



Legacy Business Registry Staff Report

Hearing Date: September 23, 2024

FABRIX

Application No.: LBR-2024-25-011
Business Name: Fabrix
Business Address: 432 Clement St.
District: District 1
Applicant: Keelin Reddy, Owner
Nomination Date: August 9, 2024
Nominated By: Supervisor Connie Chan
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Fabrix is a woman-owned fabric, sewing, and fiber arts retailer located at 432 Clement Street which sources their product and fabric from local San Francisco factories, designers, and manufacturers to provide their customers with sustainable and affordable products. Fabrix was founded as “Fabric Factory Outlet” by Bruce Taylor on February 12, 1993, at 101 Clement Street. Prior to opening the store, Bruce had been reselling fabric at local flea markets for several years and saw the need for a physical store to be able to reach a broader audience.

In 1995, for health reasons, Bruce sold the store to Cheryl Rabichev, who later changed the name to Fabrix. Prior to buying the store, Cheryl had been a local real estate professional with a background in interior design, which is how she knew of the store. The store ran into some financial difficulties, and Bruce reacquired Fabrix from Cheryl (then Cheryl Cason) in 2001 in an effort to ensure the store he founded with a mission he was passionate about would not close.

In early 2015, the City and County of San Francisco required the landlord at 101 Clement Street to perform earthquake upgrades, and the work could not be completed with Fabrix as a tenant. Keelin Reddy purchased the store from Bruce in 2021 and continues to operate it at 432 Clement Street. Keelin has spent her entire career in the retail industry. She was a merchandiser for Brooks Brothers in New York City and Gymboree in San Francisco, among others. She was introduced to Fabrix when she became the first employee of Velvet and Tweed, a startup childrenswear label founded by a designer from Janie and Jack.

The store’s business model is to locally source quality fabric at significant discounts to typical wholesale fabric prices. Manufacturers, furniture upholsterers, and other wholesale businesses end up buying more fabric than they use for a variety of reasons. The extra yardage is often not enough for fabric resellers to bother with, but more than enough for Fabrix to repurpose for their shoppers. Customers at Fabrix can then shop for beautiful and high-quality fabric they can’t get anywhere else – at unmatched prices.

Fabrix serves a wide variety of customers cutting across all age groups, socioeconomic backgrounds, lifestyles and cultural identities, as well as many other demographics. Fabrix is an essential store for fashion students in San Francisco’s high schools and colleges, budding apparel designers, upholsterers, home sewers, artists, and makers who need high quality fabric at affordable prices to make their businesses or projects work.

CRITERION 1

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

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Yes, Fabrix has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

101 Clement St. from 1993 to 2014 (21 years)
432 Clement St. from 2015 to Present (9 years)

CRITERION 2

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

Yes, Fabrix has contributed to the history and identity of the Inner Richmond 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 fabric, sewing, clothes mending, fiber arts, and with sustainable sourcing of products from purchasing excess fabrics from larger retailers; promoting cradle-to-cradle economy and rewriting the script of perceived obsolescence.
- Fabrix participates often in the Clement Street Art Walk to promote local artists.
- There have been several features and articles made regarding Fabrix:
 - In September 2023, Fabrix was featured in an article entitled "DIY and Recycled Halloween Costume Resources" on Marin Mommies highlighting them for having great supplies for Halloween crafting.
 - The Clement Street Art Walk featured Fabrix in August 2023.
 - The Richmond Review / Sunset Beacon featured an article titled "Saying Goodbye to Fabrix" as the business was up for sale at that time. Luckily, the business had remained intact and continuing their good work.
- With regard to racial and social equity, Fabrix is a woman-owned business currently being operated by Keelin Reddy. Keelin has spent her entire career in the retail industry. She was a merchandiser for Brooks Brothers in New York City and Gymboree in San Francisco, among others. She was introduced to Fabrix when she became the first employee of Velvet and Tweed, a startup childrenswear label founded by a designer from Janie and Jack. She was responsible for much of the business operations, including fulfilling its commitment to local San Francisco-based factories for production. As a small, upscale manufacturer, Velvet and Tweed sourced almost all of its fabric from Fabrix due to the store's unmatched combination of high quality and low prices.

CRITERION 3

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

Yes, Fabrix is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Fabrix 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.

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Physical Features or Traditions that Define the Business:

- Dedication to sustainability efforts through repurpose, reuse, and upcycling.
- Maintaining affordability for its diverse clientele.
- Continuing to partner with local organizations, schools, and communities to support all sewers, crafters, and designers alike.

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.

- Fabric store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Fabrix currently located at 432 Clement St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

September 23, 2024

FABRIX

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Adopting findings approving the Legacy Business Registry application for Fabrix, currently located at 432 Clement St.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on September 23, 2024, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Fabrix 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 Fabrix.

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Physical Features or Traditions that Define the Business:

- Dedication to sustainability efforts through repurpose, reuse, and upcycling.
- Maintaining affordability for its diverse clientele.
- Continuing to partner with local organizations, schools, and communities to support all sewers, crafters, and designers alike.

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

- Fabric store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 23, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2024-25-011
Business Name: Fabrix
Business Address: 432 Clement St.
District: District 1
Applicant: Keelin Reddy, Owner
Nomination Date: August 9, 2024
Nominated By: Supervisor Connie Chan

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

101 Clement St. from 1993 to 2014 (21 years)
432 Clement St. from 2015 to Present (9 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes No

NOTES: NA

DELIVERY DATE TO HPC: August 19, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 1



City and County of San Francisco

CONNIE CHAN

陳詩敏

第一區市參事

Friday, August 9, 2024

Director Katy Tang
San Francisco Office of Small Business
1 Dr. Carlton B Goodlett Place, Room 110
San Francisco, CA 94102

Dear Director Tang:

I am writing to nominate **Fabrix**, located at 432 Clement St, San Francisco, CA 94118, for inclusion in the Legacy Business Registry. Fabrix has been a cornerstone of the Richmond District for over 30 years. Renowned for its steadfast commitment to sustainability, Fabrix plays a pivotal role in the circular economy of fashion by offering fabrics sourced from local San Francisco factories' leftover materials. This thoughtful practice prevents valuable resources from ending in landfills and supports a greener, more sustainable future.

Beyond its environmental impact, Fabrix is deeply embedded in the tapestry of our local economy, culture. The business serves a diverse base of customers including local makers and artisans, design students, interior designers, and small apparel enterprises, providing access to high-quality, unique fabrics at prices significantly lower than other sources. Fabrix's dedication to affordability and customer satisfaction underscores its commitment to ensuring the business remains accessible.

The importance of Fabrix to our community is immense. When Keelin Reddy took over the business, she did so with a deep understanding and appreciation as a former customer, highlighting a determination to continue its mission, recognizing its vital role as a locally-owned, independent fabric store for the neighborhood, and for the broader San Francisco community.

Fabrix not only bridges the past, and future, of San Francisco's apparel industry by discovering fabrics from different eras but also supports the evolution of smaller, boutique businesses. The store highlights an inventory that is a fun treasure trove of fabrics and textiles, and is a gem in the Inner Clement. Despite the challenges faced by retail-storefronts today, Keelin remains dedicated to Fabrix's core mission, and to maintaining Fabrix as a neighborhood-serving institution in the Richmond District.

It is with great pride and respect for Fabrix's enduring contributions to San Francisco that I submit this nomination for consideration to the Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink that reads "Connie Chan".

Connie Chan



Legacy Business Registry Application



Business Information

Business name: Fabrix

Business owner name(s): Keelin Reddy

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

Current business address: 432 Clement St., San Francisco, CA 94118

Telephone: (415) 221 - 4111 **Email:** fabrixsanfranciscollc@gmail.com

Mailing address (if different than above):

Website: https://fabrixsanfrancisco.com

Facebook: https://www.facebook.com/Fabrix.SanFrancisco/ **Twitter:** Instagram: @fabrixsf

7-digit San Francisco Business Account Number (BAN): 1 1 3 0 5 2 9

Do any of these describe your business? (select all that apply)
Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

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

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

Contact Person Information

Contact person name: Keelin Reddy

Contact person title: Owner

Contact telephone: () - **Contact email:**

Business Location(s)

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: **Zip Code:**

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

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

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

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

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

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

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

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

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

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

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

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

Applicant Disclosures

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

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

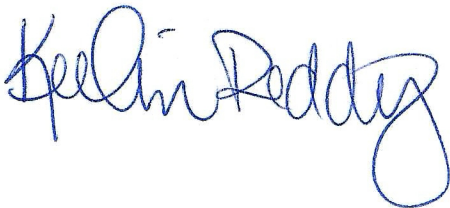
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

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

Name: Keelin Reddy

Signature:



Date: 7/22/2024

FABRIX

Written Historical Narrative

INTRODUCTION

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

Fabrix is a store that sells upcycled fabric and trims sourced from local San Francisco factories, designers, and manufacturers.

In the lifecycle of fabric, apparel manufacturers, furniture upholsterers, and other wholesale businesses end up buying more fabric than they use for a variety of reasons. They are left with extra yardage, often not enough for fabric resellers to bother with, but more than enough for Fabrix, which buys these extras. Customers at Fabrix can then shop for beautiful and high-quality fabric they can't get anywhere else – at unmatched prices!

b. Describe whom the business serves.

Fabrix serves a wide variety of customers cutting across all age groups, socioeconomic backgrounds, lifestyles and cultural identities, as well as many other demographics.

The store's business model is to locally source quality fabric at significant discounts to typical wholesale fabric prices and then pass those lower prices on to customers. As a result, Fabrix is an essential store for fashion students in San Francisco's high schools and colleges, budding apparel designers, upholsterers, home sewers, artists, and makers who need high quality fabric at affordable prices to make their businesses or projects work.

In addition, located in the Inner Richmond on Clement Street for its entire history, the store serves its neighborhood and local community as the last remaining fabric store on the west side of San Francisco. They have come to count on the store as their only convenient source of fabric and related items for sewing and home goods, often used not just for hobbies but for essential projects like mending or making clothes affordably. Fabrix has a significant base of elderly and/or low-income customers that they are proud to serve.

That said, Fabrix's mission and quality-for-money attract customers who make a dedicated trip to Clement Street when visiting San Francisco, including many former residents of the Richmond, and who drive into San Francisco from neighboring regions. Since 1993, the store has established itself as an essential part of the circular economy of San Francisco's apparel and upholstery industries.

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

SF's sustainable and affordable fabric store.

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

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

Fabrix was founded as “Fabric Factory Outlet” by Bruce Taylor on February 12, 1993, at 101 Clement Street. Bruce opened the store as a storefront for his fabric resale business.

Prior to opening the store, Bruce had been reselling fabric at local flea markets for several years and saw the need for a physical store to be able to reach a broader audience. In fact, it was at one of these flea markets that he met someone who would become one of the store’s longest-serving employees who still works at Fabrix today after over 20 years!

In 1995, for health reasons, Bruce sold the store to Cheryl Rabichev, who later changed the name to Fabrix. Prior to buying the store, Cheryl had been a local real estate professional with a background in interior design, which is how she knew of the store.

The store ran into some financial difficulties, and Bruce reacquired Fabrix from Cheryl (then Cheryl Cason) in 2001 in an effort to ensure the store he founded with a mission he was passionate about would not close.

At the start of 2015, the City and County of San Francisco required the landlord at 101 Clement Street to perform earthquake upgrades, and the work could not be completed with Fabrix as a tenant. As a result of this unfortunate displacement, the store moved to 432 Clement Street, a few blocks away from its original location and still serving the same neighborhood.

Keelin Reddy purchased the store from Bruce in 2021 and continues to operate it at 432 Clement Street.

Keelin has spent her entire career in the retail industry. She was a merchandiser for Brooks Brothers in New York City and Gymboree in San Francisco, among others. She was introduced to Fabrix when she became the first employee of Velvet and Tweed, a startup childrenswear label founded by a designer from Janie and Jack. She was responsible for much of the business operations, including fulfilling its commitment to local San Francisco-based factories for production. As a small, upscale manufacturer, Velvet and Tweed sourced almost all of its fabric from Fabrix due to the store’s unmatched combination of high quality and low prices.

Through her roles at both large and small apparel manufacturers, Keelin gained the skills and expertise to be uniquely suited to manage Fabrix. In deciding to sell the store to Keelin over other interested buyers, Bruce recognized in her not just someone who knew the store as a customer but someone who understood the store as a business, and he believed she was the right next owner to keep his original vision for Fabrix alive.

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

1993 to 1995: Bruce C. Taylor
1995 to 2001: Cheryl Rabichev (Cheryl Cason)
2001 to 2021: Bruce C. Taylor (California Fabrix, Inc.)
2021 to Present: Keelin Reddy (Fabrix San Francisco LLC)

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

The store never ceased operations for any significant length of time. The store did close briefly during the COVID-19 pandemic, but it quickly adjusted and reopened to offer a modified retail experience to its customers by June 2020. In addition, Fabrix is only closed on four calendar days each year (New Year's Day, Independence Day, Thanksgiving, and Christmas), making its offerings as accessible and available to customers as possible.

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

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

Fabrix is an integral part of its neighborhood and its San Francisco community as a whole.

The store is located on Clement Street in the Inner Richmond neighborhood. It is the last remaining fabric store on the west side of San Francisco, with all other options for customers in the Mission or downtown.

Fabrix is a woman-owned small business which has been committed to being a part of the circular economy of the apparel and home goods industry in San Francisco since 1993. Fabrix sources almost all of its fabric and trims through long-standing relationships with local Bay Area factories who need to dispose of excess materials and recoup some costs. In doing so, Fabrix rescues most of what it sells from landfill, which has been at the heart of the Fabrix mission long before sustainability became a popular trend.

In addition, Fabrix takes pride in being an active part of the larger ecosystem of businesses in San Francisco serving the store's customers, whether referring them to upholsterers, sewing machine repair, lessons, mending, or other goods and services. Fabrix is proud of the strong relationships it has formed with the other local businesses in San Francisco, which complement its offerings. The store sees this interdependence as an essential part of its purpose.

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

Fabrix participates often in the Clement Street Art Walk to promote local artists.

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

Fabrix routinely donates fabric to local schools and fabric recycling organizations, including SCRAP; City College of San Francisco; San Francisco State University; and numerous elementary, middle, and high schools in the city. Many employees at these schools know and shop at Fabrix, and the store never hesitates to donate fabric and gift cards to school events whenever asked.

The owner of the store, Keelin Reddy, is an active member of the Clement Street Merchants Association and has sponsored, donated to, and helped organize gatherings by organizations such as Bay Area Sewists and the American Sewing Guild. Keelin has also given guest lectures for courses at several local colleges (e.g., City College of San Francisco and San Francisco State University) and hosted classes from high schools and colleges around San Francisco in the store.

The store now benefits from the current owner being a home sewer who understands and identifies with its customers, which allows for the owner to continue to expand community engagement further. This has also led to an active effort to build strong relationships with other small businesses as part of a larger sewing ecosystem in San Francisco. Fabrix routinely refers customers to those businesses for goods and services which complement the store's offerings and sees this interdependence as an essential part of its purpose.

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

Following are some key media references for Fabrix:

- ***DIY and Recycled Halloween Costume Resources***
Marin Mommies
September 23, 2023
<https://www.marinmommies.com/halloween-costume-resources-marin>
- ***Clement Street Art Walk in SF showcases creatives, community***
Local News Matters
August 18, 2023
<https://localnewsmatters.org/2023/08/18/clement-street-art-walk-in-sf-showcases-creatives-community/>
- ***Commentary: Saying Goodbye to Fabrix***
Richmond Review/Sunset Beacon
September 16, 2021
<https://richmondsunsetnews.com/2021/09/16/commentary-saying-goodbye-to-fabrix/>

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

Fabrix has not yet received any awards, recognition, or political commendations.

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

If the business were to close, San Francisco would lose the last place for students, designers, and sewers (among others) to get high quality fabric at below-market prices on the west side of the city. Where there were once several options, Fabrix is the last store of its kind standing that serves the communities of the Richmond, the Sunset, and beyond. No fewer than three fabric stores have closed on San Francisco's west side since Fabrix has been in business (and none have opened), and many general stores have stopped stocking sewing-related items. Without Fabrix, this would require customers to travel far distances and sometimes even outside of San Francisco for sewing essentials. Though use of fabric and related industries have changed over the decades that the store has been operating, the need for the store's offerings has not.

Crucially, within the store's neighborhood, there is a sizeable base of elderly and/or low-income customers who count on Fabrix. These local residents of the Richmond and the Sunset find it difficult to travel to the other side of San Francisco, to Marin, or to the Peninsula to find the fabric they need, often to mend old clothing or make new clothing for themselves or their children. Even outside of the neighborhood, price-conscious customers, whether by preference or necessity, routinely find a unique quality-for-value at Fabrix that is difficult to find elsewhere.

The store's presence on Clement Street specifically is an important part of its value to San Francisco as well. If Fabrix were to close, it is inconceivable that another fabric store would take its place, let alone one with prices that serve such a wide variety of demographics. On Clement Street, turnover has generally meant either vacant storefronts or higher-end shops and restaurants catering to wealthier customers. Even so, many of these newer visitors to the Inner Richmond benefit from discovering the store and its fabric as part of a day trip to the neighborhood. In this way, Fabrix is a bridge between communities and eras on Clement Street, serving both newer and long-established patrons in the Richmond equally.

In addition, many local businesses all across San Francisco who benefit from a mutual referral relationship with Fabrix would lose a key source of business, as fabric often is a prerequisite to the purchase of many other goods and services, including tailoring, lessons, and sewing machines. Meanwhile, local factories would lose one of their most loyal and committed partners in ensuring that excess fabric does not go to landfill. This not only is a sustainability benefit but also an economic one, as those same factories can recoup costs by selling to Fabrix rather than incur costs to dispose of the fabric.

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

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

Not applicable.

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

The mission of Fabrix is to continue to be the city's most sustainable fabric store, offering upcycled quality fabric and trims at affordable prices. Fabrix also plans to continue partnering with local organizations, schools, and communities to support the home sewers, apparel, home goods designers, and makers of San Francisco.

c. What is the plan to keep the business open in the long term beyond the current ownership?

The business was purchased by Keelin Reddy in 2021 to prevent the store from closing. As a result, the owner's intention from the beginning was to make sure Fabrix remained available to its community for decades to come. The business is investing heavily in building awareness of the store's unique sustainability mission and establishing many new relationships with aligned local businesses, among other efforts, to ensure its long-term stability. Such initiatives further solidify the foundation on which to ensure the store's ability to remain operating as envisioned by Keelin when she took it over.

The owner is assisted by many dedicated employees and her family, and they certainly factor into the plans for the store's longevity. The current ownership has a long runway before having to consider parting with the store and intends to use that runway to ensure the store remains open for future generations of sustainability-minded fabric shoppers.

d. What challenges is the business facing today?

The biggest risks to the store are dramatic increases in labor costs and rent expense.

A store like Fabrix is difficult and expensive to relocate if rent increases dramatically, which increases the chances of closing. Meanwhile, as with any business, the options to deal with such changes are limited. Fabric is not the kind of product for which prices can be easily increased to offset rapidly rising expenses, as customers (especially low-income customers) get accustomed to certain price points. As a result, a store like Fabrix cannot raise prices to offset costs as easily as many might expect. Often, the tradeoff to higher costs is either unsustainable finances, laying off workers, or cutting employee hours. However, among the broader challenges to the store is safety and theft. This makes staffing reductions more difficult. In fact, the opposite becomes necessary. The store has had to actually increase paid hours over the last few years to make sure there are two employees in the store at all times for safety reasons.

Any programs that can help stores which offer niche products alleviate these threats or the costs of dealing with them (e.g., cost of relocation if necessary) would be welcomed.

Legacy Business Program staff will add the following details:

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

Fabric store.

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

The Planning Department Historic Resource Status of the building at 432-434 Clement Street is "B - Unknown / Age Eligible." Per the Neighborhood Commercial Corridors Survey (Unadopted) in 2015, the building does not appear significant under Criterion C/3 (Architecture/Design).

& GIFTS
415-936-3818

436

432

FabriX

CLOTH, TRIMS & NOTIONS

WELCOME TO FABRIX
MONDAY - SATURDAY 10 AM - 6 PM
SUNDAY 12 AM - 5 PM
CLOTH, TRIMS & NOTIONS

IT ALL STARTS HERE SF

VRZ
Mandarin Studio

CHINESE CLASS
415-987-1553
zhurain@gmail.com



Fabrix

432
432

WELCOME
TO
FABRIX

MONDAY - SATURDAY
10 AM -
SUNDAY
10 AM - 5:30

WARNING
DO NOT
REMOVE



CLOTH, TRIMS & NOTIONS

FABRIX

PLEASE NO
FOOD OR DRINK

IT ALL
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CLOTH, TRIMS & NOTIONS

FABRIX



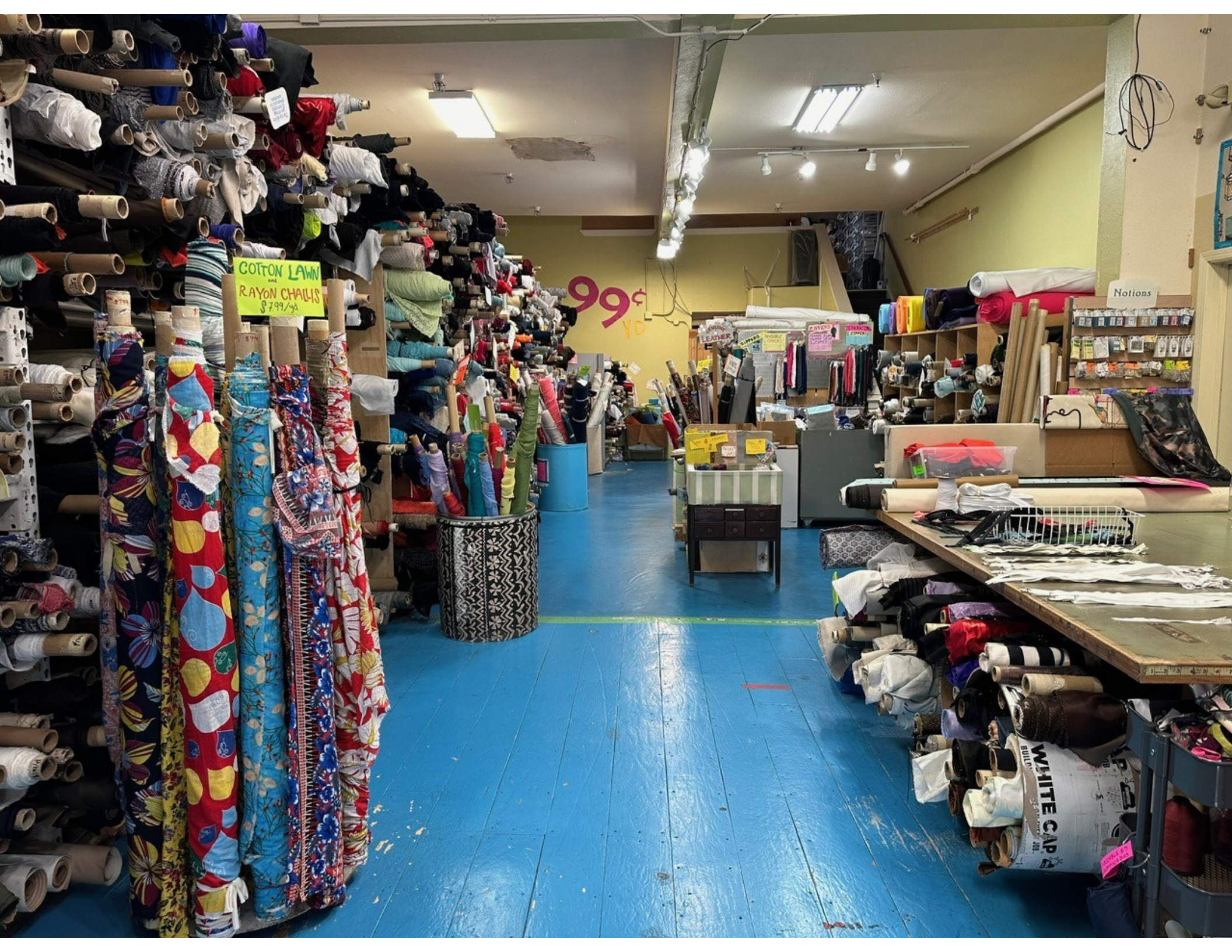

PLEASE NO
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You can leave it @ the register

WELCOME
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IT ALL
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WARNING
24 HOUR
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SURVEILLANCE



COTTON LAWN
and
RAYON CHALIS
\$7.99/yd

99¢
yd

Notions

WHITE CAP
BUILT
100%



Prices as Marked

ORANGE

LYCRA \$5.99

COTTON LAWN
and
RAYON CHALLIS
\$7.99/yd

3.99

\$6.99

MADE IN
USA
\$5.99



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599

BLACK

GREEN

The helpful place

The helpful place.

The helpful place.

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ACE

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Ribbons

FRENCH TERRY \$3

Gütermann sews all fabrics

Gütermann sews all fabrics

BAG-MAKING SUPPLIES

SILK





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CYC
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Upcycled Wood Pressing Mat
18" x 38" Quilting & Ironing \$12.99

FIN CUSHION #17
Four Mediums \$11.99
CUT 4

With ribbon
CYCLE





SEW-ON
APPLIQUES



A*
\$1.50 PAIRS

Buttons & Rings
\$0.8

75¢/yd
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FABRIX

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KIDNEY

MISSION
PRAX

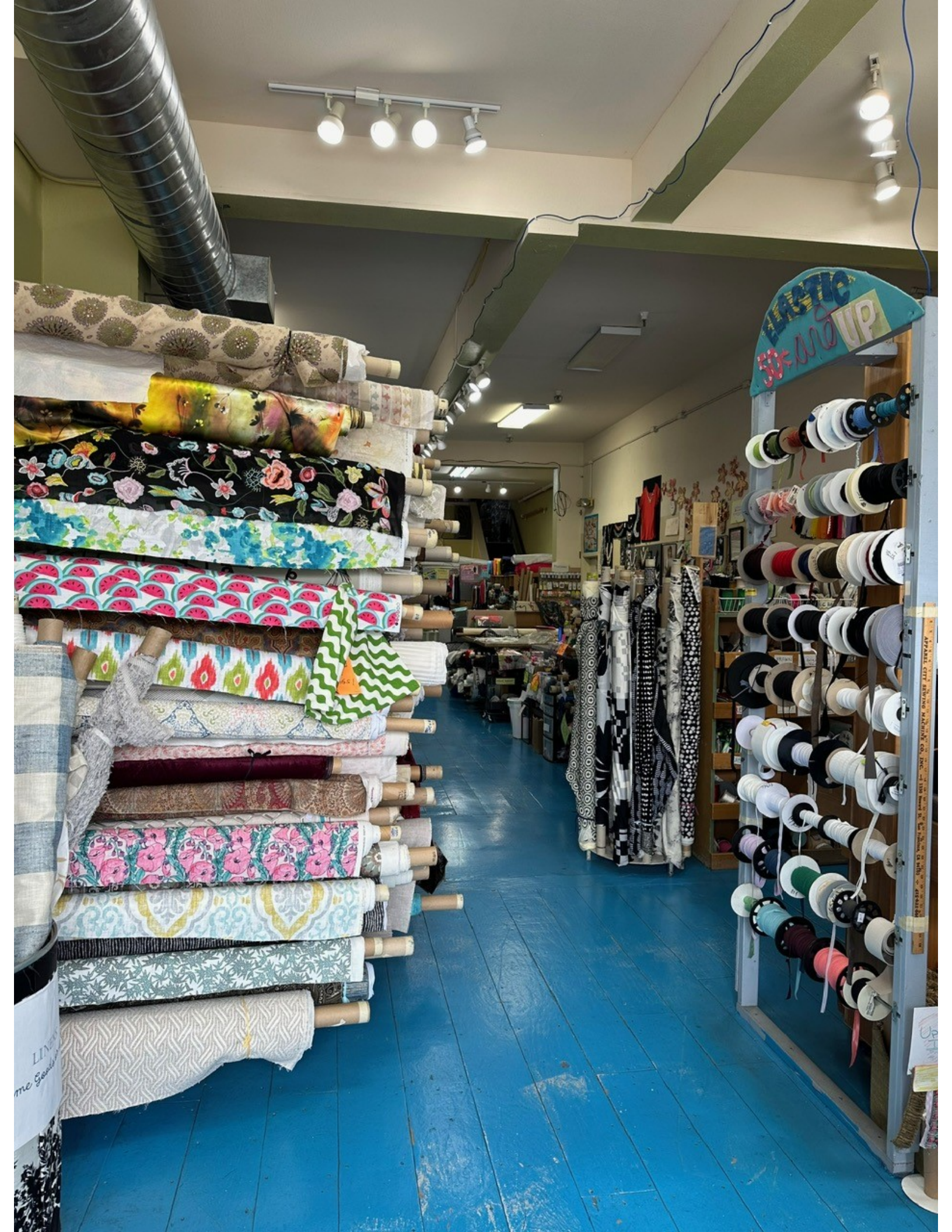
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MIDNIGHT
ROTARY CUT
BOULEVARD
ATTENTION
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AUGUST (A)

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fabrixf



Liked by

and 92 others

fabrixf We had an awesome time hosting @fashionccsf students from the fabric glossary class! It's wonderful to see people getting educated on fabrics and sustainability. Thanks for being part of the Bay Area's fashion community! #ccsf #fashionccsf #bayareafashion

TUNG BUNG KHAI TRUONG
NGAY 12 THANG 2 NAM 1993



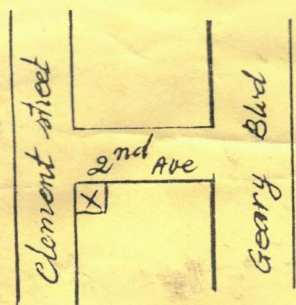
Grand
Opening

Fabric Factory Outlet

101 Clement Street - San Francisco - CA 94118
Tel (415) 221-4111

Kính mời quý khách đến cửa hàng
chúng tôi mua sắm.

- Nhiều mặt hàng giá rẻ.
- Nhân viên vui vẻ ân cần.



Ngày và giờ mở cửa:

- Thứ 4, 5 & 6 : từ 11 giờ sáng đến 7 giờ chiều
- Thứ 7 & chủ nhật: từ 10 giờ sáng đến 7 chiều

CHỦ NHÂN KÍNH MỜI.

ĐẠI HẠ GIA'

TỪ THỨ Sáu Ngày 12 tháng 2, 1993

đến CHỦ NHẬT 14 tháng 2, 1993.

Mua 1000 Yards giá 89¢ / 1 Yard.

Vải bông giá 1.99\$ / 1 Yard.

Chúng tôi có đủ mặt hàng.

<https://richmondsunsetnews.com/2021/09/16/commentary-saying-goodbye-to-fabrix/>

Richmond Review/Sunset Beacon

NEWS FOR SAN FRANCISCO'S RICHMOND AND SUNSET DISTRICTS

BUSINESS

Commentary: Saying Goodbye to Fabrix

BY [SAN FRANCISCO RICHMOND REVIEW](#) ON [SEPTEMBER 16, 2021](#)

By Beth Lederer

Fabrix is a hidden gem, a beloved Fabric store, located on bustling Clement Street in the Inner Richmond district of San Francisco. This treasured business is now up for sale.

There have been so many customers (old, young, Black, White, Asian, LatinX, Middle Easterner, Samoan, straight and same sex couples, transgender, families with children, artists, costume designers, fashion students, entrepreneurs, housewives, ballet dancers, quilters, interior decorators) who have all walked through the door into Fabrix over the last 28 years looking for some type of creative inspiration. They started their hours-long exploration browsing through the silks, wools, chiffons, tapestries, cottons, spandexes, faux furs, etc.

Some customers like to touch every fabric as they walk by. What are they touching? What are they feeling for? Is it the physical sensation of the fabric on their fingers? Does this fabric transform them to a different place or time? Are these customers pragmatic working on a specific project like window treatments, bedding, clothing, upholstery, Halloween, Burning Man or Bay to Breaker costumes, Ice-skating leotards or ball room dancing gowns, doll clothing, finding canvas for painting, buying fabric for the next big trend, dog clothing, creating a line of clothing and the list goes on?

Others have no idea what they want to make. They clearly are looking for something to spice up their life, they search, they listen to conversations, their hands move, touch, dig through hundreds of thousands of loose buttons in the button bin. Maybe they have purchased 10 cent buttons, 12 for a \$1 or 144 buttons for \$5. This was the first button deal which was around at least the first 10 years that I worked. It was the deal of the century, if you buy 60 loose buttons, you can get 84 buttons for free. Who can blame the customers for loving that deal? Some customers would search for hours digging through the button bin making friendships, Once we had one customer that went through the whole button bin maybe 100,000 buttons, he must have bought at least 1,000 buttons, and at the end of six hours in the store, he knew every button in the bin. That's the kind of customer Fabrix had.

I used to work at Fabrix. Recently, I walked into the shop as a customer, incognito. I haven't been back to Fabrix during retail hours since the store closed in March 2020 due to the pandemic. The store was very fortunate to get the green light to reopen a few months later following severe COVID precautions. After 19 years, of faithfully and loyally committing myself to one job, I made the painful

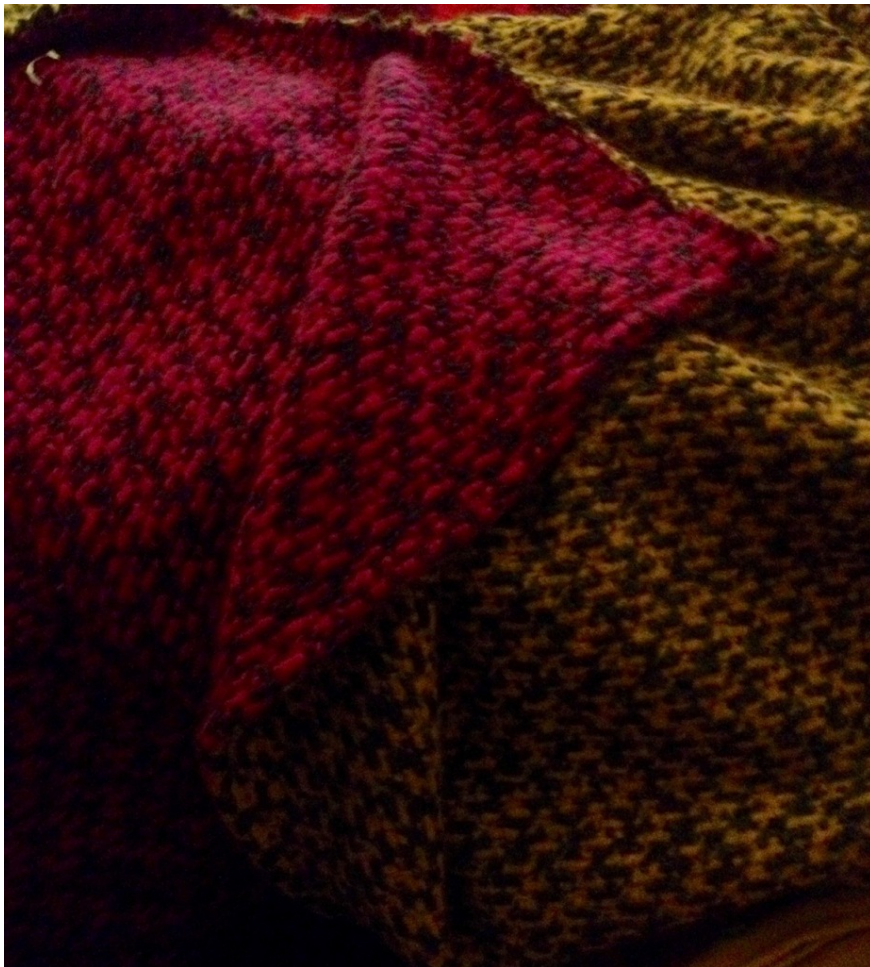
decision not to return to Fabrix due to helping my kids with distant learning. On this day, there was a new sales associate there and luckily for me she didn't know or recognize me. The store was very quiet, just me and another customer. I thought to myself, 'What would it feel like to be a customer at Fabrix? What do I do as a customer?' I didn't know exactly, so I followed what the other customer did and I proceeded to touch and feel a little portion of each fabric. I didn't know why I was touching so much- maybe it was just an innate instinct. Though once I started I couldn't stop touching. Do I let the sales people help me as I had always helped others with a very big smile and my very bubbly personality? I have really enjoyed over the last 19 years helping thousands of customers brainstorm on their myriad of projects. I must admit, our customers were so talented that I appreciated and learned so much from them as well. I owe our customers so much thanks, gratitude, praise and love for all the invaluable advice and knowledge they bestowed on me. This new sales girl was busy rolling up silk fabric which also made my job as a customer much easier. Sometimes having a little bit of quietness as your fingers touch the fabrics calms the soul.



Beth Lederer models the Madonna outfit she made from materials from Fabrix, a Richmond District business that is now for sale. Lederer worked at the store for 19 years. *Courtesy photo.*

So, I was a customer at Fabrix maybe for the first and possibly last time. I didn't end up buying anything because, if you worked at Fabrix, you probably accumulated closets overflowing full of fabrics. These fabrics definitely filled a void and helped me stay busy with many sewing projects during the pandemic. While working at Fabrix there was always another close-out fabric deal, and there was always another fabric which caught your eye. The temptation to buy never stopped, always creating another new project in as little time as a blink of an eye.

This never-ending cycle lasted for 19 years for myself. Our loyal customers would return week after week, month after month and year after year. This was a cycle and it never ended for many. For some customers, it was so thrilling and for others they had to use every restraint in their body to walk out of the store empty handed. Even to my own surprise, my whole house is filled with beautiful practical items made from fabrics purchased at Fabrix while working there. This would include pillows and pillow cases, table cloths, fleece and wool blankets, cotton wash cloths, dish towels and bathing towels, my sons' and daughter's baby blankets, sheets and comforters, underwear and sports bras, exercise clothing for the gym, T-shirts and pants, grocery bags, dresses, skirts and shorts, bathing suits, lamp shades, scarves, shawls and my most relevant, practical and my proudest achievement – my tie-dye face mask which I kind of feel pretty cool wearing. Over the last 19 years, I really taught myself how to work with fabric and it came in handy for decorations for my wedding, my maternity clothing and then my sons Bar Mitzvah.



Wool blanket made from materials from Fabrix. *Courtesy photo.*

Fabrix was so much more than selling fabric, it was how this fabric culturally interweaved in generations of customers lives. We had a diverse array of cultures, colors and people – just like San Francisco and the Bay Area. Just like our many different fabrics of different textures, this is what the store attracted in customers.

The best part of my job was my connection with the customers. In the first years of my job until the store relocated in 2015, the store had wall-to-wall customers for a lot of the day. Some of my best memories are helping people from Tonga find fabrics to send home for a funeral, or the Pacific Island community had a summer camp each summer and at the end they had a huge performance where they needed to make costumes celebrating their rich heritage, a Middle Eastern family of Arabic decent came to buy tons of fabric for their strict dress codes and they needed a private room as it was getting dark so they could pray facing Mecca. A long-time customer and lawyer from New Zealand only purchased our more expensive wools to make wool blankets for her furnished homes that she rented out. For years, she would praise the use of wool blankets so finally I tried making a wool blanket. After that I was hooked and then I made many. I never went back to using fleece and I loved that it kept you so warm on the cold San Francisco evenings. Another highlight was meeting Gov. Gavin Newsom as he was campaigning for mayor of San Francisco in 2003. He complimented something I said while asking me for his vote. I was very proud of that encounter and he definitely got my vote. There are tons of stories that I connected with as I was helping customers look for fabric. I felt so good that I was able to help and as I was helping I was learning so much culturally. When you were at Fabrix, customers felt so comfortable, to share their projects, their cultures, their secrets – it was such an amazing time and this lasted for so many years.

A part of my heart is heavy knowing that Fabrix is now up for sale. The beautiful, thriving business as we once knew it, its future is yet to be determined, like any piece of raw fabric what will it turn into or turn out to be? We can only wait and see as our world and city changes.



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: September 18, 2024

Filing Date: August 18, 2024
Case No.: 2024-007640LBR
Business Name: Fabrix
Business Address: 432 Clement Street
Zoning: Inner Clement Street Neighborhood Commercial District Zoning District
40-X Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 1428/023
Applicant: Keelin Reddy
432 Clement Street
San Francisco, CA 94118
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Heather Samuels - 628-652-7545
Heather.Samuels@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Fabrix is a fabric, sewing, and fiber arts retailer located at 432 Clement Street who sources their product and fabric from local San Francisco factories, designers, and manufacturers to provide their customers with sustainable and affordable products. Fabrix was founded as “Fabric Factory Outlet” by Bruce Taylor on February 12, 1993, at 101 Clement Street. Prior to opening the store, Bruce had been reselling fabric at local flea markets for several years and saw the need for a physical store to be able to reach a broader audience. In fact, it was at one of these flea markets that he met someone who would become one of the store’s longest serving employees who still works at Fabrix today after over 20 years.

In 1995, for health reasons, Bruce sold the store to Cheryl Rabichev, who later changed the name to Fabrix. Prior to buying the store, Cheryl had been a local real estate professional with a background in interior design, which is

how she knew of the store. The store ran into some financial difficulties, and Bruce reacquired Fabrix from Cheryl (then Cheryl Cason) in 2001 in an effort to ensure the store he founded with a mission he was passionate about would not close.

In early 2015, the City and County of San Francisco required the landlord at 101 Clement Street to perform earthquake upgrades, and the work could not be completed with Fabrix as a tenant. Keelin Reddy purchased the store from Bruce in 2021 and continues to operate it at 432 Clement Street. Keelin has spent her entire career in the retail industry. She was a merchandiser for Brooks Brothers in New York City and Gymboree in San Francisco, among others. She was introduced to Fabrix when she became the first employee of Velvet and Tweed, a startup childrenswear label founded by a designer from Janie and Jack.

Through her roles at both large and small apparel manufacturers, Keelin gained the skills and expertise to be uniquely suited to manage Fabrix. In deciding to sell the store to Keelin over other interested buyers, Bruce recognized in her not just someone who knew the store as a customer but someone who understood the store as a business, and he believed she was the right next owner to keep his original vision for Fabrix alive.

The store's business model is to locally source quality fabric at significant discounts to typical wholesale fabric prices and then pass those lower prices on to customers. Fabrix knows that apparel manufacturers, furniture upholsterers, and other wholesale businesses end up buying more fabric than they use for a variety of reasons. They are left with extra yardage, often not enough for fabric resellers to bother with, but more than enough for Fabrix to repurpose for their shoppers. Customers at Fabrix can then shop for beautiful and high-quality fabric they can't get anywhere else – at unmatched prices.

Fabrix serves a wide variety of customers cutting across all age groups, socioeconomic backgrounds, lifestyles and cultural identities, as well as many other demographics. As a result of their affordability and, Fabrix is an essential store for fashion students in San Francisco's high schools and colleges, budding apparel designers, upholsterers, home sewers, artists, and makers who need high quality fabric at affordable prices to make their businesses or projects work.

Fabrix is a woman-owned small business which has been committed to being a part of the circular, cradle-to-cradle, economy of the apparel and home goods industry. Fabrix sources almost all its fabric and trims through long-standing relationships with local Bay Area factories who need to dispose of excess materials and recoup some costs. In doing so, Fabrix rescues most of what it sells from landfill, putting an end to the perceived obsolescence of fabric scraps, which has been at the heart of the Fabrix mission long before sustainability became a popular trend.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1993.

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

Yes. Fabrix qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Fabrix has operated continuously in San Francisco for 31 years.
- b. Fabrix has contributed to the history and identity of the Inner Richmond neighborhood and San Francisco.
- c. Fabrix 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 fabric, sewing, clothes mending, fiber arts and with sustainable sourcing of products from purchasing excess fabrics from larger retailers; promoting cradle-to-cradle economy and rewriting the script of perceived obsolescence.

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

Yes. Fabrix participates often in the Clement Street Art Walk to promote local artists.

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

No.

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

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

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

Yes. There have been several features and articles made regarding Fabrix. In September 2023, they were featured in an article entitled “DIY and Recycled Halloween Costume Resources” on Marin Mommies highlighting them for having great supplies for Halloween crafting. The Clement Street Art Walk featured Fabrix in August 2023. Lastly, both the Richmond Review and the Sunset Beacon entitled “Saying Goodbye to Fabrix” as the business was up for sale at that time. Luckily, the business had remained intact and continuing their good work.

Racial and Social Equity Analysis

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

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

social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Fabrix is a woman-owned business currently being operated by Keelin Reddy. Keelin has spent her entire career in the retail industry. She was a merchandiser for Brooks Brothers in New York City and Gymboree in San Francisco, among others. She was introduced to Fabrix when she became the first employee of Velvet and Tweed, a startup childrenswear label founded by a designer from Janie and Jack. She was responsible for much of the business operations, including fulfilling its commitment to local San Francisco-based factories for production. As a small, upscale manufacturer, Velvet and Tweed sourced almost all of its fabric from Fabrix due to the store's unmatched combination of high quality and low prices.

Through her roles at both large and small apparel manufacturers, Keelin gained the skills and expertise to be uniquely suited to manage Fabrix. In deciding to sell the store to Keelin over other interested buyers, Bruce recognized in her not just someone who knew the store as a customer but someone who understood the store as a business, and he believed she was the right next owner to keep his original vision for Fabrix alive.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 432 Clement Street (2015 – Present)

Previous (No Longer Extant) Locations:

- 101 Clement Street (1993 – 2014)

Recommended by Applicant

- Dedication to sustainability efforts through repurpose, reuse, and upcycling
- Maintaining affordability for its diverse clientele
- Continuing to partner with local organizations, schools, and communities to support all sewers, crafters, and designers alike

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: September 18, 2024

Case No.: 2024-007640LBR
Business Name: Fabrix
Business Address: 432 Clement Street
Zoning: Inner Clement Street Neighborhood Commercial District Zoning District
 40-X Height and Bulk District
Block/Lot: 1428/023
Applicant: Keelin Reddy
 432 Clement Street
 San Francisco, CA 94118
Nominated By: Supervisor Connie Chan
Located In: District 1
Staff Contact: Heather Samuels - 628-652-7545
 Heather.Samuels@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR FABRIX CURRENTLY LOCATED AT 432 CLEMENT STREET, BLOCK/LOT 1428/023.

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 September 18th 2024, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Fabrix 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 Fabrix.

Locations

Current Locations:

- 432 Clement Street (2015 – Present)

Previous (No Longer Extant) Locations:

- 101 Clement Street (1993 – 2014)

Physical Features or Traditions that Define the Business

- Dedication to sustainability efforts through repurpose, reuse, and upcycling
- Maintaining affordability for its diverse clientele
- Continuing to partner with local organizations, schools, and communities to support all sewers, crafters, and designers alike

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 September 18, 2024.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: September 18, 2024