



Legacy Business Registry Staff Report

Hearing Date: January 25, 2021

BLADE RUNNERS HAIR STUDIO

Application No.: LBR-2019-20-027
Business Name: Blade Runners Hair Studio
Business Address: 1792 Haight Street
District: District 5
Applicant: David Wilson, Owner
Nomination Letter Date: December 10, 2019
Nominated By: Supervisor Vallie Brown
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Blade Runners is a hair studio and salon at 1792 Haight Street opened by David Wilson in 1991. At the time of its opening, Blade Runners perfectly complemented the Haight-Ashbury neighborhood where there were no other salons in the Upper Haight area which had many diverse small businesses. Wilson, who came to San Francisco from Australia, founded the salon with a passion for spectacular hair styling and a mission to carry out exemplary client service.

Blade Runners has been central to Haight-Ashbury's iconic identity, and Wilson has been honored as a leader in the community by the Board of Supervisors of the City and County of San Francisco in recognition of his contribution to keeping the neighborhood vibrant. Apart from being a salon that has served a large clientele which includes longtime residents of San Francisco, Blade Runners offers an apprenticeship program that allows students to get paid while they were learning the craft of hairdressing. The apprenticeship program offers a collaborative approach to learning in a professional, approachable salon with other talented stylists and technicians. Blade Runners has hosted many educational trainings over the years, hosted local artists for art shows, sponsored gift hair services for various schools, and sponsored the Golden Gate Business Association's (LGBT Chamber of Commerce) annual holiday party. The salon participates in merchant discounts, offering other Haight Street merchants a discount to support their businesses and employees. Blade Runners also donates gift certificates to local schools and to non-profit fundraisers, along with donating the use of its space to nonprofit organizations. David Wilson is a member of the Haight Ashbury Merchants Association.

Blade Runners Hair Studio has a unique tradition of having an iconic, white resident English bulldog, sitting on its front doorstep greeting customers and bringing smiles and love to the residents and tourists of Haight-Ashbury. The tradition began with Jake the bulldog, who was honored by the San Francisco Board of Supervisors as "The Bulldog Mayor of Haight Street." The title has been passed down to Gabriel the bulldog, Jake's successors at store.

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, Blade Runners Hair Studio has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1792 Haight Street from 1991 to Present (29 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
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CRITERION 2

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

Yes, Blade Runners Hair Studio has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.

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

- The business is associated with personal services as a neighborhood salon and hair studio.
- 1792 Haight Street has a Planning Department Historic Resource status code of "A" (Historic Resource Present). The property is located within the Eligible Haight Ashbury Historic District. The area known as the North of the Panhandle (NoPa) neighborhood consists primarily of two- and three-story residential buildings (single-family houses and multiple-family flats, often including commercial storefronts on Haight Street) that were constructed during the late 19th century and early 20th century. The area exhibits a predominantly Victorian and Edwardian Era architectural character and includes styles such as Italianate, Stick/Eastlake, Queen Anne, Craftsman, and Classical Revival. 1792 Haight Street is also included in the ongoing Neighborhood Commercial Corridors Historic Resource Survey, Survey, and the property is potentially part of a cluster.
- There have been a number of features and articles on David Wilson and the store, both within and outside the industry. Blade Runners Hair Studio has been featured multiple times in the Salon Today magazine under the categories "America's Hottest Salons" and "America's Fastest Growing Salons". The San Francisco Chronicle featured Blade Runners in three separate articles in 2011 and 2012. The Board of Supervisors of the City and County of San Francisco have recognized the salon at various times. The Board honored the passing of Jake Wilson "The Bulldog Mayor Of Haight Street" in 2012; issued a Certificate of Honor in the name of David Wilson in 2019, and honored bulldog Gabriel Wilson "King of Haight" in 2019.

CRITERION 3

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

Yes, Blade Runners Hair Studio is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Blade Runners Hair Studio 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:

- Long-term presence and commitment to maintaining its core values of not only creating spectacular hair and providing outstanding client service, but having a collaborative atmosphere that trains and inspires the next generation of San Francisco hair stylists.
- Serving the local Haight-Ashbury community, many elderly clients with personalized requests, a large LGBTQ clientele, and longtime residents of San Francisco.
- The Blade Runners apprenticeship program.
- Orange neon sign that lights up the street entrance to Blade Runners.
- Unique black and white interior that was inspired by the repetitive shapes and color used by Danish designers in the 1960s.
- Interior ceiling art installation of floating plexiglass circles.

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- White walls with white circles and mirrors suspended from the ceiling but floating 12 feet out from the walls above the black stations that submerge into the floor.
- Tradition of having a white English bulldog sitting on its front mat greeting passers-by and hair salon clients.

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 Blade Runners Hair Studio currently located at 1792 Haight Street 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. _____

January 25, 2021

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Staff Contact: Richard Kurylo
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Adopting findings approving the Legacy Business Registry application for Blade Runners Hair Studio, currently located at 1792 Haight Street.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included 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 January 25, 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 Blade Runners Hair Studio 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 Blade Runners Hair Studio.

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Physical Features or Traditions that Define the Business:

- Long-term presence and commitment to maintaining its core values of not only creating spectacular hair and providing outstanding client service, but having a collaborative atmosphere that trains and inspires the next generation of San Francisco hair stylists.
- Serving the local Haight-Ashbury community, many elderly clients with personalized requests, a large LGBTQ clientele, and longtime residents of San Francisco.
- The Blade Runners apprenticeship program.
- Orange neon sign that lights up the street entrance to Blade Runners.
- Unique black and white interior that was inspired by the repetitive shapes and color used by Danish designers in the 1960s.
- Interior ceiling art installation of floating plexiglass circles.
- White walls with white circles and mirrors suspended from the ceiling but floating 12 feet out from the walls above the black stations that submerge into the floor.
- Tradition of having a white English bulldog sitting on its front mat greeting passers-by and hair salon clients.

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

- Hair salon.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 25, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2019-20-027
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Business Address: 1792 Haight St.
District: District 5
Applicant: David Wilson, Owner
Nomination Letter Date: December 10, 2019
Nominated By: Supervisor Vallie Brown

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

1792 Haight Street from 1991 to Present (29 years)

PER CRITERION 1: Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?
 Yes No

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

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

NOTES: The business will be 30 years old on November 1, 2021.

DELIVERY DATE TO HPC: December 9, 2020

Richard Kurylo
Program Manager, Legacy Business Program

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Member, Board of Supervisor
District 5



City and County of San Francisco

Vallie Brown

December 10, 2019

Office of Small Business
Attn: Legacy Business Program
1 Dr. Carlton B. Goodlett Place
City Hall, Room 140
San Francisco, 94102

Dear Colleagues,

I am pleased to nominate Blade Runners Hair Studio, located at 1792 Haight Street for the Legacy Business Registry.

Founded by David Wilson in 1992, Blade Runners Hair Studio offers San Franciscans a local neighborhood salon and hair studio for cuts, styling, and barbering with a reputation for outstanding customer service. David has always kept the shop welcoming and comfortable for everyone, and his two bulldogs — Gabriel and Jake (named the kings of Haight Street consecutively) — have brightened the days of tourists and residents on for nearly all those years. Besides exceptional hairstyling services, the salon also offers an apprentice training program to inspire the next generation of San Francisco hair stylists and provides a pathway to financial sustainability for the community.

During the almost three decades it has been open, the salon has served the Haight-Ashbury community first and foremost. Blade Runners Hair Studio is a business that truly reflects and builds upon the vibrancy of the community.

It is for the above reasons that I am proud to nominate Bladerunner Hair Studio for Legacy Status. If you have any questions regarding this letter I can be reached by phone at: (415) 554-7630 or by email at: brownstaff@sfgov.org.

Sincerely,
Vallie Brown

A handwritten signature in black ink that reads "Vallie Brown".

Supervisor, District 5
City and County of San Francisco

Section One:

Business / Applicant Information. 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:		
Blade Runners Hair Studio		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
David B Wilson		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1792 Haight Street		
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
bladerunnershairstudio.com	https://www.facebook.com/bl	https://www.yelp.com/biz/bla

APPLICANT'S NAME	
David B Wilson	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	
2252 15th Street San Francisco , Ca 94114	
TELEPHONE:	
EMAIL:	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):

<small>OFFICIAL USE: Completed by OSB Staff</small>	
NAME OF NOMINATOR:	DATE OF NOMINATION:

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
1792 Haight Street	94117	11/1/1991
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON
<input type="radio"/> No <input checked="" type="radio"/> Yes		11/1/1991 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
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		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 and a business deemed not current in 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 the Business Assistance Grant.

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.

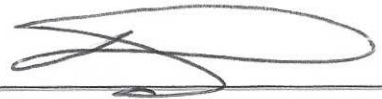
- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards 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.

DAVID B WILSON 2-19-2020

Name (Print):

Date:

Signature:



BLADE RUNNERS HAIR STUDIO

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.

Founder and Stylist David Wilson, came to San Francisco from Australia with a passion for spectacular hair and a mission to provide outstanding client service. Since the opening of Blade Runners Hair Studio in the Haight-Ashbury neighborhood in 1992, he has done just that.

David signed the lease at 1792 Haight Street on October 31, 1991, and rented the storefront starting November 1, 1991. The official opening of Blade Runners was February 1, 1992. Previously, this location was a hologram store with a wholesale business called "Holos Gallery." The wholesale business was sold so the storefront gallery was no longer needed. The name "Bladerunners" was inspired by the 1982 science fiction cult film "Blade Runner" set in 2019. The styling of the hair in the film was inspiring with a futuristic fashion forward look, which would represent the diversity of creative stylists and clients Blade Runners wanted to attract.

David read about the history and the different neighborhoods before arriving in San Francisco to decide where he would initially stay. He selected Haight-Ashbury and chose The Red Victorian, a hotel on Haight Street owned and designed by environmental artist and social activist Sami Sunchild. He stayed in the Butterfly Room, which was \$50 a night. After exploring the city over time, David decided Haight-Ashbury had a funky edge with many diverse small businesses, which he could complement and enrich by opening a salon that didn't exist in the Upper Haight and would attract people from other areas.

With only enough money to cover security deposit, first- and last-months' rents, and fixtures on a tight budget, David used his creativity for the interior design. He searched for used 1950s vanities around the Bay Area for styling stations, got lucky with a rare find in Sacramento of a 1950s airplane wing reception desk, and secured a green and silver 1950s couch with armchair for the reception sitting area.

The lighting fixtures were purchased from the closing store. To save money, David started to hand sand the linoleum floors to prepare for painting them black, but was so limited for funds that he took a partner Kym Meadows after she approached him. She also had limited funds, but together they had enough money to cover the initial opening costs. With a matt oil paint that he used to paint the floor, David and Kym stenciled 1950s designs on the floors. The salon interior was featured in Salon Today.

The year after opening, Kym decided the struggle of running and growing a new business was not for her, and she sold her interest in the business to David.

In 1998, David offered a percentage of partnership to Tony Cristillo, as Tony had been working for him he hoped together they could grow the business. Also, David had a passion for travel and wanted a partner to watch over the business when he was away.

In 2000 with the growth of the salon, David redesigned it to accommodate 13 styling chairs. The new interior was inspired by the repetitive shape and color that were used by Danish designers in the 1960s. This vision was a salon within an art design that represented the salon's stylists as artists. The black and white salon with floating circles suspended from the ceiling and walls would showcase the people working in it as the color.

In March 2011, Tony Cristillo moved, and David returned to being the sole proprietor again.

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

Blade runners had not ceased operations since 1991 until the coronavirus pandemic occurred in 2020. Blade Runners closed during San Francisco's Shelter in Place order in the spring. Then the lease expired on April 30, 2020. Not only did the landlord refuse to offer a rent reduction during the pandemic and possible future shutdowns, she increased the rent by 150%. It is not financially possible to sign a lease without rent reductions and pay the expenses if the business is not able to operate at pre-pandemic clientele levels. Blade Runners will reopen in another location once all shelter in place orders have ended in 2021.

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

Blade Runners Hair Studio is a sole proprietorship.

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

The ownership history of Blade Runners Hair Studio is as follows:

1991 to 1992	David Wilson and Kym Meadows
1992 to 1998	David Wilson
1998 to 2011	David Wilson and Tony Cristillo
2011 to Present	David Wilson

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.

David Wilson has owned Blade Runners continuously since 1991. Documents verifying the business has been in operation for 30 years are 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 that houses Blade Runners Hair Studio is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building is a contributor to the Eligible Haight Ashbury Historic District.

CRITERION 2

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

Blade Runners Hair Studio creates spectacular hair and provides outstanding client service, all within a unique 1960s interior art design. Blade Runners also has a 20-year tradition of having a white English bulldog sitting on its front mat greeting passers-by and hair salon clients.

Owner David Wilson started an apprenticeship program that allowed students to get paid while they were learning the craft of hairdressing. Blade Runners offers a two-year paid Apprenticeship Program in lieu of attending cosmetology school. It was an opportunity for other young people like himself that were creative and passionate but didn't necessarily have money to pay for schooling. The program is for bright, up-and-coming stylists. The stylists frequent in-salon technical and creative fashion forward classes, gaining knowledge and experience. The training program includes hosting acclaimed educators for trainings in the salon, partnering with Bumble and Bumble, and utilizing Toni and Guy teaching methods. Everybody at Blade Runners collaborates as a team for inspiration and challenges themselves to work outside the box. By frequently sending the stylists to New York and Los Angeles for advanced classes, the salon maintains a fresh and modern approach to styling hair.

Blade Runners Hair Studio as a model of what can be accomplished when the best and brightest work together to motivated and inspire each other. The result is many loyal Blade Runners clientele, who knows that each appointment will not only meet their expectations, but exceed them.

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

Blade runners has hosted many educational trainings over the years, hosted local artists for art shows, sponsored gift hair services for various schools, and sponsored the Golden Gate Business Association's (LGBT Chamber of Commerce) annual holiday party.

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

Blade Runners Hair Studio has received numerous recognitions over the years:

- Salon Today magazine featuring Blade Runners in America Hottest Salons in 1999, 2000, and 2001
- Salon Today magazine featuring Blade Runners in 200 America's Fastest Growing Salons
- San Francisco Chronicle featuring Blade Runners in three separate articles in 2011 and 2012.
- Board of Supervisors of the City and County of San Francisco honoring the passing of "The Bulldog Mayor Of Haight Street"
- Board of Supervisors of the City and County of San Francisco honoring David Wilson in 2019
- Board of Supervisors of the City and County of San Francisco honoring Gabriel Wilson "King of Haight" in 2019

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

David Wilson, founder and current owner, is recognized for being a leader in the community and for keeping the Haight-Ashbury district thriving and vibrant. Blade Runners has been central to the historic neighborhood's iconic identity.

Many of the stylists trained at Blade Runners went on to own their own salons and/or became editorial stylists. Some graduates moved on to other cities like New York, Los Angeles, and London having earned the opportunity to choose and be accepted at well-established salons. One of the past stylists, James Pecis, left cosmetology school to apprentice at Blade Runners, worked hard to pursue his dreams, and is currently based in London working as a successful stylist traveling and working as a regular at Fashion Week. He is now one of the world's top international editorial stylists.

After the redesign of Blade Runners Hair Studio was completed in September 2000, a new receptionist was introduced to the salon: Jake the bulldog.

Jake sat on the black entrance mat with his back against the black and white interior background of his salon watching and overseeing the colorful activity on Haight Street for his life of 12 years, becoming a well-known character and fixture in the Upper Haight. Jake was a native San Franciscan who worked greeting clients as they entered, meeting friends that stopped by daily for some love and affection. He often acted as someone who was a good listener, who people could sit with and talk to. Everyone would light up and smile when their eyes first encountered him bringing a special love in the Haight-Asbury neighborhood. Later, he became known as the "Mayor of Haight Street."

After Jake's passing, a memorial of photographs was placed in the windows. A shrine of gifts appeared in front containing flowers, crystals, and notes from people who loved him. Many cards and letters arrived in the mail from people across the country sending their condolences

and love. People shared their stories of how Jake had touched their hearts over the years. One woman wrote in a card that the highlight of her day was spotting Jake on her bus ride on the way to work. In a letter, the San Francisco Board of Supervisors honored Jake “The Bulldog Mayor of Haight Street” Wilson.

After Jake passed away, Gabriel became the bulldog character of Haight Street, bringing smiles and love to the Upper Haight. Gabriel had some big shoes to fill but eventually earned his crown and title of King of Haight, continuing the legacy of his father Jake, the Bulldog Mayor of Haight Street for 12 years.

A white bulldog sitting out front of Blade Runners in the upper Haight for 20+ years has become an iconic part of San Francisco. The cameras don't stop clicking as people pass by. The tour buses stop to spot him, neighborhood families bring their children to visit him, and tourists make a special trip to the Haight to meet the King as one of their sightseeing stops. Gabriel has regular friends stop by to visit daily, and greeting customers to his store is his usual job. Gabriel rarely naps at the salon as he has a fear of missing out. He is always ready to receive and give love. People say, “If you charged a dollar a photo, you would be rich,” but Gabriel's best friend and Blade Runners owner David says, “Some things in life should be free,” and Blade Runners is rewarded by seeing people light up with happiness that Gabriel provides.

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

Blade runners has been one of the leading salons responsible for teaching and training the next up-and-coming stylists in San Francisco. Well known for its high standards and respected by other top salons across the United States, Blade Runners provides opportunities to stylists through a rigorous in-house training program for Apprentices and Assistants. They start with a structured program of technical excellence in hair cutting, coloring, and styling. It typically takes an apprentice one year to graduate to Colorist. As they begin to build a strong base of ‘color’ clientele, they enter the cutting program. Add to that a mixture of acclaimed educators running hands-on classes and the opportunity to travel and train at Bumble and Bumble in New York and Toni and Guy for the most advanced trainees. Upon graduation, Apprentices take their California License Exam. As part of the program, Mondays are designated training days where assistants work on models under the direction and supervision of the salon's expert trainers, who are also the most senior stylists. Blade Runners graduates enjoy their experience, and most stay on as full-time stylists.

Blade Runners participates in merchant discounts, offering other Upper Haight merchants a discount to support their businesses and employees. Blade Runners donates gift certificates to local schools and to non-profit fundraisers. Blade Runners has also donated the use of its space to nonprofit organizations. David Wilson is a member of the Haight Ashbury Merchants Association.

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

Blade Runners serves the local the Haight-Asbury community, has a large LGBTQ clientele, and serves many elderly clients that want more personalizing and creativity than other salons offer

them. Many people come from other areas around the Bay Area. Blade Runners serves many longtime residents of San Francisco.

Blade Runners has always had some of the most talented, passionate, and creative stylists in the industry. Being located in the bustling and hip Haight-Ashbury neighborhood, the salon is fortunate to have a diverse clientele from classic hair dressing and styling to the more creative and avant-garde. What differentiates Blade Runners from other salons is their ability to give customers an extremely personal 'edge' to their hair style that they can't get anywhere else. The stylists tap into their creativity every day due to a loyal yet diverse clientele and their strong program of continuing education.

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

An orange neon sign lights up the street entrance to Blade Runners, with its unique black and white interior that was inspired by the repetitive shapes and color used by Danish designers in the 1960s. The interior has a ceiling art installation of floating plexiglass circles. The walls are white with white circles and mirrors suspended from the ceiling but floating 12 feet out from the walls above the black stations that submerge into the floor. This black and white salon is an art design meant to showcase the artistic creativity of its stylists the people working in it as the color.

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

After 30 years, Blade Runners is at risk of closing due to the following factors:

1. In 2017, Blade Runners was flooded by a rusted water heater in the apartment above. The water ran all night and caused damage that forced a closing to the business for two months. This caused a loss of regular clients that had to find an alternative business for their service. The loss of over 25% of its clients, loss of stylists, and a loss of over \$100,000 in revenue per year for the subsequent years has been difficult.

2. Challenges to the hairstyling industry resulting from the coronavirus pandemic. With intermittent and unpredictable citywide shut-downs throughout 2020 and into 2021, Blade Runners needed to temporarily close and operate remotely until there is a vaccine and the pandemic is over. With few City grants to assist small businesses, it was not possible to maintain the lease at the pre-coronavirus rate or open in another location.

3. A lease that expired on April 30, 2020, and is currently in negotiation. In May 2020, the landlord raised the rent 150% in a letter by mail. The landlord's nephew took over from his aunt in the renegotiation of the lease and has not been willing to negotiate any rent reduction during COVID-19 closures. On June 30, Blade Runners moved all the furnishings and art installation into a storage unit until another physical location can be opened once a successful vaccine has been implemented and the Shelter in Place orders are over.

4. *A 90% decrease in retail sales over the last 10 years due to the changes in consumer online purchasing.* Online purchasing with delivery has made it almost impossible for brick and mortar stores to operate and cover expenses.

5. *With the increased rents over the past 10 years, cosmetologists and other people in the service industry are not moving to San Francisco.* This has made it almost impossible to find or replace employees.

It is the neighborhoods that make San Francisco what it is, but it is the stores and characters within those neighborhoods that make San Francisco interesting. If Blade Runners were to no longer exist, San Francisco would lose one of its existing businesses that brings uniqueness and personality to the Haight-Ashbury neighborhood. Blade Runners has many loyal customers that would lose their salon, which has provided them with exceptional service spanning decades.

Although Blade Runners is not yet officially 30 years old, the business is eligible for listing on the Legacy Business Registry. The business has operated in San Francisco for more than 20 years, has significantly contributed to the history and identity of Haight-Ashbury and San Francisco, and, if not included in the Registry, the business would face a significant risk of displacement. Legacy Business Registry designation would allow Blade Runners to continue attracting people from other areas for the unique artistic services the hair studio offers, while continuing to provide salon services to the local neighborhood. Blade Runners also plans to continue the tradition of having a bulldog in the store.

CRITERION 3

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

The philosophy of Blade Runners Hair Studio is that a hair salon should not only offer exceptional services but that it should also be a collaborative atmosphere that trains and inspires the next generation of San Francisco hair stylists.

The apprenticeship program offers a collaborative approach to learning in a professional, approachable salon with other talented stylists and technicians. The salon fosters a professional yet unpretentious work environment with a great, inspirational, supportive team. Their monthly advanced classes involve all staff sharing different styles and approaches with each other, and they also host other well-established educators for hands-on classes. Stylists are offered opportunities to train in New York and Los Angeles and sit down regularly with the salon owners one-on-one.

Blade Runners Hair Studio is a unique salon with an iconic English bulldog sitting on its front door step greeting customers and bringing smiles and love to the Upper Haight. Gabriel “King of Haight” has his throne in the window that he sits on when the weather is not good outside. Gabriel also has his own human retail clothing line featuring his image available for tourists and his local fans.

The neon sign out front and the interior art installation and design of the salon attracts people to walk in or pop their head in to look as they pass by while visiting the Haight-Ashbury neighborhood.

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)

Blade Runners Hair Studio is committed to maintaining its historical tradition as a hair salon, as well as its neon sign and its historical interior and exterior design, while continuing servicing locals and people around the Bay Area. Blade Runners also plans to keep an iconic white bulldog sitting out front or in the window as there has been for the past 20 years. Different dogs over the years may have different personalities, but a white bulldog always bringing happiness to the Upper Haight.

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.).

An orange neon sign lights up the street entrance to Blade Runners, with its unique black and white interior that was inspired by the repetitive shapes and color used by Danish designers in the 1960s. The interior has a ceiling art installation of floating plexiglass circles. The walls are white with white circles and mirrors suspended from the ceiling but floating 12 feet out from the walls above the black stations that submerge into the floor. This black and white salon is an art design meant to showcase the artistic creativity of its stylists the people working in it as the color.

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.

David Wilson has owned Blade Runners Hair Studio since its establishment in 1991. Documentation that demonstrates the business has been a hair salon for 30 years is included in this Legacy Business Registry application.



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ALL DAY
BREAKFAST

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OAT TEA

noodle house
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BLADE
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HAIR STUDIO

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CALLING.

BUY
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SHRAGS

Tag Gabriel
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BLADE
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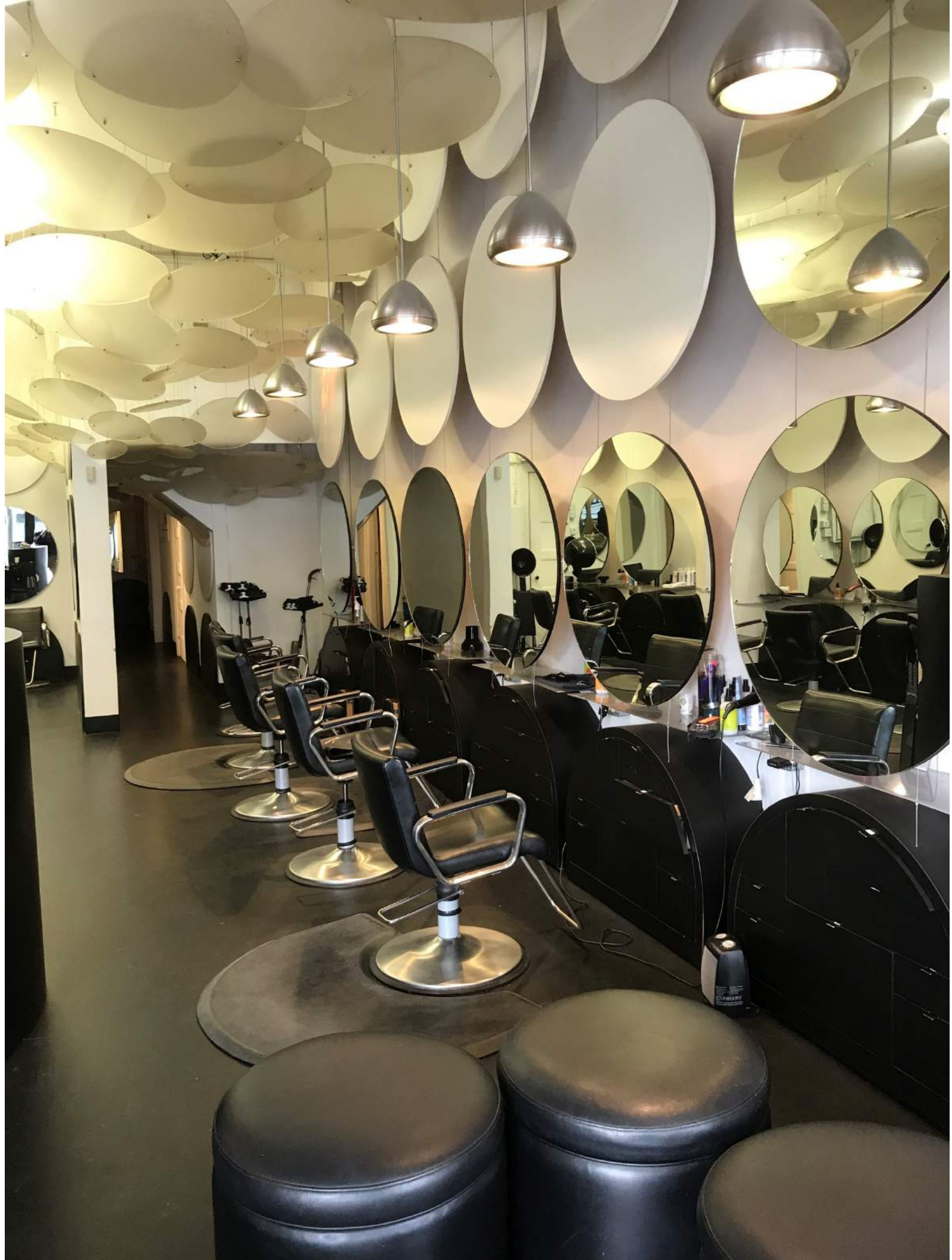
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@KingofHaight

GABRIEL



Tag Gabriel
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Blackman Elliott S DO Inc 1956 Union 921 1446

BLACKMAN FLYNN & CO

1 Montgomery 986 6888

Blackman Jennifer L Howard Rice Nemerovski Canady Robertson
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Blackside Inc 900-23d 206 9128

Blackstone Apartments 81-9th 552 3949

Blackstone Craig R atty 77 Mc Allister 552 7711

Blackstone George A Heller Ehrman White & McAuliffe attys
333 Bush 772 6000

Blackstone JoAn atty 201 Spear 957 1233

Blade Runners Hair Studio 1792 Haight 751 1723

Blagburn Chas H atty 567 5665

Blair Alan J Personnel Services 625 Market 243 0440

Blair Aubrey & Emilia 1743-9th Av 665 1140

Blair Fay H CPA 781 7159

Blair Sandra atty 1390 Market 626 5472

Blair Spangler Interior & Graphic Design Inc
60 Federal 543 9355

BLAIR TELEVISION

505 Sansome 434 2393

Blais Michelle O atty 444 Market 391 9799

Blaisdell Marilyn bk dlr 751 7222

Blake Barbara Manufactures Representative
1355 Market 863 1084

Blake Barbra Landscape Contractor 110 Forest Side Av 661 4808

Blake E L 185 Haight 431 1221

Blake Elizabeth 1537 Franklin 749 0757

Blake James F Gordon & Rees attys 275 Battery 986 5900

6 0100

21 8550

31 7480

23 8778

71 8228

21 0964

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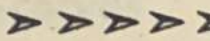
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COO



an inexpensive yet professional alternative to visiting a seasoned stylist. These deals go beyond dollars: apprentices are painstakingly precise and polite, and they believe pampering their clients is a top priority.

The idea of someone cutting your hair as a test run may seem intimidating, but stylists guarantee that the work is top-notch, and they stress the comprehensiveness and length of the training programs: nine months to a year and a half, depending on the program and the student. Micki Seckman, who's learning the

tricks of the trade at **Architects and Heroes** (2239 Fillmore, S.F. 415-921-8383; 580 Bush, S.F. 415-391-8833), says her clients "know the difference between a Supercuts haircut and an Architects and Heroes haircut. They know we're not working on cut no. 52."

Although required to practice specific techniques such as bobs, one-length trims, and short layered cuts, students often stray from the basics to please the customer. Chad Malm, owner of **Claude Nine Salon** (9 Claude Lane, S.F. 415-421-3223), acknowledges the individuality and personal touch clients receive from trainees. "There are definitely technical cuts you can put on anyone, but we find out what will and won't work" he says. "Hair should be cut to fit the client."

To find salons with apprentice programs, wanna-be hair models usually call salons to ask about discount options. Trainees also scour hot nightspots, cafés, and even bookstores for models. **Vidal Sassoon Salon** (359 Sutter, S.F. 415-397-5105) has a "model call"

Catering to clients' needs has contributed greatly to apprentice programs' popularity. "We take the time out to listen," says Tony Cristillo, co-owner of

Blade Runners Hair Studio (1792 Haight, S.F. 415-751-1723), a salon that focuses on the art of hair coloring. "If we don't think something is a good idea, we'll say what we think, but we do what the client wants."

Such exceptional customer service, coupled with expertise, makes this procedure a real steal. But in exchange for the unbelievably reduced

rate, do hair models pay a price? Perhaps, but it's a small one: time.

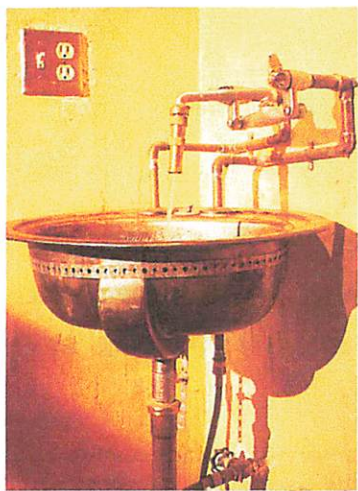
As haircuts can take up to two hours, patience is an invaluable quality in a model. "[Apprentice cuts] are an excellent deal for someone who has more time," Malm says. He even feels that the long appointment can result in a better experience. "It's nice to have somebody fuss over you," he says.

Repeat customers attest to the pro-



grams' success. "There are people who have been coming here for 20-plus years as models," says Philip Thomsett, manager of Vidal Sassoon. "They recognize that it's a great deal." ■

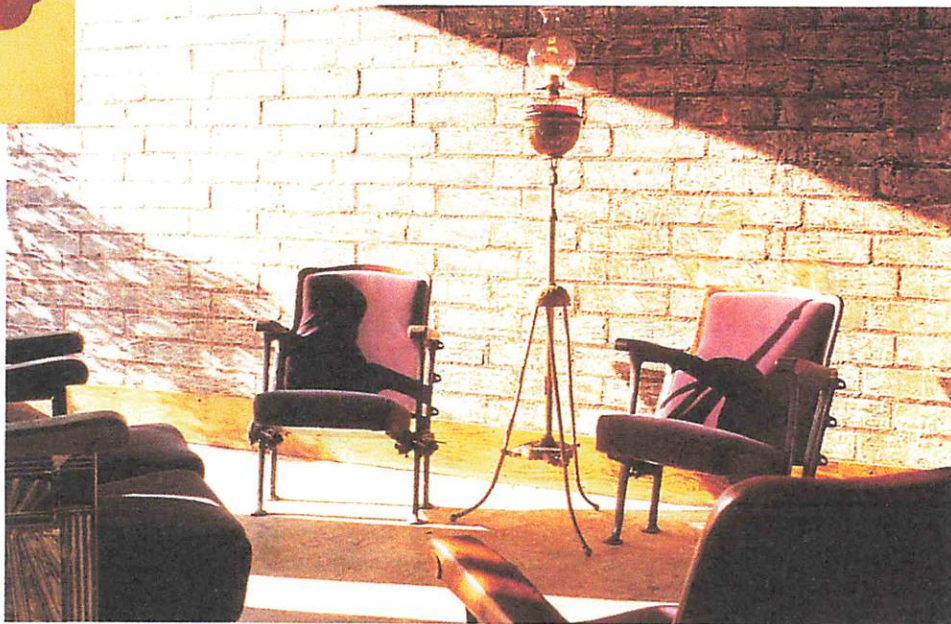
Two men are better than one: Above and insets, Susan Cashin scores an apprentice Bernd Hamberger; owner Chad Malm looks on.



The design concept at Bobs, which features natural elements (brick, wood) in combination with industrial accents (cement, poured steel) and the colors of nature (oatmeal, tangerine), is the work of architect and designer Assefi Assif. "I think of the decor as deconstructed," says Wilson.

bobs

BOBS The brainchild of Clay Wilson and Ginger Boyle, Bobs (Beauty on a Budget Salon) offers cuts for \$25—half the price of cuts at other Beverly Hills salons—yet doesn't scrimp on customer service, creativity or capability. Already Bobs is becoming the favorite salon of L.A.'s most fashion-conscious clients, but it also doubles as a training academy for the staff, which is handpicked based on technical auditions, and other licensed stylists. "We think of it as the salon of the 21st century," says Boyle. "People don't want to pay an arm and a leg anymore."—M.D.



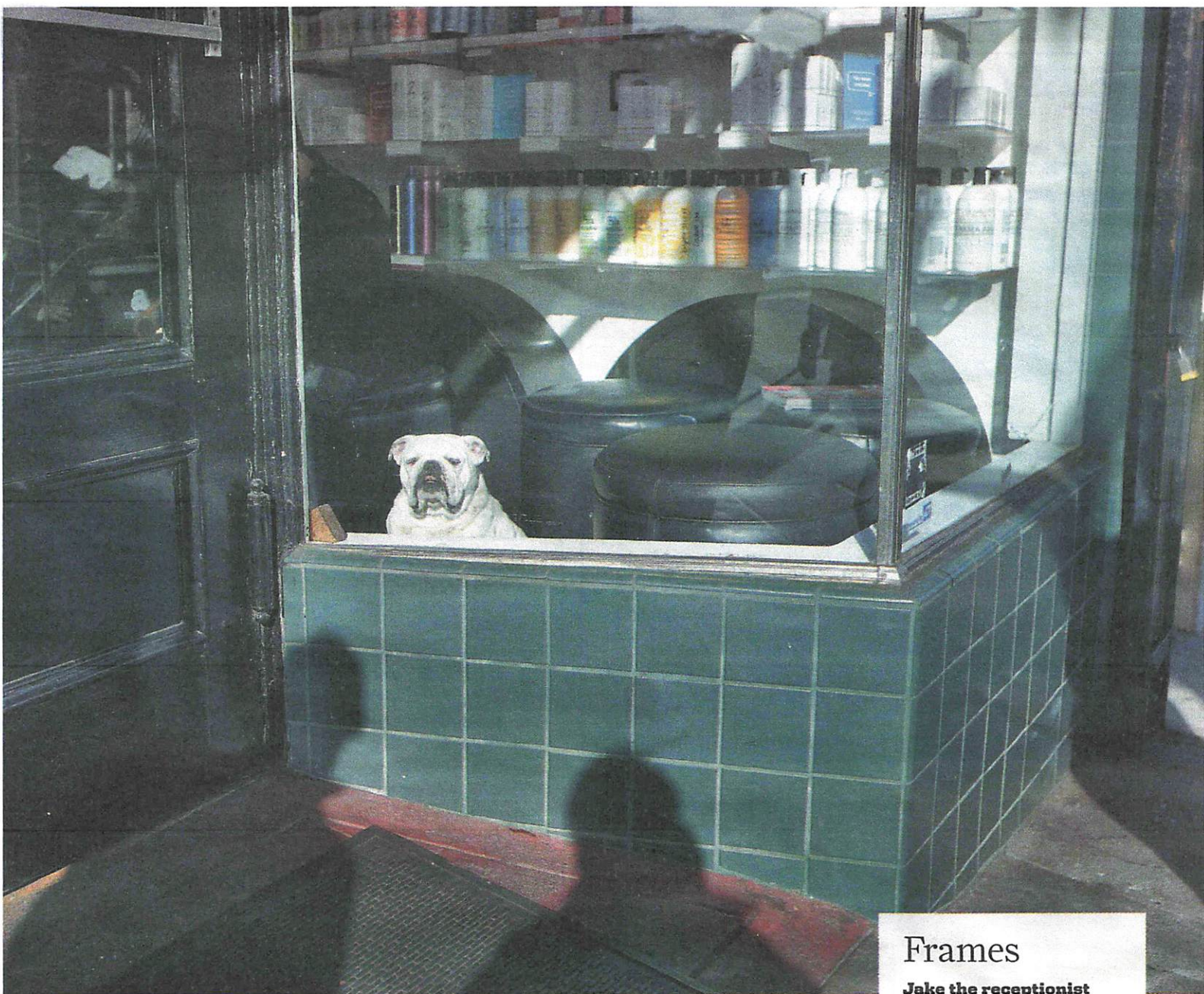
bladerunners

BLADERUNNERS The decor at this Haight Street salon in San Francisco is straight out of the '50s. Owners Kym Meadows and David Wilson picked up everything from the three-tiered coffee table to the nylon sofa at a secondhand store in Sacramento, CA. Meadows was pleasantly surprised recently when she saw the film *Sabrina* with Audrey

The reception area at Bladerunners includes '50s-style furniture—a nylon sofa, a kidney-bean coffee table. "We love the shapes, geometric yet abstract at the same time," says Meadows.



Hepburn and recognized the Rock-a-File airplane-wing desk she has in her reception area. The partners renovated and furnished the whole salon for under \$20,000. "It was definitely a low-budget operation," says Meadows, who painted the beat-up linoleum floor black, then stenciled on starbursts in aqua, lavender and copper. One thing Meadows loves about working on Haight Street is that her clientele is avant-grade. "We do a lot of color, some really wild stuff, and we don't have to talk our clients into anything. They come in with their own ideas—'Can we make it look like a flame?'"—M.D.



Inside

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Frames

Jake the receptionist keeps Blade Runners Hair Studio on a tight schedule. His is a face you don't want to be late for.

Haight Street, San Francisco

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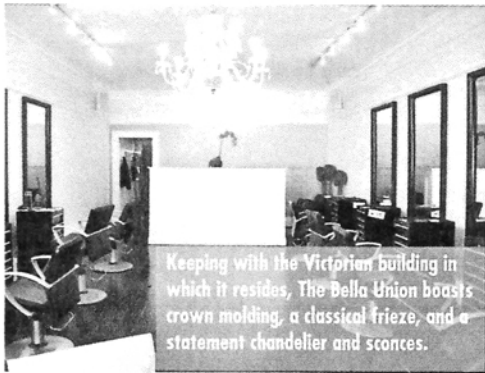
THE LATEST
MEN'S TRENDS

Haute Haight



San Francisco's Haight district has become a haven for eclectic trendsetters of every stripe.

The summer of '69 may be long gone, but its spirit is still very much alive in the Haight district of San Francisco. You'll still find many of the same traditions intact—street art and performers on every corner, independent boutiques and galleries spilling onto the sidewalks, and a general rejection of authority and mainstream trends. Not surprisingly, this eclecticism engenders endless ideas for lucky stylists who craft 'dos that are anything but run-of-the-mill. —Tracy Morin



Keeping with the Victorian building in which it resides, The Bella Union boasts crown molding, a classical frieze, and a statement chandelier and sconces.

Victorian Flair

Bella Union's style is "Victorian with a utilitarian twist," explains owner Barbara Girerd, noting that the black Craftsman stations and large mirrors (juxtaposed with hot pink accents, like hood dryers) "keep the shop from feeling overly feminine." Indeed, male clients

count on this salon for their own classic-modern looks "inspired by Jon Hamm from *Mad Men*," she says—much more polished than the mussed styles the women tend to favor. Generational boundaries are also dashed within these walls; the upscale surroundings attract all ages, from 20-something hipsters to aging baby boomers. "We make everyone feel special and help them reveal their true beauty!" exclaims Girerd.

Muse: Clients here idolize Brigitte Bardot's signature long, layered locks.



"We don't have a bunch of things on the wall because it's all about the art that's in the mirror—the client's hair!" says owner Kimberly Mejia.



Muse: Men are going for "rock 'n' roll late '60s/early '70s looks—a sort of modern Rod Stewart," says Mejia.



Retro Edge

Wak Shack Salon is a study in contrasts: housed in a turn-of-the-century Victorian building, but melding a tropical theme and black-and-white walls; edgy yet committed to providing "timeless" special-occasion looks—a specialty of the salon according to owner Kimberly Mejia. Whether styles lean toward retro or avant-garde, clients seek looks that make a statement. "We're seeing a return to more mid-lengths with stronger fringes; interior texture with movement; and cleaner perimeter lines," Mejia explains. "Our clients tend to be a bit edgier, no matter what their age!"



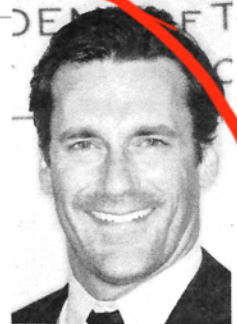
Choice Pick: Bumble & bumble Sumotech



Bladerunners Hairstudio's decidedly modern atmosphere is highlighted by an "illuminated fantasia of circles and light," describes owner Antonio Cristillo.

Running With Scissors

Bladerunners Hairstudio, open since 1992, is known for its chic esthetic as much as its education-hungry stylists. The salon offers a unique apprenticeship program, accepting fledgling students who work under the tutelage of more experienced stylists for several years. "Our focus has always been on staying current with cuts and color," says Australian-born owner Antonio Cristillo. As far as trends go, he pronounces, "Welcome back, bob! I'm seeing a lot of textured hair and bangs; winter colors are shimmering with warmer coppery reds. It's rock 'n' roll rather than classic right now."



Muse: "The TV show *Mad Men* is going to have a lot of influence on hair," predicts Cristillo. (Pictured: John Hamm)



Choice Pick: Bumble & bumble Sumotech

<https://blog.sfgate.com/cityexposed/2012/03/12/rip-jake-wilson-the-bulldog-mayor-of-haight-street-2000-2012/#photo-66950>

SFGATE

CITY EXPOSED

RIP Jake Wilson, the bulldog mayor of Haight Street (2000-2012)

By Mike Kepka on March 12, 2012



A photograph of Jake "The Mayor of Haight Street" from younger, happier days hangs in front window of Blade Runners Hair Studio on Monday March 12, 2012 in San Francisco, Calif.

Photo: Mike Kepka / Mike Kepka

This isn't the way I intended to launch the blog version of The City Exposed, but when I learned that "The Mayor of Haight Street" had passed away, I felt that today's blogpost should be about remembering my canine friend, Jake.

People loved Jake for who he was – a drooling droopy English bulldog who, like a gargoyle, enjoyed keeping watch outside [Blade Runners Hair Studio](#).

His owner David Wilson brought him to work everyday and in exchange for love and kibble, he would entertained people who walked by, earning his honorary status as "The Mayor of Haight Street."

I count myself lucky to have spent some quality time with Jake last September, when he was the subject of my weekly photo column called ["The City Exposed."](#) I'll always remember the way Jake trotted to the front of the store, excited to go to "work" when his owner brought him in for the day. Jake was content to sit on the front mat with tongue hanging out. He was a dog people couldn't resist saying hello to.

Like too many wonderful parts of the city, Jake is no longer with us, his death last week has left an oversized vacancy at his curbside post.

But like so many San Francisco traditions, Jake is not wholly gone — immortalized in the film of countless tourists and now, as the fitting starting point for the City Exposed blog.



Jake, an 11-year-old English Bulldog, takes a nap as his owner David Wilson works on a client's hair. Photo: Mike Kepka / The Chronicle



Tired from hours of waiting in the front door of his master's salon, Jake, an 11-year-old English Bulldog, takes a nap near the window.
Photo: Mike Kepka / The Chronicle

For more than five years I've been seeking out the City's colorful characters and showcasing them with words, pictures and video. San Francisco is always evolving, and eternally surprising. And while some things never change — for instance you'll still be able to see your favorite photo column in pages of the Sunday Bay Area section of the Chronicle — it's time for this project to evolve too. I hope this fresh home in the blogosphere will breathe new life into a project I that I have held close to my heart for some time now. Welcome.

If you knew Jake, please consider leaving a comment here in his memory. Or feel free to share another memory of someone, or something, whose passing still leaves an impact of San Francisco.

BAY AREA

MIKE KEPKA *The City Exposed*

People to remember

A rich array of characters turns San Francisco into living, breathing theater, each cast member as eccentric and original as the next. Never afraid to reveal their passion for living, these singular inhabitants make this one of the best cities in the world.

For more than five years, my column has profiled San Francisco's most interesting people in words and pictures. I hate it when someone asks which is my favorite — they are all my favorite. And each time one is lost, it's a loss for all of us — they're irreplaceable.

This year, four of this column's richest characters left us, and it's fitting that we pause to remember them.

Sally Anne Karmelenski, "Tante Anne" to her family and friends, lived to be 102. Standing proudly at just under 5 feet tall with a warm smile and fully made-up face, she was the epitome of independence.

When she died in September, it was as if she had decided it was time, said family friend Cheryl Berger.

Tante Anne lived in the same apartment on Clay Street for as long as anyone could remember. Having never learned to drive, she took cabs to all her favorite hangouts. Her husband and most of her friends were long passed and she had no children, so

To see a multimedia presentation...



George DuBois, who was always dressed in yellow, hangs out in 2009 in his Grant Avenue, where he played bongo drums while looking out his window.



Sally Anne Karmelenski, toting paper towels at Costco in 2009, was fiercely independent, taking cabs all over the city. She died in September at 102.



Jake, seen here in 2011, was known as the Mayor of Haight Street.

Tante Anne built a social network of people she would lunch with at Nordstrom or Caesar's Italian Restaurant.

At age 99, when she was featured in the City Exposed, she was still buying paper towels and bagels at Costco. The slots at the El Dorado in Reno were her favorite muse.

"She had such a way of making everybody who came across her path feel special and loved," noted Berger, who said Tante Anne treated her like the child she never had. "She has taught me to see the good in everybody. ... She really left a mark with people she met along the way. She loved her city."

Jake the bulldog was the Mayor of Haight Street, his office a spot outside David Wilson's hair salon, Blade Runners.

For 11 years, few people passed by without pointing a finger or a camera at him. They loved Jake for who he was — a drooling, droopy English bulldog who kept watch over the street and its inhabitants.

When Jake died in March, fans left flowers and photographs for days in the spot he used to occupy.

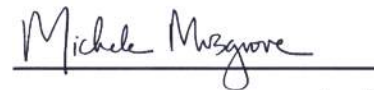
This is one **HOT** salon!

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“This exceptional business is one of the fastest growing salons in the country. We applaud its owner and team for sharing the strategies behind their good fortune with other salons, and for their dedication to providing quality service to clients. They make the salon industry more beautiful for all of us.”

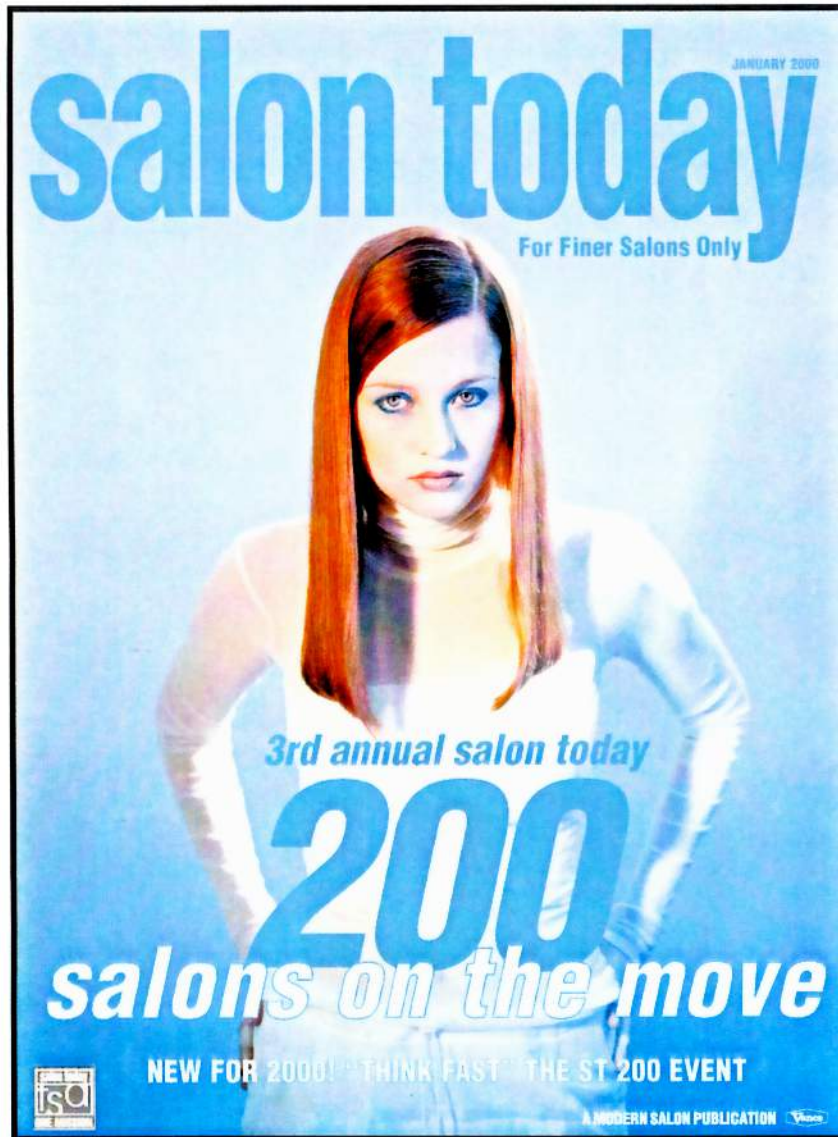


Michele Musgrove, Editor in Chief

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“This exceptional business is one of the fastest growing salons in the country. We applaud its owner and team for sharing the strategies behind their good fortune with other salons, and for their dedication to providing quality service to clients. They make the salon industry more beautiful for all of us.”

Margie Melaniphy

Margie Melaniphy, Editor

salon today

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"Salon Today recognizes this business as one of the fastest growing salons in the country. We salute it and applaud its owners for providing outstanding service to its clients, a positive work environment for its staff and for sharing its success strategies with others."

Stacey P. Soble, Editor in Chief

salon today

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March 14, 2012

David Wilson
Blade Runners Hair Studio
1792 Haight Street
San Francisco, CA 94117

Dear Mr. Wilson:

This is to inform you that upon motion made by Supervisors Christina Olague and David Campos, the Board of Supervisors adjourned its regular meeting of March 13, 2012, out of respect to the memory of Jake "The Bulldog Mayor of Haight Street" Wilson.

The members of the Board, with a profound sense of civic and personal loss, are conscious of the many fine qualities of heart and mind which distinguished and brought justifiable appreciation to Jake.

The Supervisors realize that mere words can mean so little to you at a time such as this, but they do want you and the members of your family to know of their deep sympathy and heartfelt condolence.

Sincerely,

A handwritten signature in blue ink, appearing to read "Angela Calvillo".

Angela Calvillo
Clerk of the Board



Certificate of Honor

BOARD OF SUPERVISORS City and County of San Francisco

The Board of Supervisors of the City and County of San Francisco hereby issues, and authorizes the execution of, this Certificate of Honor in appreciative public recognition of distinction and merit for outstanding service to a significant portion of the people of the City and County of San Francisco by:

David Wilson

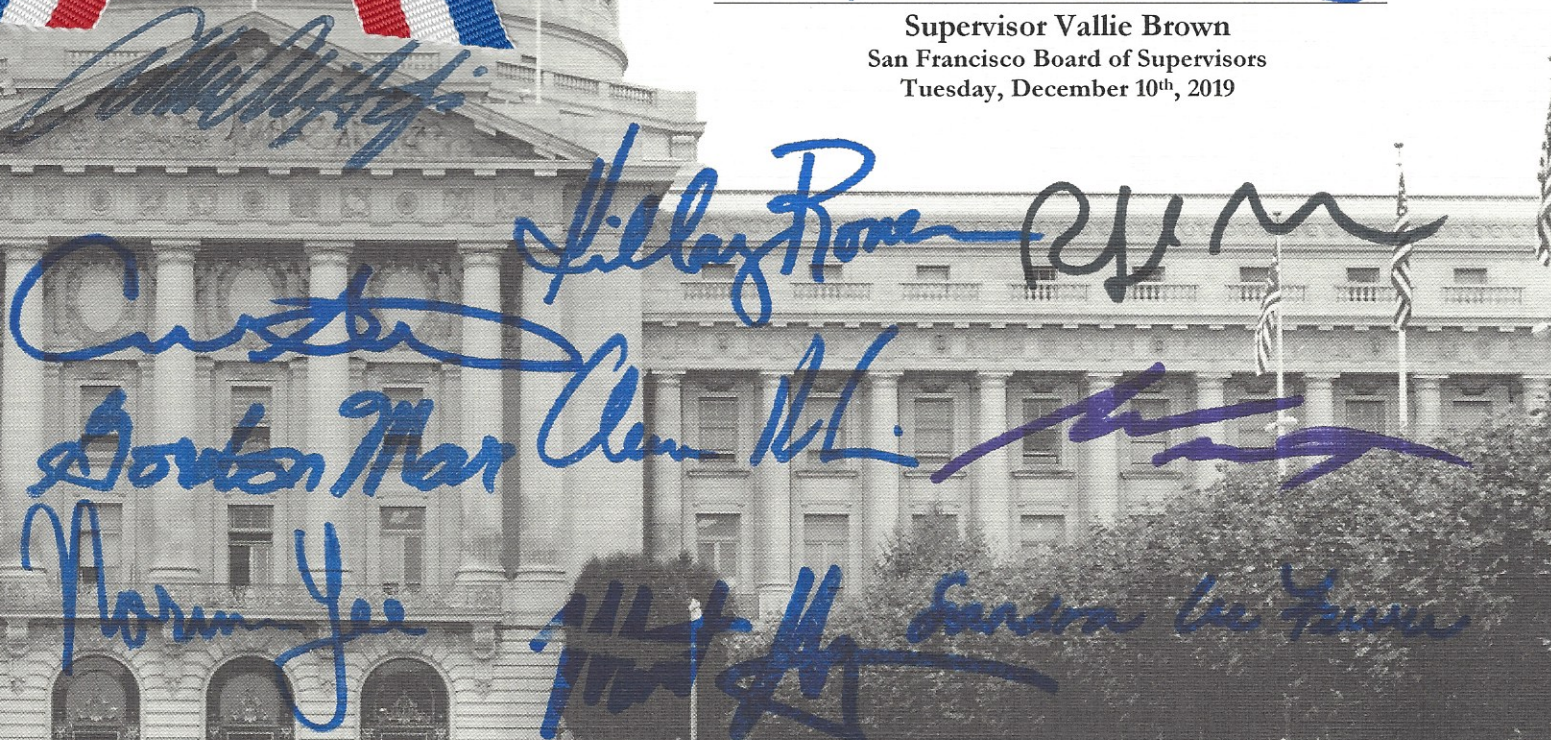
Blade Runners Hair Studio

I would like to extend our highest of commendations and appreciation to David Wilson. Thank you for being a leader in your community and for keeping the Haight Ashbury thriving and vibrant. For 30 years, Blade Runners Hair Studio has been central to this, our historic neighborhood's iconic identity. On the behalf of the Board of Supervisors, and the City and County of San Francisco, David Wilson, I commend you.



Vallie Brown

Supervisor Vallie Brown
San Francisco Board of Supervisors
Tuesday, December 10th, 2019





LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: JANUARY 6, 2021

Filing Date: December 9, 2019
Case No.: 2020-011536LBR
Business Name: Blade Runners Hair Studio
Business Address: 1792 Haight St
Zoning: NCD - Haight Street Neighborhood Commercial District
40-X
Block/Lot: 1229/014
Applicant: David B Wilson
2252 15th Street, San Francisco, CA 94114
Nominated By: Former Supervisor Vallie Brown
Located In: District 5
Staff Contact: Kalyani Agnihotri – (628) 652-7454
kalyani.agnihotri@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Blade Runners is a hair studio and salon, opened by David Wilson in 1991 at 1792 Haight Street. At the time of its opening, Blade Runners perfectly complemented the Haight-Ashbury neighborhood where there were no other salons in the Upper Haight area which had many diverse small businesses. Wilson, who came to San Francisco from Australia, founded the salon with a passion for spectacular hair styling and a mission to carry out exemplary client service.

Wilson has been honored as a leader in the community, by the Board of Supervisors of the City and County of San Francisco in recognition of his contribution to keeping the Haight Ashbury neighborhood vibrant, where, Blade Runners has been central to the historic neighborhood's iconic identity. Blade Runners Hair Studio has a unique tradition with an iconic English bulldog sitting on its front doorstep greeting customers and bringing smiles and love to the resident and tourists of Upper Haight. A 10-year old tradition that began with the introduction of Jake the bulldog, the San Francisco Board of Supervisors honored Jake as "The Bulldog Mayor of Haight Street" – a title

that has been passed down to Jake's successors at store, the legacy of whom is currently being continued by Gabriel the bulldog.

Apart from being a salon that has served a large clientele which includes longtime residents of San Francisco, Blade Runners offers an apprenticeship program that allows students to get paid while they were learning the craft of hairdressing. The apprenticeship program offers a collaborative approach to learning in a professional, approachable salon with other talented stylists and technicians. Blade Runners has hosted many educational trainings over the years, hosted local artists for art shows, sponsored gift hair services for various schools, and sponsored the Golden Gate Business Association's (LGBT Chamber of Commerce) annual holiday party. The salon participates in merchant discounts, offering other Upper Haight merchants a discount to support their businesses and employees. Blade Runners also donates gift certificates to local schools and to non-profit fundraisers, along with donating the use of its space to nonprofit organizations. David Wilson is a member of the Haight Ashbury Merchants Association.

The business's primary location at 1792 Haight is a Category A (Historic Resource Present) structure on the eastside of Haight Street between Shrader and Cole streets in the Haight-Ashbury neighborhood. It is within the Haight Street Neighborhood Commercial District (NCD) Zoning District and a 40-X Height and Bulk District. The property is also eligible to be included in the Haight Ashbury Historic District.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1991.

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

Yes. Blade Runners Hair Studio qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Blade Runners Hair Studio has operated continuously in San Francisco for 29 years. This business has operated for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement.
- b. Blade Runners Hair Studio has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.
- c. Blade Runners Hair Studio is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with personal services as a neighborhood salon and hair studio.

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

Yes. The Haight Street property is located within the Eligible Haight Ashbury Historic District. The area known as the North of the Panhandle (NoPa) neighborhood consists primarily of two- and three-story residential buildings (single-family houses and multiple-family flats, often including commercial storefronts on Haight Street) that were constructed during the late 19th century and early 20th century. In addition, the storefronts lining Haight Street The area exhibits a predominantly Victorian and Edwardian Era architectural character, and includes styles such as Italianate, Stick/Eastlake, Queen Anne, Craftsman, and Classical Revival. 1792 Haight Street is also included in the ongoing Neighborhood Commercial Corridors Historic Resource [Survey](#), Survey and noted that this property is potentially part of a cluster.

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

No, the property is not formally listed; however, 1792 Haight St has a Planning Department Historic Resource status code of "A" (Historic Resource Present).

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

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

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

Yes. There have been a number of features and articles on Wilson and the store, both within and outside the industry. Blade Runners Hair Studio has been featured multiple times in the Salon Today magazine under the categories "America's Hottest Salons" and "America's Fastest Growing Salons". The San Francisco Chronicle featured Blade Runners in three separate articles in 2011 and 2012. The Board of Supervisors of the City and County of San Francisco have recognized the salon at various times - The Board honored the passing of Jake Wilson "The Bulldog Mayor Of Haight Street" in 2012; issued a Certificate of Honor in the name of David Wilson in 2019 and the Board of Supervisors of the City and County of San Francisco also honored Gabriel Wilson "King of Haight" in 2019.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1792 Haight Street (1991– Present)

Previous (No Longer Extant) Locations:

- None

Recommended by Applicant

- Long-term presence and commitment to maintaining its core values of not only creating spectacular hair

and providing outstanding client service, but also be collaborative atmosphere that trains and inspires the next generation of San Francisco hair stylists.

- Serving the local Haight-Ashbury community, as well as many elderly clients with personalized requests, a large LGBTQ clientele and longtime residents of San Francisco.
- The Blade Runners apprenticeship program.
- Orange neon sign that lights up the street entrance to Blade Runners
- Unique black and white interior that was inspired by the repetitive shapes and color used by Danish designers in the 1960s.
- Interior ceiling art installation of floating plexiglass circles
- White walls with white circles and mirrors suspended from the ceiling but, floating 12 feet out from the walls above the black stations that submerge into the floor.
- Tradition of having a white English bulldog sitting on its front mat greeting passers-by and hair salon clients.

Additional Recommended by Staff

- None

Basis for Recommendation

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

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

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



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: JANUARY 6, 2021

Case No.: 2020-011536LBR
Business Name: Blade Runners Hair Studio
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ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR BLADE RUNNERS HAIR STUDIO CURRENTLY LOCATED AT 1792 HAIGHT ST), 1229/014;

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 more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement; 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 January 6, 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 Blade Runners Hair Studio qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby** recommends safeguarding of the below listed physical features and traditions for Blade Runners Hair Studio.

Location(s):

Current Locations:

- 1792 Haight Street

Previous (No Longer Extant) Locations:

- None

Physical Features or Traditions that Define the Business:

- Long-term presence and commitment to maintaining its core values of not only creating spectacular hair and providing outstanding client service, but also be collaborative atmosphere that trains and inspires the next generation of San Francisco hair stylists.
- Serving the local Haight-Ashbury community, as well as many elderly clients with personalized requests, a large LGBTQ clientele and longtime residents of San Francisco.
- The apprenticeship program.
- Orange neon sign that lights up the street entrance to Blade Runners
- Unique black and white interior that was inspired by the repetitive shapes and color used by Danish designers in the 1960s.
- Interior ceiling art installation of floating plexiglass circles
- White walls with white circles and mirrors suspended from the ceiling but, floating 12 feet out from the walls above the black stations that submerge into the floor.
- Tradition of having a white English bulldog sitting on its front mat greeting passers-by and hair salon clients.

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 2020-011536LBR to the Office of Small Business January 6, 2021.

Jonas P. Ionin

Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: January 8, 2021