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
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 façade.

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.

RESOLUTION NO. 054-17-LBR

Ayes – 6: Adams, Dwight, Dooley, Tour-Sarkissian, Yee Riley, Zouzounis
Nays – 0
Abstained – 0
Absent – 1: Ortiz-Cartagena