



Legacy Business Registry Staff Report

Hearing Date: March 22, 2021

YADAV DIAMONDS AND JEWELRY

Application No.: LBR-2020-21-035
Business Name: Yadav Diamonds and Jewelry
Business Address: 888 Brannan Street, Suite 1100
District: District 6
Applicant: Yair Yachdav, President
Nomination Letter Date: February 3, 2021
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Yadav Diamonds and Jewelry is a jewelry store opened by Yair Yachdav in June 15, 1983, and was originally located at 760 Market Street. Yadav Diamonds and Jewelry sells wholesale diamonds, engagement rings, and other jewelry pieces. Prior to immigrating to the United States in 1983, Yair had about a decade of experience learning the diamond business as a diamond cutter. He moved to San Francisco and started his own business. At his 760 Market Street location, he sold diamonds and jewelry stores across the country.

In 1995, Yadav Diamonds and Jewelry outgrew its location and moved to 999 Brannan Street. As they were settling into their new location, the building was purchased, and Yadav Diamonds and Jewelry moved to their current location at 888 Brannan Street. As they moved to their new location in 2000, they have expanded their services to the internet and sell their goods internationally. As the business became international, Yadav Diamonds and Jewelry has opened offices in Los Angeles, Hong Kong and Mumbai.

Currently, Yair is happy to transition the business to his daughter, Maytal Yachdav, for her to be the future of the business. Besides providing complementary consulting and customer service, Yadav Diamonds purchases and sells diamonds that are ethically created. Yadav Diamonds and Jewelry provides the option for consumers to purchase conflict free diamonds. Yadav Diamonds and Jewelry believes that they can benefit their community socially, ethically, and environmentally by sourcing their diamonds and materials that are made from sustainable methods to reduce environmental footprints. They sell conflict-free natural diamonds and lab-grown diamonds and jewels. They have gemologist to consult with clients on what is a good fit for each client.

As a family-owned jewelry businesses, Yadav Diamonds and Jewelry aims to be more involved with community events and organized. Yadav Diamonds and Jewelry sells jewelry for all income brackets with multiple selections and choices. Yair also regularly participates in community meetings and industry meetings. Yadav also hires people from a diverse background. Eighty percent of Yadav Diamonds and Jewelry are female and Ninety percent are immigrants.

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, Yadav Diamonds and Jewelry has 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





760 Market Street from 1983 to 1995 (12 years)
999 Brannan Street from 1995 to 2000 (5 years)
888 Brannan Street, Suite 1100 from 2000 to Present (21 years)

CRITERION 2

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

Yes, Yadav Diamonds and Jewelry has contributed to the history and identity of the South of Market 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 the jewelry art.
- The current building Yadav Diamonds and Jewelry, 888 Brannan Street, is in the Showplace Square Historic Resource Survey area as an historic resource. The building is listed as an individual resource in the National Register and California Register, for architecture and has a Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its status as an individual resource listed in the registers. Further, the building is located within the eligible SOMA Historic District. It is also within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey.
- The business has attempted to join community fairs but were closed due to COVID-19 pandemic. The business actively contributes to environmental practices that benefit the community consumers. They source their diamonds and materials from ethical methods to reduce environmental and social impacts, like purchasing conflict-free natural diamonds and using lab-grown jewels.
- Yadav Diamonds and Jewelry has been mentioned in publications like Hoodline and US Weekly. They have been mentioned on online sites like City Seeker, Ice Gold, The Knot, Rare Carat, Trust Pilot, Wedding Day, Wedding Wire, and WillYou.net.

CRITERION 3

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

Yes, Yadav Diamonds and Jewelry is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Yadav Diamonds and Jewelry 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:

- Large selection of conflict-free natural and lab-grown diamonds.
- Their approachable and dependable customer service.
- The mirror business logo.

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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.

- Jewelry store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Yadav Diamonds and Jewelry currently located at 888 Brannan Street, Suite 1100 in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

March 22, 2021

YADAV DIAMONDS AND JEWELRY

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legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Yadav Diamonds and Jewelry, currently located at 888 Brannan Street, Suite 1100.

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 in 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 22, 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 Yadav Diamonds and Jewelry 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 Yadav Diamonds and Jewelry.

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Physical Features or Traditions that Define the Business:

- Large selection of conflict-free natural and lab-grown diamonds.
- Their approachable and dependable customer service.
- The mirror business logo.

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

- Jewelry store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 22, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-035
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Business Address: 888 Brannan Street, Suite 1100
District: District 6
Applicant: Yair Yachdav, President
Nomination Letter Date: February 3, 2021
Nominated By: Supervisor Matt Haney

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

760 Market Street from 1983 to 1995 (12 years)
999 Brannan Street from 1995 to 2000 (5 years)
888 Brannan Street, Suite 1100 from 2000 to Present (21 years)

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

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

NOTES: N/A

DELIVERY DATE TO HPC: February 4, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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MATT HANEY

February 3rd, 2021

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Dick-Endrizzi,

I am happy to nominate Yadav Diamonds and Jewelry (YADAV) located at 888 Brannan St for the Legacy Business Program.

Since opening under owner Yair Yachdav in 1983, YADAV Jewelry has provided it's San Francisco customers with expert service and high quality jewelry.

Please contact Yair Yachdav at 415-431-0234 / info@yadavjewelry.com to inform them of their nomination.

Thank you for your consideration.

Sincerely,

Matt Haney

A handwritten signature in blue ink, appearing to read "Matt Haney", with a long horizontal stroke extending to the right.

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:	
Diamond Imports, Inc. dba. Yadav Diamonds and Jewelry	
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business):	
Yair Yachdav	
CURRENT BUSINESS ADDRESS:	TELEPHONE NUMBER:
888 Brannan Street, Suite 1100	(415) 431-0234
	EMAIL ADDRESS:
	info@yadavjewelry.com
MAILING ADDRESS – STREET ADDRESS:	MAILING ADDRESS – CITY AND STATE:
<input checked="" type="checkbox"/> Same as Business Address	
	MAILING ADDRESS – ZIP CODE:
WEBSITE ADDRESS:	
https://www.yadavjewelry.com/	
FACEBOOK PAGE:	
https://www.facebook.com/yadavjewelry/	
TWITTER NAME:	
yadav_diamonds	
APPLICANT'S NAME:	APPLICANT'S TELEPHONE NUMBER:
Yair Yachdav	
APPLICANT'S TITLE:	APPLICANT'S EMAIL ADDRESS:
President	
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	
0333400	
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
Phelan Building on 760 Market St,	94103	06.15.1983
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	06.15.1983	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
999 Brannan Street	94103	Start: 06.16.1995
		End: 06.15.2000

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
888 Brannan Street	94103	Start: 06.16.2000
		End: present

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

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

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

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

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

Section Three:

Disclosure Statement.

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

This section is verification that all San Francisco taxes, business registration and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

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

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Yair Yachdav

04.02.2020

Yair Yachdav
Digitally signed by Yair Yachdav
Date: 2021.02.01 17:15:04 -08'00'

Name (Print):

Date:

Signature:

YADAV DIAMONDS AND JEWELRY

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.

Yadav Diamonds and Jewelry (“Yadav Jewelry” or “YADAV”), currently located at 888 Brannan Street in suite 1100, was established in 1983 by Yair Yachdav.

Yair immigrated to the United States in 1983. With about a decade of experience overseas learning the diamond business and working as a diamond cutter, he started his own company in San Francisco from a humble and straightforward beginning as a diamond supplier.

From 1983 to 1995, YADAV was in San Francisco Phelan Building at 760 Market Street in the Financial District, which was once home to the George Haas and Sons Candy Store, marketed as the most beautiful candy shop in the country. The business was originally located in the. From the Phelan Building location, Yair sold wholesale diamonds to jewelry stores across the country.

In 1995, YADAV moved to 999 Brannan Street, a four-story property in the South of Market District. The building, designed by Tanner & VanDine Architects, has a glass facade that wraps around its curving triangular structure along with rooftop parking and a penthouse conference room. In 1998, Dolby Family Ventures purchased the building, so Yadav Diamonds and Jewelry had to move again. In 2000, YADAV moved to its present location at 888 Brannan Street to the San Francisco Gift & Jewelry Center and began selling diamonds and engagement rings directly to the public.

The San Francisco Gift & Jewelry Center is the city’s premier shopping destination, featuring 100 showrooms. Step inside and you will find a diverse collection of gifts, jewelry, and accessory showrooms representing over 270 product categories, including imported products from over 25 countries. Choose from a seemingly endless selection of wedding and engagement rings, gems, precious metals, fine watches, fashion jewelry, and designer goods. You will walk away with jewelry of exceptional style, color, and fit – at a fraction of the price you’d normally pay anywhere else.

In 2000, Yadav Jewelry also expanded its services to selling diamonds online to people all around the world shopping for engagement rings.

Having increasing experience in selling diamonds, Yair built an extensive network, expanding his business in 2010 from San Francisco to Los Angeles, and internationally from Hong Kong to

Mumbai, India. With vision and grit, Yair has grown from being a diamond dealer to one of the most trusted diamond engagement ring providers in the United States.

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

YADAV has not ceased operations since it was established in 1983 aside from a short period of time in 2020 at the beginning of the coronavirus pandemic. Since Yadav Diamonds and Jewelry has an online presence, their business was not affected as much as it could have been. YADAV takes pride in offering the best services and accommodating their customers even during hard times, ensuring safe and quality service to their customers during the pandemic. YADAV also offers assistance from a certified gemologist, whose advice provides a sense of confidence for their customers, especially first-time buyers. Customers can be reassured when shopping at YADAV.

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

Yadav Diamonds and Jewelry has been a family-run business since the beginning. In 1983, Yair Yachdav immigrated to the United States and started Yadav Jewelry. He has been the sole owner ever since. His knowledge and expertise in diamonds surpasses any other diamond merchant in the United States, having over 40 years of experience.

In 2018, Yair's youngest daughter, Maytal Yachdav, joined the family business. Maytal is the future of YADAV. Her smiling face and strong personality often lend customers to a memorable shopping experience. Her strong bond with her family and its legacy made her decide to join YADAV at an incredibly young age. A happy person at heart, she loves spending time with her family. Satisfied smiling customers keep her motivated to take the business to the next level.

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

The ownership history of Yadav Diamonds and Jewelry is as follows:

1983 to Present: Yair Yachdav

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

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

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

The historic resource status of the building at 888 Brannan Street is classified by the Planning Department as Category A, Historic Resource Present, regarding the California Environmental Quality Act. The building was constructed in 1956 and is historically known as the California Flower Market. This property has been identified for its association with modern architecture and landscape design (1935-1970). The building was listed on the National Registry in 1982, and it appears eligible for listing on the California Registry as a contributor to the Central SoMa Historic Resource Survey.

Located in the building is the San Francisco Gift & Jewelry Center, the biggest gift and jewelry center in the city. Also located in the building is Airbnb's headquarters.

CRITERION 2

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

Yadav Diamonds and Jewelry is a contributing business to the San Francisco Gift & Jewelry Center in the SoMa neighborhood. The Gift & Jewelry Center is a diverse collection of gift, jewelry, and accessory showrooms representing over 270 product categories, including imported products from over 25 countries. Shoppers in the center can choose from a wide selection of wedding and engagement rings, gems, precious metals, fine watches, fashion jewelry, and designer goods such as scarves, sunglasses, and handbags. The building at 888 Brannan Street was originally constructed in 1912 by the National Carbon Company. It later served as a paper warehouse for Blake, Moffitt, and Towner. In 1983, it was converted into a wholesale mart, housing both gift and jewelry showrooms. More recently, the San Francisco Gift & Jewelry Center went through a major exterior and interior renovation, adding more space and light and a grand glass atrium.

YADAV has contributed to environmental practices that benefit the community socially and economically. The company sources diamonds and materials through ethical methods to reduce environmental impacts, such as conflict-free natural diamonds and lab-grown diamonds and jewels. YADAV is also dedicated to creating happy client experiences. It strives to be a positive, driving force in the community, and to help those who are less fortunate whenever they can.

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

Yadav Diamonds and Jewelry has not participated in any significant events or fairs. It planned to join a couple of industry and community fairs in 2020; unfortunately, all the events were cancelled due to the coronavirus pandemic.

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

Yadav Diamonds and Jewelry has been featured in Hoodline and Us Weekly, and is listed on a number of websites including, but not limited to, the following:

- City Seeker: <https://cityseeker.com/san-francisco/993098-yadav-diamonds-jewelry>
- Ice Gold: <https://www.icegold.com/yadav-jewelry-reviews/>
- The Knot: <https://www.theknot.com/marketplace/yadav-diamonds-and-jewelry-san-francisco-ca-1044872>
- Rare Carat <https://www.rarecarat.com/our-retailers/yadav>
- Trust Pilot: <https://www.trustpilot.com/review/www.yadavjewelry.com>
- Wedding Day: <https://weddingday-online.com/wedding-vendors/yadav-diamonds-jewelry>
- Wedding Wire: <https://www.weddingwire.com/biz/yadav-diamonds-jewelry/aeb14e292d21f3d7.html>
- WillYou.net: <https://willyou.net/jewelers/yadav-diamonds-and-jewelry-san-francisco-ca>

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

Yadav Diamonds and Jewelry considers all their customers to be significant. The business has had a few famous individuals pay a visit to their showroom, but YADAV would like to respect the privacy of their customers and not provide specific details.

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

Yadav Diamonds and Jewelry is committed to working with area businesses, community groups, and its neighbors to improve San Francisco by implementing environmental projects that benefit the city socially and economically. The business strives to be a positive, driving force in the community and is dedicated to creating happy client experiences. The owner Yair Yachdav has been participating regularly in community meetings hosted by the neighborhood and participating in as many industry meetings as possible.

YADAV helps those less fortunate whenever they can. The business provides all levels of job opportunities to diverse people. Eighty percent of YADAV's employees are female, and 90 percent are immigrants. The store employs two students as part-time workers, as well as a couple of new graduates.

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

Yadav Diamonds and Jewelry sells excellent quality engagement rings with diamonds certified by the Gemological Institute of America (GIA) and International Gemological Institute (IGI). Yadav Jewelry's customers live both locally and nationally and are generally couples with lower budgets for rings. Yadav Jewelry is one of the few suppliers in the United States that provides consumers with the option to purchase lab-created diamonds. Lab diamonds are guaranteed

conflict-free and are between 30-40 percent less expensive on average than traditional diamonds on average.

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

Yadav Diamonds and Jewelry is located in the San Francisco Gift & Jewelry Center at 888 Brannan Street, which is a culturally significant building. Originally built by the National Carbon Company in 1912, this historic structure at the corner of 8th and Brannan streets in SoMa housed a manufacturing facility for Eveready Batteries in 1916. Today it has been completely renovated and leased to Airbnb for their headquarters as well as the San Francisco Gift & Jewelry Center. Added to the National Register of Historic Places in 1982, the five-floor concrete building once had train tracks running right through the area that is now the entrance lobby and central atrium. The atrium today pays homage to the building's history with train tracks carved right into the polished concrete floor.

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

Yadav Jewelry has a long business history in San Francisco creating beautiful moments through engagement rings. The business has been listed on many social media platforms. Many 5-star reviews and thousands of happy moments connected with YADAV can be found. If the business were to close, San Francisco would lose a longstanding jewelry store featuring exceptional quality conflict-free natural diamonds and lab-grown diamonds, prompt service, and excellent prices. Not only would YADAV's legacy be in jeopardy, but many employees would be out of work as well. YADAV is known for being a family business, which extends to their non-blood related employees as well. Losing this business would entail a domino effect of difficulty for both the business owner and its employees.

CRITERION 3

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

Yadav Diamonds and Jewelry carries a large selection of conflict-free, GIA- and IGI-certified natural diamonds and lab-grown diamonds. The business carries a large company's inventory but maintains the friendly customer service of a small company to ensure customers have an outstanding experience. The secret ingredient that makes YADAV so successful is the owner, Yair Yachdav. His knowledge and expertise in diamonds surpasses other diamond merchants in the United States, having over 40 years of experience. When one visits the store, one will notice Yair smiling and welcoming everyone. His approach and personality instantly invoke trust and dependability. He has hundreds of 5-star reviews on Yelp and is pleased to be one of the highest rated diamond retailers in the United States.

Maytal Yachdav is the future of the Yadav Jewelry. Her smiling face and strong personality often lend themselves to a memorable shopping experience. Her strong bond with her family and its legacy made her decide to join the business at an incredibly young age.

Environment-conscious and budget-savvy customers are increasingly looking for unique and quality lab-grown diamonds. Yadav Jewelry is one of the few suppliers in the country that provides consumers with the option to purchase lab-created diamonds. YADAV's customers are from all around the world, and they ship worldwide. YADAV makes all its jewelry in the United States.

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)

YADAV is committed to maintaining its historical tradition as a jewelry store providing beautiful, conflict-free engagement rings.

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.).

The San Francisco Gift & Jewelry Center is structured so customers specifically looking for gifts and jewelry are *only* seeing gifts and jewelry. The whole lower floor is dedicated to showrooms that display an extensive array of merchandise. Yadav Diamonds and Jewelry is committed to maintaining its contribution to the showroom environment.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Not applicable.



JEWELRY

Control. This is WELLS FARGO

8th Street

DO NOT ENTER

No Left Turn



888 BRANNAN

888



GIFT
CENTER
AND
JEWELRY
MART

888

MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY

GIFT
CENTER
AND
JEWELRY
MART

Reception desk area with staff members and a customer. The desk is blue and grey. A woman in a light pink jacket and tan pants is walking past the desk. Two staff members are seated behind the desk, one is using a laptop.

SAPPHIRE
COURT
→



Directory board with a colorful logo and the word "DIRECTORY" written vertically on the right side.









YADAV

DIAMONDS AND JEWELRY



AS THE HARDEST MINERAL ON EARTH, THE DIAMOND REPRESENTS THE UNBREAKABLE TIES OF TWO PEOPLE TOGETHER

CONFLICT-FREE DIAMONDS

YADAV





AS THE HARDEST MINERAL ON EARTH, THE DIAMOND REPRESENTS THE UNBREAKABLE TIES OF TWO PEOPLE TOGETHER

CONFLICT FREE DIAMONDS



NoeHill in San Francisco

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National Register of Historic Places in San Francisco



4 February 2012
(Click Photo to Zoom)

National Register #83001233
National Carbon Company
888 Brannan Street
Built 1917

The National Carbon Company Building is a major architectural example of the reinforced concrete industrial structures built in San Francisco in the early 20th century.

Designed by prominent local architect/engineer Maurice Couchot and built in 1917, it clearly describes its period of construction. With its attention to practical considerations as well as aesthetics, it exhibits the ambiguity typical of the City Beautiful Movement popular in San Francisco at that time.

Foremost, it is an industrial structure built with the latest technology and materials. It featured reinforced concrete construction, a sophisticated ventilation system, a sprinkler system, and an intercommunications system of telephones, pneumatic tubes and spiral chutes. But on top of its industrial design Couchot applied oversize classical ornamentation such as High Style door surrounds, spandrel panels and medallions. These features, as well as its scale, distinguish the building and make it highly visible in its South of Market Street industrial neighborhood.

Nearby industrial structures dating from the same era (1905 to 1930) are of brick or reinforced concrete construction. Although similar in function and construction, there are few that match the National Carbon Co. Building in scale or prominence. The architect Maurice Couchot was well-qualified to design industrial structures.

Adapted from the NRHP Nomination Form



In 2012, Airbnb signed a ten year lease for 170,000 square feet in the building.

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<https://www.usmagazine.com/shop-with-us/news/yadav-lab-grown-diamonds-shop-now/>



DEAL ALERT

See Why So Many People Are Calling This the Future of Diamonds

By [Us Weekly Staff](#)



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With the most romantic day of the year right around the corner, chances are you've been thinking of getting that special someone a gift they'll never forget. And if you're looking for something a little more serious than a bouquet of flowers or chocolate that'll only last a week, there's nothing quite like gifting your person with a gift that will last a lifetime. Yep, we're talking about diamonds. Shiny, sparkling diamonds.

There's a reason why they say diamonds are a girl's best friend. Whether they're on an engagement ring, a necklace or earrings, people have been using these timeless jewels to say "I love you" for years and years. But if you've ever taken a gander at the selection of diamonds out there, you know not all of them are created equal. From the cut to the clarity and the color, diamonds can range in price and value. And with so many choices out there, it can be hard to know if you're getting the best deal.

But when it comes to buying what could be one of the most important gifts ever, knowing you're getting the best diamond your money can buy is crucial. That's where [Yadav Diamonds & Jewelry](#) comes in. This high-end jewelry store boasts an incredible selection of gorgeous jewels, featuring some of the most stunning, conflict-free diamonds on the market. But perhaps the best part about Yadav is the fact that they offer gorgeous diamonds for a price that won't make you want to take out a second mortgage.

Why Yadav?

What sets Yadav apart from the many other jewelers out there — aside from their incredible cuts — is the fact that they're truly trustworthy. Since they opened up shop digitally in the late '90s along with their physical showroom in San Francisco, CA, they've been satisfying customers with their excellent service, low prices, and their wide selection of natural and lab-made diamonds. And they're so committed to giving you the best price possible, they're even offering [\\$100 off](#) when you spend \$5,000 or more with the exclusive promo code:

Congratulations.

Unlike many other jewelers out there, Yadav has the future in mind and is serving customers with more than just a profit in mind. That's why they boast an incredible collection of conflict-free diamonds. In addition to these lab-grown diamonds being essentially indistinguishable from those that are traditionally mined, these man-made jewels are a friend to the environment, cutting down on carbon emissions and saving copious amounts of water and energy at a time when our planet needs it the most. But perhaps these diamonds' biggest appeal

is the fact that they're a fraction of the price, allowing you to indulge in the most eye-popping, fabulous cuts and settings imaginable.

The proof is in the diamond pudding.

If you're still on the fence about buying a diamond online, we feel you. But after reading the countless positive reviews left by Yadav's happy customers over the years, shopping here just seems like a no-brainer. It's not every day that a jewelry company maintains a 5.0 average on a handful of respectable review sites including Yelp and the Better Business Bureau. Combine that with the fact that they boast a great return-policy, an easy-to-navigate website and free resizing, and you've got yourself a dream diamond-shopping scenario.

But don't take our word for it — get check out these real reviews from happy Yadav customers!

"Like many others, we were hesitant to order my engagement ring and wedding band online. However, after the fact we are thrilled with the quality and customer experience," a customer from Washington wrote on Yelp.com this past August. "We wanted a lab diamond, as we appreciate the story behind those and were very impressed with the selection available at Yadav. When the ring arrived, I took it to a local gemologist and they certified the appraisal value and commented that the setting was high quality and even the stones they chose for the pave band had nice clarity."

"The setting on my engagement ring is absolutely stunning and the diamond is so sparkly! We both did a bit of research online before he popped the question and found that Yadav offers the best quality for the best price," another reviewer from Los Angeles wrote on the review site in December 2019.

"Cannot recommend enough," one reviewer from San Francisco recently wrote of Yadav. "A serious white glove experience from start to finish — the customer service is unmatched. Yadav comes highly [recommended]!!"

Looking to get your hands on one of Yadav's top-notch diamonds? We don't blame you. And just because it's the most romantic month of the year, they're sending out some extra love with an incredible offer: \$100 bucks off your purchase of \$5,000 more when you use the code: **Congratulations**. Go to Yadavjewelry.com and check out their incredible selection today!

Prices subject to change.

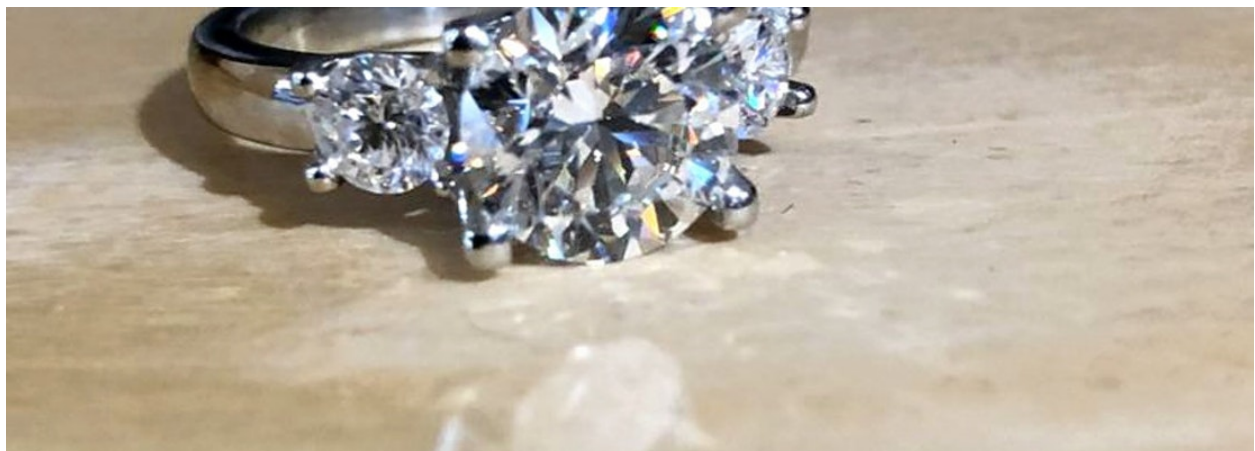
<https://hoodline.com/2020/01/here-are-san-francisco-s-top-5-jewelry-spots/>



Here are San Francisco's top 5 jewelry spots

By [Hoodline](#)

Published on January 30, 2020



G Crown Jewelers | Photo: Raquelle L./[Yelp](#)

Shopping for jewelry?

Hoodline crunched the numbers to find the top jewelry spots around San Francisco, using both Yelp data and our own secret sauce to produce a ranked list of the best spots to venture next time you're in the market for jewels.

Hoodline offers data-driven analysis of local happenings and trends across cities. Links included in this article may earn Hoodline a commission on clicks and transactions.

1. Derco Fine Jewelers
2. G Krown Jewelers
3. Tigges Jewelers
4. Chabo's Jewelry

5. Yadav Diamonds & Jewelry



Photo: Yadav Diamonds & Jewelry/[Yelp](#)

Lastly, also in the Gift Center & Jewelry Mart, is [Yadav Diamonds & Jewelry](#), with five stars out of 272 reviews. Stop by 888 Brannan St., Suite 1100, to hit it up next time you're in the market for jewels.

This story was created automatically using local business data, then reviewed and augmented by an editor. [Click here](#) for more about what we're doing. Got thoughts? [Go here](#) to share your feedback.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: March 3, 2021

Filing Date: February 3, 2021
Case No.: 2021-001265LBR
Business Name: Yadav Diamonds and Jewelry
Business Address: 888 Brannan Street, Suite 100
San Francisco, CA 94103
Zoning: UMU- Urban Mixed Use Zoning District
68-X Height and Bulk District
Block/Lot: 3780/006
Applicant: Yair Yachdav
888 Brannan Street, Suite 100
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney
Located In: District 6
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org
Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Yadav Diamonds and Jewelry is a jewelry store opened by Yair Yachdav in June 15, 1983 and was originally located at 760 Market Street. Yadav Diamonds and Jewelry sells wholesale diamonds, engagement rings, and other jewelry pieces. Prior to immigrating to the United States in 1983, Yair had about a decade of experience learning the diamond business as a diamond cutter. He moved to San Francisco and started his own business. At his 760 Market Street location, he sold diamonds and jewelry stores across the country.

In 1995, Yadav Diamonds and Jewelry outgrew its location and moved to 999 Brannan Street. As they were settling into their new location, the building was purchased, and Yadav Diamonds and Jewelry moved to their current location at 888 Brannan Street. As they moved to their new location in 2000, they have expanded their services to the internet and sell their goods internationally. As the business became international, Yadav Diamonds and Jewelry has opened offices in Los Angeles, Hong Kong and Mumbai. Currently, Yair is happy to transition the business to his daughter, Maytal Yachdav, for her to be the future of the business.

Besides providing complementary consulting and customer service, Yadav Diamonds purchases and sells diamonds that are ethically created. Yadav Diamonds and Jewelry provides the option for consumers to purchase conflict free diamonds. Yadav Diamonds and Jewelry believes that they can benefit their community socially, ethically, and environmentally by sourcing their diamonds and materials that are made from sustainable methods to reduce environmental footprints. They sell conflict-free natural diamonds and lab-grown diamonds and jewels. They have a gemologist to consult with clients on what is a good fit for each client.

As a family-owned jewelry business, Yadav Diamonds and Jewelry aims to be more involved with community events and organized. Yadav Diamonds and Jewelry sells jewelry for all income brackets with multiple selections and choices. Yair also regularly participates in community meetings and industry meetings. Yadav also hires people from a diverse background. Eighty percent of Yadav Diamonds and Jewelry are female and Ninety percent are immigrants.

The business's primary location at 888 Brannan Street is a Category A (Historic Resource Present) structure within the Showplace Square/ Northeast Mission Historic Resource Survey area and is individually listed on the National Register and California Register. The site is on the northwest side of Brannan Street between 8th and 7th streets in the South of Market neighborhood. It is within the UMU- Urban Mixed Use Zoning District and a 68-X Height and Bulk District. Site is in District 6. The site is in the Showplace Square/ Potrero Hill Area Plan. It is in the SoMa West Community Benefit District. 888 Brannan Street is in the SoMa Pilipinas Filipino Cultural Heritage District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1983.

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

Yes. Yadav Diamonds and Jewelry qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Yadav Diamonds and Jewelry has operated continuously in San Francisco for 38 years.
- b. Yadav Diamonds and Jewelry has contributed to the history and identity of the South of Market neighborhood and San Francisco.
- c. Yadav Diamonds and Jewelry 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, or tradition?*

Yes. The business is associated with the jewelry art.

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

Yes. The current building Yadav Diamonds and Jewelry, 888 Brannan Street, is in the Showplace Square Historic Resource Survey area as an historic resource. The building is listed as an individual resource in the National Register and California Register, for architecture.

The business has stated that they consider all their customers are significant and does not want to provide specific details on customers.

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

Yes. The Planning Department Historic Resource status codes of "A" (Historic Resource Present) because of its status as an individual resource listed in the National and California Registers. Further, the building is located within the eligible SOMA Historic District. It is also within the boundaries of an ongoing Neighborhood Commercial Corridors Historic Resources Survey.

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

No, not as of the date of this Executive Summary. The business has attempted to join community fairs but were closed due to COVID-19 pandemic. The business actively contributes to environmental practices that benefit the community consumers. They source their diamonds and materials from ethical methods to reduce environmental and social impacts, like purchasing conflict-free natural diamonds and using lab-grown jewels.

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

Yes. Yadav Diamonds and Jewelry has been mentioned in publications like Hoodline and US Weekly. They have been mentioned on online sites like City Seeker, Ice Gold, The Knot, Rare Carat, Trust Pilot, Wedding Day, Wedding Wire, and WillYou.net

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 888 Brannan Street, Suite 1100 (2000– Present)

Previous (No Longer Extant) Locations:

- 760 Market Street (1983 – 1995)
- 999 Brannan Street (1995 – 2000)

Recommended by Applicant

- Large selection of conflict-free natural and lab-grown diamonds
- Their approachable and dependable customer service

Additional Recommended by Staff

- The mirror business logo

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. 1173

HEARING DATE: MARCH 3, 2021

Case No.: 2021-001265LBR
Business Name: Yadav Diamonds and Jewelry
Business Address: 888 Brannan Street, Suite 100
Zoning: UMU- Urban Mixed Use Zoning District
68-X Height and Bulk District
Block/Lot: 3780/006
Applicant: Yair Yachdav
888 Brannan Street, Suite 100
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney
Located In: District 6
Staff Contact: Elton Wu - 628-652-7415
Elton.Wu@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR YADAV DIAMONDS AND JEWELRY CURRENTLY LOCATED AT 888 BRANNAN STREET (PRIMARY ADDRESS), BLOCK/LOT 3780/006;

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

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

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

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

WHEREAS, at a duly noticed public hearing held on March 3, 2021, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Yadav Diamonds and Jewelry 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 Yadav Diamonds and Jewelry.

Location(s):

Current Locations:

- 888 Brannan Street, Suite 1100 (2000– Present)

Previous (No Longer Extant) Locations:

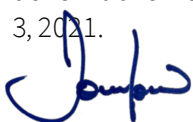
- 760 Market Street (1983 – 1995)
- 999 Brannan Street (1995 – 2000)

Physical Features or Traditions that Define the Business:

- Large selection of conflict-free natural and lab-grown diamonds
- Their approachable and dependable customer service
- The mirror business logo

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 March 3, 2021.



Jonas P. Ionin
Commission Secretary

AYES: Nageswaran, Black, Foley, Johns, Pearlman, So, Matsuda

NOES: None

ABSENT: None

ADOPTED: March 3, 2021