



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: MARCH 3, 2021

Filing Date: February 4, 2021
Case No.: **2021-001264LBR**
Business Name: UKO
Business Address: 350 Hayes Street
Zoning: Hayes-Gough Neighborhood Commercial Transit (NCT) Zoning District
50-X Height and Bulk District
40-X Height and Bulk District
Block/Lot: 0809/030
Applicant: Yuko Ohmori
350 Hayes Street
Nominated By: Supervisor Dean Preston
Located In: District 5
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

UKO is a retail store selling women's clothing and accessories, opened originally by Yuko Ohmori and David Scott at 2166 Union Street in April 1986. After graduating from San Francisco State University, Ohmori wanted to open a clothing store with the vision of bringing up-and-coming fashion and lesser-known designers from Japan to San Francisco. When the store first opened, it exclusively carried clothes from Japan. Today, UKO carries brands and designs from three continents, attracting patrons of fashion from abroad, around the country, and locally. UKO has been owned and operated by Ohmori and her family for the entirety of its 35 years in business.

UKO first opened in 1986 at 2166 Union Street in the Cow Hollow neighborhood at a time when Union Street was not yet known for its boutique stores and fashion retailers. UKO remained at 2166 Union Street until 1993, until moving around the corner to 2070 Union Street. Recognizing Hayes Valley's distinct and growing artist and fashion community, UKO opened a second location at 350 Hayes Street in 2005. In 2015, UKO made the decision to consolidate to one primary location and closed its Union Street store. UKO remains located at 350 Hayes

Street today. Distinctive features of UKO's store include its bright yellow window "UKO" logo lettering and matching exterior blade sign, and elegantly arranged window displays. UKO's main interior retail area reflects its exterior: minimal, yet eye-catching, and thoughtfully executed. UKO currently maintains a carefully curated collection of women's fashion items for sale from Japan, Europe, and the United States. UKO's inventory includes items from designers such as Isabel de Pedro, Crea Concept, Inizio, Pete, Petit Pois, Létol, Damon, Rosemunde, Moonlight, and Alembika.

UKO has remained a fashion and retail staple in the Hayes Valley neighborhood since opening in 2005, and a recognizable women's fashion boutique in San Francisco since 1986. While UKO only carries women's clothing and accessories, its patrons are still wide-ranging with regard to race, gender identity, and socioeconomic background. UKO strives to always stock items at a range of price points in order have items affordable to all. UKO is committed to helping everyone find the item or outfit they need, offering highly personalized customer service and guidance. One of UKO's most important and significant group of customers is artists who perform at nearby venues such as the War Memorial Opera House, War Memorial Performing Arts Center, Herbst Theater, Davies Symphony Hall, Sydney Goldstein Theater, SFJAZZ and others. Lastly, UKO has had multiple customers of cultural renown, including Tom Waits and Robin Williams and other artists, entertainers and authors.

UKO has continuously given back to the Hayes Valley community, from supporting and promoting its fellow Hayes Valley stores to dressing local performers, and to the larger Bay Area region, by donating clothes to Stepping Out to Celebrate Life, a breast cancer awareness fundraiser gala in Marin County.

The business's primary location, 350 Hayes Street, is a Category A (Historic Resource Present) structure on the north side of Hayes Street between Franklin and Gough Streets in Hayes Valley. It is within the Hayes-Gough Neighborhood Commercial Transit (NCT) Zoning District and 50-X and 40-X Height and Bulk Districts. It is also within the Market and Octavia Planning Area and the Civic Center Community Benefit District. 350 Hayes Street is also subject to both the Civic Center and Market and Octavia Living Alleys Public Realm Plans.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1986.

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

Yes. UKO qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. UKO has operated continuously in San Francisco for 35 years.
- b. UKO has contributed to the history and identity of the Cow Hollow and Hayes Valley neighborhoods and San Francisco.
- c. UKO is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with modern fashion from Japan.

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

No. The subject building was built in 1997. 350 Hayes Street, however, is within both the California Register Hayes Valley Commercial Historic District and the California Register Hayes Valley Residential Historic District. Hayes Valley is an area of mixed-use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings with a period of significance from 1855-1929. The primary building types of Hayes Valley consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes Streets — the latter comprising the heart of the subject districts.

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

No. The business' primary location, at 350 Hayes Street, is in the ground floor of a contemporary four-story mixed-use building. The subject property has a Planning Department historic resource status of "A" (History Resource Present) for its location within the California Register Hayes Valley Commercial Historic District and the California Register Hayes Valley Residential Historic District. 350 Hayes Street is also included in the Planning Department's ongoing Neighborhood Commercial Corridors Historic Resource Survey.

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

No, not as of the date of this Executive Summary.

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

Yes. There have been a number of local features, articles, and television news stories on UKO. The store has been covered in local media and multiple travel destination sites, including in *Lonely Planet*, *Patch*, *SF Travel*, *Time Out*, and *SFGate*'s informational "to-do" pages on San Francisco's individual neighborhoods. Lastly, UKO has been featured in a number of Japanese fashion magazines.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 350 Hayes Street (2005 – Present)

Previous (No Longer Extant) Locations:

- 2166 Union Street (1986 – 1993)
- 2070 Union Street (1993-2015)

Recommended by Applicant

- Women's retail clothing and accessory store.

- Curated collection of local and international fashion brands and designs for sale from Japan, Europe and the United States (including, but not limited to, brands Isabel de Pedro, Crea Concept, Inizio, Pete, Petit Pois, Léto!, Damon, Rosemunde, Moonlight, and Alembika).
- Personalized and professional customer service and fashion guidance.
- Window display arrangement.
- Bright yellow “UKO” logo window lettering and UKO logo exterior blade sign.

Additional Recommended by Staff

- Online store.
- Engagement with Hayes Valley and surrounding performing arts community.

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: MARCH 3, 2021

Case No.: 2021-001264LBR
Business Name: UKO
Business Address: 350 Hayes Street
Zoning: Hayes-Gough Neighborhood Commercial Transit (NCT) Zoning District
 50-X Height and Bulk District
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Block/Lot: 0809/030
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Nominated By: Supervisor Dean Preston
Located In: District 5
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR UKO CURRENTLY LOCATED AT 350 HAYES STREET, BLOCK/LOT 0809/030.

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 City's history and identity; and

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

WHEREAS, at a duly noticed public hearing held on March 3, 2021, 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 UKO 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 UKO.

Location(s):

Current Locations:

- 350 Hayes Street (2005 – Present)

Previous (No Longer Extant) Locations:

- 2166 Union Street (1986 – 1993)
- 2070 Union Street (1993-2015)

Physical Features or Traditions that Define the Business:

- Women’s retail clothing and accessory store.
- Curated collection of local and international fashion brands and designs for sale from Japan, Europe and the United States (including, but not limited to, brands Isabel de Pedro, Crea Concept, Inizio, Pete, Petit Pois, Létol, Damon, Rosemunde, Moonlight, and Alembika).
- Personalized and professional customer service and fashion guidance.
- Online store.
- Window display arrangement.
- Bright yellow “UKO” logo window lettering and UKO logo exterior blade sign.
- Engagement with Hayes Valley and surrounding performing arts community.

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 2021-001264LBR to the Office of Small Business March 3, 2021

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:


RECUSE:

ADOPTED: March 3, 2021



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-034
Business Name: UKO
Business Address: 350 Hayes St. 
District: District 5
Applicant: Yuko Ohmori, Owner
Nomination Letter Date: February 3, 2021
Nominated By: Supervisor Dean Preston

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

2166 Union Street from 1986 to 1993 (7 years)
2070 Union Street from 1993 to 2015 (22 years)
350 Hayes Street from 2005 to Present (16 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: February 4, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program
Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





DEAN PRESTON

February 3, 2021

Office of Small Business
Attn: Legacy Business Registration Application
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: *Letter of Nomination for UKO to the Legacy Business Registry*

Dear Director Regina Dick-Endrizzi:

I am writing to nominate UKO, a longtime fixture of the Hayes Valley neighborhood commercial corridor, to the Legacy Business Registry.

Founded in 1986 by Yuko Ohmori and David Scott, UKO has become a destination for up-and-coming women's fashion. Originally carrying clothes solely from Japan, UKO now showcases many international designers from Europe, Japan, and the United States, and its distinct line of fashion has been featured in *Lonely Planet San Francisco* (Japanese edition), *SF Gate*, and *SF Travel*, among other outlets.

Since 2004, UKO has been a staple of Hayes Valley, one of the longest-standing small businesses in the neighborhood. In many ways, UKO is emblematic of what makes Hayes Valley unique: it offers a one-of-a-kind experience, with owners who have put their heart and soul into the business. In one of the few neighborhoods in San Francisco that does not allow formula retail, UKO stands as an example of the value of non-chain retail in neighborhood commercial corridors. Not only have the owners carried their passion and unique vision into what they sell, but their love of the neighborhood led them to become neighbors themselves, purchasing the property in which the business is located.

Letter of Nomination for UKO to the Legacy Business Registry

February 3, 2021

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This is the kind of commitment to both entrepreneurial spirit and neighborhood stewardship that I believe we should celebrate, and that is why I am honored to nominate UKO to the San Francisco Legacy Business Registry.

Sincerely,



Dean Preston
District 5 Supervisor

cc: Richard Kurylo, Legacy Business Program

Section One:

Business / Applicant Information.

Please 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:	
UKO	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Yuko Ohmori	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
350 Hayes St. San Francisco, CA 94102	415 252 7719
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.ukoboutique.com	
FACEBOOK PAGE:	
UKO (@ukoboutique)	
TWITTER NAME:	
N/A	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Yuko Ohmori	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owner	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
#0927787	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
C1829562	

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
2166 Union St	94123	04/28/1986
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	04/28/1986 - 07/08/1993	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
2070 Union St.	94123	Start: 07/08/1993 End: 01/31/2015

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
350 Hayes St.	94102	Start: 04/01/2005 End: Current location

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. A business deemed not current 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 grants through the Legacy Business Program.

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.

Yuko Ohmori

05/08/2020



Name (Print):

Date:

Signature:

UKO

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.

UKO, a women's clothing store currently located at 350 Hayes Street in Hayes Valley, was established in 1986 by Yuko Ohmori and David Scott.

When Yuko was finishing school at San Francisco State University with a double major in fashion merchandising and international business, she knew she wanted to bring the style of up-and-coming Japanese fashion into San Francisco. With the support of then-fiancée David Scott, Yuko created UKO boutique in 1986, a tiny and unassuming retail store originally carrying clothes solely from Japan. The shop was located on a long, dimly-lit alleyway set off Union Street. It seemed to be a difficult space for any business. Despite such an undesirable business location, young, fashionable, and edgy customers learned of the store through word of mouth and started flocking there from around the Bay Area.

After approximately 5 years of long days and nights, international buying trips, and navigating being a small business in San Francisco, UKO moved a block away to 2070 Union Street, which was an ideal size up for the business. Here, UKO became a very established local shop. Lonely Planet San Francisco recommended the store as a must-see spot, and it was featured in several Japanese fashion magazines.

As the dynamics of shopping in San Francisco changed, UKO added a shop in Hayes Valley in 2004, a beloved location.

When co-owner David Scott passed away from cancer in 2015, Yuko closed the store on Union Street to make life easier and simpler.

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

UKO never ceased operations in San Francisco, other than the temporary closure for the COVID-19 safety shelter-in-place order from mid-March to mid-June 2020.

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

Starting with Yuko Ohmori and partner David Scott, UKO has been a family-owned business since it was founded. Yuko and David's two daughters have worked in the store at different

times during and after their schooling. When David passed away, his half of the ownership went to their two daughters, and the younger one – Maya Scott – has taken over as manager after she graduated from college.

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

The ownership history of UKO is as follows:

1986 to 1989: Yuko Ohmori
1989 to 2015: Yuko Ohmori and David Scott
2015 to Present: Yuko Ohmori, Maya Scott, and Elena Scott

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

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

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

The historic resource status of the building of the building that houses UKO is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the Hayes Valley Commercial Historic District, a historic district.

From its earliest days to the present, Hayes Valley has remained an area of mixed use, boasting a variety of residential and commercial properties, as well as a scattering of light industrial buildings. It also contains some of the oldest extant buildings in the city—at least west of Octavia Street—which marks the western boundary of the fires that swept the area in the wake of the 1906 Earthquake. Thus, the neighborhood may also be seen as representing two distinct, yet tightly woven eras: the pre-Earthquake Victorian city, as well as the post-Earthquake Edwardian era of reconstruction. The primary building types consist largely of Victorian-era flats and dwellings, with commercial development and apartment buildings clustered along Market, Haight, and Hayes streets—the latter comprising the heart of the subject district. Period of significance: 1855-1929.

CRITERION 2

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

When UKO first opened in 1986, the Union Street business district was in no way a fashion destination even though it was surrounded by the upscale residential areas of the Marina, Cow Hollow, and Pacific Heights. UKO featured Japanese fashion from lesser-known designers that were previously unavailable in the United States, and the fashion landscape around UKO began to morph into an up-and-coming, very lively and artistic spot.

Now in Hayes Valley, UKO is an integral part of the community, which is centered around the many events that are located there: SFJAZZ, San Francisco Ballet, Louise M. Davies Symphony Hall, San Francisco Opera, and the Sydney Goldstein Theater, all surrounding Hayes Street. Since the store's beginning, UKO has been dressing artists, musicians, artistic directors, and performers. Their most regular clients include musicians at the symphony, singers at the opera, and directors of the jazz center. UKO has contributed to the neighborhood by being a landmark destination for clothing, especially considering it is one of the oldest shops in the neighborhood, and as an integral part of the arts and culture that take place in Hayes Valley.

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

In winter 2020 before the pandemic hit, when the opera titled *If I Were You* made its world premiere in San Francisco, the director Keturah Stickann came to UKO to get outfitted for the opening night reception. UKO has participated in the *Stepping Out to Celebrate Life* (a breast cancer awareness fundraiser gala in Marin County) by outfitting the runway models, who are all breast cancer survivors, for the past six years. At the previous location on Unions Street, UKO would participate in the annual Easter Day street fair.

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

UKO has been featured in Lonely Planet San Francisco (Japanese edition), SF Gate, Patch, SF Travel, and Time Out.

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

Tom Waits, musician; Isabel Allende, author; Robin Williams, comedian and actor; Keturah Stickann, opera director; and Lesley Nicol, British actor have all been customers at UKO over the years.

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

UKO participates with the Hayes Valley Neighborhood Association and encourages local neighbors and businesses to shop at the store by offering neighborhood discounts. Yuko and Scott loved this neighborhood so much that they bought the small commercial condo space in which the store is located so the family is not only the store-owner but also property-owners and tax-payers. Because of this, UKO is especially committed to staying open at this location despite the hardships and challenges Covid-19 has brought. As of the end of 2020, sales were

only 20% of those before the pandemic, but Yuko and her daughters do love this neighborhood and community and are fighting to keep it.

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

For the last 35 years, UKO was lucky to be loved and supported by its local customers, as well as international travelers. UKO is a micro-small business operated by immigrant women of color, and the customers love stopping by the store either to chat or for a quick stop before running to their lectures, events, or work at San Francisco City Hall or other nearby establishments. Yuko and her daughters often receive feedback from local artists on UKO's window displays. Recently, an architect stopped in to say that he walks by every day and loves to look at the window for inspiration even though UKO does not carry men's clothes. UKO has dressed people from all over the city— from the jazz singer needing a show-stopping last-minute gown to the drag performer from the Castro who wants to feel gorgeous and unique. UKO always has catered to people from all walks of life and would love to be able to continue to do so.

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

UKO is located in a culturally significant building and maintains a natural beauty in the shop and storefront window. The UKO blade sign outside the shop in the store's signature yellow is notable in Hayes Valley.

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

In recent years as more tech companies had been moving into San Francisco— and only heightened to extremes since Covid-19 hit— small businesses have been rapidly closing as rent prices go up and more big-box companies move in. Small business that support each other, create communities, and uphold the neighborhood are essential to a lively, happy city. UKO is no exception, as without its distinctive clothing and accessories, the fashion of the city would turn more to places like Nordstrom, The Gap, and athleisure wear. While there is nothing wrong with these stores, not having the option to shop in a way that expresses individual style dampens the lively, vibrant spirit of San Francisco that the city is known for. UKO's neighbors on Hayes Street and surrounding blocks are all small business owners and have become close friends over the years, having collectively faced the trials and tribulations of running small businesses. The small business community supports and lifts each other up— as well as the patrons—and this would dissolve completely if UKO were to be sold, relocated, shut down, or moved to online only. In pandemic times, no small business in San Francisco can be certain they can keep their doors open, but one thing that's clear is that UKO will never regret continuing the legacy of a small, family-run business.

CRITERION 3

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

UKO is a retail clothing and accessories store known for its distinct designs. Originally carrying clothes solely from Japan, UKO now showcases many international designers from Europe, Japan, and the United States. UKO seeks out unique styles and pieces from all over the world and brings them to customers in San Francisco. The store is committed to providing stylish, high-quality items at a reasonable price. Some of the designers featured include Isabel de Pedro, Crea Concept, Inizio, Pete, Petit Pois, Léto!, Damon scarves, Rosemunde (silk-cotton knits), Moonlight, and Alembika as well as in-house designs made in San Francisco. UKO gives personalized and professional guidance to each and every customer who may come in looking for an outfit or gift, or just to browse.

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)

Thus far, UKO has maintained its historical traditions that define the business by keeping the business in the family and maintaining a brick-and-mortar store. The pride the owners take in our store means they will never compromise their taste, standards of quality, and friendly service; they work hard to sell a range of price points so the merchandise is accessible to all different people. This will never change. However, UKO does adapt and change to its customers' needs: building an online store when Covid-19 hit; adding more comfortable and affordable items that customers were looking for since staying home; and constantly asking customers what they would like to see from the store.

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.).

UKO includes a sign hanging outside that is painted signature yellow, a color that is also used for the store's reusable shopping bags. UKO is on the ground floor of a commercial condominium that has been there for years, and UKO's owners are friends with many of the tenants who have lived in the building as long as the store has been at that 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. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable. The current co-owner, Yuko Ohmori, is the original co-owner.



David Scott at UKO original location
2166 Union St.
circa 1986



Uko, 1988
The only fashion rule we had:
don't follow the trend and be yourself!







UKO

POSITION AVAILABLE

UKO

SMILE YOU ARE ON CAMERA!

PUSH
OPEN

Valentine's Day Display





<https://www.sfgate.com/neighborhoods/sf/marina/>

SFGATE

San Francisco: The Marina



The west side of the Crissy Field project.
Chronicle photo by Liz Hafalia

WHAT'S IT LIKE IN THE MARINA?

The story of San Francisco's Marina District is the story of land and water repeatedly and dramatically altered by nature and by human development.



SF Gate / Cammie Toloui

Eight thousand years ago, American Indians lived on the dunes and near the tidal marshlands that today are the sites of apartment buildings, luxurious homes and some of the city's trendiest shops and restaurants. When the Spanish arrived here in 1776 and established the Presidio -- on the Marina's western border -- the marshlands looked pretty much the same as they would over a century later, in 1906, when the city of San Francisco was shaken and then burned by its first devastating earthquake and the resulting fire.

It wasn't until the aftermath of the big quake that major development began in the Marina. Tons and tons of brick and rock rubble from destroyed downtown buildings were brought over and dumped into the Marina's marshlands, forming an initial (and unstable) foundation for development. A few years later, when the site was chosen as the location of the 1915 Panama-Pacific International Exposition, San Francisco had the impetus it needed to turn what began as a haphazard dumping ground into a breathtaking exhibit of architectural beauty.

The Panama-Pacific, and its iconic surviving building the Palace of Fine Arts, introduced the city to the commercial and residential development possibilities of the recently formed prime waterfront real estate. In the decades following the exposition, apartment buildings, homes and businesses sprouted up rapidly and in great numbers until the Marina had become one of San Francisco's most desirable places to live, work and visit. Until 1989, that is, when another earthquake rocked the city and sparked 27 fires citywide, including the devastating Marina blaze, and many of the area's poorly supported buildings collapsed atop the unstable ground. The Loma Prieta earthquake was a wake-up call for Marina developers; the reconstruction effort brought with it new standards of earthquake-sturdy construction, and within a decade the Marina had been rebuilt and revamped with a shiny new face and a stronger bone structure.

Today the apartment buildings, shops and restaurants seem to be bursting at their seams with beautiful, young and fit 20- and 30-somethings. The singles scene is hopping on Friday and Saturday nights, with lots of fresh-faced postgrads with cocktails in one hand and cell phones in the other. Union is arguably the best street in the city to window-shop the hours away on a sunny Saturday afternoon, and, a few blocks down, Chestnut has an incredible variety of high-quality restaurants catering to every palate.

If you're looking for diversity or an edgy or progressive feel, the Marina probably isn't your neighborhood -- unless you count Fort Mason, which hosts a bounty of cultural museums and nonprofits. Overall, this is the land of SUVs, chic fashion and killer spa treatments. Love it, or leave it to the pretty young things who call it home or home-away-from-home.

BEST TIME TO GO TO THE MARINA

Sunny weekend days are truly dreamy in the Marina, especially down by the water. As far as Chestnut and Union are concerned, just follow this motto: Any day is a good day for shopping; any night, a good night for dining. If you're looking for a mellow or sophisticated night out, stay away from the infamous "Triangle" (Fillmore at Greenwich)

bar scene on Friday and Saturday nights. And unless you want to pay to park in one of the neighborhood's few garages, don't drive to the Marina; finding a parking spot can take up to an hour.

SHOPPING IN THE MARINA

Clothing

Ambiance

The Blues Jean Bar

Canyon Beachwear

Cara Mia

Chadwicks of London

Dantone Boutique

Dreamy Angels

Dress

Entrance

Firuze

Jack's

LF

Lorenzini

Lululemon Athletica

Mimi's on Union

Mingle

Rabat

Red Lantern

Sean

Studio on Chestnut

Workshop

Uko: Uko steers clear of mass produced labels, appealing to urban dwellers with a penchant for the counter culture. Designers hail from France, Japan, New York, and L.A. and cater to women as well as men from their 40s through 60s. Only one of each style appears on the racks. Uko also sells accessories such as watches, handbags, and jewelry. 2070 Union St., (415) 563-0330.



Uko 350 Hayes St, San Francisco,



Uko

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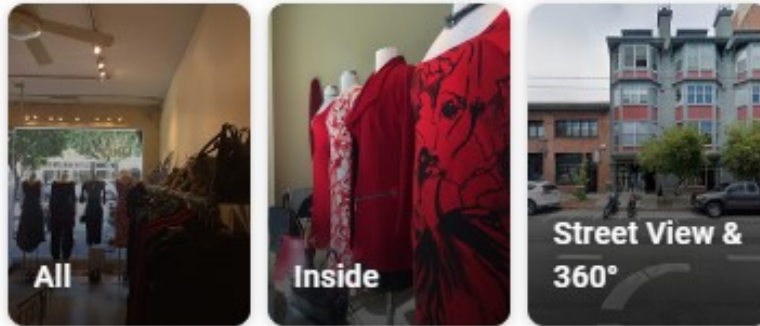



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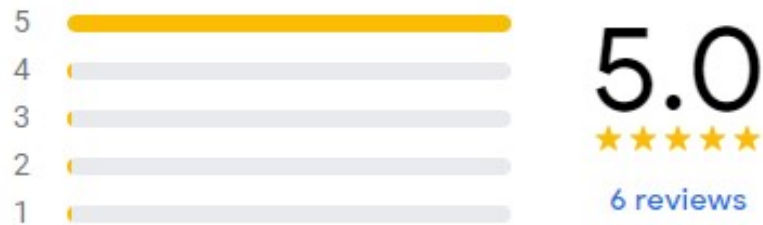
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"The best **service**, style, and experience!"



"They are stylish, high **quality**, super comfortable, and I wear them all the time."

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Reviews



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