



Legacy Business Registry Staff Report

Hearing Date: February 26, 2024

JEWELRY COLLECTION

Application No.: LBR-2023-24-021
Business Name: Jewelry Collection
Business Address: 440 Sutter St.
District: District 3
Applicant: Shirley Tong, Owner
Nomination Date: December 1, 2023
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Jewelry Collection is a high-end and fine jewelry store that was founded by Shirley Tong at 214 Sutter Street in 1985 when she was 25 years old. Born and raised in Hong Kong, Shirley immigrated to the United States in 1982 and decided to open a jewelry store to showcase the jewelry that her family manufactured in Hong Kong. Jewelry Collection sells high-end jewelry (red carpet-worthy), fine jewelry made with precious metals and genuine gemstones, and custom engagement and bridal jewelry tailored to match each client's budget and style. They are renowned for providing high-end jewelry at wholesale prices.

In 1993, Shirley opened a second location at 440 Sutter Street on the ground floor of the historic Art Deco Four Fifty Sutter Building. The location at 214 Sutter closed in 2004 to due a long-time employee's retirement. Two other employees transferred to the main store at 440 Sutter Street.

Serving a diverse base of customers from different backgrounds and socioeconomic statuses from all over the United States, Jewelry Collection's clientele includes long-term customers who have supported Jewelry Collection throughout the years, including some that have been patronizing the business since its origins in the mid-1980s. Dedicated customers who have moved out of the Bay Area often return when they are in the market for a new piece. Tourists, celebrities, politicians, business executives, along with staff and patients of the Four Fifty Sutter Building are also included among the varied customer-base of Jewelry Collection.

Jewelry Collection is known for their lifetime guarantee policy for their jewelry pieces – any piece that was purchased there can be re-sized and repaired for free. They also offer a buyback and delivery service. For any special-order items, owner Shirley Tong will work diligently to ensure the best piece in the price range that is the most affordable for the customer. Jewelry Collection always has their customers in mind – when they go to jewelry shows, they are always on the lookout for items that customers want even if it was just mentioned once in passing.

Jewelry Collection maintains a presence online and also conducts business through phone orders, which allowed them to continue operations throughout the COVID-19 pandemic. Shirley continues to run the business today with her husband and daughter, maintaining their commitment to prioritizing long-term relationships with their customers.

Legacy Business Program

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





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

214 Sutter St. from 1985 to 2004 (19 years)
440 Sutter St. from 1993 to Present (31 years)

CRITERION 2

Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, Jewelry Collection has contributed to the history and identity of the Union Square 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 associated with the craft of high end and fine jewelry, having originally established a jewelry manufacturing business in Hong Kong.
- Jewelry Collection is located within the iconic Four Fifty Sutter Building, an Art Deco building constructed in 1929 and designed by Timothy Pflueger. The site is listed individually on the National Register of Historic Places. It is an Article 11 Category I (Significant Building, No Alterations) located within the Kearny-Mason-Market-Sutter Conservation.

The property has been identified for its association with modern architecture and landscape design, as described on page 90 of the San Francisco Modern Architecture and Landscape Design 1935-1970 Historic Context Statement. Additionally, the overall property has been identified for its association with LGBTQ history and may be potentially significant under Criterion B/2 for its association with Dr. Harry Benjamin, an endocrinologist and advocate of both medical treatment and social respect for transgender people.

- With regard to racial and social equity, Jewelry Collection contributes to the cultural fabric of San Francisco as an immigrant, minority, and woman owned business. Jewelry Collection donated to the Heart Association in 2017. Several times a year, the business serves the surrounding community by donating children's shoes, clothes, toys, and books to a church in Chinatown. They generally prefer to donate anonymously to keep a lower profile.

CRITERION 3

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

Yes, Jewelry Collection is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Jewelry Collection 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.

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Physical Features or Traditions that Define the Business:

- Jewelry store.
- High-end jewelry for wholesale prices.
- Excellent customer service.
- Building life-long relationships with customers.

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.

- Jewelry store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Jewelry Collection currently located at 440 Sutter St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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Small Business Commission

Resolution No. _____

February 26, 2024

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Adopting findings approving the Legacy Business Registry application for Jewelry Collection, currently located at 440 Sutter St.

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 February 26, 2024, 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 Jewelry Collection 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 Jewelry Collection.

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Physical Features or Traditions that Define the Business:

- Jewelry store.
- High-end jewelry for wholesale prices.
- Excellent customer service.
- Building life-long relationships with customers.

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

- Jewelry store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 26, 2024.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2023-24-021
Business Name: Jewelry Collection
Business Address: 440 Sutter St.
District: District 3
Applicant: Shirley Tong, Owner
Nomination Date: December 1, 2023
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

214 Sutter St. from 1985 to 2004 (19 years)
440 Sutter St. from 1993 to Present (31 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: January 24, 2024

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

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City and County of
San Francisco



President, Board of
Supervisors

AARON PESKIN

December 1, 2023

Director Katy Tang *via email* <Katy.Tang@sfgov.org>
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlet Place
San Francisco, CA 94102

RE: Legacy Business Nomination letter for Jewelry Collection - 440 Sutter Street

Dear Director Tang,

I write to nominate Jewelry Collection, located at 440 Sutter Street, to the San Francisco Legacy Business Registry.

Jewelry Collection was established by Shirley Tong in 1985. Shirley was inspired by her family legacy as an independent jewelry manufacturer in Hong Kong and wanted to showcase her family's artistry when she immigrated to San Francisco. In 1993, Jewelry Collection opened its second location at the ground floor of 450 Sutter Street.

Today, Shirley continues to run the business with her husband and daughter and maintains their commitment to prioritizing long-term relationships with their customers. Customers often return to the store throughout their lifetime and at many significant life events. Even longtime customers who moved out of the state have returned to have their pieces resized and repaired as needed.

Jewelry Collection's business model and ongoing dedication to their craft and their customers epitomize the spirit of San Francisco's small business community.

Sincerely,

A handwritten signature in black ink, appearing to read "Aaron Peskin", with a horizontal line extending from the end of the signature.

Aaron Peskin



Legacy Business Registry Application



Business Information

Business name: Jewelry Collection

Business owner name(s): Shirley Tong

Identify the person(s) with the highest ownership stake in the business

Current business address: 440 Sutter Street, San Francisco, CA 94108

Telephone: (415) 981 - 0811 Email: Info@jewelrycollectionSF.com

Mailing address (if different than above): Same as above

Website: JewelrycollectionSF.com

Facebook: Jewelry Collection Twitter: JewelrycollectionSF

7-digit San Francisco Business Account Number (BAN): 0 9 2 2 1 3 7

Do any of these describe your business? (select all that apply)

Requires at least 51% of the business be owned, operated, and controlled by the business designation below.

- Immigrant-Owned Business
- LGBTQ+-Owned Business
- Minority-Owned Business*
- Owned by Person with a Disability
- Veteran-Owned Business
- Woman-Owned Business

**Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

Contact Person Information

Contact person name: Shirley Tong

Contact person title: Owner

Contact telephone: () - Contact email:

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.

Original San Francisco address: 214 Sutter Street **Zip Code:** 94108

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: 1985 To: 2004

Other address (if applicable): 440 Sutter Street **Zip Code:** 94108

Dates at this location: From: 1993 To: Now

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other Address (if applicable): **Zip Code:**

Dates at this location: From: To:

Other address (if applicable): **Zip Code:**

Dates at this location: From: To:

Applicant Disclosures

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.

Name: Shirley Tong

Signature: Shirley Tong

Date: 08/28/2023

JEWELRY COLLECTION

Written Historical Narrative

INTRODUCTION

a. Describe the business. What does it sell or provide?

Jewelry Collection sells fine jewelry at the best prices. The business features high-end jewelry of all types, including high jewelry, fine jewelry, and engagement and bridal jewelry. High jewelry is jewelry pieces that are red carpet worthy. These pieces are made with the most excellent cut, color, and style. Fine jewelry is made with precious metals (such as 14K gold, 18K gold, and platinum) and genuine gemstones. The engagement rings are unique for each and every customer. Everything from the diamond to the setting is curated to match the client's budget and style.

b. Describe whom the business serves.

Jewelry Collection serves many different customers from all over the country. Some are long term customers who continue to support the business through the business' many years, some since the 1980s. Others are tourists who come to the city on vacation and want an everlasting souvenir. And some are staff and patients who work and visit the historic Four Fifty Sutter Building. Many customers of Jewelry Collection come from all over the Bay Area with different backgrounds and socioeconomic statuses. Long-term customers who move out of the state will continue to come and support the business when they are in the market for a new piece.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

High-end jewelry for wholesale prices.

CRITERION 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Jewelry Collection was founded at 214 Sutter Street in 1985 by Shirley Tong when she was 25 years old. Shirley was born and raised in Hong Kong and immigrated to the United States in 1982. She decided to open a jewelry store because her family is a jewelry manufacturer in Hong Kong.

In 1993, Shirley opened a second location at 440 Sutter Street on the street level of the Four Fifty Sutter Building. "Proudly serving the Bay Area medical community since 1929," per the

building's website, Four Fifty Sutter "is San Francisco's premier medical and dental building. The elegant 26-story Art Deco masterpiece designed by world famous San Francisco architect Timothy Pflueger is deeply ingrained in San Francisco's rich history."¹

The location at 214 Sutter Street closed in 2004 due to employee retirement. The store had three employees, and one employee, Elizabeth, retired. The other two employees transferred to the main location at 440 Sutter Street.

Today the business is still owned and operated by Shirley Tong with her family as employees. Her husband and her daughter help with sales, run errands for jewelry repair, and run the online website.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1985 to Present: Shirley Tong

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

The 440 Sutter Street location was closed from March 2020 until June 2021 due to the COVID-19 pandemic. However, during that time, the business continued at home through phone orders and shipments.

CRITERION 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

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

The business' role in the community is to provide jewelry that makes the buyer feel special and happy, whether it is helping a young couple create their own personalized engagement ring or helping a great-grandmother buy her great-granddaughter her first pair of earrings.

Jewelry Collection has a lifetime guarantee policy for their jewelry pieces. Any piece that was bought from them can be sized and repaired for free no matter how many times it is brought in. They also buy back any piece that they sold to each customer if anyone wants to trade up. For any special order items, owner Shirley Tong will stay up late into the night contacting all of her gemstone dealers until she gets what the customer wants in the price range that is the most affordable. For their best customers, they will personally deliver the jewelry to their house if

¹ <https://www.450sutter.com/>.

they so request. If the customer likes any jewelry that Shirley is wearing, Shirley will sell it to the customer.

Jewelry Collection always have their customers in mind so when they go to jewelry shows. They are always on the lookout for items that customers want even if it was just mentioned once in passing.

b. Is the business associated with significant people or events, either now or in the past?

Since Jewelry Collection is in a prime location, they have sold to multitudes of people like CEOs of fortune 500 companies, politicians, celebrities, and family of celebrities, but they value their client confidentiality.

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

Jewelry Collection donated to the Heart Association in 2017.

A few times a year, the business donates children's shoes, clothes, toys, and books to a church in Chinatown. They prefer to keep a lower profile, so it is always anonymous because they believe that when you donate, it should be for the betterment of the community, not the betterment of one's own persona.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

The business owner, Shirley, has been interviewed by Henry Lee of KTVU FOX 2 on November 28, 2022, about the safety situation in San Francisco: <https://www.ktvu.com/news/merchants-wary-after-san-francisco-camera-shop-armed-robbery>.

e. Has the business ever received any awards, recognition, or political commendations?

No.

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

If the business were to close, many customers would lose a convenient place to buy jewelry that is relatively safe due to the location. Customers don't just come to buy jewelry, they come to chat with the employees about their day, and some of them come to talk about their hardships and receive encouragement or support.

CRITERION 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

The business is located on the ground level of the historic Four Fifty Sutter Building that was built in 1929. The building “has been called one of the most unique and beautiful buildings in San Francisco and is part of the National Register of Historic Places. The building was developed by Francis Edward Morgan Jr., an eccentric dentist, and Timothy Pflueger, a famed San Francisco architect. Pflueger’s unique style was achieved by combining ancient Mayan Culture with the Art Deco movement. 450 Sutter opened on October 15, 1929, just nine days before Black Thursday, the Wall Street crash, and the beginning of The Great Depression.”²

b. In a few words, describe the main business activity you commit to maintaining.

Jewelry Collection is committed to selling fine jewelry for all at great prices.

c. What challenges is the business facing today?

After the Great Recession from 2007 to 2009, business has been slower because fewer and fewer people want to spend money on jewelry. Although the business has some walk-ins each month, the amount of money that they spend in the shop combined would not cover the cost of rent for the storefront in the building.

The building manager and building owner have been extremely generous by giving a break on rent during and even after the COVID pandemic. If they had not done this, Jewelry Collection would no longer have a physical location. The business has prided itself on providing not only great products, but great customer service. Since customers have such a good bond with the employees, they continue to buy. If it had not been for the long-time client relationship that has been built over the years, the business would not have survived.

Another challenge is attracting tourists to the shop. In the 1980s, 1990s, and even the early 2000s, there were many tourists that came and bought jewelry, but now there are almost no tourists that come in to shop anymore because many of them are not willing to come to San Francisco after hearing how unsafe it is. Owner Shirley Tong calls clients that have not come around for a while and has been told that they are not willing to come to the city anymore because of how unsafe it is to walk around. They would prefer to buy items over the phone and have them shipped to them instead.

² <https://www.450sutter.com/about-450-sutter/>.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Jewelry store.

b. 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.

Jewelry Collection is located on the ground level of the Four Fifty Sutter Building. The Planning Department Historic Resource Status of the building is "A - Historic Resource Present." The building is significant and is listed on the National Register of Historic Places. It is also a contributor to the Kearny-Market-Mason-Sutter Conservation District.



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PARKING





WELLS FARGO

JEWELRY COLLECTION

FOUR FIFTY SUITE







LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: FEBRUARY 21, 2024

Filing Date: January 24, 2024
Case No.: 2024-000779LBR
Business Name: Jewelry Collection
Business Address: 440 Sutter Street
Zoning: C-3-R (DOWNTOWN- RETAIL) Zoning District
80-130-F Height and Bulk District
Cultural District: N/A
Block/Lot: 0285/006
Applicant: Shirley Tong
440 Sutter Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Michelle Langlie - 628-652-7410
Michelle.Langlie@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Jewelry Collection is a high-end and fine jewelry store, opened by Shirley Tong at 214 Sutter Street in 1985 when she was 25 years old. Born and raised in Hong Kong, Shirley immigrated to the United States in 1982 and decided to open a jewelry store to showcase the jewelry that her family manufactured in Hong Kong. Jewelry Collection sells high-end, red carpet-worthy, fine jewelry made with precious metals and genuine gemstones, and custom engagement and bridal jewelry, tailored to match each client's budget and style. They are renowned for providing high-end jewelry at wholesale prices.

Serving a diverse base of customers from different backgrounds and socioeconomic statuses from all over the United States, Jewelry Collection's clientele includes long-term customers who have supported Jewelry Collection throughout the years, including some that have been patronizing the business since its origins in the mid-1980s. Dedicated customers who have moved out of the Bay Area often return when they are in the market

for a new piece. Tourists, celebrities, politicians, business executives, along with staff and patients of the Four Fifty Sutter Building are also included among the varied customer-base of Jewelry Collection.

Jewelry Collection is known for their lifetime guarantee policy for their jewelry pieces – any piece that was purchased there can be re-sized and repaired for free. They also offer a buyback and delivery service. For any special-order items, owner Shirley Tong will work diligently to ensure the best piece in the price range that is the most affordable for the customer. Owner Shirley Tong will often wear pieces to highlight them, selling them to any interested individual. Jewelry Collection always has their customers in mind – when they go to jewelry shows, they are always on the lookout for items that customers want even if it was just mentioned once in passing.

In 1993, Shirley opened a second location at 440 Sutter on the ground floor of the historic Art Deco Four Fifty Sutter Building. The location at 214 Sutter closed in 2004 to due a long-time employee's retirement. Two other employees transferred to the main store at 440 Sutter Street. Jewelry Collection maintains a presence online and also conducts business through phone orders, which allowed them to continue operations throughout the COVID-19 epidemic. Shirley continues to run the business today with her husband and daughter, maintaining their commitment to prioritizing long-term relationships with their customers.

The business's location at 440 Sutter Street is a Category A (Historic Resource Present) structure on the north side of Sutter Street between Powell and Stockton Streets in Downtown San Francisco. It is within the C-3-R (Downtown-Retail) Zoning District and a 80-130-F Height and Bulk District. The property is rated as a Significant Building – Category I and is within the boundaries of the Kearny-Marker-Mason-Sutter Conservation District pursuant to Article 11 of the Planning Code. The property has also been included in several surveys, including a National Register Survey in 2009, where it received a status code of "1S" and was later listed as an Individual resource within the California and National Register of Historic Places, the Foundation for San Francisco Architectural Heritage Survey (1978), where it was identified as having Highest Importance, and the DCP 1976 Survey, where it was given the highest survey rating of 5.

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1985.

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

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

- a. Jewelry Collection has operated continuously in San Francisco for 39 years.
- b. Jewelry Collection has contributed to the history and identity of the Downtown neighborhood and San Francisco.

- c. Jewelry Collection 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 associated with the craft of high end and fine jewelry, having originally established a jewelry manufacturing business in Hong Kong.

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

Yes, Jewelry Collection is located within an iconic-Art Deco building, built in 1929 and designed by Timoth Pflueger, and the site is listed individually on the National Register of Historic Places (450 Sutter, also known as the Medical-Dental Building and the Four Fifty Building). It is an Article 11 Category I (Significant Building, No Alterations) located within the Kearny-Mason-Market-Sutter Conservation.

The property has been identified for its association with modern architecture and landscape design, as described on page 90 of the San Francisco Modern Architecture and Landscape Design 1935-1970 Historic Context Statement. Additionally, the overall property has been identified for its association with LGBTQ history and may be potentially significant under Criterion B/2 for its association with Dr. Harry Benjamin, an endocrinologist and advocate of both medical treatment and social respect for transgender people. The men's restroom was notorious for gay sex in the Union Square/Financial restroom circuit (see pages 96, 291, 345 of the Citywide Historic Context Statement for LGBTQ History in San Francisco).

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

Yes. The property is listed on the National Register of Historic Places.

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

No.

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

No.

Racial and Social Equity Analysis

On July 15th, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining

the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Jewelry Collection contributes to the cultural fabric of San Francisco as an immigrant, minority, and woman-owned business. Jewelry Collection donated to the Heart Association in 2017. Several times a year, the business serves the surrounding community by donating children's shoes, clothes, toys, and books to a church in Chinatown. They generally prefer to donate anonymously to keep a lower profile.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 440 Sutter Street (1993 – Present)

Previous (No Longer Extant) Locations:

- 214 Sutter Street (1985 – 2004)

Recommended by Applicant

- Jewelry store.

Additional Recommended by Staff

- High-end jewelry for wholesale prices.
- Excellent customer service.
- Building life-long relationships with customers.

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 RESOLUTION NO. 1379

HEARING DATE: FEBRUARY 21, 2024

Case No.: 2024-000779LBR
Business Name: Jewelry Collection
Business Address: 440 Sutter Street (Primary Address)
Zoning: C-3-R (DOWNTOWN- RETAIL) Zoning District
80-130-F Height and Bulk District
Block/Lot: 0285/006
Applicant: Shirley Tong
440 Sutter Street
Nominated By: Supervisor Aaron Peskin
Located In: District 3
Staff Contact: Michelle Langlie - 628-652-7410
Michelle.Langlie@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JEWELRY COLLECTION, CURRENTLY LOCATED AT 440 SUTTER ST, BLOCK/LOT 0285/006.

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 February 21, 2024, 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 JEWELRY COLLECTION 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 JEWELRY COLLECTION.

Location(s):

Current Locations:

- 440 Sutter Street (1993 – Present)

Previous (No Longer Extant) Locations:

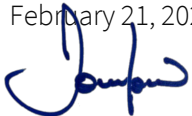
- 214 Sutter Street (1985 – 2004)

Physical Features or Traditions that Define the Business:

- Jewelry store.
- High-end jewelry for wholesale prices.
- Excellent customer service.
- Building life-long relationships with customers.

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 to the Office of Small Business on February 21, 2024.



Jonas P. Ionin
Commission Secretary

AYES: Vergara, Wright, Foley, Nageswaran, Matsuda

NOES: None

ABSENT: Baldauf, Campbell

ADOPTED: February 21, 2024