



# Legacy Business Registry

# Application Review Sheet

*Application Number:* LBR-2023-24-040  
*Business Name:* The Hair Place & More Barber Shop  
*Business Address:* 3166 22nd St.  
*District:* District 9  
*Applicant:* Debra Santiago, Owner  
*Nomination Date:* April 3, 2024  
*Nominated By:* Supervisor Hillary Ronen

**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?  
      X       Yes                No

3166 22nd St. from 1980 to Present (45 years)

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

**FEATURES OR TRADITIONS:** Hair salon

**NOTES:** NA

**DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION:** October 22, 2025

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

**Legacy Business Program**  
Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
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Member, Board of Supervisors  
District 9



City and County of San Francisco

## HILLARY RONEN

April 3, 2024

Richard Kurylo, Legacy Business Program Manager  
Legacy Business Program, San Francisco Office of Small Business

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of The Hair Place & More Barber Shop (hereinafter referred to as "Debbie's Hair Place"), located at 3166 22nd Street as a District 9 Legacy Business. Debbie's Hair Place has been operating since 1980 by Debbie Santiago, a born and raised San Francisco resident, who is also an enrolled member of the Washoe tribe. As far as our office can tell, Debbie's Hair Place is the longest running Native American business in San Francisco! It's been up and running for 44 years, an incredible feat.

Debbie has been a community leader and advocate for the local Native American community and helped create the American Indian Cultural District, which encompasses part of the Mission District. Debbie and Debbie's Hair Salon have been known to give free haircuts to Native American community members in need and to hire Native American barbers. Debbie's Hair Place has maintained reasonable prices for the community and is a true San Francisco gem that is highly deserving of Legacy Business status. Please don't hesitate to reach out if you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Hillary Ronen".

Hillary Ronen  
Supervisor, District 9



# Legacy Business Registry Application



## Business Information

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**Business name:** The Hair Place & More Barber Shop

**Business owner name(s):** Debra Santiago

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

**Current business address:** 3166 22nd Street, San Francisco, CA 94110

**Business phone number:** 415-260-4484

**Business email:** thehairplacemore@att.net

**Mailing address (if different than above):** 2375 Mariposa Street, Apt 1, San Francisco, CA 94110

**Website:**

**Link to social media:** [www.facebook.com/p/The-Hair-Place-More-100063754021644/](https://www.facebook.com/p/The-Hair-Place-More-100063754021644/)

**Link to social media #2:**

**7-digit San Francisco Business Account Number (BAN):** 0377222

## Contact Person Information

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**Contact person name:** Debra Santiago

**Contact person title:** Owner

**Contact phone number:** 415-260-4484

**Contact email:** thehairplacemore@att.net

## Business Locations

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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:** 3166 22nd St. **Zip Code:** 94110

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

**Dates at this location: From:** 4/1/1980 **To:** Present

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

**Dates at this location: From:** **To:**

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

**Dates at this location: From:** **To:**

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

**Dates at this location: From:** **To:**

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

**Dates at this location: From:** **To:**

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## 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: Debra Santiago

Signature:

Debra Santiago

Date: 03/29/2024

# The Hair Place and More Barbershop

## Written Historical Narrative

### Introduction

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

The Hair Place and More Barbershop is a trailblazer in San Francisco, being the first American Indian woman-owned barbershop and salon in the city. The establishment offers a comprehensive range of professional hair services designed to cater to diverse client needs, including expert haircuts, hair coloring, highlights, and specialized treatments for all hair types. In addition to these services, the salon also offers pedicures, with an emphasis on both natural and regular pedicure options to ensure a holistic grooming experience.

Beyond its core hair and nail services, the barbershop and salon distinguishes itself by offering a curated selection of premium hair care products. These include nourishing conditioners, beard conditioners, specialty oils, hydrating creams, beard oil, and high-quality shampoos, all crafted to promote hair health and styling versatility. The product offerings are carefully chosen to support various hair textures and personal preferences, ensuring that clients can maintain their hair care routines long after their visit.

The business also serves as a vibrant cultural hub, showcasing handmade American Indian jewelry and indigenous artwork for sale. These unique and locally crafted items celebrate the rich heritage and artistic traditions of American Indian communities, providing customers with an opportunity to purchase one-of-a-kind pieces that carry deep cultural significance.

This barbershop and salon stands as both a business and a community cornerstone, blending high-quality grooming services with cultural celebration and empowerment, all under the expert guidance of an American Indian woman entrepreneur.

#### b. Describe whom the business serves.

The business serves a diverse and inclusive clientele, catering to both men and women from a broad spectrum of nationalities and backgrounds. All communities are welcomed and treated with the same dedication to quality service. While the business attracts fewer clients from Asian and African American communities, it draws a strong and loyal customer base from Latino, White, and American Indian communities, who appreciate the high-quality services and the inclusive, family-friendly atmosphere.

The business has become a go-to destination for locals from various San Francisco neighborhoods, such as the Mission District, Bernal Heights, Haight-Ashbury, the Tenderloin, and the Marina. Additionally, it has garnered attention from customers outside the city, who

travel to the business for its reputation and wide range of services. Clients come not only for their haircuts, coloring, and other salon services, but also for the cultural experience and unique atmosphere that the business offers. The owner's connection to the American Indian community also resonates with many, adding an extra layer of authenticity and cultural significance to the services and products offered.

Overall, the business's diverse clientele reflects its commitment to providing a space that caters to people from different backgrounds, fostering a sense of community, and offering services that are accessible and valued by a broad range of individuals across the city and beyond.

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

Magic fingers haircuts.

## **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.**

The business has a rich history that began as a barbershop primarily serving men, with a focus on providing quality grooming services in the San Francisco area.

The business was established on April 1, 1980, by Don "Doc" Holiday under the name Holidays Hair. Originally from Bakersfield, Doc quickly became a beloved neighborhood figure and built a loyal clientele by offering trusted men's haircuts and grooming. From 1980 to 1989 he solely owned and operated the shop, which grew into a well-known community fixture. Doc was known for his warm presence, often sitting on the bench in front of the shop to greet passersby, and for hosting Halloween and Christmas parties that brought families and children together in celebration and gratitude.

In 1989, Debra (Debbie) Santiago joined as co-owner, and the two ran the shop together.

In 2004, after over two decades of shared ownership, Doc passed away, and Debbie became the sole owner of the business. Even after his passing, Doc's legacy remains strong, with longtime customers from across the world still stopping by to share memories and ask about him. His spirit of hospitality and community continues to define the character of the business today.

Under Debbie's leadership, she decided to rebrand and expand the business, renaming it The Hair Place and More Barbershop. The rebranding reflected not only a shift in ownership but also a desire to diversify the services offered, attracting both men and women with a wider range of hair care and grooming options.

Since 2004, Debbie Santiago has been the proud and sole owner of The Hair Place and More Barbershop, maintaining its roots in the Mission District while adapting to the evolving needs of a diverse clientele.

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

1980 to 1989:	Don Holiday
1989 to 2004:	Don Holiday; Debra Santiago
2004 to Present:	Debra Santiago

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

The business was forced to temporarily close due to the government-mandated COVID-19 shutdown, which affected many businesses citywide. In compliance with San Francisco's public health ordinances, enacted to curb the spread of the virus, the barbershop and salon closed from March 2020 to March 2021. This closure was solely due to legal requirements and not voluntary business decisions.

During this period, the business was unable to provide in-person services such as haircuts, styling, and other salon treatments. The decision to remain closed aligned fully with the city's safety protocols, prioritizing the health of clients and staff. Upon reopening in March 2021, the business implemented enhanced sanitation measures to provide a safe and welcoming environment for customers.

Though the year-long closure was challenging, the business's resilience, combined with the support of its loyal clientele, allowed it to recover and resume operations as a key community resource.

**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 Hair Place and More Barbershop has been more than just a grooming establishment, it has been a cultural gathering place and a trusted anchor in the Mission District for decades. It serves as a welcoming space for clients to connect, exchange stories, and build lasting relationships, transcending the typical client-business dynamic.

Since its founding in 1980, the business has offered a sense of familiarity and continuity in a neighborhood that has seen significant change. Under Debbie Santiago's ownership since 2004, the barbershop and salon has expanded its services to welcome a more diverse clientele while still honoring its roots. Debbie's dedication to high-quality service and her ability to connect with people from all walks of life have helped the business remain a vital part of the neighborhood's social fabric.

The business also plays a cultural role by featuring and selling handmade American Indian jewelry and indigenous artwork, showcasing the rich heritage of Debbie's community. This not only adds unique value for customers but also creates opportunities for cultural exchange and understanding.

Through consistent service, cultural representation, and community engagement, The Hair Place and More Barbershop has become a cherished and enduring part of the Mission District's identity.

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

What sets The Hair Place and More Barbershop apart from other salons and barbershops in San Francisco is its combination of professional, all-inclusive hair services and its dedication to cultural representation. It is the first American Indian woman-owned barbershop in the city and has maintained its reputation for personalized, attentive service across decades.

At the heart of this barbershop and salon is its owner, Debbie Santiago, an accomplished American Indian woman deeply embedded in the local barber and salon community. Known for her expertise and dedication to her craft, she has earned a reputation for fostering a welcoming and inclusive environment where clients of all backgrounds can feel comfortable and confident in receiving top-tier grooming services. Her leadership not only reflects her passion for beauty and wellness but also her commitment to supporting and elevating the representation of American Indian women in the business and beauty industries.

Clients value not just the technical skill of "magic fingers haircuts," but also the warm, welcoming atmosphere. Debbie Santiago has cultivated an environment where everyone, regardless of background, feels respected and at ease.

In addition, the integration of American Indian culture into the business model is unique. By offering handmade jewelry and indigenous art alongside hair and nail services, the shop provides a multi-dimensional experience that blends beauty, craftsmanship, and heritage.

This cultural authenticity, combined with decades of community presence, creates a business identity that is both distinctive and deeply rooted in San Francisco's diverse landscape.

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

The business demonstrates its deep commitment to the community in a variety of impactful ways, going far beyond its role as a barbershop and salon. One of the most notable ways the business gives back is through its active support of the American Indian Cultural District. The business regularly engages with the community in this district, organizing neighborhood cleanup days to help maintain the local environment and promote a sense of pride and ownership. Additionally, the shop has opened its doors to distribute food bags to those in need, offering vital support during difficult times, especially for those facing food insecurity.

The business also places a strong emphasis on supporting local schools, such as Sanchez Elementary and Edison Elementary. The owner, Debbie Santiago, has been an active volunteer with the Parent Teacher Association (PTA), helping to raise funds and organize events aimed at improving educational opportunities and creating a stronger bond between parents, students, and teachers. Through this involvement, the business demonstrates its belief in the importance of education and its desire to contribute to the growth and well-being of the next generation.

In addition to these initiatives, the business regularly participates in neighborhood events, offering its services to the public and supporting local causes. Whether through providing grooming services at community gatherings or making contributions to nonprofit organizations and schools, the business is dedicated to uplifting the neighborhood. By being involved in these events, the business not only meets the needs of its customers but also fosters a spirit of cooperation and unity within the community.

The owner's ongoing efforts in community-building reflect her unwavering dedication to enhancing the social fabric of the neighborhood. Through these various initiatives, the business has solidified its role as an anchor in the community, consistently demonstrating its commitment to helping others and fostering a strong sense of solidarity. This involvement shows that the business is not just a place of commerce but a vital part of the social and cultural life of the Mission District and beyond.

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

Not applicable.

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

The business has received several prestigious awards and commendations from public officials, recognizing and celebrating its significant contributions to the community, particularly in supporting American Indian heritage.

One of the most notable honors came from the American Indian Cultural District, which awarded the business with special recognition for its ongoing efforts to support elders and for its role in food distribution programs. The business has been a vital advocate for the American Indian community, using its platform to give a voice to those who may otherwise go unheard. This recognition highlights the business's dedication to cultural preservation, community support, and social justice.

In addition to this, the business received a formal commendation from Hilary Ronen, the District 9 Supervisor. In 2022, Supervisor Ronen, along with other city officials, presented the business with a plaque in acknowledgment of its significant contributions to the community. This award recognized the business' role as one of the few American Indian-owned establishments in the area, its unwavering support for American Indian heritage, and its efforts to uplift and strengthen the local neighborhood. The plaque served as a testament to the business' role as an integral part of the community and its commitment to promoting cultural awareness and inclusion.

The acknowledgment from the city officials highlighted several key aspects of the business' work, particularly its contributions to preserving and promoting American Indian culture and heritage. The recognition also underscored the business' dedication to supporting the local American Indian community through direct efforts, such as its outreach to elders and its involvement in food distribution programs aimed at assisting those in need. By serving as a gathering place for community members and offering essential resources, the business has become an integral part of the cultural fabric of the area.

These awards and recognitions reflect not only the business' strong presence in San Francisco but also its deep commitment to advocating for and supporting the American Indian community, both locally and beyond. Through these commendations, the business has been formally acknowledged for its efforts to create a more inclusive, compassionate, and engaged community and solidifies the business' standing as a cornerstone of both the local neighborhood and the broader American Indian community in San Francisco.

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

If the business were to close, its impact on the community would be profound and far-reaching.

First and foremost, employees would lose their jobs, which would have a direct effect on their financial stability and livelihoods. Many of the staff members rely on the business not only for their income but also for the sense of purpose and belonging that comes with being part of a long-standing community institution.

Beyond the economic impact on employees, the closure of the business would deprive the American Indian and local communities of essential services that go far beyond haircuts and grooming. The business has become an important provider of cultural support, particularly for

the American Indian community, offering a safe and welcoming space for individuals to connect with their heritage and access resources. Without this establishment, many community members would no longer have access to a space that celebrates their cultural identity and provides vital services, such as food distribution and outreach to elders.

Additionally, the neighborhood would lose a vital community hub where people gather, connect, and find support. The business serves as a central point for people to come together, whether it's for a haircut, a community event, or just a friendly conversation. The sense of solidarity and care that the business fosters would be deeply missed, leaving a noticeable gap in the social fabric of the neighborhood. The absence of the business would diminish the strong sense of belonging that it has cultivated over the years, particularly for those who rely on it not only for its services but for the sense of community it provides.

The closure of the business would also be a loss for the broader neighborhood, as it has contributed significantly to community engagement and local activism. From its work with local schools to its involvement in neighborhood events, the business has played a key role in fostering a spirit of cooperation and support. Without it, the neighborhood would lose an important anchor that has helped build and maintain a connected, compassionate community.

In sum, the closure, sale, or relocation of this business would create a void that extends beyond the loss of services; it would erode a sense of community, cultural connection, and mutual care that has been built over decades. The impact would be felt not just by the immediate clientele but by the broader neighborhood and American Indian community, leaving a lasting gap in both services and social engagement.

### **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 associated with several culturally significant physical features that define both its identity and its connection to the local community. One of the most prominent features is a mural located inside the shop, created in 2006. This mural, which is a key defining characteristic of the business, represents Debbie Santiago as a barber and highlights the essential services offered at the shop. It was painted by Cy Williams and children from both New Mexico and San Francisco, creating a meaningful collaboration that brings together artistic expression and community involvement. The children were specifically from the Navajo Reservation in New Mexico in collaboration with native children from the San Francisco Bay Area. The mural is not just a work of art, it embodies the spirit of the business, symbolizing its deep ties to the local



and American Indian communities, and showcases the impact that the shop has had on the people it serves.

In addition to the mural, the building itself adds another layer of significance. Nearly 100 years old, the structure is a historical landmark that contributes to the cultural and architectural fabric of the neighborhood. The building's age and character reflect the long-standing presence of the business in the community, which has been a staple in the area for decades. Its history and architectural details offer a sense of continuity and stability, further embedding the business in the local identity.

These physical features, the mural, the building, and their historical context, combine to make the business more than just a barbershop and salon. They transform it into a space that is rich with cultural significance and community meaning. The mural is not only an artistic expression but also a symbol of the relationships the business has fostered over the years, while the building itself serves as a physical reminder of the business' long-standing role in the neighborhood. Together, these elements help define the business and make it a unique and cherished part of the community's history and identity.

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

The business is committed to maintaining the highest level of service by providing exceptional hair care and grooming expertise to clients in a welcoming and peaceful atmosphere. With a focus on quality and customer satisfaction, the business strives to create a positive environment for all who walk through its doors. Beyond its core services, the business remains deeply dedicated to supporting the American Indian community, upholding the motto "Supporting American Indians through Hair." This commitment is reflected not only in the services provided but also in the business' advocacy, community involvement, and cultural preservation efforts, making it a vital and impactful part of the neighborhood.

**c. What is the plan to keep the business open in the long term beyond the current ownership?**

The plan to ensure the long-term sustainability of the business is rooted in a steadfast commitment to providing high-quality services while maintaining a strong and enduring connection with the community. The focus will remain on engaging more closely with the people of the neighborhood, fostering deeper relationships, and ensuring that the business continues to be a space of support, cultural pride, and exceptional service for years to come. By upholding these core values, the business aims to continue its legacy of service and community involvement, making it an integral part of the local fabric for generations.

While there is no specific timeline set, the business is dedicated to remaining a staple in the community well beyond the current ownership. One of the primary goals is to ensure that the business remains rooted in its cultural mission and values. Ideally, the business would stay within the Native American community, with the hope of passing it on to a member of the next

generation who shares the same passion for both the craft of hair care and the advocacy for the American Indian community.

As part of the long-term plan, the business may explore the possibility of transitioning to employee ownership or further engaging with the community to secure its future. However, the key priority is ensuring that whoever takes on the business in the future shares the same vision for its continued success, cultural significance, and community impact. Whether kept within the family or passed to someone deeply connected to the mission of supporting American Indians, the business is committed to preserving its legacy and ensuring that it remains a trusted resource for the community for many years to come.

#### **d. What challenges is the business facing today?**

The business is currently facing several challenges that are impacting its ability to thrive in an evolving market. One of the primary obstacles is the changing demographic of the neighborhood, with an influx of new residents who are often more price-sensitive and are opting for cheaper alternatives. This shift in consumer behavior has made it difficult to retain or attract new clients, as many potential customers pass up the business's services in favor of more affordable options, despite the high quality and personalized care the business offers.

In addition to these external challenges, the owner is also dealing with personal health issues, which, combined with her responsibility for caring for her mother, who also faces health challenges, has made it increasingly difficult to be present in the shop full-time. As a result, the business suffers from reduced visibility and availability, which potentially leads to lost customers and a decline in service consistency. The owner's health and caregiving responsibilities are placing additional strain on her ability to manage the day-to-day operations of the business, impacting both her ability to engage with customers and oversee the shop's activities.

Another significant challenge the business is facing is financial difficulty. The owner is struggling to afford essential business expenses, including something as basic as a business phone, which is critical for communication and customer engagement. Without the necessary tools to effectively manage customer inquiries and maintain consistent communication, the business risks losing potential clients and missing out on opportunities. The financial strain also makes it harder to invest in marketing or other resources that could help attract new customers or retain existing ones.

Lastly, the owner's difficulty in adapting to the digital age is an additional hurdle. Social media and online marketing are vital for small business success today, but the owner finds it difficult to fully embrace these platforms due to her limited experience with new technology. This limits the business' online presence, making it harder to reach new customers, particularly younger generations who rely heavily on digital platforms to find services.

Despite these challenges, the business remains committed to its core mission of providing exceptional services and maintaining its strong connection to the community. However, in order to ensure its long-term success, the business will need to navigate these personal, financial, and technological hurdles and find ways to adapt to the evolving market. The owner's resilience and dedication are vital, but additional support may be necessary to overcome these obstacles and keep the business running smoothly.

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**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.**

Hair salon.

**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.**

The Planning Department Historic Resource Status of the building at 3150-3174 22nd Street is "B - Unknown / Age Eligible." However, the building was constructed in 1926 and features traditional storefronts, transom windows, and other notable architectural elements. The Planning Department noted in 2010 that the building needs to be re-evaluated.



MISSION MINIS  
san francisco

THE HAIR PLACE & MORE  
(Barber Shop)  
(415) 824-2342  
3166

Tere's  
Professional Cuts  
Men, Women & Children  
415-282-6899

JEWELRY  
JOURNA ESPECIALES  
Y VENTA DE  
ORO Y PLATA

Jonathan JEW  
(415) 811-2653  
REPARACIONES DE RELÓJES  
TIPO DE JOYERÍA EN O



























# Small Business Commission

Resolution No. \_\_\_\_\_

December 8, 2025

## THE HAIR PLACE & MORE BARBER SHOP

*Application Number:* LBR-2023-24-040  
*Business Name:* The Hair Place & More Barber Shop  
*Business Address:* 3166 22nd St.  
*District:* District 9  
*Applicant:* Debra Santiago, Owner  
*Nomination Date:* April 3, 2024  
*Nominated By:* Supervisor Hillary Ronen  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for The Hair Place & More Barber Shop, currently located at 3166 22nd 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 December 8, 2025, 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 The Hair Place & More Barber Shop 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 The Hair Place & More Barber Shop.

**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](http://www.legacybusiness.org)





Physical Features or Traditions that Define the Business:

- Mural located inside the shop, painted by Cy Williams and children from both New Mexico and San Francisco in 2006.
- Providing exceptional hair care and grooming expertise.
- Supporting the American Indian community.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain The Hair Place & More Barber Shop on the Legacy Business Registry:

- Hair salon.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on December 8, 2025.

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Katy Tang  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

**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](mailto:legacybusiness@sfgov.org)  
[www.legacybusiness.org](http://www.legacybusiness.org)







# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: November 19, 2025**

*Filing Date:* October 23, 2025  
*Case No.:* **2025-009974LBR**  
*Business Name:* The Hair Place & More Barber Shop  
*Business Address:* 3166 22<sup>nd</sup> Street  
*Zoning:* NCT (MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District  
55-X Height and Bulk District  
*Cultural District:* N/A  
*Block/Lot:* 3615/015  
*Applicant:* Debra Santiago  
3166 22nd Street  
*Nominated By:* Former Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Will McCallum - 628-652-7338  
Will.Mccallum@sfgov.org

**Recommendation:** Adopt a Resolution to Recommend Approval

## Business Description

The Hair Place & More Barber Shop, also known as Debbie's Hair Place, has been operating since 1980 by Debbie Santiago, a born and raised San Francisco resident, who is also an enrolled member of the Washoe tribe. The Hair Place & More Barber Shop is the longest running Native American business in San Francisco, operating in this location for 45 years. It is also the first American Indian woman-owned barbershop and salon in the city. The establishment offers a comprehensive range of professional hair services designed to cater to diverse client needs, including expert haircuts, hair coloring, highlights, and specialized treatments for all hair types. In addition to these services, the salon also offers pedicures, with an emphasis on both natural and regular pedicure options to ensure a holistic grooming experience.

Debbie has been a community leader and advocate for the local Native American community and helped create the American Indian Cultural District, which encompasses part of the Mission District. Debbie and Debbie's Hair

Place have been known to give free haircuts to Native American community members in need and to hire Native American barbers.

The business also serves as a vibrant cultural hub, showcasing handmade American Indian jewelry and indigenous artwork for sale. These unique and locally crafted items celebrate the rich heritage and artistic traditions of American Indian communities, providing customers with an opportunity to purchase one-of-a-kind pieces that carry deep cultural significance.

## Staff Analysis

### Review Criteria

**1. *When was business founded?***

The business was founded in 1980.

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

Yes. The Hair Place & More Barber Shop qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. The Hair Place & More Barber Shop has operated continuously in San Francisco for 44 years.
- b. The Hair Place & More Barber Shop has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. The Hair Place & More Barber Shop 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 art of cutting and styling hair.

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

No. The 22nd Street property is determined Category B – Unknown/Age Eligible. The property was surveyed in 2010, and the determination was that the property needed to be reevaluated.

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

No.

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

The property is within an area/ of a topic that is currently being surveyed for cultural, social and/or architectural significance related to the San Francisco American Indian Draft Historic Context Statement. This process is ongoing as of the time of this Executive Summary.

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

Yes. The American Indian Cultural District awarded the business with special recognition for its ongoing efforts to support elders and for its role in food distribution programs. In 2022, Former Supervisor Ronen, along with other city officials, presented the business with a plaque in acknowledgment of its significant contributions to the community.

### **Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 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.

The business is woman-owned and American Indian owned. Debbie has been a community leader and advocate for the local Native American community and helped create the American Indian Cultural District, which encompasses part of the Mission District. Debbie and Debbie's Hair Place have been known to give free haircuts to Native American community members in need and to hire Native American barbers.

### **Physical Features or Traditions that Define the Business**

#### **Location(s) associated with the business:**

Current Locations:

- 3166 22nd Street (1980 – Present)

#### **Recommended by Applicant**

- Mural located inside the shop, painted by Cy Williams and children from both New Mexico and San Francisco in 2006
- Providing exceptional hair care and grooming expertise
- supporting the American Indian community

#### **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 19, 2025**

*Case No.:* **2025-009974LBR**  
*Business Name:* The Hair Place & More Barber Shop  
*Business Address:* 3166 22ND STREET  
*Zoning:* NCT (MISSION STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District  
55-X Height and Bulk District  
*Block/Lot:* 3615/015  
*Applicant:* Debra Santiago  
3166 22nd Street  
*Nominated By:* Former Supervisor Hillary Ronen  
*Located In:* District 9  
*Staff Contact:* Will McCallum - 628-652-7338  
[Will.Mccallum@sfgov.org](mailto:Will.Mccallum@sfgov.org)

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR THE HAIR PLACE & MORE BARBER SHOP CURRENTLY LOCATED AT 3166 22ND ST , BLOCK/LOT 3615/015.

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 19, 2025, 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 The Hair Place & More Barber Shop 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 The Hair Place & More Barber Shop.

*Location(s):*

Current Locations:

- 3166 22nd Street (1980 – Present)

*Physical Features or Traditions that Define the Business:*

- Mural located inside the shop, painted by Cy Williams and children from both New Mexico and San Francisco in 2006
- Providing exceptional hair care and grooming expertise
- supporting the American Indian community

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 November 19, 2025.

Jonas P. Ionin  
*Commission Secretary*

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: November 19, 2025