



Legacy Business Registry Staff Report

Hearing Date: June 24, 2024

JOANNE'S BEAUTY BOUTIQUE

Application No.: LBR-2023-24-035
Business Name: Joanne's Beauty Boutique
Business Address: 1260 Fillmore St.
District: District 5
Applicant: Bettye Cooks, Owner
Nomination Date: February 29, 2024
Nominated By: Supervisor Dean Preston
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Joanne's Beauty Boutique is an African American- and woman-owned hair salon founded by Joanne Prater, Bettye Cooks, and Pearl Carr at 1260 Fillmore Street in 1976. Since its establishment Joanne's Beauty Boutique has provided hair care for the Western Addition community, including the senior residents of the Royal Adah Arms Senior Housing, which shares the building with the salon. At the time it opened, it was one of the only hair salons that catered to African American hair types, with press and curls and hair relaxers as the most popular and requested services. Current owner, Bettye Cooks, trained under nationally renowned African American hairdresser Jose LaCrosby, whose clients included Nina Simone, Little Richard, and Eartha Kitt. Entertainer James Brown would frequently stop by Joanne's Beauty Boutique to chat and get a haircut or trim prior to performing at either the Fillmore Auditorium or the Fairmount Hotel during his visits to San Francisco.

Many changes have occurred over the years, with co-owners Pearl Carr leaving to become a beauty school instructor in 1991 and Joanne Prater passing in 2013, leaving Bettye Cooks as the sole owner. In 2007, Bettye Cooks won the 2007 Hair Extravaganza award from Laran Production & Byars Enterprise for her unwavering commitment and dedication to the beauty business and the community.

With its prime location on Fillmore Street, the salon functions as an important social and cultural hub, particularly for the elderly and disabled who would otherwise have difficult time reaching another salon. The salon has cultivated a strong community with residents in the neighborhood, offering discounts on Tuesdays for seniors, contracting out salon space to community residents, and providing free limited services to girls participating in the Police Activities League football and cheer organization. Joanne's Beauty Boutique's resilience and commitment to the community is a gleaming example of what a Legacy Business is as it continues to serve the African American community of the Western Addition and beyond.

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, Joanne's Beauty Boutique has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1260 Fillmore St. from 1976 to Present (48 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





CRITERION 2

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

Yes, Joanne's Beauty Boutique has contributed to the history and identity of the Western Addition 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 associated with personal care that primarily serves the African American community.
- The business was frequented by entertainer James Brown in the 1980s before his performances at the Fillmore Auditorium or the Fairmount Hotel. Actor Danny Glover would stop and sell poetry in the salon before he was famous. Bettye Cooks was trained by and worked under renowned African American hairdresser Jose LaCrosby, whose clients served famous performers like Nina Simone, Little Richard, Eartha Kitt, and Mahaliah Jackson.
- KRON 4 did a segment on Joanne's Beauty Boutique, shining light on the limited number of stylists who specialize in African American hair care including press and curl treatment.
- With regard to racial and social equity, Joanne's Beauty Boutique is one of the few remaining African American-owned businesses along the Fillmore Street corridor in the Western Addition. It was originally founded by three women, Joanne Prater, Bettye Cooks, and Pearl Carr in 1976, and is still operated by Bettye Cooks. The business is community-oriented; offering discounted haircuts to seniors, contracting salon space with eligible residents to run their own businesses as hair stylists and offering free limited services to girls participating in the Police Activities League (PAL) football and cheer program. Despite the many challenges the community has faced over the years, Joanne's Beauty Boutique has remained a pillar of the community as well as a foundation for cultural preservation efforts.

CRITERION 3

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

Yes, Joanne's Beauty Boutique is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Joanne's Beauty 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.

Physical Features or Traditions that Define the Business:

- Hair salon catering to the African American community.
- Services such as press and curls and hair relaxers.

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.

- Hair salon.

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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Joanne's Beauty Boutique currently located at 1260 Fillmore St. 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. _____

June 24, 2024

JOANNE'S BEAUTY BOUTIQUE

Application No.: LBR-2023-24-035
Business Name: Joanne's Beauty Boutique
Business Address: 1260 Fillmore St.
District: District 5
Applicant: Bettye Cooks, Owner
Nomination Date: February 29, 2024
Nominated By: Supervisor Dean Preston
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Joanne's Beauty Boutique, currently located at 1260 Fillmore 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 June 24, 2024, 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 Joanne's Beauty Boutique in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

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

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Physical Features or Traditions that Define the Business:

- Hair salon catering to the African American community.
- Services such as press and curls and hair relaxers.

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

- Hair salon.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on June 24, 2024.

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-2023-24-035
Business Name: Joanne's Beauty Boutique
Business Address: 1260 Fillmore St.
District: District 5
Applicant: Bettye Cooks, Owner
Nomination Date: February 29, 2024
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

1260 Fillmore St. from 1976 to Present (48 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: NA

DELIVERY DATE TO HPC: May 8, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 5



City and County of San Francisco

DEAN PRESTON

February 29, 2024

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 Joanne's Beauty Boutique to the Legacy Business Registry

Dear Mr. Kurylo:

I am writing to nominate Joanne's Beauty Boutique, a salon known for its focus on African American hair care and styling, to the Legacy Business Registry.

For 48 years, Joanne's Beauty Boutique has served the Western Addition by providing hair care for the community, including the senior citizens who live at the Royal Adah Arms Senior Housing which shares the building with the salon.

Joanne Prater, Bettye Cooks, and Pearl Carr founded the salon in 1976 with a prime location on Fillmore Street where it has remained since it was established. Bettye Cooks was trained by and worked under renowned African-American hairdresser Jose LaCrosby, who among other clients served famous performers like Nina Simone, Little Richard, and James Brown.

Throughout the years there have been many changes, Pearl Carr left to become a beauty school instructor in 1991 and Joanne Prater passed away in 2013, leaving Bettye Cooks as the sole owner. During the COVID-19 pandemic, they had to close for eleven months which drastically slowed down business for them. Costs to run the salon have increased and they have hopes to improve accommodations for their elderly and disabled customers.

Despite these struggles the community has remained strong in their support due to the relationship the salon has cultivated with residents throughout the years. They offer discounts on Tuesdays for seniors, they contract with eligible community residents to give them salon space, and they provide free limited services to girls participating in the Police Activities League football and cheer organization.

Letter of Nomination for Joanne's Beauty Boutique to the Legacy Business Registry

February 29, 2024

Page 2

They have gained an amazing reputation throughout the years earning the 2007 Hair Extravaganza award from Laran Production & Byars Enterprise/Dudley's Beauty Supply Company. In the 1980s, entertainer James Brown would frequent the salon before his performances in the Fillmore. They occupy an important place in the community and their services have been enjoyed for generations.

My office sincerely appreciates the resilience of Joanne's Beauty Boutique and their commitment to service in the Western Addition, and I am honored to nominate Joanne's Beauty 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,



Dean Preston
District 5 Supervisor



Legacy Business Registry Application



Business Information

Business name: Joanne's Beauty Boutique

Business owner name(s): Bettye Cooks

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

Current business address: 1260 Fillmore St., San Francisco, CA 94115

Telephone: (415) 921 - 9994 **Email:**

Mailing address (if different than above):

Website:

Facebook: **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 4 3 6 6 6 8

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.

- | | |
|--|--|
| <input type="checkbox"/> Immigrant-Owned Business | <input type="checkbox"/> Owned by Person with a Disability |
| <input type="checkbox"/> LGBTQ+-Owned Business | <input type="checkbox"/> Veteran-Owned Business |
| <input checked="" type="checkbox"/> Minority-Owned Business* | <input checked="" type="checkbox"/> Woman-Owned Business |

**Minority is defined as one 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: Bettye Cooks

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: **Zip Code:**

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

Dates at this location: **From:** **To:**

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

Dates at this location: **From:** **To:**

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

Dates at this location: **From:** **To:**

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

Dates at this location: **From:** **To:**

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

Dates at this location: **From:** **To:**

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: *Bettye Mae Cooks*

Signature:

Bettye Mae Cooks

Date: *6-21-13*

JOANNE'S BEAUTY BOUTIQUE

Written Historical Narrative

INTRODUCTION

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

Joanne's Beauty Boutique is a hair salon business that focuses on hair care and hair styling. Joanne's is best known for their contribution to African American hair care and styling.

b. Describe whom the business serves.

Joanne's Beauty Boutique services the residents of San Francisco as well as the Bay Area. Its primary clientele/customers are from the Western Addition neighborhood and community. This community consists of a majority of African Americans and other minorities that are generally of lower and middle incomes.

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

Hair care and hair styling.

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.

Joanne's Beauty Boutique was founded by Joanne Prater, Bettye Cooks, and Pearl Carr in March 1976 at 1260 Fillmore Street. The business has remained at the same location since it was established.

In 1991, Pearl Carr left the business to be an instructor at a beauty school. Joanne Prater and Bettye Cooks remained as co-owners.

In 2013, Joanne Prater passed away, leaving Bettye Cooks as the sole owner of the business.

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

1976 to 1991:	Joanne Prater; Bettye Cooks; Pearl Carr (Co-owners)
1991 to 2013:	Joanne Prater; Bettye Cooks (Co-owners)
2013 to Present:	Bettye Cooks

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

Joanne's Beauty Boutique closed for 11 months during the COVID pandemic, from March 2020 through February 2021.

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.

In 1976, Joanne's Beauty Boutique was one of the only hair salons that catered to the African American hair type in the Western Addition community. Press and curls and hair relaxers were the most popular and requested service. The Boutique's prime location on Fillmore Street made it popular and easily accessible to the senior citizens in the West Addition, as the salon is in the same building as the Royal Adah Arms Senior Housing.

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

In the 1980s, entertainers like James Brown would stop by to chat and/or get a haircut/trim before performing at either the Fillmore Auditorium or the Fairmount Hotel.

Actor Danny Glover (before his was famous) would also stop by on occasions to sell his poetry in the salon.

In addition, salon owner Bettye Cooks was trained by, and worked under, the biggest stylist in the Bay Area, which at the time was Jose LaCrosby. LaCrosby appeared and participated in the famous hair shows in Philadelphia and New York City.

Jose LaCrosby was a nationally-recognized African-American hairdresser, stylist to the stars, and entrepreneur extraordinaire. At the height of his career, he ran five salons and two beauty supply stores. He eventually went on to innovate new hair styling techniques that became known and replicated nationally. In his career as one of San Francisco's premier African-American hairdressers, LaCrosby counted several "Harlem of the West" jazz luminaires and their wives as his clients. They included Nina Simone, Mahalia Jackson, Thelonious Monk's wife, Miles Davis' wife, as well as other famed Black musicians like James Brown, Eartha Kitt, and Little Richard.¹ Other clientele of LaCrosby consisted of entertainers such as actor Belva Davis, singer Barbara McNair, and one of the Pointer Sisters.

¹ San Francisco Bay View National Black Newspaper, <https://sfbayview.com/2016/02/jose-lacrosby-stylist-to-the-stars-entrepreneur-extraordinaire/>

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

Joanne's Beauty Boutique has contracted with eligible residents of the community, allowing them to use the salon space to have their own businesses as hair stylists.

Joanne's provides free limited services to girls who are participants in the Police Activities League (PAL) football and cheer organization. The SFPAL 49ers Football, former PAL Seahawks, and Cheer programs serve as an anchor for nearly 100 youth each fall and have been in continuous operation in the Western Addition since 1959.

Joanne's has also offered Tuesday discounts for seniors in the community.

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

Channel 4 did a segment on Joanne's Beauty Boutique, shining a light on the limited number of stylists who specialize in African American hair care including press and curls.

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

The owner of Joanne's Beauty Boutique Bettye Cooks received the 2007 Hair Extravaganza award from Laran Production & Byars Enterprise / Dudley's Beauty Supply Company for her unwavering commitment and dedication to the beauty business and helping so many for so long.

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 community would have a limited number of options with regard to African American hair care and hair styling. It would also cause a barrier to seniors in the community because they would have a difficult time getting to a nearby salon, as Joanne's Beauty Boutique is centrally located and accessible. Joanne's is the only local hair salon that still provides press and curl treatments.

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?

Joanne's Beauty Boutique is in the same building as the Eastern Star Lodge that is located in the Royal Adah Arms senior building, which features 142 studios and 1-bedroom apartments for seniors and is subsidized by HUD (Housing and Urban Development).

This business is also steps away from the historic Fillmore Car Barn and Powerhouse.

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

Joanne's Beauty Boutique will continue to commit to maintaining hair care services and catering to all African American hair types.

c. What challenges is the business facing today?

Everything has slowed down as a result of the COVID pandemic. Costs to run the business have increased. For clients that are elderly and disabled, it would be helpful to have improved accommodations for these individuals.

Legacy Business Program staff will add the following details:

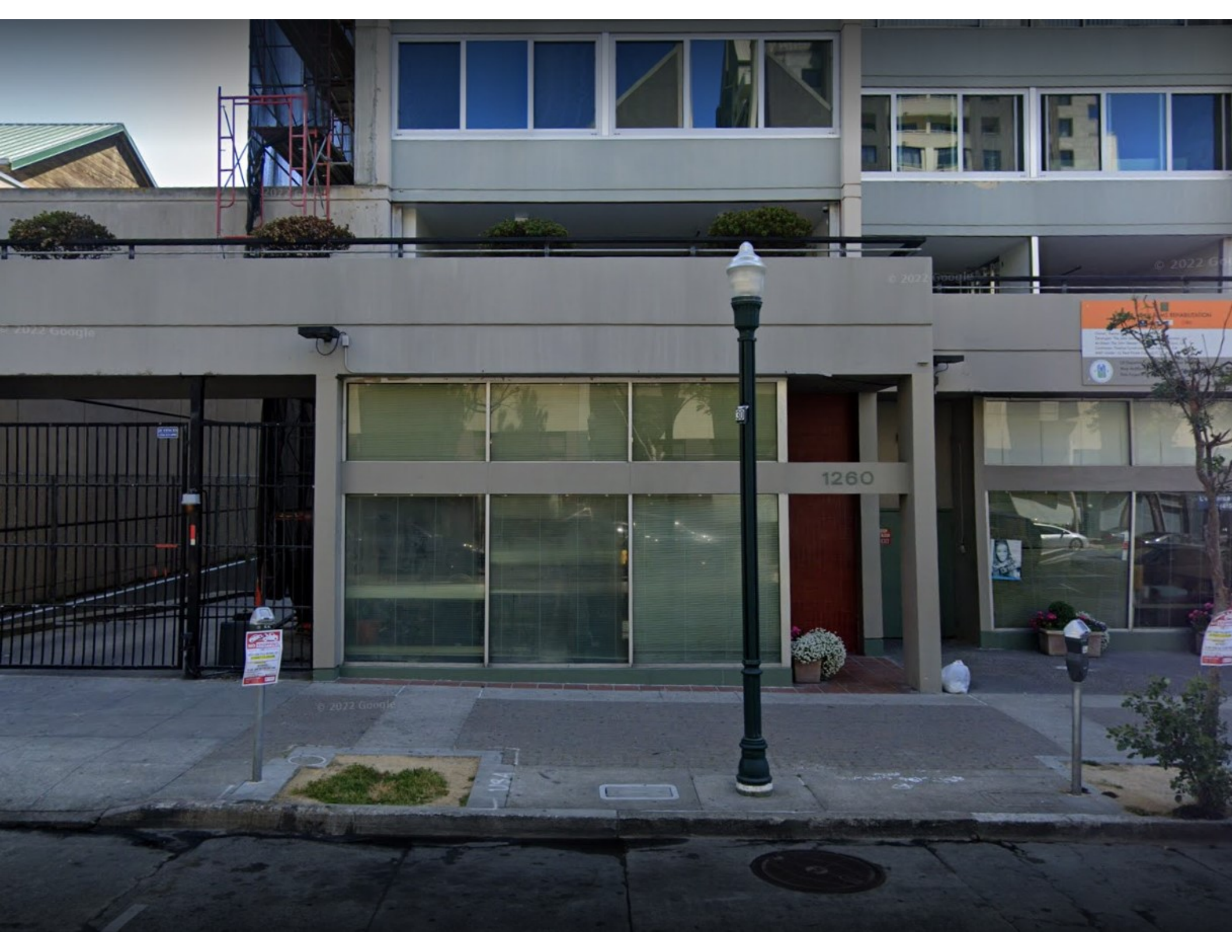
a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Hair salon.

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 building at 1260 Fillmore Street is "B - Unknown / Age Eligible."





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1260

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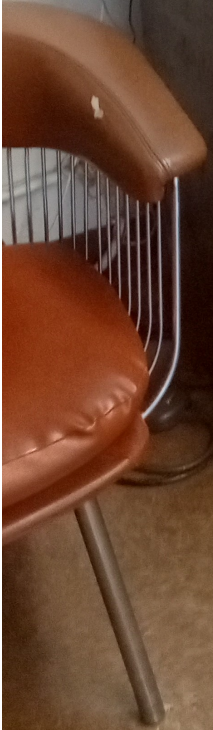
NO PARKING
EXCEPT FOR
LOADING AND UNLOADING
PASSENGERS
OR MERCHANDISE
OR DELIVERY
OR PICKUP
OR DROP OFF
OR RETURN
OR DELIVERY
OR PICKUP
OR DROP OFF
OR RETURN

REHABILITATION
The City of San Francisco
Department of Public Works
Division of Construction
1500 Market Street, Suite 1000
San Francisco, CA 94102
Tel: 415-355-3333
www.sfdph.org/dph/epi/





NO SMOKING





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JUNE 5, 2024

Filing Date: May 8, 2024
Case No.: 2024-004141LBR
Business Name: Joanne’s Beauty Boutique
Business Address: 1260 Fillmore Street
Zoning: NCT (FILLMORE STREET NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT) Zoning District
 130-B Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 0749/009
Applicant: Bettye Cooks
 1260 Fillmore Street
Nominated By: Supervisor Dean Preston
Located In: District 5
Staff Contact: John Dacey - 628-652-7415
 john.dacey@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Joanne’s Beauty Boutique is an African American- and Woman-owned hair salon founded by Joanne Prater, Bettye Cooks, and Pearl Carr at 1260 Fillmore Street in 1976. For 48 years, Joannes’s Beauty Boutique provided hair care for the Western Addition community, including the senior residents of the Royal Adah Arms Senior Housing which shares the building with the salon. At the time it opened, it was one of the only hair salons that catered to African American hair types, with press and curls and hair relaxers as the most popular and requested services. Current owner, Bettye Cooks, trained under nationally renowned African American hairdresser, Jose LaCrosby, whose clients included Nina Simone, Little Richard, and Eartha Kitt. Entertainer, James Brown, would frequently stop by Joanne’s Beauty Boutique to chat and get a haircut or trim prior to performing at either the Fillmore Auditorium or the Fairmount Hotel in his visits to San Francisco.

Many changes have occurred over the years, with co-owners Pearl Carr leaving to become a beauty school instructor in 1991 and Joanne Prater passing in 2013, leaving Bettye Cooks as the sole owner. In 2007, Bettye Cooks

won the 2007 Hair Extravaganza award from Laran Production & Byars Enterprise for her unwavering commitment and dedication to the beauty business and the community.

With its prime location on Fillmore Street, the salon functions as an important social and cultural hub, particularly for the elderly and disabled who would otherwise have difficult time reaching another salon. The salon has cultivated a strong community with residents in the neighborhood, offering discounts on Tuesdays for seniors, contracting out salon space to community residents, and providing free limited services to girls participating in the Police Activities League football and cheer organization. Joanne's Beauty Boutique's resilience and commitment to the community is a gleaming example of what a legacy business is, as it continues to serve the African American community of the Western Addition and beyond.

The business's primary location at 1260 Fillmore Street is in a Category B (Unknown / Age Eligible) structure on the east side of Fillmore Street between Eddy and Turk streets in the Western Addition neighborhood. It is within the Fillmore Street NCT (Neighborhood Commercial Transit) Zoning District and a 40-X Height and Bulk District; the Priority Equity Geography SUD; and the Lower Fillmore Street Invest in Neighborhoods Initiative Area. 1260 Fillmore Street was evaluated in 2015 under the Neighborhood Commercial Corridors Survey (unadopted), where it was identified as "does not appear significant under Criterion C/3 (Architecture/Design)". The property is mentioned in the African American Historic Context Statement (AAHCS) as containing the second location of the St. John Coltrane African Orthodox Church and the San Francisco Jazz Heritage Center.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1976.

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

Yes. Joannes's Beauty Boutique qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Joanne's Beauty Boutique has operated continuously in San Francisco for 48 years.
- b. Joanne's Beauty Boutique has contributed to the history and identity of the Western Addition neighborhood and San Francisco.
- c. Joanne's Beauty 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?*

Yes. The business is associated with personal care that primarily serves the African American community.

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

Yes. The business was frequented by entertainer James Brown in the 1980s before his performances at the Fillmore Auditorium or the Fairmount Hotel. Actor Danny Glover would stop and sell poetry in the salon before he was famous. Bettye Cooks was trained by and worked under renowned African American hairdresser Jose LaCrosby, whose clients served famous performers like Nina Simone, Little Richard, Eartha Kitt and Mahaliah Jackson.

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.?

Yes. KRON 4 did a segment on Joanne's Beauty Boutique, shining light on the limited number of stylists who specialize in African American hair care including press and curl treatment.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Joanne's Beauty Boutique is one of the few remaining African American-owned businesses along the Fillmore Street corridor in the Western Addition. It was originally founded by three women, Joanne Prater, Bettye Cooks, and Pearl Carr in 1976, and is still operated by Bettye Cooks. The business is community-oriented; offering discounted haircuts to seniors, contracting salon space with eligible residents to run their own businesses as hair stylists and offering free limited services to girls participating in the Police Activities League (PAL) football and cheer program. Despite the many challenges the community has faced over the years, Joanne's Beauty Boutique has remained a pillar of the community as well as a foundation for cultural preservation efforts.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1260 Fillmore Street (1976 – Present)

Recommended by Applicant

- Hair salon catering to the African American community.
- Services such as press and curls and hair relaxers.

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. 1399

HEARING DATE: JUNE 5, 2024

Case No.: 2024-004141LBR
Business Name: Joanne’s Beauty Boutique
Business Address: 1260 FILLMORE STREET
Zoning: NCT (FILLMORE STREET NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT) Zoning District
 130-B Height and Bulk District
Block/Lot: 0749/009
Applicant: Bettye Cooks
 1260 Fillmore Street
Nominated By: Supervisor Dean Preston
Located In: District 5
Staff Contact: John Dacey - 628-652-7415
 john.dacey@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JOANNE’S BEAUTY BOUTIQUE CURRENTLY LOCATED AT 1260 FILLMORE ST (BLOCK/LOT 0749/009).

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 48 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 June 5, 2024, 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 Joanne's Beauty 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 Joanne's Beauty Boutique.

Location(s):

Current Locations:

- 1260 Fillmore Street (1976 – Present)

Physical Features or Traditions that Define the Business:

- Hair salon catering to the African American community.
- Services such as press and curls and hair relaxers.

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 to the Office of Small Business on June 5, 2024.



Richard Sucre

Acting Commission Secretary

AYES: Baldauf, Campbell, Vergara, Wright, Foley, Nageswaran, Matsuda

NOES: None

ABSENT: None

ADOPTED: June 5, 2024