



Legacy Business Registry Staff Report

Hearing Date: September 12, 2022

PIEDMONT BOUTIQUE

Application No.: LBR-2021-22-025
Business Name: Piedmont Boutique
Business Address: 1452 Haight Street
District: District 5
Applicant: Karl Kaupp and Donna Kaupp, Owners
Nomination Letter Date: April 18, 2022
Nominated By: Supervisor Dean Preston
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Piedmont Boutique is a retail store selling men and women's clothing, accessories, and costumes, first opened by Karl and Donna Kaupp at 4094B 18th Street in October 1972. The Kaupps opened the store in 1972 with the intention of selling high-fashion and glamour clothes for women. Today, Piedmont Boutique carries a large inventory of men and women's shirts, pants, skirts, hot pants, leggings, jackets, jewelry, wigs, hats, and costumes for any occasion, attracting a diverse group of patrons from San Francisco, the Bay Area, and beyond. The business has been owned and operated by the Kaupps for the entirety of its 50 years.

Piedmont Boutique has operated continuously for 50 years, though for three years – from 1978-1981 – the Kaupps closed the shop and moved the business to Sedalia, Missouri, but did not have great success. Piedmont Boutique moved to 1524 Haight Street in the Haight-Ashbury neighborhood in 1981, down the block from its present location at 1452 Haight Street. In 1985, Piedmont Boutique moved to its current location at 1452 Haight Street.

Distinctive exterior features of Piedmont Boutique include its classic storefront configuration, the "Piedmont Boutique" wall sign above the main storefront, and its large, colorful, neon-framed window display and "Piedmont" neon sign. Arguably the most distinctive feature of the business and one of the most iconic visual markers of the Haight-Ashbury neighborhood, is the pair of legs wearing fishnet tights and red high heels projecting from a second story window above Piedmont Boutique's storefront. The legs were installed in 1995 and were made by artists Barry Forman and Kathleen Wilson of Back to the Drawing Board Signs. Piedmont Boutique's main interior retail area is composed of dozens of racks of its colorful clothing, and shelves up to the ceiling with its accessories including the store's wigs, tights, and hats. Its clothing and accessory inventory is primarily made up of products that are manufactured in the United States and that are designed by the business itself.

Piedmont Boutique has been the chosen outfitter of many groups and individuals of cultural renown, including the Gay Men's Chorus, San Francisco Opera, Sisters of Perpetual Indulgence, The Imperial Court of San Francisco, the Golden State Warriors Brass Band, Carly Simon, Roberta Flack, and Steven Tyler, to name a few. Further, the business has consistently provided outfits and costumes for local events such as the annual UCSF drag show, Empress Balls, and Carnival.

Piedmont Boutique continuously gives back to the community it serves, donating gift certificates and offering discounts to local schools and charity events, and customizing outfits for numerous local groups, as mentioned previously.

Legacy Business Program

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





CRITERION 1

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

Yes, Piedmont Boutique has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

4094-B 18th Street from 1972 to 1978 (6 Years)
1524 Haight Street from 1981 to 1985 (4 Years)
1452 Haight Street from 1985 to Present (37 Years)

CRITERION 2

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

Yes, Piedmont Boutique has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Piedmont Boutique is associated with the Counterculture movement of the Haight-Ashbury and San Francisco. Additionally, the business's current location at 1452 Haight Street, is in a Category A (Historic Resource Present) building built in 1906 and designed in the Classical Revival style of Edwardian architecture. 1452 Haight Street has been identified through the Planning Department environmental review process as within the CEQA-Eligible Haight Ashbury Historic District. 1452 Haight Street is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey. This survey notes that this property is a contributor to a cluster (clusters contain several buildings that either relate to each other through architectural style or property type).
- The business is both within an area, and of a topic, that is currently being surveyed for cultural, social and/or architectural significance related to the citywide Counterculture draft Historic Context Statement and cultural district inventory.
- There have been a number of features and articles on Piedmont Boutique, both locally and in national publications, including in the San Francisco Examiner, the Los Angeles Times, the St. Louis Post-Dispatch, 7x7, Atlas Obscura, DK Eyewitness Travel Guide, Fodor's Travel Guide, Lonely Planet, and Stylecaster. In 1997, Piedmont Boutique was the recipient of the San Francisco Bay Guardian's "Best Place to Outfit your Legs for a Hot Date" title and in 2002, the business was the recipient of the San Francisco Bay Guardian's "Best Place to Become a Woman" title.

CRITERION 3

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

Yes, Piedmont Boutique is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

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

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Physical Features or Traditions that Define the Business:

- Retail clothing, accessories, and costume store.
- Legs with fishnet tights and red high heels projecting out of second story window above storefront.
- "Wall of Fame" photos on interior walls of the dressing rooms of Piedmont Boutique's customers who are wearing the store's clothing.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

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

- Clothing store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Piedmont Boutique currently located at 1452 Haight Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

September 12, 2022

PIEDMONT BOUTIQUE

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District: District 5
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Adopting findings approving the Legacy Business Registry application for Piedmont Boutique, currently located at 1452 Haight Street.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 12, 2022, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Piedmont Boutique in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Piedmont Boutique.

Physical Features or Traditions that Define the Business:

- Retail clothing, accessories, and costume store.
- Legs with fishnet tights and red high heels projecting out of second story window above storefront.
- “Wall of Fame” photos on interior walls of the dressing rooms of Piedmont Boutique’s customers who are wearing the store’s clothing.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Piedmont Boutique on the Legacy Business Registry:

- Clothing store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 12, 2022.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-025
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Nomination Letter Date: April 18, 2022
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

4094-B 18th Street from 1972 to 1978 (6 Years)
1524 Haight Street from 1981 to 1985 (4 Years)
1452 Haight Street from 1985 to Present (37 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: The business moved to a new location in Sedalia, Missouri, from 1978 to 1981 before returning to San Francisco. It has been in operation since and to this date.

DELIVERY DATE TO HPC: July 20, 2022

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Member, Board of Supervisors
District 5



City and County of San Francisco

DEAN PRESTON

April 18, 2022

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 Piedmont Boutique to the Legacy Business Registry*

Dear Mr. Kurylo:

I am writing to nominate Piedmont Boutique, a longtime fixture of the Haight-Ashbury neighborhood commercial corridor, to the Legacy Business Registry.

Founded in the early 1972, Piedmont Boutique is a world famous clothing store that specializes in consignment merchandise, oils, and incense. It moved to the Haight in 1981 and has been established in the neighborhood ever since. They promote American made fabrics and by 1987, began producing their own clothing and accessories in their San Francisco based factory.

Since establishing their Haight location in 1981, Piedmont Boutique has become a veritable staple, one of the longest-standing small businesses in the neighborhood. People come from across the city, the country, and worldwide to shop in the store. As noted on its website, Piedmont Boutique's "identity is ever-evolving and growing - we are considered the "Burner Store" during the months approaching Burning Man, the "Halloween Store" in September and October, forever the "Drag Queen Store" amongst San Francisco's fabulous participants and the "Essential Store" by any and all who step foot into our retail location." Piedmont Boutique has been honored as the "Junior Showcase Line," and has brought its brand to over 1,000 small stores across the country.

In addition, Piedmont Boutique is incredibly dedicated to the Haight and San Francisco. The store has been based out of San Francisco since 1972 and showcases our City's exceptional local design talents. They support the neighborhood and San Francisco through their work and by helping people find their unique style in this wonderful store.

Letter of Nomination for Dark Garden to the Legacy Business Registry

April 7, 2021

Page 2

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 Piedmont Boutique to the San Francisco Legacy Business Registry.

Thank you in advance for your consideration of these comments. Please let me know if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dean Preston", is enclosed in a thin black rectangular border.

Dean Preston
District 5 Supervisor

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:	
Piedmont Boutique	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Karl Kaupp and Donna Kaupp	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
1452 Haight St., San Francisco, CA 94117	(415) 864-8075
	EMAIL ADDRESS:
	piedmontboutique@gmail.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
www.piedmontboutique.com	
FACEBOOK PAGE:	
facebook.com/piedmontboutique	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Karl Kaupp and Donna Kaupp	(415) 864-8075
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Owners	piedmontboutique@gmail.com
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
130141	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	
3006747-4	

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
4094-B 18th Street	94114	October 9, 1972
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	October 9, 1972-October 9, 1978	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1524 Haight Street	94117	Start: February 1, 1981 End: June 1, 1985

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1452 Haight Street	94117	Start: June 1, 1985 End: Present

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

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

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

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

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

Section Three:

Disclosure Statement.

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

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

Donna L. Kaupp 12/23/20 [Signature]
Name (Print): Date: Signature:

PIEDMONT BOUTIQUE

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.

Piedmont Boutique, currently located at 1452 Haight Street in the Haight-Ashbury neighborhood, was originally founded in San Francisco in October 1972 but had a three-year hiatus in the city when the store moved to Missouri. Piedmont Boutique was re-established in San Francisco on March 1, 1981. Piedmont Boutique is eligible for the Legacy Business Registry since its 1981 re-starting date was more than 30 years ago.

Piedmont Boutique was founded as a little store at 4094-B 18th Street near at the intersection of 18th and Castro streets. The store carried fashion for women, including high-fashion glamour clothing, daywear, and accessories. If you were going to a party, you would come to Piedmont Boutique for the right look. Disco was the rage at the time, and the store catered to that crowd as well as prom looks, fancy dressers going to the Fillmore clubs and concerts, and drag queen who, for the first time, were able to walk up the street in drag.

In October 1978, Piedmont Boutique closed and moved to the state of Missouri to little success.

The owners of Piedmont Boutique decided to move the store back to San Francisco and opened up at 1524 Haight Street on March 1, 1981.

A year later, Piedmont Boutique started factory-producing their own earring and accessory line and moved the store location to 1452 Haight Street, where it still operates today. The jewelry line continued to 1987 at which time, because of the stock market crash, they turned from jewelry manufacturing to producing their own clothing for the store. Piedmont Boutique has continued to do so to this date.

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

The business moved to a new location in Sedalia, Missouri, from 1978 to 1981 before returning to San Francisco. It has been in operation since and to this date.

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

Piedmont Boutique is a family owned business. It is owned by Karl and Donna Kaupp (husband and wife), The Kaupp Family Trust.

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

The ownership history of Piedmont Boutique is as follows:

1972 to 1978: Karl and Donna Kaupp, The Kaupp Family Trust
1981 to Present: Karl and Donna Kaupp, The Kaupp Family Trust

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 at 1452 Haight Street 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 eligible Haight Ashbury Historic District.

CRITERION 2

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

Piedmont Boutique makes San Francisco residents and visitors who come to the store for their attire and accessories look fabulous for any event. Featuring disco-party wear, drag queen regalia, and the ever evolving "be who you are" mentality so common on the streets of San Francisco, Piedmont Boutique provides its clients with a never-ending range of costume articles for any (and all) special events. Piedmont Boutique does custom made items to fit the size and desired look of anyone who needs a special fit or look.

The business contributes significantly to the identity of Haigh-Ashbury and San Francisco. Piedmont Boutique designed and contracted the construction of the beautiful legs with the fishnets protruding over the store. They are a draw from the world's visitors to San Francisco, as they are listed in nearly every travel guide about San Francisco and sometimes featured on the front covers of guide books.

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

Piedmont Boutique produces clothing for the Empress Balls of The Imperial Court of San Francisco. Many drag queens and transgender people and other fashionistas shop at Piedmont

Boutique, including those who perform and those that just love to look fabulous. The store also does a huge amount of business for Burning Man. Piedmont Boutique also produces clothing and accessories for many Samba dance groups for Carnival. And let's not forget Halloween for those who want an individual costume and not one from a package. Piedmont Boutique produced the wedding dresses for many of the weddings of Annie Sprinkle and Beth Stephens (<https://www.cnn.com/style/article/ecosexual-annie-sprinkle-beth-stephens-new-book/index.html>). They are now going to marry "Fire & Pageant," and Piedmont Boutique produced the attire and accessories.

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

Piedmont Boutique has been referenced often in the media and online publications, including, but not limited to, the following:

- 7x7, "Love & Haight: Craft Brews, Vintage Style + Comfort Eats on SF's Most Famous Street," by Chloe Saraceni and Janie Cai, October 21, 2021
<https://www.7x7.com/haight-street-guide-san-francisco-2438239327/craft-beer-cocktails-in-the-haight>
- Atlas Obscura, "Dangling Legs at the Piedmont Boutique," by lewblank
<https://www.atlasobscura.com/places/dangling-legs-at-the-piedmont-boutique>
- San Francisco Examiner, "The pandemic won't stop Halloween celebrations," by Ida Mojada, October 11, 2020
<https://www.sfexaminer.com/entertainment/the-pandemic-wont-stop-halloween-celebrations/>
- 7x7, "The 14 Coolest Bay Area Costume Shops," by V. Alexandra de F. Szoenyi, October 18, 2017
<https://www.7x7.com/14coolest-bay-area-costume-shops-2497509744.html>
- Los Angeles Times, "Relive San Francisco's Summer of Love (don't forget the flowers in your hair)," by Rosemary McClure, May 14, 2017
<https://www.latimes.com/travel/la-tr-summer-of-love-mainbar-20170514-htmlstory.html>
- Stylecaster, "Here Are the Most Unique Places to Shop For Halloween Costumes in America," by Leah Bourne, October 28, 2014
<https://stylecaster.com/here-are-the-most-unique-places-to-shop-for-halloween-costumes-in-america/>
- St. Louis Post-Dispatch, "Love affair with Haight shopping," by Patricia Corrigan, November 7, 2010
https://www.stltoday.com/travel/love-affair-with-haight-shopping/article_d8492388-90c6-5fc7-aacd-b1602a2b9143.html

The business has also been featured in a number of travel guides from around the world, including DK Eyewitness Travel Guide, Fodor's, and Lonely Planet.

Piedmont Boutique was declared "Best Place to Outfit Your Legs for a Hot Date" in the 23rd Annual Best of the Bay in the Guardian in 1997 and "Best Place to Become a Woman" in the 28th Annual Best of the Bay in the Guardian in 2002.

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

Piedmont Boutique does custom work for many groups including the Gay Men's Chorus, San Francisco Opera, the Sisters of Perpetual Indulgence, Pop Rock, The Band, Maestro Curtis and Family (The Maestro Curtis C Notes) who sang at the Governor Newsom's inauguration, Annie Sprinkles, and many rock stars including Carly Simon, Roberta Flack, Steven Tyler, and many more. Paul Pelosi has had special outfits made for various fundraisers, and Stanlee Gotti has also used Piedmont Boutique's services for entire party events.

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

Piedmont Boutique demonstrates its commitment to the community by donating door prizes and gift certificates to various groups for fundraisers, including the Gay Men's Chorus, the Sisters of Perpetual Indulgence, the annual UCSF Drag Show, and local school auctions. The business gives large discounts to local performers costuming, for example: Oasis performers, Curtis Family C-Notes, Annie Sprinkle and Beth Stephens, Pop Rocks (a San Francisco band), the Empress Cotillion, the Golden State Warriors Brass Band, and many other individuals needing a custom fit or their own unique look. Piedmont Boutique produces the clothing for them in house here in San Francisco. Not to be left out is the production of many items during Carnival for the samba bands.

Piedmont Boutique is here for those going to all festivals – Bay to Breakers, Electric Daisy Carnival, Burning Man, Coachella, Lightning in a Bottle, Outside Lands, etc.

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

Anyone walking into Piedmont Boutique that wants an individual look – including customers of all genders and ages – love to wear the "couture" wear. Piedmont Boutique's customers are from the Bay Area, all across the United States, and around the globe. The business also serves the Burning Man customer. In almost 50 years in business, Piedmont Boutique has relied on "word of mouth" from customer to customer. The quality is so high at a reasonable price that the customer will have the items for years. Piedmont Boutique is experiencing decades of devoted customers coming in to say how grateful they are that the store is still in business.

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

Piedmont Boutique designed the most famous legs in San Francisco! In 1995, the store installed a pair of large legs with fishnets and red high heeled shoes above the storefront. They were produced by the artists Barry and Kat whose company is called Back to the Drawing Board. The

legs have become iconic all over the world and have been featured on the covers of travel guides to San Francisco.

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

If Piedmont Boutique were to close, Haight-Ashbury and San Francisco would lose an iconic business that contributes significantly to the city's identity. Foot traffic in the Haight would diminish because Piedmont Boutique is a destination store that draws a lot of people to the neighborhoods. There would be no replacement for the satisfaction of Piedmont Boutique's customers.

CRITERION 3

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

Born from the small, hole-in-the-wall "hippie" retail locations characteristic of San Francisco in the early 1970s, Piedmont Boutique has grown to be the major source of locally USA made merchandise for charismatic customers who flock to the shop to own the hottest brand.

Piedmont Boutique is incomparable to any store anywhere else in the world. They truly are proud of this feat – they stand as an individual retailer just as the items they sell offer their customers the chance to be an individual as well. Their customers today are not simply people looking for a unique and fun way to dress themselves for a party or event. They include well-known and respected celebrity stylists as well as costume designers for both film and stage. The entertainment industry considers Piedmont Boutique to be the "best kept secret." Their products even grace the cover a Digital Underground album! The identity of Piedmont Boutique is ever-evolving and growing. They are considered the "Burner Store" during the months approaching Burning Man, the "Halloween Store" in September and October, forever the "Drag Queen Store" among San Francisco's fabulous participants, and the "Essential Store" by any and all who step foot into the retail location. Piedmont Boutique is almost always the first stop for group productions, dance performances, and Carnival parade participants, and they are ever dressing individuals who attend theme parties such as "70s" themes, "Superhero" themes, and "Movie Star" themes. The themes they hear are almost as endless as their abilities to dress their clients however they wish!

Not only does Piedmont Boutique have something for everyone in their store, they also offer both men and women's attire completely customizable in as little as 2-3 days. Piedmont Boutique manufactures and sells its own products. About 80 percent of the products sold in the store are produced by Piedmont Boutique here in San Francisco. Their products are men's and women's and children's shirts, pants, skirts, hot pants, leggings, sexy tops etc. Their earring wall features about 18,000 pairs of their own produced earrings. They produce hair ornaments, scarves, and other accessories.

The options to express yourself at Piedmont Boutique are infinite. The quality of their products is impeccable, and they refuse to be equivalent to other costume retailers.

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)

Piedmont Boutique is committed to maintaining its historical traditions as a quality manufacturer that produces unique clothing and costume articles here in San Francisco and serves a very diverse clientele.

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.).

Piedmont Boutique is committed to maintaining the world-famous pair of large legs with fishnets and red high heeled shoes above the storefront. The store also has a “wall of fame” that is in their dressing rooms, featuring hundreds of customer’s photos, presented to the business by their customers who are wearing Piedmont Boutique products to their special events.

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.

Documentation that demonstrates the business has been a boutique for 30+ years is included in this Legacy Business Registry application.





PIEDMONT BOUTIQUE

1452



GIFTS

HAIGHT

ASHBURY

SMOKE

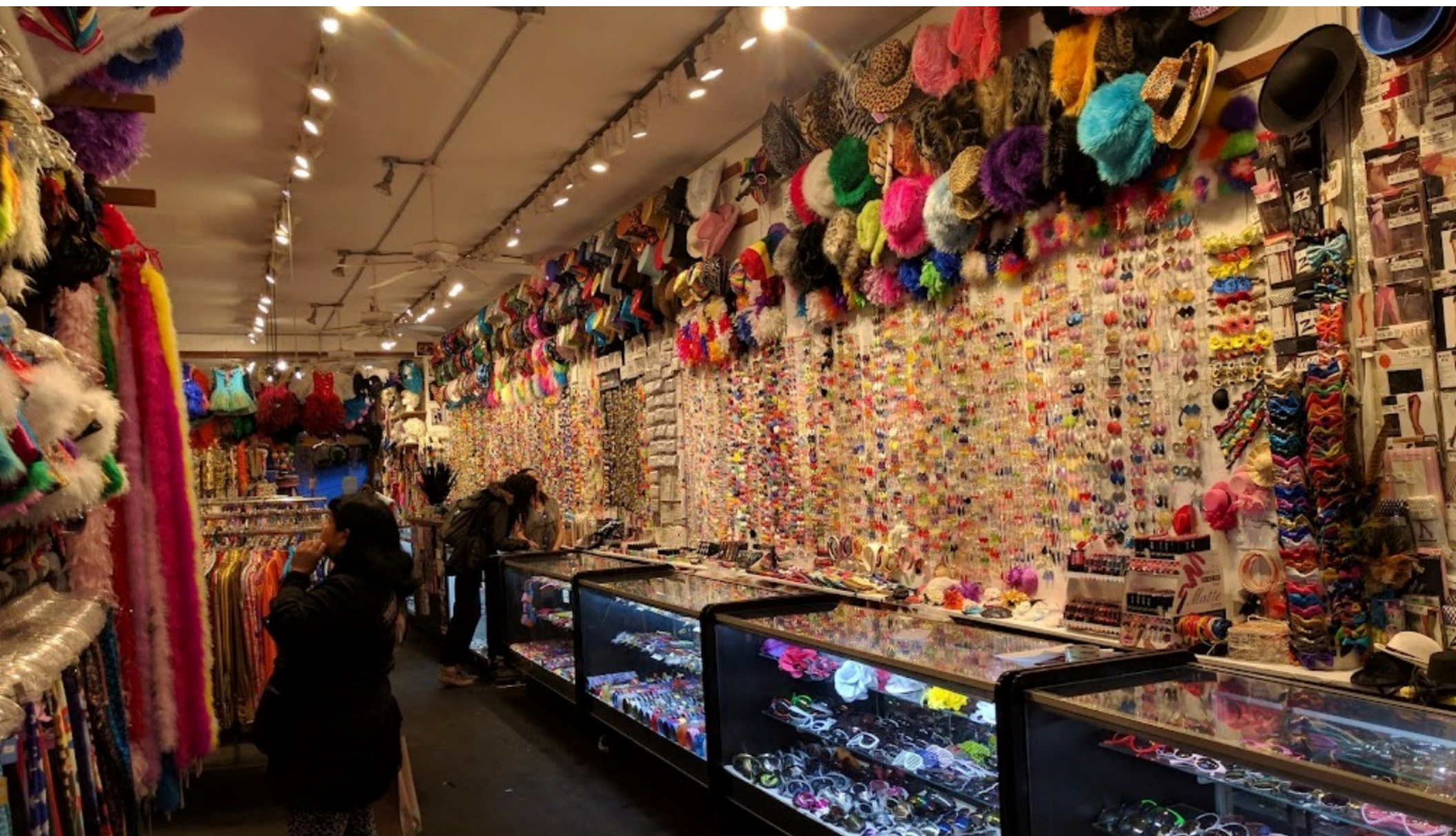
HEAD RUSH

SMOKE SHOP

PIEDMONT

Holiday SALE







THE DRAG RAG



A Piedmont Boutique Magazine and Catalogue

Premier Issue \$5.00

**UNVEILED
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FIRST TIME:**

**Top Drag Queen's
Secret Shop**

**This issue our
beauty experts
uncover or shall
we say cover the
techniques to
beautiful legs.**

Drags on Parade
Sister Dana van Iquity

**Our Cover Queen
Sister Olive O'Suddin
discusses
What Price Glamour?**

What Price GLAMOUR

by Sister Olive O'Suddin

18★

Hello Children,

this is your Nun with the Fun, Sister Olive O'Suddin, in my column for the Piedmont drag magazine. Don't you just love the cover? Anyway, more to the point, don't you just love drag? What's not to love—beautiful people in fabulous makeup and stunning clothing. Not necessarily what the outside world would call pretty, but always stunning. And that brings me to the point of this column.

The gals at Piedmont have asked me to explore Glamour. What price can we place on this oh-so-sought-after prize that everyone who dresses for any event, be it black-tie or costume ball, seeks? How can we place a tag on the very elusive goal that some seem to come by naturally, yet others will never achieve, no matter how much effort? Easily!

Glamour comes from, at least in part, the outside. I know people would like to hear me say that glamour is only some quality of the soul. But, honey, souls are my business; and I know for a fact, glamour is not solely a spiritual quality. It has to be earned from the outside. It needs to be recognized in order to exist. So now we progress in our search to the next logical question—how do we “get” glamour?

Glamour comes from our clothes, our makeup, our beautifully chosen yet tasteful accessories, the way we walk, the way we carry ourselves in times of crisis (such as a run in our hose), and all of those kinds of things. Glamour is a



state of being. It transcends drag and anything else that might claim ownership of it. Glamour simply IS.

Of course, there are those who say that glamour is only how we walk or carry ourselves, but would these people have us believe that anyone dressed in rags could be glamorous? I should say not—they confuse glamour with dignity, and, children, believe me when I say dignity and glamour are not synonymous! Yes, dignity is important, but it is certainly not glamour! Nor do the right clothes make any schmuck into a “glamour gal.” No amount of outside help will work if the flesh is not willing to work—and work hard. That is what glamour truly is!

Glamour is priceless, as priceless as the effort it takes to dance for 13 hours in a tight dress, a wig, hose and heels smiling all the while. As priceless as doing the walk-a-thon in heels, and afterwards still having the energy to grab some beautiful hunk and make him come home and rub your incredibly sore but glamorous feet. That's what glamour is!

The price of glamour is enormous, but you can start by shopping from this catalogue and getting the raw materials to glamorize your outsides. To glamorize your insides send just \$19.95 to Sister Olive—whoops, just kidding! No, just remember that when you are truly glamorous, you'll know, because someone around you will be sure to mention it! (**R-i-g-h-t**).

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Best Place to Become a Woman
Piedmont Boutique

Dangling Legs at the Piedmont Boutique

San Francisco, California

The giant pair of sexy legs sticking out the window of this costume store have become its main draw.



Boutique below and legs above TORBAKHOPPER / CC BY 2.0 [CREATIVE COMMONS]

SELLING FAUX FUR, DISCO OUTFITS, feathery dresses, wigs, and 80s bangles, the Piedmont Boutique in the Haight Ashbury neighborhood of San Francisco sprung out of the 60s hippie counterculture. But this boutique has evolved to sell a racier selection of wares over the years, today selling lingerie, fetish wear, cigarette holders, and as the store facade suggests, fishnet leggings.

A simple sign wasn't enough for the Piedmont Boutique to attract the bawdy costume buyers it desired. Something more was needed. So the store hired local artist Barry Forman to stick a pair of gigantic legs out of the shop's second floor windows. Complete with fishnet stockings and seductively bent knees, Forman says that the most difficult part of painting these legs was adding "sparkle" to the red high heels.

The unusual advertising technique has worked. Nowadays, the Piedmont Boutique is often known as "the store with the legs!" It's come to be that this sexy attention-grabber is really the main draw. The legs have not only brought in new female shoppers but also a handful of male selfie-takers making poses beneath the legs. It's a hotspot for photographers; many angle the camera to place the legs in the background of the adjacent "Haight-Ashbury" miniature street sign, which is personified with a thick mustache, yellow-tinted sunglasses, and a peace sign necklace.

The legs of the Piedmont Boutique have become a neighborhood icon and are even featured in San Francisco's Madame Tussauds wax museum, in a slightly smaller yet less-weathered form.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: AUGUST 17, 2022

Filing Date: July 20, 2022
Case No.: **2022-007221LBR**
Business Name: Piedmont Boutique
Business Address: 1452 Haight Street
Zoning: NCD (Haight Street Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 1232/009
Applicant: Karl Kaupp and Donna Kaupp
1452 Haight 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

Piedmont Boutique is a retail store selling men and women's clothing, accessories, and costumes, first opened by Karl and Donna Kaupp at 4094B 18th Street in October 1972. The Kaupps opened the store in 1972 with the intention of selling high-fashion and glamour clothes for women. Today, Piedmont Boutique carries a large inventory of men and women's shirts, pants, skirts, hot pants, leggings, jackets, jewelry, wigs, hats, and costumes for any occasion, attracting a diverse group of patrons from San Francisco, the Bay Area, and beyond. Piedmont Boutique has been owned and operated by the Kaupps for the entirety of its 50 years in business.

Piedmont Boutique first opened in 1972 at 4094B 18th Street in the Castro neighborhood, where it remained for six years. Though the business has operated continuously for 50 years, the Kaupps closed the shop and moved the business to Sedalia, Missouri, for three years from 1978 to 1981, but did not have great success. Piedmont Boutique moved to 1524 Haight Street in the Haight-Ashbury neighborhood in 1981, down the block from its present location at 1452 Haight Street. In 1985, Piedmont Boutique moved to its current location at 1452 Haight Street where it has remained since.

Distinctive exterior features of Piedmont Boutique include its classic storefront configuration, the “Piedmont Boutique” wall sign above the main storefront, and its large, colorful, neon-framed window display and “Piedmont” neon sign. Arguably the most distinctive feature of the business and one of the most iconic visual markers of the Haight-Ashbury neighborhood, is the pair of legs wearing fishnet tights and red high heels projecting from a second story window above Piedmont Boutique’s storefront. The legs were installed in 1995 and were made by artists Barry Forman and Kathleen Wilson of Back to the Drawing Board Signs. Piedmont Boutique’s main interior retail area is composed of dozens of racks of its colorful clothing, and shelves up to the ceiling with its accessories including the store’s wigs, tights, and hats. One side of the interior retail area is lined with the business’s main display cabinets. Behind the display cabinets is an entire wall consisting of thousands of different pieces of jewelry, particularly earrings, and other small accessories. Piedmont Boutique’s clothing and accessory inventory is primarily made up of products that are manufactured in the United States and that are designed by the business itself.

Piedmont Boutique has been a fashion and retail anchor in the Haight-Ashbury neighborhood since moving back to San Francisco in 1981, its colorful window display and projecting legs drawing in curious tourists and locals alike. Since then, Piedmont Boutique has carried both men and women’s clothing and accessories, with its patrons representing a diverse group of individuals, both local and national. Specializing in costumes and clothing for drag shows, festivals, clubs, concerts, performances, and parties, Piedmont Boutique is able to provide an outfit for any person for any occasion or event. Piedmont Boutique also offers highly personalized customer service, striving to meet the individual needs of each customer. Piedmont Boutique can quickly customize any outfit to fit the customer’s needs and size and will assist any customer in achieving the look they seek. Piedmont Boutique is also committed to producing high-quality products at an affordable price.

Piedmont Boutique has been the chosen outfitter of many groups and individuals of cultural renown, including the Gay Men’s Chorus, San Francisco Opera, Sisters of Perpetual Indulgence, The Imperial Court of San Francisco, the Golden State Warriors Brass Band, Carly Simon, Roberta Flack, and Steven Tyler, to name a few. Further, Piedmont Boutique has consistently provided outfits and costumes for local events such as the annual UCSF drag show, Empress Balls, and Carnival. Piedmont Boutique has continuously given back to the community it serves, donating gift certificates and offering discounts to local schools and charity events, and customizing outfits for numerous local groups, as mentioned previously.

The business’s primary location at 1452 Haight Street is a Category A (Historic Resource Present) building on the north side of Haight Street between Ashbury Street and Masonic Avenue in the Haight-Ashbury neighborhood. It is within the Haight Street NCD (Neighborhood Commercial) Zoning District and a 40-X Height and Bulk District. It is also located within a Fringe Financial Services and the Haight Street Alcohol Restricted Use Districts. 1452 Haight Street is also subject to the Haight Ashbury Public Realm Plan.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1972.

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

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

- a. Piedmont Boutique has operated continuously in San Francisco for 41 years.
- b. Piedmont Boutique has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.
- c. Piedmont Boutique 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?*

No.

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

Yes. Piedmont Boutique is associated with the Counterculture movement of the Haight-Ashbury and San Francisco. Additionally, the business's current location at 1452 Haight Street, is in a Category A (Historic Resource Present) building built in 1906 and designed in the Classical Revival style of Edwardian architecture. 1452 Haight Street has been identified through the Planning Department environmental review process as within the CEQA-Eligible Haight Ashbury Historic District. 1452 Haight Street is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey. This survey notes that this property is a contributor to a cluster (clusters contain several buildings that either relate to each other through architectural style or property type).

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?*

The business is both within an area, and of a topic, that is currently being surveyed for cultural, social and/or architectural significance related to the citywide Counterculture draft Historic Context Statement and cultural district inventory. This process is ongoing as of the time of this Executive Summary.

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

Yes. There have been a number of features and articles on Piedmont Boutique, both locally and in national publications, including in the *San Francisco Examiner*, the *Los Angeles Times*, the *St. Louis Post-Dispatch*, *7x7*, *Atlas Obscura*, *DK Eyewitness Travel Guide*, *Fodor's Travel Guide*, *Lonely Planet*, and *Stylecaster*. In 1997, Piedmont Boutique was the recipient of the San Francisco Bay Guardian's "Best Place to Outfit your Legs for a Hot Date" title and in 2002, the business was the recipient of the San Francisco Bay Guardian's "Best Place to Become a Woman" title.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1452 Haight Street (1985 – Present)

Previous (No Longer Extant) Locations:

- 4094B 18th Street (1972 – 1978)
- 1524 Haight Street (1981 – 1985)

Recommended by Applicant

- Retail clothing, accessories, and costume store.
- Legs with fishnet tights and red high heels projecting out of second story window above storefront.
- “Wall of Fame” photos on interior walls of the dressing rooms of Piedmont Boutique’s customers who are wearing the store’s clothing.

Additional Recommended by Staff

- “Piedmont Boutique” business wall sign above storefront.
- Neon-framed window display and neon “Piedmont” sign.
- Storefront configuration.
- Manufacturer of own clothing and accessories.
- Outfit and costume customization services.
- Engagement with the Haight-Ashbury and drag/performing arts communities.

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 RESOLUTION NO. 1259

HEARING DATE: AUGUST 17, 2022

Case No.: **2022-007221LBR**
Business Name: Piedmont Boutique
Business Address: 1452 Haight Street
Zoning: NCD (Haight Street Neighborhood Commercial) Zoning District
40-X Height and Bulk District
Block/Lot: 1232/009
Applicant: Karl Kaupp and Donna Kaupp
1452 Haight Street
Nominated By: Supervisor Dean Preston
Located In: District 5
Staff Contact: Gretel Gunther – 628-652-7607
gretel.gunther@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR PIEDMONT BOUTIQUE CURRENTLY LOCATED AT 1452 HAIGHT STREET, BLOCK/LOT 1232/009.

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

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

WHEREAS, the subject business has contributed to the 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 August 17, 2022, 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 Piedmont Boutique 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 Piedmont Boutique.

Location(s):

Current Locations:

- 1452 Haight Street (1985 – Present)

Previous (No Longer Extant) Locations:

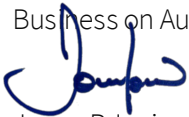
- 4094B 18th Street (1972 – 1978)
- 1524 Haight Street (1981 – 1985)

Physical Features or Traditions that Define the Business:

- Retail clothing, accessories, and costume store.
- Legs with fishnet tights and red high heels projecting out of second story window above storefront.
- “Wall of Fame” photos on interior walls of the dressing rooms of Piedmont Boutique’s customers who are wearing the store’s clothing.
- “Piedmont Boutique” business wall sign above storefront.
- Neon-framed window display and neon “Piedmont” sign.
- Storefront configuration.
- Manufacturer of own clothing and accessories.
- Outfit and costume customization services.
- Engagement with the Haight-Ashbury and drag/performing arts communities.

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 2022-007221LBR to the Office of Small Business on August 17, 2022.



Jonas P. Ionin
Commission Secretary

AYES: Wright, Foley, Black, So, Nageswaran, Matsuda

NOES: None

ABSENT: Johns

ADOPTED: August 17, 2022