



Legacy Business Registry Staff Report

Hearing Date: November 8, 2021

SHEAR'S BEAUTY & BARBER SHOP

Application No.: LBR-2021-22-002
Business Name: Shear's Beauty & Barber Shop
Business Address: 918 Newhall Street
District: District 10
Applicant: Linda Tanksley, Property and Business Owner
Nomination Letter Date: July 28, 2021
Nominated By: Supervisor Shamann Walton
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Shear's Beauty & Barbershop stands as one of the few remaining African-American owned businesses along the 3rd Street corridor in San Francisco. Originally taking root as Lillie's Beauty and Barbershop since at least 1949, the business was eventually sold to Howard Crowther in 1971. Crowther worked at Lillie's as a barber before eventually purchasing the business, and his family runs the business to this day, though the business has been recognized as Shear's Beauty & Barber Shop since Crowther changed the name in 1980. An African-American owned business since its establishment in 1949, Shear's Beauty and Barbershop is one of the few remaining African American family-owned businesses along the 3rd Street corridor.

Today, Crowther's four children retain ownership of the business and the building Shear's operates in, and Crowther's grandsons, Kevin Tanksley and Laron Chriswell, operate the business. Shear's Beauty & Barbershop makes an effort to give back to the very community that supports it. From backpack giveaways for local youth to discounted haircuts for foster families, the family-run business is committed to its community.

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, Shear's Beauty & Barber Shop has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

918 Newhall Street from 1980 to Present (41 years).

CRITERION 2

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

Yes, Shear's Beauty & Barber Shop has contributed to the history and identity of the Bayview 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:

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





- The business is associated with the personal care that primarily serves the African American community.
- The business was the unofficial barber for the San Francisco Giants. San Francisco Giants legends, such as the Alou brothers, were regular patrons of the shop during the early 1960s.
- The property is located with the South Bayshore Area Plan and is within the boundaries of the African American Arts and Cultural District. The property was also surveyed in a 1976 survey.

CRITERION 3

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

Yes, Shear's Beauty & Barber Shop is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Shear's Beauty & Barber Shop 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:

- Being family-run.
- Being a personal care business that primarily serves the African American population.
- Reserving space at one of the salon stations for independent beauticians.
- Being a space for the community to socialize and connect.
- Shear's signage.
- Blue and white logo motif.
- Interior mural.

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.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Shear's Beauty & Barber Shop currently located at 918 Newhall Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

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Small Business Commission

Resolution No. _____

November 8, 2021

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Adopting findings approving the Legacy Business Registry application for Shear's Beauty & Barber Shop, currently located at 918 Newhall 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 November 8, 2021, 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 Shear's Beauty & Barber Shop 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 Shear's Beauty & Barber Shop.

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Physical Features or Traditions that Define the Business:

- Being family-run.
- Being a personal care business that primarily serves the African American population.
- Reserving space at one of the salon stations for independent beauticians.
- Being a space for the community to socialize and connect.
- Shear's signage.
- Blue and white logo motif.
- Interior mural.

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

- Hair salon.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 8, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-002
Business Name: Shear's Beauty & Barber Shop
Business Address: 918 Newhall Street
District: District 10
Applicant: Linda Tanksley, Property and Business Owner
Nomination Letter Date: July 28, 2021
Nominated By: Supervisor Shamann Walton

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

918 Newhall Street from 1980 to Present (41 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: October 6, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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President, Board of Supervisors
District 10



City and County of San Francisco

SHAMANN WALTON

MEMORANDUM

July 28, 2021

Office of Small Business
Attn: Small Business Commission
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, California 94102

Shear's Beauty & Barbershop
Attn: Jenny Wong
918 Newhall Street
San Francisco, California 94124

Re: Legacy Business Nomination for Shear's Beauty and Barbershop

To Whom It May Concern:

I am writing to express my support for the application to recognize Shear's Beauty and Barbershop as a Legacy Business.

San Francisco has always been a city that embraces community and the entrepreneurial spirit of its citizens. Shear's Beauty & Barber Shop is among the remaining few African American - owned businesses along the 3rd Street corridor. Shear's is a popular community barbershop that consistently serves a diverse neighborhood. The barbershop opens itself up for various events catered to the Bayview-Hunters Point neighborhood, from on-site health clinics specifically targeting important health issues in the African American community to backpack giveaways for local youth. Shear's commitment to community extends throughout San Francisco with their offering of half-price haircuts to foster youth and free offsite haircuts at community events in the Filmore district. Since taking root in the neighborhood in 1949, Shear's has continued to positively impact the community and be a safe space for its patrons. By bringing the community together for 72 years, Shear's genuinely exemplifies the spirit and culture of its people in the Bayview community.

Thank you for your consideration.



President Shamann Walton, District 10

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:	
Shear's Beauty & Barber Shop	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Deborah and Stan Crowther, Martha Crowther-King, and Linda Tanksley (original owner's children)	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
918 Newhall Street San Francisco, CA 94124	(415) 282-6900
	EMAIL ADDRESS:
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
FACEBOOK PAGE:	
TWITTER NAME:	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Linda Tanksley	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
Property and Business Owner	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
SECRETARY OF STATE ENTITY NUMBER (If applicable):	

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
918 Newhall Street	94124	1980
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1980 to 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:
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		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.

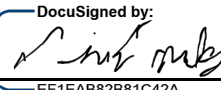
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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.

Linda Tanksley

10/6/2021

DocuSigned by:


Name (Print):

Date:

Signature:

SHEAR'S BEAUTY & BARBER SHOP

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.

Shear's Beauty & Barber Shop, located at 918 Newhall Street in the Bayview Hunters Point community, was established under that business name in 1980.

An African American-owned beauty / barber shop has operated continuously at 918 Newhall Street since at least 1949. Originally called Lillie's Beauty and Barbershop, this African American-owned business was sold in 1971 to barber Howard Crowther, also African American. Mr. Crowther was a migrant from Columbia, Mississippi. Mr. Crowther continued to operate "Lillie's" for several year, eventually changing the name to Shear's Beauty & Barber Shop in 1980.

Shear's Beauty & Barber Shop has provided beautician and barber services to the Bayview Hunters Point community for over 40 years. Over the decades, many family members worked alongside Mr. Crowther as the business grew. Mr. Crowther's grandsons Kevin Tanksley and Laron Chriswell joined the business after earning their barber licenses in the 1990s. Together they worked alongside Mr. Crowther until his retirement in 2000. Mr. Crowther's four children retain ownership of the building and business while Mr. Tanksley and Mr. Chriswell operate the business.

Shear's Beauty & Barber Shop is one of the few remaining African American family-owned businesses along the 3rd Street corridor (just off 3rd Street). The business's longevity is a testament to the power of family ownership, even as the community it serves changes.

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

A beauty / barber shop has continuously operated out of 918 Newhall St since 1949.

The 2020 coronavirus pandemic has impacted the daily operations of the business. As a 'personal care' sector business, Shear's Beauty & Barber Shop was required to cease operations during the most restrictive periods of the Stay-at-Home Order. This had a negative economic impact on the owners and operators. However, Shear's Beauty & Barber Shop is committed to reopening and continuing their legacy of providing services to the community.

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

Shear's Beauty & Barber Shop is a family-owned business. Originally employed as a barber at Lillie's Beauty and Barber Shop (same location), Howard Crowther purchased the business in 1971. Mr. Crowther continued operating the businesses under the name "Lillie's" for several years. Various family members were employed by Mr. Crowther over the decades.

Grandsons Kevin Tanksley and Laron Chriswell earned their barber licenses in 1997 and 1999 respectively and became active in the daily operation of the shop as they worked alongside their grandfather. Mr. Crowther retired in 2000 and Mr. Tanksley and Mr. Chriswell officially took over the daily operations of the shop.

Mr. Crowther passed away in 2018. His four children, Deborah Crowther, Stan Crowther, Martha Crowther-King, and Linda Tanksley retain ownership of the building and business as a 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 Shear's Beauty & Barber Shop is as follows:

1980 to 2018:	Howard Crowther
2018 to Present:	Deborah Crowther, Stan Crowther, Martha Crowther-King, and Linda Tanksley as a 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.

Shear's Beauty & Barber Shop is located within the newly-formed San Francisco African American Arts and Cultural District.

A 1976 survey of buildings in the South Bayshore Area noted the building retained significant architectural features: "Two angled bays over a glass storefront with transoms apparently intact. Projecting dentilated cornice." This recognition resulted in the buildings being listed as a Category A historic resource by the San Francisco Planning Department.

CRITERION 2

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

Shear's Beauty & Barber Shop is among the remaining few African American-owned businesses along the 3rd Street corridor. The exact details regarding the original owner, Lillie Jefferson, are unclear, but it is important to note that she was an African American woman business owner during a time of demographic upheaval (late 1940s) in San Francisco and the Bayview. As migrants in the WWII era settled into the neighborhood, the demographics of a once majority 'White' neighborhood shifted. New businesses that catered to African Americans began to thrive.

Lillie's and later Shear's are examples of the neighborhood's new identity. An identity that shaped the Bayview Hunters Point community for the next several decades. Businesses like Shear's Beauty & Barber Shop are the foundations for cultural preservation efforts underway today.

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

The business is representative of the demographic shift during and after WWII.

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

Not applicable.

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

According to the family accounts, Mr. Crowther was the "unofficial" barber for the San Francisco Giants. Linda Tanksly, Mr. Crowther's daughter, recalls regular visits by San Francisco Giants legends like the Alou brothers during the early 1960s. Felipe, Matty, and Jesus Alou all played for the San Francisco Giants together and separately from the late-1950s to the mid-1960s.

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

As a long-standing fixture within the Bayview Hunters Point community, Shear's Beauty & Barber Shop regularly demonstrates its commitment to their community by consistently serving a diversifying neighborhood.

Kevin Tanksley and Laron Chriswell have held Health Clinics on site specifically targeting issues important to the African American community. The shop has hosted backpack give-a-ways for local youth, provided half-price haircuts to foster families, and provided free offsite haircuts at community events in the Fillmore and in Bayview Hunters Point.

Most importantly, family members choosing to remain and operate a business in the Bayview Hunters Point neighborhood is a testament to Shear's Beauty & Barber Shop commitment to the community they serve. They are continuing in the tradition of being a provider of a culturally competent service that, given their longevity, is now a tradition shared generationally. Shear's Beauty & Barber Shop may adapt in time to reach a greater

population, but in order to retain the essential characteristic of their shop, family ownership should always be retained.

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

Shear's Beauty & Barber Shop primarily provides services to the African American population within Bayview Hunters Point. The business opened – under a previous ownership and business name – as the neighborhood demographically shifted toward a higher population of African American residents, and therefore a potentially larger customer base. The steady growth of the African American population within the neighborhood unfortunately was not sustained over the decades. The neighborhood is growing in diversity, but the community that Shear's Beauty & Barber Shop serves has declined. However, as one of the longest established African American owned and operated businesses in the community, Shear's Beauty & Barber Shop is well positioned to continue providing culturally proficient personal care services to current and future residents of the Bayview Hunters Point community.

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

Shear's Beauty & Barber Shop was awarded an Economic Development on Third (www.edotbayview.org) façade improvement grant in the summer of 2020. This \$10,000 grant was used to refresh the exterior trade sign, repaint the entire façade, repair exterior windows, and grind down a portion of the front entrance threshold to better comply with ADA requirements.

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

African American owned businesses are dwindling in the Bayview. Shear's Beauty & Barber Shop is notable as a 3rd generation African American-owned business in a neighborhood that has seen seismic shifts in their targeted populations. Although beauty salons and barber shop aren't unique, they tend to come and go or change owners and staff regularly. Shear's Beauty & Barber Shop is the rare exception – a business that has been there, in the community, for decades, owned and operated by an extended family. If the business were to shut down or be relocated, a chapter in the story of the Bayview would come to a close. The community would lose a part of its identity in a time when the City is making a concerted effort to preserve and rekindle that same identity.

CRITERION 3

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

Shear's Beauty & Barber Shop is a personal care business that primarily serving the African American population in the Bayview. The family owned business has been operating at the same location since the 1960s. Third-generation family members run the daily operation of the shop and provide barber services. An independent beautician regularly provides services from one of the shop's salon stations. As with many beauty and barber shops, the services provided

are only a part of what makes them special. Beauty and barber shops are trusted places within the community that provide more than just personal care services. They are places to socialize, get connected, and get informed about topics and issues great and small. Shear's Beauty & Barber Shop's role as a community social place is an essential feature.

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)

Shear's Beauty & Barber Shop is committed to maintaining its historical tradition as a personal care business.

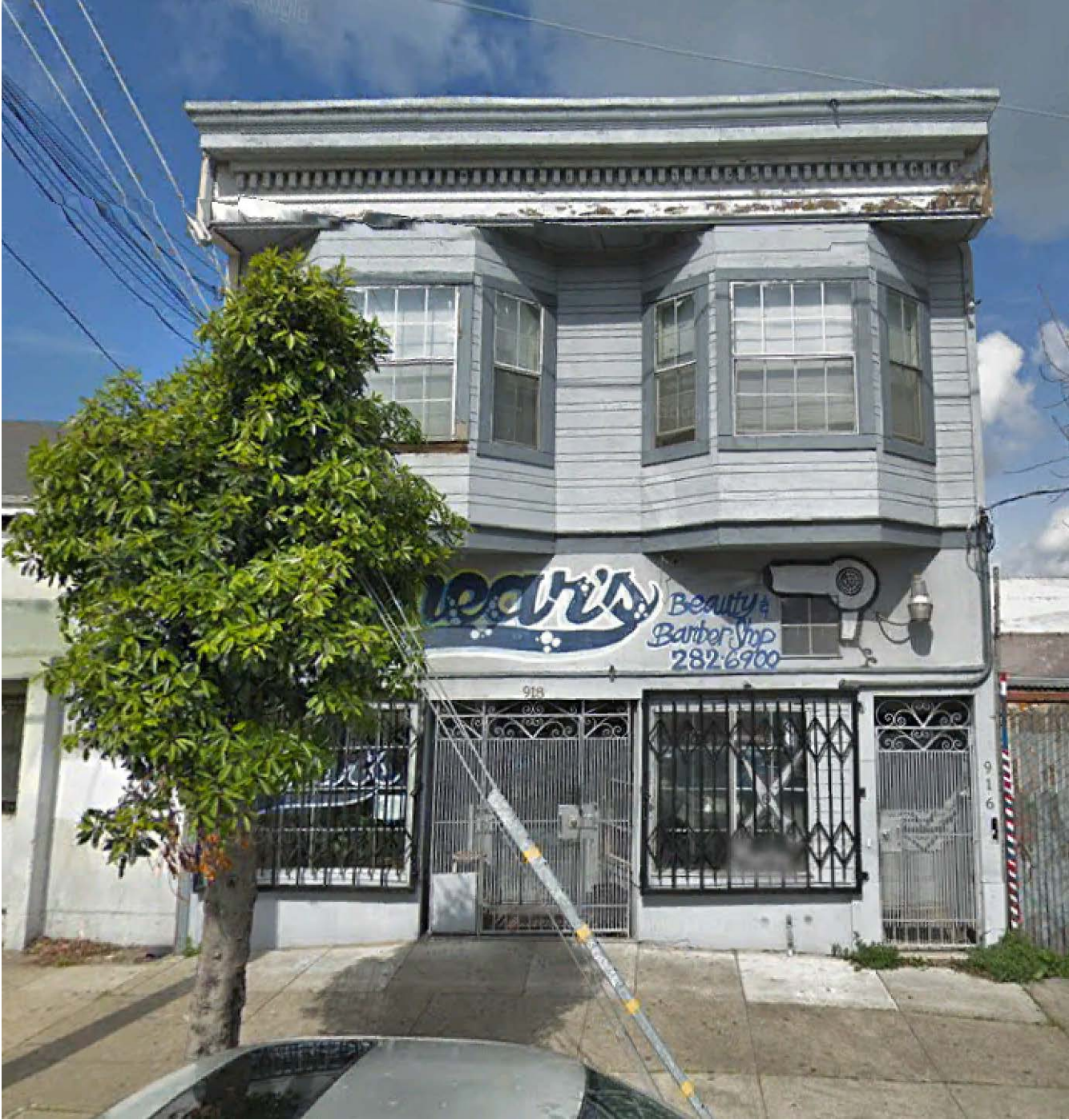
c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Although the building's facade was identify as having some architectural merits in a 1976 architectural survey, over time renovations have somewhat diminished the noted characteristics. However, the owners recognize that it is time for a façade refreshment and have an application with the Office of Economic and Workforce Development's SF Shines program in the review stages. Details regarding potential improvements may include restoration of the previously documented features.

d. When the current ownership is not the original owner and has owned the business for less than 30years; 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 personal care business for 30+ years is included in this Legacy Business Registry application.

916-918 Newhall St.





Howard Crowther



Howard Crowther and grandson, Kevin Tanksley



Howard Crowther and grandchildren, Kevin Tanksley, Malkia Criswell-Neal, and Laron Criswell





1976 South Bayshore Survey

918 NEWHALL street address 5279 block number 3 lot number 1 summary

R-2 c ground building type/use/number of floors landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS
 Relationship of setting to building -2 -1 0 1 2 3 4 5

Importance as contribution to a cluster/streetscape -2 -1 0 1 2 3 4 5

ARCHITECTURAL DESIGN VALUATION
 Facade proportions -2 -1 0 1 2 3 4 5

Richness/Excellence of detailing/decoration -2 -1 0 1 2 3 4 5

Unique visual feature of interest 0 1 2 3 4 5

Example of a rare or unusual style or design 0 1 2 3 4 5

Overall architectural quality -2 -1 0 1 2 3 4 5

PROPOSED FOR FURTHER INVESTIGATION

CORNICE, PARAPET, APPENDAGE
 Importance of cornice to building design -2 -1 0 1 2 3 4 5

Cornice contribution to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION
 Physical condition -2 -1 0 1 2 3 4 5

Paint/Material color -2 -1 0 1 2 3 4 5

REMODELING
 Appropriateness of improvements -2 -1 0 1 2 3 4 5

Engle 6.4.77 date

Field Notes



photo 367-10

Review Notes

- Junior League Listing
 text index file
 Northern California Guide
 Other Listing _____

Dec 13, 1930

Grocery store, **918 Newhall st.**,
known De Brincats Grocery, sold to
Ray Lorretta. Creditors present their
claims. **RAY LORRETTA.**

April 6, 1949

785 MARKET LU 0-3004
**66 HELP WANTED, MALE,
FEMALE**
BEAUTY operator, experienced. Ap-
ply days, **918 Newhall St.** or call
AT 2-3709, after 7:30 P. M.

1962 Street Directory

NEWHALL—Contd
812 New Orleans Club restr
VA6-8912
916 Lillie Jefferson D © MI8-5249
918 Lillie's Barber & Beauty Saloo
VA6-9796
850 Binks Mfg Co air compressors
AT2-4985
Kirkwood av intersects

2004 Community Business Directory

**SHEAR'S BEAUTY & LILLIE'S
BARBER SHOP**
918 Newhall St.
San Francisco, CA 94124
282-6900



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: November 3, 2021

Filing Date: July 28, 2021
Case No.: **2021-010335LBR**
Business Name: Shear's Beauty and Barbershop
Business Address: 918 Newhall Street
Zoning: NCT-3 (MODERATE SCALE NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT) Zoning District
65-J Height and Bulk District
Block/Lot: 5279/003
Applicant: Deborah Stan Crowther
918 Newhall Street
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Ryan Balba - 628-652-7331
Ryan.Balba@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Shear's Beauty & Barbershop stands as one of the few remaining African-American owned businesses along the 3rd Street corridor in San Francisco. Originally taking root as Lillie's Beauty and Barbershop since at least 1949, the business was eventually sold to Howard Crowther in 1971. Crowther worked at Lillie's as a barber before eventually purchasing the business, and his family runs the business to this day, though the business has been recognized as Shear's Beauty & Barber Shop since Crowther changed the name in 1980. An African-American owned business since its establishment in 1949, Shear's Beauty and Barbershop is one of the few remaining African American family-owned businesses along the 3rd Street corridor.

Today, Crowther's four children retain ownership of the business and the building Shear's operates in, and Crowther's grandsons, Kevin Tanksley and Laron Chriswell, operate the business. Shear's Beauty & Barbershop makes an effort to give back to the very community that supports it. From backpack giveaways for local youth to discounted haircuts for foster families, the family-run business is committed to its community.

The business' sole location at 918 Newhall Street, is in a Category A (Historic Resource Present) structure on the northwest side of Newhall Street between Jerrold and Kirkwood avenues in the Bayview neighborhood. It is within the NCT-3 (Moderate-Scale Neighborhood Commercial Transit) Zoning District and a 65-J Height and Bulk District; a Third Street Special Use District; Third Street Alcohol, Fringe Financial Service, and Bayview Industrial Triangle Cannabis Restricted Use District; and the Bayview Hunters Point Area Plan. 918 Newhall Street was included in the DCP 1976 survey and received a rating of 1. The property is located with the South Bayshore Area Plan and is within the boundaries of the African American Arts and Cultural District. The property maintains a Planning Department status code of "A" (Historic Resource Present).

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1949.

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

Yes. Shear's Beauty & Barber Shop qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Shear's Beauty & Barber Shop has operated continuously in San Francisco for 72 years.
- b. Shear's Beauty & Barber Shop has contributed to the history and identity of the Bayview neighborhood and San Francisco.
- c. Shear's Beauty & Barber Shop 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 the 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 the unofficial barber for the San Francisco Giants. San Francisco Giants legends, such as the Alou brothers, were regular patrons of the shop during the early 1960s.

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

Yes, the property is located with the South Bayshore Area Plan and is within the boundaries of the African American Arts and Cultural District. The property was also surveyed in the DCP 1976 survey and received a rating of 1.

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

Yes, the property is associated with the African American Arts and Cultural District.

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

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

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Location:

- 918 Newhall Street (Lillie's Beauty and Barber Shop, 1949 – 1980)
- 918 Newhall Street (Shear's Beauty & Barber Shop, 1980 – Present)

Recommended by Applicant

- Being family-run
- Being a personal care business that primarily serves the African American population
- Reserving space at one of the salon stations for independent beauticians
- Being a space for the community to socialize and connect

Additional Recommended by Staff

- Shear's signage
- Blue and white logo motif
- Interior mural

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: November 3, 2021

Case No.: **2021-010335LBR**
Business Name: Shear's Beauty and Barbershop
Business Address: 918 Newhall Street
Zoning: NCT-3 (MODERATE SCALE NEIGHBORHOOD COMMERCIAL TRANSIT DISTRICT) Zoning District
65-J Height and Bulk District
Block/Lot: 5279/003
Applicant: Deborah Stan Crowther
918 Newhall Street
Nominated By: Supervisor Shamann Walton
Located In: District 10
Staff Contact: Ryan Balba - 628-652-7331
Ryan.Balba@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR 918 NEWHALL ST CURRENTLY LOCATED AT 918 NEWHALL ST, BLOCK/LOT 5279/003.

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 November 3, 2021, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Shear's Beauty & Barbershop 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 Shear's Beauty & Barbershop.

Location(s):

Current Location:

- 918 Newhall Street (Lillie's Beauty and Barber Shop, 1949 – 1980)
- 918 Newhall Street (Shear's Beauty & Barber Shop, 1980 – Present)

Physical Features or Traditions that Define the Business:

- Being family-run
- Being a personal care business that primarily serves the African American population
- Reserving space at one of the salon stations for independent beauticians
- Being a space for the community to socialize and connect
- Shear's signage
- Blue and white logo motif
- Interior mural

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2021-010335LBR to the Office of Small Business November 3, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: November 3, 2021