



Legacy Business Registry Staff Report

Hearing Date: October 28, 2024

SHAW SHOES

Application No.: LBR-2024-25-013
Business Name: Shaw Shoes
Business Address: 2001 Union St.
District: District 2
Applicant: Caroline Patterson, Vice President
Nomination Date: September 12, 2024
Nominated By: Supervisor Catherine Stefani
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Shaw Shoes is a high-end Italian footwear store, opened by Shaw Dehghan at 2001 Union Street in October 1970. Shaw Shoes is the oldest retail store and the second oldest business on Union Street in Cow Hollow.

Shaw Shoes has been an important destination for the women of San Francisco to buy unique Italian shoes for their most important work and social events. Shaw Shoes was the first retail store in the United States to carry world renowned shoe designer Giuseppe Zanotti and the first retailer in San Francisco to carry Casadei. Customers come to Shaw Shoes to discover new designers and learn about the latest shoe trends. Most of the shoes at Shaw Shoes are hard to find anywhere else in the United States since they are imported directly by Shaw Shoes. The business imports their merchandise using their own transporters and importers.

Shaw Dehghan has owned the business since its opening in 1970. His daughter, Caroline Patterson, grew up and worked in the store throughout high school and college and was named co-owner in 2011. It is one of the few small businesses that has survived the endless turnover of commercial space on Union Street. Many of the commercial businesses on the street are now formula retail.

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

2001 Union St. from 1970 to Present (54 years)

CRITERION 2

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

Yes, Shaw Shoes has contributed to the history and identity of the Cow Hollow neighborhood and San Francisco.

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

Legacy Business Program

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





- The business is associated with the Italian craft of footwear and accessories.
- The Union Street property was identified by the Neighborhood Commercial Corridors Survey in 2015 as “appears individually significant,” although the Planning Department Historic Resource Status remains “B-Unknown/Age Eligible.” The Neighborhood Commercial Corridors survey described the building as follows:

This large commercial building is a striking example of Modern design within this NCD zoning district. Distinctive features include and arcaded storefront echoed by the vaulted base of a projecting concrete walkway above. The upper stories feature a loggia at the base and punched lozenge -shaped opening with balconies. A parking garage is located in the basement and subbasement.

- Shaw Shoes has been featured in Footwear News and SFGate, among other publications.
- With regard to racial and social equity, Shaw Shoes is an immigrant- and minority-owned business. The business has been a member of the Union Street Association since its opening. Caroline Patterson is a board member and dedicated her unpaid time to the organization.

CRITERION 3

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

Yes, Shaw Shoes is committed to maintaining the physical features and traditions that define the organization.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Shaw Shoes 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:

- Footwear sales.
- Specialize in unique Italian footwear and accessories.

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.

- Shoe store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Shaw Shoes currently located at 2001 Union 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

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





Small Business Commission

Resolution No. _____

October 28, 2024

SHAW SHOES

Application No.: LBR-2024-25-013
Business Name: Shaw Shoes
Business Address: 2001 Union St.
District: District 2
Applicant: Caroline Patterson, Vice President
Nomination Date: September 12, 2024
Nominated By: Supervisor Catherine Stefani
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Shaw Shoes, currently located at 2001 Union 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 October 28, 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 Shaw Shoes 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 Shaw Shoes.

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





Physical Features or Traditions that Define the Business:

- Footwear sales.
- Specialize in unique Italian footwear and accessories.

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

- Shoe store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 28, 2024.

Katy Tang
Director

RESOLUTION NO. _____

- Ayes –
Nays –
Abstained –
Absent –

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





Legacy Business Registry

Application Review Sheet

Application No.: LBR-2024-25-013
Business Name: Shaw Shoes
Business Address: 2001 Union St.
District: District 2
Applicant: Caroline Patterson, Vice President
Nomination Date: September 12, 2024
Nominated By: Supervisor Catherine Stefani

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

2001 Union St. from 1970 to Present (54 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: September 18, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

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



Member, Board of Supervisors
District 2



City and County of San Francisco

CATHERINE STEFANI

April 19, 2024

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

RE: Legacy Business Nomination for Shaw Shoes

Dear Director Tang,

I am pleased to nominate Shaw Shoes, founded by Shaw Dehghan and now operated by his daughter Caroline Patterson, for the Legacy Business Registry. Shaw Shoes, a distinguished family-owned small business located on Union Street, is best known for selling high-end and curated footwear to generations of San Franciscans.

The nominee has operated in San Francisco for 53 years and has maintained a strong presence in the Cow Hollow community. Shaw Shoes is renowned for its commitment to supporting artisans specializing in hand-crafted products and apparel, importing them straight from the world's fashion capital of Milan, Italy. Since 1970, Shaw Shoes also has the reputation of being a local gathering space, where locals come to share their memories buying shoes with their parents just as they do now with their children and grandchildren.

As a historic small business, Shaw Shoes is an essential contributor to the vibrant Cow Hollow neighborhood and its continued recovery post-COVID-19 pandemic. It is my absolute pleasure to put forward Shaw Shoes as a deserving candidate for the Legacy Business Registry.

The nominee can be contacted here: Caroline Patterson; 2001 Union Street, San Francisco, CA 94123; (415) 922-5676; customer@shawshoes.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Catherine Stefani".

Catherine Stefani
Supervisor, District 2
City and County of San Francisco

City Hall • 1 Dr. Carlton B. Goodlett Place • Room 244

San Francisco, California 94102-4689 • (415) 554-7452 Fax (415) 554-7843 • TDD/TTY (415) 554-5227



Legacy Business Registry Application



Business Information

Business name: Shaw Shoes

Business owner name(s): Shaw Dehghan and Caroline Patterson

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

Current business address: 2001 Union Street, San Francisco, CA 94123

Telephone: (415) 922 – 5676 **Email:** shawshoessf@gmail.com

Mailing address (if different than above):

Website: www.shawshoes.com

Facebook: https://www.facebook.com/shawshoes/ **Twitter:**

7-digit San Francisco Business Account Number (BAN): 0 9 4 2 5 9 7

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

Contact person title: Vice President

Contact telephone: (415) 922 – 5676 **Contact email:** shawshoessf@gmail.com

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: 2001 Union Street **Zip Code:** 94123

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

Dates at this location: **From:** October 1970 **To:** Present

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:**

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: Caroline Patterson

Signature:



Date: 4/22/24

SHAW SHOES

Written Historical Narrative

INTRODUCTION

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

Shaw Shoes sells high-end Italian footwear and accessories. Most of its merchandise is imported directly from Italy. Shaw Shoes personally imports their merchandise using their own transporters and importers.

b. Describe whom the business serves.

Shaw Shoes carries women's footwear and serves the fashion-forward person who wants unique shoes. Most of the shoes at Shaw Shoes are hard to find anywhere else in the United States since they are imported directly by Shaw Shoes. The demographics of Shaw Shoes' customers are between 25 to 65 years old. She either lives in San Francisco or has lived in San Francisco as some point in her life and continues to shop at the store.

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

Unique Italian footwear and accessories.

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.

In 1970, Shaw Dehghan graduated from the University of San Francisco. He represented the first generation in his family to immigrate to the United States from Iran after obtaining a soccer scholarship for college.

Within the first year after graduating, in October 1970, he opened a shoe store on Union Street in a building that was under construction. Dr. Charles Allen Wall was building a six-story building at 2001 Union Street with only two stories completed when Shaw signed the lease and opened Shaw Shoes. Shaw was 26 years old at the time.

Caroline Patterson, Shaw's daughter, grew up in the shoe store. She worked at the store throughout high school and college. After college, she became more involved and began to take over ownership responsibilities including creating Shaw Shoes' ecommerce website. In 2011, Caroline became a co-owner.

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

1970 to 2011: Shaw Dehghan
2011 to Present: Shaw Dehghan; Caroline Patterson

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

The only time in history the store was closed was during the COVID pandemic's mandatory shutdown. Shaw Shoes closed the exact day they were required to close and reopened on the exact day they were allowed to reopen.

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.

Shaw Shoes is the oldest retail store on Union Street and the second oldest business on Union Street, in Cow Hollow. Perry's opened one year before Shaw Shoes.

Shaw Shoes has been an important destination for the women of San Francisco to buy unique Italian shoes for their most important work and social events. Shaw Shoes was the first retail store in the United States to carry world renowned shoe designer Giuseppe Zanotti and the first retailer in San Francisco to carry Casadei. Customers come to Shaw Shoes to discover new designers and learn about the latest shoe trends.

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

Shaw Shoes has several well-known customers – including authors, actors, musicians, politicians, and others – but they prefer that their customers remain private.

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

Shaw Shoes has been a member of the Union Street Association since it first opened. Caroline Patterson is a board member of the Association and dedicates her unpaid time to the organization.

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

Shaw Shoes is occasionally featured in the media regarding specialty shoes that are difficult to find elsewhere. Following are some key media references:

- **Starlettos High-Heel Protectors Debut in U.S.**
Footwear News
June 9, 2015
<https://footwearnews.com/entertainment-news/culture/starlettos-high-heel-protectors-debut-in-u-s-34862/>
- **The heel and hue of art in Eric Rutberg's shoes**
SFGATE
March 11, 2012
<https://www.sfgate.com/style/article/The-heel-and-hue-of-art-in-Eric-Rutberg-s-shoes-3393050.php>

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

Shaw Shoes 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.?

San Francisco has struggled keeping shoe stores alive. Most major shoe stores have closed in this city. Shaw Shoes hears from customers at least once a month how it is the only shoe store left in San Francisco that carries shoes for all occasions.

Union Street suffers from constant retail store turnover and more recently has seen mom-and-pop storefronts turning over to formula retail stores. Neighbors and tourists come to Cow Hollow for the unique stores. It's becoming harder and harder for them to find these stores. The mom-and-pop stores are what make the neighborhood unique.

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?

The building at 2001 Union Street, which houses Shaw Shoes, is one of the only brick buildings on Union Street. The building was built by Dr Charles Allen Wall, who was a very prestigious doctor in San Francisco. The building has stayed in his family's ownership.

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

Shaw Shoes is committed to maintaining footwear sales and specializes in unique Italian footwear and accessories.

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

Caroline Patterson is the second generation owner of Shaw Shoes. She has no plans to sell the business and hopes to keep Shaw Shoes in the family for generations to come.

d. What challenges is the business facing today?

The biggest challenge today is getting more foot traffic onto Union Street. Since the COVID pandemic, Shaw Shoes has seen a dramatic decrease of foot traffic. A major factor is the lack of tourists. Shaw Shoes used to depend on tourists during the summer months when its customers are traveling. Shaw Shoes is no longer seeing tourists during these months.

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.

Shoe 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 2001 Union Street is "B - Unknown / Age Eligible," although the building "appears individually significant" per the 2015 Neighborhood Commercial Corridors Survey (Unadopted).



SHAW **S** SHOES

HUMAN EMPIRE
CHINESE HUMAN EMPIRE
湘香小吃
LUNCH DINNER
TEL: 775-8732


new
FALL
-collection-
AVAILABLE


Cosmetic Dermatology Services
Free Consultation
Free Skin Care
Free Skin Analysis
Free Skin Treatment
Free Skin Care
Free Skin Analysis
Free Skin Treatment
Free Skin Care





Free Shipping on orders over \$150

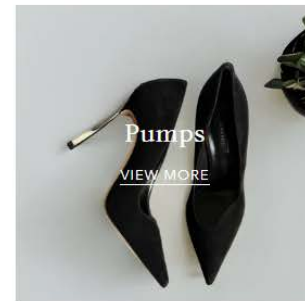
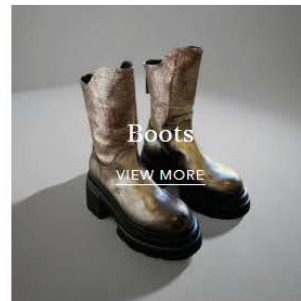


HOME PLATFORMS BOOTS FLATS PUMPS EVENING SNEAKERS SANDALS CHUKKAS SLIPPERS RAIN BOOTS HANDBAGS SUNGLASSES SALE STARLETTOS GIFT CARDS

ESTABLISHED IN 1970

Shoes for every occasion

Sourced from Italy and beyond





ACCOMMODATIONS



RESTAURANTS & CAFES



ATTRACTIONS



NIGHTLIFE



SHOPPING



TOURS



EVENTS

Shaw Shoes ★★★★★

Share via:



"Women's Dress Shoes"

Shaw Shoes in Cow Hollow is a local favorite. It offers a range of different styles but mainly sells dressy shoes, both professional and evening, and carries a number of European names. You will always find the perfect pair of high heels at a reasonable price, so why not buy two pairs.



2001 Union Street, Between Buchanan Street & Webster Street, San Francisco, CA, United States, 94123



+1 415 922 5676



Today: 11:00 AM - 07:00 PM **Open Now**

[View Full Hours](#)

Add To Collection

Email Location



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: October 16, 2024

Filing Date: September 18, 2024
Case No.: 2024-008632LBR
Business Name: Shaw Shoes
Business Address: 2001 Union Street
Zoning: NCD (UNION STREET NEIGHBORHOOD COMMERCIAL) Zoning District
40-X Height and Bulk District
Cultural District: None
Block/Lot: 0541/024
Applicant: Caroline Patterson
2001 Union Street
Nominated By: Supervisor Catherine Stefani
Located In: District 2
Staff Contact: Will McCallum - 628-652-7338
Will.Mccallum@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Shaw Shoes is a high-end Italian footwear store, opened by Shaw Dehghan at 2001 Union Street in October 1970. Shaw Shoes is the oldest retail store on Union Street and the second oldest business on Union Street in Cow Hollow. Shaw Shoes has been an important destination for the women of San Francisco to buy unique Italian shoes for their most important work and social events. Shaw Shoes was the first retail store in the United States to carry world renowned shoe designer Giuseppe Zanotti and the first retailer in San Francisco to carry Casadei. Customers come to Shaw Shoes to discover new designers and learn about the latest shoe trends. Most of the shoes at Shaw Shoes are hard to find anywhere else in the United States since they are imported directly by Shaw Shoes. Shaw Shoes personally imports their merchandise using their own transporters and importers.

Shaw Dehghan has owned the business since its opening in 1970. His daughter, Caroline Patterson, grew up and worked in the store throughout high school and college and was named co-owner in 2011. It is one of the few

small businesses that has survived the endless turnover of commercial space on Union Street. Many of the commercial businesses on the street are now formula retail.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1970.

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

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

- a. Shaw Shoes has operated continuously in San Francisco for 54 years.
- b. Shaw Shoes has contributed to the history and identity of the Cow Hollow neighborhood and San Francisco.
- c. Shaw Shoes is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is associated with the Italian craft of footwear and accessories.

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

Yes. The Union Street property was identified by the Neighborhood Commercial Corridors Survey in 2015 as “appears individually significant,” although the Planning Department Historic Resource Status remains “B-Unknown/Age Eligible.” The Neighborhood Commercial Corridors survey described the building as follows:

This large commercial building is a striking example of Modern design within this NCD zoning district. Distinctive features include an arched storefront echoed by the vaulted base of a projecting concrete walkway above. The upper stories feature a loggia at the base and punched lozenge-shaped opening with balconies. A parking garage is located in the basement and subbasement.

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.?

Shaw Shoes has been featured in Footwear News and SFGate, among other publications.

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.

Shaw Shoes is an immigrant- and minority-owned business. The business has been a member of the Union Street Association since its opening. Caroline Patterson is a board member and dedicated her unpaid time to the organization.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2001 Union Street (1970 – Present)

Recommended by Applicant

- Footwear sales
- Specialize in unique Italian footwear and accessories

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: October 16, 2024

Case No.: **2024-008632LBR**
Business Name: Shaw Shoes
Business Address: 2001 UNION ST
Zoning: NCD (UNION STREET NEIGHBORHOOD COMMERCIAL) Zoning District
 40-X Height and Bulk District
Block/Lot: 0541/024
Applicant: Caroline Patterson
 2001 Union Street
Nominated By: Supervisor Catherine Stefani
Located In: District 2
Staff Contact: Will McCallum - 628-652-7338
Will.Mccallum@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR SHAW SHOES CURRENTLY LOCATED AT 2001 UNION ST, BLOCK/LOT 0541/024.

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 October 16, 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 Shaw Shoes 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 Shaw Shoes.

Location(s):

Current Locations:

- 2001 Union Street (1970 – Present)

Previous (No Longer Extant) Locations:

- None

Physical Features or Traditions that Define the Business:

- Footwear sales
- Specialize in unique Italian footwear and accessories

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 October 16, 2024.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: October 16, 2024