



Legacy Business Registry Staff Report

Hearing Date: March 27, 2023

BERNIE'S PET SHOPPE, INC.

Application No.: LBR-2022-23-036
Business Name: Bernie's Pet Shoppe, Inc.
Business Address: 177 Brannan St.
District: District 6
Applicant: Bernadette Machado, Owner
Nomination Date: February 1, 2023
Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Bernie's Pet Shoppe, Inc. (also known as "City Dogs") is a dog grooming service that aims to minimize stress and promote the best interest of the dogs in their care without sacrificing quality. Bernie's Pet Shoppe was founded in 1989 by Bernadette ("Bernie") Machado and originally operated in the Mission District for 14 years before opening a location within the South Beach neighborhood, where it operates today and serves over 6,000 canines a year. The woman-owned business is committed to maintaining compassionate canine grooming and related services within the view of the public, which is not common in the grooming industry. Additionally, the business has been a vocal advocate in encouraging canine owners to spay or neuter their pets and is committed to providing complete transparency to their Bay Area customers about the grooming process and educates them on proper pet care.

The hands-on nature of the work by Bernie's Pet Shoppe makes them the first line of defense when it comes to identifying potential health risks of pets and their staff regularly makes referrals to veterinarians for a diagnosis and treatment of all types of health conditions. The business continues to tailor appointments to a canine's needs and cares for pets in a safe and comfortable manner.

In 2006, Carl Fieldman, the Director of the San Francisco Animal Care and Control (SFACC), offered Bernie the opportunity to operate her grooming business at the facility. Bernie provided services free of charge to thousands of dogs while they were awaiting adoption. Bernie's Pet Shoppe was the first private grooming business in San Francisco that worked within and alongside the SFACC facility.

Since 2012, staff at Bernie's Pet Shoppe voluntarily provides professional mentorship to students at the Life Learning Academy (LLA), a San Francisco Unified School District charter high school. LLA students are provided weekly lessons on the basics of bathing and caring for dogs, which allows them to develop responsibility and compassion for animals in addition to gaining academic, vocational, and social skills. The business has also partnered with the Mayor's Youth Employment and Education Program since 2017 to provide hands on training to San Francisco's youth related to job readiness skills, work experience, and personal development.

CRITERION 1

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

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





Yes, Bernie's Pet Shoppe, Inc. has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

714 Valencia St. from 1989 to 1992 (3 years)
1367 Valencia St. from 1992 to 2006 (14 years)
1200 15th St. from 2006 to 2020 (14 years)
177 Brannan St. from 2011 to Present (12 years)
1419 Bryant St. from 2020 to 2022 (2 years)

CRITERION 2

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

Yes, Bernie's Pet Shoppe, Inc. has contributed to the history and identity of the South Beach 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:

- The business is located within the Delancey Street Foundation building which has received commendations and awards from the American Institute of Architects, Urban Land Institute, and the Gold Nugget Awards. However, the property was constructed in 1989 and has not been evaluated for historic significance due to age of the building. This building also hosts training programs that provide ex-felons, substance users, and the homeless population with training on academic, vocational, and social skills in a variety of trades.

CRITERION 3

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

Yes, Bernie's Pet Shoppe, Inc. is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Bernie's Pet Shoppe, Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Professional and compassionate canine grooming.
- Grooming stations within public view.

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.

- Dog grooming.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Bernie's Pet Shoppe, Inc. currently located at 177 Brannan St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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Small Business Commission

Resolution No. _____

March 27, 2023

BERNIE'S PET SHOPPE, INC.

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Nominated By: Supervisor Matt Dorsey
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Bernie's Pet Shoppe, Inc., currently located at 177 Brannan St.

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 March 27, 2023, 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 Bernie's Pet Shoppe, Inc. 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 Bernie's Pet Shoppe, Inc.

Physical Features or Traditions that Define the Business:

- Professional and compassionate canine grooming.
- Grooming stations within public view.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain 177 Brannan St. on the Legacy Business Registry:

- Dog grooming.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 27, 2023.

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-2022-23-036
Business Name: Bernie's Pet Shoppe, Inc.
Business Address: 177 Brannan St.
District: District 6
Applicant: Bernadette Machado, Owner
Nomination Date: February 1, 2023
Nominated By: Supervisor Matt Dorsey

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

714 Valencia St. from 1989 to 1992 (3 years)
1367 Valencia St. from 1992 to 2006 (14 years)
1200 15th St. from 2006 to 2020 (14 years)
177 Brannan St. from 2011 to Present (12 years)
1419 Bryant St. from 2020 to 2022 (2 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 15, 2023

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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City and County
of San Francisco



Board of Supervisors,
District 6

MATT DORSEY

麥德誠

February 1, 2023

Director Katy Tang, *Via email* <Katy.Tang@sfgov.org>

San Francisco Office of Small Business

City Hall, Room 140

1 Dr. Carlton B. Goodlett Place

San Francisco, CA 94102

Dear Director Tang,

It would be my pleasure to nominate Bernie's Pet Shoppe for inclusion on the Legacy Business Registry.

Bernie's Pet Shoppe was established in 1989, located at 714 Valencia in San Francisco's Mission district and relocated in 1992 towards 367 Valencia. It has continued to serve the Mission District until 2006. Carl Friedman, the director of the San Francisco Animal Care and Control, offered Bernie the opportunity to operate her grooming business inside the shelter itself. In 2010, Bernie expanded to a second location at 177 Brannan Street and finally consolidated all business at the location in 2022.

Bernie's Pet Shoppe has been a vocal advocate encouraging owners to spray or neuter their pets since the founding of the shop in 1989. In 2006, she agreed to operate within the city's animal shelter, providing grooming services free of charge for thousands of dogs awaiting their forever homes and improving their chances of being adopted while elevating public awareness about shelter animals. Most importantly, the staff at City Dogs have also volunteered to work with the Mayor's Youth Employment and Education Program for the past five years and counting. The hands-on training starts in the readiness training, work experience, academic support, and personal development to San Francisco youth challenged in their attempt to access employment.

Bernie's Pet Shoppe would benefit from being included in the Legacy Business Registry, and it is my pleasure to nominate them.

Sincerely,

A handwritten signature in blue ink that reads "Matt Dorsey". The signature is stylized and fluid, with a long vertical line extending downwards from the end of the name.

MATT DORSEY



Legacy Business Registry Application



Business Information

Business name: Bernie's Pet Shoppe, Inc. DBA City Dogs Grooming

Business owner name(s): Bernadette Machado

Identify the person(s) with the highest ownership stake in the business

Current business address: 177 Brannan Street, San Francisco, CA 94107

Telephone: (415) 644 – 0088

Email: bgcitydogs@gmail.com

Mailing address (if different than above):

Website: www.berniesgrooming.com

Facebook: <https://www.facebook.com/people/Bernies-Grooming-City-Dogs/100063903969689/>

Twitter:

7-digit San Francisco Business Account Number (BAN): 0 3 6 8 6 2 9

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

☐ Immigrant-Owned Business

☐ Owned by Person with a Disability

☐ LGBTQ+-Owned Business

☐ Veteran-Owned Business

☐ Minority-Owned Business*

☒ Woman-Owned Business

**Minority is defined as on or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Bernadette Machado

Contact person title: Owner

Contact telephone: () –

Contact email:

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.

Original San Francisco address: 714 Valencia Street **Zip Code:** 94110

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: August 1, 1989 To: July 31, 1992

Other address (if applicable): 1367 Valencia Street **Zip Code:** 94110

Dates at this location: From: August 1, 1992 To: June 30, 2006

Other address (if applicable): 1200 15th Street **Zip Code:** 94103

Dates at this location: From: May 1, 2006 To: April 16, 2020

Other address (if applicable): 177 Brannan Street **Zip Code:** 94107

Dates at this location: From: July 1, 2011 To: Present

Other Address (if applicable): 1419 Bryant Street **Zip Code:** 94103

Dates at this location: From: February 2020 To: July 3, 2022

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Applicant Disclosures

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.

Name: Bernadette Machado

Signature:

Bernadette Machado

Date: 2/14/23

BERNIE’S PET SHOPPE

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Bernie’s Pet Shoppe (DBA City Dogs Grooming) offers canine grooming and bathing services for Bay Area dog owners. It aims to minimize stress and promote the best interests of the dogs in their care without sacrificing quality.

b. Describe who the business serves.

Bernie’s Pet Shoppe is located in the South Beach neighborhood and provides grooming for over 6,000 dogs per year. Their human clients span across all demographics, representing the diversity of Bay Area dog lovers. From doodles to danes, Bernie’s Pet Shoppe is open to all.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Professional and compassionate canine grooming.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Bernie’s Pet Shoppe was founded August 1, 1989 by Bernadette (“Bernie”) Machado at 714 Valencia Street in San Francisco’s Mission District.

In 1992, the business relocated to a larger facility at 1367 Valencia Street and continued to serve the Mission district at that location for 14 years.

In 2006, Carl Friedman, the director of the San Francisco Animal Care and Control (SFACC), offered Bernie Machado the opportunity to operate her private grooming business inside the SFACC then located at 1200 15th Street. The SFACC relocated to 1419 Bryant Street in February of 2020.

In 2010, Bernie Machado expanded to a second location at 177 Brannan Street in the Delancey Foundation complex.

In 2022, Bernie Machado closed the 1419 Bryant Street location and consolidated all business to the 177 Brannan Street location.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1989 to Present Bernadette Machado

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

San Francisco's initial mandatory closure of non-essential businesses forced Bernie's Pet Shoppe to close for six weeks in 2020.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

Bernie has been a vocal advocate encouraging pet owners to spay or neuter their pets since her founding of the shop in 1989. In 2006, she agreed to operate within the city animal shelter, San Francisco Animal Care and Control, providing grooming services free of charge for thousands of dogs awaiting their forever homes and improving their chances of being adopted while elevating public awareness about shelter animals. This association makes Bernie's Pet Shoppe the first private business in San Francisco to work within and alongside the San Francisco Animal Care and Control facility.

b. Is the business associated with significant people or events, either now or in the past?

Carl Friedman, the former director of Animal Care and Control who invited Bernie's Pet Shoppe to relocate to the city shelter, provided over 30 years of leadership of the San Francisco Department of Animal Care and Control and Animal Welfare community.

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

The dedicated staff at Bernie's Pet Shoppe DBA City Dogs voluntarily provides professional mentorship to the students of Life Learning Academy (LLA), a San Francisco Unified School District charter high school committed to creating a nonviolent community for students who have not been successful in traditional school settings. LLA is designed specifically to serve the highest-need students in San Francisco. Once a week, LLA student interns are instructed in the basics of bathing and caring for dogs, offering the opportunity to develop responsibility and compassion for animals, and build their academic, vocational, and social skills necessary to be successful.

The staff at Bernie's Pet Shoppe has also volunteered to mentor the students of LLA since 2012 and the Mayor's Youth Employment and Education Program since 2017. The hands-on training starts in the bathing room and progresses to the job of a groomer's assistant. The goal is to

provide job readiness training, work experience, academic support, and personal development to San Francisco's youth challenged in their attempt to access employment.

In addition, the business is committed to complete transparency in the grooming process, with open windows allowing the public to look in and observe their practices. This is unusual in the grooming industry, but Bernie's staff believes that making the compassionate, humane way they treat the animals in their care visible to all, and serves to inspire public trust.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Not applicable.

e. Has the business ever received any awards, recognition, or political commendations?

Not applicable.

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

If the business were to close, the ramifications would not be limited to a few thousand dogs going without their 'dos. Although groomers are not medical experts, the hands-on nature of their work makes them the first line of defense when it comes to identifying potential health risks. They regularly make referrals to veterinarians regarding suspicious irregularities, resulting in the diagnosis and treatment of all sorts of health conditions.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Bernie's Pet Shoppe is located within the 370,000-square-foot Delancey Street Foundation complex that was primarily built and supervised by Delancey residents. Mimi Silbert was the developer, and Delancey was its own general contractor for this unique development called a "masterpiece of social design" by Pulitzer Prize-winning architectural critic Allan Temko. Covering an entire city block, this four-story complex contains street level retail stores, a popular public restaurant and highly reviewed outdoor espresso café and bookstore, and several other vocational schools and housing units for 500 people that overlook a Mediterranean-style courtyard, which also holds a vast array of educational and recreational facilities for Delancey residents. This was also an unprecedented vocational training program providing 300 formerly unemployable drug addicts, homeless people, and ex-felons now in Delancey Street every skill in the building trades with the support of the unions, as well as

training in purchasing, contracting, computer, and accounting services. There is nothing else in the country like this self-built, self-managed, self-help complex. The complex has received numerous commendations including awards from the American Architects Association, Urban Land Institute, and the Gold Nugget Building Award. It allowed Delancey Street to expand its population, as well as its services, recreational and vocational opportunities.¹

b. In a few words, describe the main business activity you commit to maintaining.

Bernie's Pet Shoppe is committed to maintaining compassionate canine grooming. All grooming services should continue to be performed within the view of the public.

c. What challenges is the business facing today?

The pet grooming industry faces a chronic shortage of skilled labor, and there are currently no grooming schools in all of Northern California. The region's lack of educational opportunities makes it difficult to source qualified groomers that meet their high standards.

With the COVID pandemic, San Francisco experienced a surge in pet adoptions, particularly doodle breeds that require very specific coat maintenance. Many of these dogs went to first-time owners who are still learning how to properly care for their dogs' coats. The shop regularly sees severe matting, which can cause skin irritation and lesions that can be extremely uncomfortable for the dog. Educating owners on proper care is one of the main challenges the business faces.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Dog grooming.

b. 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 Planning Department Historic Resource Status of the property is "C - No Historic Resource Present." The building was constructed in 1989 and does not meet the minimum age requirements to be assessed for the California or National Registers.

¹ <http://www.delanceystreetfoundation.org/facsf.php>



bernie's grooming

CITY DOGS

177

BARBE
TAILLE

OPEN

CITY DOGS
bernie's grooming

HAPPY











CITY DOGS



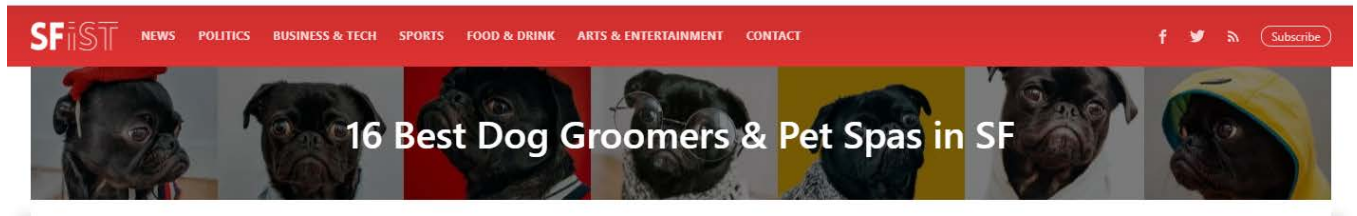
dirty dogs
welcomed







<https://sfist.com/dog-groomers-san-francisco/>



They say there are more dogs in San Francisco than children. Believe it or not, that has actually been confirmed by KQED, though due largely to a low number of little humans rather than a high number of fur babies. That doesn't mean there's any less of a need for this list of the top pet & dog groomers - which *pawlitically correct* people call "Dog Spas." Why is this list free?



Bernie's Grooming

#6 of 16 Leading Pet Grooming



[Website](#) [Call](#)

Bernie's Grooming is a San Francisco based full service dog grooming company. They have been in business for 15+ years, over which they have developed a strong body of great reviews and strong referrals. Bernie's Grooming also partnered with the San Francisco Animal Care and Control in 2006, relocating their grooming shop into the shelter. This was to ensure that shelter dogs are healthy and happy. Bernie's signature 7-step bath process is designed to leave pups clean and refreshed. The first step is a basic shampoo, then they condition to ensure healthy, moisturized skin. Ears are then cleaned, and if requested, the anal glands are expressed. Then the dogs are hand dried, their nails trimmed,

and a full brushing to remove tangles. Bernie's also does trimming to keep dogs neat and tidy. Teeth cleaning is also available upon request. They have two locations, one at 177 Brannan Street San Francisco, 94107 and the other at 1200 15th Street San Francisco, 94103.

The above list includes San Francisco Dog Groomers that SFist believes actively provides superior services. In some cases, they are among the most successful teams in San Francisco. In some cases, variable, sponsorship listing fees or commissions effect the ranking position of the teams, but every one has a history of providing great services. To learn more about SFist's classifieds listings [read more here](#).



SFist / Best of San Francisco / 16 Best Dog Groomers

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LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: MARCH 15, 2023

Filing Date: February 15, 2023
Case No.: 2023-001579LBR
Business Name: Bernie's Pet Shoppe, Inc.
Business Address: 177 Brannan St
Zoning: SB-DTR (South Beach Downtown Residential) Zoning District
45-X Height and Bulk District
Block/Lot: 3773/010-300A
Applicant: Bernadette Machado
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Ada Tan - 628-652-7403
ada.tan@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Bernie's Pet Shoppe, Inc. (also known as "City Dogs") is a dog grooming service that aims to minimize stress and promote the best interest of the dogs in their case without sacrificing quality. Bernie's Pet Shoppe was founded in 1989 by Bernadette ("Bernie") Machado and originally operated in the Mission District for 14 years before opening a location within the South Beach neighborhood, where it operates today and serves over 6,000 canines a year. The women-owned business is committed to maintaining compassionate canine grooming and related services within the view of the public, which is not common in the grooming industry. Additionally, the business has been a vocal advocate in encouraging canine owners to spay or neuter their pets and is committed to providing complete transparency to their Bay Area customers about the grooming process and educates them on proper pet care.

The hands-on nature of the work by Bernie's Pet Shoppe makes them the first line of defense when it comes to identifying potential health risks of pets and their staff regularly makes referrals to veterinarians for a diagnosis and treatment of all types of health conditions. The business continues to tailor appointments to a canine's needs and cares for pets in a safe and comfortable manner.

In 2006, Carl Fieldman, the Director of the San Francisco Animal Care and Control (SFACC), offered Bernie the opportunity to operate her grooming business at the facility. Bernie provided services free of charge to thousands of dogs while they were awaiting adoption. Bernie's Pet Shoppe was the first private grooming business in San Francisco that worked within and alongside the SFACC facility.

Since 2012, staff at Bernie's Pet Shoppe voluntarily provides professional mentorship to students at the Life Learning Academy (LLA), a San Francisco Unified School District charter high school. LLA students are provided weekly lessons on the basics of bathing and caring for dogs, which allows them to develop responsibility and compassion for animals in addition to gaining academic, vocational, and social skills. The business has also partnered with the Mayor's Youth Employment and Education Program since 2017 to provide hands on training to San Francisco's youth related to job readiness skills, work experience, and personal development.

The business's primary location is at 177 Brannan St, which is a Category C (No resource Present / Not Age Eligible) building located along Brannan and Delancey Street in the South Beach neighborhood. It is within the South Beach Downtown Residential Zoning District and a 45-X Height and Bulk District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1989.

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

Yes. Bernie's Pet Shoppe qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Bernie's Pet Shoppe has operated continuously in San Francisco for 34 years.
- b. Bernie's Pet Shoppe has contributed to the history and identity of the South Beach neighborhood and San Francisco.
- c. Bernie's Pet Shoppe 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. The business is located within the Delancey Street Foundation building which has received commendations and awards from the American Institute of Architects, Urban Land Institute, and the Gold Nugget Awards. However, the property was constructed in 1989 and has not been evaluated for historic

significance due to age of the building. This building also hosts training programs that provide ex-felons, substance users, and the homeless population with training on academic, vocational, and social skills in a variety of trades.

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

No.

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

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

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

No.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 177 Brannan Street (2011 – Present)

Previous (No Longer Extant) Locations:

- 714 Valencia Street (1989 – 1992)
- 1367 Valencia Street (1992 – 2006)
- 1200 15th Street (2006 – 2020)
- 1419 Bryant Street (2020 – 2022)

Recommended by Applicant

- Professional and compassionate canine grooming.
- Grooming stations within public view.

Additional Recommended by Staff

- None

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. 1319

HEARING DATE: MARCH 15, 2023

Case No.: 2023-001579LBR
Business Name: Bernie's Pet Shoppe
Business Address: 177 Brannan Street
Zoning: SB-DTR (South Beach Downtown Residential) Zoning District
45-X Height and Bulk District
Block/Lot: 3773/010-300A
Applicant: Bernadette Machado
177 Brannan Street
Nominated By: Supervisor Matt Dorsey
Located In: District 6
Staff Contact: Ada Tan - 628-652-7403
ada.tan@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BERNIE'S PET SHOPPE CURRENTLY LOCATED AT 177 BRANNAN ST, BLOCK/LOT 3773/010-300A;

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 15, 2023, 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 Bernie's Pet Shoppe Inc. 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 Bernie's Pet Shoppe, Inc.

Location(s):

Current Locations:

- 177 Brannan Street (2011 – Present)

Previous (No Longer Extant) Locations:

- 714 Valencia Street (1989 – 1992)
- 1367 Valencia Street (1992 – 2006)
- 1200 15th Street (2006 – 2020)
- 1419 Bryant Street (2020 – 2022)

Physical Features or Traditions that Define the Business:

- Professional and compassionate canine grooming.
- Grooming stations within public view.

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 2023-001579LBBR to the Office of Small Business on March 15, 2023.



Jonas P. Ionin
Commission Secretary

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

NOES: None

ABSENT: Matsuda

ADOPTED: March 15, 2023