



Legacy Business Registry Staff Report

HEARING DATE OCTOBER 24, 2016

GYPSY ROSALIE'S WIGS & VINTAGE

Application No.: LBR-2015-16-051
Business Name: Gypsy Rosalie's Wigs & Vintage
Business Address: 1457 Powell Street
District: District 3
Applicant: Rosalie Jacques, Owner
Nomination Date: May 2, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Gypsy Rosalie's Wigs & Vintage is a North Beach wig and vintage clothing shop specializing in wig sales and styling that has been in operation since 1960. Located on Powell Street between Vallejo Street and Broadway Street, Gypsy Rosalie's is best known for its wide array of styled wigs and wig styling classes. The business has managed and maintained a long relationship with various San Francisco groups and communities, including the Beach Blanket Babylon performers, LGBT community, individuals seeking wig styling due to hair loss and illness, and celebrities and members of the entertainment community. The early years of Gypsy Rosalie's also included a hair salon that allowed the owner to style hair and teach classes on hair styling to others who have gone on to work in other hair salons throughout San Francisco.

CRITERION 1: Has the applicant has operated in SF for 30 or more years, with no break in SF operations exceeding two years?

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

784 Broadway from 1960-1963 (3 years)
1319 Stockton Street from 1963-1975 (12 years)
782 Columbus Avenue from 1975-2008 (33 years)
1215 Polk Street from 2008-2015 (7 years)
1222 Sutter Street from 2015-2016 (1 year)
1457 Powell Street in 2016 (several months)

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

Yes, the applicant has contributed to the North Beach neighborhood's history and identity.



SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

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:

- Gypsy Rosalie's Wigs & Vintage is associated with the tradition of selling wigs and the art of wig styling.
- Gypsy Rosalie's Wigs & Vintage has contributed to the North Beach community's history and identity by providing a unique craft, skill and product, as it is the only wig store and wig styling salon in North Beach.
- The 1908 property has been previously surveyed through the North Beach Survey, which was adopted in 1999. At the time of the survey, the property was evaluated as individually-eligible and is thus considered a "Category A Property." Upon visual inspection of the property, it appears to have undergone extensive alterations that may no longer qualify it as individually eligible. Further review per the Planning Department's CEQA review procedure for historical resources is needed to evaluate its eligibility.
- The business has been cited in the following publications:
 - SF Chronicle and Gate, 2/15/2009, "The City exposed," by Mike Kepka.
 - SF Chronicle, 2014, "Rosalie's Season of Big Hair," by Tony Bravo.
 - Bay Guardian, 2000, "Best of the Bay 2000 Neighborhood: North Beach."
 - SF Gate, 10/27/2014, "Halloween is high season for Gypsy Rosalie's Wigs in S.F.," by Tony Bravo.

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

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

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Gypsy Rosalie's Wigs & Vintage 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:

- Tables, shelves, shelving systems and display cases that display the variety of wigs and vintage jewelry and clothing.
- "Of North Beach Fame" sign (currently located along interior hallway and once displayed at a previous location of the business).
- Styling station.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Gypsy Rosalie's Wigs & Vintage currently located at 1457 Powell Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager
Legacy Business Program



SMALL BUSINESS ASSISTANCE CENTER / SMALL BUSINESS COMMISSION
1 DR. CARLTON B. GOODLETT PLACE, ROOM 110, SAN FRANCISCO, CALIFORNIA 94102-4681
Small Business Assistance Center (415) 554-6134 / Small Business Commission (415) 554-6481

SMALL BUSINESS COMMISSION
MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO
EDWIN M. LEE, MAYOR

Small Business Commission Draft Resolution

HEARING DATE OCTOBER 24, 2016

GYPSY ROSALIE'S WIGS & VINTAGE

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2015-16-051
Business Name: Gypsy Rosalie's Wigs & Vintage
Business Address: 1457 Powell Street
District: District 3
Applicant: Rosalie Jacques, Owner
Nomination Date: May 2, 2016
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR GYPSY ROSALIE'S WIGS & VINTAGE, CURRENTLY LOCATED AT 1457 POWELL STREET.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, with no break in San Francisco operations exceeding two years, and the Small Business Commission finds that the business has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, the business would face 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 24, 2016, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore



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SMALL BUSINESS COMMISSION

MARK DWIGHT, PRESIDENT
REGINA DICK-ENDRIZZI, DIRECTOR



CITY AND COUNTY OF SAN FRANCISCO

EDWIN M. LEE, MAYOR

BE IT RESOLVED that the Small Business Commission hereby includes Gypsy Rosalie's Wigs & Vintage 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 Gypsy Rosalie's Wigs & Vintage:

Physical Features or Traditions that Define the Business:

- Tables, shelves, shelving systems and display cases that display the variety of wigs and vintage jewelry and clothing.
- "Of North Beach Fame" sign (currently located along interior hallway and once displayed at a previous location of the business).
- Styling station.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on October 24, 2016.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –



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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2015-16-051
Business Name: Gypsy Rosalie's Wigs & Vintage
Business Address: 1457 Powell Street
District: District 3
Applicant: Rosalie Jacques, Owner
Nomination Date: May 2, 2016
Nominated By: Supervisor Aaron Peskin

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? X Yes No

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

NOTES: NA

DELIVERY DATE TO HPC: August 22, 2016

Richard Kurylo
Manager, Legacy Business Program



Kurylo, Richard (ECN)

From: LegacyBusiness (ECN)
Subject: D3 Legacy Business Nominees

From: Hepner, Lee (BOS)
Sent: Tuesday, May 24, 2016 9:55 AM
To: Thompson, Marianne (ECN)
Subject: FW: D3 Legacy Business Nominees

All of the below businesses should be nominated. Thanks!

From: Hepner, Lee (BOS)
Sent: Monday, May 02, 2016 2:33 PM
To: Dick-Endrizzi, Regina (ECN); Cheng, Carol (ECN)
Subject: D3 Legacy Business Nominees

- Brownie's Hardware
- Caffe Grecco
- Caffe Trieste
- The Cinch
- Fog Hill Market
- Golden Gate Fortune Cookie
- Gypsy Rosalie's Vintage & Wig Shop
- Le Beau Market (**nominated 5/2/2016**)
- Macchiarini Creative Design
- Mario's Bohemian Cigar Store Café
- Pier 23 Café
- Sam Wo
- Swann Oyster Depot
- The Humidor
- VIP Café
- Yone Bead Shop SF

Lee Hepner
Legislative Aide
Supervisor Aaron Peskin
415.554.7450 office

APPLICATION FOR

Legacy Business Registry

Legacy Business Registry is authorized by Section 2A.242 of the San Francisco Administrative Code. The registration process includes nomination by a member of the Board of Supervisors or the Mayor, a written application, an advisory recommendation from the Historical Preservation Commission, and approval of the Small Business Commission.

NAME OF BUSINESS:		
GYPSY ROSALIE'S WIGS & VINTAGE		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
ROSALIE ESTHER JACQUES		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1457 POWELL STREET SAN FRANCISCO, CA 94133	() 415-756-2997 CELL	
	EMAIL: gypsyrosalies@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
	YES	YES

APPLICANT'S NAME	
ROSALIE ESTHER JACQUES	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
1457 POWELL STREET SAN FRANCISCO, CA 94133	() 415-756-2997 CELL
	EMAIL: gypsyrosalies@gmail.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0917935	

NAME OF NOMINATOR: (Completed by OSB Staff)	DATE OF NOMINATION: (Completed by OSB Staff)

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
784 BROADWAY, SF, CA	94133	1960
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	DATES OF OPERATION AT THIS LOCATON	
	1960-1963	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1319 STOCKTON STREET, SF, CA	94133	1963-1975

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
782 COLUMBUS AVENUE, SF, CA	94133	1975-2008
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1215 POLK STREET, SF, CA	94109	2008-2015
OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1222 SUTTER STREET, SF, CA	94109	2015-2016

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 (Print): Rosalie Esther Jacques Date: 6-29-2016 Signature: Rosalie Esther Jacques

LEGACY BUSINESS REGISTRY APPLICATION

(GYPSY ROSALIE'S WIGS & VINTAGE)

CRITERION 1:

- I opened my own first salon in 1960 at 784 Broadway Street in North Beach.
- Outgrew the space and took the Odello Shoe Store at 1319 Stockton Street for ten years from 1964 to 1974.
- Moved to 782 Columbus Avenue at Greenwich Street from 1974 to 2008.
- Moved to 1215 Polk Street from 2008 to 2015.
- Moved to 1222 Sutter Street from 2015 to 2016. Landlord had issues with Building Inspectors and I moved to 1457 Powell Street. Back to North Beach – I love North Beach!

LEGACY BUSINESS REGISTRY APPLICATION

(GYPSY ROSALIE'S WIGS & VINTAGE) Continued

CRITERION 2:

A. September 1957 – I was very fortunate to come from Stockton and find a fabulous salon at 701 Union and Powell in North Beach. The owner was Joe Jacketta who was in his 80's when he retired from hair and beauty work.

Most of the clients were Italian. St. Peter & Paul's Mothers Club were clients. Owners of A. Sabella's Fisherman's Grotto #9, Augusta Giraldi, Scoma's, Alioto's - - the word spread fast about my great hairdos. I built a huge clientele. How fortunate to be across from Washington Square.

B. 1960 – Within two years I owned my own salon at 782 Broadway. It was called Rosalie's Unisex Salon. Mrs. Garcia from the famous Sinaloa Restaurant and her staff became my customers. Gloria "The IT Girl," (Gino Del Preti's wife) was another customer.

Delia, the Cuban Bombshell, Nel, who was married to Spivey, the Bartender, (Mrs. Garcia's ex) was also a client. She taught me how to do a beehive hairdo.

Broadway was coming into the Topless era. Carol Doda, Dion Angiers and many entertainers became my customers.

C. The only historical context I remember was Herb Caen, who lived on Telegraph Hill, wrote about my salon on Broadway. It was a special event. I had flyers delivered to the neighborhood about a hair product called, "Loving Care," in the 60's. I had it listed for \$25 and Herb thought Loving was cheap for \$25. Also the famous attorney, Melvin Belli, his

airline stewardess was my customer. Many significant clients – I was fortunate to do their hair -- like Lady Bunny, Joe DiMaggio's Sister, was my client. At that time, Joe was with Marilyn Monroe and I asked his Sister about Marilyn and she said, "she's alright, but she's not Italian."

Anita O'Day, a white jazz singer from the 40's and 50's, came to the salon when in town for many years. Charlotte Schultz and Isabelle J "Bella" Farrow, the Queen of Nob Hill, were clients for many, many years. Too many to mention.

D. I got into the wig business in the 60's and still, after 59 years, I am still styling wigs for Beach Blanket Babylon. Etta James and Little Richard would bring wigs in to be styled.

Finocchio's, a classy drag club, were customers. We sold and styled wigs for clients and are still styling for Drag Queens, St. Mary's College for plays, and Hedwig and the Angry Inch.

E. Since I am a hairdresser from the 60's, I got into wigs at an early age. Almost all salons do not do wigs or theatrical styling, so I started doing classes at many top salons. I do Advanced Styling and the salons are so happy to learn my techniques. Claude 9 was my first big salon with nine hairdressers. I trained hairdressers at Festoon Salon on Grant Avenue, and also their Berkeley Salon. Also, I trained at Alex of Union Square, Patrick's on Sacramento and countless salons and hairdressers. I did the show for Macy's (Passport) for several years. Many of the hairdressers there were my students.

F. It is a very versatile hair salon. A big percentage of my clientele are performers. For over 25 years, I have done Juanita Moore's hair. Vanessa Pussey, who contributes her shows to the Tenderloin Dinners to the Poor. The Ru Paul entertainers, The Regency, Young Girls into Wigs and Fashion are also clients. The Nuns from St. Brigid's (since my kids were attending that school), I offered the Nuns to come in for free hairdos. I also styled the actors from "The Streets of San Francisco," and I did the hair and makeup for Howard Hessman (Boys Night Out).

G. My salon at 1319 Stockton Street (12 stylists) was the old Odello Shoe Store.

H. I feel the reason I do my styling classes is because not too many hairdressers are into all types of styling. They learn with my classes, but if I would have to close, it would leave a definite gap as to where people could get all or any type of styling done.

LEGACY BUSINESS REGISTRY APPLICATION

(GYPSY ROSALIE'S WIGS & VINTAGE) Continued

CRITERION 3:

A. For 51 years in North Beach, I had salons but also did wigs (selling and styling). Now I specialize in Wig Sales and Styling. I also sell Vintage clothing and jewelry.

In 2010, a clothing designer called Marguerite Rubel left her factory to me which was next to Zinzanni on the Embarcadero. For 50 years she made clothing for Joseph Magnin and The White House – all top stores. I ended up with over 5,000 jackets and coats. I donated about 3,000 items to St. Anthony's because I had no space for all of them.

B. I have always bought good wigs for the salon. I also inherited wigs from Mr. Boxer, a Russian man, who for 50 years, ran a wig store in the Financial District. His wife gave me over 8,000 wigs and I still have some of them.

C. I had a sign made that hung outside of the 782 Columbus Avenue shop in 1977 and another sign in 2008 for 1215 Polk Street. Enclosed are pictures.

D. I am now at 1457 Powell Street, almost across the street from the famous Sinaloa and less than one block from my Broadway shop at 782 Columbus Avenue.

Back in North Beach where I began in 1957!

BIO of ROSALIE ESTHER JACQUES

I was born in 1937 in Denver, Colorado. Our Family would be four girls and four boys. I grew up in a very strict religious home and had many close cousins.

Tragedy would come into our family. In January, 1945, my Father was accidentally killed at work at the Stockton Shipyards at 33 years old. My Mom was left with seven siblings; the oldest 11-1/2 years old and the baby was 1-1/2 years old.

My Mom and Aunt raised us with a very religious and positive upbringing. We all went to a Catholic school in Stockton. A very close and loving extended family.

We all learned to work hard to achieve our dreams. It was difficult at times, but my Mom's positive attitude and her prayers, she always stressed the importance of an education.

All seven of us would have a college education; there are two Doctorates in the family, a Teacher and a Financial expert. I chose Beauty School – Federico's Beauty College in 1956. I absolutely loved beauty work, and after 59 years, I still love what I do. After finishing Beauty School, I knew I wanted to be where the money was.

At the age of 14, my Mom moved us to San Francisco because my two older Sisters were in SF in Nurses training and my Mom moved to SF to keep a close eye on the girls. One went to St. Joseph and the other went to Mary's Help. In those days, they boarded at the school.

My Mom realized she couldn't watch them and decided to move back to Stockton. I fell so in love with SF and cried and vowed to come back after I finished school.

I came to SF in 1957. I got a job at Parkview Beauty Salon on Union and Powell in North Beach. I was good and wanted my own shop. In 1961, I opened a small store on Powell and Broadway. I sold it to a Chinese woman and it is still there. Rent was \$75 a month. In a short time my business grew so rapidly, I had a house built in Tam Valley. My business was growing so rapidly, I needed a bigger shop.

The Odello shoe store was empty at 1319 Stockton Street off Broadway. I took the location – it was big and beautiful. I was only one block from Finochios and all the clubs. Everyone came to Rosalie's. I built the business to 13 hairdressers.

After 10 years, in 1975 I moved the shop to 782 Columbus. St. Peter & Paul's Mothers Club, many were my customers; owners of Fisherman's Wharf restaurants, and, of course, the dancers, the Gay community were all my clientele.

In the late 70's, I also went into the food business. I had a Tacqueria across from the Columbus shop. Another Tacqueria on Grant Avenue across from the Savoy Tivoli, I would convert the Grant store to a U.S.D.A Food Plant called Mamacita's. Ken Kidwell from Eureka Federal Savings who owned 41 banks was my partner; however, it didn't last long. Mr. Kidwell's banks were seized by the Federal Reserve because he was not complying with the law. I lost my factory but continued with my salon work.

In 1990, I opened at 22nd & Irving and got big into wigs. I sold that store and changed the North Beach salon to Rosalie's New Looks, since I started very serious in the wigs. I also had another Tacqueria on Columbus & Greenwich and eventually sold that one to BurgerMeister and it is still there.

In 1992, because of the wigs displayed in my store's windows, I was hired by the Stardust Resort & Casino in Las Vegas to do their show called, "Enter the Night," and had become friends with Kenny Kerr from Boylesque in Vegas. That job took about five months. I eventually asked Boylesque to come to SF and do a fundraiser for me. I did a show at Bimbo's in 1993 called Snow Queen Ball.

I have also been doing classes to teach hairdressers how to do updos. In my salons I've taught Alex of Union Square, Cloud 9, Festoons on Grant and their Berkeley salon, and Patrick's on Sacramento. My last big salon recently was Atelier Emmanuel's on Stockton & Sutter.

Tony Bravo, a writer for the San Francisco Chronicle Sunday paper, the Style Magazine, did a story on me in 2005 and asked me when I was going to retire and I told him at that time, "I've been playing for 57 years and I don't want to stop playing yet!"

I moved my shop from 1215 Polk to 1222 Sutter in April, 2015. I love the career I picked and I love people. I would like to keep going for as long as the good lord allows me to continue. This is my life.

In 2008, I changed the salon name to Gypsy Rosalie's Wigs & Vintage because I feel I've had a Gypsy life in a lot of ways.

The rents have gotten out of hand and I cannot go on doing what I've been doing for near 59 years. I feel Blessed but need help to go on.

My services to the community are important!!!

- St. Mary's College Plays:
I supplied and styled wigs to them for shows "Hedwig and the Angry Inch."
2014 & 2015 – 2 times we styled the show.
- Las Vegas:
"Enter the Night"
1993 – 3 times we styled the show.
- Countless Drag Queens:
(I helped them with fabulous wigs)
- Cancer patients:
(I volunteered to help them look good and feel good.)
- Celebrities:
 - RuPaul performances (Sharon Needles, Alaska)
 - Kenny Kerr (Boylesque)
 - Drummer (Metallica)
 - America's Most Wanted
 - Singer (Holly Penfield)
 - Real World
- Shows:
Bimbo's, Plush Room, St. Mary's College, Hedwig and the Angry Inch, Juanita Moore's shows, SF Weekly, even in Washington, D.C. for one year, and Fashion shows (many).

There have been so many and I still like doing shows. There is nothing we cannot do with hair after all – 59 years a lot of heads went through these hands.

Gypsy Rosalie's Wigs & Vintage

Est. 1957

1457 Powell Street, San Francisco, CA 94133

415-771-8814

gypsyrosalies@gmail.com

August 29, 2016

Mr. Richard Kurylo
Legacy Business Program
City and County of San Francisco
Office of Small Business
1 Dr. Carlton B. Goodlett Place, Room 110
San Francisco, CA 94102

Dear Mr. Kurylo,

Here are a few reasons my business is beneficial to North Beach.

First of all, I call it my neighborhood. In 1957, I was blessed to start my long career here. Right now, my store is the only wig store in North Beach. It is an exciting neighborhood and I have always been gifted doing high-style hairdos. I worked and opened four salons in the past 51 years in North Beach, and have done styling for Beach Blanket Babylon performers and the speak easy days of Finnochio' Club.

A big part of my business is with the LGBT community. For several decades, I have been doing hair for Juanita MORE!, Gay Pride Icon. Another favorite is Vanessa Bousay, the 2014 first TG winner for opening song for Opera in The Park. Others include Gina La Divina, a favorite local star and performer and Felicia "Flames," who worked on getting the first TG street named *Vicki Marlane*.

Another reason North Beach needs me is that my store helps women and men who need individualized wig styling, due to hair loss. A well-fitted wig makes them feel better and regain their self-esteem. I was told at the "Look Good Feel Better" Program (American Cancer Society) that the illnesses are devastating, but loss of hair has a greater impact on a patient.

I also enthusiastically support the entertainment community. Since the early 90s, performers like Little Richard, Mary Wilson of the Supremes and Etta James frequented my shop. Currently, I do hair for Holly Penfield from London, recently at The Nikko, and Kyomi Ishill, an international singer from Japan.

My wig styles have been on TV shows such The Ru Paul Group and The Real World. Local plays like Hedwig and the Angry Itch, The City of Angels, The Speakeasy and Saint Mary's College (Hairspray).

Several of the top salons in the city, such as Atelier Emmanuel, Patrick's, Alex of Union Square and Festoons have taken my advanced hair styling classes. I also share my talent and skills with hairdressers to further their careers.

I love people and am so grateful for the opportunity to be home in North Beach. If you need more information on why North Beach needs me, I have a lot to say after 59 years!

Thank you,

Rosalie Jacques

415-772-9928

Gypsy
Rosalie's
WIGS
SINCE 1957

1455

OPEN
COME IN

MON 10 TO 7
TUE CLOSE
WED 10 TO 7
THU 10 TO 7
FRI 10 TO 8
SAT 10 TO 8
SUN 10 TO 7

NAIL
SPA
PEDICURE
FOOT

SUPER PER

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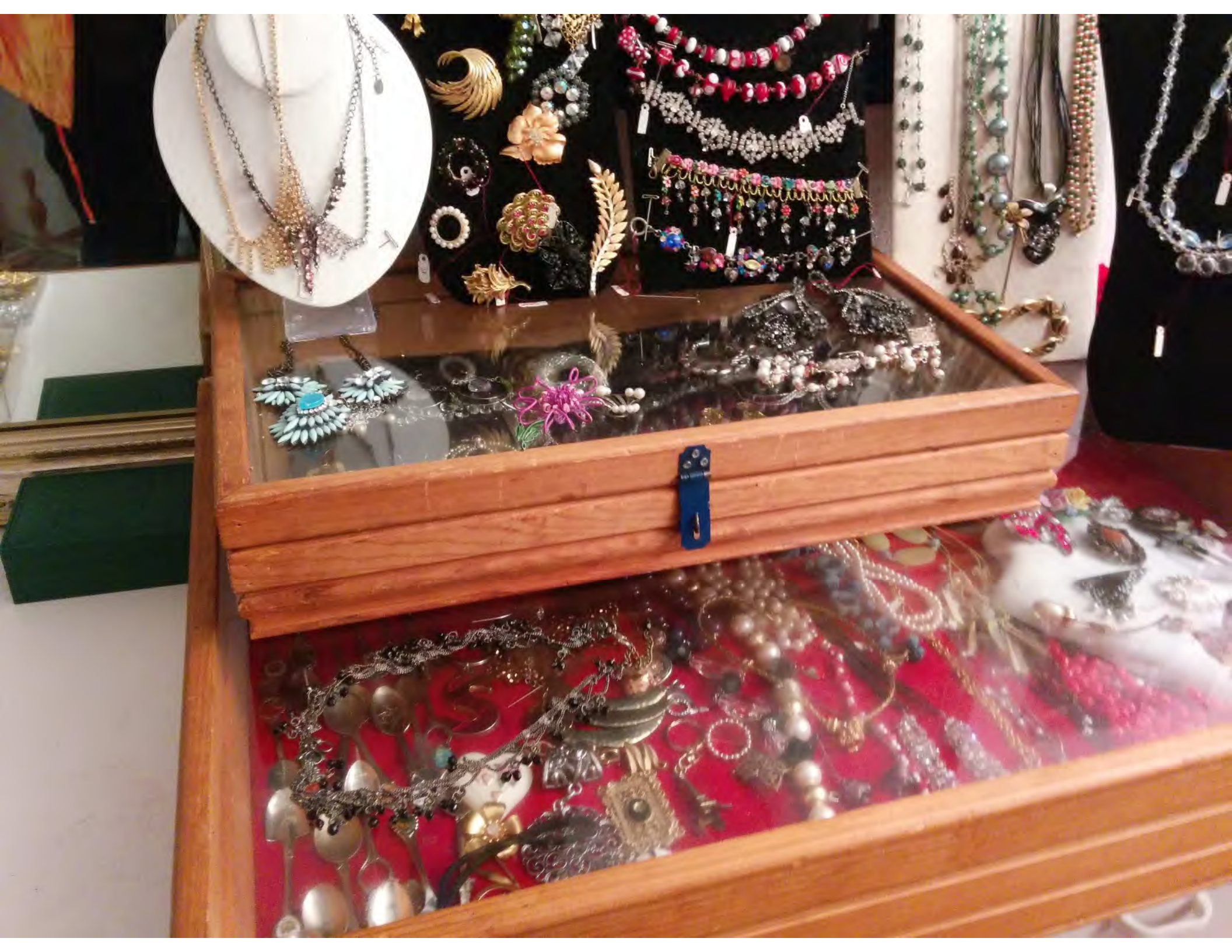




Noriko



NORDSTROM















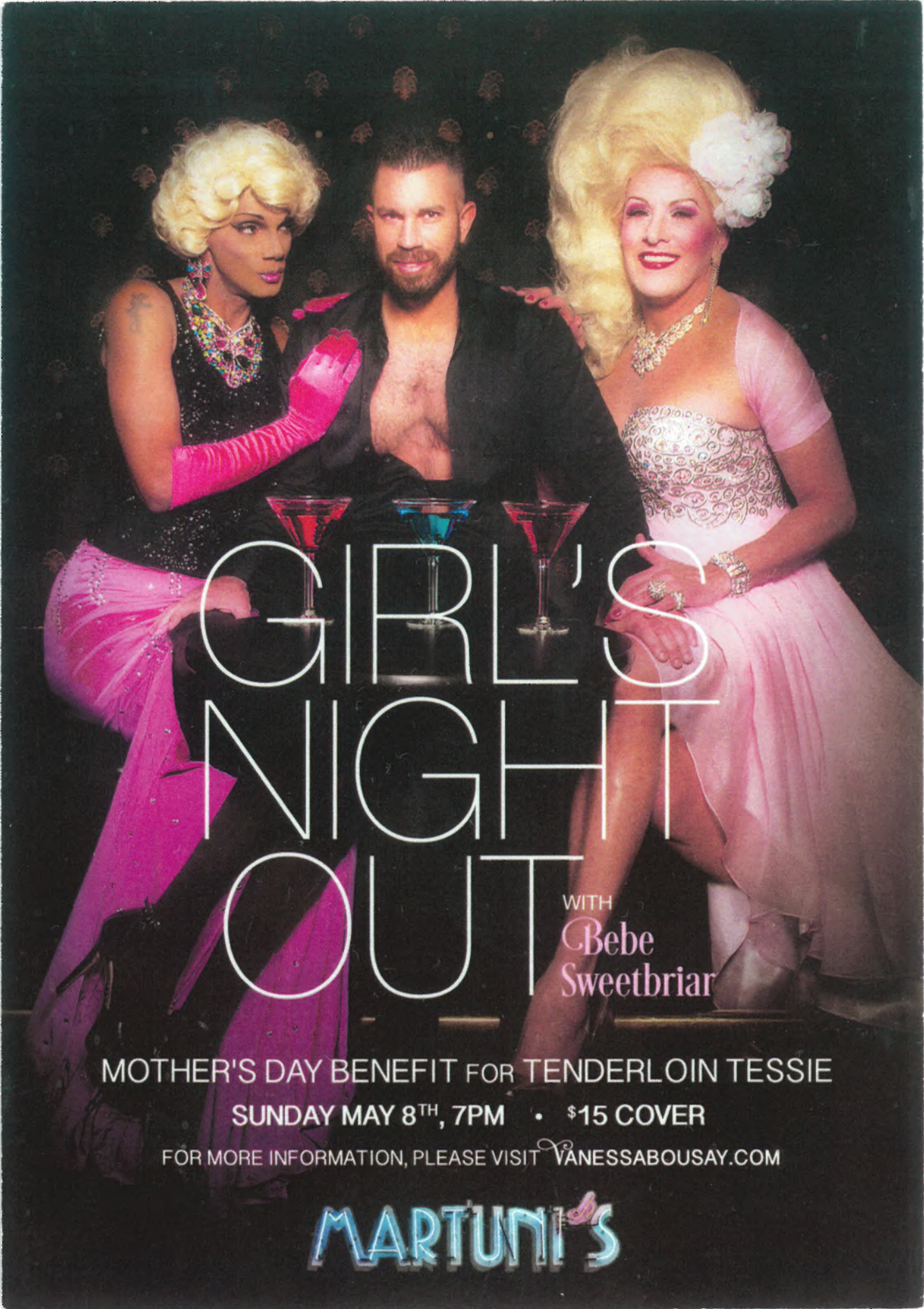


Rosalie's New Looks
Salon School

Students

SAN FRANCISCO NORTH BEACH'S HAIRDRESSER TO THE STARS!
Advanced Classes for Hairdressers






GIRLS NIGHT OUT

WITH
Bebe
Sweetbriar

MOTHER'S DAY BENEFIT FOR TENDERLOIN TESSIE
SUNDAY MAY 8TH, 7PM • \$15 COVER

FOR MORE INFORMATION, PLEASE VISIT VANESSABOUSAY.COM

MARTINI'S



To Rosalie
with love.
Best wig
ever!!

Pippi

Love stocking

BACK PAGE

MIKE KEPKA

The City exposed

Rosalie's Wigs

A recent Monday, 11:54 a.m.: Surrounded by a room full of plastic foam ladies born only to show off their synthetic hairstyles, Rosalie Jacques (right) brokers a deal with a new client looking for a set of fantastic wigs for an Easter parade. "Maybe we could do some shaped like giant bunny ears," chimes in Juanita More, in a freshly styled black beehive. Gypsy Rosalie's Wigs is a small business on Polk Street that owes its success to family, hard work and loyal drag queens. Rosalie, the matriarch of the operation, said her secret weapon is the beauty school she went to 52 years ago. "Any salon can sell a wig," she said, "but they're not hairdressers, and they're not hair experienced."

To hear audio and more photos, go to sfgate.com/cityexposed. If you have ideas for the City Exposed, e-mail Mike Kepka at mkepka@sfchronicle.com.



ROSALIE'S SEASON OF BIG HAIR

Wig maker has teased queens and commoners for 50 years

When it comes to finding the perfect wig for any occasion, San Franciscans have long called upon Rosalie Jacques of Gypsy Rosalie's Wigs and Vintage. For over 50 years, Jacques' Polk Street shop has been a veritable hair Versailles, with so many attention-grabbing coifs that even Marie Antoinette would be jealous. "Halloween is always one of my busiest seasons," Jacques says. "Every year I get lines like you wouldn't believe in October and right before Gay Pride in June. It's because when it comes to wigs, I can make you look like anything."

— Tony Bravo

Q: What makes a great wig stylist?

A: Liking people. Aqua Net hairspray is also important.

Q: Have you always been known for the diversity of your clientele?

Always. At my old salon Columbus, I had a "no gossip" policy because sometimes you'd have a nun sitting next to a prostitute. The sisters weren't wig clients; they were just there for cuts.

teaching classes to other hairdressers. Wig or scalp, real or synthetic, start with clean, dry hair, then do a long tease and spray.

Q: Most memorable creations?

A: I did wigs for the Stardust show in Las Vegas once, and they had me do aqua blue hair for their aquacade number.

Q: Any trends you notice with Halloween wigs?

A: People always go for wigs so far opposite of what their normal hair looks like. Brunets go blond and blonds go dark: They love the fantasy of a wig, you can be a different person.

Q: Any plans to retire?

Honey, for 50 years I've been paid to play every day. I'll never give that up.



Michael Short / The Chronicle

Rosalie Jacques shows how to back-comb a wig at Gypsy Rosalie's Wigs and Vintage shop on Polk Street in S.F. The wig maker, known for "big hair," says Halloween and Gay Pride are the busiest times.

ROSALIE'S WIG HALL OF FAME

From the famous to the infamous, Rosalie Jacques has bewigged plenty of bold Bay Area personalities. Here, her most memorable:

Big deal: "I did everyone from politicians' wives to Carol Doda and the North Beach strippers. They all wanted it big. One girl would need help getting into her car. I'd make it so big."

Calling card: "Bella Farrow, who did so much good work for St. Francis Hospital, came to me for years. That black bouffant was Bella's signature."

Royal affair: "Sharon Needles from 'RuPaul's Drag Race' comes in and buys four at a time, same with Juanita More and Lady Bunny. I started doing queens at Finocchio's (the first drag club in San Francisco). They've been such a blessing."

Star performers: "I did Val Diamond's wigs at 'Beach Blanket Babylon.'" Rosalie says of the former leading lady of the long-running revue. "When they'd come to town I worked with Etta James, Mary Wilson from the Supremes and even ... Little Richard."

SF
WEEKLY

BEST **OF**
SAN FRANCISCO

BEST PLACE TO WIG OUT
GYPSY ROSALIE'S



Bay Guardian

BEST OF THE BAY 2000 NEIGHBORHOOD

NORTH BEACH



BEST PLACE TO CHANNEL YOUR INNER COCKETTE

Some homo coven ought to hold a séance for Divine in the preserved-in-amber specimen of a '60s glamour emporium that is **Rosalie's New Looks**, so her spirit can don one of the hundreds of wigs that hang like so many hunting trophies, throw on a fistful of the many vintage pelts for sale, top off her ensemble with some baubles from the crazy costume jewelry selection, and go avenge Edna Turnblad's honor by haunting John Travolta's lame ass into the grave. Such a full-service *Wunderkammer* of fabulousness is Rosalie's that it's been a secret one-stop for trannies in need of a new do for decades, dating back to a time when entering a drag ball was like walking in a cotillion. Still run by Rosalie, herself a former beauty-pageant star, the fabulously cluttered shop styles real hair in addition to (as its business card claims) stocking the largest wig selection in the Bay Area. Next time you see me flossin' at Ruby Skye, you'll know where I got my killer bouffant.

782 Columbus, SF, (415) 397-6246

Certificate of Honor

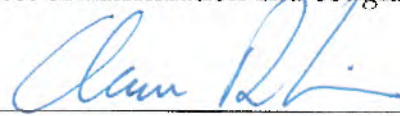
BOARD OF SUPERVISORS City and County of San Francisco

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

Rosalie's New Looks

Best Place to Channel Your Inner Cockette

For being selected the Best Place to Channel Your Inner Cockette by readers of the *San Francisco Bay Guardian* for your wide variety of wigs, pelts, and jewelry and for providing a unique fashion outlet for transsexuals, the Board of Supervisors extends its highest commendation and congratulations.



Aaron Peskin, President

August 10, 2007



August 29, 2016

To Whom It May Concern:

I am a new customer of Rosalie's Wigs. A wig stylist who lives in San Jose referred me to Rosalie. I work for the San Francisco Playhouse as the Production Manager. I am very happy to have found Rosalie and her business because she is so knowledgeable and talented with wig styling. She is currently helping us maintain the style of our wigs for our summer musical, *City of Angels*. Our theater produces at least 2 musicals a year in which we use wigs. I will definitely be coming back to Rosalie for help on future shows. The theatrical community of San Francisco is lucky to have Rosalie and her business.

Maggie Koch
Production Manager
San Francisco Playhouse

August 29, 2016

To Whom It May Concern:

I want to offer my support for Rosalie Jacques and her excellent wigs and styling shop. What a great find!

She offers the most comprehensive wig selection in the city. She also has a beautiful collection of jewelry and vintage clothing (which happens to be coming back into style today).

And if you need to put together a wonderful costume and wig for parties or Halloween, Gypsy Rosalie's is the place to go.

She has been so supportive for many friends who have gone to her after chemotherapy hair loss. She takes time with each person to choose the right style, length and color. If needed, she has several catalogs and can order the products.

Her best work comes when she sits the customer down and personally styles the wig for them. That is why so many people keep returning to her shop.

We are so pleased to have Gypsy Rosalie's back in North Beach.

Best regards,

Susan Wintersteen
Telegraph Hill

THE PAULA FISCAL SHOW



Paula Fiscal- Host- Editor-Producer TV Talk Show
SF Commons Ch. 29 & Ch. 76
News, local events, authors, finance and politics.
Check us out on You Tube and Facebook @paulafiscalTV

August 29, 2016

LETTER OF ENDORSEMENT

FOR GYPSY ROSALIÉS WIGS AND VINTAGE LEGACY STATUS

Rosalie Jacques, Owner of Gypsy Rosalie's Wigs and Vintage is one of my favorite, culturally diverse stores in San Francisco.

I lived in Telegraph Landing, North Beach, as a Small Business Development Consultant and owner of Levi's Plaza Books, an independent bookstore.

When The TV Show **Nash Bridges**, (1996-2001) Executively produced and starred by Don Johnson, had run its course, costumes used on the set and designed by Richard von Ernst, were for sale on Treasure Island. Six huge racks of slinky gowns, colorful furs, feathered dresses, and leather fringe jackets, got stuffed into my car. Of course, not everything fit, so I needed a consignment store in a hurry. This is how I found the famous Rosalie!

Her store is always a festive occasion. She is able to transport you into the era of your dreams, with the latest fashion trends and the best look in hair for everyday or for the event of the season. She has sponsored many charitable fashion shows and events over the years for our community.

I wholeheartedly recommend that Gypsy Rosalie's Wigs and Vintage become a certified Legacy Business for San Francisco.

Sincerely,

Paula C. Fiscal

Paula Fiscal

A Curtin Pacific Institute for Criminal Justice Project 501©3

P. O. Box 225298, San Francisco, CA 94122 415-724-7888 text or voice.

DR. JOSIE BALTODANO

August 30, 2016

TO WHOM IT MAY CONCERN:

I am writing this letter in support of applicant Rosalie Jacques, Owner of Gypsy Rosalie's Wigs and Vintage, located at 1457 Powell Street, San Francisco, CA 94133, to become a Legacy Business.

I have been a customer of Rosalie for over seven years. She lives the Rotarian model "Service Above Self."

She is ethical and a wonderful business person who cares deeply about her customers and always gives the best deal possible.

Rosalie is a pillar in the LGBT and at-large communities for the everyday looks as well as the high fashion style, trendy looks.

Gypsy Rosalie's Wigs and Vintage is an excellent example of a historical legacy business in San Francisco.

Sincerely,

Dr. Josefina Baltodano

**Michael T. Nguyen reviewed Gypsy's
Rosalie's Wigs & Vintage — 5 star**

August 14, 2016

•

I came to Rosalie's based on a friend's suggestion after I decided to run for a drag pageant. Well, I won the title of Miss GAPA and in large part to the quick wig styling of Rosalie and her amazing talent with fabulous big hair! I highly recommend her if you want that perfect, Hollywood ready, completely serviced wig look! Out of this world fabulous! Pics at

July 29, 2016

To Whom It May Concern:

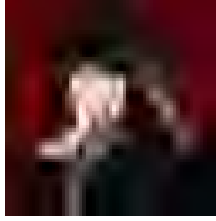
It has been my very great pleasure to know Rosalie Jacques of Gypsy Rosalie's Wigs & Vintage for the past five years. Upon moving to San Francisco from Chicago, I happily came upon her charming store strolling down Polk Street one day. I was immediately attracted to the fabulous wigs and jewelry on display in the window; but upon entering to browse, I discovered an incredible lady who has now become a cherished and wonderful friend.

Rosalie was the first person who really encouraged me to pursue my interest in the art of drag. A classically trained singer, I had never ventured into the realm of drag performing until I met Rosalie. Her talent as a wig stylist, her warmth, her sincerity and her nurturing spirit so inspired me to keep working at it. Today I now enjoy a wonderful performing life as Vanessa Bousay, drag chanteuse - with a closet full of gorgeous hair from Gypsy Rosalie's.

I am thrilled to hear that Rosalie's business is being considered "legacy-worthy". Indeed, this lady has been an invaluable source of theatrical hair and costuming for countless San Francisco performers for so many years. We all share in her legacy every time we stand to entertain, wearing her fabulous hair and clothes. I am so proud of my association with this visionary woman who truly lets her love of others and of her craft shine through in everything she does. She has inspired so many to pursue their dreams, by so genuinely living out hers.

Please give Rosalie your serious consideration. She is a priceless San Francisco treasure.

Erik Chalfant
(Vanessa Bousay)



Holly Penfield

Dear Legacy Committee,

Three years ago I wandered into Rosalie's shop because of her immensely extravagant, colorful and unique wigs she had displayed in her window. Little did I know what a wonderful new human being had entered my life as we began that very day to talk about everything from hair to humanity.

I am a jazz cabaret singer from London who was born in the bay area and lived here till I was 25. My work took me to L.A and then eventually to London where I am now very well known on the cabaret and burlesque scene. I had a 3-year residency at the Savoy Hotel and have performed for many of the Royal Family including Princess Diana and Prince Charles. I have also performed with Michael Jackson at the Brit Awards in London. My bio is on my web site if you are interested in more details.

As far as Gypsy Rosalie being qualified for inclusion on the Legacy Business Registry, I can think of no one more deserving. When I come home to visit my family here in San Francisco I make many trips to her shop for things unique only to Rosalie's taste and choices, and speaking as a professional entertainer she has provided me with many stage outfits, jewelry, shapes, shades and cuts of wigs I can't find anywhere else in the world. I then return to London wowing my audiences with them. Many of my theatrical European friends have gone to Gypsy Rosalie's while visiting this wonderful city "especially the drag queens and burlesque artists" finding her to be a delight referring to her as a San Francisco treasure. She has an extremely good eye for what works on each individual and is able to bring out the beauty in a person whether they want the natural look or the "mega glamorous approach." This can only be achieved by someone with years of experience. Given another 10 years she will become world famous if she hasn't already reached that legendary status.

Last, but not least, Rosalie has proved to me she is a woman of substance, strength, and loyalty that I rarely meet in my travels and I have been inspired by her youthful and loving outlook towards people and life. She's like the Auntie Mame of San Francisco. We need more like her in this world to make it a better place. So please let's keep her going here in her San Francisco shop to be an example of what a great contribution a woman of her years and experience can make. She has gift and can make a difference to our culture in her own heartfelt way.

Sincerely,

Holly Penfield email: holly@hollypenfield.com web site: www.hollypenfield.com

Filing Date: September 6, 2016
Case No.: 2016-011464LBR
Business Name: Gypsy Rosalie's Wigs & Vintage
Business Address: 1457 Powell Street
Zoning: NCD (North Beach Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0148/030
Applicant: Rosalie Jacques, Owner
1457 Powell Street
San Francisco, CA 94117
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Gypsy Rosalie's Wigs & Vintage is a North Beach wig and vintage clothing shop specializing in wig sales and styling that has been in operation since 1960. Located on Powell Street between Vallejo Street and Broadway Street, Gypsy Rosalie's occupies one storefront at the ground floor of a four-story, mixed-use building and is best known for its wide array of styled wigs and wig styling classes. The business has managed and maintained a long relationship with various San Francisco groups and communities, including the Beach Blanket Babylon performers, LGBTQ community, individuals seeking wig styling due to hair loss and illness, and celebrities and members of the entertainment community. The early years of Gypsy Rosalie's also included a hair salon that allowed the owner to style hair and teach classes on hair styling to others who have gone on to work in other hair salons throughout San Francisco.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1960

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

Yes, Gypsy Rosalie's Wigs & Vintage qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Gypsy Rosalie's Wigs & Vintage has operated for 56 years.
- ii. Gypsy Rosalie's Wigs & Vintage has contributed to the North Beach community's history and identity by providing a unique craft, skill and product, as it is the only wig store and wig styling salon in North Beach.
- iii. Gypsy Rosalie's Wigs & Vintage is committed to maintaining the physical features and traditions that define its art of styling and selling wigs.

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

Yes. The business is associated with the tradition of selling wigs and the art of wig styling.

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

The 1908 property has been previously surveyed through the North Beach Survey, which was adopted in 1999. At the time of the survey, the property was evaluated as individually-eligible and is thus considered a "Category A Property." Upon visual inspection of the property, it appears to have undergone extensive alterations that may no longer qualify it as individually-eligible. Further review per the Planning Department's CEQA review procedure for historical resources is needed to evaluate its eligibility.

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.

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

Yes. SF Chronicle and Gate, 2/15/2009, "The City exposed," by Mike Kepka; SF Chronicle, 2014, "Rosalie's Season of Big Hair," by Tony Bravo; Bay Guardian, 2000, "Best of the Bay 2000 Neighborhood: North Beach;" SF Gate, 10/27/2014, "Halloween is high season for Gypsy Rosalie's Wigs in S.F.," by Tony Bravo.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1457 Powell Street

Recommended by Staff

- Tables, shelves, shelving systems and display cases that display the variety of wigs and vintage jewelry and clothing
- "Of North Beach Fame" sign (currently located along interior hallway and once displayed at a previous location of the business)
- Styling station



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 795 HEARING DATE OCTOBER 5, 2016

Case No.: 2016-011464LBR
Business Name: Gypsy Rosalie's Wigs & Vintage
Business Address: 1457 Powell Street
Zoning: NCD (North Beach Neighborhood Commercial)/
40-X Height and Bulk District
Block/Lot: 0148/030
Applicant: Rosalie Jacques, Owner
1457 Powell Street
San Francisco, CA 94117
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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CA 94103-2479

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415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR GYPSY ROSALIE'S WIGS & VINTAGE, CURRENTLY LOCATED AT 1457 POWELL STREET (BLOCK/LOT 0148/030).

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 North Beach 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 5, 2016 on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission** hereby recommends that Gypsy Rosalie's Wigs & Vintage 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 Gypsy Rosalie's Wigs & Vintage

Location (if applicable)

- 1457 Powell Street

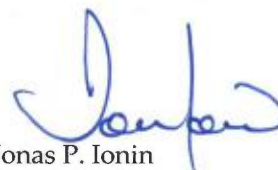
Physical Features or Traditions that Define the Business

- Tables, shelves, shelving systems and display cases that display the variety of wigs and vintage jewelry and clothing
- "Of North Beach Fame" sign along interior hallway (currently located along interior hallway and once displayed at a previous location of the business)
- Styling station

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 2016-011464LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was **ADOPTED** by the Historic Preservation Commission on October 5, 2016.



Jonas P. Ionin
Commission Secretary

AYES: Hasz, Hyland, Johnck, Johns, Pearlman, Matsuda, Wolfram

NOES: None

ABSENT: None

ADOPTED: October 5, 2016