

# Legacy Business Registry Staff Report

HEARING DATE SEPTEMBER 25, 2017

## OCEAN HAIR DESIGN

*Application No.:* LBR-2017-18-005  
*Business Name:* Ocean Hair Design  
*Business Address:* 1619 Ocean Avenue  
*District:* District 7  
*Applicant:* Cindy Huynh, Owner  
*Nomination Date:* July 17, 2017  
*Nominated By:* Supervisor Norman Yee  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Ocean Hair Design is a local, family-owned haircut and styling salon serving the Ingleside and Ocean View neighborhoods. Opened in 1996 by husband and wife team Allen Dang and Cindy Huynh, Ocean Hair Design is well versed in the hair cutting and styling needs of the surrounding community and works hard to offer quality service(s) at reasonable process. To Allen and Cindy, the salon is more than just an investment; it is a commitment to the Ingleside and Ocean View communities, offering a space of familiarity and comfort for residents to gather and have their hair needs and services taken care of. Residents take pride in the business that they believe has been a contributing factor to the rebirth and resurgence of the neighborhood over the past 21 years.

Ocean Hair Design has not only become a frequented neighborhood salon, but it has helped to make events more special by providing the services for important moments in their clients' lives. Additionally, the owners have often taken their commitment to the community a step further and offer services for free to those who were and are unable to otherwise afford them. Ocean Hair Design has become and remains an important fixture to the community not only for the reasonably priced services offered but also for its welcoming, neighborly atmosphere.

The building that houses Ocean Hair Design, along with four other businesses, has been threatened with demolition. As a result, Ocean Hair Design has been on a month-to-month lease and faces a significant risk of displacement.

### **CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?**

No, the applicant has not operated in San Francisco for 30 or more years.

1619 Ocean Avenue from 1996 to Present (21 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

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

Yes. Ocean Hair Design has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement. The historic building housing Ocean Hair Design has been threatened with demolition despite extensive efforts by the Ocean Avenue Association to preserve the building.

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 Ingleside and Ocean View 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:

- Ocean Hair Design is associated with the art and tradition of hair cutting and styling.
Ocean Hair Design has contributed to the Ingleside and Ocean View communities' history and identity by not only offering reasonably priced hair salon services but also through its efforts to maintain a strong relationship to the neighborhood, which has helped to revive the neighborhood over the past 21 years.
The 1922 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources. The property is located within the boundaries of the Ocean Avenue Historic Resources Survey, a project currently underway funded by the Historic Preservation Fund Committee.
The business has been cited in the following publications:
San Francisco Chronicle, 2/2/2015, "Merchants trying to stay afloat as tide turns on Ocean Avenue," by J.K. Dineen.

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

Yes, Ocean Hair Design is committed to maintaining the physical features and traditions that define its strong presence as a neighborhood serving hair salon.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Ocean Hair Design 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:

- Location in the Ocean Avenue Commercial Corridor.
Family- and neighborhood-oriented business model.
Canopy sign over storefront.





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**CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS**

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Hair salon.

**STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Ocean Hair Design currently located at 1619 Ocean Avenue 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 SEPTEMBER 25, 2017

OCEAN HAIR DESIGN

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

*Application No.:* LBR-2017-18-005  
*Business Name:* Ocean Hair Design  
*Business Address:* 1619 Ocean Avenue  
*District:* District 7  
*Applicant:* Cindy Huynh, Owner  
*Nomination Date:* July 17, 2017  
*Nominated By:* Supervisor Norman Yee  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR OCEAN HAIR DESIGN, CURRENTLY LOCATED AT 1619 OCEAN AVENUE.

**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 September 25, 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 Ocean Hair Design 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 Ocean Hair Design:

Physical Features or Traditions that Define the Business:

- Location in the Ocean Avenue Commercial Corridor.
• Family- and neighborhood-oriented business model.
• Canopy sign over storefront.

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

- Hair salon.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on September 25, 2017.

Regina Dick-Endrizzi
Director

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

- Ayes -
Nays -
Abstained -
Absent -





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy  
Business  
Registry**

# Application Review Sheet

*Application No.:* LBR-2017-18-005  
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*Nomination Date:* July 17, 2017  
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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? \_\_\_\_\_ Yes \_\_\_\_\_  No

1619 Ocean Avenue from 1996 to Present (21 years)

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

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

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

**NOTES:** Per the Legacy Business Registry's Business Eligibility Criteria, Ocean Hair Design has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement. The historic building housing Ocean Hair Design has been threatened with demolition despite extensive efforts by the Ocean Avenue Association to preserve the building.

**DELIVERY DATE TO HPC:** July 21, 2017

Richard Kurylo  
Manager, Legacy Business Program





Member, Board of Supervisors  
District 7

City and County of San Francisco

**NORMAN YEE**

July 17, 2017

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Ocean Hair Design (1619 Ocean Ave) to the Legacy Business Registry. The owners are local residents and husband and wife, Allen Dang and Cindy Huynh.

Ocean Hair Design opened in 1996 and has been continuously in business for 21 years and is currently at risk of displacement. The hair salon is a community-serving, neighborhood anchor business as clients, just like, Allen and Cindy, walk from their homes in the Ingleside neighborhood to the salon. Since Allen and Cindy are also raising their children nearby, they are well attuned to the needs of the working-class community and keeping quality service at reasonable prices. They also regularly support their children's local school functions. Many customers have been returning for decades and sometimes Allen even offers haircuts for free for those who cannot afford it. Allen and Cindy have kept it a family-run business and their children are often at the store after school. The building is also classified as a "significant" building in the Ocean Avenue Historic Preservation Guide.

I am proud to nominate Ocean Hair Design to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

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.

## 1. Current Owner / Applicant Information

NAME OF BUSINESS:		
OCEAN HAIR DESIGN		
BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business)		
CINDY HUYNH AND ALLEN DANG		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
1619 OCEAN AVENUE . SF CA 94112		(415) 841-1860
		EMAIL:
		huynhcindy12@yahoo.com.
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:

APPLICANT'S NAME	
CINDY HUYNH	<input checked="" type="checkbox"/> Same as Business Owner
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	
224 BRIGHTON AVENUE SF CA 94112	
TELEPHONE:	
(415) 602-9911	
EMAIL:	

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0955111	

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

## 2. Business Addresses

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
1619 OCEAN AVE. SF	94112	10-1996
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		OCT/1996

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
NONE		



OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION

OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION

OTHER ADDRESSES (if applicable)	ZIP CODE	DATES OF OPERATION


### 3. Eligibility Criteria

Attach the business's written historical narrative and supplemental documents as described under section three of the application instruction.

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

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): CINDY HUYNH      Date: 4.18.17      Signature: 

# Legacy Business Registry Application Ocean Hair Design

## 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.**

Ocean Hair Design began operations at 1619 Ocean Avenue in October of 1996. The business was established by husband and wife Allen Dang and Cindy Huynh. During the first year of business, Cindy provided beauty and hair styling services while Allen assisted during his time off from work in South San Francisco. Allen joined full time at Ocean Hair Design in 1997. The salon is more than just an investment, it is a commitment to Ingleside; a place to live, work, and raise their three children. Many clients walk to Ocean Hair Design from their houses or apartments, just as Allen does to serve their clients from Monday to Saturday, for the past 20 years.

Cindy and Allen purchased a house in Ingleside just a few blocks from the shop. Their children also attended schools within the district. After school, their children would be at the shop reading, playing, and interacting with the customers. Growing a family and working in Ingleside has allowed Cindy and Allen insight on what the needs of the community are, and thus they are committed to providing the neighborhood with quality hair services for reasonable prices. Shortly after beginning the business, Ocean Hair Design quickly earned a reputation for quality work at fair prices.

Ocean Hair Design has remained at the same location throughout its existence and is participating in the rebirth and neighborly feel of the Ocean Avenue commercial corridor. The business continuously provides support for Cindy and Allen's family and has allowed them to send their oldest daughter to the University of California at Davis. Many in the neighborhood know the salon and rate it as part of the area's history and resurgence during the past 21 years. The many positive reviews of the business on Yelp indicate customers' commitment to Ocean Hair Design and how it has become part of their family's experience. "I've been coming to Cindy for about 15 years or so. She is very good and so reasonably priced (I think I still pay around \$20 for a trim). I take my son here too and have her husband Allen cut his hair while she cuts mine. They are both very good. It's a family run business (their kids are there after school) and they're very nice people". – Yelp commenter

Per the Legacy Business Registry's Business Eligibility Criteria, Ocean Hair Design has operated in San Francisco for more than 20 years with no break in San Francisco operations exceeding two years, has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement.

The historic building housing Ocean Hair Design has been threatened with demolition despite extensive efforts by the Ocean Avenue Association to preserve the building. Unfortunately, the business has been on a month-to-month lease for quite some time as the owner prepares to tear down the building.

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

The business has been in operation continuously since 1996.

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

Allen Dang and Cindy Huynh are the sole owners of Ocean Hair Design and have been so for the past 21 years at the same location on Ocean Avenue in the Ingleside District of San Francisco.

**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.**

The 1922 building at 1607-1623 Ocean Avenue is considered a “Category B Property” for the purposes of the California Environmental Quality Act (CEQA).

The building was classified as a “significant” building in the Ocean Avenue Historic Preservation Resource Guide, which was published by the Ocean Avenue Association in 2013. The building has been threatened with demolition by several developers in the 2000s and 2010s, which has also threatened the existence of Ocean Hair Design. The Ocean Avenue Association is currently working diligently to preserve the building, but there has been little assistance or cooperation from the City.

The Ingleside community is seeking immediate assistance from the Historic Preservation Commission and the Planning Department to preserve the building per the Balboa Park Station Area Plan, which states that “individually significant resources in the Balboa Park Station plan area should be protected from demolition or adverse alteration” and “the rehabilitation and adaptive reuse of historic buildings in the Balboa Park Station plan area should be promoted.”

## **CRITERION 2**

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

This comment from a customer a couple of years ago on Yelp helps explain the contribution to the identity of the Ingleside community:

“I have been Cindy’s client for 18 years now. Yup, she did my prom hair and my wedding day hair! Maybe she will do my daughter’s prom hair in 14 years. My whole family goes there on a regular basis. Cindy did my grandma’s hair, my mom’s hair, my hair, my sister’s hair, and now....my daughter’s hair. Absolutely love her work! My sister is so obsessed with her hair, she used to drive 6 hours from Oregon to SF to get her hair done by Cindy!”

For 21 years, Ocean Hair Design has impacted generations of families by providing this middle-income, home-owning neighborhood with services and a place to meet, and making them feel like a part of a community. The owners’ family and the neighborhood’s families go to school together and continue to share important moments in their lives. Ocean Hair Design make events more special by providing the services for important moments in their patron’s lives. Their customers appreciate the connection to this small, simple but important business in the community.

Allen has provided free haircuts on several occasions to local customers who were “down on their luck.” Once, a man walked in and said, “I have a job interview. I need to look good. I need a haircut but I don’t have any money.” My husband asked him to sit down and said he would cut the man’s hair and hopefully, he would look so well-groomed that a job offer would come along. Ocean Hair Design is a business that has grown with the struggles and joys of its working class neighborhood, providing constancy and a sense of community.

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

In simple ways, Ocean Hair Design has contributed to the community. Cindy and Allen’s children attended the public schools nearby, and the business owners continue to support the schools and their children by attending school events and contributing to fundraising efforts. The family lives five blocks away from the shop in a home that underwent renovations and improvements to make it representative of the architecture of the neighborhood. Meanwhile, they provide quality haircuts, hairstyling, and design to a neighborhood that is not wealthy but committed to its families and children.

As immigrants, Cindy and Allen contributed to making San Francisco’s Ingleside District unique and special. They lived a life that recognizes their own roots and provides their children and community with special character. Moreover, they contributed to developing a unique urban neighborhood filled with diversity, optimism and hope.

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

The business has not been referenced in any media or in an historic context to our knowledge.

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

As an anchor neighborhood business, the space has been visited on several occasions by local politicians and civic leaders including current Mayor of San Francisco Ed Lee and District 7 Supervisor Norman Yee during the Faxon Street Festival.

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

By providing quality services at reasonable prices, Ocean Hair Design has allowed a diverse working class neighborhood the opportunity to access valuable services. Through the business's support of the local schools and the less fortunate in the neighborhood, and by inspiring others to see what hard work, diligence and commitment to the neighborhood can bring, Ocean Hair Design has become part of the fabric of Ingleside, living and working in the same community.

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

When Ocean Hair Design opened in 1996, Ingleside was seen as a lower-income community with too much crime and few opportunities. For most people, it was often a place to avoid. However, Cindy and Allen saw Ingleside in a different light. To them, it was a place to live and achieve the American Dream. A place to work hard, raise a family and provide services to the neighborhood. Each year since the time the business opened, the streets have become much safer, the business community has grown and the residents take more pride in their neighborhood and homes. Ocean Hair Design lived through and contributed to making positive changes in Ingleside. Through progress, more housing and development is occurring. However, this comes along with the fear that businesses like Ocean Hair Design, which helped the community grow and regain stature, will be lost as a result of this progress. The community remains highly diverse and still offers housing at more reasonable prices than other parts of the city, but increasing commercial rents, especially those within new developments in the area, are prohibitive for many small, family-owned businesses such as Ocean Hair Design.

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

The building is located on the Ocean Avenue Commercial Corridor, which is currently undergoing a Historic Resources survey, however the building itself is not yet listed on a preservation or historic registry. The building itself was built in 1922 in the Mediterranean-style architecture largely representative of the southern neighborhoods of San Francisco.

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

The character of Ingleside would be diminished if the business were to shut down. Ocean Hair Design is a part of the history of Ocean Avenue and Ingleside. It would be a significant loss for Ingleside and the neighbors who have supported Ocean Hair Design for many years. It would cause a loss of community, continuity and an important hub where people from various backgrounds discuss and share their thoughts, their ideas and their commitment to their

neighborhood. This conduit for sharing ideas, helpful experiences, home improvement, and ideas for enhancing the neighborhood environment would be lost.

If the building were destroyed and not preserved and revitalized, family businesses would likely disappear and be replaced with “chains” or corporations that might be able to afford the new retail spaces being built. The connection of families with our family, the generations of customers served, our collective memory of a community shop run by members of the community would be lost, and Ingleside would be less personal, less of a community, and more like a strip mall with little or no character.

### **CRITERION 3**

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

Ocean Hair Design is a simple and unassuming barber and beauty salon that stays current with the services and changes that occur in the industry. In 1996 when the business first opened, Cindy and Allen spent time, money, and effort to make an attractive, clean, and welcoming shop.

Ocean Hair Design operates six days a week for nine or more hours a day, all while the owners are raising a family. The business is a source of pride for the family and epitomizes the American Dream of starting a business, working hard and contributing to a community by providing quality services at reasonable prices. The business is part of the community and treats its customers with dignity and respect. The business does its best to make proms, graduations and weddings more exciting and beautiful for every individual. There is a familial connection felt between the business and the community, and Ocean Hair Design does its best to provide a sense of connection, dependability and stability to the Ingleside neighborhood. It is a happy, friendly place to have your hair styled and learn about products that can improve grooming you and making you feel special for an hour.

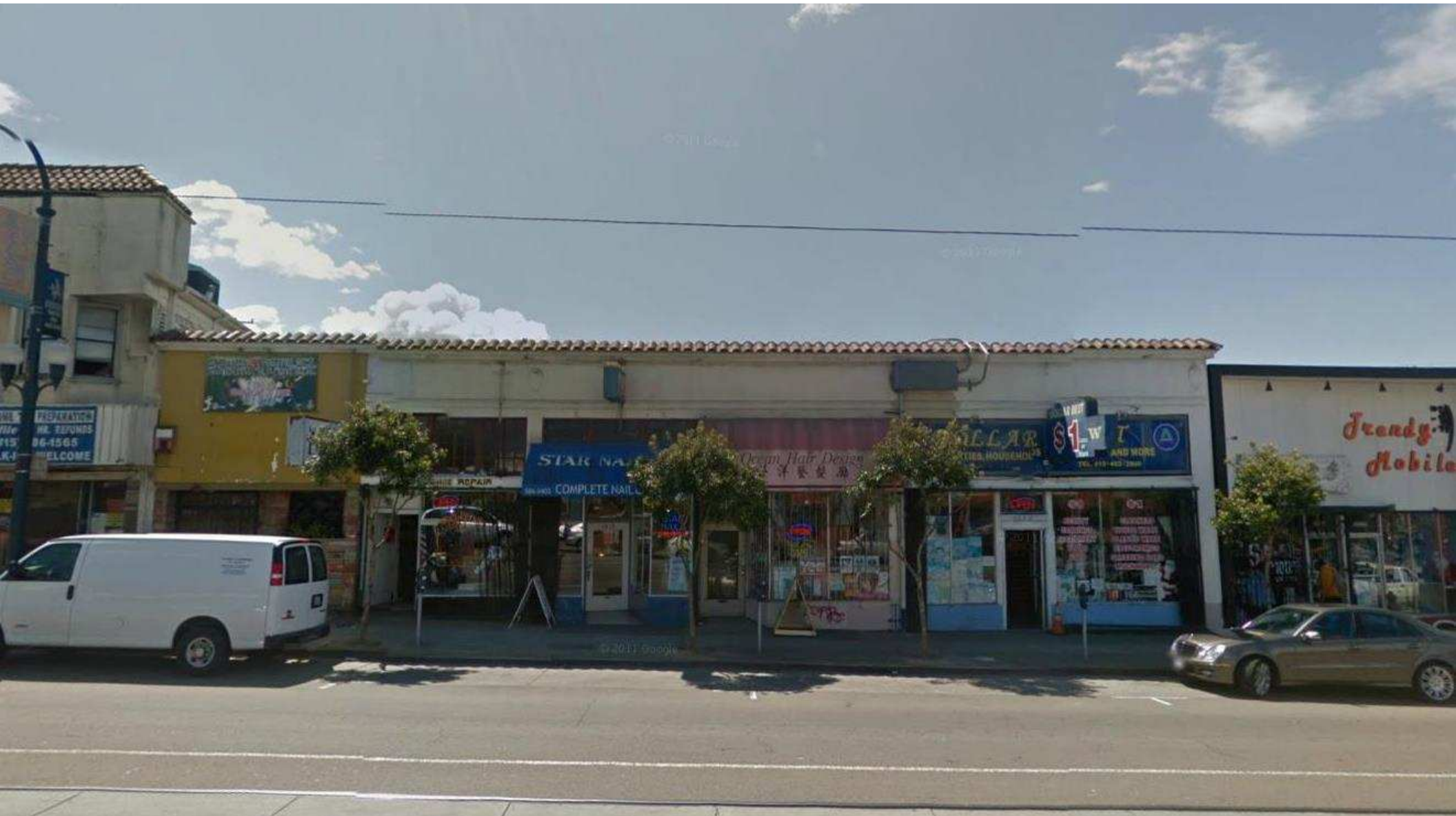
The business serves people from all walks of life, respecting the diversity that is part of the character of Ingleside. Every individual that walks through the door is seen as a friend, asking about how the family is doing and giving advice when asked about relationships, cooking and more. Going to Ocean Hair Design is not like going to Supercuts. It is a place of equals who share their family stories, the good, the bad, and information that will help each other improve their lives. It is a unique “throwback” to what it means to have community: to walk by a shop and say hello, and have the owners welcome you by name.

#### **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)**

Ocean Hair Design has a simple and straightforward business model. However, the connection to the community makes the business special. Ocean Hair Design helped to create the tradition of providing quality services at reasonable prices in the Ocean Avenue commercial corridor. The unique character of connecting with the community by living and working in Ingleside makes Ocean Hair Design a provider of services to generations of families who genuinely appreciate the business and seek its services over and over again. It is hard to imagine Ingleside as the home that it is known as now without Ocean Hair Design. There is currently no interest in changing the services and connections that Ocean Hair Design provides. The worry is simply that the opportunity to continue providing a safe, equal space and sense of community will be lost when the building that houses the business is torn down.

**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 stated earlier, the building will be demolished soon. Ocean Hair Design believes that the characteristics of the business are not defined by its physical features.



RESTAURANT  
MR. TEFOMDS  
86-1565  
WELCOME

STAR NAIL  
COMPLETE NAILS

Dream Hair Design  
髮型設計

ALL STAR  
\$1-WE-T  
AND MORE

Trendy  
Mobile

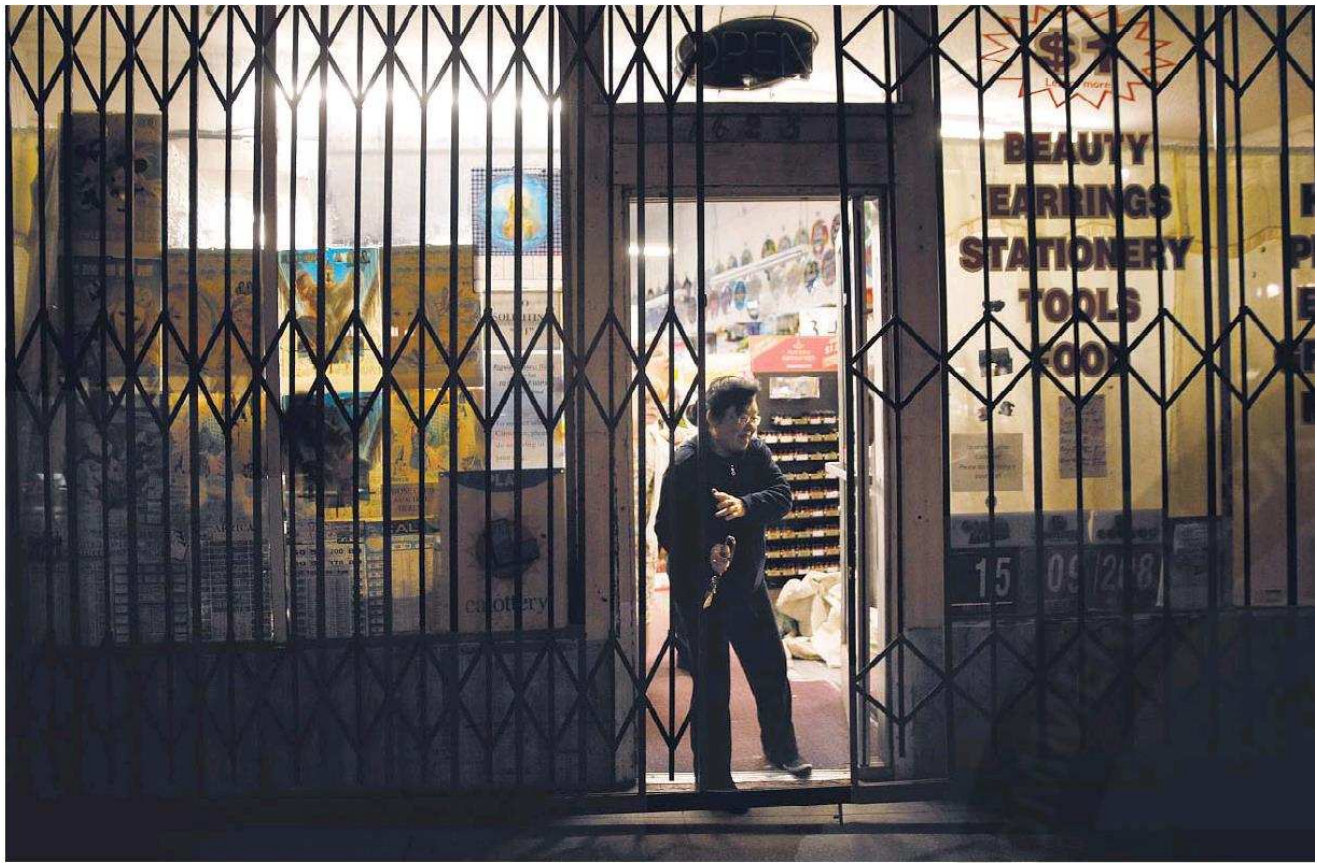












Photos by Carlos Avila Gonzalez / The Chronicle

Martha Nyuang closes her Dollar Best Store on Ocean Avenue, where a major development is in the works.

# Merchants trying to stay afloat as tide turns on Ocean Avenue

By J.K. Dineen

The wave of investment that has washed over Ocean Avenue the past few years has brought hundreds of units of new housing, a Whole Foods, a celebrated Thai-Laotian restaurant and even a new hardware store.

But as builders flock to the rising commercial strip, some longtime business owners wonder if they are going to be sacrificed in the name of urban progress. The tension over the changing retail corridor shows how the city's unprecedented boom is transforming even working-class districts far from trendy areas like Valencia Street.



Ocean Avenue's Ave Bar co-owner Lucia Fuentes-Zarate (left) hugs Mona Lisa Mares.

**“We have been getting played with the whole time.”**

*Yusufu Bomani, co-owner of the Ave Bar*

On the 1600 block of Ocean Avenue in the Ingleside district, a developer has filed an application to tear down four buildings and replace them with a mixed-use building containing 36 condominiums above about 11,000 square feet of retail.

The development would displace eight existing businesses between 1601 and 1633 Ocean Ave. — an African American-owned bar that has been there since the 1940s, a cobbler who attracts business from around the city, a nail salon, a hair salon, a Latino evangelical church, a dollar store, a T-shirt shop and a tax preparation business.

***Ocean Avenue continues on A8***

# Longtime merchants feeling squeezed

Ocean Avenue from page A1

Property owner TJ Development, which bought the properties in November for \$6.7 million from another builder, has offered short-term leases of between 12 and 18 months to some of the tenants, with the provision that there would be no renewals after that. Others have not received any lease offer.

## Trade-offs needed

The Ave Bar, a modest neighborhood saloon that counts retired African American police officers and teachers among its afternoon regulars, has just five months left on its lease, said owners Yusufu Bomani and Lucia Fuentes-Zarate.

"We have been getting played with the whole time," Bomani said. "The ownership has changed hands, and I don't know what's going on. I hear scenario A one day and scenario C two days later. I don't know the truth. All I know is I can't get a long-term lease, and I don't know how much longer I'm going to be here."

Gabriel Metcalf, executive director of the urban think tank SPUR, said balance between protecting neighborhood character and the need for more housing had been challenging.

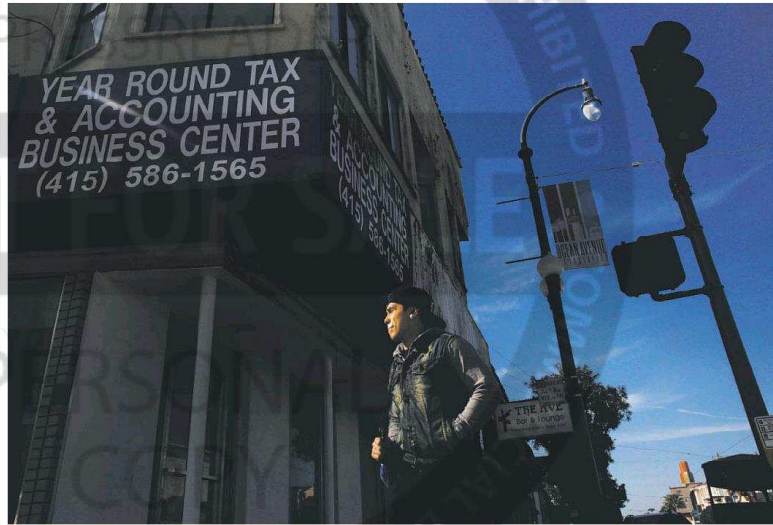
"We have to work through the trade-offs in neighborhood planning in a very thoughtful way," he said. "It's clear that we have a housing crisis, and the best place to add housing is near shops and transit. But it's important to try to preserve longtime businesses as well. I think there is sometimes a way to both both and that is what you look for."

## Neighborhood prosperity

The prospect of longtime businesses getting the boot is putting Ocean Avenue's boosters in something of a pickle, according to Dan Weaver, executive director of the Ocean Avenue Association. While Weaver wants to protect businesses like the Ave, he says the broader trend — the revival of Ocean Avenue — has been a boon for the area.

Starting with AvalonBay's construction of 179 apartments and the Whole Foods at 1150 Ocean, it has infused the retail corridor with more foot traffic and further energized an area that already has rich public transportation, plus City College of San Francisco and Lick-Wilmerding High School.

"At 5 or 5:30 or 6 you see all these people walking down to the grocery store and walking home with their groceries for dinner," said Weaver, a longtime resident. "It's a pattern



A pedestrian walks past an empty business front on the corner of Capitol and Ocean avenues. Many longtime business owners wonder if they will survive as the neighborhood expands.



Allen Dang cuts the hair of Rod Umino at Ocean Hair Design, in place for 20 years.



Yony Recinos, owner of Ocean Avenue's A-1 Shoe Repair, waits for a customer at his store.



John Blanchard / The Chronicle

I've never seen here before."

And there's more to come. Across the street from the AvalonBay project at Ocean and Brighton avenues, SST Investments is building 27 apartments above retail on McDonald's old overflow parking lot. At 1490 Ocean Ave., a gas station is set to be redeveloped with 15 units of housing. A 71-unit affordable housing development is wrapping up at 1100 Ocean.

A few years ago, Weaver did a survey of what residents wanted on the street. The top three answers were a hardware store, a grocery store and a destination restaurant. As the

area was developed, they got them all. At a time when neighborhoods such as North Beach and Noe Valley have lost their local hardware store, Win Long Ocean Hardware opened at 1556 Ocean Ave.

"The city kept telling us, 'Forget the hardware store, it's not going to happen.'" Weaver said. "That was the miracle."

## 'Picking up momentum'

It's a pleasant contrast to the 1980s and 1990s, when drug deals and robberies were so common that some businesses buzzed in customers and operated behind bullet-proof glass.

"We wouldn't have been

having this discussion 10 years ago — nobody wanted to come here," said Supervisor Norman Yee, who represents the district. "I've seen interest grow and it seems to be picking up momentum."

While businesses are benefiting from the new well-heeled residents, it doesn't do them much good if they get booted out.

Cindy Huynh, who owns Ocean Hair Design at 1619 Ocean Ave., said she's worked for 19 years to build up her business and that she doesn't know where she will go when her lease expires in 18 months. The idea of moving out temporarily and then back into the new building once it opens is not realistic.

"I can't just stop working and wait for them. I have to find someplace else nearby to go," Huynh said. "I don't have any idea what they are going to do or when they are going to do it."

Yony Recinos, who owns A-1 Shoe Repair at 1611 Ocean Ave., said moving his 10 heavy machines would be tough. He learned to be a cobbler in Gua-

temala, and it's the family trade — his brothers and father also run shoe repair businesses in the Bay Area. His Yelp reviews include testimonials from customers gushing over his meticulous work — one customer continues to send her biker boots to A-1 even after she moved to Portland, Maine.

"I do a lot of stuff that places don't even want to touch," Recinos said. "It took me over a decade to establish myself in the area. I'd hate to let it go. I would love to stay in this area because it's a little more affordable."

## Rich in Local flavor

Bomani, who grew up in the Sunnydale housing projects and in the Fillmore, takes pride in the fact that his bar is popular with both city natives and the newcomers who are drawn to places such as Champa Gardens, the new Thai-Laotian restaurant, and Whole Foods.

"I'm a city boy, so I bring a little local flavor to the bar business — there are not that many city boys left," he said. "San Francisco has switched gears on everybody."

Weaver said that the eight businesses represent about 10 percent of the retail on the strip, which he described as "a big chunk in our small business community."

Joaquin Torres, director of the Mayor's Office of Neighborhood Services, said his agency could provide relocation assistance — both financial and advisory — to the individual business impacted by the development. Ocean Avenue is part of the city's Invest in Neighborhoods program, which helps attract and retain small businesses.

"There isn't a blanket approach to what businesses want," he said. "Every small business owner is particular in terms of what their goals are."

## Planning considerations

The Ave's owners, for example, have indicated that they might like to add food service. Torres said his staff is committed to helping them find a new home, if necessary.

Metcalf said planners need to make sure new construction can accommodate mom-and-pop retailers.

"New buildings are always more expensive in the beginning, but one of the strategies we can use is to make sure that they include the ability to subdivide ground-floor space into really small storefronts as a way to provide opportunities to local businesses," Metcalf said.

J.K. Dineen is a San Francisco Chronicle staff writer. E-mail: [jdineen@sfgchronicle.com](mailto:jdineen@sfgchronicle.com) Twitter: @sfdjdineen

*Filing Date:* July 21, 2017  
*Case No.:* 2017-009558LBR  
*Business Name:* Ocean Hair Design  
*Business Address:* 1619 Ocean Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 6935/026  
*Applicant:* Cindy Huynh, Owner  
1619 Ocean Avenue  
San Francisco, CA 94112  
*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
stephanie.cisneros@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Ocean Hair Design is a local, family-owned haircut and styling salon serving the Ingleside and Ocean View neighborhoods. Opened in 1996 by husband and wife team Allen Dang and Cindy Huynh, Ocean Hair Design is well versed in the hair cutting and styling needs of the surrounding community and works hard to offer quality service(s) at reasonable process. To Allen and Cindy, the salon is more than just an investment; it is a commitment to the Ingleside and Ocean View community, offering a space of familiarity and comfort for residents to gather and have their hair needs and services taken care of. Residents take pride in the business that they believe has been a contributing factor to the rebirth and resurgence of the neighborhood over the past 21 years.

Ocean Hair Design has not only become a frequented neighborhood salon, but it has helped to make events more special by providing the services for important moments in their clients' lives. Additionally, the owners have often taken their commitment to the community a step further and offer services for free to those who were and are unable to otherwise afford them. Ocean Hair Design has become and remains an important fixture to the community not only for the reasonably priced services offered but also for its welcoming, neighborly atmosphere.

The building that houses Ocean Hair Design, along with four other businesses, has been threatened with demolition. As a result, Ocean Hair Design has been on a month-to-month lease and faces a significant risk of displacement.

## **STAFF ANALYSIS**

### *Review Criteria*

1. *When was business founded?*

1996

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

Yes, Ocean Hair Design qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Though Ocean Hair Design has operated for 21 years, it faces a significant risk of displacement.
- ii. Ocean Hair Design has contributed to the Ingleside and Ocean View community's history and identity by not only offering reasonably priced hair salon services but also through its efforts to maintain a strong relationship to the neighborhood, which has helped to revive the neighborhood over the past 21 years.
- iii. Ocean Hair Design is committed to maintaining the physical features and traditions that define its strong presence as a neighborhood serving hair salon.

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

The business is associated with the art and tradition of hair cutting and styling.

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

The 1922 property has not been previously evaluated by the Planning Department for potential historical significance. The property is considered a "Category B Property" that requires further review per the Planning Department's CEQA review procedures for historical resources. The property is located within the boundaries of the Ocean Avenue Historic Resources Survey, a project currently underway funded by the Historic Preservation Fund Committee.

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.?*

The business has been cited in the following publication: San Francisco Chronicle, 2/2/2015, "Merchants trying to stay afloat as tide turns on Ocean Avenue," by J.K. Dineen.

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

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

- 1619 Ocean Avenue

**Recommended by Applicant**

- Location in the Ocean Avenue Commercial Corridor
- Family- and neighborhood-oriented business model

**Additional Recommended by Staff**

- Canopy sign over storefront





# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution

HEARING DATE AUGUST 16, 2017

*Case No.:* 2017-009558LBR  
*Business Name:* Ocean Hair Design  
*Business Address:* 1619 Ocean Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit)/  
45-X Height and Bulk District  
*Block/Lot:* 6935/026  
*Applicant:* Cindy Huynh, Owner  
1619 Ocean Avenue  
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*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Stephanie Cisneros - (415) 575-9186  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR OCEAN HAIR DESIGN, CURRENTLY LOCATED AT 1619 OCEAN AVENUE (BLOCK/LOT 6935/026).**

**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 20 or more years, with no break in San Francisco operations exceeding two years; and

**WHEREAS**, the subject business faces a significant risk of displacement; and

**WHEREAS**, the subject business has contributed to the Ingleside and Ocean View 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 August 16, 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 Ocean Hair Design qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 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 Ocean Hair Design

*Location (if applicable)*

- 1619 Ocean Avenue

*Physical Features or Traditions that Define the Business*

- Location in the Ocean Avenue Commercial Corridor
- Family- and neighborhood-oriented business model
- Canopy sign over storefront

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 2017-009558LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on August 16, 2017.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: