supporting students, schools and the greater community. From school fundraisers to ice-cream demo's and free ice cream cones for strong academic performance, Joe Ice Cream has been committed to supporting generations of students in the neighborhood. I am proud to nominate Joe's Ice Cream as the Richmond District's next legacy business.

Sincerely,

A handwritten signature in blue ink that reads "ERIC MAR".

Eric Mar
Supervisor District 1

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:
Joel's Ice Cream

BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)
Sohyang Kim Sang Baek Kim

CURRENT BUSINESS ADDRESS:	TELEPHONE:
5420 Geary Blvd. San Francisco, CA 94121	(415) 751-1950
	EMAIL:
	gartz21@hotmail.com

WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.joesicecream.com	www.facebook.com/joes-ice-cream	www.yelp.com/biz/joes-ice-cream-san-francisco

APPLICANT'S NAME	
Sang Baek Kim	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
owner	

APPLICANT'S ADDRESS:	TELEPHONE:
319 18th Ave. San Francisco, CA 94121	(415) 827-4220
	EMAIL:
	gartz21@hotmail.com

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

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

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
5351 Geary Blvd.	94121	1959
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1959-2010	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5420 Geary Blvd.	94121	Start: 2010
		End: Present

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified 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.

Sang Baek Kim

Name (Print):

10/24/2016

Date:



Signature:

Joe's Ice Cream 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 headquarterd location) and the opening dates and locations of all other locations.

In 1959, Joe Politz started Joe's Ice Cream at 5351 Geary Blvd. Joe contributed passionately for the first five years to create the unique aura and characteristics that Joe's Ice Cream maintains to this day. Joe designed the interior in a classical style with black vinyl stools and Formica counters. When he started the business, the place only had an order of about two cans of cream and milk jugs a week. By the time he sold the place in 1964, the order had jumped up to over 20. Joe used the milk cans to create an air of prosperity for Joe's before business began to really pick up. As Joe said, "I save up 40 or 50 of these jugs and put them out in front of the store in the morning. People would come by and say, 'Hey, you must really be doing well to need such a large order!'"

Joe turned a business that was barely getting by into a highly successful institution. He expanded the business by selling sandwiches as well as ice cream.

In 1964, Mike Baum took Joe's over from Joe Politz and managed the shop for 15 years until he retired in 1979 and sold the business.

In 1979, Mutsuhiko Murashige bought Joe's and ran the business with his wife, Aki Murashige, for the next 33 years.

Mutsuhiko Murashige bought Joe's Ice Cream when he immigrated to San Francisco from Japan. Before immigrating to America, Mutsuhiko received a college degree in food science where he learned about frozen refrigeration and how it could change food. When his friend found out about Baum's retirement and mentioned it, Mutsuhiko thought that it was a good opportunity and decided to take Joe's over. Aki, who was raised in Japan and already married to Mutsuhiko, immigrated to the USA in 1979 and started working at Joe's Ice Cream just one month after arriving in San Francisco. Aki helped out by tending the grill and serving up sandwiches and hot dogs. Their son Satsuki, also helped out, starting from when he was a teenager.

Joe's Ice Cream moved from 5351 Geary Blvd. to its current location at 5420 Geary Blvd. due to a significant surge of rent. In 2010, Joe's faced the biggest crisis in its history. With an increase in rent, Mutsuhiko Murashige and his wife Aki Murashige had to decide on whether to close their shop at the corner of 18th Avenue and Geary Boulevard or to move to a new location. They didn't want to see Joe's Ice Cream gone forever out of the neighborhood, so they opted for the latter. Luckily, Mutsuhiko found a vacant space where Joe's Ice cream currently is today, which was just half a block away from the original Joe's Ice Cream.

In 2012, the current owner Sang Bank Kim (known as Sean) and his wife, Sohyang Kim (known as Alice) took Joe's over at its current location when Mr. and Mrs. Murashige retired.

Sean and Alice Kim inherited all of Joe's classical recipes and continued its homemade traditions. They enhanced the homemade style grill menu to further enrich the great family experience. Kim's family moved to the neighborhood a block away from Joe's in 2013, and became actively involved in community activities with their three children.

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

There are no circumstances in which the business ceased operations in San Francisco for more than six months.

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

Joe's has had four separate owners since it was founded in 1959. It's presently a family owned business with husband and wife Sang Bank (Sean) Kim and Sohyang (Alice) Kim as the current owners.

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

In 1959, Joe Politz started Joe's Ice Cream at 5351 Geary Blvd. In 1964, Mike Baum took over and managed the shop for 15 years until he retired and sold the business. In 1979, Mutsuhiko Murashige bought Joe's and ran the business with his wife, Aki Murashige, for the next 33 years. In 2012, the current owner Sang Bank Kim (known as Sean) and his wife, Sohyang Kim (known as Alice) took over Joe's Ice Cream.

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.

A Certificate of Payment of Sales and Use Tax show the period of operation from 6/10/1964 to 5/14/1979 under 2nd owner of Michael & Ida Baum. A Certificate of Release of Buyer and a Business Tax Registration Certificate show the change in ownership of Joe's Ice Cream in 1979. A Bill of Sale and a Business Tax Registration Certificate show the ownership change in 2012.

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.

When Joe's Ice Cream moved to the current location at 5420 Geary Blvd., the interior design was focused on keeping Joe's historical and traditional atmosphere. The original menu boards and the "home-made ice cream" signs were brought to the new location. The original hot fudge warmer and the cone cote dipping machine are still used on the site. The black vinyl stools were moved from the original location, and the Formica counters that are built around the grill carry along the traditional and friendly dining experience.

Criterion 2

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

Joe's has provided a meeting place and social gathering for several generations of local people. Local families gathered at Joe's and share their stories and memories after sports games, school activities and celebration events on weekend and holiday afternoons. Also, Joe's was popular place for first dates for young couples. Since Joe's is the oldest independent ice cream parlor in the Richmond District, Joe's became the traditional place where parents and grandparents brought their children and grandchildren to share their experiences with long-forgotten but classic flavors such as rum raisin, maple nut, black walnut, root beer swirl, etc., which Joe's has kept since 1959.

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

Joe's has always been a destination in the neighborhood for civil rights and political figures. In 2012, Supervisor Eric Mar held a meeting at Joe's Ice Cream to introduce his policy to his constituents. And Supervisor candidate Marjan Philhour held election campaigns at Joe's in 2016.

Every year, Joe's has joined in annual ice cream fundraising event for MYEEP (Mayor's Youth Employment and Education Program), which provides job readiness training, employment opportunities, academic support and personal development to San Francisco youth challenged in their attempt to access employment.

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

Under Mutsuhiko's management, Joe's Ice Cream was selected by SF Weekly as the best ice cream store in San Francisco in 1999, 2000, 2001, 2002 and 2006.

Joe's has been widely referenced in local media outlets such as the San Francisco Chronicle by Sam Whiting, the Richmond Review by Christina Li and SF Weekly by Gary Wolf in 1993. In 2004, Matthew Hirsch and Liam O'Donoghue of the Guardian awarded Joe's the best '50s time warp, meaning the business began in the 1950s and is still going strong and contributing to San Francisco's retro '50s feel.

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

Pulitzer Prize winner T.J. Stiles mentioned Joe's as a favorite neighborhood hangout place in the interview with San Francisco Chronicle. T.J. Stiles won a Pulitzer Prize for his biography of Cornelius Vanderbilt.

Actor and comedian Robin Williams, known for his fast-paced, improvisational performance style and for his performances in films like Good Will Hunting and Dead Poets Society, occasionally visited Joe's and enjoyed its frozen desserts.

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

Joe prided himself on hiring neighborhood kids from broken homes, making sure that they opened bank accounts he could deposit part of their pay into for their families.

Joe's Ice Cream has supported local schools by participating in their fundraising programs, donating the "ice cream tour." On the tour, the owners of Joe's Ice Cream demonstrate how Joe's makes ice cream with their facilities and equipment. People on the tour get to try different flavors. The tour program started with owners Mutsuhiko and Aki Murashige at neighborhood school such as Argonne, Alamo and Lafayette elementary schools. Today it has been extended to more than 15 local schools.

Joe's Ice cream also directly works with the local schools through a family night as another way of fundraising. Local schools, such as Argonne Elementary School, can have a family night in which Joe's Ice Cream gives back 15% of sales to the school. George Washington High School seniors also raise funds for their proms by having an Ice Cream Day at Joe's.

Joe's also helps local schools and educational institutions to motivate their students by Joe's award program. Joe's sets up special account for local schools or educational institutions to award their students with coupons. Students who outperform others or achieve certain goals get coupons as an award, which they bring in to the store for a free ice cream cone.

Thanks to Joe's Ice Cream's longstanding support of the community and steadfast commitment to customer service, Joe's Ice Cream was honored as the 11th Senatorial District Small Business of the Year on November 9, 2013. This award by Senator Mark Leno recognizes Joe's for providing valuable products and services to the people of San Francisco, and applauds it on its long history of community support.

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

The Richmond District is located in the northwest quadrant of San Francisco. The district is bounded on three sides by natural features or green space: the Presidio and Lincoln Park to the north, the Pacific Ocean to the west, Golden Gate Park to the south and Arguello Boulevard to the east.

The Richmond District is one of San Francisco's largest and most varied neighborhoods. Formerly a predominantly Irish-American area, the district has evolved over the last thirty years into a neighborhood where no ethnic group constitutes a majority, although a sustained influx of Chinese immigrants has given many parts of the neighborhood a heavily Asian influence.

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

Joe's still keeps the San Francisco's retro '50s atmosphere which include the original wooden menu board, several original product signs, the original hot fudge warmer, the cone cote dipping machine, black vinyl stools around the Formica counters. Thanks to these characteristics, Joe's was awarded the best '50s time warp by the Guardian in 2004.

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

If the business were to be sold, relocated or shut down, the community would lose a unique and long standing element of Richmond District. Joe's has been serving the Richmond community for over 57 years. During that time, Joe's had to close for relocation once. During the closure, locals expressed loss and frustration even though Joe's opened several weeks later at their current location (5420 Geary Blvd.) right across the street from the original location (5351 Geary Blvd.). Another ice cream store that moved into the neighborhood did not fare as well as Joe's.

Criterion 3

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

Joe's has been serving the Richmond community for over 57 years. Joe's has provided a meeting place and social gathering for several generations of local residents. Local families gather at Joe's, and the business is a popular location for dates. Since Joe's is the oldest independent ice cream parlor in the Richmond District, it has become the traditional go-to place for families.

An important feature that defines the character of Joe's Ice Cream are the multitude of traditional and unique flavors. Joe Politz introduced a new ice cream flavor every day. He was the first person to introduce bubble gum ice cream into the neighborhood. One day Joe spotted some man needed to sell the left over big gumballs that are put in gumball machines and wanted to help him. So Joe ended up buying 100 pounds of them. He didn't know what to do with those gumballs, so he decided to make bubble gum ice cream.

Mutsuhiko kept the same classic ice cream recipes the original Joe had made since the 1950s. In addition to the classics that Joe had introduced – such as rum raisin, black walnut, butter brickle, and root beer swirl – Mutsuhiko added new Asian-inspired flavors such as green tea, Thai tea, ginger, mango and wasabi. Mutsuhiko made all the ice cream himself the same way it had always been done.

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)

Joe's still keep the same recipes from Joe Politz, serving over 40 flavors and making ice cream on site. Joe's Ice Cream continues to serve Joe's Its-It and chocolate coated bananas, as well as Joe's long forgotten but classic flavors such as bubble gum, rum raisin, maple nut, black walnut and root beer swirl.

The current owners maintain the tradition started by Joe Politz of strongly supporting the local community. The owners frequently hire local students as the mean of supporting them financially and providing them with real life job experience. Also, Joe's supports local schools and other educational institutions by encouraging young people to achieve their goals by establishing award programs that provide ice cream treats to motivate the children. Sean and Alice Kim's efforts to contribute to the community also include tours of its facilities that benefit local schools that sell the tours as fundraisers. Every year, Joe's has sent out invitation letters to over 15 local schools to join the tour program. As another way of supporting local schools, Joe's holds the family night event, and donates some portion of the sales from that event to the participating school.

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.). Does the building occupied by the business relate to the immediate neighborhood?

Joe's still keep same recipe from Joe Politz, serving over 40 flavors and making ice cream on site. Joe's keeps serving Joe's Its-It and chocolate coated banana as well as Joe's long forgotten but classic flavors. Joe's still keeps the San Francisco's retro '50s atmosphere which include the original wooden menu board, several original product signs, the original hot fudge warmer, the cone cone dipping machine and black vinyl stools around the Formica counters.

Because of Joe's Ice Cream's traditional and classic atmosphere, it was used as a movie set in 2014. The filmmaker was looking for an antique ice cream parlor and thought Joe's was a perfect setting for the film.

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.

The current owner has kept, and intends to keep, the original recipe, same flavors and the same process and method of making and serving ice cream, as well as the interior and exterior of the business site.

STATE OF CALIFORNIA
STATE BOARD OF EQUALIZATION
DEPARTMENT OF BUSINESS TAXES

Certificate of Payment of Sales and Use Tax

(Sections 6811 and 6812 Revenue and Taxation Code)

Please refer to account number
in all correspondence.

Name of Seller Michael & Ida Baum Account No. SR EH 19-173050

Address 5351 Geary Blvd.
S. F. Ca.

Period of Operation—From 6/10/1964 to 5/14/1979
(Both dates inclusive)

The State Board of Equalization does hereby certify that its records disclose as of this date, that no taxes, interest, or penalties accruing under the provisions of the California Sales and Use Tax Law and, where applicable, Uniform Local Sales and Use Tax Ordinances and Transit District Transactions (Sales) and Use Tax Ordinances are due from the above-named seller for the period of operation set forth above; and that there is no requirement that any purchaser or purchasers withhold any amount for payment of such taxes, interest, or penalties from the purchase price paid or to be paid to said seller for his business or stock of goods.

This certificate is given solely for the protection of the purchaser or purchasers of the business or stock of goods and does not release the seller from any taxes, interest, or penalties.

Dated at San Francisco, Ca.

this 25th day of May 19 79

STATE BOARD OF EQUALIZATION

By W. Lebett

For District EH

- Purchaser (See Reverse)
- Seller
- Escrow Holder
- Hq. Collection Unit

Escrow Number - 258-4901
Escrow Officer - Wold

STATE OF CALIFORNIA
EMPLOYMENT DEVELOPMENT DEPARTMENT

Tax Administrator
Employment Development Dept.
Employment Tax Division
P. O. Box 6879 (801 Turk Street)
San Francisco, California 94101

CERTIFICATE OF RELEASE OF BUYER

(Section 1733 Unemployment Insurance Code)

SELLER

Account Number - 169-9990-6
Michael & Ida Baum dba
Joe's Ice Cream
5351 Geary Blvd.
San Francisco, CA

BUYER

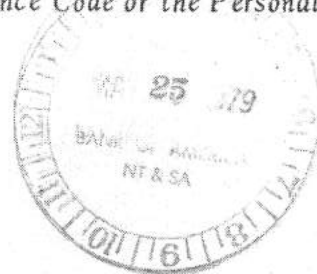
Account Number - None
Mutsuhiko Murashige

The Employment Development Department does hereby release the buyer of the business of the above-named seller of liability for any unpaid contributions, penalty and interest due pursuant to the Unemployment Insurance Code and any liability for State income taxes required to be withheld pursuant to Section 18806 of the Revenue and Taxation Code, penalty and interest thereon, for all periods to and including May 16, 1979.

This certificate is given solely for the protection of the buyer and does not release the above-named seller from any obligation imposed by the Unemployment Insurance Code or the Personal Income Tax Law.

Dated at San Francisco, ETDO 798

this 25th day of May 1979.



EMPLOYMENT DEVELOPMENT DEPARTMENT

By Helen Lam (for)
Tax Administrator/Auditor-in-Charge

San Francisco, ETDO 798 Employment Tax District Office

Mail to Business

Phone 751-1950

All papers will be mailed to address you designate in this box.

COUNTY CLERK'S FILING STAMP

ENDORSED

FILED

MAY 9 1979

CARL M. OLSEN, Clerk
P. W. MURPHY
Deputy Clerk

Fictitious Business Name Statement

The following person (persons) is (are) doing business as:

JOE'S ICE CREAM

at (*) 5351 Geary Blvd. San Francisco, CA 94121
FICTITIOUS BUSINESS NAME
BUSINESS ADDRESS

1 (**) Mutsumiko Murashige
FULL NAME—TYPE/PRINT
2563-41st Ave.
RESIDENCE ADDRESS
San Francisco, CA 94116
CITY

2 Aki Murashige
FULL NAME—TYPE/PRINT
2563-41st Ave.
RESIDENCE ADDRESS
San Francisco, CA 94116
CITY

3 _____
FULL NAME—TYPE/PRINT

RESIDENCE ADDRESS

CITY

4 _____
FULL NAME—TYPE/PRINT

RESIDENCE ADDRESS

CITY

(* * *) This business is conducted by Co-Partners
INDIVIDUAL, CO-PARTNERS, CORPORATION, LIMITED PARTNERSHIP, BUSINESS TRUST, ETC.

Signed Mutsumiko Murashige Type or print signature _____

This statement was filed with the County Clerk of the City and County of San Francisco, California, on the date indicated by file stamp above.

Certification


I hereby certify that the foregoing is a correct copy of the original on file in my office.

38177

File No. _____
Statutory Filing Fee — \$10.00
Submit Original and all 3 Copies

By CARL M. OLSEN
COUNTY CLERK

P. W. MURPHY
DEPUTY



TO BE PUBLISHED IN

SEE REVERSE SIDE FOR INSTRUCTIONS

Statement expires 5 years from December 31 of year in which filed and must be Renewed then with a new Statement.

SAN FRANCISCO
BANNER

419 PRESIDIO AVE., SAN FRANCISCO • 922-2780

Mailing address:

P.O. BOX 18245, SAN FRANCISCO, CA 94118

Weekly Since 1893

BILL OF SALE

Escrow No.: 12-8121565-LC

For a valuable consideration paid and received **MUTSUHIKO MURASHIGE and AKI MURASHIGE**

hereby sells and conveys to **JOE'S ICE CREAM, LLC**


his executors, administrators and assigns the following property:

The tangible and intangible assets described as FURNITURE, FIXTURES & EQUIPMENT, LEASE VALUE, GOODWILL, LEASEHOLD IMPROVEMENTS, and COVENANT NOT TO COMPETE of that certain ICE CREAM PARLOR and RESTAURANT business known as "JOE'S ICE CREAM" located at 5420 GEARY BLVD., SAN FRANCISCO, CALIFORNIA.

Sellers for his heirs, executors and administrators, covenants and agrees to warrant and defend this sale of said property, goods, and chattels, against all and every person and persons claiming the same.

CLOSE OF ESCROW DATE: April 4, 2012


MUTSUHIKO MURASHIGE


AKI MURASHIGE

READ AND APPROVED:

JOE'S ICE CREAM, LLC

BY: SANG BAEK KIM, PRESIDENT

BILL OF SALE

Escrow No.: 12-8121565-LC

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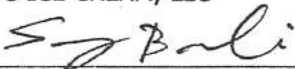
CLOSE OF ESCROW DATE: April 4, 2012

MUTSUHIKO MURASHIGE

AKI MURASHIGE

READ AND APPROVED:

JOE'S ICE CREAM, LLC



BY: SANG BAEK KIM, PRESIDENT

BUSINESS TAX REGISTRATION CERTIFICATE

CITY AND COUNTY OF SAN FRANCISCO

ACCOUNT NO.	LOC.	CLASS	CLASSIFICATION DESCRIPTION	EFFECTIVE DATE
117795	000	08	RETAIL	05/15/79
BUSINESS NAME			BUSINESS LOCATION	
JOES ICE CREAM			531 GEARY BL	

OWNER MURASHIGE MUTSUHIK
DBA JOES ICE CREAM
CARE OF
MAILING ADDRESS
CITY-STATE 2563 41ST AV
SAN FRANCISCO CA

94116

DATE ISSUED 05/31/79

THAD BROWN
TAX COLLECTOR



1847

EDP FORM TC-03 8-75 REVISED

NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS-107 CITY HALL, SAN FRANCISCO, 94102-READ REVERSE SIDE

BUSINESS REGISTRATION CERTIFICATE FY 2010-11

02-28-2011

06-30-2011

CERTIFICATE NO. 117795	LOC 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME JOE'S ICE CREAM		BUSINESS LOCATION 5351 GEARY BLVD	

TAXPAYER'S SIGNATURE: _____

01-25-2010

DATE ISSUED:

OWNERSHIP MURASHIGE MUTSUHIKO
 DBA JOE'S ICE CREAM
 MAILING ADDRESS 5351 GEARY BL
 CITY - STATE SAN FRANCISCO CA 94121-2322

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P.O. BOX 7425, SAN FRANCISCO, 94120 - 7425

81010 10209 (REV 10/2008)

BUSINESS REGISTRATION CERTIFICATE FY 2011-12

05-31-2012

06-30-2012

CERTIFICATE NO. 117795	LOC 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME JOE'S ICE CREAM		BUSINESS LOCATION 5420 GEARY BL	

TAXPAYER'S SIGNATURE: _____

DATE ISSUED: 05-24-2011

OWNERSHIP MURASHIGE MUTSUHIKO
 DBA JOE'S ICE CREAM
 MAILING ADDRESS 5420 GEARY BL
 CITY - STATE SAN FRANCISCO CA 94121-2307

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

MUST BE POSTED CONSPICUOUSLY AT THE BUSINESS LOCATION

READ REVERSE SIDE. NOTIFY THE TAX COLLECTOR IN WRITING OF ANY CHANGE IN OWNERSHIP OR ADDRESS - P.O. BOX 7425, SAN FRANCISCO, 94120 - 7425

11/2008 ADP 95001 7/08

BUSINESS REGISTRATION CERTIFICATE

ISSUE DATE
04-10-2012

EXPIRATION DATE
06-30-2012

CERTIFICATE 467766	LOC 001	CLASS 08	CLASSIFICATION DESCRIPTION RETAIL SALES
BUSINESS NAME (DBA) JOE'S ICE CREAM		BUSINESS LOCATION 5420 GEARY BLVD	
OWNERSHIP JOE'S ICE CREAM LLC		TAX PAYER SIGNATURE	

FY 2011-12

SANG KIM
5420 GEARY BOULEVARD
SAN FRANCISCO CA 94121-

George W. Putris

GEORGE W. PUTRIS
TAX ADMINISTRATOR

CITY AND COUNTY OF SAN FRANCISCO - OFFICE OF THE TREASURER & TAX COLLECTOR

POST CLEARLY VISIBLE AT THIS BUSINESS LOCATION



JOE'S ICE CREAM



06/24/2012







HOT FUDGE

**CONE DIP
COATING**



SUNDAES
 LARGE 7.05
 SMALL 5.25
 BANANA SPLIT 9.45

SHAKES 5.25
FLOAT 4.60 PLUS TAX

BANANA
 Bubble Gum
 CAFFERIO
 Chocolate
 Chocolate Chip
 Chocolate Chip Mint
 Chocolate Fudge
 COCONUT
 COOKIE N' CREAM
 COOKIE DOUGH
 COFFEE

COFFEE CRUNCH
 DULCE DE LECHE
 EARL GREY
 GINGER
 GREEN TEA
 Irish Coffee
 MANGO
 Maple Nut
 MINT OREO
 Mocha Chip
 MOCHA FUDGE
 WASABI

PEANUT BUTTER CHOC
 Peppermint Stick
 Pistachio Nut
 Raspberry Cheese Ck
 Rocky Road
 Root Beer Swirl
 Rum Raisin
 SALTED CARAMEL
 STRAWBERRY
 THAI TEA
 Toasted Almond
 VANILLA

CONES
 JUNIOR 2.55
 SINGLE 3.10
 SMALL 5.15
 TRIPLE 6.70
EXTRAS
 NO SUGAR Nuts Whip Cream .50
 CHOCOLATE DIPPED CONES
 SINGLE DOUBLE

CHOCOLATE COATED BANANAS 2.10
JOE'S "IT" 3.50
 A FROZEN TREAT

Sherbets
 LIME
 Orange
 Pineapple
 Rainbow
 SORBET
 MANGO
 YUZU
FLAVOR OF THE MONTH
 PUMPKIN



WE RESERVE THE RIGHT TO REFUSE SERVICE TO ANYONE



OUR HAND PACKED ICE CREAM SOLD BY WEIGHT

HALF PINTS
8 OZ.
4.90

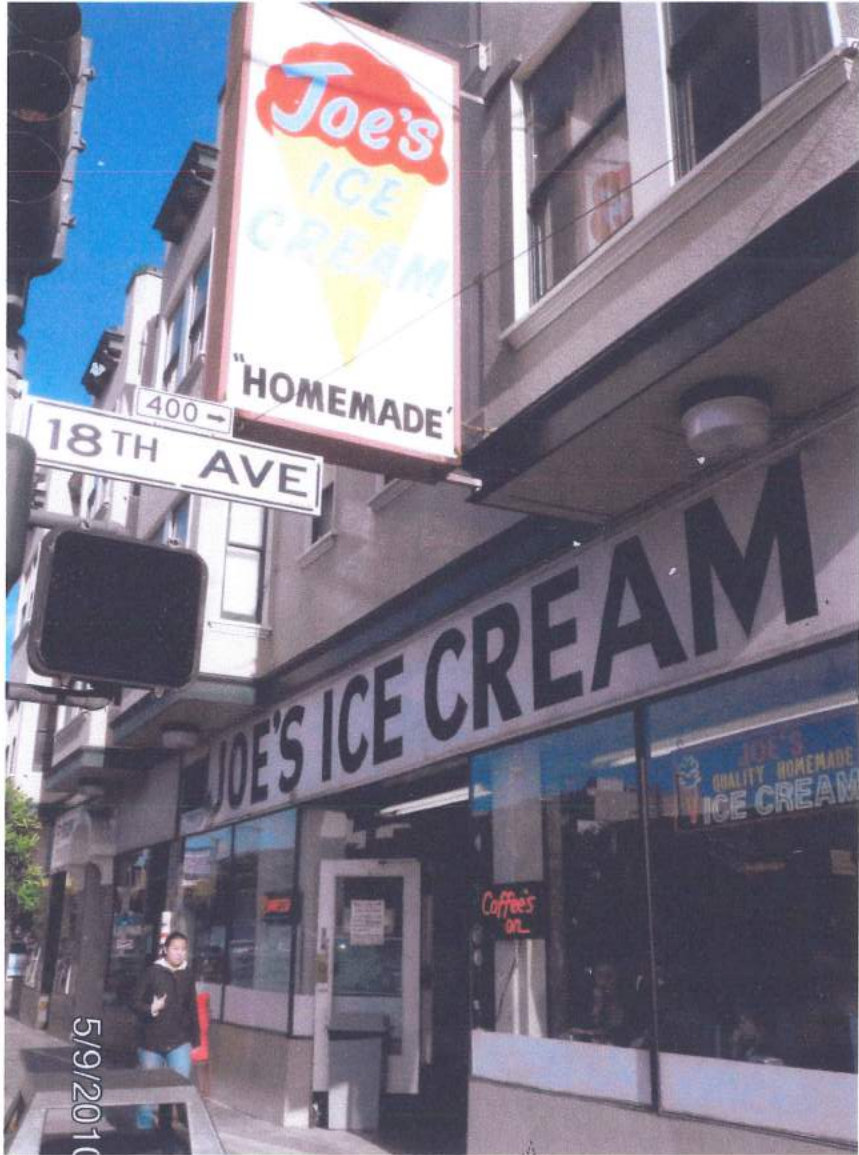
PINTS
12 OZ.
6.35

QUARTS
1 1/2 LBS.
10.05

HALF GALLONS
3 LBS.
15.75

Please be informed that





Original Location Exterior Photo – Joe's Ice Cream at 5351 Geary Blvd on 05/09/2010



Original Location Exterior Photo – Joe's Ice Cream at 5351 Geary Blvd on 05/09/2010



Original Location Interior Photo – Joe's Ice Cream at 5351 Geary Blvd on 05/09/2010



Current Location Exterior Photo – Joe's Ice Cream at 5420 Geary Blvd on 05/25/2010



Current Location Interior Photo – Joe's Ice Cream at 5420 Geary Blvd on 05/28/2010

Lafayette Elementary School's 9th Annual Auction

Item Number: 375

A Tour of Joe's Ice Cream for 3-7 kids

Go behind the scenes and see how ice cream is made at Joe's, a Richmond treat since 1959. After the tour, each child will enjoy a junior scoop of ice cream. Yum!

Category: WOW!

Value: \$100.00

Donor: Joe's Ice Cream

Donor Contact: 5420 Geary Blvd San Francisco, CA
phone:415-751-1950
email:allie4073@hotmail.com

Expires: 2016-03-31

Restrictions: Need to schedule in advance

Authorized Signature: _____

**Ice Cream Tour for Local School– Joe's Ice Cream at
5420 Geary Blvd on 03/31/2016**



ARGONNE
FRIENDS & FAMILY
at JOES ICE CREAM

Celebrate the end of summer session
and fuel up for the Argonne Walkathon
with ice cream & dinner from the grill
at Joe's Ice Cream on Geary

Thursday July 28th
2pm-8pm

20% of sales
go back to
Argonne

Thanks
to the
PTO

**Host Family Night Event and Support for Local School –
Joe's Ice Cream at 5420 Geary Blvd on 07/28/2016**



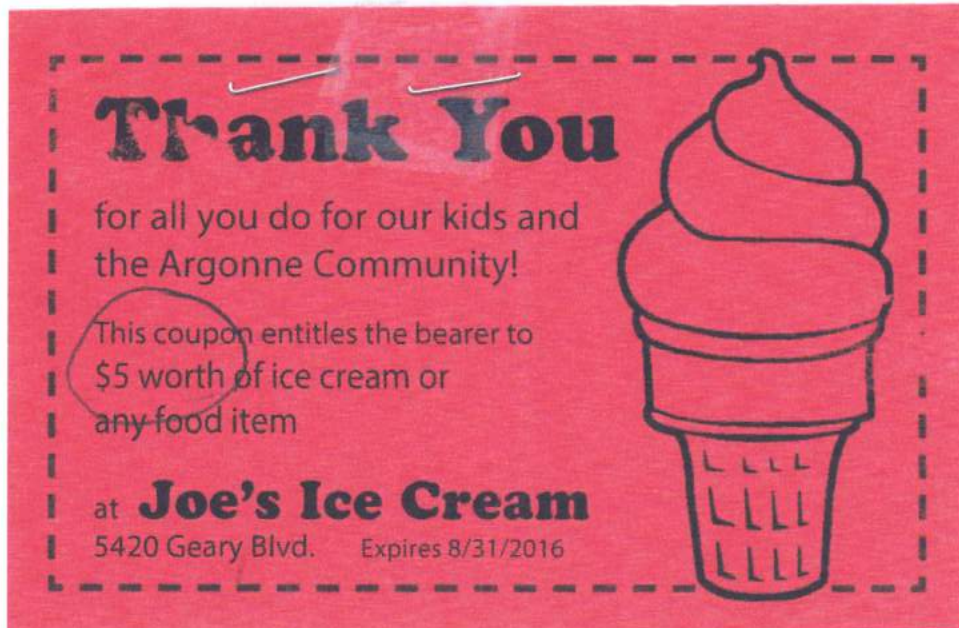
Ice Cream Tour for Local School– Joe's Ice Cream at 5420 Geary Blvd on 07/29/2016



Ice Cream Tour for Local School– Joe's Ice Cream at 5420 Geary Blvd on 07/08/2016



**Award Program for Local School – Joe's Ice Cream
at 5420 Geary Blvd on 2015**



**Award Program for Local School – Joe's Ice Cream
at 5420 Geary Blvd on 2016**

ICE CREAM FUNDRAISER



Buy Ice Cream at any of the locations below on July 29th and the proceeds will support educational scholarships and leadership retreats for high school youth in San Francisco!



**FRIDAY
JULY 29TH
2016**



LOCATIONS:

MITCHELL'S ICE CREAM
(688 San Jose Ave. - 11am-11pm)

JOE'S ICE CREAM
(5420 Geary Blvd. - 11am-11pm)

SWICH
(2045 Irving St. - 12pm-9pm)

More locations to come!

FOR MORE INFORMATION CONTACT INFO@MYEFP.ORG OR (415) 232-7944

**Support Community Fundraise – Joe's Ice Cream at
5420 Geary Blvd on 07/29/2016**



Filming Movie at Joe – Joe's Ice Cream at 5420 Geary Blvd on 10/07/2014



Host Navy Band Performance— Joe's Ice Cream at 5420 Geary Blvd on 10/07/2016



Host Navy Band Performance— Joe's Ice Cream at 5420 Geary Blvd on 10/07/2016

SF Weekly

May 18-24, 1999 \$4.95

Y2K? OK! Your ultimate guide to millennium survival

Volume 18, Number 15



Best All-American Ice Cream

Joe's Homemade Ice Cream
5351 Geary (at 18th Avenue),
751-1950

There's been an ice cream parlor on this corner since the end of World War II, though Joe, the original owner, hasn't been around since the 1970s. But the atmosphere and homemade ice cream recipes are exactly the same: Mutsuhiko Murashige has been replicating both for more than 20 years now. (The Japanese immigrant decided to stick with the name "Joe's" since that's what the regulars at the lunch counter were used to, and "Mutsuhiko's" is hard to say with a mouthful of hot fudge.)

Mutsuhiko makes the ice cream himself, in a little glassed-in room where patrons can watch him churn the cold treat. His wife tends the grill, serving up daily "blue plate" specials, like meatloaf and mashed potatoes for four bucks. But the ice cream is what keeps people coming: Mutsuhiko stocks 50 flavors in the coolers, including classics like Rum Raisin and Peppermint Stick, which were popular in the 1940s but are now mostly forgotten, plus Root Beer Swirl, Bubblegum, and Butter Brickle. On holidays, look for eggnog or pumpkin ice cream — in fact the latter became so popular that Mutsuhiko now makes it year round.

Best Of San Francisco
1999

SE WEEKLY

May 17 - 23, 2000



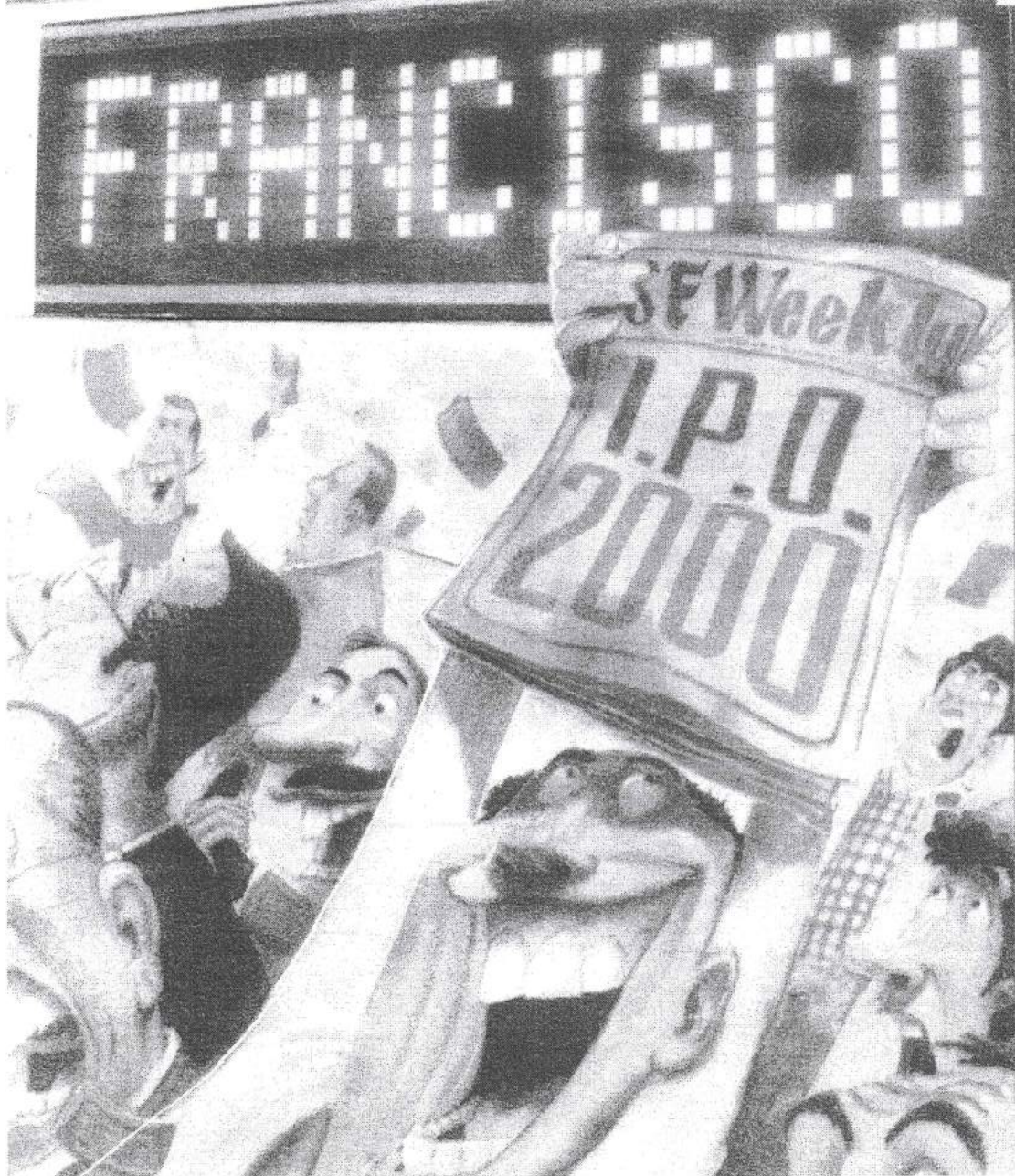
Best Ice Cream

Joe's Ice Cream
5351 Geary (at 18th Street),
751-1950

Mutsuhiko Murashige has mastered all



the standards of the all-American treat while adding a few improvements of his own. At Joe's, one can indulge in a green tea sundae of two scoops of adzuki bean ice cream. Murashige immigrated to San Francisco from Japan and bought the little Richmond District ice cream parlor that had been selling cones since World War II. He didn't change the name because Joe's was easy for customers to remember and pronounce. But Murashige did challenge their taste buds, offering 50 very distinct and different homemade flavors. In a small glass booth, Murashige churns the ice cream himself. His teenage son helps out as the soda jerk, while his wife tends the grill, serving up daily specials from meatloaf to a curry chicken rice bowl. Murashige offers the very newest in fusion flavors and some of the oldest. His ice cream parlor is like a museum where you can not only touch, but eat, the displays. Long-forgotten but classic flavors, like rum raisin, butter brickle, and root beer swirl, are made fresh daily; the recipes were passed down by Joe's previous owners. Murashige also makes seasonal favorites, like pumpkin and mango ice cream. And as simple as it may sound, chocolate chip is highly recommended. Most important, the scoops are generous.



SF

WEEKLY



Best Ice Cream

Joe's Ice Cream

5351 Geary (at 18th Avenue), 751-11

Get your scoops of 42 homemade flavors while you can, as a non-renewable lease may force the Murashige family from the popular Richmond District ice cream parlor and grill that has been a landmark on the corner of Geary and 18th since World War II. Mutsuhiko Murashige bought Joe's when he immigrated to San Francisco from Japan in the late 1970s, preserving the original recipes of now long-forgotten but classic flavors like rum raisin, butter brickle, and beer swirl. Murashige, who makes all the ice cream himself on site in a glass booth open to everyone to see, also added some of his own Asian-inspired flavors. His wife, Al, cooks at home the azuki beans that Murashige uses in the ice cream.

Beginning in 1945, the parlor was the original Bud's Ice Cream, until Bud's relocated and Joe took over in 1959. When Murashige bought the store in 1979, he decided to keep the name "Joe's."

The real Joe is still alive and stops by occasionally for a cone. Murashige and his wife hope to relocate somewhere else in the Richmond District when their lease expires next year and continue serving homemade flavors - like fresh mango in the summer, pumpkin in the fall - until they are ready to retire. But they may have to quit sooner.

SF

WEEKLY

May 15 - 21, 2002

FREE

Volume 21, Number 15

sfweekly.com

Best of SAN FRANCISCO 2002

Best Ice Cream

Joe's Ice Cream

5351 Geary (at 18th Avenue)
(415) 751-1950

There is reason to rejoice in these difficult times. As topsy-turvy as the world may be, one thing is certain: You can count on the ice cream at Joe's to comfort the taste buds and soothe the soul. The recipes and homemade blending techniques have gone unchanged for the better part of a half century. And it will continue to be so, despite the recent threat that Joe's would lose its lease. Some last-ditch negotiation and a souring economy saved this Richmond District landmark from being turned into an upscale restaurant.

"We were lucky. The restaurant people backed off and we could stay," says longtime owner Mutsuhiko Murashige, who bought Joe's in 1979 when he emigrated from Japan and who has kept the same classic ice cream recipes the original man named Joe had made since the 1950s.

Unlike that other local family-run ice cream landmark, Mitchell's, which has diverted into the overladen, overly sweet Ben & Jerry's model, Joe's flavors maintain a refreshing simplicity. In addition to the classics like black walnut, lemon chiffon, butter brickle, and root beer swirl, Murashige has added Asian-inspired flavors such as Thai tea, ginger, and mango. But he makes it all himself, in the same way it has always been done. The lease reprieve aside, however, all good things must come to an end.

"The time is coming to retire," says Murashige, who will be 62 and will have logged three decades of running Joe's when his new five-year lease expires.

"I want to pass it on. I want to find someone with youthful energy for Joe's Ice Cream, who understands that we've become unique by staying the same." Amen.

*F*ALL IN LOVE WITH THE CITY
... AGAIN

SF

WEEKLY



BEST OF 2006
SAN FRANCISCO®
LOSE YOURSELF IN THE CITY

BEST ICE CREAM

Joe's Ice Cream

5351 Geary (at 18th Avenue), 751-1950

Ice cream — like burritos, pizza, and burgers — has its partisans. Some like it sweet, some like it creamy, and some like it not at all (freaks). In the sweet camp you'll find supporters of the Mission District's venerable Mitchell's, which we like well enough when we're at that end of town. But we're more firmly ensconced in the creamy camp, and for that there's no better place than Joe's Ice Cream in the Richmond District. The somewhat grungy stools-and-counter-style diner has a great back story — the owners, Mutsuhiko and Aki Murashige, bought it in 1979 and still stand behind the counter — but the front-page news is the cold stuff. In addition to banana splits, shakes, Joe's Its (homemade versions of the Its-It ice cream sandwich), chocolate-dipped bananas, frozen yogurt, sandwiches, and burgers, the Murashiges make ice cream right there in the shop in an array of flavors to make your mouth water. Beyond the traditional choices and the local favorites (pumpkin, rainbow sherbet, peanut butter chocolate), there are several mavericks, among them blueberry cheesecake (tangy), Thai iced tea (surprisingly smooth), and the shining star, green tea, a vivid and velvety concoction that makes the perfect follow-up to dim sum or sushi. Get a quart hand-packed for \$8 or a half-gallon for \$12 — and don't forget that Joe's takes only cash.

BEST OF 2006
SAN FRANCISCO®
LOSE YOURSELF IN THE CITY



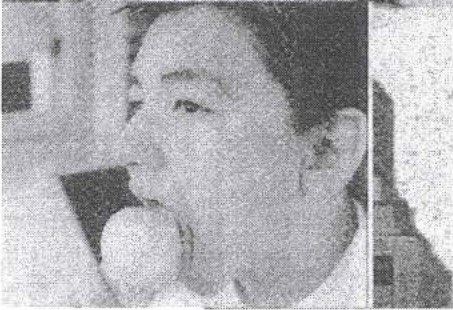
May 17 - 23, 2006

FREE

Volume 25, Number 18

sfweekly.com

GUARDIAN



THE NATION'S ORIGINAL
26TH ANNUAL
BEST OF THE BAY

Best 1950s Time Warp

Saunter into **Joe's Ice Cream and Cafe**, order a giant-size scoop of homemade ice cream, and take a seat in one of the cracked red leather booths by the window. What with the vintage American diner trappings and the view of the Alexandria's retro marquee, you'll swear you've gone back in time. A lot of diners in the city go for that retro '50s feel — Mel's and Fog City Diner come to mind — but who wants to pay \$12 for a greasy hamburger served up by a surly 19-year-old who's had to listen to "Rock around the Clock" one time too many when you can soak up a slice of genuine San Francisco '50s history at Joe's? Neither the menu nor the interior of the place has changed much since Joe opened up the place in 1959, but a few Asian-style flavors, like green tea , have crept on to the ice-cream menu. Ice-cream traditionalists, however, will be happy to find old-school flavors like , peppermint stick, and fudge ripple among newfangled selections like cookies and cream. 5351 Geary, S.F. (415) 751-1950.



Joe Politz



Articles | Events | Photos | Video | Neighborhoods | People | Places | Message Boards | Shop | Resources

Joe Politz

The "Joe" of Joe's Ice Cream owned the Richmond district creamery less than five of its 57 years of business, but had perhaps the biggest influence.

Joe Politz put in the black vinyl stools and the formica counters; he expanded the business by selling sandwiches, and turned a business that was barely getting by into a highly successful institution. We chatted with Joe on the phone and found it was no problem to get him started on his tenure at Joe's Ice Cream.

"It was called Jay's when I bought it around 1960. I was just 23 years old at the time. The place only had an order of like two cans of cream—big milk jugs ---a week. By the time I sold the place in 1964 we were getting over 20."

Joe used the milk cans to create an air of prosperity with the business before it actually got in the black. "I save up 40 or 50 of these jugs and put them out in front of the store in the morning. People would come by and say, "Hey, you must really be doing well to need such a large order!"

He modified a black Volkswagen Bug to promote the business, attaching a huge ice cream cone to the roof and taking out the front seat to deliver orders to restaurants. "We did really well selling spumoni to Italian restaurants."

Other promotions included a new ice cream flavor every day. "I think I was the first to invent bubble gum ice cream. Some guy wasn't selling these big gumballs for use in gumball machines and I ended up buying like 100 pounds of them. And I said, "What the heck am I going to do with these?" His inventiveness also created a true watermelon sherbet—complete with black seeds! "It took off," he laughed.

Joe prided himself on hiring neighborhood kids from broken homes, making sure they opened bank accounts that he'd deposit part of their pay into for their families. He recalled taking the staff out to Sunday meals at the "Flying Saucer" restaurant a few blocks down Geary. He remembered Herman's Delicatessen, and when the donut shop across the street was "Stanley's Stationary".

Joe sold the store to Mike and Ida Baum and ran D&M Liquors on Fillmore Street for 35 years before retiring in September 2001. He's happy the current owners, Aki and Mutsuhiko Murashige, have a new five-year lease and that the tradition continues. "I just had a lot of fun there."

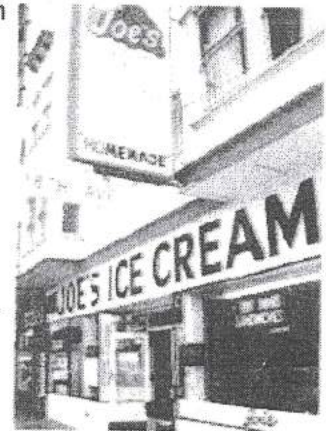


Image credits: 1) Joe's Ice Cream, 18th Avenue and Geary Boulevard, October 2001, (WNP photo).

Contribute your own stories about western neighborhoods people!

Page launched 11/04/02

SFGATE <http://www.sfgate.com/magazine/article/From-Joe-s-to-Joe-s-Taking-a-good-look-at-that-2890337.php>

From Joe's to Joe's / Taking a good look at that old-time stretch of Geary

By Sam Whiting Published 4:00 am, Sunday, August 12, 2001

ADVERTISEMENT



Chronicle / Deanne Fitzmaurice

IMAGE 1 OF 3

Customer Eileen McCauley has a hot dog and a laugh with owner, Aki Murashige at the counter of Joe's Ice Cream shop on San Francisco's Geary Street. CHRONICLE PHOTO BY DEANNE FITZMAURICE

There isn't a Joe at Joe's Ice Cream or Joe's Pharmacy, and there isn't a Jeff at Jeff's Jeans. Einer sold his diner, and the other owners have changed. But nothing else has. Throw in Rick's Barber Shop and Dave Sullivan's Sport Shop and the two blocks between Joe's and Joe's may have San Francisco's thickest density of old-fashioned stores named for the men who opened them.

For nostalgia-phobes, this won't be reason enough for a trip out to the fog between 18th and 16th avenues, but the hot dogs at Joe's Ice Cream will be. They are the reason Eileen McCauley comes in from out by the ocean to take a center stool among the 10 that face the rotated-air oven where the dogs are cooked to crisp perfection.

"They are very nice people and it's a very clean place and I like the hot dogs," says McCauley, who has been coming to Joe's "for too long," she says. "Before these people were the owners."

That takes it back to before 1979, when Aki and Mutsuhiko Murashige bought it from Mike and Ida Baum, who ran it for 10 years without changing the name. They bought it from Joe Politz, who did change it from Jay's Ice Cream.

Aki works the grill at Joe's. Mutsuhiko makes the ice cream. Their son Satsuki, 21, scoops it. Politz, who now owns D&M (Dad and Mom) Liquors on Fillmore and Sacramento, comes by to make sure the Formica is still on the counters, and the worn black

vinyl on the stools.

ADVERTISEMENT

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"They haven't changed a thing," he says, noting that the pink wall phone has no dial. "I put that in in 1960, God help us," says Politz. "You can't dial out. That's why I put it in."

Next door to Joe's is Rick's Barber Shop, a two-chair affair that has a "grand opening" banner out front. "We put it up nine years ago. It's working," says Rick Velasco, administering a buzz cut to a fellow while a woman in the next chair gets the identical cut.

Rick's is brand-new compared to Dave Sullivan's Sport Shop a few abandoned storefronts away. Dave is retired but his son Greg runs the store. Asked how long it has been there he says "59 years," as if that were no big deal. He considers it much more important that Dave Sullivan's was the first store in the city to specialize in the unusual combination of fishing tackle and ski equipment.

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Framed on the wall are 49er jerseys signed by quarterbacks Joe Montana and John Brodie. But if the store has been there 59 years, where are Y.A. Tittle's and Frankie Albert's jerseys?

"Now you're going way back," he says.

On the corner of 17th Avenue is a Royal Ground Coffee and inside a mural shows a cable car wending down a hill. Only on close inspection does it show a Royal Ground on every corner, probably a slap at Starbucks since the mural was just painted this year.

An older mural, and one without irony or reference to retail culture, is at the Russian Renaissance restaurant across 17th and two doors up. A series of wall paintings tell the history of Russia in snowy scenes with sleighs and Cossack hats. It took Sergei Smirnoff 10 years to paint and has been there since 1965.

Jeff's Jeans was named for Jeff Morris, son of Mervin Morris. Mervin already had a store named after himself, misspelled as Mervyn's. That chain has outlasted Jeff's, which grew to about 12 stores before shrinking back to just the original.

Anyone who likes the white, Saarinen-esque molded plastic seats in Jeff's Jeans will love the interior of Joe's Pharmacy on the opposite corner of 16th. There's an Rx sign with a mortar and pestle over the door, and inside the walls have those daisy designs popular in the mid-'60s.

This is exactly how Joe Rotenberg left it when he retired and sold the business to Tony Bastian in 1985.

Joe's is the opposite of Walgreens. Joe's doesn't sell magazines or cameras or boom boxes. Everything on the shelves is pharmaceutical and there isn't much of it. A stick of deodorant has three inches of empty space around it.

Bastian himself can be seen behind the counter mixing up the medicine, calling his customers by first name. The scene would be timeless if he were wearing a white smock with buttons up the neck.

From Joe's Pharmacy, there's nothing worth crossing to the north side of Geary for, unless you're in the market for an eye-opener. The red neon above the door at McKenzie's says "open from 6 a.m."

"Cabdrivers have to go someplace when they get off too," explains the morning bartender.

Otherwise, stay on the south side, turn around and walk two blocks back for a toasted almond cone at Joe's Ice Cream. After 41 years, this Joe's is down to its last. The building has been sold and Murashige says he has to be out in 11 months.

He is looking for another space but it won't be the same Joe's without the original counter and stools, and this old-time stretch of Geary won't be the same without Joe's Ice Cream and Joe's Pharmacy as bookends.

The two blocks of Geary Boulevard between 18th and 16th avenues may have more shops with men's names than any other strip in the city:

Joe's Ice Cream: 5351 Geary Blvd.; (415) 751-1950.

Rick's Barber Shop: 5349 Geary; 668-7670.

Royal Ground Coffee: 5301 Geary; 751-5282.

Russian Renaissance Restaurant: 5241 Geary; 752-8558.

Jeff's Jeans: 5201 Geary; 221-1802.

Joe's Pharmacy: 5199 Geary; 751-2326.

McKenzie's: 5320 Geary; 379-6814.

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HEARST

Beloved ice cream shop re-opens at new locale

by Christina Li

The sign listing its 42 homemade flavors continues to hang in back of the ice cream counter and the familiar old-fashioned black stools still remain in the parlor, but there is something noticeably different with the well-known Joe's Ice Cream.

With an increase in rent, Mutsuhiko Murashige and his wife Aki Murashige, the owners of Joe's Ice Cream, had to decide on whether to close their shop at the corner of 18th Avenue and Geary Boulevard or to move to a new location - they opted for the latter.

Aki said she and her husband's first goal was to find a space for their shop in the Richmond District.

"I didn't want to see that Joe's is gone forever out of this neighborhood," she said.

Aki mentioned it was a matter of luck that her hair stylist filled her in on the vacant building that was just half a block away from the original Joe's Ice Cream.

It was not too long afterward when Mutsuhiko stepped into the shop and saw walk-in freezers and walk-in refrigerators in very good condition.

"I said, 'wow, this is it. This is the one,'" he said.

Jennifer Harper, the nanny of two 5-year-old girls, said that when she first took care of them, they walked to get ice cream but realized Joe's Ice Cream was closed.

"When (the girls) saw that it was closed, they were actually pretty upset," Harper said. "We read the sign and it said that it'd be open in a few weeks, so I explained to them that they were just going to reopen across the street and they were excited."

In early June, after five months of work and renovations, Joe's Ice Cream opened its doors to familiar faces at its new site at 5420 Geary Blvd.

Longtime patron and Richmond District native, Ed Fernandez, said he knew Joe's Ice Cream when it was on the corner of 18th Avenue. He believes the new space offers more room for customers to bring their children in to eat food from "Joe's Grill."

"Joe's Grill" serves American food, including hot dogs, hamburgers, grilled cheese and B.L.T. sandwiches.

"I'm glad they're here," Fernandez said. "I think they have a lot of people coming in. This place has a better ambiance."

The Murashiges have come a long way with their shop since it first opened as Bud's Ice Cream in 1945. In 1959, Joe Politz renamed his store to "Joe's Ice Cream." Soon after, Mike Baum took over and worked at the shop for 15 years until he was ready to retire in 1979.

Before immigrating from Japan to America, Mutsuhiko received a college degree in food science where he learned a lot about frozen refrigeration and how it can change food.

Mutsuhiko said his friend knew about Baum's retirement and mentioned that it was a good opportunity.

"I studied this kind of thing in Japan, so therefore I said, 'OK, sure we'll take over,'" he said.

Aki, who was raised in Japan and already married to Mutsuhiko, immigrated to the United States in 1979 and started working at Joe's Ice Cream just one month after arriving in San Francisco.

"My background has nothing to do with business," she recalled. "I was not so familiar with American food, especially hamburgers and hot dogs, so I had to draw pictures."

After taking over the shop, Mutsuhiko and Aki were given the recipes of 42 ice cream flavors from the previous owners.

Although Mutsuhiko and Aki try to keep the flavors as original as possible, there are times when they must alter the ingredients to best serve their customers' taste buds.

"A lot of the ice cream is kind of popular, then it fades away," Mutsuhiko said. "For example, we used to have butter brickle ice cream. It's very sweet - English toffee kind of flavor - with butter brickle candy inside. Then it got less and less response, so I said, 'right now coffee ice cream is very, very popular,' so I started making coffee ice cream with butter brickle candy inside, called coffee crunch. Then, it started selling again."

Now, after owning Joe's Ice Cream for 31 years, Mutsuhiko said he is at his retirement age, but that his job will only be completed after one more accomplishment.

"I want to pass (Joe's Ice Cream) along to somebody willing to keep it here in this neighborhood," he said. "I have to find the right person."

As for the change in location, Mutsuhiko said he has gotten very positive reactions from his customers and that 99 percent of them like the new location.

Despite the move across Geary, many generations of customers still stop by Joe's Ice Cream for a quick bite to eat or for a scoop of homemade ice cream.

"They brought in their grandson," Mutsuhiko said, as he pointed to Xavier Giovanelli and his wife. "I've seen four generations of families come here all sitting together."

Giovanelli, who has been going to Joe's Ice Cream for more than 30 years, said his guardian angel draws him to the shop. He also noted that Mutsuhiko is a very humble and gentle man. "He's one of those rare people who have a calm demeanor," Giovanelli said.

"He's been very fair with his ice cream. I wish him a lot of luck."

Joe's Ice Cream is located at 5420 Geary Blvd. It is open from 11 a.m. to 10 p.m. Sunday through Thursday, 11 a.m. to 11 p.m. Friday and Saturday, and is closed on Mondays. For more information, call (415) 751-1950 or visit the website at www.joesicecream.com.


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San Francisco for Sugar Fiends: 18 Essential Bakeries, Ice Cream Shops, and More

Posted by **Fodor's Editors** (<http://www.fodors.com/news/fedtors/>) on November 17, 2009 at 2:57:31 PM EST | [Post a Comment \(#post-a-comment\)](#)

San Francisco's endless hills can be daunting, especially across several days of sightseeing. How does one stay energized in this challenging touristic landscape? Sugar, of course! And coffee! Here our our favorite pit stops all over the city.

Union Square, Financial District, and Chinatown

The chameleon Sugar Café (679 Sutter St., near Taylor St., 415/441-5678) is a smart breakfast and lunch spot by day and a sleek, savvy cocktail lounge and dessert destination by night. In the luxe bar, complete with film screenings, customers sip a ginger martini or Bacardi mojito while enjoying a slice of chocolate espresso cake or roasted baby bananas with rum raisin-caramel and vanilla ice cream. If your sweet tooth strikes midday, you can still get the decadent desserts but not the libation.



In contrast, Chinatown's Eastern Bakery (720 Grant Ave., near Sacramento St., 415/982-5157) doesn't change, and hasn't for decades. It's the neighborhood's oldest bakery and best-known outpost for traditional mooncakes, in some two dozen styles, from winter melon to yellow bean to coconut. If you're not tempted by mooncakes, try the tiny egg custard tartlets or the coffee crunch cake, with coffee-flavor pastry cream between the sponge-cake layers and crunchy toffee on top.

Soma, Civic Center, and Hayes Valley

For high-style desserts in Hayes Valley, head to Citizen Cake (399 Grove St., at Gough St., 415/861-2228), where star pastry chef Elizabeth Falkner turns out such creative concoctions as upside-down pineapple parfait and rosebud crème brûlée. For a quick sweets fix, cruise the small pastry counter next door and then grab a seat and enjoy your cookie, cupcake, brownie, or wedge of cake with a potent coffee.

If you don't have time to sit, head to the nearby Miette Confiserie (449 Octavia St., near Hayes St., 415/626-6221) and sample their ladylike cakes—try the best-selling gingerbread cupcakes topped with a swirl of cream-cheese frosting, or get a couple of their cream-filled macaroons to nibble as you stroll.

SoMa's Patisserie Philippe (655 Townsend St., between 7th and 8th Sts., 415/558-8016), good for both walkabout and sitdown, is no slouch either when it comes to perfect French macaroons—or to tarts, cakes, pastries, and more, for that matter.

The Waterfront

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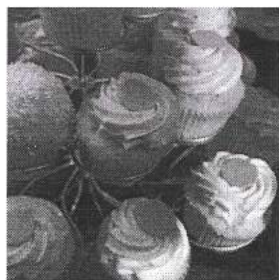
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If you're a fan of cupcakes and the color pink—pink walls, take-out boxes, frosting—you'll find a rosy spot at Kara's Cupcakes (900 North Point St., Ghirardelli Sq., 415/351-2253), where a long glass case holds about a dozen different kinds of the frosted mini-cakes, including chocolate velvet (chocolate cake with chocolate buttercream), java (chocolate cake with espresso buttercream), coconut (vanilla or chocolate cake with coconut cream-cheese frosting), and sweet vanilla (vanilla cake with vanilla frosting). Kara has thought of the perfect beverages to accompany your cupcakes, too: cold milk or hot French-press coffee.

Or, go traditional and stop at the Ghirardelli Ice Cream and Chocolate Shop (900 North Point St., Ghirardelli Sq., 415/474-3938) where you can first see equipment that was used to make chocolate in 19th-century San Francisco and then sit down to a luscious hot fudge sundae, banana split, or cup of hot cocoa topped with whipped cream.

North Beach, Nob Hill, and Russian Hill

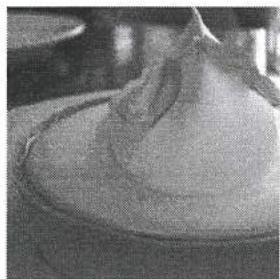
Jacqueline Margulis makes only one thing at her small, charming Café Jacqueline (1454 Grant Ave., between Union and Green Sts., 415/981-5565): tall, airy, gorgeous soufflés, both savory and sweet. She changes the menu regularly, offering such irresistible classics as bittersweetchocolate, strawberry, or Grand Marnier, all of them with creamy centers, in the classic French style.

And speaking of creamy, grab a buttery scoop of gelato at the venerable Gelato Classico (576 Union St., between Stockton St. and Grant Ave., 415/391-6667), a slim spot with just a counter and no place to sit. The gelato is thick and soft and scoops perfectly into little cups to ease eating as you walk. Every flavor—and there are many—looks delicious, and the patient staff hands over a taste to curious customers—which, face it, is everyone. The coppa mista, a wild swirl together of vanilla, chocolate, pistachio, and rum gelatos, is a house specialty, and a good way to satisfy the craving for multiple flavors.

The Mission, The Castro, and Noe Valley

The Mission has ice cream in every flavor imaginable. Bombay Ice Creamery (552 Valencia St., near 16th St., 415/861-3995) dishes out dreamy cardamom or pistachio.

Bi-Rite Creamery (3692 18th St., near Valencia St., 415/626-5600) balances orbs of salted caramel or coffee toffee in organic cones. And the venerable Mitchell's (668 San Jose St., at 29th St., 415/648-2300) has been scooping out creamy lemon custard and Mexican chocolate for over 50 years.



For something baked, you'll find plenty of choices at Tartine Bakery (600 Guerrero St., at 18th St., 415/487-2600), where the staff pulls devil's food cakes, lemon bars, banana cream tarts, brownies, and shortbread from the oven daily.

And if doughnuts and coffee are your thing, don't waste a minute getting to Dynamo Donut & Coffee (2760 24th St., between Potrero and York Sts., 415/920-1978), where you can kick the classics up a notch and dunk a dulce de leche doughnut in a cup of French-press coffee.

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Pacific Heights, The Marina, and Japantown

It seems like everything at the utterly French Pâtisserie Delanghe (1890 Fillmore St., at Bush St., 415/923-0711) is wonderfully light, buttery, and/or crispy—the croissants, the Danishes, the macaroons, the strawberry cakes with whipped-cream frosting, the éclairs. You can't linger here—there's only a chair or two—so nab something portable.

Or, if you want to rest your feet, continue up Fillmore Street to Bittersweet (2123 Fillmore St., between Sacramento and California Sts., 415/346-8715), a chocolate emporium-café where you can sit and enjoy a drink, a pastry, or a confection, every one of them delivering a healthy dose of chocolate.

You can also get a chocolate fix at the lively Mamacita (2317 Chestnut St., near Scott St., 415/346-8494), a modern Mexican restaurant that serves a rich budin de cocoa ahogado en cajeta (chocolate pudding with candied peanuts, caramel sauce, and dulce de leche gelato) and cinnamon-and-sugar-dusted churros with hot chocolate.

Haight, Richmond, and Sunset

Out in the Richmond, you would be hard pressed to find a longtime resident who didn't spend some of his or her youth in the truly kitschy Toy Boat Dessert Cafe (401 Clement St., between 5th and 6th Aves., 415/751-7505), where Double Rainbow ice cream competes with a battalion of vintage toys.

No toys compete with the scoops at the funky Joe's Ice Cream (5351 Geary Blvd., at 18th Ave., 415/751-1950), and no Joe is there now, either. But Mutsuhiko and Aki Murashige have been keeping Joe's name honest since 1979, when they bought the business. They fashion thick milk shakes, make a mean banana split, and put together their own It's-It, San Francisco's iconic ice-cream sandwich—all with their house-made ice cream.

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Joe's Ice Cream moves and explodes in popularity

RESTAURANTS S.F. ice cream shop crossed the street after 50 years and got more popular

By Sam Whiting Published 4:00 am, Friday, August 20, 2010

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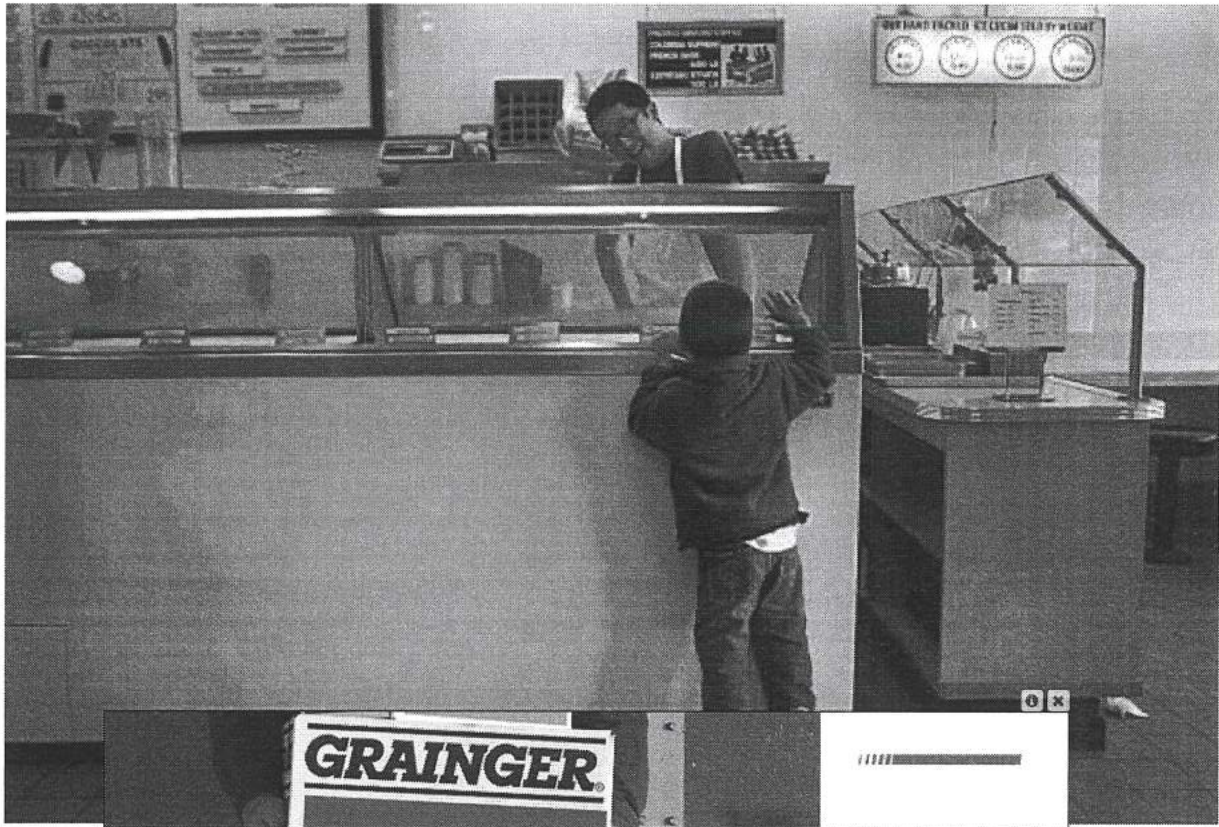


IMAGE 1 OF 6

Nash Garvens (l to r), 3, of San Francisco surveys the selection of ice cream while Satsuki Murashige greets him at Joe's Ice Cream in San Francisco, Calif. on Tuesday August 10, 2010.



When Joe's Ice Cream got priced out of its corner storefront after 50 years, the owners brought it all - even the pink wall phone and the black rotary dial - to their new home in an empty bagel shop across the street.

The new location, midblock on Geary between 18th and 19th avenues, wasn't as visible, but they made sure it was the same on the inside: the lunch counter with Al Murashige grilling the hot dogs and meticulously putting together the sandwiches; the ice cream made by her husband, Mutsuhito; the scooping and sundae preparation by their son, Satsuki. They also hauled their signage across Geary to prove that the prices hadn't changed, and unbolted their counter stools to rebolt them to the new floor.

Just one thing was different - the crowds. Finally, after all these years of limping along.

"Our fear was that we wouldn't make it, but once we opened, surprisingly lots of people come," says Aki.

"It is definitely twice as busy," adds Satsuki.

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On a Saturday night at 8 p.m, there is a line out the door, which, this being the Richmond District, means people are standing in the summer fog with wind-chill that feels like the high 40s, in order to cool down further with ice cream.

Business models can't explain this. Usually when a shop moves, particularly one as old-timey as a lunch counter, the prices rise, the charm drops and the customers dwindle.

"We had very big anxiety," says Aki, who met her husband in Japan, where they grew up. "We had only two choices - close our door and retire, or relocate. When we chose to relocate, we had sleepless nights." On the plus side, the new spot would shorten their commute by half a block to the family home 20 blocks out on Geary Boulevard.

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After closing the old shop in early May, they reopened at the new location for Memorial Day weekend, and the loyalists were eager. That Saturday was the best the family has had in 31 years.

Their luck held

"Many people in the restaurant business believe that when you move, it is bad luck," says Peter Greene as he sits in the window of the new Joe's, looking directly across at the old Joe's, its sign still there, with butcher paper covering the windows. Greene lives on Twin Peaks, and Joe's is the only ice cream he eats.

"They've kept the quality and the feel of the old place and yet they've modernized it to make it much more appealing," Greene says. "I'm very glad they're still in business."

Joe's is open six days a week, 11 a.m. to 10 or 11 p.m., and a family member is always there. If you stop in for lunch, you might find all three. The menu board highlights Joe's Specials, not to be confused with Joe's Special. One Joe's specialty is a hot dog sandwich, butterflied and grilled and served on a toasted bun with melted cheese and chopped red onions, with fries on the side.

Across the aisle, each scoop of ice cream is built slowly, like a snowman, so it holds together on its cone. Mutsuhito, whom most people call Joe, delivers his with a slight bow. Satsuki, whom some call Little Joe, wears more of a bemused look. He is the night man, and he's served some characters in his career here.

Asked how long that has been, Satsuki says, "How long have I been alive?" His parents bought the shop 31 years ago and their only child came along a year later. This is the only job that he has known. He worked here through high school at Lowell and through both City College and San Francisco State, where he earned his bachelor's degree in cinema.

He graduated three years ago and works as a freelance camera assistant. He also scooped 40 cones for a music video shot in the old store.

"Every customer who finds out I'm a filmmaker suggests there's a cinematic story about Joe's," he says, while dipping into the toasted almond. "If there is a film here, I'm not the one to make it. It's a case of being too close to the subject."

'Family operation'

The authenticity of the new Joe's was put to the test on a gray August Thursday when a Richmond native named George Photopoulos came in and sat at the counter to order a hot dog sandwich. He went to Washington High School with Joe Politz, the original Joe of Joe's.

"It's a family operation, which I like," says Photopoulos, 75, a retired grocer. "People are very courteous and it is very reasonable." He has noticed just one change. "The stools somehow seem lower."

A while ago, Joe Politz and his wife, Gerry, made the drive down from Novato just to see the new Joe's. "It looks really good. I was impressed," says Politz, who told the Murashiges that "you spent some bucks there and did the right thing."

Before heading back, Joe and Gerry each had a single scoop of Rocky Road.

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H E A R S T

Filing Date: November 7, 2016
Case No.: 2016-014698LBR
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1450/019A
Applicant: Sang Bank Kim and Sohyang Kim, Owners
5420 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Joe's Ice Cream is a local ice cream shop and dessert destination for residents, businesses and visitors in the Richmond District. Established in 1959 by Joe Politz, Joe's Ice Cream is a physical representation of the hard work, dedication, perseverance and success of a local man. Politz spent the first five years of his business venture carefully designing Joe's Ice Cream, creating a unique aura and characteristics that the shop has maintained to this day, including an interior designed in a classical style with black vinyl stools, Formica counters and vintage décor. Although the business experienced a slow start, Politz eventually devised a way to portray success in order to attract customers by saving old empty milk jugs and cans of ice cream and placing them out in front of the store in the morning, causing those walking by to say "Hey, you must really be doing well to need such a large order!" The business changed hands a number of times since Joe Politz sold it in 1964, with each owner continuing Joe's traditions and recipes but also adding to the legacy by expanding the menu to further enrich a family-oriented experience. Joe's Ice Cream has become a highly successful Richmond District institution and expanded to include a wider menu of sandwiches as well as ice cream.

Joe's Ice Cream is a renowned local spot for the neighborhood to celebrate graduations, sports team gatherings, birthdays, first dates, other special occasions. The business has also become a strong advocate for community support, often opening its doors to hosting school fundraisers and community gatherings. Specifically, Joe's Ice Cream has proven its commitment to supporting children in the neighborhood by maintaining a tradition of hiring local kids to work in the shop and also by offering an awards program that rewards high academic performance with coupons for free ice cream. It has come to be regarded as a gem in the Richmond District and, when faced with a significant increase in rent in 2010, was relocated to its present location on Geary Boulevard, only a half block away from its original location, in order to remain a staple in the neighborhood. Named the oldest independent ice cream parlor in the Richmond District, Joe's Ice Cream has upheld an important place in the Richmond District as a meeting and social gathering space for those celebrating, sharing memories, and passing along neighborhood traditions to future generations, and a place to experience a continued tradition of classic and unique ice cream flavors.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1959

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

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

- i. Joe's Ice Cream has operated for 57 years.
- ii. Joe's Ice Cream has contributed to the Richmond District community's history and identity by continuing a 57 year tradition of ice cream making, of offering a space for visitors and residents of the Richmond to gather, and of supporting support for the community and its youth.
- iii. Joe's Ice Cream is committed to maintaining the physical features and traditions that define its legacy as a neighborhood ice cream and dessert stop and as a gathering space for the community.

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

The business is associated with the craft of ice cream making, the tradition of being a community gathering space, and the tradition of continuously supporting neighborhood families and students.

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

No. The 1923 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources.

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

No.

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

No.

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

Yes. SF Weekly, 1999-2002 & 2006, "Best Ice Cream;" San Francisco Bay Guardian, 07-08/2000, "Best 1950s Time Warp;" SF Gate, 08/12/2001, "From Joe's to Joe's/Taking a good look at that old-time stretch of Geary," by Sam Whiting; SF Richmond View, 10/22/2010, "Beloved ice cream shop re-opens at new locale," by Christina Li; Fodor's Travel, 11/17/2009, "San Francisco for Sugar Fiends: 18 Essential Bakeries, Ice Cream Shops, and More;" SF Gate, 08/20/2010, "Joe's Ice Cream moves and explodes in popularity," by Sam Whiting.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5420 Geary Boulevard

Recommended by Applicant

- Original menu boards
- "Home-made Ice Cream" signs
- Original hot fudge warmer
- Cone dipping machine
- Black vinyl stools
- Formica counters
- Tradition of hiring neighborhood kids
- Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program
- The "ice cream tour"
- Multitude of traditional and unique ice cream flavors

Additional Recommended by Staff

- Location on Geary Boulevard



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 839 HEARING DATE DECEMBER 7, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Case No.: 2016-014698LBR
Business Name: Joe's Ice Cream
Business Address: 5420 Geary Boulevard
Zoning: NC-3 (Neighborhood Commercial, Moderate Scale)/
40-X Height and Bulk District
Block/Lot: 1450/019A
Applicant: Sang Bank Kim and Sohyang Kim, Owners
5240 Geary Boulevard
San Francisco, CA 94118
Nominated By: Supervisor Eric Mar, District 1
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JOE'S ICE CREAM, CURRENTLY LOCATED AT 5420 GEARY BOULEVARD (BLOCK/LOT 1450/019A).

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

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

WHEREAS, the subject business has contributed to the Richmond District 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 December 7, 2016, 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 Joe's Ice Cream 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 Joe's Ice Cream.

Location (if applicable)

- 5420 Geary Boulevard

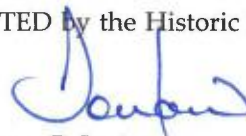
Physical Features or Traditions that Define the Business

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- Tradition of supporting local schools by participating in fundraising programs and offering Joe's award program
- The "ice cream tour"
- Multitude of traditional and unique ice cream flavors
- Location on Geary Boulevard

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 2016-014698LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on December 7, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Johns, Hyland, Johnck, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: Hasz

ADOPTED: December 7, 2016