Small Business Commission
Draft Resolution

HEARING DATE SEPTEMBER 25, 2017

CABLE CAR CLOTHIERS

LEGACY BUSINESS REGISTRY RESOLUTION NO. 039-17-LBR

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CABLE CAR CLOTHIERS, CURRENTLY LOCATED AT 110 SUTTER STREET, SUITE 108.

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

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

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

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

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

WHEREAS, at a duly noticed public hearing held on September 25, 2017, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore
BE IT RESOLVED that the Small Business Commission hereby includes Cable Car Clothiers 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 Cable Car Clothiers:

Physical Features or Traditions that Define the Business:
- The “CCC” label.
- Traditional signage – painted “Cable Car Clothiers” in cursive on the storefront window.
- Iconic cable car logo.
- Inventory of traditional brands (i.e. Stetson, Southwick, Kent, Filson, etc.).
- Commitment to expert customer service (i.e. in-house tailoring, bespoke customer service).
- Staff attired in clothing that reflects the Ivy League character of the shop (including bow ties, and hats).
- 1930s-style barber shop.
- Displays of products on vintage mahogany fixtures handmade in England.
- Location in downtown.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Cable Car Clothiers on the Legacy Business Registry:
- Retail menswear.

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

RESOLUTION NO. 039-17-LBR

Ayes – 6: Adams, Dwight, Ortiz-Cartagena, Tour-Sarkissian, Yee Riley, Zouzounis
Nays – 0
Abstained – 0
Absent – 1: Dooley