



Legacy Business Registry Staff Report

Hearing Date: November 8, 2021

DEE DEE BOUTIQUE

Application No.: LBR-2021-22-006
Business Name: Dee Dee Boutique
Business Address: 714A Pacific Avenue and 813 Washington Street
District: District 3
Applicant: Emmy Yee, Owner
Nomination Letter Date: October 6, 2021
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Dee Dee Boutique is a retail beauty store opened by Emmy and David Yee at 654 Pacific Avenue in December 1988. In 1986, Emmy Yee immigrated to San Francisco with an ambition to share her culture and started the boutique to source unique Japanese and Korean beauty products for over 33 years. The business has also integrated a personalized consultation model for its customers.

Known as one of the most popular and oldest retail beauty stores in San Francisco's Chinatown, Dee Dee Boutique has its niche customer base in the Chinese community. The boutique has moved and relocated several times within Chinatown. The store relocated to 714A Pacific Avenue from 1992 to 1998 and was reopened in 2002 due to growing consumer demand. The boutique also has two other locations in San Francisco and Millbrae.

A family-owned business run by Emmy and David Yee, the boutique encourages neighbors and locals to shop at the store by offering special incentives. The boutique is also popular with tourists looking to buy unique Asian beauty products. Considering its important role in promoting Asian beauty trends in the industry, the boutique employs highly trained staff who are certified to provide personalized consultations to customers of all ages. The business continuously invests in employee training and certification by providing seminars and other tools to ensure the highest level of customer service. The boutique also ensures that its customers are well informed by staff about skincare and health.

As an integral part of Chinatown, Dee Dee Boutique is an anchor for the neighborhood and contributes to Chinatown being a popular shopping destination. The boutique has sponsored the Chinese Hospital Golf Tournament by donating sunscreen to increase the awareness and importance of sun protection. The store has also collaborated with Gum Moon Residence to empower women and recruit women who are looking for jobs.

The business has won awards such as the Gold Platinum Door Store by Shiseido USA for many years between 2005 and 2020, and the Northern California Regional Beauty Award by Pola USA in 2000.

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

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





654 Pacific Avenue, Unit 4 from 1988 to 1992 (4 years).
635 Kearny Street from 1989 to 1992 (3 years).
218 Columbus Avenue from 1990 to 1995 (5 years)
714A Pacific Avenue from 1992 to 1998 (6 years)
1123 Grant Avenue from 1998 to 2018 (20 years)
814 Grant Avenue from 2000 to 2005 (5 years)
714A Pacific Avenue from 2002 to Present (19 years)
928 Stockton Street from 2004 to 2016 (12 years)
813 Washington Street from 2016 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, Dee Dee Boutique has contributed to the history and identity of the Chinatown neighborhood and San Francisco.

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

- The business is a beauty retail store specializing in sourcing and retail of Asian beauty products in the Chinatown neighborhood.
- The Pacific Avenue property is listed in the California/ National Register as contributor to the Chinatown Historic district. The building is associated with architect J.C. Pelton. Both the Pacific Avenue and Washington Street properties are located within the California Register-eligible Chinatown Historic District. The neighborhood consists primarily of two- and three-story mixed-use buildings that are in keeping with the small-scaled architecture that is predominant in Chinatown.
- The business has been featured in the Singtao Newspaper to showcase the historical significance of the building at 714A Pacific Avenue. The boutique regularly advertises in n Singtao Newspaper, on Sky TV, and in other Chinese newspapers.

CRITERION 3

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

Dee Dee Boutique is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Dee Dee Boutique 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:

- Dee Dee Boutique signage in Chinese.
- Dee Dee Boutique signage in English.
- Product displays.
- Zodiac Calendars for customers.
- Personalized skincare and consultation business model.
- Employee training and development.

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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.

- Cosmetics store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Dee Dee Boutique currently located at 714A Pacific Avenue and 813 Washington Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

November 8, 2021

DEE DEE BOUTIQUE

Application No.: LBR-2021-22-006
Business Name: Dee Dee Boutique
Business Address: 714A Pacific Avenue and 813 Washington Street
District: District 3
Applicant: Emmy Yee, Owner
Nomination Letter Date: October 6, 2021
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Dee Dee Boutique, currently located at 714A Pacific Avenue and 813 Washington 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 on the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on November 8, 2021, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Dee Dee Boutique 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 Dee Dee Boutique.

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Physical Features or Traditions that Define the Business:

- Dee Dee Boutique signage in Chinese.
- Dee Dee Boutique signage in English.
- Product displays.
- Zodiac Calendars for customers.
- Personalized skincare and consultation business model.
- Employee training and development.

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

- Cosmetics store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on November 8, 2021.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2021-22-006
Business Name: Dee Dee Boutique
Business Address: 714A Pacific Avenue and 813 Washington Street
District: District 3
Applicant: Emmy Yee, Owner
Nomination Letter Date: October 6, 2021
Nominated By: Supervisor Aaron Peskin

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

☒ Yes ☐ No

654 Pacific Avenue, Unit 4 from 1988 to 1992 (4 years).

635 Kearny Street from 1989 to 1992 (3 years).

218 Columbus Avenue from 1990 to 1995 (5 years)

714A Pacific Avenue from 1992 to 1998 (6 years)

1123 Grant Avenue from 1998 to 2018 (20 years)

814 Grant Avenue from 2000 to 2005 (5 years)

714A Pacific Avenue from 2002 to Present (19 years)

928 Stockton Street from 2004 to 2016 (12 years)

813 Washington Street from 2016 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: October 6, 2021

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN

October 6, 2021

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Director Dick-Endrizzi:

It is my honor and privilege to nominate Dee Dee Boutique for inclusion on the Legacy Business Registry.

Dee Dee Boutique has been an integral part of San Francisco's small business community since opening in 1988 and has remained a family-owned and operated business since it opened its doors. Emmy Kam Fun Yeung Yee immigrated to San Francisco in 1986 with aspirations to share her culture and make significant contributions and has integrated a personalized consultation model into her business. For over 33 years, the business has sourced unique Japanese and Korean Products that can hardly be found anywhere else.

Dee Dee Boutique is a shining example of the impact and legacy of many generations of immigrant-owned businesses, bringing new traditions and culturally- inspired merchandise to neighborhood commercial corridors across San Francisco.

I hope for Dee Dee Boutique's continued success and hereby recommend it for inclusion on the Legacy Business Registry.

Sincerely,

A handwritten signature in black ink that reads "Aaron Peskin". The signature is stylized with a large, flowing "A" and "P".

Aaron Peskin

Section One:

Business / Applicant Information.

Please 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: | |
| Dee Dee Boutique | |
| BUSINESS OWNER(S) (Identify the person(s) with the highest ownership stake in the business): | |
| Emmy Yee, David Yee | |
| CURRENT BUSINESS ADDRESS: | TELEPHONE NUMBER: |
| 714A Pacific Ave. San Francisco, CA 94133 | 415-398-3168 |
| | EMAIL ADDRESS: |
| | deedeesf@gmail.com |
| MAILING ADDRESS – STREET ADDRESS: | MAILING ADDRESS – CITY AND STATE: |
| <input type="checkbox"/> Same as Business Address | San Francisco, CA |
| 813 Washington St. | MAILING ADDRESS – ZIP CODE: |
| | 94108 |
| WEBSITE ADDRESS: | |
| www.deedeesf.com; www.deedeemillbrae.com | |
| FACEBOOK PAGE: | |
| www.facebook.com/Dee-Dee-Boutique-995127227202895 | |
| TWITTER NAME: | |
| @deedeesf | |
| APPLICANT'S NAME: | APPLICANT'S TELEPHONE NUMBER: |
| Emmy Yee | 415-629-1770 |
| APPLICANT'S TITLE: | APPLICANT'S EMAIL ADDRESS: |
| Owner | deedeesf@gmail.com |
| SAN FRANCISCO BUSINESS ACCOUNT NUMBER: | |
| | |
| SECRETARY OF STATE ENTITY NUMBER (If applicable): | |
| | |

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 |
|---|----------|--|
| 654 Pacific Ave., Unit 4 | 94133 | December 1, 1988 |
| IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | DATES OF OPERATION AT THIS LOCATION |
| | | December 1988 to December 1992 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 635 Kearny St. | 94108 | Start: 1989 |
| | | End: 1992 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 218 Columbus Ave. | 94133 | Start: 1990 |
| | | End: 1995 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------------------|
| 714A Pacific Ave. | 94133 | Start: 1992 to Nov. 1998 |
| | | End: then Oct. 2002 to Present |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|----------------------|
| 1123 Grant Ave. | 94133 | Start: November 1998 |
| | | End: December 2018 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 814 Grant Ave. | 94108 | Start: 2000 |
| | | End: 2005 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 928 Stockton St. | 94108 | Start: 2004 |
| | | End: 2016 |

| OTHER ADDRESSES (If applicable) | ZIP CODE | DATES OF OPERATION |
|---------------------------------|----------|--------------------|
| 813 Washington St. | 94108 | Start: 2016 |
| | | End: Present |

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. A business deemed not current with all San Francisco taxes, business registration and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

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

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

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

EMMY YEE

1/15/2021

EMMY YEE

Digitally signed by EMMY YEE
Date: 2021.01.15 13:04:09
-08'00'

Name (Print):

Date:

Signature:

DEE DEE BOUTIQUE

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.

Dee Dee Boutique is a retail beauty store presently located at 714A Pacific Avenue and 813 Washington Street. There is also one store in Millbrae at 293 Broadway. Dee Dee Boutique was founded on December 1, 1988. The original owners, Emmy Yee and David Yee, are still the present owners.

The original location of Dee Dee Boutique was 654 Pacific Avenue, Unit 4. The store was at that location from December 1988 to December 1992. Dee Dee Boutique moved and relocated within San Francisco's Chinatown numerous times for various reasons, sometimes because a larger or additional space was needed and sometimes due to uncertain lease terms.

The main store relocated from 654 Pacific Avenue to 714A Pacific Avenue in 1992. In 1998, Dee Dee Boutique expanded to a more spacious storefront at 1123 Grant Avenue. Due to high consumer demand, Emmy reopened the 714A Pacific Avenue store in October 2002.

At the end of 2008, Dee Dee Boutique added one more store location in Millbrae, California, bringing the total to four operating stores in San Francisco and the Peninsula.

By the end of 2018, Dee Dee Boutique closed the 928 Stockton Street and 1123 Grant Avenue stores, and opened a new store at 813 Washington Street.

As of today, Dee Dee Boutique has three store locations: two stores in San Francisco (714A Pacific Avenue; 813 Washington Street) and one store in Millbrae (293 Broadway).

Dee Dee Boutique is working hard to fully develop its internet presence with a new website at www.deedeesf.com.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

Dee Dee Boutique has not ceased operations in San Francisco and Millbrae since it was founded in 1988 until the coronavirus pandemic in 2020. Dee Dee Boutique was closed from March 16 until May 15 in 2020.

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

Dee Dee Boutique is a family-owned business defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. Since 1988, Dee Dee Boutique has been owned by Emmy Yee and David Yee.

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

The ownership history of Dee Dee Boutique is as follows:

1988 to Present: Emmy Yee and David Yee

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. 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 historic resource status of the building at 813 Washington Street is classified by the Planning Department as Category A, Historic Resource Present with regard to the California Environmental Quality Act. The building was declared to have “major Importance” in a 1978 survey by the Foundation For San Francisco Architectural Heritage. The building is a contributor to the Chinatown Historic District and appears eligible as a contributor to the National Registry.

The historic resource status of the building at 714 Pacific Ave. is also classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. The building was determined to have “contextual importance” in a 1978 survey by the Foundation For San Francisco Architectural Heritage. The building is a “contributory altered” to the Chinatown Historic District. The brick building was constructed in 1906; a second story was added in 1920s; a third story was added in the early 1950s. The upper stories have been stripped. The building appears eligible as a contributor to the National Registry.

CRITERION 2

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

Dee Dee Boutique is known as one of the most popular retail beauty stores in San Francisco’s Chinatown. Their niche is the Chinese community, and they are known as the Asian beauty retail store and the place that offers personalized beauty consultation in Chinese and English.

In Chinatown, Dee Dee Boutique is an integral part of the community, which is centered around many restaurants that are located there: Imperial Palace, Great Eastern, and R&G Lounge. Customers often shop nearby before or after dining. Dee Dee Boutique has contributed to Chinatown by being the destination for shopping, especially considering it is one of the oldest shops in the neighborhood.

Also, Dee Dee Boutique's staff are highly trained and certified to advise customers of all genders and ages about skincare concerns, and staff undergo up to four seminars every year.

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

Dee Dee Boutique sponsored the Chinese Hospital Golf Tournament by donating sunscreen to increase the awareness and importance of sun protection. The store has also collaborated with Gum Moon Residence to empower women and recruit women who are looking for jobs.

In the beauty industry, Dee Dee Boutique has won numerous awards:

- Gold Platinum Door Store ("Gold Club Member") by Shiseido USA, 2005-2007, 2009, 2011-2014, 2020
- Northern California Regional Beauty Award by Pola USA, 2000s.

Dee Dee Boutique's staff are highly trained in Chinese (Cantonese and Mandarin) and English and certified to give beauty consultations to customers.

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

Dee Dee Boutique has been featured in Singtao Newspaper regarding the historical building at 813 Washington Street.

Dee Dee Boutique advertises in Singtao Newspaper, on Sky TV, and in other Chinese newspapers.

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

Many well-known people have shopped at Dee Dee Boutique, including, but not limited to, the following:

- Colleen Quen, fashion designer
- Mary Ping, Ark of Hope Preschool, San Francisco
- Florence Fang, Chinese-American businesswoman, publisher, and philanthropist
- Several members and staff of the San Francisco Board of Supervisors

Asian celebrities are frequent customers and have VIP memberships with Dee Dee Boutique.

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

Emmy and David Yee encourage neighbors to shop at the store by offering special incentives for local residents. Emmy and David are also residents within 0.5 miles from the store, so they are not only store owners but property owners and tax payers. They are active voters and very proactive in the Russian Hill/North Beach district and Chinatown district.

Dee Dee Boutique plays an important role in promoting Asian beauty trends in the community, and the business is continuously training its employees to uphold the highest level of service. It is crucial to have a beauty retail store where consumers can test the products and ask questions. Skincare and health education is very important to the community.

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

Dee Dee Boutique serves a variety of customers:

- All genders
- All ages, but generally age 30 and up
- Small business owners
- People who live and/or work within 10 miles of the store
- People who like to shop small, shop local, and/or shop at boutiques that specialize in Asian skincare products, or support the Chinese community

Tourists often walk into the retail store when they are looking for new Asian beauty products and tools, such as jade rollers, gua sha tool, bird's nest, black and white pearl masks, etc.

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

The store's headquarters at 813 Washington Street is a historical building.

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

Dee Dee Boutique is an anchor for its neighborhoods and brings business to all its commercial corridors. The stores are known as the authentic Asian beauty stores. Dee Dee Boutique is actually the oldest beauty retail store in Chinatown, and people in the Chinese community support the business.

Dee Dee Boutique believes retail stores offer consumers excellent customer service and a personalized shopping experience. Consumers want to see, feel, and test the products before they make their buying decision.

When retail was really strong, Dee Dee Boutique employed nine full-time and part-time employees. Currently, the store employs five employees. If Dee Dee Boutique were to close, San Francisco would lose an iconic beauty destination and employer. Five employees would

lose their jobs, three of which are mothers with children. The loss of Dee Dee Boutique would negatively affect San Francisco's Chinatown.

CRITERION 3

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

Dee Dee Boutique promote the importance of skincare to people of all genders and ages. Skincare products include Shiseido, Clé de Peau Beauté, Synactif, Kose, Annie's Way, and My Beauty Diary. The sign in Chinese symbolizes and means, "This is the one-stop shop for Chinese personalized beauty advice." The business is associated with a traditional display of products – Dee Dee Boutique includes tables, shelves, shelving systems, and display cases that display the variety of makeup and skincare products. Physical retail stores display merchandise and allow customers to smell and touch the texture of the products and assist them with any questions.

One tradition that the business has had since 1988 is the production of zodiac calendars for its customers. The calendar includes special holidays, namely Chinese New Year and mid - Autumn Festival

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)

Dee Dee Boutique is committed to maintaining its skincare and facial services. They are a unique business in the Asian community offering a personalized Chinese retail experience and beauty services. Retail beauty stores are very important because a lot of consumers still like the in-store experience, especially when it comes to beauty products. Dee Dee Boutique has equipment for in-depth skin analysis, and they continuously invest in their employees' training and development. Dee Dee Boutique is also committed to maintaining its branding featuring red storefronts. These have never changed since 1988.

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.).

Dee Dee Boutique is committed to maintaining the sign in Chinese and "Dee Dee Boutique" sign. Dee Dee Boutique is also committed to maintaining the shelves, counters, and display systems and the clean, open, well-lit retail spaces.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or

materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been a retail beauty store for 30+ years is included in this Legacy Business Registry application. The store is committed to remaining a “boutique” because it is a small retail store that sells to a specific segment of the market, primarily the Chinese community. The tradition of Dee Dee Boutique is to provide a warm, welcoming place for people of all genders and ages to ask for skincare and beauty advise.



SHISEIDO
COSMETIC BOUTIQUE



CALIFORNIA STATE BOARD OF EQUALIZATION

CONSOLIDATED SELLER'S PERMIT

CONSOLIDATED ACCOUNT NUMBER

12/1/1988 SX BH 19749790

THIS PERMIT DOES NOT
AUTHORIZE RETAIL SALES

DEE DEE BOUTIQUE
DAVID D YEE, ET AL
714A PACIFIC AVENUE
SAN FRANCISCO, CA 94133

IS HEREBY AUTHORIZED PURSUANT TO RULES AND REGULATIONS
OF THE BOARD TO FILE CONSOLIDATED SALES AND USE TAX
RETURNS UNDER THE ABOVE CONSOLIDATED ACCOUNT NUMBER

THIS PERMIT IS VALID UNTIL REVOKED OR CANCELLED BUT IS NOT TRANSFERABLE. IF YOU SELL YOUR BUSINESS,
OR DROP OUT OF A PARTNERSHIP, NOTIFY US OR YOU COULD BE RESPONSIBLE FOR SALES AND USE TAXES
OWED BY THE NEW OPERATOR OF THE BUSINESS.

Dee Dee was opened in 1988

California State Board of Equalization

Consolidated Seller's Permit Attachment 1



714A Pacific Ave S.F. CA
94133





714A Pacific Ave S.F. CA
94133







CHEUNG'S
387-6888

Dee Dee
COSMETIC BOUTIQUE
Since 1988
415-398-3168
www.deedeef.com

美之屋送大禮
Shi Dee Boutique - Free Gift

NO PARKING
ANY TIME
ANY DAY
EXCEPT
ON SUNDAYS
AND HOLIDAYS
11:00 AM - 6:00 PM

WALKER'S MARKET
FRESH FRUITS & VEGETABLES

SHISEIDO
COSMETIC BOUTIQUE

415-398-3168
www.deedesf.com

美之屋

Since 1988

美之屋送大禮
Dee Dee Boutique "Free Gift"







813 Washington St. S.F.
CA 94108



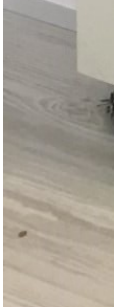












Korean Masks
\$1.99 each



潘隆夫婦敬賀

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華埠老牌粥麵店結業 守業人來個華麗轉身

「三和」將升格電子商務品牌

坐落在三藩市華埠華盛頓街813號的百年老店「三和粥麵」(SAM WO)去年結業，讓部分社區民眾感到惋惜，不過三和這塊老招牌可能很快就會在許多人意想不到的地方再度與大眾見面，這次，SAM WO可能成為電子商務品牌。

本報記者崔林子、黃偉江三藩市報導

「SAM WO」兩字近期由David Ho, Jonathan Leong 和Steven Lee向聯邦專利與註冊商標辦公室申請為註冊商標，申請書上寫明「SAM WO」意為：寧靜、和平與和諧，成為多個領域的專利商標。其中多個商標與餐飲界有直接聯繫，包括餐廳服務、蛋饅乾、冷凍肉食、雞蛋和奶製品、還有咖啡、茶、麵粉、麵包、糖、鹽、醋和各種香料等。換句話說，未來消費者可能在商場架上發現「SAM WO」牌商品。

以奇招重出江湖

除了食品之外，「SAM WO」也被註冊成了網絡、管理行業的商標，提供關係管理、市場營銷、點評網站管理、網上訂餐送餐等服務。同時，「SAM WO」還被註冊成專門提供餐飲業信息應用程序的網站，提供各類如網上訂位、預定食物、下單和外賣等相關服務。與時俱進，電子化後的「SAM WO」將不再局限於粥麵，而可能成為電子商務平台。

「SAM WO」可能以奇招重出江湖，只是不知道沒有百年建築，沒有了極具特點的服務和粥麵出品，有多少食客會出於懷懷轉而支持新「SAM WO」的產品和服務。

在華埠經營了23年的三陽餐廳老闆謝德能對三和能否轉型成功表示保留。他說，「SAM WO」的確是老招牌，但是，要做一門成功的生意要與時俱進。他舉例連相機、諾基亞和摩托羅拉手機的興衰為例，說明無論曾經有過多麼輝煌，如果不思進取，甚至安於現狀，必定被市場淘汰。

三層唐樓拆卸遇困難

他表示，如果「SAM WO」未來被用作麵食製品品牌，則可能有許多障礙需要克服。謝德能說，目前，生產如沙河粉、麵粉、陳村粉等米粉製品的廠家，也只有稻香村一家。他認為，因為米粉製品的質保期很短，加上要回收，如果靠單一經營，廠家風險很大。稻香村老闆娘Judy表示，麵食製品市場有似市場的門檻不高，但是，如果沒有其他相關行業的支持，根本就無法生存。稻香村除了自營多家餐館，還向多家有規模的超市提供蛋糕、麵包、西餅、沙河粉、麵粉、陳村粉等米粉製品，只是作為產業鏈的補充。

招牌註冊產生，「三和粥麵」舊址的三層唐樓則依舊處於閒置的狀態，接手的新業主據傳是在華埠經營某化妝品知名品牌的老闆。然而，「三和粥麵」內部拆除工程才開始不久，就停工了。謝德能現場指點說，該物業一面借靠旁邊一棟4棟老式住宅樓，估計清拆和裝修都非常不容易。

除了悠久的歷史，「三和」還因營業至凌晨3點而廣為人知，是華埠，甚至整個三藩市少數經營到半夜的食肆之一。

東主何耀彰從小跟著爺爺與父親打理這家餐館，自己接手亦有30年之久，他的一雙子女也常在店裡幫忙，對於餐館的深刻感情不言而喻。

去年4月，市衛生局在巡視檢查後指出餐館有多處需要整改，消防局也指出廚房存在火災隱患和不合要求的通風系統，餐館更被勒令停業整改。

東主女兒何婉婷表示，近幾年經濟不景氣，餐館已經是慘淡經營，但仍苦苦堅持。距離上一次的裝修已經是50、60年前的事，自然許多方面都無法滿足現今條例的要求。

百年招牌出走 舊樓改營美容

大規模整修起碼數十萬元

然而，大規模的整修起碼需要數十萬元，何家無力承擔只好作出艱難決定，結束營業。東主夫婦和10名工人都因始料未及的結業而不得不另尋生計。

據悉，原業主在轉讓位於華盛頓街813號的物業時，曾被指打著三和的名義，引起東主質疑。「三和」後在其網站上澄清，自今年7月29日起，「三和」將不再與該物業有任何形式的關係。

上月，該物業成功以81萬3500元售出，據瞭解，新業主打算把該樓宇打造成高級美容美髮沙龍。

圖上圖：三和粥麵這塊老招牌可能成為電子商務品牌；右圖：已經易主的「三和粥麵」原址。

圖：三和粥麵結業前民眾拍照留念，部分市民也懷惜百年老店走入歷史。本報資料圖片

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北美首席代表 吳桐 Wendy Wu
Tel: 001-917-723-3768
E-mail: wendy@council.com.cn
515 East 72nd New York NY 10021

洛杉磯徵集鑒定會

January 11-12 9am-6pm
Hilton San Gabriel
225 W. Valley Blvd
San Gabriel, CA 91776
2nd Floor, San Diego Room B

紐約徵集鑒定會

January 18-19 9am-6pm
Sheraton La Guardia East Hotel
135-20 39th Avenue
Flushing, New York 11354
6th Floor, Ruby/Sapphire Room

舊金山徵集鑒定會

January 15-16 9am-6pm
Hyatt Regency San Francisco Airport
1333 Bayshore Highway
Burlingame, CA 94010
Atrium Floor, Boardroom IV

邁阿密徵集鑒定會

January 25-26 9am-6pm
Z Ocean Hotel South Beach
1437 Collins Avenue
Miami Beach, FL 33139
1st Floor, Z Ocean Executive Meeting Room



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: NOVEMBER 3, 2021

Filing Date: October 6, 2021
Case No.: **2021-010334LBR**
Business Name: Dee Dee Boutique
Business Address: 714A Pacific Avenue (Primary Address)
813 Washington Street (Secondary Address)
Zoning: CRNC (CHINATOWN- RESIDENTIAL- NEIGHBORHOOD COMMERCIAL) Zoning District
50-N Height and Bulk District
Block/Lot: 0161/007
Applicant: Emmy Yee and David Yee

Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Kalyani Agnihotri - 628-652-7454
kalyani.agnihotri@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Dee Dee Boutique is a retail beauty store, opened by Emmy and David Yee at 654 Pacific Avenue in December 1988. In 1986, Emmy Yee immigrated to San Francisco with an ambition to share her culture and started the boutique to source unique Japanese and Korean beauty products for over 33 years. The business has also integrated a personalized consultation model for its customers.

Known as one of the most popular and oldest retail beauty stores in San Francisco's Chinatown, Dee Dee Boutique has its niche customer base in the Chinese community. Originally opened at 654 Pacific Avenue, the boutique has moved and relocated several times within San Francisco's Chinatown. The store relocated to 714A Pacific Avenue from 1992 to 1998 and was reopened in 2002 due to growing consumer demand. The boutique also has two other locations in San Francisco and Millbrae.

A family-owned business run by Emmy and David Yee, the boutique encourages neighbors and locals to shop at the store by offering special incentives. The boutique is also popular with tourists looking to buy unique Asian beauty products. Considering its important role in promoting Asian beauty trends in the industry, the boutique employs highly trained staff who are certified to provide personalized consultations to customers of all ages. The business continuously invests in employee training and certification by providing seminars and other tools to ensure the highest level of customer service. The boutique also ensures that its customers are well informed by staff about skincare and health.

As an integral part of Chinatown, Dee Dee Boutique is an anchor for the neighborhood and contributes to Chinatown being a popular shopping destination. The boutique has sponsored the Chinese Hospital Golf Tournament by donating sunscreen to increase the awareness and importance of sun protection. The store has also collaborated with Gum Moon Residence to empower women and recruit women who are looking for jobs. The business has won awards such as the Gold Platinum Door Store by Shiseido USA for many years between 2005 and 2020, and the Northern California Regional Beauty Award by Pola USA in 2000.

The business's primary location at 714A Pacific Avenue is a Category A (Historic Resource Present) structure on the north-west corner at the intersection of Pacific Avenue and Grant Avenue in the Chinatown neighborhood. It is within the CRNC (Chinatown- Residential- Neighborhood Commercial) Zoning District and a 50-N Height and Bulk District. The property is included in several survey areas, including the Chinatown Historic Survey (1994), where it was deemed as a contributor, the National Register Historic Survey (1997), where it received a survey rating of "3D" making it eligible for the National Register as a contributor to the Chinatown Historic District, and the Foundation for San Francisco Architectural Heritage Survey (1978), where it was identified as having "Contextual Importance."

Dee Dee Boutique maintains two additional locations in Chinatown (813 Washington Street; Category A (Historic Resource Present), Contributor to the Chinatown Historic District, CVR – Chinatown- Visitor Retail/ 50-N Zoning District, and in Millbrae (293 Broadway).

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1988.

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

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

- a. Dee Dee Boutique has operated continuously in San Francisco for 33 years.
- b. Dee Dee Boutique has contributed to the history and identity of the Chinatown neighborhood and San Francisco.

- c. Dee Dee Boutique is committed to maintaining the physical features and traditions that define the organization.

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

Yes. The business is a beauty retail store specializing in sourcing and retail of Asian beauty products in the Chinatown neighborhood.

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

Yes. The Pacific Avenue property is located within the California Register-eligible Chinatown Historic District. The building is associated with architect J.C. Pelton. The neighborhood consists primarily of two- and three-story mixed use buildings that are in keeping with the small-scaled architecture that is predominant in Chinatown.

The Washington Street property is also located within the California Register-eligible Chinatown Historic District.

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

Yes, the is listed in the California/ National Register as contributor to the Chinatown Historic district.

6. *Is the business mentioned in a local historic context statement?*

No, not as of the date of this Executive Summary.

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

Yes. The business has been featured in the Singtao Newspaper to showcase the historical significance of the building at 714A Pacific Avenue. The boutique regularly advertises in n Singtao Newspaper, on Sky TV, and in other Chinese newspapers.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 714A Pacific Avenue (1992 – 1998, 2002 – Present)
- 813 Washington Street (2016 – Present)

Previous (No Longer Extant) Locations:

- 654 Pacific Avenue (1988 -1992)
- 635 Kearny Street (1989 – 1992)
- 218 Columbus Avenue (1990 – 1995)
- 1123 Grant Avenue (1998 – 2018)
- 814 Grant Avenue (2000 – 2005)
- 928 Stockton Street (2000 – 2005)

Recommended by Applicant

- Dee Dee Boutique signage in Chinese

- Dee Dee Boutique signage in English
- Product displays
- Zodiac Calendars for customers
- Personalized skincare and consultation business model
- Employee training and development

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO.

HEARING DATE: NOVEMBER 3, 2021

Case No.: **2021-010334LBR**
Business Name: Dee Dee Boutique
Business Address: 714A Pacific Avenue (Primary Address)
813 Washington Street (Secondary Address)
Zoning: CRNC (CHINATOWN- RESIDENTIAL- NEIGHBORHOOD COMMERCIAL) Zoning District
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Applicant: Emmy Yee and David Yee
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Kalyani Agnihotri - 628-652-7454
kalyani.agnihotri@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR DEE DEE BOUTIQUE CURRENTLY LOCATED AT 714A PACIFIC AVE (PRIMARY ADDRESS), BLOCK/LOT 0161/007; 813 WASHINGTON ST (SECONDARY ADDRESS), BLOCK 0210/ 044.

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

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

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

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

WHEREAS, at a duly noticed public hearing held on November 3, 2021, 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 Dee Dee Boutique 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 Dee Dee Boutique.

Location(s):

Current Locations:

- 714A Pacific Avenue (1992 – 1998, 2002 – Present)
- 813 Washington Street (2016 – Present)

Previous (No Longer Extant) Locations:

- 654 Pacific Avenue (1988 -1992)
- 635 Kearny Street (1989 – 1992)
- 218 Columbus Avenue (1990 – 1995)
- 1123 Grant Avenue (1998 – 2018)
- 814 Grant Avenue (2000 – 2005)
- 928 Stockton Street (2000 – 2005)

Physical Features or Traditions that Define the Business:

- Dee Dee Boutique signage in Chinese
- Dee Dee Boutique signage in English
- Product displays
- Zodiac Calendars for customers
- Personalized skincare and consultation business model
- Employee training and development

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 2021-010334LBR to the Office of Small Business, November 3, 2021.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: November 3, 2021