Small Business Commission
Resolution

HEARING DATE FEBRUARY 13, 2017

ROLO SAN FRANCISCO, INC.

LEGACY BUSINESS REGISTRY RESOLUTION NO. 006-17-LBR

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

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

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on February 13, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore
BE IT RESOLVED that the Small Business Commission hereby includes Rolo San Francisco, Inc. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Rolo San Francisco, Inc.:

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

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

Regina Dick-Endrizzi
Director

RESOLUTION NO. 006-17-LBR

Ayes – 5: Adams, Dooley, Dwight, Tour-Sarkissian, Yee Riley
Nays – 0
Abstained – 0
Absent – 2: Ortiz-Cartagena, Zouzounis