

Legacy Business Registry Staff Report

HEARING DATE DECEMBER 11, 2017

ONE TWENTY FOR HAIR

Application No.: LBR-2017-18-021
Business Name: One Twenty For Hair
Business Address: 155 Main Street
District: District 6
Applicant: Marco Paz, Owner
Nomination Date: October 26, 2017
Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

One Twenty For Hair is a local haircutting and hairstyling salon serving the Downtown/Financial District neighborhood. The business was opened in 1985 by Marco and Edith Paz, who relocated to San Francisco from Washington D.C. to establish themselves as leaders in the industry on the West Coast after having run a successful and prestigious salon in D.C. The business was originally located at 120 Howard Street in the Financial District and operated under the mission of providing a relaxing environment for clients to receive salon services. The business established its presence in the Downtown/Financial District neighborhood as an affordable place to receive high quality salon services and to be greeted and taken in as if you were a part of the Paz family.

In 2012, the business was forced to relocate due to their lease at 120 Howard Street not being renewed. Rather than approach this situation in a negative way, Marco and Edith Paz saw this as an opportunity to continue their services and provide a fresh new look to the salon at their new location at 155 Main Street. One Twenty For Hair has been and remains an essential part of the Downtown/Financial District community by continuing to provide exceptional salon services and high quality hair products at affordable prices in a warm, welcoming and familial environment. The clientele makeup of the business includes neighborhood residents, workers and former residents who make the journey back to the City just to have their hair cut at this unique salon. Additionally, the salon offers internship to students in cosmetology school so that they can work alongside hairstylists to strengthen their skills and also learn the business side of the industry.

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:

120 Howard Street from 1985 to 2012 (27 years).
155 Main Street from 2012 to Present (5 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

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 Downtown/Financial District neighborhood's 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:

- One Twenty For Hair is associated with the tradition of haircutting and hair styling services.
One Twenty for Hair has contributed to the Downtown/Financial District community's history and identity by continuing to offer high quality, affordable haircutting and hair styling services to changing clientele in the neighborhood and to those who have frequented the business since its opening but have since moved away and travel back specifically to be tended to by the Paz's.
The 1989 property is considered a "Category C Property" that does not further review per the Planning Department's CEQA review procedures for historical resources because it is less than 45 years of age.

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

Yes, One Twenty for Hair is committed to maintaining the physical features and traditions that define it as a small, local, family-owned hair salon that provides high quality haircuts and a familial atmosphere and attitude to all clients.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that One Twenty For Hair 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:

- Business model and mission to keep customers happy and relaxed by providing a family atmosphere and by focusing on making clients feel like part of a family.
Providing high quality, affordable haircutting and hair styling services.
Location in the Downtown/Financial District neighborhood.

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 One Twenty For Hair currently located at 155 Main 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 DECEMBER 11, 2017

ONE TWENTY FOR HAIR

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2017-18-021
Business Name: One Twenty For Hair
Business Address: 155 Main Street
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Nominated By: Supervisor Jane Kim
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR ONE TWENTY FOR HAIR, CURRENTLY LOCATED AT 155 MAIN 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 December 11, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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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 One Twenty For Hair 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 One Twenty For Hair:

Physical Features or Traditions that Define the Business:

- Business model and mission to keep customers happy and relaxed by providing a family atmosphere and by focusing on making clients feel like part of a family.
• Providing high quality, affordable haircutting and hair styling services.
• Location in the Downtown/Financial District neighborhood.

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

- Hair salon.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 11, 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-2017-18-021
Business Name: One Twenty For Hair
Business Address: 155 Main Street
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Applicant: Marco Paz, Owner
Nomination Date: October 26, 2017
Nominated By: Supervisor Jane Kim

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

120 Howard Street from 1985 to 2012 (27 years).
155 Main Street from 2012 to Present (5 years).

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

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

NOTES: NA

DELIVERY DATE TO HPC: November 8, 2017

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

JANE KIM

金貞妍

October 26, 2017

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Regina:

I would like to formally nominate One Twenty For Hair as a candidate for the Legacy Business Registry. Owners Marco and Edith Paz have been in the hairstyling industry for 32 years, and together they opened One Twenty For Hair in 1985 at in the South of Market neighborhood, at 120 Howard.

One Twenty For Hair has been at its current 120 Main Street location since 2012 and has served some of San Francisco's greatest professional athletes including Miguel Tejada, Matt Duffy, and Joe Montana. Other notable clients include photographers Phil McGrew and Ron Fell, as well the late Judge Joseph Sneed of the U.S. Court of Appeals for the Ninth Circuit.

Operating in San Francisco for 32 years, owners Marco and Edith are committed to providing exceptional haircuts and quality hair products at affordable prices, serving neighborhood residents, workers, and former residents that make the journey to the City to get their hair cut at the unique hair salon.

One Twenty For Hair is committed to its community and clients and hopes to continue contributing to the community as the neighborhood grows. The economic realities of maintaining a local business in a quickly developing neighborhood is daunting and uncertain. The loss of community serving businesses such as One Twenty For Hair would impact the character of the neighborhood and would be a loss for the community.

Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jane Kim".

Jane Kim

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.

NAME OF BUSINESS:		
One Twenty For Hair		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
MARCO PAZ & Edith PAZ		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
155 Main Street SF, CA 94105	(415) 543-2807	
	EMAIL: one20forhair@gmail.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
one20forhair.com		

APPLICANT'S NAME	
Marco Paz	Same as Business
APPLICANT'S TITLE	
Owner	
APPLICANT'S ADDRESS:	TELEPHONE:
855 LARCH AVE So. SF, CA 94080	(415) 543-2807
	EMAIL: one20forhair@gmail.com

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0955601	

NAME OF NOMINATOR:	DATE OF NOMINATION:

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
155 STEUART ST.	94105	1978
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1978 - 1985	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
120 Howard St.	94105	Start: MARCH 1985 End: June 2012

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
155 Main St.	94105	Start: JULY 2012 End: Present

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

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

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

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

Section Three:

Disclosure Statement.

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

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

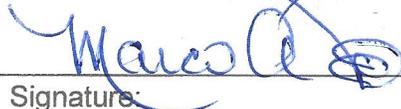
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

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

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

Marco A. Paz
Name (Print):

Oct. 4, 2017
Date:


Signature:

ONE TWENTY FOR HAIR
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.

One Twenty for Hair is a family owned hair salon that has been serving the Bay Area for the past 32 years. The successful owners of the salon are Marco and Edith Paz.

Prior to relocating to San Francisco, Marco and Edith were the proud owners of La Coupe, a prestigious hair salon in the center of Georgetown, Washington D.C, which opened in 1978. They brought their talents to San Francisco in 1985, where they have since established themselves as leaders in the hairstyling industry.

One Twenty for Hair initially operated from 1985 to 2012 at 120 Howard Street in San Francisco's booming financial district. At the end of 2012, Marco and Edith had to unfortunately relocate. They used this as an opportunity to remodel the salon. As a result, they established their newly redesigned hair salon at 155 Main Street just around the corner from their old location. After 5 years in the same location, Marco and Edith continue to service the people of San Francisco.

Marco and Edith take great pride in servicing their clients, many of which they have known for decades. They contribute to the community by striving to provide a relaxing environment in a convenient location. Closely situated near popular public transportation options, Marco and Edith make it easy for clients to enjoy themselves while being pampered and feeling relaxed.

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

The business is a family-owned business. Currently, it is owned and operated by Marco and Edith Paz.

Prior to Edith joining the business, Marco started working at what was then called Roy Joseph Hair Salon along with the owners Marc Roy Barash and Tomas Joseph Hadat. Marc and Tomas decided to retire from the hair industry. Marco, absorbed the hair salon as his own. As a new owner, he changed the name of the hair salon to One Twenty for Hair, the name it is known as to this day. Marco ran One Twenty for Hair on his own until 1990, when Edith Paz joined the business. Since then, Marco and Edith have successfully maintained the integrity and consistency of their business together.

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

Marco and Edith started their career in the beauty industry in 1978 in Washington D.C., where they graduated from cosmetic school and opened La Coupe, a prestigious hair salon. After several years of success on the East Coast, Marco and Edith and their daughter moved across the country to San Francisco to bring their talents and experiences to the West Coast. While Edith committed to staying at home and raising their daughter, Marco joined the Roy Joseph Hair Salon on Steuart Street. Marc Roy Barash and Tomas Joseph Hadat, who inaugurated the hair salon in 1978, were the owners. Marc was a well renowned hairstylist from New York and Tomas was an experienced hairstylist and native Californian.

Since the original owners had decided to retire from the beauty industry, Marco was interested in maintaining the hair salon and ultimately inherited it. In 1985, Marco relocated the salon to 120 Howard Street and renamed the hair salon One Twenty for Hair. It remained at that location for 27 years.

In 1990, Edith joined Marco at One Twenty for Hair. In 2012, Marco and Edith were forced to relocate to 155 Main Street because the landlord refused to extend the lease, as he had plans of converting the business space (including the neighbor 'Copymat') into a bank. Despite these circumstances, Marco and Edith knew their business was an essential part of the downtown community and maintained a positive attitude. They used this as an opportunity to continue their services around the corner at 155 Main Street.

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.

One Twenty for Hair is in the bustling area of San Francisco's financial district. It is situated near the Folgers Coffee Company and the original Rincon Annex, which holds one of the oldest United States Post Offices. About a couple blocks from One Twenty for Hair are other important buildings such as San Francisco Ferry building and the Embarcadero YMCA.

CRITERION 2

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

One Twenty for Hair has maintained a reputable name for itself and managed to stay in the forefront of the ever-changing fashion industry. It has even persevered through catastrophic events such as the 1989 Loma Prieta earthquake.

Many well-known residents from San Francisco have been everyday clients such as Judge Sneed, a member of the U.S. Court of Appeals for the Ninth Circuit, and renowned attorneys from the Morrison Foster law firm. Several athletes who have played for the San Francisco Giants and the San Francisco 49ers including Miguel Tejada, Matt Duffy and Joe Montana have also been clients of One Twenty for Hair.

In addition, the salon provides the community with a unique character and charm. San Francisco has changed dramatically since One Twenty for hair was established. The area is now the home of some of the biggest tech companies in the United States, such as Google and Amazon, which is good for San Francisco. Having a neighborhood-serving business like One Twenty for Hair among these booming companies is essential and a great advantage to downtown San Francisco.

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

Throughout the years, the salon has been a protagonist and spectator to a great list of events. Among them are the San Francisco LGBT Pride Parade, which starts at 120 Howard Street, just in front of the former location of the salon, before proceeding to Market Street and then Civic Center.

Another important event which occurs right in front of the salon is the SF Critical Mass, carried out during the last Friday of each month. The event begins at the Ferry Building and proceeds in front of 120 Howard Street.

Finally, the Bay to Breakers run starts at the doorsteps of the 120 Howard Street location and also the new Main Street location. Marco and Edith have participated in the race since 2005, but have taken a break the past couple of years.

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

One Twenty for Hair was featured in the San Francisco Bay Area local news when the 1989 Loma Prieta earthquake occurred. Hundreds of residents from the East Bay were unable to cross the Bay Bridge and left stranded in San Francisco since part of the bridge collapsed. Univision San Francisco interviewed owners from One Twenty for Hair since it was one of the few businesses still open despite the tragic earthquake.

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

Many well-known residents from San Francisco have been loyal clients such as Judge Sneed, a member of the U.S. Court of Appeals for the Ninth Circuit, and renowned attorneys from the Morrison Foster law firm. Several athletes who have played for the San Francisco Giants and the San Francisco 49ers including Miguel Tejada, Matt Duffy and Joe Montana have also been patrons of the salon. Additionally, the owners have on displayed the artwork of remarkable San Francisco photographers, such as Phil McGrew and Ron Fell.

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

One Twenty for Hair demonstrates commitment to the community by providing a consistent service 5 (sometimes 6) days a week. The owners also pride themselves in helping younger hairstylists with the mentoring needed to succeed in the industry. For example, the owners have provided internships to students in cosmetology school so they can work alongside hairstylists and strengthen their skills. More importantly, the owners focus on teaching the interns the business side of the industry.

In addition, One Twenty for Hair provides discounts to the women and men who are first responders because the owners appreciate the difficult work they do to keep our community safe.

Finally, a few years ago when the Bay Area and the rest of the country experienced the recession, there were a couple of long-term clients that could no longer afford to continue getting services from One Twenty for Hair. The individuals either lost their jobs or had some other financial hardship. Although the salon was also feeling the impact of the economy, the owners extended a discount to these individuals until they were able to get back on their feet. These clients are still customers of One Twenty for Hair and have bounced back economical.

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

One Twenty for Hair provides services predominantly to clients that work and/or reside in the downtown area. They also, however, have established great relationships with clients who have relocated to other parts of the Bay Area and in some cases other parts of the world, but continue making the trip to the salon because they appreciate the level of service and family-oriented ambience provided.

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

One Twenty for Hair believes that the inclusion of diversity is an essential and important way of living. The business has a series of diverse artifacts such as gold leaf paintings from the Seventeenth-Century Cusco School of Peru, Moche ceramics from the Pre-Columbian era, Inca metallurgy and replicas of famous works by artists such as Jackson Pollock. The works of famous photographs of the San Francisco Bay Area, Phil McGrew and Ron Fell, are also featured at the salon. In addition, handcrafted textiles of Panama and original remains of the Folgers Coffee

Building Co after the 1989 earthquake are displayed at One Twenty for Hair. The salon is a unique place where people can relax and enjoy the ambience.

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

The San Francisco downtown area has become a very expensive location to have a small business. Unfortunately, this has caused other small businesses to leave the area or in some cases close their businesses. This is a disadvantage to San Francisco. Small businesses are essential to maintaining the unique character and charm of San Francisco. What makes San Francisco one of the best cities in the United States is the unique charm that comes from small business like One Twenty for Hair.

The salon has had loyal customers for decades. Some clients who have retired and no longer work downtown travel significant distances One Twenty for Hair for their regular haircuts, not because they cannot find another location to get haircuts, but because of the unique and consistent character we bring to the San Francisco downtown area.

If One Twenty for Hair were to be shut down, the city would lose the unique character and charm that the salon contributes to San Francisco. It would be a disadvantage to the downtown area and to the loyal clientele.

CRITERION 3

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

One Twenty for Hair is a small family owned business. The owners focus on keeping their customers happy and relaxed. An essential feature that defines the character of the business is the family atmosphere. As a small family-owned business, One Twenty for Hair understands the importance of relationships and focuses on making its clients feel like part of a family. Over the years, the owners have established great friendships with their clients and often invite them to family gatherings and holiday celebrations, especially if they are far from home or new to the area with little or no family around. The goal is to make the clients feel like they are 'catching up' with a close friend when they visit the salon, rather than just getting a haircut.

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)

Good service is a fundamental of One Twenty for Hair that will remain an integral part of the business. The owners will always commit to consistency and cleanliness for the happiness and safety of their clients. However, the fashion industry is always changing along with new customer needs. Therefore, the owners are always learning the new trends and keeping up with fashion.

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.).

The original location on Howard Street had beautiful murals that the owners were very proud of. The current location on Main Street has a more modern look to keep up with changes in the downtown area.

Section Five: Please enjoy some pictures of our company throughout the years.



This first picture is Marco and Edith at the original 120 Howard Street location. This picture shows us at the front desk, which was located at the store front.



Marco, Edith and their two daughters at the original 120 Howard Street location.



Edith, providing her excellent service to a client.



In this picture Edith is modeling. A couple years after they became the proud owners they gave the salon a makeover with copper looking paint and beautiful murals (not shown in pictures)



This picture shows Marco working with the paint imitating marble. In addition, gold leaf paintings from the Seventeenth-Century Cusco School of Peru (which is also hung at the new location).



One Twenty for Hair at the new location, 155 Main Street



In this picture you can see Edith working, while the salon mascot Luna and Tika help relax the clients. Please note: Tika no longer comes to the salon however Luna comes to work daily.



One Twenty for Hair sandwich board sign at the new location, 155 Main Street



One Twenty for Hair's diverse artifacts; at the new current location. In addition at the new location we started selling Aveda (which is made of natural products).



Marco and Edith have proudly served the San Francisco area since 1985 and hope to continue for years to come.

Thank you for your time and we hope you enjoyed learning about our company as much as we've enjoyed all the years being here!





One-Twenty
for
Hair

SINCE 1985

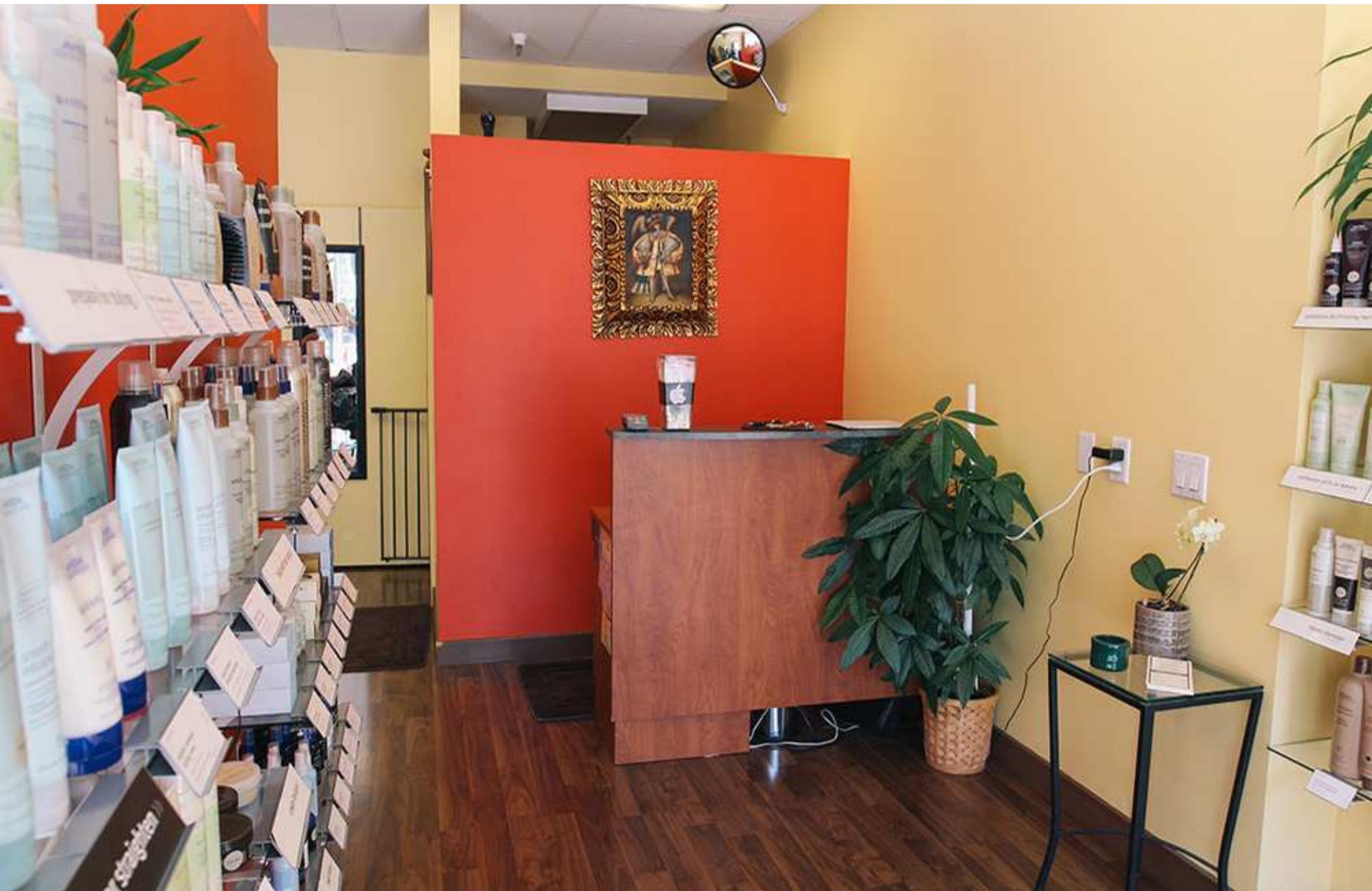




One-Twenty
for
Hair
2002-2010











October 24, 2017

Re: San Francisco Legacy Business Registry

To Whom It May Concern:

I am writing this letter in support of Marco Paz, owner of the "One Twenty for Hair" salon in downtown San Francisco. Marco and his wife Edith have owned the business for over 30 years. I am just one of their many loyal clients. I have been getting my hair done at One Twenty for Hair since I started working in San Francisco, over 28 years now (long before I started to dye it!). The salon is within a couple of blocks from my office, so is very convenient, and I'm always able to get an appointment that works with my schedule. I loved that they kept the original salon name when they had to move from their original spot (120 Howard Street) around the corner to Main Street.

Marco and Edith go out of their way to cater to their clients. They even came to my wedding in the east bay in 1992 to make sure that I and my bridesmaids looked our best for the big event. Marco and Edith are not just business owners and hairdressers, they are friends. I have seen their children grow up and hear stories about what they are doing now. And, likewise, I have shared my stories about kids, dogs, vacations, etc. with them. I am thankful that One Twenty for Hair continues to be here after all these years and that Edith is ready to take care of me every 5-6 weeks!

Please consider adding One Twenty for Hair to the San Francisco Legacy Business Registry.

Sincerely,



Stephanie Maggard
P.O. Box 1944
El Granada, CA 94018

██████████
██████████

From: [Todd](#)
To: [LegacyBusiness \(ECN\)](#)
Subject: Support for Nomination of Business: One Twenty for Hair (155 Main St.)
Date: Thursday, October 26, 2017 6:27:33 PM
Attachments: [datauri-file.png](#)

Hello,

I am writing to you to offer my suggestion and support that One Twenty for Hair (155 Main Street) be nominated as a San Francisco Legacy Business. I moved to Rincon Center in 1994, and One Twenty for Hair was located across the street on Howard Street. I have been going to them since that time, and they have been a part of the SOMA neighborhood since 1985. As you know, the character of this neighborhood has changed recently due to the arrival of the tech companies and new condo towers. Since One Twenty for Hair has been here for 27 years, they are a vital part of this neighborhood's history, and Marco and Edith Paz have long-established relationships with people who live near here, including me.

I hope you will consider them for the Legacy Business program. Please let me know if you need any more information, or if there's anything else I can do in support of their nomination.

Thank you,

Todd Montague



@sbcglobal.net

October 26, 2017

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

Dear Mr. Kurylo,

I am writing you today in support of the nomination of Marco Paz's **One Twenty For Hair** as a Legacy Business in San Francisco.

For the past thirty years, I have enjoyed being a client of One Twenty. During that time, the South of Market financial district where they are located has undergone major transformation. One thing that has not changed is the consistently good and friendly service provided at One Twenty. Five years ago, (like most of their customers) I followed them around the corner when they relocated from the original location at 120 Howard to their current salon at 160 Spear Street. Over the years, Marco has become a trusted and admired friend of mine and all his loyal customers.

My interest is not only about keeping a much needed basic service that is disappearing from this area of the City, but about supporting "the American Dream." Marco and his wife Edith immigrated from South America to the United States. They came to San Francisco as a young couple, and worked together--including their two young daughters--often six days a week to build the small business that is One Twenty. This allowed them to buy a modest home as well as put their two girls through college.

Unfortunately, the new owner of 160 Spear Street has proposed new rent for One Twenty that is double their current rent which had last increased only two years ago. As I expect you appreciate, small local businesses such as One Twenty are seriously challenged to pay the increasingly high rents that other (especially national chain) retail establishments can afford.

As important as the financial benefit that they would receive, recognition of One Twenty as a Legacy Business would help keep the promise of the American Dream alive.

Sincerely,

Thomas Gille

█ 2nd Ave.

San Francisco, CA 94118

11/3/2017

Re: One Twenty For Hair

Dear Sir/Madam:

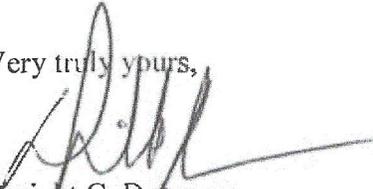
I am writing to recommend that One Twenty For Hair be considered a legacy business in its neighborhood. I understand that the current owner is making plans to increase the rent at this business, the effect of which would make it more difficult for the owners to remain at their location.

I have been having my hair cut at One Twenty For Hair for years now, beginning at its prior location around the corner from the current one. The owners, Marco and Edith Paz, are hard-working, friendly professionals who give the neighborhood a special feel. They cut hair for professionals who work or live in the area, including members of professional sporting teams.

The neighborhood is changing with all of the new high rise construction. Marco and Edith give the area continuity and a friendly feel. It would be a huge disappointment to me if they were required to relocate based on someone's decision to raise rents.

Should you have any questions, please contact me.

Very truly yours,



Dwight C. Donovan

415 [REDACTED]

Michele Grgich

Home: [REDACTED] Rockaway Beach Ave • Pacifica, CA 94044
Work: 301 Howard Street, Suite 1100 • San Francisco, CA 94105
Phone: 415-[REDACTED] • E-Mail: [REDACTED]@me.com

Date: November 2, 2017

Edith and Marco Paz
One Twenty for Hair
155 Main Street
San Francisco, CA
94105

Dear Edith and Marco:

Having been a loyal customer of yours for almost 20 years, I would like to nominate you for the Legacy Business Registry and Preservation Fund. I began getting my hair styled at One Twenty based on referrals from several colleagues soon after I began working in the neighborhood in 1995. Ever since, your business has been a bright light for me in a hustle and bustle SF area. It's been a place to relax during or after a busy work day with a shampoo and hair cut, where I can enjoy light chit-chat, listen to classy salsa and Latin music, and pet your wonderful dogs (who over time have greyed, passed, but thankfully reincarnated into younger 4-legged friends). Your professionalism and skill in the beauty biz are top-notch, but it is your warmth and friendliness that brings me back again and again. I – and I'm sure countless others – would be heartbroken if you had to close up shop due to astronomical rent increases.

I hope the Legacy Business Registry and Preservation Fund will see that what you bring to this SF neighborhood is irreplaceable and looks favorably upon this nomination

Sincerely,

Michele Grgich
Assistant Director
U.S. Government Accountability Office
301 Howard Street, Suite 1100
work 415-904-2183
cell 415-[REDACTED]

JAN HIER-KING

████ Spear Street, Unit █████ SF, CA 94105 | 415-██████ | j██████@gmail.com

November 3, 2017

Jane Kim
Board of Supervisors
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco, CA 94102

Dear Jane Kim:

I would like to nominate One Twenty for Hair as a candidate for the registry of Legacy Businesses in San Francisco.

The owners, Marco and Edith Paz came from their South American roots to the United States and settled initially in Washington DC. They moved to San Francisco and set up their own hair salon in 1985. For 32 years, they have remained in the South of Market (SOMA) area first at 120 Howard Street, and then around the corner at 155 Main Street in 2012.

I became a devoted customer in 1997 as I worked at Schwab right across the street. My administrative assistant sourced them through their positive reviews. Marco and Edith have created not only a hair salon, but a Latin sanctuary for a brief respite during the working day. Marco and Edith are authentically warm with a happy, optimistic attitude. The salon has softly piped Latin music, adorable dogs who sit at your feet, and an overall family atmosphere. I believe they represent a slice of Latin diversity in our typically homogeneous SOMA neighborhood.

One Twenty for Hair serves customers with integrity and gives superior customer service. They are affordable for families with budgets and it's a pleasurable experience. They are a slice of Latin heritage and culturally significant in SOMA. They are not the cut, color, and blow dry hair salon that we typically associate with getting your hair cut.

This business would be greatly missed by many if they were to go away. I am proud to nominate them as a candidate for Legacy Business Registry.

Sincerely,



Jan Hier-King

SALTZMAN & JOHNSON
LAW CORPORATION

44 MONTGOMERY STREET, SUITE 2110
SAN FRANCISCO, CA 94104
PHONE: (415) 882-7900
FAX: (415) 882-9287
email@sjlawcorp.com

WARREN H. SALTZMAN
(1925 - 1988)
RICHARD C. JOHNSON
(1942 - 2014)

ELISE COTTERILL, PARALEGAL
ALICIA RUTKOWSKI, PARALEGAL
ALICIA WOOD, PARALEGAL
KATHLEEN KEEGAN, PARALEGAL

ISAIAH B. ROTER
RUSSELL L. RICHEDA
MICHELE R. STAFFORD
SHAAMINI A. BABU
BRANDIE M. BARROWS
KIMBERLY A. HANCOCK
ANNE M. BEVINGTON
ANA P. HALLMON
ALLAN D. SHULDINER
SUN M. CHANG
MATTHEW P. MINSER
EDWARD D. WINCHESTER
CAROL A. TREASURE
GEORGE R. NEMIROFF

November 6, 2017

Marco and Edith Paz
120 For Hair
155 Main Street
San Francisco, CA 94105

Dear Marco and Edith:

I write this letter to enthusiastically support your application to have 120 For Hair entered in the San Francisco Legacy Business Registry.

I am an attorney specializing in the representation of unionized employee benefit plans and apprenticeship programs. Marco Paz has been cutting my hair continuously for the past 29 years, i.e. since my office moved to its 120 Howard Street South of Market location in 1988. At that time I could see the Embarcadero Freeway from my window and the Giants' ballpark had not yet been built. The South of Market/Embarcadero area has seen many changes since 1988. There were virtually no hair salons in the area and 120 For Hair became a much needed pioneer.

Marco and Edith maintain the highest level of dedication to their craft while at the same time creating a welcoming and friendly environment. I watched their two young daughters, Michelle and Rosie, grow up in the salon. They are now successful and independent professionals in their own right. 120 For Hair epitomizes the dreams and aspirations of all immigrants to establish a place for themselves in their adopted country giving back to their community and helping their neighborhood flourish. The South of Market/Embarcadero area owes a debt of gratitude to Marco and Edith for establishing 120 For Hair and helping the area evolve over the past 30 years.

You never know who you'll meet at 120 For Hair. Marco and Edith cut the hair of judges and lawyers, businesspeople and professionals. Once I was introduced to Miguel Tejada when he was playing for the Giants. It's amazing how youthful a veteran baseball player (or anyone else) can look after a visit to 120 For Hair. Even after my office moved to its present location at 44 Montgomery I continue to take the walk down Mission Street to get my hair cut at 120 For Hair.

The South of Market/Embarcadero area needs 120 For Hair. The area wouldn't be the same without Edith and Marco Paz. For all of these reasons 120 For Hair should be placed on the Legacy Business Registry.

Thank you,


Isaiah B. Roter, Esq.

November 30, 2017

Dear Sir or Madam,

This letter is in support of the application of Marco and Edith Paz to have their hair salon, One Twenty For Hair, placed on the legacy business registry.

I have been getting my hair cut there since 1996, when I began working for a state agency located across the street from their 120 Howard Street location. After the agency relocated to the Civic Center area, I (and colleagues) continued to go to One Twenty For Hair, which eventually moved around the corner to its current location on Main Street. Since retiring in 2015, I've continued to come to One Twenty For Hair from Oakland. The high level of professionalism and warmth of the Paz family keep people coming back.

Marco and Edith have worked hard for decades to build up their business. Amidst all the new high-rises, Marco and Edith's longtime salon creates a feeling of neighborhood that cannot be duplicated by chains like Starbucks. One Twenty For Hair has become part of the identity of the Embarcadero/South of Market area, and my understanding is that an upcoming rent increase presents a significant risk of displacement. I hope One Twenty For Hair can be placed on the legacy business registry.

Valerie Marchant
[REDACTED] Balfour Avenue
Oakland, CA
94610

Filing Date: November 8, 2017
Case No.: 2017-014705LBR
Business Name: One Twenty for Hair
Business Address: 155 Main Street
Zoning: C-3-O (SD) (Downtown – Office (Special Development))/
200-S Height and Bulk District
Block/Lot: 3717/011
Applicant: Marco Paz, Owner
155 Main Street
San Francisco, CA 94105
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

One Twenty for Hair is a local haircutting and hairstyling salon serving the Downtown/Financial District neighborhood. The business was opened in 1985 by Marco and Edith Paz, who relocated to San Francisco from Washington D.C. to establish themselves as leaders in the industry on the West Coast after having run a successful and prestigious salon in D.C. The business was originally located at 120 Howard Street in the Financial District and operated under the mission of providing a relaxing environment for clients to receive salon services. The business established its presence in the Downtown/Financial District neighborhood as an affordable place to receive high quality salon services and to be greeted and taken in as if you were a part of the Paz family.

In 2012, the business was forced to relocate due to their lease at 120 Howard Street not being renewed. Rather than approach this situation in a negative way, Marco and Edith Paz saw this as an opportunity to continue their services and provide a fresh new look to the salon at their new location at 155 Main Street. One Twenty for Hair has been and remains an essential part of the Downtown/Financial District community by continuing to provide exceptional salon services and high quality hair products at affordable prices in a warm, welcoming and familial environment. The clientele makeup of the business includes neighborhood residents, workers and former residents who make the journey back to the City just to have their hair cut at this unique salon. Additionally, the salon offers internship to students in cosmetology school so that they can work alongside hairstylists to strengthen their skills and also learn the business side of the industry.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

1985

**Beck's Motor Lodge; Eddie's Café; Little Joe's Pizzeria;
One Twenty For Hair**

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

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

- i. One Twenty for Hair has operated for 32 years.
- ii. One Twenty for Hair has contributed to the Downtown/Financial District community's history and identity by continuing to offer high quality, affordable haircutting and hair styling services to changing clientele in the neighborhood and to those who have frequented the business since its opening but have since moved away and travel back specifically to be tended to by the Paz's.
- iii. One Twenty for Hair is committed to maintaining the physical features and traditions that define it as a small, local, family-owned hair salon that provides high quality haircuts and a familial atmosphere and attitude to all clients.

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

The business is associated with the tradition of haircutting and hair styling services.

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

The 1989 property is considered a "Category C Property" that does not further review per the Planning Department's CEQA review procedures for historical resources because it is less than 45 years of age.

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 not been cited in publications to date.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 155 Main Street

Recommended by Applicant

- Business model and mission to keep customers happy and relaxed by providing a family atmosphere and by focusing on making clients feel like part of a family
- Providing high quality, affordable haircutting and hair styling services

Additional Recommended by Staff

- Location in the Downtown/Financial District neighborhood



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution

HEARING DATE DECEMBER 6, 2017

Case No.: 2017-014705LBR
Business Name: One Twenty for Hair
Business Address: 155 Main Street
Zoning: C-3-O (SD) (Downtown – Office (Special Development))/
200-S Height and Bulk District
Block/Lot: 3717/011
Applicant: Marco Paz, Owner
155 Main Street
San Francisco, CA 94105
Nominated By: Supervisor Jane Kim, District 6
Staff Contact: Stephanie Cisneros - (415) 575-9186
stephanie.cisneros@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ONE TWENTY FOR HAIR, CURRENTLY LOCATED AT 155 MAIN STREET (BLOCK/LOT 3717/011).

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 Downtown/Financial District 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 December 6, 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 One Twenty for Hair 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 One Twenty for Hair

Location (if applicable)

- 155 Main Street

Physical Features or Traditions that Define the Business

- *Business model and mission to keep customers happy and relaxed by providing a family atmosphere and by focusing on making clients feel like part of a family*
- *Providing high quality, affordable haircutting and hair styling services*
- *Location in the Downtown/Financial District neighborhood*

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 2017-014705LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 6, 2017.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: