

# Legacy Business Registry Staff Report

HEARING DATE FEBRUARY 13, 2017

## ROLO SAN FRANCISCO, INC.

*Application No.:* LBR-2015-16-027  
*Business Name:* Rolo San Francisco, Inc.  
*Business Address:* 1301 Howard Street and 2351 Market Street  
*District:* District 6  
*Applicant:* Mark Schultz, President  
*Nomination Date:* April 6, 2016  
*Nominated By:* Supervisor Scott Wiener  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Rolo San Francisco, Inc. ("Rolo") is a local, independent retail establishment selling high-end menswear and unisex fashion. Founded in 1986 by Mark Schultz and Roland Peters (both of whom continue to own the business), Rolo consists of two stores – one on Howard Street in the South of Market area and the other on Market Street in the Castro neighborhood. The business is known for its collection of local and international fashions and specializes in emerging designers and brands, offering formal wear, business casual, sportswear, and loungewear. Rolo also features its own clothing line and brand. Men's fashion magazine, DNR, named Rolo one of the top "50 Most Influential Men's Wear Stores," referring to the store as "ground zero for fresh men's fashion in the Bay Area." Recognized in the fashion world, Rolo is a popular destination for tourists who desire items or clothing unique to San Francisco. The business has a local following as well, particularly in the Castro and South of Market neighborhoods where it has operated for 30 years. Rolo has been able to customize its products to the tastes of each neighborhood's clientele, making each store unique in its retail offerings. Rolo gives back to its community by contributing to charities and sponsoring local sports leagues. It has a history of supporting the LGBTQ community in particular, having participated in a number of LGBTQ oriented events and fundraisers, catering to a large LGBTQ customer base, and employing a large number of individuals who self-identify as LGBTQ. Rolo has printed t-shirts for Pride parades and for political demonstrations such as the 1993 pro-LGBTQ rights March on Washington; it has collaborated with NYC-based jewelry designer, David Spada, to distribute "freedom rings" as symbols of LGBT empowerment; and it has managed or sponsored two sports teams in LGBT-oriented sports leagues, including the Gay Softball League and the Gay Basketball League.

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





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

535 Castro Street from 1986 to 2002 (16 years)  
1301 Howard Street from 1987 to Present (2017) (30 years)  
450 Castro Street from 1988 to 2003 (15 years)  
2351 Market Street from 1992 to Present (2017) (25 years)  
25 Stockton Street from 1996 to 2003 (7 years)  
1235 Howard Street from 2003 to 2008 (5 years)

### **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 SOMA and Castro neighborhoods' history and identity.

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:

- Rolo San Francisco, Inc. has contributed to San Francisco's fashion heritage and to the Castro and the South of Market neighborhoods where its two stores are located. As a local retailer, Rolo has contributed to the city's fashion heritage by selling new, unique, and "up-and-coming" high-end menswear and unisex fashions representative of local and international designers. Its clientele is a mix of locals and visitors who seek authentic, San Francisco-based products as well as other unique fashions from around the globe. Rolo has contributed to the Castro and South of Market neighborhoods where it operates two stores. In the Castro, Rolo has consistently sponsored charity events that benefit the LGBTQ community and has participated in LGBTQ-oriented sports leagues and other social and political events. In the South of Market, Rolo played an important role in revitalizing the neighborhood following the "dot-com bust" of the early 2000's that led to economic depression in the area.
- The business is associated with the art of high-end men's fashion, offering locals and visitors a shopping experience unique to San Francisco. It supports local clothing designers and manufacturers in addition to offering a variety of international fashion brands.
- The property at 1301 Howard Street has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" and has been identified as a contributor to the California Register-eligible Western SOMA Light Industrial and Residential Historic District. The property at 2351 Market Street is considered a "Category A" historic resource and has been identified as a contributor to the California Register-eligible Upper Market Street Commercial Historic District Extension.
- The business has been cited in the following publications:
  - San Francisco Chronicle, 9/1/2002, "Two Friends fashion a winning concept with local chain Rolo," by Xander Lau.
  - DNR Magazine, 11/13/2006, "America's 50 Most Influential Men's Wear Stores."

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

Yes, Rolo San Francisco, Inc. is committed to maintaining the physical features and traditions that define its legacy as a local, high-end menswear retailer offering locally and internationally-designed fashions.





SAN FRANCISCO

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### **HISTORIC PRESERVATION COMMISSION RECOMMENDATION**

The Historic Preservation Commission recommends that Rolo San Francisco, Inc. 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:

- Sale of high-end, “up-and-coming” unisex and men’s fashion, featuring both international and local designers.
- Promotion of local designers and manufacturers.
- Product offerings that are customized to the clientele of the neighborhood in which the store is located
- Large window displays.
- Locations in the Castro and the South of Market.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Rolo San Francisco, Inc. currently located at 1301 Howard Street and 2351 Market Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Manager  
Legacy Business Program



# Small Business Commission Draft Resolution

HEARING DATE FEBRUARY 13, 2017

ROLO SAN FRANCISCO, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2015-16-027  
*Business Name:* Rolo San Francisco, Inc.  
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*District:* District 6  
*Applicant:* Mark Schultz, President  
*Nomination Date:* April 6, 2016  
*Nominated By:* Supervisor Scott Wiener  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

**ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ROLO SAN FRANCISCO, INC. CURRENTLY LOCATED AT 1301 HOWARD STREET AND 2351 MARKET STREET.**

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

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on February 13, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Rolo San Francisco, Inc. 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 Rolo San Francisco, Inc.:

Physical Features or Traditions that Define the Business:

- Sale of high-end, "up-and-coming" unisex and men's fashion, featuring both international and local designers.
• Promotion of local designers and manufacturers.
• Product offerings that are customized to the clientele of the neighborhood in which the store is located
• Large window displays.
• Locations in the Castro and the South of Market.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 13, 2017.

Regina Dick-Endrizzi
Director

RESOLUTION NO. \_\_\_\_\_

- Ayes -
Nays -
Abstained -
Absent -





**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2015-16-027  
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**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

535 Castro Street from 1986 to 2002 (16 years)  
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25 Stockton Street from 1996 to 2003 (7 years)  
1235 Howard Street from 2003 to 2008 (5 years)

**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:** December 19, 2016

Richard Kurylo  
Manager, Legacy Business Program



Member, Board of Supervisors  
District 8



City and County of San Francisco

**SCOTT WIENER**  
**威善高**

April 6, 2016

Re: Nomination of ROLO to the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate ROLO for the Legacy Business Registry. Established in 1986, DNR magazine has named ROLO one of the most influential men's clothing stores in the U.S. Offering an eclectic selection of European and U.S. brands, ROLO always has been focused on brand cultivation and curation.

ROLO currently operates two brick-and-mortar stores in San Francisco, and would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Scott Wiener".

Scott Wiener  
Member, San Francisco Board of Supervisors

## Section One:

**Business / Applicant Information.** Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

<b>NAME OF BUSINESS:</b>		
Rolo San Francisco, Inc.		
<b>BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)</b>		
Mark Schultz, President Roland Peters, Vice President		
<b>CURRENT BUSINESS ADDRESS:</b>		<b>TELEPHONE:</b>
1301 Howard St. San Francisco, CA 94103		((415))431-4545
		<b>EMAIL:</b>
		mark@rolo.com
<b>WEBSITE:</b>	<b>FACEBOOK PAGE:</b>	<b>YELP PAGE</b>
www.rolo.com		

<b>APPLICANT'S NAME</b>	
Mark Schultz	<input type="checkbox"/> Same as Business
<b>APPLICANT'S TITLE</b>	
President	
<b>APPLICANT'S ADDRESS:</b>	
2351 Market St. San Francisco, CA 94114	
<b>TELEPHONE:</b>	
(415)861-1999	
<b>EMAIL:</b>	
mark@rolo.com	

<b>SAN FRANCISCO BUSINESS ACCOUNT NUMBER:</b>	<b>SECRETARY OF STATE ENTITY NUMBER (if applicable):</b>
0957077	C1833326

<b>OFFICIAL USE: Completed by OSB Staff</b>	
<b>NAME OF NOMINATOR:</b>	<b>DATE OF NOMINATION:</b>
Scott Wiener	April 6, 2016



## Section Two:

### Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
535 Castro Street	94114	1986
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1986-2002 (Rolo on Castro 1986-1995; Rolo Undercover 1992-2002)	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1301 Howard Street	94103	Start: 1987
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
450 Castro Street	94114	Start: 1988
		End: 2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
2351 Market Street	94114	Start: 1992
		End: Present

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
25 Stockton Street	94102	Start: 1996
		End: 2003

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1235 Howard Street	94103	Start: 2003
		End: 2008

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



## Legacy Business Registry Application – Rolo

### Section 4: Written Historical Narrative

#### CRITERION 1

**a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.**

Rolo San Francisco opened on February 1, 1986 after purchasing a closing business called *Steps*, located at 535 Castro Street. Rolo was located here until 1995, while also opening a second location in San Francisco at 1301 Howard Street in January 1987.

Throughout the years, there have been several outlet locations in San Francisco. At its height, Rolo had eight locations within the City and employed 50 people at these stores. With the challenges of maintaining the locations, ever-increasing rents and economic downtown, Rolo has downsized yet still maintains two locations in San Francisco. Rolo currently has two stores in San Francisco; Rolo on Market at 2351 Market Street, and Rolo SoMa, still at the 1301 Howard Street location.

Rolo opened its doors in the Castro District in the wake of the AIDS epidemic which decimated the neighborhood. Amid the boarded up windows and shops, the new store shined as a beacon of hope and progress for a community traumatized by the deadly disease and has since remained in the Castro. Rolo was also greatly affected by the 1989 Loma Prieta Earthquake, as its three locations at the time were heavily damaged. All three stores were boarded up and cleared of merchandise due to looting. In 2000, a large economic downturn in Japan brought trouble once again to Rolo. As an internationally desired San Francisco-based brand, many Japanese tourists are customers of Rolo. Lastly, the 2008 economic downturn hit Rolo hard as people had less expendable income to purchase the high end clothing sold at Rolo. Despite these hardships, Rolo has persevered and adjusted its business model in order to survive.

Rolo's merchandise has always featured work from up-and-coming designers as well as a European unisex concept that caters to a wide variety of sizes and personal preferences, and a wide range of vendors that varies from more formalwear, business casual, sportswear, loungewear, and everyday use.

Rolo has maintained a community presence in both SoMa and the Upper Market/Castro District over the past 30 years, and hopes to maintain that presence despite heavy development in the Western SoMa neighborhood.

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

Rolo is not a family-owned business.

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

Since its inception, Rolo has been a 50/50 partnership between friends and owners Mark Schultz and Roland Peters. Roland Peters was employed at the closing store *Steps* and approached Mark Schultz about purchasing the business and starting one of their own. With \$10,000, Mark and Roland purchased the business and started Rolo.

Currently, Mark and Roland are still the owners and manage both locations. Mark, originally from Chicago, and Roland, originally from Austria, are both on location 7 days a week managing the business.

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

Rolo in the SoMa District is located at the corner of Howard and 9<sup>th</sup> streets. Rolo in the Castro is located in a very highly trafficked commercial corridor between Noe and Castro streets on a stretch of Market Street that has always been a small business commercial corridor. The Castro building was constructed in the 1920s.

Both properties are considered "Category A" properties by the Planning Department, indicating that historic resources are present.

## **CRITERION 2**

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

Rolo has maintained a presence in the SoMa and the Castro and has contributed greatly to these communities. Rolo on Market Street is located in the heart of the Castro district and has contributed greatly to the LGBT community for which it is known for. Rolo has sponsored many events over the decades that benefit the LGBT community such as charity events. In the days before the internet and events such as the Pride Parade were formalized, Rolo helped with the LGBT movement by printing T-shirts and collaborating with prominent figures in the LGBT community. David Spada, a jewelry designer based in New York City, partnered with Rolo in distributing "freedom rings" in San Francisco, a symbol of LGBT empowerment. Rolo also printed T-shirts to support the March on Washington, a large pro-LGBT rights political rally that took place on April 25, 1993. Rolo has printed and distributed T-shirts carrying pro-LGBT

themes throughout the years being in the Castro District of San Francisco and at the epicenter of the West Coast LGBT community.

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

Over the past 30 years, Rolo has been a large contributor to the San Francisco Gay Softball and Basketball Leagues. Rolo also had a team in the Gay Softball League in which Mark played and managed the team in some years. In the Gay Basketball League, Rolo was a key sponsor of the Rockdogs Basketball Team. Rolo has also sponsored other LGBT-oriented sports leagues and teams throughout the years as well.

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

Rolo has been mentioned in numerous business publications, mostly Menswear magazines. In 2006, Rolo was listed as the 20<sup>th</sup> most influential menswear store in the United States by DNR Magazine. Another trade publication that Rolo has been featured in is Sportswear International with a full page write up. Rolo has also had a full page feature in the local San Francisco Chronicle newspaper.

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

Rolo has been visited and acknowledged by many significant figures over the past 30 years. In 2003, then-Mayor Willie Brown honored Rolo by presenting them with a letter stating that Rolo played a key role in turning around the SoMa neighborhood from the downturn of the dot com bust. Other significant San Franciscan customers of Rolo include Scott Weiner and former mayor Frank Jordan. Rolo has also been visited by local celebrities Danielle Steele and Robin Williams, and not-so-local celebrities such as Simon LeBon of Duran Duran, Boy George, Cameron Diaz, Whoopie Goldberg, and RuPaul.

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

Over the years in both the SoMa and Castro districts, Rolo has contributed to the communities it has been located in. Being in the Castro, Rolo has made monetary contributions to locally-based LGBT groups as well as sponsored and cosponsored events in the neighborhood. As the Castro is the epicenter of the LGBT community in San Francisco, Rolo has been a key supporter of its community by hiring from within and supporting organizations that help to further causes close to the community. This is in part due to Rolo's continued presence over the last 30 years in the Castro District and its dedication to maintaining a comfortable atmosphere for its employees. Throughout its history, around 90% of Rolo's staff has been from the LGBT community.

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

Both Rolo locations draw patrons from both the communities that they reside in as well as the tourist community. The summer months see a large increase in tourists looking to shop at locally-owned retailers. Rolo's tourist clientele ranges from Europeans, New Yorkers, and Japanese tourists. As a forward fashion store, Rolo offers a unique selection that is not found at chain retailers, which makes it a popular retail destination for people visiting San Francisco. During the winter months, the local population are the main clients at Rolo. At the Market Street location, residents of the Castro District frequent the store, while at the SoMa location, the clientele is more of a hipster brand, as well as young tech workers coming from the Mid-Market area.

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

The buildings housing both of the Rolo stores are classified as "Category A" properties by the Planning Department, indicating that historic resources are present.

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

Rolo is unique in many aspects, and this is reflective of the community that it serves. Rolo has hired many LGBT employees representing the communities in which they are located. If Rolo were to close, the neighborhood and city would lose a local source of hiring from an often-marginalized community. Rolo is also a brand that is well known in the menswear industry and is a brand unique to the city of San Francisco. The city would lose a brand that was created here and is a destination for those seeking unique fashion. Lastly, Rolo has always maintained a clean, healthy, and friendly retail environment at all of its locations, which has encouraged surrounding businesses to upkeep their images and storefronts as well. Rolo sets the examples in these commercial districts for neighboring as well as incoming retailers.

### **CRITERION 3**

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

Rolo promotes higher end menswear and fashion encompassing men of all ages. They offer international fashion to its local and tourist clientele. Rolo offers a unique product that is difficult to find elsewhere, and provides clothing on a local level that is internationally renowned. The business also promotes clothing that is locally manufactured and combines them with products sourced from all different areas of the world.

**b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)**

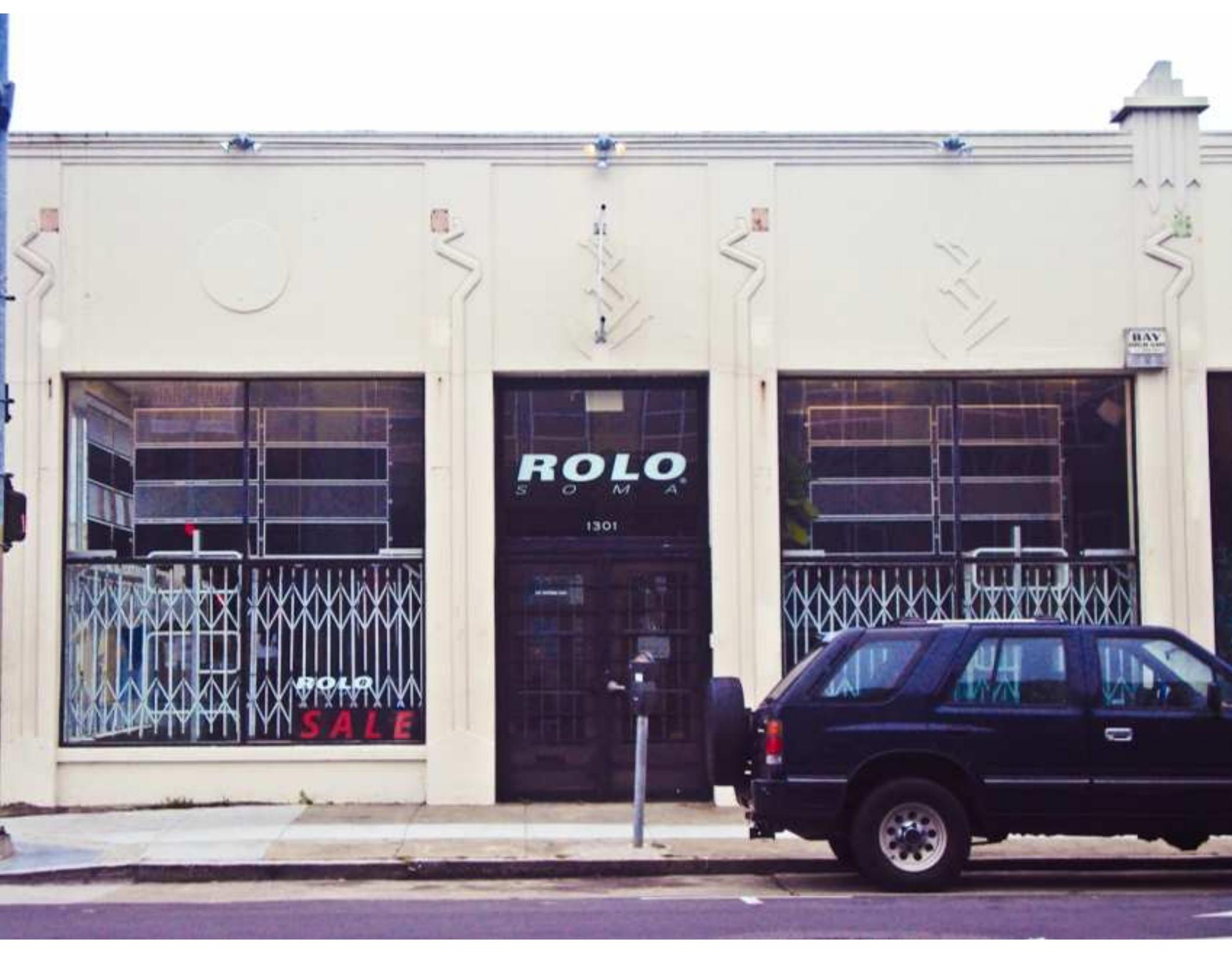
As an independent retailer, Rolo caters to the local populations at both of its stores by offering a unique selection to the community in which it resides. Rolo is known for blending products made locally and from around the world under one roof and bringing together many different fashions. The retail model is unique to San Francisco in that the clothing mix is eclectic and unique. Since there have been clothes there have been clothing retailers, however Rolo exemplifies the trade by combining fashions from a wide variety of sources and housing them in two convenient stores in San Francisco.

**c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).**

As a San Francisco-based retailer, Rolo is always mindful of maintaining an exterior that is reflective of the beauty of San Francisco. The image that the business presents a clean exterior and interior, with large window displays that bring about a favorable image to the storefronts. The stores are inviting, warm and well-lit, which brings people in from the street to shop and discover new fashions. This helps to inspire neighboring businesses to maintain and keep up their spaces as well. These practices have inspired and attracted other businesses to the area surrounding its store as well, especially the Castro location. As a result of Rolo's image, Elly Coffee Shop and Le Chantel Bakery have opened adjacent to Rolo, helping to build a more vital, walkable, and vibrant commercial corridor on Market Street. Throughout its history, Rolo has promoted a positive business approach and image throughout even the harshest of times in San Francisco and will for many years to come.

## Pictures from the SoMa Location





**ROLO**  
S O M A

1301

**ROLO**  
**SALE**

HAY

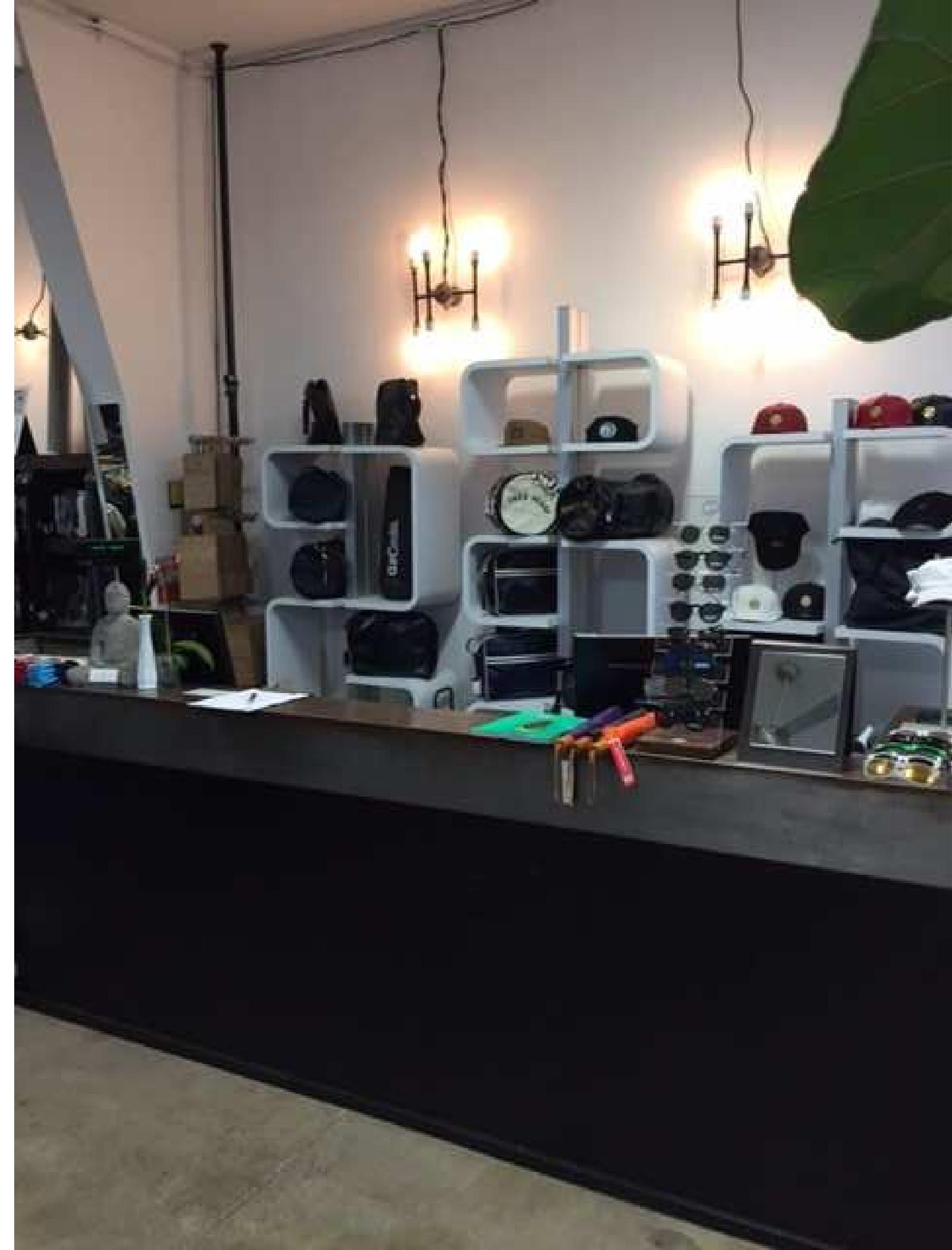


**ROLO**  
S O M A

1301

G-STAR  
L.A.M. 2000





## Pictures from the Castro Location

# ROLO ON MARKET





BE  
nAM  
Vud  
G-ST  
AW  
Her  
life/alter/chem  
FRED PERRY  
FIDELITY  
UNDEFEATED  
ETON

ROLO  
SAN FRANCISCO  
EST. 1986

OPENING HOURS  
MON - SAT 11.00 - 7.00  
SUNDAY 12.00 - 6.00

SALE  
\$29  
MADE IN U.S.A.

23



2251

ROLO

SAN FRANCISCO

EST. 1986

OPENING HOURS

MON-SAT 11:30-7:00

SUN 12:30-6:00

Kiehl's

(MALIN+GOETZ)

Anthony

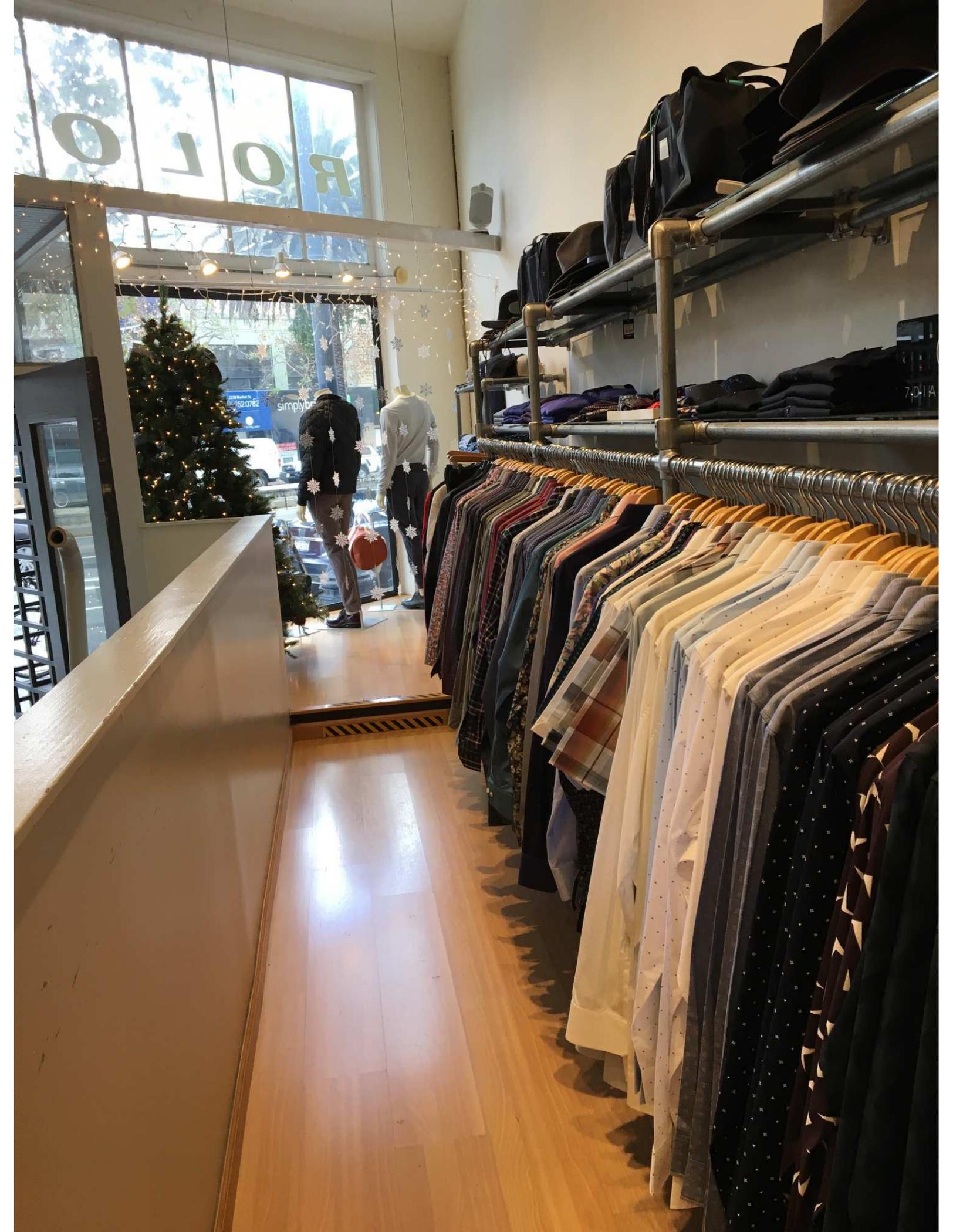
ESTAB











# Two Friends fashion a winning concept with local chain Rolo

Xander Lau, Chronicle Staff Writer

Published 4:00 am, Sunday, September 1, 2002



Chronicle / Chris Stewart

Photo: CHRIS STEWART

Roland Peters dresses the window of the Market Street Rolo shop with the latest fall fashions. He is co-owner of Rolo, a hip men and women's boutique in SF. BY CHRIS STEWART/THE CHRONICLE

At a glance, Rolo co-owners Mark Schultz and Roland Peters may seem like an odd couple.

The all-American Schultz is tall, athletic and bronzed, with a reserved personality and a businesslike demeanor. Peters, who hails from Austria, is shorter and stockier, and a pro at using his expressive persona to showcase his keen European fashion sense.

Together, they have successfully have etched Rolo onto the San Francisco fashion map as a key destination for the new and now since 1986. A local independent retail fashion chain, it has achieved cult status among San Francisco's male fashion set.

One benefit of being an independent retailer is that there is always room to play around with new brands and designers. They take particular pride in discovering and showcasing the work of up-and-coming local designers.

One such find is Nice Collective, a brand that has become renowned for combining urban, industrial elegance with complex construction. NC, as it's affectionately called, will feature its fall collection in the prestigious Parisian fashion emporium Colette.

And even though comparisons have been drawn between Colette and Rolo for their ability to seamlessly blend high and low culture, the Rolo owners are gradually moving away from trendy clothing and focusing on clothes that have good aesthetics and clean lines. This will be evident in the earth tones, cable-knit sweaters, scarves and black pants that will pervade their stores this fall. It's all about layers and texture.

It seems that opposites do attract, at least professionally. Schultz and Peters met in the early '80s when Schultz managed a Haight Street clothing store where Peters also worked. The two were instantly drawn to each other's differences. Schultz admired his European counterpart's taste and style, while Peters gravitated toward the American for his retail knowledge and business savvy.

They put their heads together and came up with a vision to start a boutique that promoted the European unisex concept, where men and women shop in the same store for crossover styles.

In 1986, they saw their vision materialize into a small store at 535 Castro St., where they focused on European-inspired jeans and casual pants, which continue to be a big draw among Rolo customers.



Now both 45, the friends have watched their single store bloom into five Rolo destinations across the city -- three in the Castro and two in SoMa -- all with their own identities ranging from urban street wear and modern classics to avant-garde designer.

The Rolo name, Peters says, originates from his nickname and is symbolic of rolling forward.

Rolo is among only three stores in the world to sell the Levi's Premium test division's Offender jeans. Marketed as "offensively low," the straight-legged jeans are the lowest-cut men's jeans on the market.

In the retail fashion world, Peters explains, you're never in the now -- it's all about looking ahead and taking risks. One such gamble will be the vintage reissues of '80s Nike sneakers that Rolo plans to roll out and sell for spring 2003.

"I love Adidas and Reebok sneakers," said Peters. "But they're becoming mainstream and played out; it's time to try something new."

Schultz is the more cautious and calculating of the two, the brains behind the operation. He is the one who works around the clock to make sure that the budget is balanced and Rolo's finances are healthy. Peters tackles the creative and merchandising aspect. He is almost obsessive when it comes to getting the windows and visuals right for all new merchandise. "It's like cooking," he says. "Buying the ingredients is one thing, but making the meal is another; it is more difficult to explain a new line to salespeople and get them to display it in the right way."

They describe Rolo as a gallery that features a mix of threads that ideally belong in every modern man or woman's wardrobe. Their vision for beautiful clothing may be a result of the fact that they are not loud, brash dressers. Most of the time, they wear T-shirts and jeans because they are either working in the office or on the go. But they do value quality in the form of a nice leather jacket or a vintage blazer.

And as they prepare for the spring 2003 retail season, things get hectic -- both men put in 50-hour weeks. There are fashion shows to attend, phones ringing off the hook and appointments around the country, if not internationally, to meet with vendors.

"The drum starts beating louder and louder every six months as each new buying season approaches," said Schultz. "We are inundated with having to look at new merchandise and picking out which vendors we want to see again; it's an ongoing process that never ends."

Peters seems to thrive on the buzz and electricity of the new buying season; he can live, speak, and breathe only Rolo during an interview. And as Schultz ventures off to a sporting event after a hard day's work, he muses that Peters' wife and 1-year-old son never get to see him.

Despite their success, the duo remain firmly rooted in the ground -- harboring no dreams of a fantasy world that includes style and fame.

"We don't need 800 stores nationwide with \$300 million in sales to make us happy," said Schultz. "Our ambition is to be successful and have really cool clothes for cool people."

**KENNETH COLE: Takes Brands Upmarket, Sportswear In-House**

# DNFR

DEFINING MEN'S FASHION \$10

MONDAY, NOVEMBER 13, 2006

# AMERICA'S 50 MOST INFLUENTIAL MEN'S WEAR STORES



#BXNQXGH \*\*\*\*\*CAR-RT LOT\*\*C-030  
#NR0738239# CONT

118



An **EXCLUSIVE SURVEY** of the top retailers shaping today's fashion trends—as ranked by the vendor community

Brazil's Alexandre Herchovitch remains one of the store's top-selling brands, as does Britain's Topman.) Other brands that are selling well in the store include Patrik Ervell, Kim Jones, Acne Jeans, United Bamboo and Band of Outsiders. Leon and Lim—who met at U.C. Berkeley and previously worked corporate jobs at Burberry and Bally, respectively—also operate a multi-line showroom and wholesale an Opening Ceremony collection of their own designs.

### 20. ROLO

**Location:** San Francisco

**Owners:** Roland Peters and Mark Schultz

Ever since it first opened on Castro Street 20 years ago, Rolo has been ground zero for fresh men's fashion in the Bay Area. Though the original location is no longer around, Roland Peters and Mark Schultz have colonized chic neighborhoods in San Francisco with a chain of three boutiques, each with its own bent on premium sportswear. In its Market Street store, Rolo serves



a 30-something customer with dressy, European collections like Comme des Garçons and Filippa K, as well as a significant array of men's grooming products. The SoMa store has a more youthful edge, offering 20-somethings labels like Trovata, Nice Collective and Adam Kimmel. Owners Roland Peters and Mark Schultz pride themselves on cultivating the very newest brands, and to that end they've added lines like Oeltjenbruns, Loden Dager, and Mike & Chris to their already eclectic label stable. Next up: e-commerce.

### 21. LISA KLINE

**Locations:** Los Angeles, Malibu and Beverly Hills, Calif.

**Owner:** Lisa Kline

Lisa Kline practically laid the cornerstone of the Robertson Boulevard retail circuit when she opened her eponymous boutique there back in 1995. Now she's juggling three doors on that street alone (men's, women's and kids') as well as Malibu (men's), and just-opened Beverly Hills (women's) boutiques, plus a booming e-commerce business. In August she and her husband, Robert Bryson, moved their



ing 60 to 80 of-the-moment apparel brands (strong sellers include Salvage, Chip & Pepper, Meltin' Pot, Modern Amusement, Original Penguin, Trovata, Splendid, Ever and Doe) in a wide range of sizes—plenty of XLs and XXLs on these shelves—Kline serves up private-label, button-front wovens and boxer shorts. And Kline is poised to keep growing her retail footprint—she recently inked a lease to open at the under-construction, high-end Bel Mare retail complex in Newport Beach, Calif., sometime in the summer of 2008. Until then, she plans to focus on making her Robertson retail cluster the impulse-purchase equivalent of a block party, by launching bimonthly trunk shows for the guys and fun events (think storybook reading and face-painting) for the kids, making her troika of stores a one-stop must-shop.

### 22. GARYS

**Location:** Newport Beach, Calif.

**Owners:** Dick Braeger, John Braeger and Kari Braeger

A bastion of good taste in Orange County, Calif., Garys was founded by Gary Wasserman in 1966, with Dick Braeger joining him as a partner in 1969. Braeger bought out Wasserman's share in 1982, and today Braeger and his son and



daughter are co-owners of this company known for its quality product, service and breadth of merchandise. With more than 200 styles of shoes, it's also known for its footwear selection. The 20,000-square-foot flagship store is located in Newport Beach's Fashion Island. The company also operates a Garys Cole Haan shop, five Garys Island stores, Garys Island Home, Garys Studio, two Garys Per

lines include Brioni, Canali, Stitch's, John Varvatos, Etro and Paul & Shark. Garys plans to expand its flagship by 2008.

### 23. JAKE

**Location:** Chicago

**Owners:** Lance Lawson and Jim Wetzel

Named for Jake Ryan, Molly Ringwald's dreamy object of affection in '80s teen classic *Sixteen Candles*, this dual-gender boutique has become a main-



stay in Chicago retailing. Jake's mix of established and eclectic designer goods has been long in demand in Chicago, a town notoriously short on stylish apparel options for guys. For the Midwestern urbanite, hard-to-find labels like Steven Alan, Ksubi and Rogues Gallery have won much praise at Jake, providing fashionable options without creating fashion victims. As a result, in two short years Lawson and Wetzel have extended their reach beyond a single storefront in the chic Southport neighborhood to a second boutique in Chicago's Gold Coast. By March of next year the enterprising owners will have a Jake trifecta with a shop on the North Shore.

### 24. BILL HALLMAN

**Location:** Atlanta

**Owner:** Bill Hallman

Bill Hallman is the boutique guru in Atlanta. Known as a fashion leader, Hallman opened his first store in 1990 in the Highlands area where three of his four stores are still located. Bill Hallman Original is comprised of separate men's and women's stores that



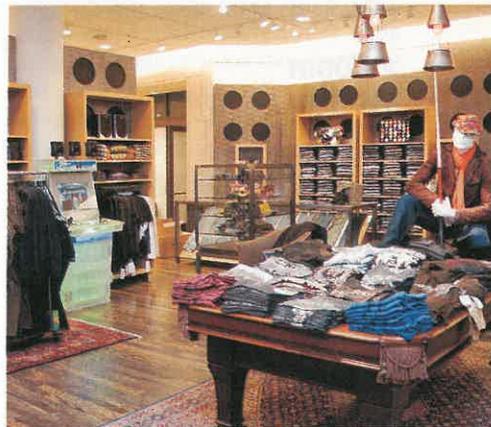
are connected by a passageway. Bill Hallman Flaunt, in Little Five Points, is what Hallman calls "a starter-kit store" for the high school and college crowds, who later graduate to the Highlands stores. Among Hallman's top-selling brands are Paul Smith, John Varvatos, NSF knits, Nudie Jeans and Nobody skinny jeans. His latest venture is with Alternative Apparel, an Atlanta-based T-shirt company. That store opened in March, and Hallman and Alternative Apparel plan to open stores in Los Angeles and Miami in spring 2007. The stores attract customers through parties and fashion shows, promoting local designers, and by combining music, art, fashion and entertainment.

### 25. NORDSTROM

**Location:** 99 full-line stores around the country

**Owners:** Shares are listed on the NYSE

Nordstrom and service are just about synonymous. This influential retailer, which started life in 1901 as a shoe store (apparel was added in the 1960s), was opened by Swedish immigrant John W. Nordstrom and his friend Carl Wallin. The retailer enjoys a rich tradition of offering quality, value, selection and service to its customers, and Pete Nordstrom, president



of merchandising, is keeping up his ancestor's tradition. To improve its designer business, Nordstrom bought a majority interest in Jeffrey last year and brought Jeffrey Kalinsky on board as director of designer merchandising. Men's brands at Nordstrom include Ben Sherman, Ike Behar, AG Adriano Goldschmied, Indigo Palms, Theory, The North Face and Joseph Abboud. Currently, Nordstrom has 99 full-line stores and plans to open number 100 next summer in Natick, Mass.

### 26. E STREET DENIM

**Locations:** Highland Park, Ill., and Lake Geneva, Wis.

**Owner:** Thomas George

"The name has nothing to do with

*Filing Date:* December 19, 2016  
*Case No.:* 2017-000147LBR  
*Business Name:* Rolo San Francisco, Inc.  
*Business Address:* 1301 Howard Street  
*Zoning:* RCD (Regional Commercial)/  
55-X Height and Bulk District  
*Block/Lot:* 3518/001  
*Applicant:* Mark Schultz, President  
1301 Howard Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor Scott Wiener, District 8  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## BUSINESS DESCRIPTION

Rolo San Francisco, Inc. (“Rolo”) is a local, independent retail establishment selling high-end menswear and unisex fashion. Founded in 1986 by Mark Schultz and Roland Peters (both of whom continue to own the business), Rolo consists of two stores – one on Howard Street at 9<sup>th</sup> Street in the South of Market area and the other on Market Street between Noe and Castro Streets in the Castro/Upper Market District. The business is known for its collection of local and international fashions and specializes in emerging designers and brands, offering formal wear, business casual, sportswear, and loungewear. Rolo also features its own clothing line and brand. Men’s fashion magazine, *DNR*, named Rolo one of the top “50 Most Influential Men’s Wear Stores,” referring to the store as “ground zero for fresh men’s fashion in the Bay Area.” Recognized in the fashion world, Rolo is a popular destination for tourists who desire items or clothing unique to San Francisco. The business has a local following as well, particularly in the Castro and South of Market neighborhoods where it has operated for 30 years. Rolo has been able to customize its products to the tastes of each neighborhood’s clientele, making each store unique in its retail offerings. Rolo gives back to its community by contributing to charities and sponsoring local sports leagues. It has a history of supporting the LGBTQ community in particular, having participated in a number of LGBTQ-oriented events and fundraisers, catering to a large LGBTQ customer base, and employing a large number of individuals who self-identify as LGBTQ. Rolo has printed t-shirts for Pride Parades and for political demonstrations such as the 1993 pro-LGBTQ rights March on Washington; it has collaborated with NYC-based jewelry designer, David Spada, to distribute “freedom rings” as symbols of LGBT empowerment; and it has managed or sponsored two sports teams in LGBT-oriented sports leagues, including the Gay Softball League and the Gay Basketball League.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

1986

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

Yes, Rolo San Francisco, Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Rolo San Francisco, Inc. has operated for 31 years.
- ii. Rolo San Francisco, Inc. has contributed to San Francisco's fashion heritage and to the Castro and the South of Market neighborhoods where its two stores are located. As a local retailer, Rolo has contributed to the city's fashion heritage by selling new, unique, and "up-and-coming" high-end menswear and unisex fashions representative of local and international designers. Its clientele is a mix of locals and visitors who seek authentic, San Francisco-based products as well as other unique fashions from around the globe. Rolo has contributed to the Castro and South of Market neighborhoods where it operates two stores. In the Castro, Rolo has consistently sponsored charity events that benefit the LGBTQ community and has participated in LGBTQ-oriented sports leagues and other social and political events. In the South of Market, Rolo played an important role in revitalizing the neighborhood following the "dot-com bust" of the early 2000's that led to economic depression in the area.
- iii. Rolo San Francisco, Inc. is committed to maintaining the physical features and traditions that define its legacy as a local, high-end menswear retailer offering locally and internationally-designed fashions.

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

The business is associated with the art of high-end men's fashion, offering locals and visitors a shopping experience unique to San Francisco. It supports local clothing designers and manufacturers in addition to offering a variety of international fashion brands.

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

Yes. The property at 1301 Howard Street has been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category A Property" and has been identified as a contributor to the California Register-eligible Western SOMA Light Industrial and Residential Historic District.

The property at 2351 Market Street is considered a "Category A" historic resource and has been identified as a contributor to the California Register-eligible Upper Market Street Commercial Historic District Extension.

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

1301 Howard Street has been identified as a contributor to the California Register-eligible Western SOMA Light Industrial and Residential Historic District.

The property at 2351 Market Street has been identified as a contributor to the California Register-eligible Upper Market Street Commercial Historic District Extension.

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 Weekly, 1999-2002 & 2006, "Best Ice Cream;" San Francisco Bay Guardian, 07-08/2000, "Best 1950s Time Warp;"

### ***Physical Features or Traditions that Define the Business***

#### **Location(s) associated with the business:**

- 1301 Howard Street
- 2351 Market Street

#### **Recommended by Applicant**

- Sale of high-end, "up-and-coming" unisex and men's fashion, featuring both international and local designers
- Promotion of local designers and manufacturers
- Product offerings that are customized to the clientele of the neighborhood in which the store is located
- Large window displays

#### **Additional Recommended by Staff**

- Locations in the Castro and the South of Market



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. 843

HEARING DATE JANUARY 18, 2017

1650 Mission St.  
Suite 400  
San Francisco,  
CA 94103-2479

Reception:  
**415.558.6378**

Fax:  
**415.558.6409**

Planning  
Information:  
**415.558.6377**

*Case No.:* 2017-000147LBR  
*Business Name:* Rolo San Francisco, Inc.  
*Business Address:* 1301 Howard Street  
*Zoning:* RCD (Regional Commercial)/  
55-X Height and Bulk District  
*Block/Lot:* 3518/001  
*Applicant:* Mark Schultz, President  
1301 Howard Street  
San Francisco, CA 94103  
*Nominated By:* Supervisor Scott Wiener, District 8  
*Staff Contact:* Desiree Smith - (415) 575-9093  
desiree.smith@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
tim.frye@sfgov.org

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROLO SAN FRANCISCO, INC., CURRENTLY LOCATED AT 1301 HOWARD STREET (BLOCK/LOT 3518/001).**

**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 history and identity of the South of Market and Castro neighborhoods; and

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



WHEREAS, at a duly noticed public hearing held on January 18, 2017, 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 Rolo San Francisco, Inc. 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 Rolo San Francisco, Inc.

*Location (if applicable)*

- 1301 Howard Street
- 2351 Market Street

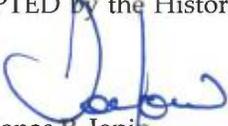
*Physical Features or Traditions that Define the Business*

- Sale of high-end, "up-and-coming" unisex and men's fashion, featuring both international and local designers
- Promotion of local designers and manufacturers
- Product offerings that are customized to the clientele of the neighborhood in which the store is located
- Large window displays
- Locations in the Castro and the South of Market

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 2017-000147LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on January 18, 2017.

  
Jonas P. Ionin  
Commission Secretary

AYES: Hyland, Johnck, Pearlman, Matsuda, Wolfram, Hasz  
NOES: None  
ABSENT: Johns  
ADOPTED: January 18, 2017