

Legacy Business Registry Staff Report

HEARING DATE DECEMBER 11, 2017

LITTLE JOE'S PIZZERIA

Application No.: LBR-2017-18-024
Business Name: Little Joe's Pizzeria
Business Address: 5006 Mission St.
District: District 11
Applicant: Alfredo Rodriguez, Vice President
Nomination Date: November 6, 2017
Nominated By: Supervisor Ahsha Safaí
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Little Joe's Pizzeria is a local family-owned and –operated restaurant serving Italian and Mexican dishes in the Excelsior/Outer Mission neighborhood. The restaurant, opened in 1958 by Joseph "Little Joe" Russo, featured Italian classics such as pizza, chicken parmesan, and pasta dishes. By 1972, the restaurant had grown so much that it moved from its original location to its present location at 5006 Mission Street.

In 1973, Alfredo Rodriguez purchased the business from Little Joe with the intention of running it as a family business and as a place for his family could work and be together in one place. Under the new ownership, the menu accommodated for a diverse neighborhood population. Alfredo Rodriguez added a Mexican aspect to the menu as not only did the Excelsior/Outer Mission had a sizeable Mexican population but also locals who frequented the establishment asked the new owner why the Mexican-owned business featured no Mexican dishes. Rodriguez's solution was to create a "Mexican pizza," which became so popular that he decided to add more Northern Mexican dishes based on recipes from his wife, Gloria.

Little Joe's Pizzeria has become a beloved neighborhood establishment, offering a unique menu to a diverse community. It has become a place for families to bring their children to witness the cooks toss, catch and spin pizza dough and has remained committed and tied to the community by making it a point of hiring local residents. Additionally, the restaurant is supportive of local schools by donating its space, time and food for various schools, educational organizations and extracurricular groups to meet and host events.

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:

4689 Mission Street from 1958 to 1972 (14 years).
5006 Mission Street from 1972 to Present (45 years).





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

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 Excelsior/Outer Mission 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:

- Little Joe's Pizzeria is associated with traditional Italian and Mexican dishes, specifically Northern Mexican.
- Little Joe's Pizzeria has contributed to the Excelsior/Outer Mission community's history and identity by carrying out a business model and a mission that provides a welcoming space for the neighborhood to gather and indulge in Italian and Mexican cuisine, that shows commitment to the community in the hiring of local residents, and that illustrates and enhances the diversity of the neighborhood in the form of its food.
- The 1950 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.

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

Yes, Little Joe's Pizzeria is committed to maintaining the physical features and traditions that define them as a unique restaurant with both Italian and Mexican dishes that cater to and represent the diverse population of the neighborhood.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Little Joe's Pizzeria 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:

- Mission to make the restaurant a welcoming, family-friendly, humble neighborhood spot.
- Unique menu consisting of Italian and Mexican/Northern Mexican recipes and dishes.
- Business model that includes donating time, space and food to local schools and hiring employees (both part- and full-time) from the neighborhood.
- Italian-feeling interior design that is dimly-lit with leather booths in the tuck-and-roll style with wooden tables and chairs, red and black wallpaper with a velveteen texture, and a takeout pizza counter at the front.
- Large neon sign brought from the original location on Mission and Persia streets that says the words "Little Joe's Restaurant" and "Pizza" and "Dining Room."
- Location in the Excelsior/Outer Mission neighborhood, specifically along Mission Street.
- Storefront system including angled vestibule and tiled bulkhead and aluminum storefront system.
- Painted "Little Joe's Pizza" along the front façade.





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CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Restaurant featuring Italian fare.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Little Joe's Pizzeria currently located at 5006 Mission St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE DECEMBER 11, 2017

LITTLE JOE'S PIZZERIA

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-024
Business Name: Little Joe's Pizzeria
Business Address: 5006 Mission St.
District: District 11
Applicant: Alfredo Rodriguez, Vice President
Nomination Date: November 6, 2017
Nominated By: Supervisor Ahsha Safaí
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR LITTLE JOE'S PIZZERIA, CURRENTLY LOCATED AT 5006 MISSION STREET.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on December 11, 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 Little Joe's Pizzeria 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 Little Joe's Pizzeria:

Physical Features or Traditions that Define the Business:

- Mission to make the restaurant a welcoming, family-friendly, humble neighborhood spot.
Unique menu consisting of Italian and Mexican/Northern Mexican recipes and dishes.
Business model that includes donating time, space and food to local schools and hiring employees (both part- and full-time) from the neighborhood.
Italian-feeling interior design that is dimly-lit with leather booths in the tuck-and-roll style with wooden tables and chairs, red and black wallpaper with a velveteen texture, and a takeout pizza counter at the front.
Large neon sign brought from the original location on Mission and Persia streets that says the words "Little Joe's Restaurant" and "Pizza" and "Dining Room."
Location in the Excelsior/Outer Mission neighborhood, specifically along Mission Street.
Storefront system including angled vestibule and tiled bulkhead and aluminum storefront system.
Painted "Little Joe's Pizza" along the front facade.

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

- Restaurant featuring Italian fare.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 11, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2017-18-024
Business Name: Little Joe's Pizzeria
Business Address: 5006 Mission St.
District: District 11
Applicant: Alfredo Rodriguez, Vice President
Nomination Date: November 6, 2017
Nominated By: Supervisor Ahsha Safai

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

4689 Mission Street from 1958 to 1972 (14 years).
5006 Mission Street from 1972 to Present (45 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 8, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 11



City and County of San Francisco

AHSHA SAFAI
安世輝

November 6, 2017

Richard Kurylo
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

RE: LEGACY BUSINESS STATUS FOR LITTLE JOE'S PIZZA

Attention Legacy Business Program:

I am sending this letter supporting Little Joe's Pizza's application to the San Francisco Legacy Business Directory. Little Joe's Pizza has been enjoyed by generations of Excelsior, Outer Mission, Mission and Cayuga Terrace families. Joseph "Little Joe" Russo originally opened the restaurant in 1958 at Mission and Persia making it the oldest restaurant serving the same type of cuisine, under the same name in District 11. Watching the cooks toss, catch and spin pizza dough is a rite of passage for kids living in the Excelsior. The current owners, the Rodriguez family, have made hand crafted pizza at their 5006 Mission Street location since 1978. Antoinette, Patricia, Marcela, and Fred Rodriguez Jr. currently run the restaurant, with photos honoring their parents Gloria and Fred Sr. displayed at the entryway.

The Rodriguez family supports the neighborhood with their commitment to hire local residents and regularly contribute gift certificates to local schools. Little Joe's Pizza is registered with the Excelsior Action Group, committed to attracting more businesses to the Mission Street corridor. Just last month Little Joe's Pizza hosted the first "Pizza with a Police Officer" community dinner with the Ingleside Police Station, which was sold out. Their longevity, dedication to the neighborhood, and delicious pie make Little Joe's Pizza an ideal District 11 representative in the San Francisco Legacy Business Directory.

Sincerely,

A handwritten signature in purple ink, appearing to read "Ahsha Safai".

Ahsha Safai
District 11 Supervisor

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:		
Little Joe's Pizza		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
Gloria Rodriguez		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
5006 Mission St SF, CA 94112	(415) 333-3684	
	EMAIL:	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE

APPLICANT'S NAME	
Alfredo Rodriguez	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Vice-President	
APPLICANT'S ADDRESS:	TELEPHONE:
5006 Mission St. SF CA 94112	(415) 333-3684
	EMAIL:
	fredrod415@gmail

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

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
4689 Mission Street	94112	1958
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1958-1972	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
5006 Mission Street	94112	Start: 1972
		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.

Fred Rodriguez 10/10/17 Alfredo Rodryz
Name (Print): Date: Signature:

LITTLE JOE'S PIZZERIA

Section 4: Written Historical Narrative

CRITERION 1

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

In 1942, Joseph "Little Joe" Russo, upon completing his military service, began working for his father Giuseppe at his North Beach pizzeria, Napoli Ristorante. Little Joe learned the pizza business from his father while working with him for 16 years before deciding to start his own venture.

In 1958, he opened what is now known as Little Joe's Pizzeria. The first location was located on Mission and Persia Streets in the Excelsior District. By 1972, his business had grown and he moved the restaurant to its current location at 5006 Mission Street. In 1973, Alfredo Rodriguez Sr. bought the business over an afternoon conversation and a handshake. Together with wife Gloria, he strove to make the restaurant "their place" where his family could all work and be together in one place.

In 1995, Fred passed away, but not before seeing his dream come true. All of his children, Antoinette, Patricia (Patty), Marcela, and Alfredo Jr. (also Fred) have worked and participated in the business at different stages in their lives. They have worked alongside each other, their cousins and employees who have become lifelong friends.

Little Joe's Pizzeria is now being run by Patty and Fred. The mission however remains the same, to make the restaurant a welcoming, family-friendly, humble neighborhood spot. The menu consists of many Italian classics, including pizza, chicken parmesan and pasta dishes, as well as Mexican favorites, as the Rodriguez family is of Mexican descent. The Excelsior District also has a very deeply rooted Latino community, making these menu items very popular alongside the pizza. This gives Little Joe's Pizzeria a uniqueness that makes it an extremely neighborhood-friendly business in the Excelsior.

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

The business is currently owned and operated by the Rodriguez family. It was purchased from the original owner Joseph Russo in 1973. The ownership history is as follows:

- 1958 – 1972: Joseph Russo
- 1972 – 1995: Fred Rodriguez Sr.

- 1995 – 2017: Gloria Rodriguez
- Current: Antoinette, Patricia, Marcela, and Fred Jr. (Gloria has very recently passed away and the business is being distributed amongst her children)

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

N/A

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

The building at 5006 Mission Street is not listed on a historic resources registry; however, it maintains a style common amongst Mission Street eateries in the Excelsior District, with an ornate storefront and prominent neon sign featuring the business name. The building was constructed in 1912.

CRITERION 2

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

The first aspect of Little Joe's Pizzeria one notices is the menu that is uniquely tailored to cater to the Excelsior community. The original business was owned by an Italian pizza-maker from North Beach, Joseph Russo, who relocated to the Excelsior District, which had a sizeable Italian population at the time.

Once Alfredo Rodriguez Sr. (Fred Sr.) purchased the business, he added a Mexican aspect to the menu as the neighborhood also had (and still has) a sizeable Mexican population. This was in large part due to being asked by many members of the community why a Mexican-owned business had no Mexican food on the menu. The solution was to create the Mexican pizza, consisting of a pizza crust topped with refried beans, cheese, homemade chorizo sausage, tomatoes, onions and jalapenos. The Mexican pizza was such a hit that it spawned the creation of an additional Mexican menu, all featuring home-style Northern Mexican favorites, with the recipes directly provided by Fred Sr.'s wife Gloria.

Little Joe's Pizzeria has long been a neighborhood staple in the Excelsior District. After many decades of being in the neighborhood, they have had the pleasure of having former employees come back to visit with their children and even grandchildren, to tell of their lives and successes. Many of these customers and employees have stories about Little Joe's Pizzeria as being a crucial part of their childhoods. Many married couples visit to tell that their first date was at Little Joe's, and return years later with their children. Little Joe's Pizzeria also hosts many occasions such as baptisms, wedding rehearsals, anniversaries and birthdays.

Fred Sr. was also the kind of man who could talk to anyone. He welcomed people from all walks of life into his restaurants, and had a dream to make this business a place where his family could all work and be together in one place. He was an incredibly hard worker and made his work look effortless.

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

Little Joe's Pizzeria has always been supportive of local schools and donated both food and time whenever possible. Little Joe's has partnered with Coach Dan Salvemini from Burton High School to help raise funds to keep the athletic program open. The restaurant has also opened their doors and allowed the use of the dining room for a local political group, the Young Democrats, to hold their meetings for the past 30 years. Captain Joe McFadden from the Ingleside Police Station has also hosted a "Pizza with a Police Officer" event for the first time in 2017, which was an amazing community outreach event with quite a bit of success.

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

The business has not been mentioned in an historical context to the knowledge of the business owners.

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

As a neighborhood-serving business, Little Joe's Pizzeria has served residents of the neighborhood, some of which have grown to a greater renown. The most famous perhaps is Excelsior native Carlos Santana who was a frequent takeout and delivery customer to his practice garage in Lakeview. Another famous visitor was former San Francisco 49ers Jamie Williams, who once hosted a large party at Little Joe's Pizzeria. San Francisco Giants pitcher Juan Marichal also grew up in the neighborhood and was a famous guest of Little Joe's Pizzeria. Some of the more common visitors are local district supervisors such as Asha Safai and John Avalos.

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

The Excelsior District has always been home to the Rodriguez family, and they have always felt it was their responsibility to help the community when they can. Little Joe's Pizzeria has always tried to hire from within the neighborhood. For many employees, employment at Little Joe's Pizzeria was their first job and the job they worked at through high school and college. Although many have gone on to work in various career fields ranging from teachers to police officers, they learned their basic job skills at Little Joe's Pizzeria that helped them along the way.

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

Little Joe's Pizzeria is a true neighborhood-serving business, primarily serving families in the Excelsior District. Former residents in the area also tend to visit the restaurant quite frequently as well. The customer base is also representative of the Excelsior District, with a healthy mix of young and old, Latino, Italian, Filipino and Chinese, many of which are just local residents visiting their neighborhood pizza spot.

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

The restaurant is largely the same as it was when it originally opened in 1958. The interior design is dimly-lit with red walls, detailed designs, leather-upholstered booths with wooden tables in the rear and a takeout pizza counter in the front. The exterior is also largely similar to its original design. It is painted red and white and has a large neon sign that was brought from the original located on Mission and Persia streets to the current location at 5006 Mission Street.

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

If the business were to close, the neighborhood would be losing a restaurant with a quality product, a place to gather and a business that truly cares about its customers and community. Current owner Patty stated, "Who would feed all these people?" When the business posted a change of ownership in the front of the business, many of the restaurant's patrons called and visited asking if the business was closing down for good. This response goes to show the connection to the neighborhood, and how a long-time community cornerstone is essential to the community.

CRITERION 3

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

The business is mostly defined by its traditional "pizzeria" feel. It is a very Italian-feeling business that reminds one of a pizzeria back in the 1950s. The leather booths are original in the tuck-and-roll style, with wooden tables and chairs. The wallpaper is red and black, and has a velveteen texture to it, which is also the original wallpaper. The front of the business also features a large neon sign, characteristic of not only Excelsior businesses but San Francisco businesses from a past era.

The business's dedication to serving the surrounding community is another one of its distinguishing features. The unique menu serving both Italian and Mexican cuisine, with classic pasta dishes alongside Mexican favorites like Steak Ranchero and Enchiladas make the business a great combination of two cultures that have and continue to shape San Francisco. This is

especially indicative of the community in which Little Joe's Pizzeria is located, one of the most diverse neighborhoods in the city.

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)

Little Joe's Pizzeria has always maintained a pizzeria-style menu, however the product has changed, but only for the better. The product and food sources have moved from traditional wholesale to more free range and locally-sourced products to reflect changing demands in the food service industry. Little Joe's owners have recognized that not only is there a higher demand for locally-sourced products, but they also give their food a better taste. Owner Fred Rodriguez commented that he had always bought free range and locally-sourced chicken to cook at home and came to the realization that the product is superior in taste and quality. Therefore, these types of ingredients have been brought into the kitchen at Little Joe's.

The Rodriguez family also has added a bit of their heritage to the menu by including a Mexican section as well. This helps to attract a wider range of customers that reside in the neighborhood. These dishes are mainly Mexican classics that can be found in many Mexican restaurants, however the recipes are home-style Northern Mexican cooking, passed down to Gloria, and now her children who now own and operate the restaurant. Today, Mexican food accounts for nearly 40% of all sales at Little Joe's Pizzeria. All of these classics of course are at affordable prices keeping the tradition of the neighborhood-serving restaurant.

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.).

The interior and exterior of Little Joe's Pizzeria are largely unchanged from the original fixtures put in place by owner Joe Russo. The tuck-and-roll leather booths, velveteen wallpaper and exterior signage are all original fixtures that have been cleaned and maintained or refinished in order to reflect their original features. These fixtures are also of extraordinary quality, which was the standard when Little Joe's Pizzeria first opened. These features distinguish Little Joe's Pizzeria from other businesses and make it exemplary of a San Francisco Legacy Business.

1971 Telephone Directory Listing

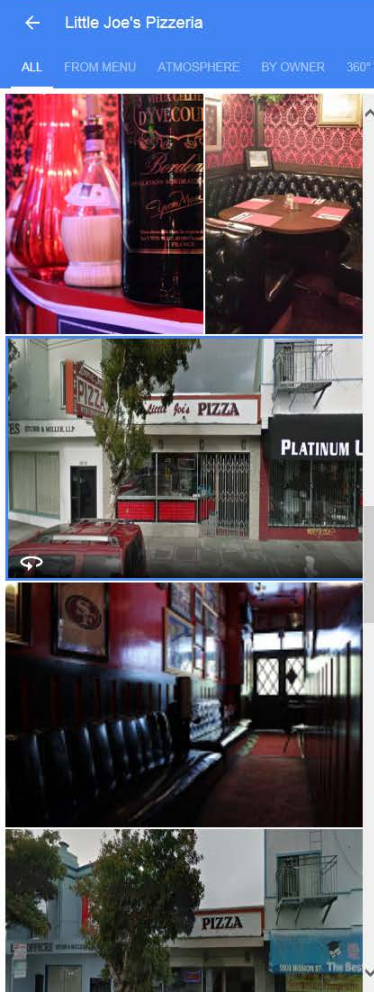
Polk's San Francisco (San Francisco County, Calif.) city directory
← Back to item details

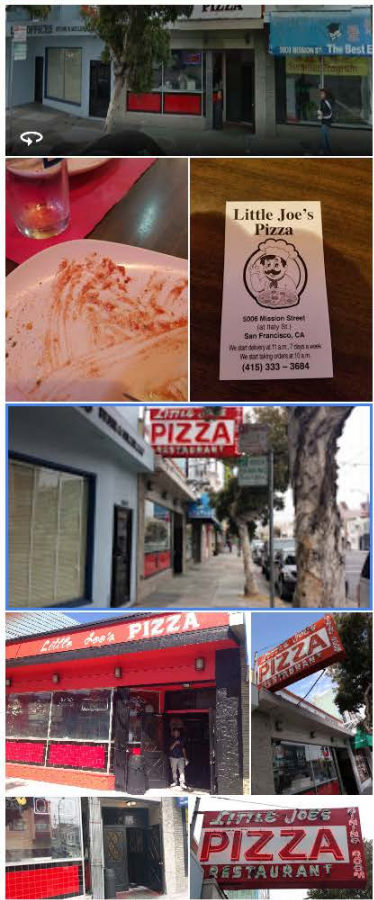
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SHOE RENEW 333-9249 OULOA MAVERICK 8325 A DAVID S FASHIONS WOMENS 333-2251 S PLACE TAVERN 9015 ORK CLEANERS 585-5679 N ELAINE MRS 333-1899 RA APARTMENTS UET VICTOR DENTIST -3919 NT ETTI ALFREDO OTT WM P 585-9520 RI GIUSEPPE N 13-3755 MES MAZIE B 587-5723 RAN CYRIL 587-7544 RA MARIA A 333-4931 IS EMANUEL 334-6740 MERMAN JAMES DIACCI FRED 587-2475 TAFSON JOHN G 13-2375 ERS JOHN F 584-2478 IATA LOUISE MRS 6-7613 RAN FRANK O 585-0419 MARIA MRS 585-8634 ES GEORGIA MRS	586-4663 4675 COTTER & DEL CARLO LWYRS 584-5446 4677 CASTLE MANOR REALTY 587-4956 4679 TAX CORP OF AMERICA 752-2411 4680 BOOKKEEPERS BUSINESS SERVICE CO 584-3225 NO RETURN 4681 YICK'S LIQUORS 586-2662 4683 SUNLIGHT BEAUTY SALON 587-9962 4685 CHOYA'S LEATHER APPAREL 587-9907 4687 EXCELSIOR DELICATESSEN 585-7200 4689 LITTLE JOE'S PIZZA RESTAURANT 333-3686 ---PERSIA AV INTERSECTS 4690 SIRI TENEX TOWN COIN OPR LAUNDRY 333-7200 4696 PERRY JOHN REALTY 334-5000 PERRY JOHN P 586-7513 VIGNATI LAND & REALTY CORP 333-4034 VIGNATI & NORGARD GENERAL CONTRACTORS 333-4034 4699 MISSION CARPET & FURNITURE CO 585-3793 ---PERSIA AV INTERSECTS ---RUTH ST INTERSECTS	4796 STEINKE APARTME 101 ANDERSON PAT 587-5072 102 SHOUP HENRY 103 WAGNER GLADY 586-7526 104 ALVAREZ EDW 105 VACANT 106 YURICH DUCO 107 BARTOLI FRAN 108 RISBURG CHAR 109 OLAM DIO 110 VACANT 111 BYRON B D 112 BILBAO JAVIE 114 HAMMILL JOSE 585-6878 115 RISBERG AGNE 116 SIMINO TONY 117 CONNEALLY MA 118 VARNI JAMES 201 WOLFE DORIS 203 ALDRIDGE ROB 204 VACANT 205 MOORHEAD OPA 206 JACOBBERGER R 207 COOPER JAMES 208 PETERS HARRI 210 REARDON RICH 333-9333 211 BREMMER WM 214 PEERY CLAREN 215 VACANT
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2161 / 2484





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LITTLE JOE'S
PIZZA
RESTAURANT

Little Joe's
333-3684

PIZZA

500

LAW OFFICES
SMITH & MILLER, LLP

5010

OPEN

WORLD SERIES
CHAMPIONS

5006

LITTLE JOE'S
PIZZA
RESTAURANT

7-725
MOOD



東區教育中心
The Best Educational Center

GOOG



Little Joe's Pizzeria
ALL FROM MENU ATMOSPHERE BY OWNER 360°



Google, Inc.
JUN 2014

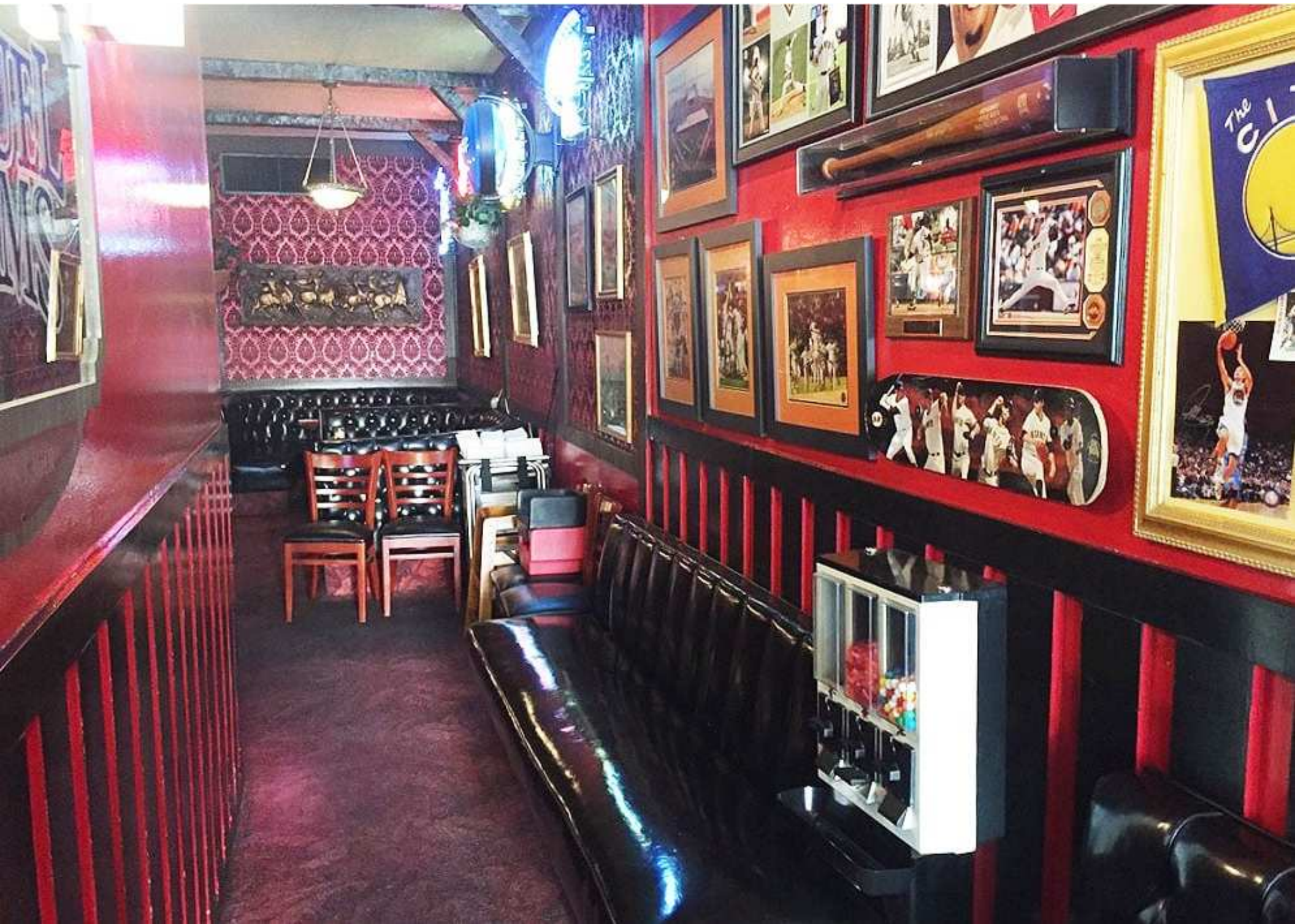


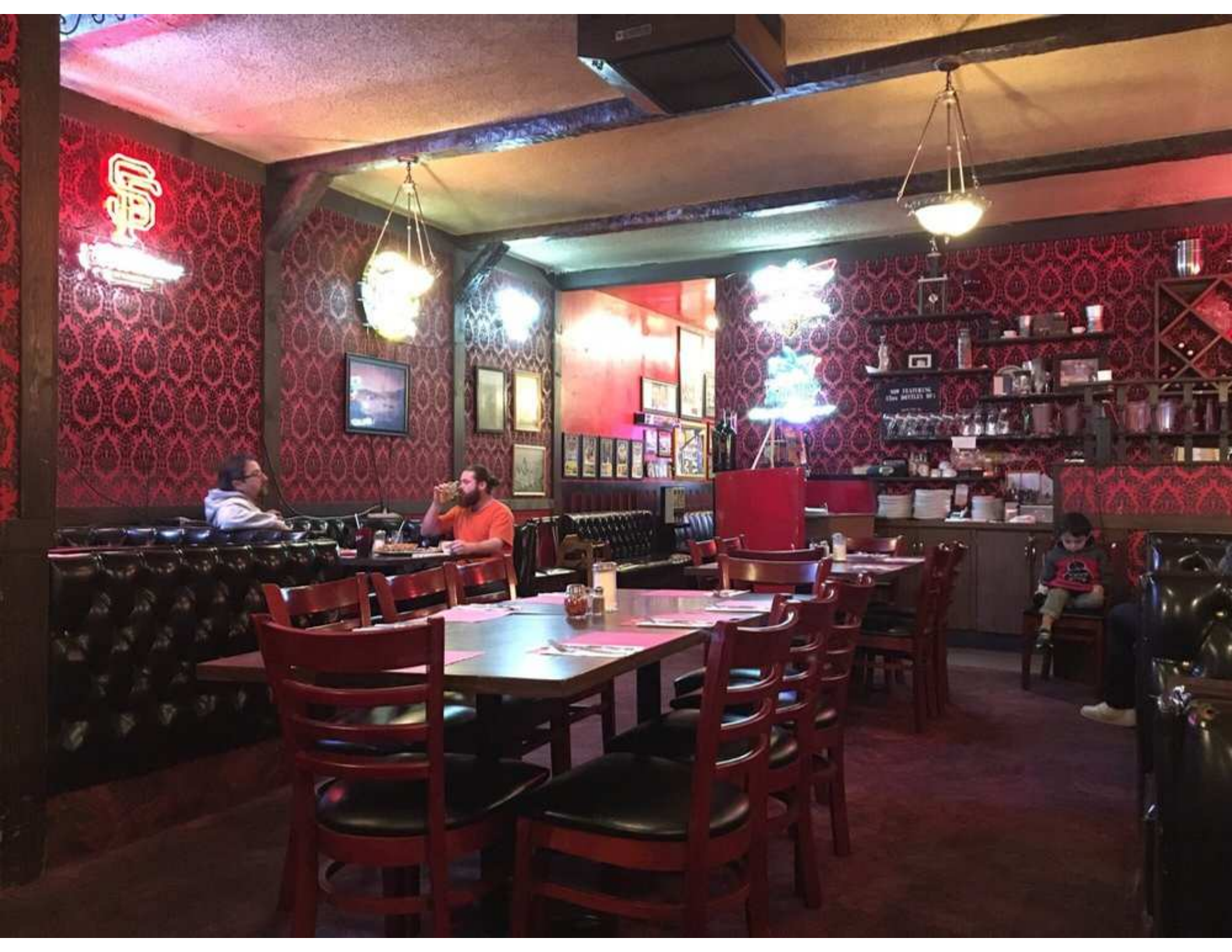
Little Joe's Pizzeria

ALL FROM MENU ATMOSPHERE BY OWNER 360°

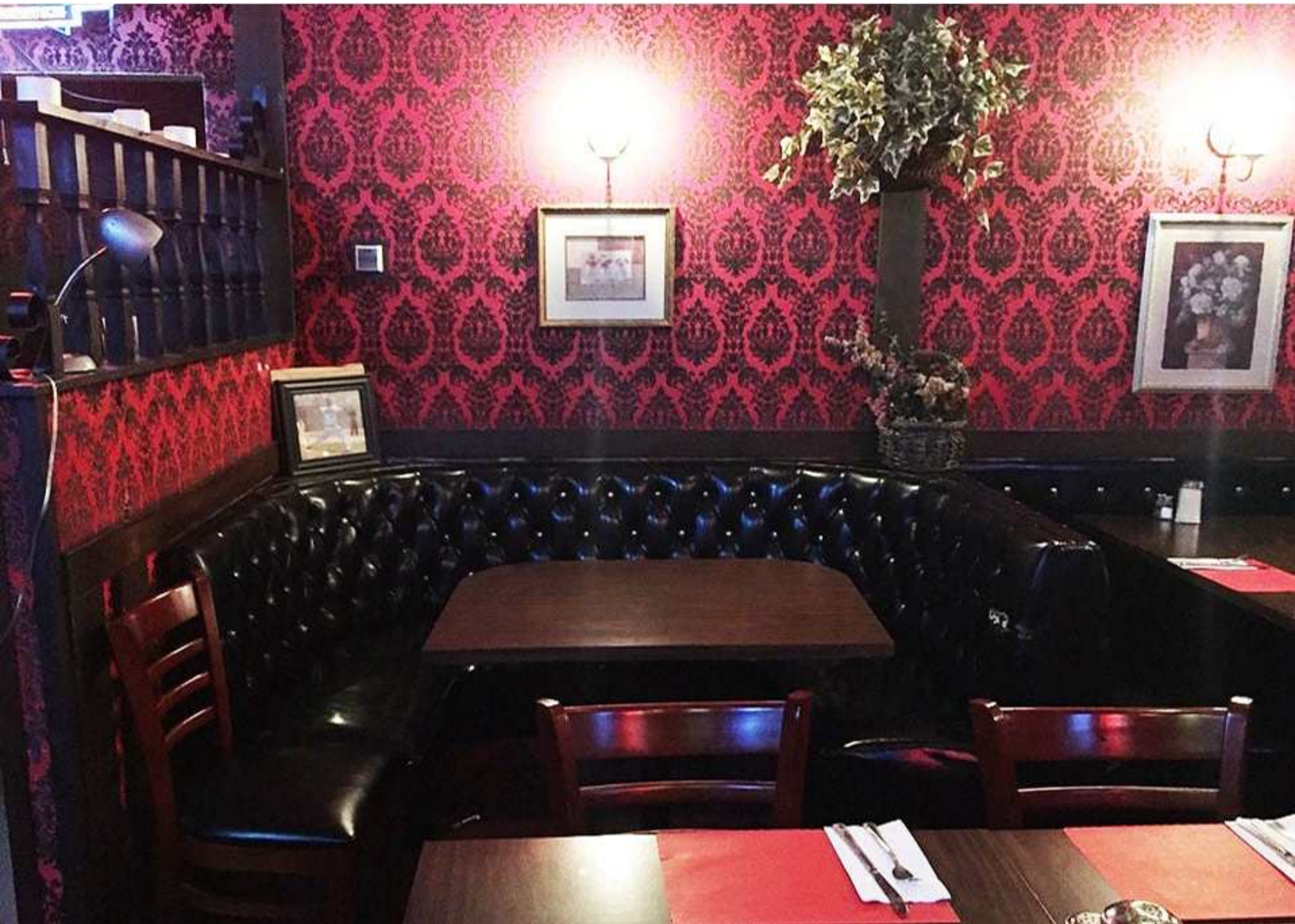
















RESTROOM

EXIT



Little Joe's Pizzeria

ALL FROM MENU ATMOSPHERE BY OWNER 360°



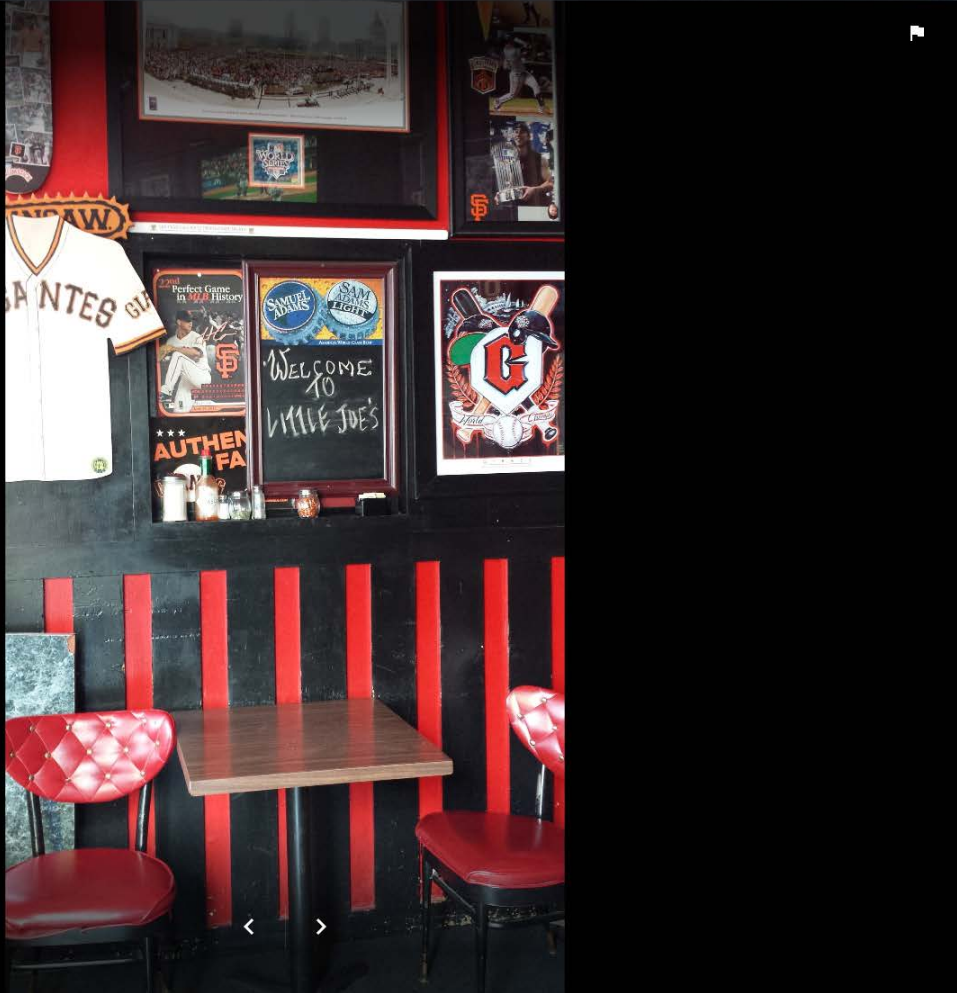


Little Joe's Pizzeria



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Little Joe's Pizzeria

ALL FROM MENU ATMOSPHERE BY OWNER 360°

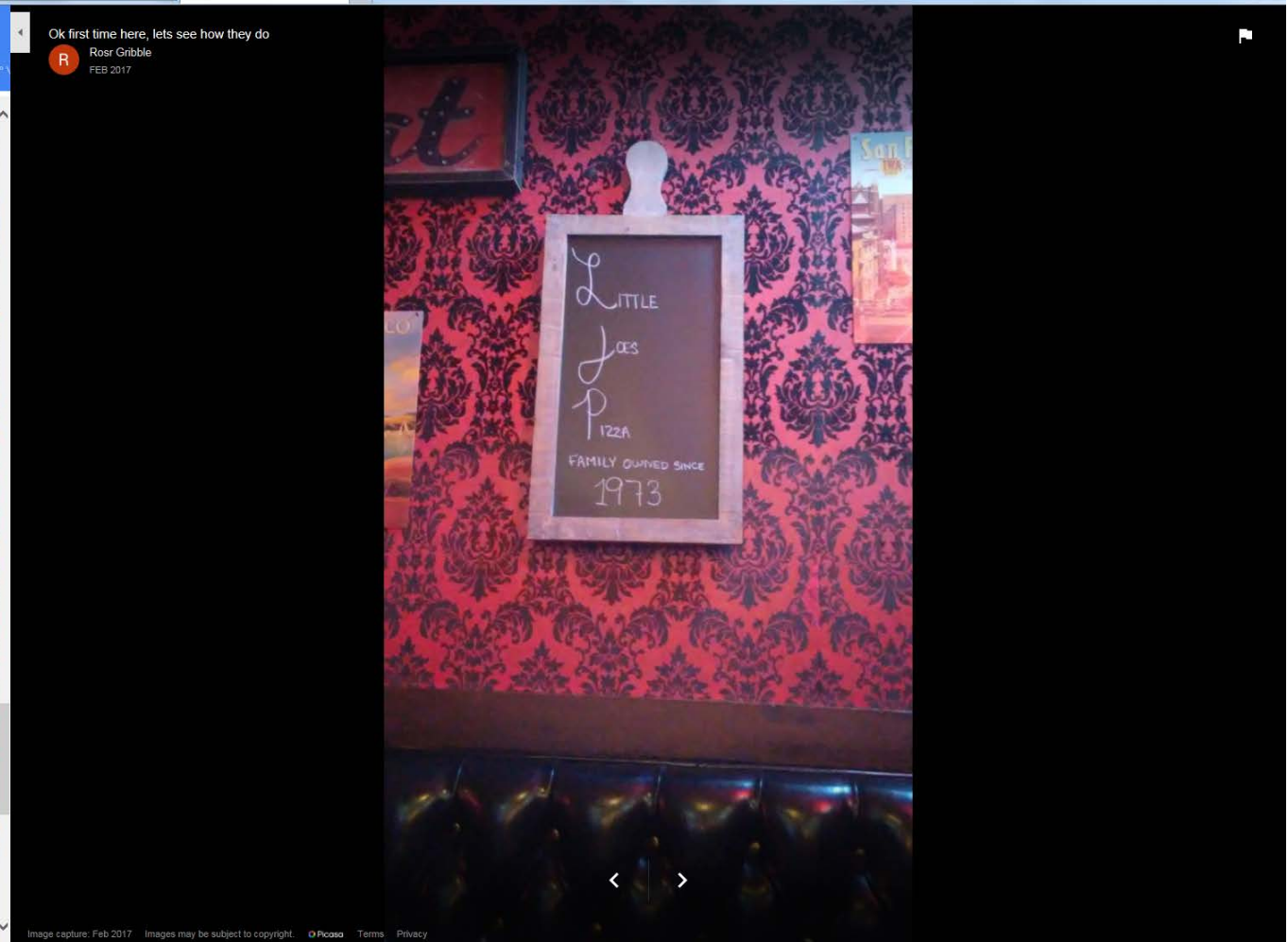


Little Joe's Pizzeria

ALL FROM MENU ATMOSPHERE BY OWNER 360°



Ok first time here, lets see how they do



Little Joe's Pizza



5006 Mission St. (at Italy St.) • San Francisco
We start delivery at 11 a.m., 7 days a week • We start taking orders at 10 a.m.

(415) 333 – 3684

PIZZA

“Our famous hand spun crust & old family secret goes into our delicious pizza”

	<u>12" Sm.</u>	<u>14" Med.</u>	<u>16" Lg.</u>	<u>18" XL.</u>
CHEESE	14.50	16.50	19.25	22.00
CHEESE & MUSHROOMS	16.00	19.90	21.95	23.95
CHEESE & ONIONS	16.00	19.90	21.95	23.95
CHEESE & GARLIC	16.00	19.90	21.95	23.95
CHEESE & OLIVES	16.00	19.90	21.95	23.95
CHEESE & GREEN PEPPERS.....	16.00	19.90	21.95	23.95
CHEESE & SALAMI	16.00	19.90	21.95	23.95
CHEESE & PEPPERONI	16.00	19.90	21.95	23.95
CHEESE & ITALIAN SAUSAGE.....	16.00	19.90	21.95	23.95
CHEESE & HAMBURGER.....	16.00	19.90	21.95	23.95
CHEESE & CANADIAN BACON.....	17.00	20.90	22.95	24.95
CHEESE & TOMATOES.....	17.00	20.90	22.95	24.95
CHEESE & GREEN ONIONS	17.00	20.90	22.95	24.95
CHEESE & ANCHOVIES	17.50	19.50	22.95	25.00

PIZZA

(tax already included)

	12" Sm.	14" Med.	16" Lg.	18" XL
ITALIAN SAUSAGE & MUSHROOM.....	17.50	20.65	23.65	25.95
PEPPERONI & MUSHROOM	17.50	20.65	23.65	25.95
HAMBURGER & ONION	17.50	20.65	23.65	25.95
SAUSAGE & PEPPERONI.....	17.50	20.65	23.65	25.95
"LITTLE JOE'S SPECIAL"	18.55	21.65	23.65	26.25
(salami, sausage, mushrooms)				
"VEGIE"	18.65	21.40	24.40	25.05
(mushrooms, onions, olives, green peppers, garlic)				
"EVERYTHING"	19.45	23.65	25.95	28.25
"CLAM & GARLIC"	19.45	23.65	25.95	28.25
"HAWAIIAN".....	19.45	23.65	25.95	28.25
(ham, pineapple)				
"MEXICAN".....	19.45	25.65	25.95	28.25

Pizza crust topped lightly with beans, cheese, chorizo, then sprinkled with tomatoes, onions & jalapenos

**WHEN ORDERING EXTRA OF AN ORIGINAL TOPPING:
\$2.00**

CALZONE (feeds 2 – 3 people) \$20.95

- | | |
|---------------------|--|
| Regular Calzone: | Stuffed with ricotta cheese, mozzarella cheese, sauce, salami, pepperoni |
| Vegetarian Calzone: | Stuffed with ricotta and mozzarella cheese, sauce, mushroom, onion, olive, green pepper & garlic |
| Hawaiian Calzone: | Stuffed with ricotta cheese, mozzarella cheese, sauce, ham & pineapple |

SPECIALTY ITEMS

- \$1.00 – pineapple -ham – Canadian bacon – jalapenos
- \$2.00 – pesto – zucchini – eggplant – ricotta – green. onions
- \$2.00 – linguisa – chorizo – tomatoes
- \$3.00 – artichokes – clams – shrimp – crab – feta – sun-dried tomatoes – chicken - American bacon

ITALIAN FOOD

Served with French Bread
(tax included)

SPAGHETTI	12.95
SPAGHETTI & CLAMS (red or white sauce).....	15.95
SPAGHETTI & SAUSAGE.....	15.95
SPAGHETTI & MUSHROOM (red or white sauce)	15.95
RAVIOLI.....	13.95
SPAGHETTI & RAVIOLI	13.95
LASAGNE (allow 25 minutes)	15.95
RIGATONI (allow 25 minutes	12.95
SPAGHETTI WITH MEATBALLS (2).....	15.50
FETTUCINI ALFREDO.....	14.95
SPAGHETTI WITH PESTO SAUCE.....	15.95
FETTUCCINI WITH SHRIMP	17.95
FETTUCCINI WITH CHICKEN.....	17.50

"All our sauces are HOMEMADE"

MEAT & SEAFOOD

Served with pasta, vegetables, and French bread
(tax included)

CHICKEN SCALLOPINI (mushrooms & wine)	17.35
VEAL SCALLOPINI (mushrooms & wine)	18.25
VEAL PARMIGIANA (sauce & Monterey cheese)	18.25
FRIED CHICKEN (4 pieces).....	15.50
CHICKEN CACCIATORE (red sauce w/green pepper., mushroom, onion).....	17.35
CHICKEN SAUTEED WITH MUSHROOMS	13.95
CHICKEN PARMIGIANA (marinara sauce w/ Monterey)	14.95
EGGPLANT PARMIGIANA (marinara sauce w/ Monterey	16.95
NEW YORK STEAK	19.45
GROUND CHUCK STEAK.....	17.75
PRAWNS.....	18.95
FILET OF SOLE	17.95
SEAFOOD PLATTER.....	17.95
SCALLOPS.....	17.95
BAKED CHICKEN	15.50

SANDWICHES

(tax included)

NEW YORK STEAK SANDWICH.....	13.95
GROUND CHUCK SANDWICH	11.95
MEATBALL SANDWICH.....	9.95
CHICKEN SANDWICH (2 patties).....	9.95
SAUSAGE SANDWICH.....	10.95
LITTLE JOE'S PIZZA SANDWICH.....	9.95

SIDE ORDERS

(tax included)

LARGE DINNER SALAD (Feeds 2 – 3)	11.50
DINNER SALAD.....	5.25
ANTIPASTO SALAD.....	12.95
CAESAR SALAD.....	11.50
CLAM CHOWDER (Weekends Only).....	6.50
MINISTRONE (16 oz.)	5.50
GARLIC BREAD (3/4 Loaf)	5.00
FRENCH FRIES	4.95
MEATBALLS (2) WITH MEAT SAUCE & BREAD	6.50
HOT WINGS.....	11.95
GUACAMOLE W/ CHIPS	8.95
NACHOS (Cheese)	8.95
RICE or BEANS (16 oz.)	5.50
DESSERTS	5.00

When ordering bread with soup and salad add \$ 0.50

DINNERS

(tax included)

Served with rice, beans, and tortillas

TACOS (2).....	12.95
CHILE RELLENOS (2)	13.95
ENCHILADAS (2)	12.95
TAMALES (2).....	12.95
STEAK RANCHERO	18.45
CAMARONES RANCHEROS	18.95
SINGLE TACOS (3).....	10.95

COMBINATIONS

(tax included)

Served with rice, beans, and tortillas

#1. TACO AND ENCHILADA (Beef or Chicken)	13.75
#2. TACO, ENCHILADA, CHILE RELLENO (Beef or Chicken).....	14.95
#3 TACO, ENCHILADA, TAMALES (Beef or Chicken)	14.95
#4. CHILE RELLENO & CHEESE ENCHILADA.....	13.25

Filing Date: November 8, 2017
Case No.: 2017-014645LBR
Business Name: Little Joe's Pizzeria
Business Address: 5006 Mission Street
Zoning: NCD (Excelsior Outer Mission Street Neighborhood Commercial District)/
40-X Height and Bulk District
Block/Lot: 6968/009
Applicant: Alfredo Rodriguez, Vice President
5006 Mission Street
San Francisco, CA 94112
Nominated By: Supervisor Ahsha Safai, District 11
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Little Joe's Pizzeria is a local family-owned and -operated restaurant serving Italian and Mexican dishes in the Excelsior/Outer Mission neighborhood. The restaurant was started in 1942 by Joseph "Little Joe" Russo, who began working for his father, Giuseppe, at his restaurant in North Beach (Napoli Ristorante) after completing military service. At his father's restaurant, Joe learned the pizza business and in 1958, he opened Little Joe's Pizzeria at the corner of Mission and Persia streets in the Excelsior District and began serving Italian classics such as pizza, chicken parmesan, and pasta dishes. By 1972, the restaurant had grown so much that it moved from its original location to its present location at 5006 Mission Street and in 1973, Alfredo Rodriguez purchased the business from Little Joe with the intention of running it as a family business and as a place for his family could work and be together in one place.

Under the new ownership, the menu accommodated for a diverse neighborhood population. Alfredo Rodriguez added a Mexican aspect to the menu as not only did the Excelsior/Outer Mission had a sizeable Mexican population but also locals who frequented the establishment asked the new owner why the Mexican-owned business featured no Mexican dishes. Rodriguez's solution was to create a "Mexican pizza," which became so popular that he decided to add more Northern Mexican dishes based on recipes from his wife, Gloria.

Little Joe's Pizzeria has become a beloved neighborhood establishment, offering a unique menu to a diverse community. It has become a place for families to bring their children to witness the cooks toss, catch and spin pizza dough and has remained committed and tied to the community by making it a point of hiring local residents. Additionally, the restaurant is supportive of local schools by donating its space, time and food for various schools, educational organizations and extracurricular groups to meet and host events.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1958

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

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

- i. Little Joe's Pizzeria has operated for 59 years.
- ii. Little Joe's Pizzeria has contributed to the Excelsior/Outer Mission community's history and identity by carrying out a business model and a mission that provides a welcoming space for the neighborhood to gather and indulge in Italian and Mexican cuisine, that shows commitment to the community in the hiring of local residents, and that illustrates and enhances the diversity of the neighborhood in the form of its food.
- iii. Little Joe's Pizzeria is committed to maintaining the physical features and traditions that define them as a unique restaurant with both Italian and Mexican dishes that cater to and represent the diverse population of the neighborhood.

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

The business is associated with traditional Italian and Mexican, Northern Mexican specifically, dishes.

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

No. The 1950 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.?*

The business has not been cited in publications to date.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 5006 Mission Street

Recommended by Applicant

- Mission to make the restaurant a welcoming, family-friendly, humble neighborhood spot
- Unique menu consisting of Italian and Mexican/Northern Mexican recipes and dishes
- Business model that includes donating time, space and food to local schools and hiring employees (both part- and full-time) from the neighborhood
- Italian-feeling interior design that is dimly-lit with leather booths in the tuck-and-roll style with wooden tables and chairs, red and black wallpaper with a velveteen texture, and a takeout pizza counter at the front
- Large neon sign brought from the original location on Mission and Persia streets that says the words "Little Joe's Restaurant" and "Pizza" and "Dining Room"

Additional Recommended by Staff

- Location in the Excelsior/Outer Mission neighborhood, specifically along Mission Street
- Storefront system including angled vestibule and tiled bulkhead and aluminum storefront system
- Painted "Little Joe's Pizza" along the front façade



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE DECEMBER 6, 2017

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

Reception:
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415.558.6409

Planning
Information:
415.558.6377

Case No.: 2017-014645LBR
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION LITTLE JOE'S PIZZERIA, CURRENTLY LOCATED AT 5006 MISSION STREET (BLOCK/LOT 6968/009).

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 Excelsior/Outer Mission 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 6, 2017, 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 Little Joe's Pizzeria 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 Little Joe's Pizzeria

Location (if applicable)

- 5006 Mission Street

Physical Features or Traditions that Define the Business

- Mission to make the restaurant a welcoming, family-friendly, humble neighborhood spot
- Unique menu consisting of Italian and Mexican/Northern Mexican recipes and dishes
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- Location in the Excelsior/Outer Mission neighborhood, specifically along Mission Street
- Storefront system including angled vestibule and tiled bulkhead and aluminum storefront system
- Painted "Little Joe's Pizza" along the front façade

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 2017-014645LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

DRAFT