



# SAN FRANCISCO PLANNING DEPARTMENT

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## Legacy Business Registry Case Report

HEARING DATE: AUGUST 16, 2017

*Filing Date:* July 21, 2017  
*Case No.:* 2017-009556LBR  
*Business Name:* Cable Car Clothiers  
*Business Address:* 110 Sutter Street, Suite 108  
*Zoning:* C-3-O (Downtown-Office)/  
250-S Height and Bulk District  
*Block/Lot:* 0288/007  
*Applicant:* Jonathan M. Levin, President, CEO and Shareholder  
110 Sutter Street, Suite 108  
San Francisco, CA 94108  
*Nominated By:* Supervisor Aaron Peskin, District 3  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

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

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

### BUSINESS DESCRIPTION

Cable Car Clothiers is the oldest men's retailer located in and serving the downtown and greater San Francisco community. The retailer was founded in 1946 by Mr. Charles Pivnick under the name "Vet's Mercantile" and sold war surpluses from World War II. However, in 1954, as the military surpluses began to dry up, the store became a more traditional clothing store and was renamed "Cable Car Clothiers." The shop began to focus its products more on traditional, British-style clothing, selling items such as that have been described as a blend of "East Coast Ivy style with a West Coast flavor" and offering customer-focused services such as having an in-house tailor and a custom-suit service. After having relocated a number of times since opening, the shop settled back into its roots on Sutter Street in 2012 and opened a 1930s-style barber shop to complement its selection of clothing, hats and caps.

Cable Car Clothiers prides itself on its respect for the people who make it what it is – dedicated employees and loyal customers. For over 60 years, Cable Car Clothiers has built its reputation on the quality of products sold and a strong dedication to providing exceptional customer service. The shop hosts a variety of special events such as book signings and trunk shows to bring together the community. Additionally, for many years the shop has granted the "Cable Car Scholarship" awards that recognizes and honors the academic achievements of select high school students in San Francisco by awarding handmade wooden Cable Car replicas and cash awards for college. Cable Car Clothiers has become deeply rooted in San Francisco's fashion history and traditions, providing a high quality shopping experience with outstanding customer service and services offered frequented by residents and tourists alike.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was renamed and transformed into Cable Car Clothiers in 1954.

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

Yes, Cable Car Clothiers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Cable Car Clothiers has operated for 63 years.
- ii. Cable Car Clothiers has contributed to the Downtown community's history and identity by offering a unique variety of men's clothing and maintaining high quality individualized custom services.
- iii. Cable Car Clothiers is committed to maintaining the physical features and traditions that define its presence and role in San Francisco fashion history.

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

The business is associated with the tradition of offering high quality unique clothing and outstanding customized customer service.

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

Yes. The 1906 property has been previously evaluated by the Planning Department for potential historical significance and is considered an individual Article 11, Category I (Significant Building, No Alterations) building, is listed on the California Register and is also individually eligible for listing on the National Register.

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

The property is listed in the local Article 11 registry and in the California Register.

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 been cited in a number of publications including but not limited to: *Style and the Man*, by Alan Flusser (1996); and SF Examiner, 5/25/1968, "Cable Car Awards: 10 S.F. Students Honored." The business has also received a Certificate of Honor from the City and County of San Francisco Board of Supervisors.

*Physical Features or Traditions that Define the Business*

**Location(s) associated with the business:**

- 110 Sutter Street, Suite 108

**Recommended by Applicant**

- The “CCC” label
- Traditional signage – painted “Cable Car Clothiers” in cursive on the storefront window
- Iconic cable car logo
- Inventory of traditional brands (i.e. Stetson, Southwick, Kent, Filson, etc.)
- Commitment to expert customer service (i.e. in-house tailoring, bespoke customer service)
- Staff attired in clothing that reflects the ivy league character of the shop (including bow ties, and hats)
- 1930s-style barber shop
- Displays of products on vintage mahogany fixtures handmade in England

**Additional Recommended by Staff**

- Location in Downtown

*Filing Date:* July 21, 2017  
*Case No.:* 2017-009558LBR  
*Business Name:* Ocean Hair Design  
*Business Address:* 1619 Ocean Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 6935/026  
*Applicant:* Cindy Huynh, Owner  
1619 Ocean Avenue  
San Francisco, CA 94112  
*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Ocean Hair Design is a local, family-owned haircut and styling salon serving the Ingleside and Ocean View neighborhoods. Opened in 1996 by husband and wife team Allen Dang and Cindy Huynh, Ocean Hair Design is well versed in the hair cutting and styling needs of the surrounding community and works hard to offer quality service(s) at reasonable process. To Allen and Cindy, the salon is more than just an investment; it is a commitment to the Ingleside and Ocean View community, offering a space of familiarity and comfort for residents to gather and have their hair needs and services taken care of. Residents take pride in the business that they believe has been a contributing factor to the rebirth and resurgence of the neighborhood over the past 21 years.

Ocean Hair Design has not only become a frequented neighborhood salon, but it has helped to make events more special by providing the services for important moments in their clients' lives. Additionally, the owners have often taken their commitment to the community a step further and offer services for free to those who were and are unable to otherwise afford them. Ocean Hair Design has become and remains an important fixture to the community not only for the reasonably priced services offered but also for its welcoming, neighborly atmosphere.

The building that houses Ocean Hair Design, along with four other businesses, has been threatened with demolition. As a result, Ocean Hair Design has been on a month-to-month lease and faces a significant risk of displacement.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1996



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

Yes, Ocean Hair Design qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Though Ocean Hair Design has operated for 21 years, it faces a significant risk of displacement.
- ii. Ocean Hair Design has contributed to the Ingleside and Ocean View community's history and identity by not only offering reasonably priced hair salon services but also through its efforts to maintain a strong relationship to the neighborhood, which has helped to revive the neighborhood over the past 21 years.
- iii. Ocean Hair Design is committed to maintaining the physical features and traditions that define its strong presence as a neighborhood serving hair salon.

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

The business is associated with the art and tradition of hair cutting and styling.

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

The 1922 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 property is located within the boundaries of the Ocean Avenue Historic Resources Survey, a project currently underway funded by the Historic Preservation Fund Committee.

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 been cited in the following publication: San Francisco Chronicle, 2/2/2015, "Merchants trying to stay afloat as tide turns on Ocean Avenue," by J.K. Dineen.

***Physical Features or Traditions that Define the Business***

**Location(s) associated with the business:**

- 1619 Ocean Avenue

**Recommended by Applicant**

- Location in the Ocean Avenue Commercial Corridor
- Family- and neighborhood-oriented business model

**Additional Recommended by Staff**

- Canopy sign over storefront

## **PROJECT DESCRIPTION**

The Applicant has been nominated as a "Legacy Business" by a member of the Board of Supervisors or the Mayor.

## **OTHER ACTIONS REQUIRED**

Per Administrative Code Section 2A.242, the subject nomination requires review and approval by the Small Business Commission at a public hearing in order to be added to the Legacy Business Registry.

## **PUBLIC/NEIGHBORHOOD INPUT**

The Department has received no public input on the project at the date of this report.

## **ENVIRONMENTAL REVIEW STATUS**

Nomination to the Legacy Business Registry does not constitute a "project" requiring environmental review per the California Environmental Quality Act (CEQA). The nomination act would not result in any physical alteration to the subject property and could not have an effect on the environment.

## **PLANNING DEPARTMENT RECOMMENDATION**

Staff recommends that the Historic Preservation Commission find that Cable Car Clothiers and Ocean Hair Design qualify for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the above listed physical features and traditions as amended by Staff.

## **ATTACHMENTS**

Draft Resolution  
Legacy Business Application

SC: XXXX



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE AUGUST 16, 2017

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

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*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 CBABLE CAR CLOTHIERS, CURRENTLY LOCATED AT 110 SUTTER STREET (BLOCK/LOT 0288/007).**

**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 Downtown neighborhood's history and identity; and

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

**WHEREAS**, at a duly noticed public hearing held on August 16, 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 Cable Car Clothiers 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 Cable Car Clothiers

***Location (if applicable)***

- 110 Sutter Street

***Physical Features or Traditions that Define the Business***

- The "CCC" label
- Traditional signage – painted "Cable Car Clothiers" in cursive on the storefront window
- Iconic cable car logo
- Inventory of traditional brands (i.e. Stetson, Southwick, Kent, Filson, etc.)
- Commitment to expert customer service (i.e. in-house tailoring, bespoke customer service)
- Staff attired in clothing that reflects the ivy league character of the shop (including bow ties, and hats)
- 1930s-style barber shop
- Displays of products on vintage mahogany fixtures handmade in England
- Location in Downtown

**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 2017-009556LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 16, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

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*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 OCEAN HAIR DESIGN, CURRENTLY LOCATED AT 1619 OCEAN AVENUE (BLOCK/LOT 6935/026).**

**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 20 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the Ingleside and Ocean View neighborhood's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on August 16, 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 Ocean Hair Design qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 Ocean Hair Design

*Location (if applicable)*

- 1619 Ocean Avenue

*Physical Features or Traditions that Define the Business*

- Location in the Ocean Avenue Commercial Corridor
- Family- and neighborhood-oriented business model
- Canopy sign over storefront

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 2017-009558LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 16, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-004  
*Business Name:* Cable Car Clothiers  
*Business Address:* 110 Sutter Street, Suite 108  
*District:* District 3  
*Applicant:* Jonathan M. Levin, President, CEO and Shareholder  
*Nomination Date:* July 11, 2017  
*Nominated By:* Supervisor Aaron Peskin

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

200 Powell Street from 1954 to 1970 (16 years)  
205 Sutter Street from 1961 to 1973 (12 years)  
150 Post Street from 1972 to 1989 (17 years)  
1 Grant Avenue from 1989 to 1993 (4 years)  
256 Sutter Street from 1993 to 2002 (9 years)  
441 Sutter Street from 1993 to 2002 (9 years)  
200 Bush Street from 2002 to 2012 (10 years)  
110 Sutter Street, Suite 108 from 2012 to Present (5 years)

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

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

**NOTES:** NA

**DELIVERY DATE TO HPC:** July 21, 2017

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 3



City and County of San Francisco

**AARON PESKIN**  
佩斯金 市參事

July 11, 2017

Director Regina Dick-Endrizzi  
San Francisco Office of Small Business  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
[Regina.dick-endrizzi@sfgov.org](mailto:Regina.dick-endrizzi@sfgov.org)

Dear Director Dick-Endrizzi:

It is my esteemed privilege to nominate Cable Car Clothiers for inclusion on the Legacy Business Registry.

Cable Car Clothiers is the oldest men's retailer in San Francisco and holds special historical significance. When founded in 1946, it was originally called Vet's Mercantile and sold war surpluses from World War II. It was renamed to Cable Car Clothiers in 1954, when the store became a more traditional clothing store. It has garnered national notoriety since 1970, when it began publishing its quarterly mail-order catalog, which reached nationwide circulation. The store now doubles as a tourist destination. Not only has the store been highly successful, it has also given back to the San Francisco community, through the Cable Car Scholarship which awards exceptional high school students with a cash award for college.

Cable Car Clothiers' historical significance and its continued philanthropy in the San Francisco community more than justify its inclusion on the Legacy Business Registry.

Sincerely

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

Aaron Peskin



## Section One:

### Business / Applicant Information. Provide the following information:

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

<b>NAME OF BUSINESS:</b>		
Cable Car Clothiers, Inc.		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Jonathan M. Levin, President, CEO and Shareholder		
<b>CURRENT BUSINESS ADDRESS:</b>	<b>TELEPHONE:</b>	
110 Sutter Street, Suite 108 San Francisco, CA 94101	(415) 397-4740	
	<b>EMAIL:</b>	
	jonathanlevin@cablecarclothiers.com	
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.cablecarclothiers.com	Cable Car Clothiers	Cable Car Clothiers

<b>APPLICANT'S NAME</b>	
	<input checked="" type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
<b>APPLICANT'S ADDRESS:</b>	<b>TELEPHONE:</b>
	( )
	<b>EMAIL:</b>

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0004349	

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>
Supervisor Aaron Peskin	July 11, 2017

## 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
200 Powell Street	94102	1954
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1954-1970	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
205 Sutter Street	94108	Start: 1961 End: 1973

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
150 Post Street	94108	Start: 1972 End: 1989

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1 Grant Avenue	94108	Start: 1989 End: 1993

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
256 Sutter Street	94108	Start: 1993 End: 2002

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
441 Sutter Street	94108	Start: 1993 End: 2002

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
200 Bush Street	94104	Start: 2002 End: 2012

## 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
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input type="checkbox"/> Yes		

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
110 Sutter Street, Suite 108	94104	Start: 2012 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 Two:**

### **Vet's Mercantile 1946-1954.**

#### **Cable Car Clothiers, Inc. 9/29/1954 through 1970** **200 Powell Street, SF [Corner of Powell and O'Farrell]**

Cable Car Clothiers opened at corner of Powell and O'Farrell and adopted the Business and Trade Name "Cable Car Clothiers" under leadership of Charles Pivnick. The storefront focused on traditional, British-style clothing and hats. The business grew rapidly leasing the entire corner and remodeled the larger location and mezzanine.

#### **Cable Car Clothiers, Inc. 1961 through 1973** **205 Sutter Street, SF [Corner of Sutter and Kearney]**

Cable Car Clothiers opened a second location at the corner of Sutter and Kearney and closed the Powell and O'Farrell store in 1970 when the building was sold and the lease expired.

#### **Cable Car Clothiers, Inc. 1972 through 1989** **150 Post Street, San Francisco**

Cable Car Clothiers purchased the lease, trademarks, fixtures, customer lists, and goodwill of Robert Kirk, Ltd and adopted the combined business name "Cable Car Clothiers-Robert Kirk, Ltd." The corporation applied for and was granted additional trademarks for "Cable Car Clothiers-Robert Kirk, Ltd." This became the primary trademark along with the various trademarks owned by Robert Kirk, Ltd., as Robert Kirk, Ltd was well known for its focus on traditional, British-style clothing. Cable Car Clothiers adopted the motto "San Francisco British Goods Store Since 1939" and continues today to promote that its roots good back to 1939. The building at 150 Post Street was sold in approximately 1989 and the lease expired.

#### **Cable Car Clothiers, Inc. 1989 through 1993** **One Grant Avenue, San Francisco**

Temporary space was leased on Grant Avenue while the Pivnick family purchased the grand banking temple located at One Grant Avenue as a permanent retail location for its expanding business. The basement bank vaults were demolished and the entire building was utilized for retail, mail order operations and offices. One Grant Avenue was later leased to Emporio Armani.

#### **Cable Car Clothiers, Inc. 1993 through 2002**

### **256 Sutter Street, SF and 441 Sutter Street, San Francisco**

Cable Car Clothiers then relocated to two small retail locations along Sutter Street namely 256 Sutter San Francisco and then 441 Sutter, San Francisco until it located much larger permanent location at 200 Bush and expanded its retail operations.

### **Cable Car Clothiers, Inc. 2002 through 2012**

#### **200 Bush Street, San Francisco**

Cable Car Clothiers moved to the historic ground floor historic marble bank at 200 Bush in the original Chevron Oil Building in 2002.

### **Cable Car Clothiers, Inc. 2012 through Present**

#### **108 – 110 Sutter Street, San Francisco, CA**

On October 1, 2012 Cable Car returned to its roots on Sutter Street and opened a 1930's style barber shop to complement its fine selection of clothing, hats, and caps. Currently located in the historic French-American Bank Building at 108-110 Sutter, the shop is the oldest men's retailer in San Francisco.



## Legacy Business Registry

## Application

## 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.

Jonathan Levin 6/5/17

Name (Print):

Date:

Signature: 



# **Cable Car Clothiers Legacy Business Registry Application**

## **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.**

Cable Car Clothiers, named after the Cable Car line on Powell and O'Farrell streets, was founded in 1954 in San Francisco by Charlie Pivnick. Its origins date back to 1946 when Mr. Pivnick opened a war surplus store called Vet's Mercantile. In 1954, as military surplus sources dried up and the store began to focus more on traditional, British-style clothing, the business moved to the corner of Powell and O'Farrell Streets and on September 29, 1954 incorporated under the name Cable Car Clothiers, Inc.

From 1970, it became known for its quarterly mail-order catalog, which eventually reached a circulation of two million and which helped to make the store a tourist destination. In 1972, Cable Car Clothiers purchased the lease, trademarks, fixtures, customer lists, and goodwill of Robert Kirk, Ltd., a San Francisco retailer founded in 1939. Cable Car Clothiers adopted the tradename and trademarks "Cable Car Clothiers – Robert Kirk, Ltd." and continued its focus on traditional, British-style clothing, thus adopting the motto "San Francisco's British Goods Store Since 1939."

The flagship store was consolidated in 1972 at 150 Post Street and thrived in conjunction with a booming catalog and mail order business. After its lease at 150 Post Street expired and the building was sold Cable Car Clothiers was temporarily located on Grant Avenue. Looking to expand its men's and women's departments, the company moved to what is presently the Emporio Armani building, a wonderful Greek Revival banking temple, located at One Grant Avenue. After moving from One Grant Avenue to two smaller shops on Sutter Street in the Financial District, the company moved to 200 Bush Street. Finally, in late 2012, Cable Car Clothiers moved back to its roots on Sutter Street and opened a 1930s-style barber shop to complement its fine selection of clothing, hats, and caps. Currently located in the historic French-American Bank Building at 108-110 Sutter Street, the shop is the oldest men's retailer in the city.

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

Incorporated on September 9, 1954, Cable Car Clothiers established itself as a gentleman's retailer offering a blend of "East Coast Ivy style with a West Coast flavor," featuring made-to-measure suits and a large collection of men's accessories. In his seventy-something years at the shop, Charles Pivnick (1919-2014), the store's founder, became a legend and an icon in the men's retail industry across the country. Today, Cable Car Clothiers continues to be family-owned and is owned and managed by Charles Pivnick's grandson, Jonathan Levin.

In 1972 Cable Car Clothiers purchased the retail business of Robert Kirk, Ltd., obtained an assignment of the lease at 150 Post Street along with an assignment of the trademarks and name "Robert Kirk, Ltd." Business operations were consolidated and Cable Car Clothiers adopted and trademarked the name "Cable Car Clothiers – Robert Kirk, Ltd." Cable Car Clothiers then adopted 1939, start date of the original Robert Kirk, Ltd., as its date of founding.

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

Cable Car Clothiers has been family owned and operated for over 60 years.

**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.**

Since 2012, Cable Car Clothiers has been located in the French-American Bank Building at 108-110 Sutter Street, a Category I-rated historic resource under Article 11 of the San Francisco Downtown Plan (Buildings of Individual Importance, Excellent in Architectural Design). Originally built in 1902 and remodeled with an overlay of Beaux-Arts details in 1913, the French-American Bank Building “is extremely important as a supportive structure to the Hallidie Building and as part of one of the finest rows of buildings in downtown San Francisco...” (*Splendid Survivors*, San Francisco Heritage, 1978).

**CRITERION 2**

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

Despite multiple locations over the years, Cable Car Clothiers has maintained a constant presence in downtown San Francisco and has long been recognized as a destination for men who seek fine clothing and accessories that are often hard to find – products that are crafted with care and good taste, and made of first-rate materials.

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

Charles Pivnick was awarded the San Franciscan of the Year by then Mayor Art Agnos in 1989 and was active in the San Francisco Chamber of Commerce. In 1970, he also served as president of the MBA Alumni Association for the USF Business School.

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

In his 1996 book *Style and the Man*, author Alan Flusser described Cable Car Clothiers as follows: “Much like its namesake, this is the type of store that gives San Francisco an irresistible allure. Step through its doors and you step back in time—way back. Cable Car Clothiers is an anomaly in an age where museums or old photo albums are often the only medium able to connect one with his roots...Charles (Pivnick) is the Sir Lancelot of the herringbone grail.”

Cable Car Clothiers ran regular weekly ads in the *Wall Street Journal* and *New York Times* weekend and business editions as well as being the longest consecutive advertiser in the *New Yorker* magazine during the 1970s and 1980s. Herb Caen and Carl Nolte are both valued friends of the shop and have written numerous pieces about Cable Car Clothiers.

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

Charles Pivnick, Haberdasher Emeritus (1919-2014): Charles Pivnick began his career in the retail business in 1946 when he opened Vets Mercantile, a military surplus enterprise on Fillmore Street. Subsequently adding a store on Van Ness Avenue, for a while operated two San Francisco stores, then ultimately ran one store on Market Street where work and later dress clothes were sold along with



surplus merchandise. Mr. Pivnick served in the Army in World War II in combat in the South Pacific. When he came home to San Francisco after the war, he recalls looking in the windows at upscale men's stores and wishing he could afford the clothes on display

Charles Pivnick always liked to dress well. His goals approached realization when in 1954 when he incorporated a new retail store at the historic corner of Powell and O'Farrell Streets which he named Cable Car Clothiers. He stocked the retail store with traditional clothing for the mid-to-upper income bracket. The boundless energy which typified his early retail history continued as he opened additional retail stores at the corner of Sutter and Kearny, downtown Oakland and Hillsdale Mall during the late fifties and early sixties while simultaneously attending college in the evenings. Charles Pivnick received his Bachelor's Degree in 1959 and his Master's Degree in Marketing in 1969, both from the University of San Francisco. While continuing as Cable Car's President and CEO, in 1970 he also served as president of the MBA Alumni Association for the USF Business School and was active in many other community organizations.

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

Cable Car Clothiers has built its reputation on the quality of its goods and dedication to providing exceptional customer service. Many of the customers are multi-generational and have become friends as well as customers. Special events, book signings, and trunk shows bring the Cable Car community together to highlight the finest in classic apparel.

For many years, Cable Car Clothiers hosted the Cable Car Scholarship awards where select San Francisco high school students were honored with a handmade wooden Cable Car replica and cash award for college. The awards were presented at an annual gala at the Westin St. Francis in Union Square. Mr. Pivnick presided over the awards and took great pride in honoring the achievements of San Francisco public school students. To this day, Cable Car Clothiers continues to support and donate to a variety of local charitable organizations, including San Francisco Heritage.

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

For over 60 years, Cable Car Clothiers has offered classic natural shoulder clothing to men across the country who appreciate quality without compromise. The shop's excellent relationships with the premier menswear manufacturers in the British Isles, Europe, and in the U.S., have allowed the store to be a dependable and often the exclusive resource for hard-to-find items, such as our traditional three-buttoned natural sportscoats and vested suits. In addition, Cable Car Clothiers has an outstanding selection of handsome Harris Tweed coats and impeccably tailored trousers, luxurious cashmere and lamb's wool sweaters, tasteful shirts and neckwear, and comfortable sleepwear.

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

Cable Car Clothiers is currently located in the heart of the Financial District within the grand columns of the original French-American Bank, erected in 1902.

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

Cable Car Clothiers is a true English haberdashery. Every item in the clothing emporium is carefully chosen for quality and style. Many people who seek a shopping experience with the highest quality staff and inventory, steeped with San Francisco tradition, would be greatly disappointed if the business were to shut down due to escalating rents and the changing economic climate of San Francisco. When they step into the shop, loyal customers feel like they are transported to a different era, where they can

peruse fine tailored clothing, hats and caps, and accessories made in England, Europe and the USA. In this day in age, when competing with on-line shopping and clothing made overseas, it is crucial to pay attention to the details. This includes providing excellent customer service, music and ambiance, and especially a well-curated inventory. The Cable Car Clothiers staff prides itself on building personal relationships with its customers, encouraging them to touch and feel the quality of the fabrics and the construction. This is something that is lost when you press and click on a computer. Its 1930s barbershop has been incredibly successful and has brought in a whole new demographic of customers looking for authenticity and consistency.

### **CRITERION 3**

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

Cable Car Clothiers specializes in the total fashion experience for the gentleman, carrying all the traditional brands you'd imagine (Stetson, Southwick, Kent, Filson, and many more in both "business and dress" and "casual" wear). To complement this, there's an in-house tailor and bespoke custom-suit service. Under the leadership of Charles Pivnick, Cable Car Clothiers made its name known to over two million customers nationwide through its pioneering catalogue business. Mr. Pivnick produced his popular catalogue through the 1990s, offering all of the store's high-quality products for mail order. Charlie's grandson Jonathan Levin has upgraded the virtual shopping experience with an on-line store, bringing Charlie's catalog vision to the 21<sup>st</sup> century and thus appealing to a new generation of customers. Jonathan and master barber Nicky the Barber (Nick Calvanese) started a 1930s-style barber shop in the current Sutter Street location. Cable Car Clothiers offers a truly unique experience in the 1930s-style shaving parlor and barber shop. The barber shop is a veritable museum of vintage barber tools, chairs, and hair tonics. Nicky is proud of his heritage as a traditional men's barber and the barber shop makes you feel like you have traveled back in time to a more stylish and genteel era.

#### **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)**

As described by author Laura Smith Borrmann in *Discovering Vintage San Francisco* (2015), Cable Car Clothiers has remained faithful to the standards, traditions, and values established by its founder, Charles Pivnick: "Though management no longer makes the staff a daily lunch of egg and tuna sandwiches, as the founder once did, it still feels like an old-fashioned family operation that prides itself on respect for the people who make it what it is – dedicated employees and loyal customers. The whole place with its archetypal products, full-service offerings, and overall approach to running a family business – feels like a perfect example of when modernity and tradition marry and push through the decades."

Cable Car Clothiers has had private label clothing since 1954 at its original location on Powell and O'Farrell. The CCC label is very important to the historical character of the store and people collect old clothing pieces off eBay and vintage stores.

Other traditions that should not be changed include the shop's traditional signage and iconic cable car logo, its inventory of traditional brands (i.e., Stetson, Southwick, Kent, Filson, etc.), its commitment to expert customer service (i.e., in-house tailoring, bespoke custom-suit service), and its staff attired in clothing that reflects the ivy league character of the shop, including suits, bow ties, and especially hats.

#### **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 of the shop boasts the classic décor of an exclusive English club, with a refined masculine atmosphere complete with a 1930s-style barber shop. The shop continues to display its wares on vintage mahogany fixtures handmade in England that have followed the store for decades from location to location.

**d. 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 that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms.**

Current ownership operates under the leadership of Charlie's grandson Jonathan Levin. Jonathan is a fourth generation San Franciscan and the oldest grandson of founder Charles Pivnick. He first appeared in the Cable Car Clothiers catalog at the age of three, modeling a life size rocking chair horse from England. Growing up, he worked in the stock room and on the sales floor during holidays and summer vacations. After attending UC Berkeley and a stint on the East Coast, Jonathan worked as a broker in downtown San Francisco. However, his true passion was traditional Men's Clothing, and he returned to the family business and orchestrated the store's move to Sutter Street in late 2012. Jonathan has carried on the legacy of his grandfather and his enthusiasm for the traditions and finery abounds at the little shop that began as a humble military surplus store so many years ago.

## Early Years





# The "Art" of Tailoring

**Bravo!**

*The* applause subsides . . . onstage the concert artist takes his last bow . . . the footlights dim. Another virtuoso makes musical history in San Francisco.

Good tailoring, too, though its practitioners seldom achieve immortality, may be classified among the creative arts . . . for the nimble needle of an inspired tailor is as sensitive as the stroke of a bow across a violin string.

At Cable Car Clothiers the fine tailoring and superlative fabrics of our suits are winning bravos. Time and again we have curtain calls from men and women who rhapsodize about our natural shoulder suits.

We're onstage six days a week . . . performing for an admiring public. And we're reserving two seats for you right on the aisle. Come in . . . anytime.



## CABLE CAR CLOTHIERS

SAN FRANCISCO: Sutter at Grant • Powell at O'Farrell

OAKLAND: 416 — 14th Street

Hillsdale Shopping Center, San Mateo



## The "Art" of Tailoring





## The “Art” of Tailoring





# Community Service

May 25, 1968 San Francisco Examiner



**CHARLES PIVNICK (center) GIVES CABLE CARS TO WINNERS**  
Ronald Reeves and Joyce Castellano are honored for their "involvement"  
—Examiner photo by Howard Robbins

## Cable Car Awards

### 10 S.F. Students Honored

Ten San Francisco high school students today held Cable Car Awards for their "significant activity in school, community and civic projects."

They were honored at a luncheon in the St. Francis Hotel yesterday, sponsored by Charles Pivnick, president of Cable Car Clothiers. It was the third annual award.

"These young people were picked," Pivnick said, "from among many other fine students because they represent today's need by our youth to be involved in what's happening."

Honorees and their schools are:

Charles Bernauer, 926 Wa-

wona St., Abraham Lincoln High School; Joyce Castellano, 274 Silver Ave., Balboa High; Christine Yee, 51 Jasper Place, Galileo; Mark Dukeminier, 520 44th Ave., George Washington; Ronald Reeves, 50 Church St., Lowell; Shirley Mendoza, 3741 Army St., Mission; Tony Medina, 3126 Laguna St., Polytechnic; Arthur Montenegro, 585 Anderson St., Woodrow Wilson; Victoria Adelstein, 1129 87th St., Daly City; St. John's High School; Mary Margaret Torpey, 71 Warren Drive, Notre Dame des Victoires School.

Young Dukeminier wasn't present to accept his award because on Thursday he won the All-City golf champion-

ship and yesterday was competing in another tournament against Stanford University frosh.

#### ART PROJECTS

Reeves, the Lowell High honoree, was selected because of his leadership among student groups there and his organizing work with black students from other schools, particularly in art projects.

The 17 year old youth placed second in Northern California high schools speech competitions this year and has been offered scholarships to both the University of California at Berkeley and the University of San Francisco.



## Community Service



## Grand Openings & Mayors





## Grand Openings & Mayors



**'CABLE CAR' EXPANDS**  
—The opening of the new Cable Car Clothiers annex at Powell and O'Farrell streets was celebrated yesterday by (from left) the

owners, Harry Siewert and Charles Pivnick; Dean Dittman, who plays "Marryin' Sam" in "Li'l Abner" now at the Curran theater, and Mayor George Christopher.



Progress photo by Michael Mustacchi

**CABLE CAR GRAND OPENING** — Among the revelers at the grand opening reception Wednesday night of Cable Car Clothiers/Robert Kirk Ltd. a trio of dapper fellows appeared at the shop's new location in the historic Savings Union Bank Building, 1 Grant Ave. Hisayuki Nakamota (left), President of the Iwakyu Company Ltd. of Japan — the Cable Car Clothiers Business group in Japan — was joined by Mayor Art Agnos and (right) Charles Pivnick, Cable Car Clothiers/Robert Kirk Ltd. founder and president. Cable Car Clothiers' new home was designed by San Francisco architect Walter Bliss and opened in January, 1911.



## Accolades



## Accolades

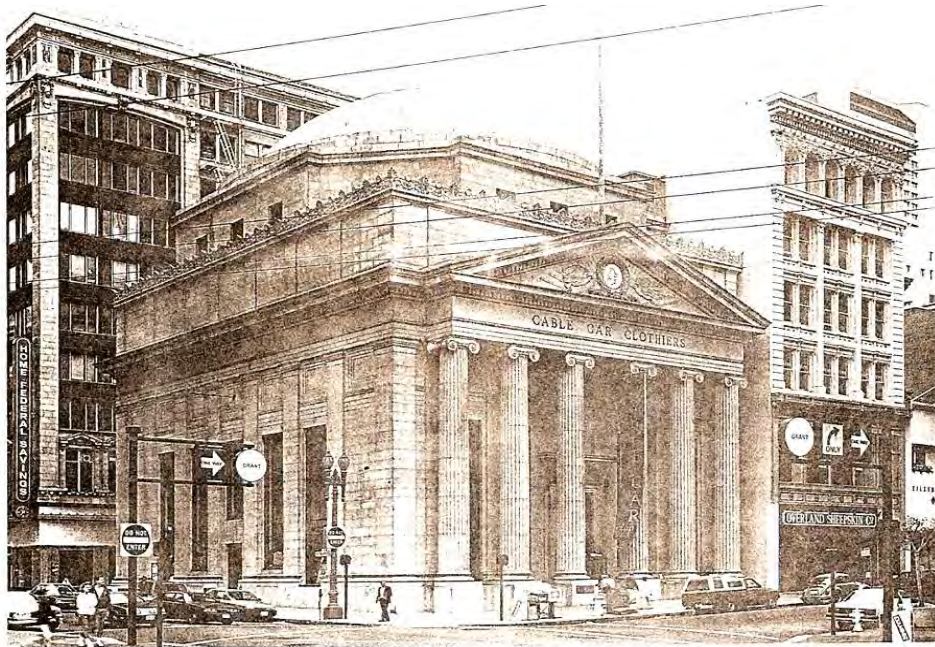




## Accolades



# Past Locations



## SAVINGS UNION BANK

(Cable Car Clothiers) 1 Grant Avenue

The Savings Union Bank of San Francisco is an example of what Architect and Engineer called the "first period" of Bliss and Faville's work, characterized by an "enthusiasm for the antique" and influenced by the work of McKim, Mead & White, in whose office both architects had apprenticed. Together with the Union Trust Bank across the street, it forms a gateway to Grant Avenue. The building is a modified temple reputedly derived from the Roman Pantheon. It

is a steel-frame structure clad in granite and topped by a reinforced-concrete dome. The main Grant Avenue façade was conceived as a pedimented Ionic temple form featuring a bas-relief of "Liberty" by sculptor Hag Parrigan. The bronze doors (representing the historical succession of the races in the state) and the original interior furnishings were executed by Arthur and Lucia Mathews. *Landmark Number 132*





## Past Locations

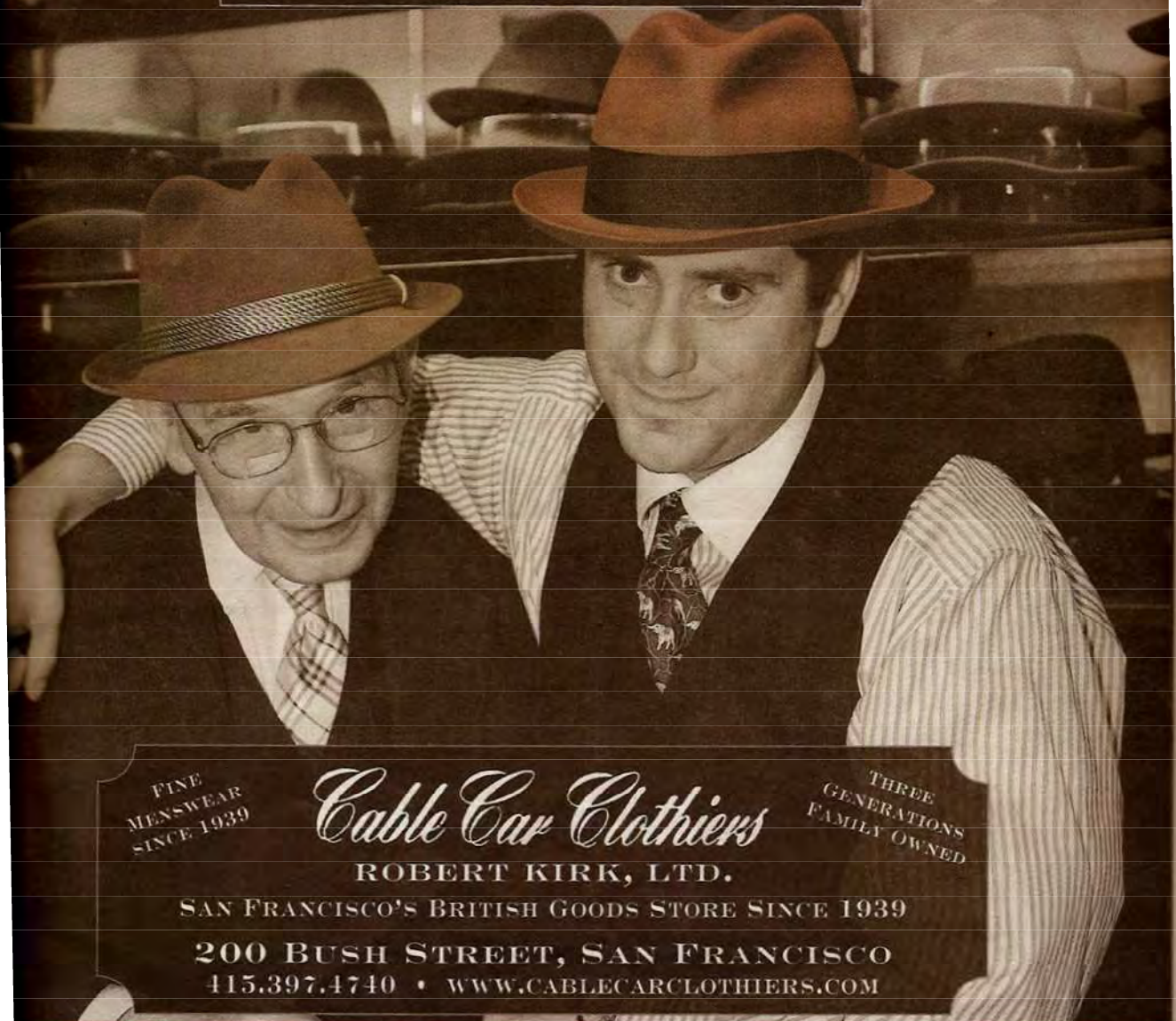




# Carrying on the Family Tradition

*Storewide Spring Sale!*

PRESENTING  
**THE BOSS & JON**  
AS YOUR HATTERS



FINE  
MENSWEAR  
SINCE 1939

*Cable Car Clothiers*

THREE  
GENERATIONS  
FAMILY OWNED

ROBERT KIRK, LTD.

SAN FRANCISCO'S BRITISH GOODS STORE SINCE 1939

200 BUSH STREET, SAN FRANCISCO

415.397.4740 • [WWW.CABLECARCLOTHIERS.COM](http://WWW.CABLECARCLOTHIERS.COM)

30% Off

*Cable Car Clothiers Sale*

**Valid on Cable Car Clothiers In-Stock Merchandise Only!**

For the month of April we are offering 30% off ALL in-stock full price merchandise exclusively to you, our preferred customer.

Not be combined with any other offer or applied toward permanently reduced merchandise. Not redeemable for cash and can not be applied toward gift cards or prior purchases.  
Sale will commence on April 1st, 2011 and end on April 30th, 2011.



# Carrying on the Family Tradition

110 Sutter Street Location (French-American Bank Building)





# Carrying on the Family Tradition

110 Sutter Street Location (French-American Bank Building)





# Carrying on the Family Tradition

110 Sutter Street Location (French-American Bank Building)





# Carrying on the Family Tradition

110 Sutter Street Location (French-American Bank Building)



← Cable Car Clothiers

ALL BY OWNER 360° VIEW





← Cable Car Clothiers

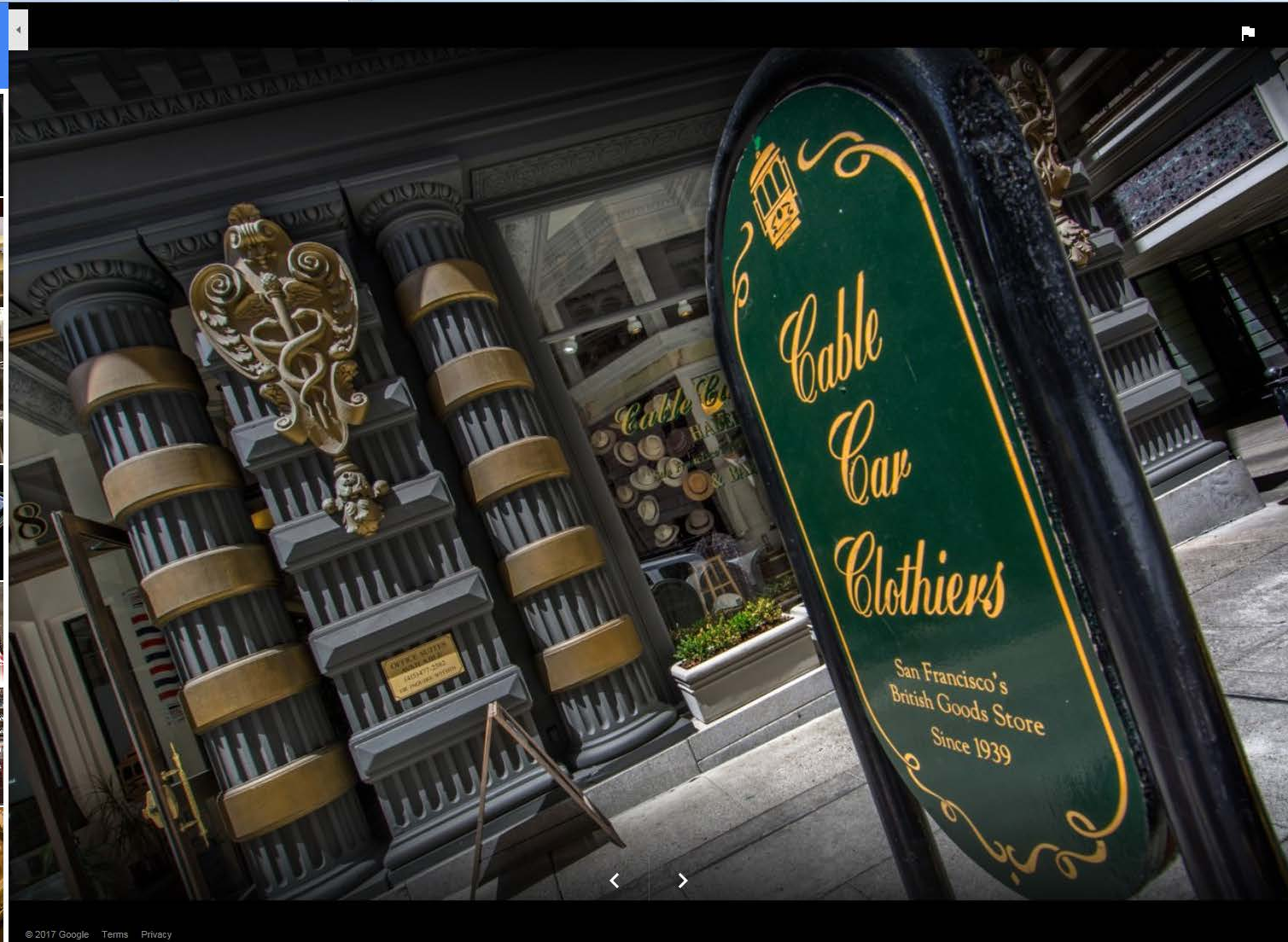
ALL BY OWNER 360° VIEW





← Cable Car Clothiers

ALL BY OWNER 360° VIEW









*Cable Car Clothing*



← Cable Car Clothiers

ALL BY OWNER 360° VIEW





Cable Car Clothiers

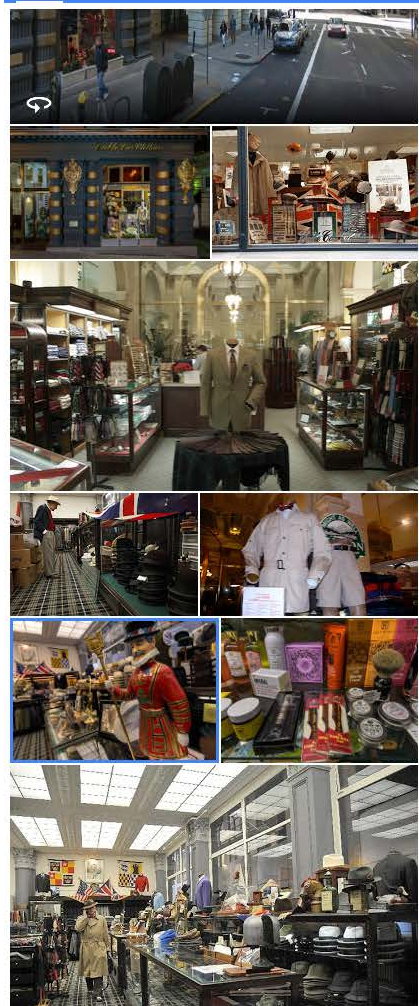
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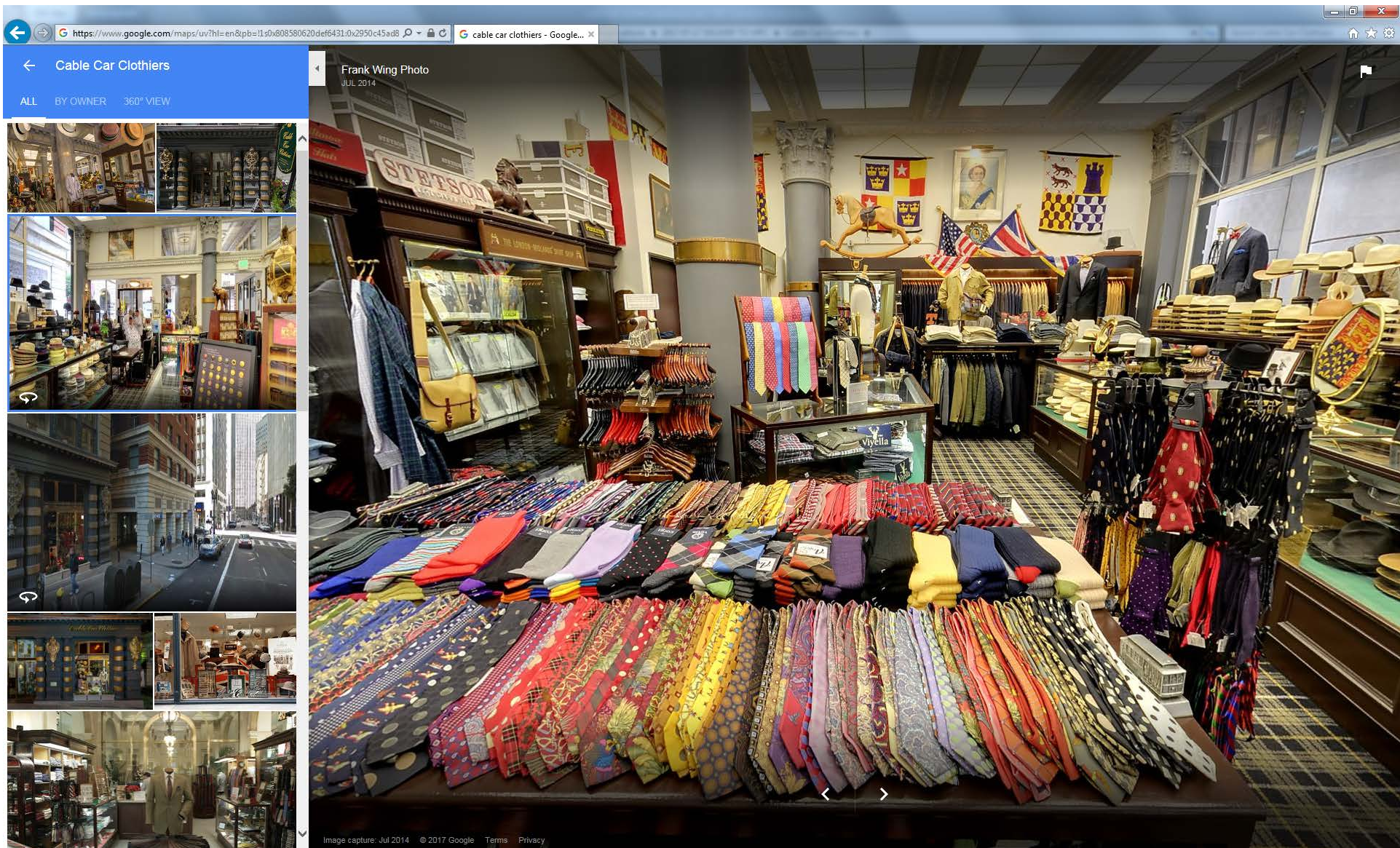


**Cable Car Clothiers**

ALL BY OWNER 360° VIEW



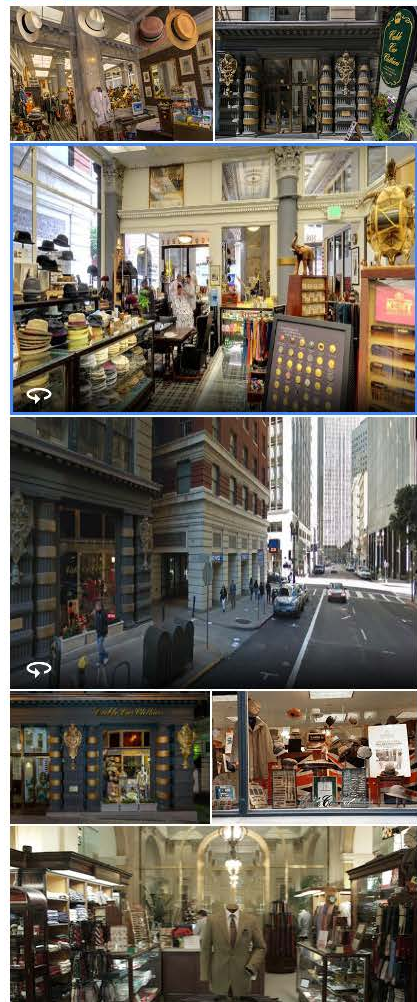




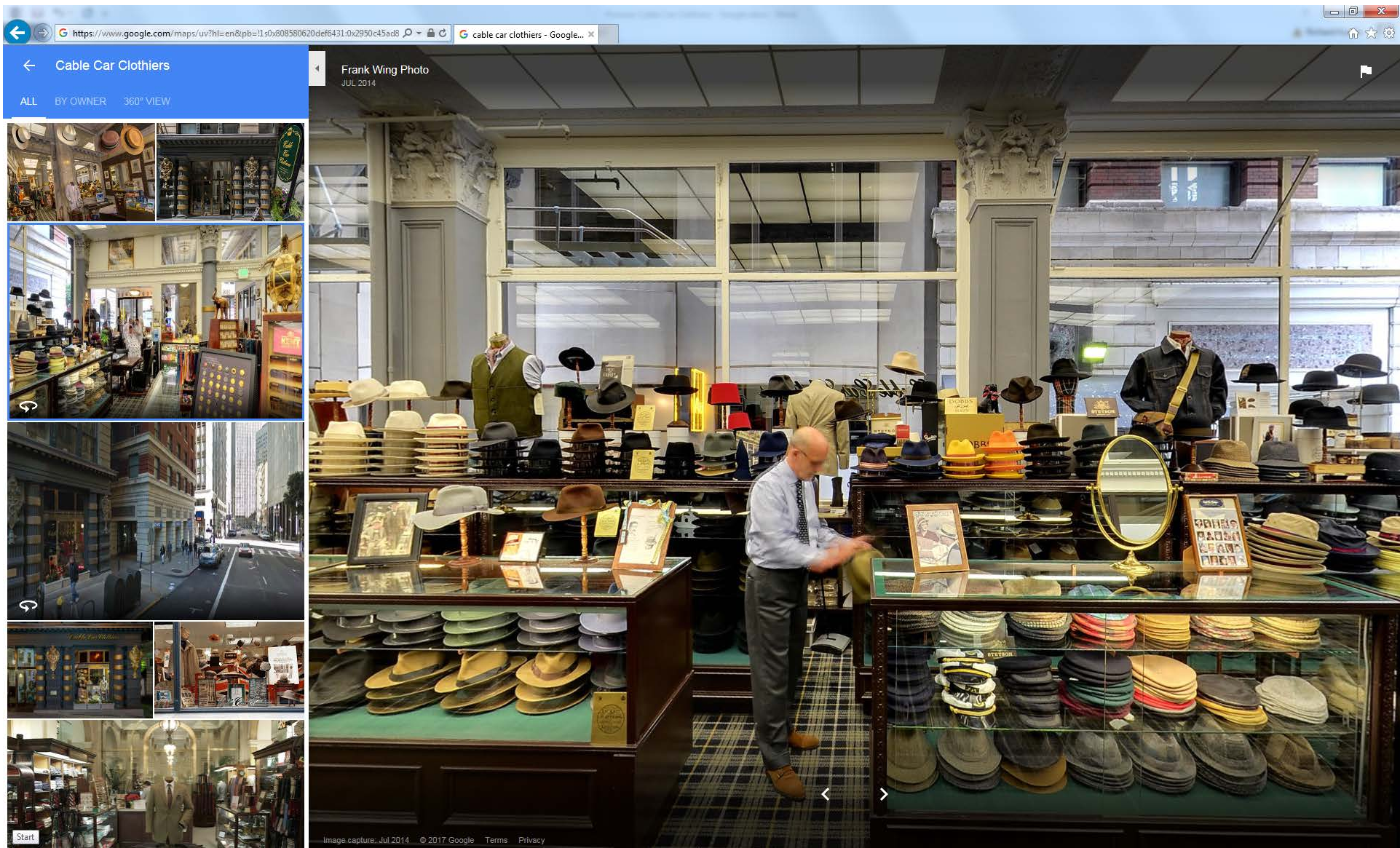


Cable Car Clothiers

ALL BY OWNER 360° VIEW









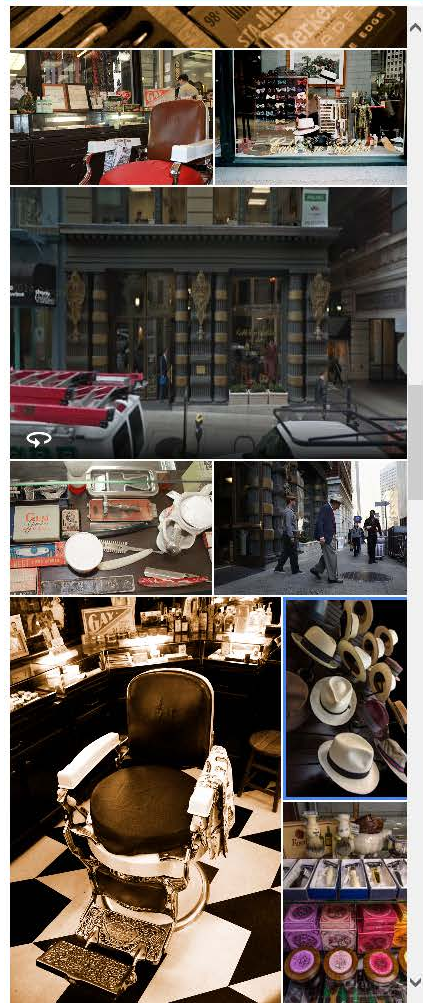
# Cable Car Clothiers

ALL BY OWNER 360° VIEW



← Cable Car Clothiers

ALL BY OWNER 360° VIEW









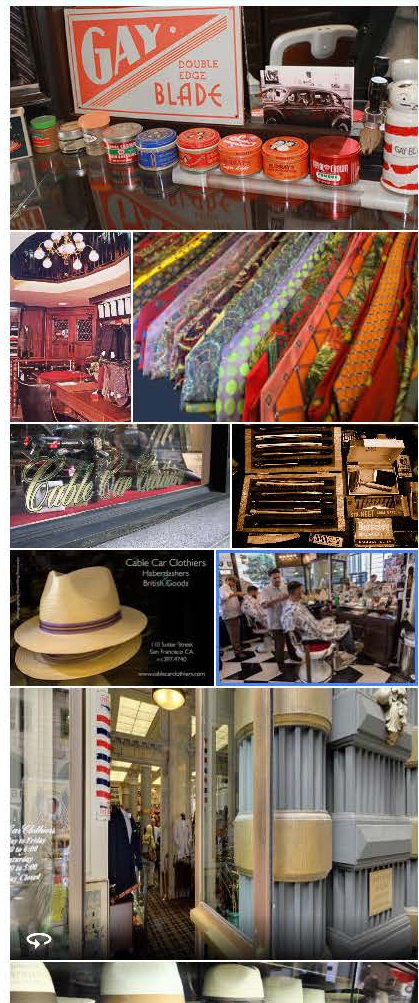






Cable Car Clothiers

ALL BY OWNER 360° VIEW



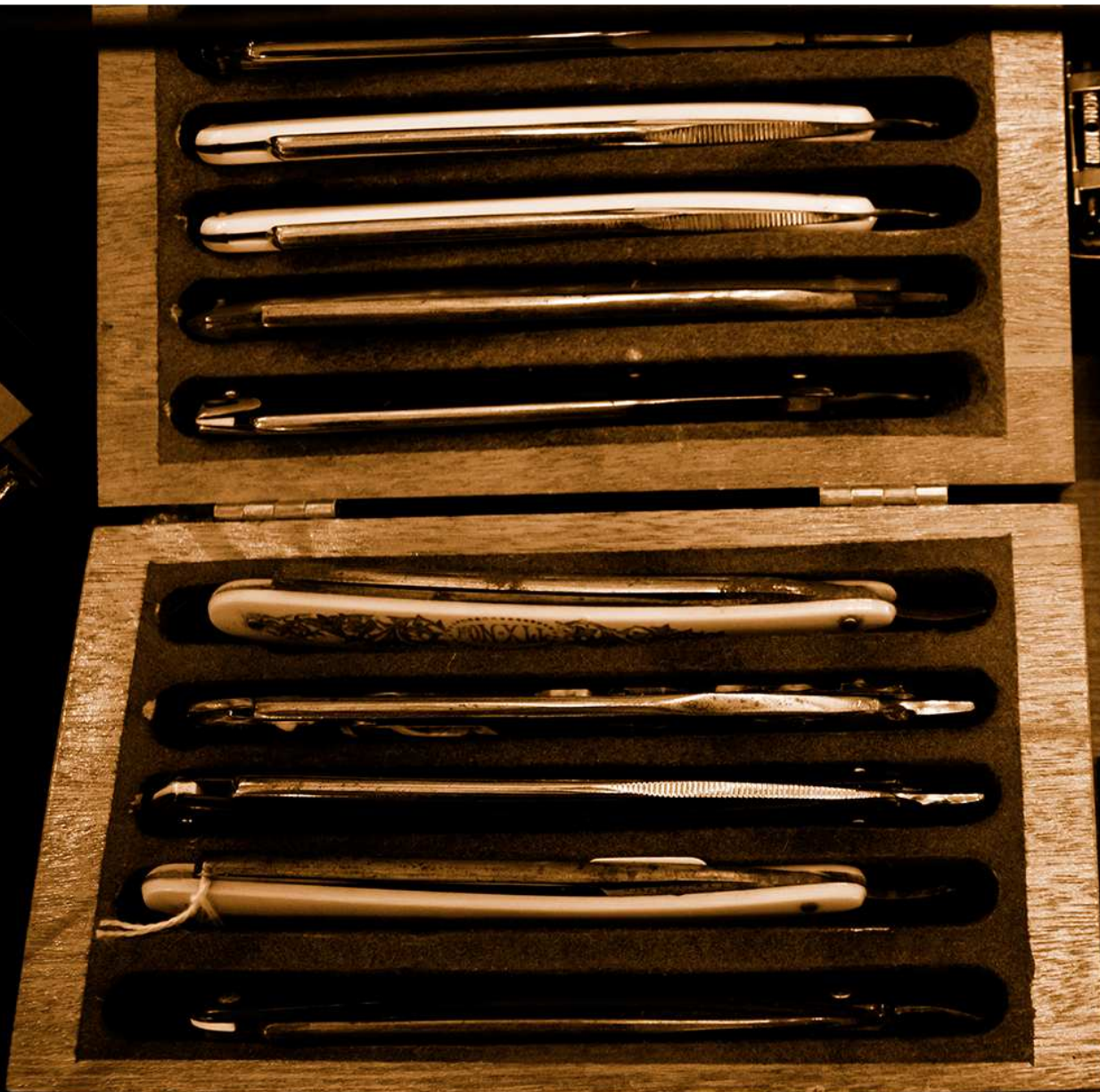


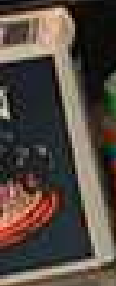








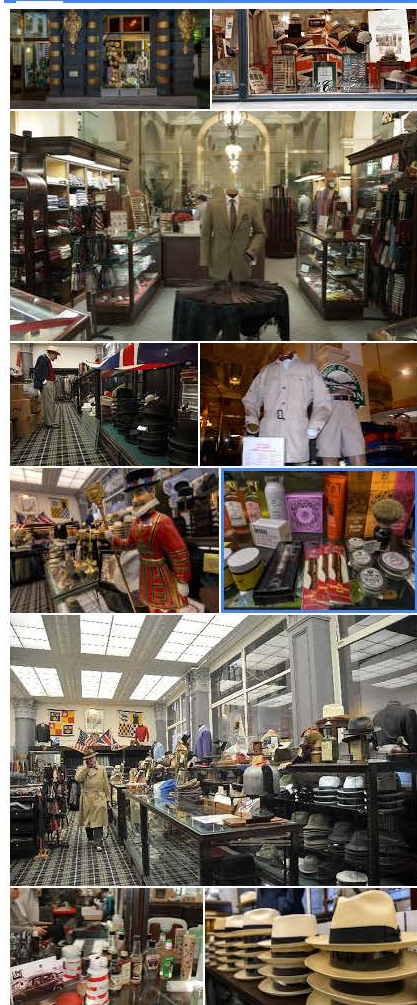






Cable Car Clothiers

ALL BY OWNER 360° VIEW









**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-005  
*Business Name:* Ocean Hair Design  
*Business Address:* 1619 Ocean Avenue  
*District:* District 7  
*Applicant:* Cindy Huynh, Owner  
*Nomination Date:* July 17, 2017  
*Nominated By:* Supervisor Norman Yee

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

1619 Ocean Avenue from 1996 to Present (21 years)

**PER CRITERION 1:** Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?  
 \_\_\_\_\_ ☒ Yes \_\_\_\_\_ No

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

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

**NOTES:** Per the Legacy Business Registry's Business Eligibility Criteria, Ocean Hair Design has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement. The historic building housing Ocean Hair Design has been threatened with demolition despite extensive efforts by the Ocean Avenue Association to preserve the building.

**DELIVERY DATE TO HPC:** July 21, 2017

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 7

City and County of San Francisco

**NORMAN YEE**

July 17, 2017

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Ocean Hair Design (1619 Ocean Ave) to the Legacy Business Registry. The owners are local residents and husband and wife, Allen Dang and Cindy Huynh.

Ocean Hair Design opened in 1996 and has been continuously in business for 21 years and is currently at risk of displacement. The hair salon is a community-serving, neighborhood anchor business as clients, just like, Allen and Cindy, walk from their homes in the Ingleside neighborhood to the salon. Since Allen and Cindy are also raising their children nearby, they are well attuned to the needs of the working-class community and keeping quality service at reasonable prices. They also regularly support their children's local school functions. Many customers have been returning for decades and sometimes Allen even offers haircuts for free for those who cannot afford it. Allen and Cindy have kept it a family-run business and their children are often at the store after school. The building is also classified as a "significant" building in the Ocean Avenue Historic Preservation Guide.

I am proud to nominate Ocean Hair Design to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee



## APPLICATION FOR

**Legacy Business Registry**

Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

**1. Current Owner / Applicant Information**

NAME OF BUSINESS:		
OCEAN HAIR DESIGN		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
CINDY HUYNH AND ALLEN DANG		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1619 OCEAN AVENUE .	(415) 841-1860	
SF CA 94112	EMAIL:	
	huynhcindy12@yahoo.com.	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:

APPLICANT'S NAME	
CINDY HUYNH	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
224 BRIGHTON AVENUE	(415) 602-9911
SF CA 94112	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0955111	

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)

**2. Business Addresses**

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1619 OCEAN AVE. SF	94112	10-1996
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATION
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		OCT/1996
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		

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

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

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


### 3. Eligibility Criteria

Attach the business's written historical narrative and supplemental documents as described under section three of the application instruction.

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

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name (Print): CINDY HUYNH      Date: 4.18.17      Signature: 



## **Legacy Business Registry Application Ocean Hair Design**

### **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.**

Ocean Hair Design began operations at 1619 Ocean Avenue in October of 1996. The business was established by husband and wife Allen Dang and Cindy Huynh. During the first year of business, Cindy provided beauty and hair styling services while Allen assisted during his time off from work in South San Francisco. Allen joined full time at Ocean Hair Design in 1997. The salon is more than just an investment, it is a commitment to Ingleside; a place to live, work, and raise their three children. Many clients walk to Ocean Hair Design from their houses or apartments, just as Allen does to serve their clients from Monday to Saturday, for the past 20 years.

Cindy and Allen purchased a house in Ingleside just a few blocks from the shop. Their children also attended schools within the district. After school, their children would be at the shop reading, playing, and interacting with the customers. Growing a family and working in Ingleside has allowed Cindy and Allen insight on what the needs of the community are, and thus they are committed to providing the neighborhood with quality hair services for reasonable prices. Shortly after beginning the business, Ocean Hair Design quickly earned a reputation for quality work at fair prices.

Ocean Hair Design has remained at the same location throughout its existence and is participating in the rebirth and neighborly feel of the Ocean Avenue commercial corridor. The business continuously provides support for Cindy and Allen's family and has allowed them to send their oldest daughter to the University of California at Davis. Many in the neighborhood know the salon and rate it as part of the area's history and resurgence during the past 21 years. The many positive reviews of the business on Yelp indicate customers' commitment to Ocean Hair Design and how it has become part of their family's experience. "I've been coming to Cindy for about 15 years or so. She is very good and so reasonably priced (I think I still pay around \$20 for a trim). I take my son here too and have her husband Allen cut his hair while she cuts mine. They are both very good. It's a family run business (their kids are there after school) and they're very nice people". – Yelp commenter

Per the Legacy Business Registry's Business Eligibility Criteria, Ocean Hair Design has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement.

The historic building housing Ocean Hair Design has been threatened with demolition despite extensive efforts by the Ocean Avenue Association to preserve the building. Unfortunately, the business has been on a month-to-month lease for quite some time as the owner prepares to tear down the building.

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

The business has been in operation continuously since 1996.

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

Allen Dang and Cindy Huynh are the sole owners of Ocean Hair Design and have been so for the past 21 years at the same location on Ocean Avenue in the Ingleside District of San Francisco.

**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 1922 building at 1607-1623 Ocean Avenue is considered a "Category B Property" for the purposes of the California Environmental Quality Act (CEQA).

The building was classified as a "significant" building in the Ocean Avenue Historic Preservation Resource Guide, which was published by the Ocean Avenue Association in 2013. The building has been threatened with demolition by several developers in the 2000s and 2010s, which has also threatened the existence of Ocean Hair Design. The Ocean Avenue Association is currently working diligently to preserve the building, but there has been little assistance or cooperation from the City.

The Ingleside community is seeking immediate assistance from the Historic Preservation Commission and the Planning Department to preserve the building per the Balboa Park Station Area Plan, which states that "individually significant resources in the Balboa Park Station plan area should be protected from demolition or adverse alteration" and "the rehabilitation and adaptive reuse of historic buildings in the Balboa Park Station plan area should be promoted."

## **CRITERION 2**

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

This comment from a customer a couple of years ago on Yelp helps explain the contribution to the identity of the Ingleside community:



"I have been Cindy's client for 18 years now. Yup, she did my prom hair and my wedding day hair! Maybe she will do my daughter's prom hair in 14 years. My whole family goes there on a regular basis. Cindy did my grandma's hair, my mom's hair, my hair, my sister's hair, and now....my daughter's hair. Absolutely love her work! My sister is so obsessed with her hair, she used to drive 6 hours from Oregon to SF to get her hair done by Cindy!"

For 21 years, Ocean Hair Design has impacted generations of families by providing this middle-income, home-owning neighborhood with services and a place to meet, and making them feel like a part of a community. The owners' family and the neighborhood's families go to school together and continue to share important moments in their lives. Ocean Hair Design make events more special by providing the services for important moments in their patron's lives. Their customers appreciate the connection to this small, simple but important business in the community.

Allen has provided free haircuts on several occasions to local customers who were "down on their luck." Once, a man walked in and said, "I have a job interview. I need to look good. I need a haircut but I don't have any money." My husband asked him to sit down and said he would cut the man's hair and hopefully, he would look so well-groomed that a job offer would come along. Ocean Hair Design is a business that has grown with the struggles and joys of its working class neighborhood, providing constancy and a sense of community.

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

In simple ways, Ocean Hair Design has contributed to the community. Cindy and Allen's children attended the public schools nearby, and the business owners continue to support the schools and their children by attending school events and contributing to fundraising efforts. The family lives five blocks away from the shop in a home that underwent renovations and improvements to make it representative of the architecture of the neighborhood. Meanwhile, they provide quality haircuts, hairstyling, and design to a neighborhood that is not wealthy but committed to its families and children.

As immigrants, Cindy and Allen contributed to making San Francisco's Ingleside District unique and special. They lived a life that recognizes their own roots and provides their children and community with special character. Moreover, they contributed to developing a unique urban neighborhood filled with diversity, optimism and hope.

**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 referenced in any media or in an historic context to our knowledge.

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

As an anchor neighborhood business, the space has been visited on several occasions by local politicians and civic leaders including current Mayor of San Francisco Ed Lee and District 7 Supervisor Norman Yee during the Faxon Street Festival.

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

By providing quality services at reasonable prices, Ocean Hair Design has allowed a diverse working class neighborhood the opportunity to access valuable services. Through the business's support of the local schools and the less fortunate in the neighborhood, and by inspiring others to see what hard work, diligence and commitment to the neighborhood can bring, Ocean Hair Design has become part of the fabric of Ingleside, living and working in the same community.

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

When Ocean Hair Design opened in 1996, Ingleside was seen as a lower-income community with too much crime and few opportunities. For most people, it was often a place to avoid. However, Cindy and Allen saw Ingleside in a different light. To them, it was a place to live and achieve the American Dream. A place to work hard, raise a family and provide services to the neighborhood. Each year since the time the business opened, the streets have become much safer, the business community has grown and the residents take more pride in their neighborhood and homes. Ocean Hair Design lived through and contributed to making positive changes in Ingleside. Through progress, more housing and development is occurring. However, this comes along with the fear that businesses like Ocean Hair Design, which helped the community grow and regain stature, will be lost as a result of this progress. The community remains highly diverse and still offers housing at more reasonable prices than other parts of the city, but increasing commercial rents, especially those within new developments in the area, are prohibitive for many small, family-owned businesses such as Ocean Hair Design.

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

The building is located on the Ocean Avenue Commercial Corridor, which is currently undergoing a Historic Resources survey, however the building itself is not yet listed on a preservation or historic registry. The building itself was built in 1922 in the Mediterranean-style architecture largely representative of the southern neighborhoods of San Francisco.

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

The character of Ingleside would be diminished if the business were to shut down. Ocean Hair Design is a part of the history of Ocean Avenue and Ingleside. It would be a significant loss for Ingleside and the neighbors who have supported Ocean Hair Design for many years. It would cause a loss of community, continuity and an important hub where people from various backgrounds discuss and share their thoughts, their ideas and their commitment to their



neighborhood. This conduit for sharing ideas, helpful experiences, home improvement, and ideas for enhancing the neighborhood environment would be lost.

If the building were destroyed and not preserved and revitalized, family businesses would likely disappear and be replaced with “chains” or corporations that might be able to afford the new retail spaces being built. The connection of families with our family, the generations of customers served, our collective memory of a community shop run by members of the community would be lost, and Ingleside would be less personal, less of a community, and more like a strip mall with little or no character.

### **CRITERION 3**

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

Ocean Hair Design is a simple and unassuming barber and beauty salon that stays current with the services and changes that occur in the industry. In 1996 when the business first opened, Cindy and Allen spent time, money, and effort to make an attractive, clean, and welcoming shop.

Ocean Hair Design operates six days a week for nine or more hours a day, all while the owners are raising a family. The business is a source of pride for the family and epitomizes the American Dream of starting a business, working hard and contributing to a community by providing quality services at reasonable prices. The business is part of the community and treats its customers with dignity and respect. The business does its best to make proms, graduations and weddings more exciting and beautiful for every individual. There is a familial connection felt between the business and the community, and Ocean Hair Design does its best to provide a sense of connection, dependability and stability to the Ingleside neighborhood. It is a happy, friendly place to have your hair styled and learn about products that can improve grooming you and making you feel special for an hour.

The business serves people from all walks of life, respecting the diversity that is part of the character of Ingleside. Every individual that walks through the door is seen as a friend, asking about how the family is doing and giving advice when asked about relationships, cooking and more. Going to Ocean Hair Design is not like going to Supercuts. It is a place of equals who share their family stories, the good, the bad, and information that will help each other improve their lives. It is a unique “throwback” to what it means to have community: to walk by a shop and say hello, and have the owners welcome you by name.

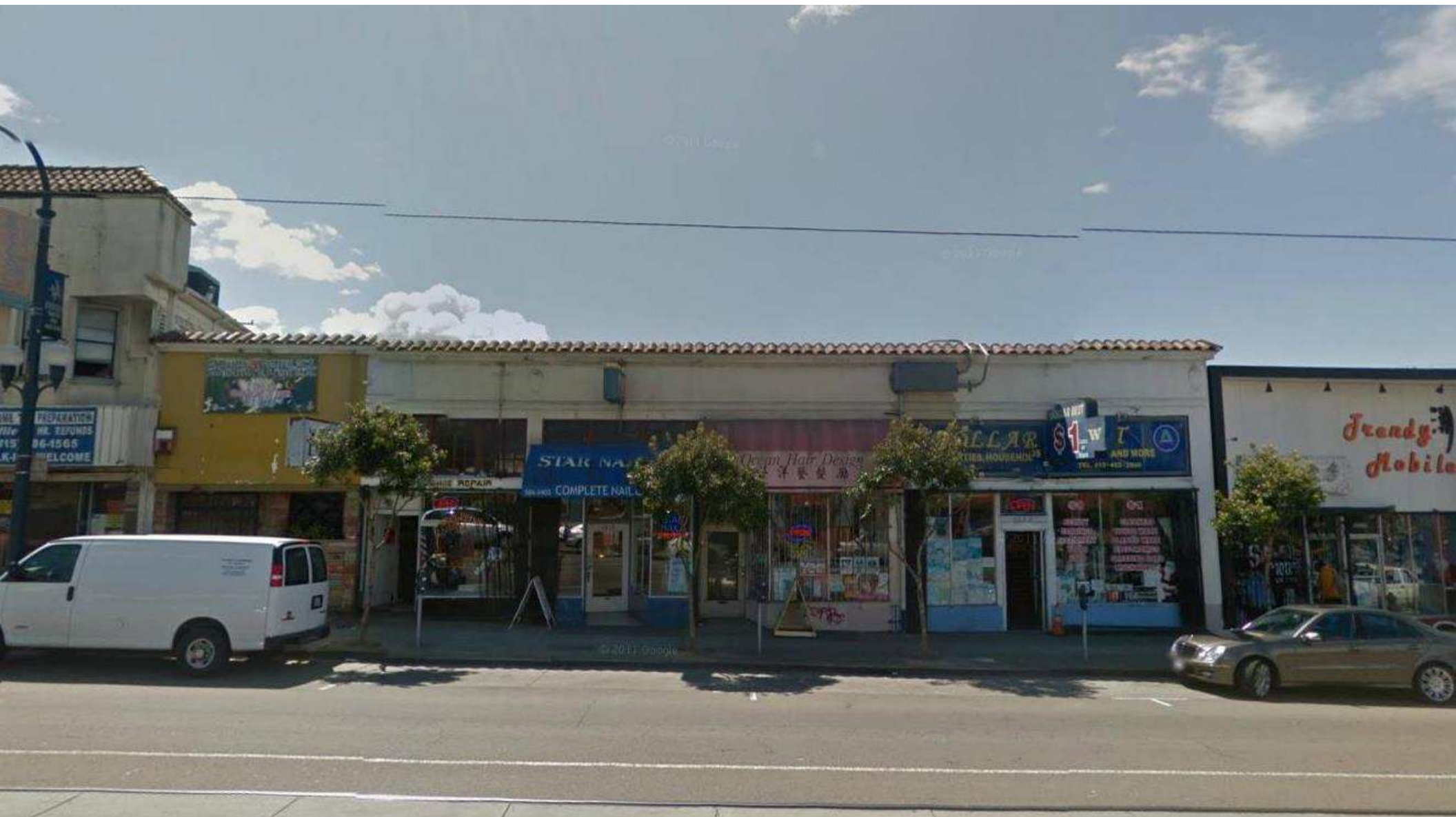
#### **b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

Ocean Hair Design has a simple and straightforward business model. However, the connection to the community makes the business special. Ocean Hair Design helped to create the tradition of providing quality services at reasonable prices in the Ocean Avenue commercial corridor. The unique character of connecting with the community by living and working in Ingleside makes Ocean Hair Design a provider of services to generations of families who genuinely appreciate the business and seek its services over and over again. It is hard to imagine Ingleside as the home that it is known as now without Ocean Hair Design. There is currently no interest in changing the services and connections that Ocean Hair Design provides. The worry is simply that the opportunity to continue providing a safe, equal space and sense of community will be lost when the building that houses the business is torn down.

**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.).**

As stated earlier, the building will be demolished soon. Ocean Hair Design believes that the characteristics of the business are not defined by its physical features.





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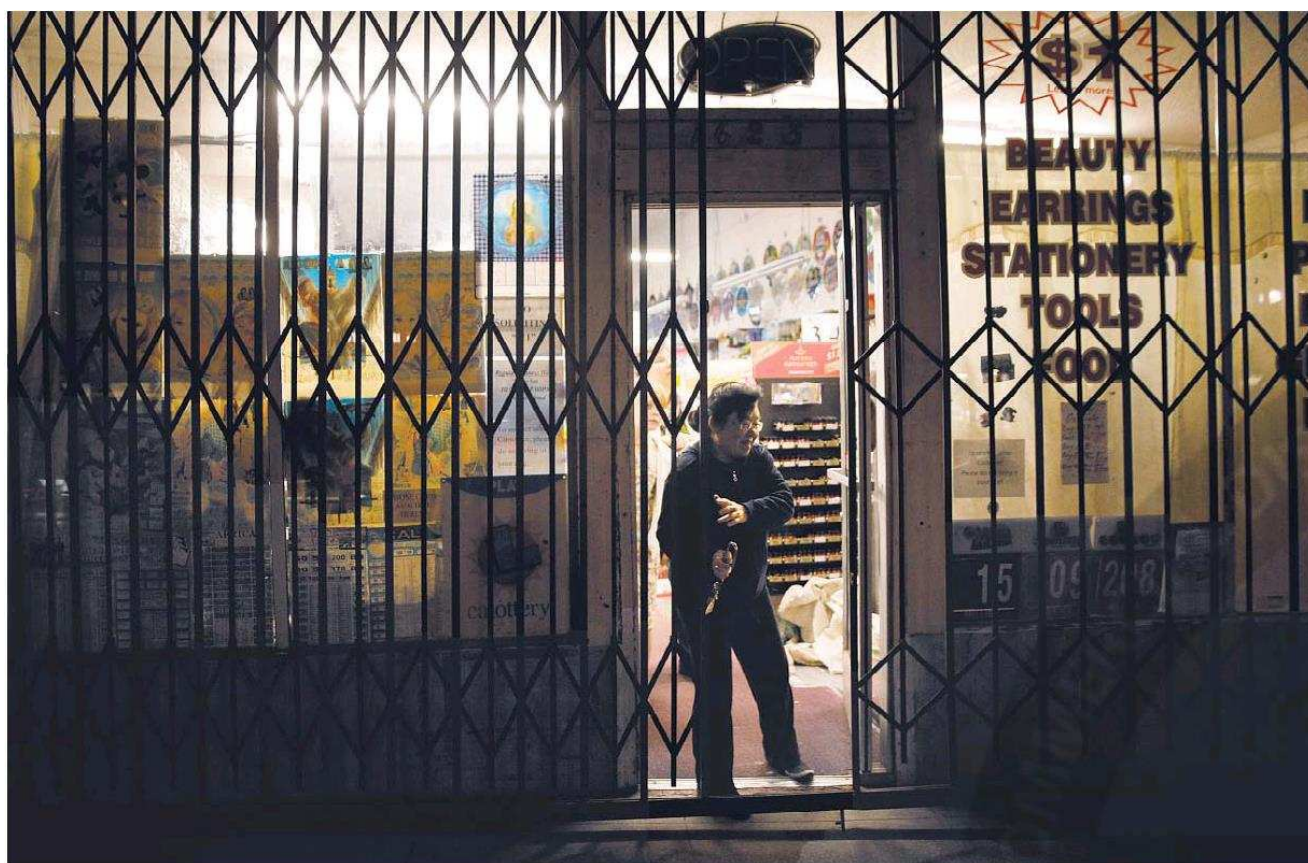












Photos by Carlos Avila Gonzalez / The Chronicle

Martha Nyuang closes her Dollar Best Store on Ocean Avenue, where a major development is in the works.

# Merchants trying to stay afloat as tide turns on Ocean Avenue

By J.K. Dineen

The wave of investment that has washed over Ocean Avenue the past few years has brought hundreds of units of new housing, a Whole Foods, a celebrated Thai-Laotian restaurant and even a new hardware store.

But as builders flock to the rising commercial strip, some longtime business owners wonder if they are going to be sacrificed in the name of urban progress. The tension over the changing retail corridor shows how the city's unprecedented boom is transforming even working-class districts far from trendy areas like Valencia Street.



Ocean Avenue's Ave Bar co-owner Lucia Fuentes-Zarate (left) hugs Mona Lisa Mares.

**"We have been getting played with the whole time."**

*Yusufu Bomani, co-owner of the Ave Bar*

On the 1600 block of Ocean Avenue in the Ingleside district, a developer has filed an application to tear down four buildings and replace them with a mixed-use building containing 36 condominiums above about 11,000 square feet of retail.

The development would displace eight existing businesses between 1601 and 1633 Ocean Ave. — an African American-owned bar that has been there since the 1940s, a cobbler who attracts business from around the city, a nail salon, a hair salon, a Latino evangelical church, a dollar store, a T-shirt shop and a tax preparation business.

***Ocean Avenue continues on A8***



# Longtime merchants feeling squeezed

Ocean Avenue from page A1

Property owner TJ Development, which bought the properties in November for \$6.7 million from another builder, has offered short-term leases of between 12 and 18 months to some of the tenants, with the provision that there would be no renewals after that. Others have not received any lease offer.

## Trade-offs needed

The Ave Bar, a modest neighborhood saloon that counts retired African American police officers and teachers among its afternoon regulars, has just five months left on its lease, said owners Yusufu Bomani and Lucia Fuentes-Zarate.

"We have been getting played with the whole time," Bomani said. "The ownership has changed hands, and I don't know what's going on. I hear scenario A one day and scenario C two days later. I don't know the truth. All I know is I can't get a long-term lease, and I don't know how much longer I'm going to be here."

Gabriel Metcalf, executive director of the urban think tank SPUR, said balance between protecting neighborhood character and the need for more housing had been challenging.

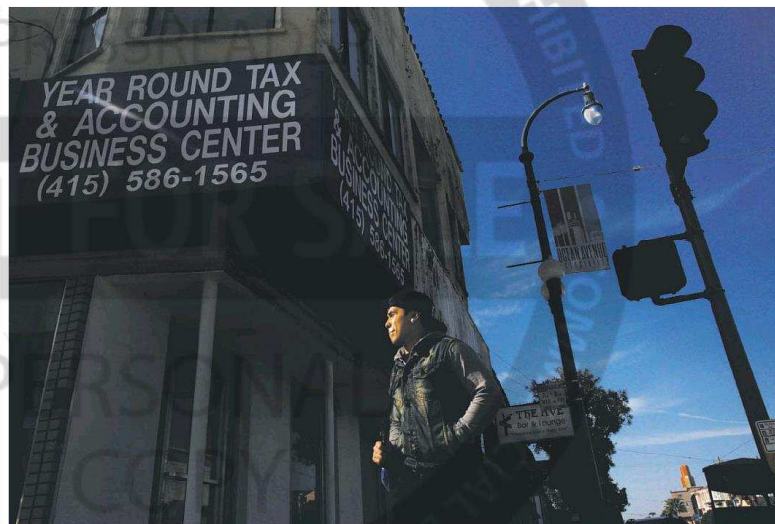
"We have to work through the trade-offs in neighborhood planning in a very thoughtful way," he said. "It's clear that we have a housing crisis, and the best place to add housing is near shops and transit. But it's important to try to preserve longtime businesses as well. I think there is sometimes a way to both both and that is what you look for."

## Neighborhood prosperity

The prospect of longtime businesses getting the boot is putting Ocean Avenue's boosters in something of a pickle, according to Dan Weaver, executive director of the Ocean Avenue Association. While Weaver wants to protect businesses like the Ave, he says the broader trend — the revival of Ocean Avenue — has been a boon for the area.

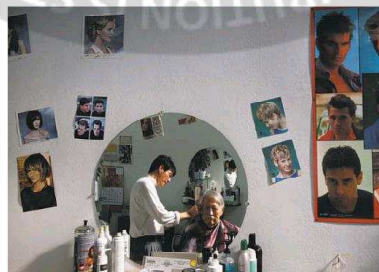
Starting with AvalonBay's construction of 179 apartments and the Whole Foods at 1150 Ocean, it has infused the retail corridor with more foot traffic and further energized an area that already has rich public transportation, plus City College of San Francisco and Lick-Wilmerding High School.

"At 5 or 5:30 or 6 you see all these people walking down to the grocery store and walking home with their groceries for dinner," said Weaver, a longtime resident. "It's a pattern



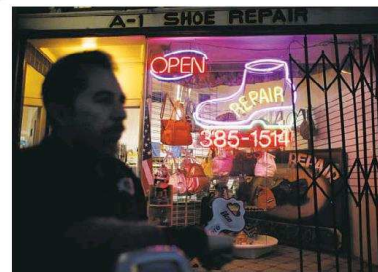
Leah Mills / The Chronicle

A pedestrian walks past an empty business front on the corner of Capitol and Ocean avenues. Many longtime business owners wonder if they will survive as the neighborhood expands.



Leah Mills / The Chronicle

Allen Dang cuts the hair of Rod Umino at Ocean Hair Design, in place for 20 years.



Carlos Avila Gonzalez / The Chronicle

Yony Recinos, owner of Ocean Avenue's A-1 Shoe Repair, waits for a customer at his store.



John Blanchard / The Chronicle

I've never seen here before."

And there's more to come. Across the street from the AvalonBay project at Ocean and Brighton avenues, SST Investments is building 27 apartments above retail on McDonald's old overflow parking lot. At 1490 Ocean Ave., a gas station is set to be redeveloped with 15 units of housing. A 71-unit affordable housing development is wrapping up at 1100 Ocean.

A few years ago, Weaver did a survey of what residents wanted on the street. The top three answers were a hardware store, a grocery store and a destination restaurant. As the

area was developed, they got them all. At a time when neighborhoods such as North Beach and Noe Valley have lost their local hardware store, Win Long Ocean Hardware opened at 1556 Ocean Ave.

"The city kept telling us, 'Forget the hardware store, it's not going to happen.' " Weaver said. "That was the miracle."

## 'Picking up momentum'

It's a pleasant contrast to the 1980s and 1990s, when drug deals and robberies were so common that some businesses buzzed in customers and operated behind bullet-proof glass.

"We wouldn't have been

having this discussion 10 years ago — nobody wanted to come here," said Supervisor Norman Yee, who represents the district. "I've seen interest grow and it seems to be picking up momentum."

While businesses are benefiting from the new well-heeled residents, it doesn't do them much good if they get booted out.

Cindy Huynh, who owns Ocean Hair Design at 1619 Ocean Ave., said she's worked for 19 years to build up her business and that she doesn't know where she will go when her lease expires in 18 months. The idea of moving out temporarily and then back into the new building once it opens is not realistic.

"I can't just stop working and wait for them. I have to find someplace else nearby to go," Huynh said. "I don't have any idea what they are going to do or when they are going to do it."

Yony Recinos, who owns A-1 Shoe Repair at 1611 Ocean Ave., said moving his 10 heavy machines would be tough. He learned to be a cobbler in Gua-

temala, and it's the family trade — his brothers and father also run shoe repair businesses in the Bay Area. His Yelp reviews include testimonials from customers gushing over his meticulous work — one customer continues to send her biker boots to A-1 even after she moved to Portland, Maine.

"I do a lot of stuff that places don't even want to touch," Recinos said. "It took me over a decade to establish myself in the area. I'd hate to let it go. I would love to stay in this area because it's a little more affordable."

## Rich in Local flavor

Bomani, who grew up in the Sunnydale housing projects and in the Fillmore, takes pride in the fact that his bar is popular with both city natives and the newcomers who are drawn to places such as Champa Gardens, the new Thai-Laotian restaurant, and Whole Foods.

"I'm a city boy, so I bring a little local flavor to the bar business — there are not that many city boys left," he said. "San Francisco has switched gears on everybody."

Weaver said that the eight businesses represent about 10 percent of the retail on the strip, which he described as "a big chunk in our small business community."

Joaquin Torres, director of the Mayor's Office of Neighborhood Services, said his agency could provide relocation assistance — both financial and advisory — to the individual business impacted by the development. Ocean Avenue is part of the city's Invest in Neighborhoods program, which helps attract and retain small businesses.

"There isn't a blanket approach to what businesses want," he said. "Every small business owner is particular in terms of what their goals are."

## Planning considerations

The Ave's owners, for example, have indicated that they might like to add food service. Torres said his staff is committed to helping them find a new home, if necessary.

Metcalf said planners need to make sure new construction can accommodate mom-and-pop retailers.

"New buildings are always more expensive in the beginning, but one of the strategies we can use is to make sure that they include the ability to subdivide ground-floor space into really small storefronts as a way to provide opportunities to local businesses," Metcalf said.

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