



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2025-26-026
Business Name: Chicago II Barbershop
Business Address: 1000 Divisadero St.
District: District 5
Applicant: Robert Harlin, Owner
Nomination Date: January 16, 2026
Nominated By: Supervisor Bilal Mahmood

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

1000 Divisadero St. from 1996 to 2026 (30 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

FEATURES OR TRADITIONS: Hair salon

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: January 21, 2026

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
San Francisco, CA 94102
(415) 554-6680
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Member, Board of Supervisors

District 5



City and County of San Francisco

BILAL MAHMOOD

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January 16, 2026

Richard Kurylo
Office of Small Business, Legacy Business
City Hall, Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Mr. Kurylo,

I am writing in strong support of Chicago Barbershop II for inclusion in the Legacy Business Registry. The business meets all of the requirements for Registry status and has been a significant cultural anchor in the Fillmore district for over three decades.

Chicago Barbershop II first opened on Divisadero Street in 1996, and has operated continuously in San Francisco ever since, with no break in service other than the temporary, mandatory shutdown during the COVID emergency. The business has remained rooted in District 5 for almost thirty years, satisfying the Legacy Business program longevity requirement, but more importantly, it has evolved from a single storefront into a longstanding neighborhood institution.

Chicago Barbershop II Provides professional haircuts, shaves, grooming services and facials to people of all ages and backgrounds. On Saturdays, the shop also offers blood pressure checks, reflecting its commitment to health and well being of the community. At any given time, the shop serves everyday residents, alongside judges, elected officials, athletes, executives, and visitors from around the world. This diversity reflects the barbershop's unique role as a true community.

Beyond its economic impact, Chicago Barbershop II has long functioned as a trusted community hub and safe space. The shop is known for its guiding belief that “the community struggle is our struggle.” It serves as a communication center where local organizations share information, parents bring children for mentorship, and intergenerational relationships are formed. The business has provided blood pressure checks, hypertension drives in partnership with UC San Francisco, COVID-19 testing, and community art shows demonstrating its public service role.

Chicago Barbershop II stands as a living example of San Francisco's cultural continuity, carrying forward a barbershop tradition rooted in the Fillmore District for generations. For nearly three decades, the business has provided far more than grooming services, it has functioned as a trusted gathering place where community members of all ages, professions, and backgrounds connect, exchange knowledge, and support one another.

Through mentorship, health outreach, and the preservation of Black history and culture reflected in its distinctive artwork, the shop reinforces the cultural and social foundations of the city. With a clear commitment to quality service, family values, and respectful treatment of all who enter, Chicago Barbershop II is intentionally planning for long term stewardship through family and collective ownership. Its continued presence strengthens neighborhood identity and fulfills the core mission of the Legacy Business Registry by preserving culture, history, and community in an irreplaceable way.

For these reasons, I strongly encourage the Commission to approve Chicago Barbershop II's application.

Thank you for your consideration. If you need any additional information, please contact me at (415) 554-5118 or bilal.mahmood@sfgov.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Bilal Mahmood".

Bilal Mahmood
Supervisor, District 5
City and County of San Francisco



Legacy Business Registry Application



Business Information

Business name: Chicago II Barbershop

Business owner name(s): Robert Harlin

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

Current business address: 1000 Divisadero St., San Francisco, CA 94115-4409

Business phone number: 415-923-1303

Business email:

Mailing address (if different than above):

Website: <https://chicago2barbershop.com/>

Link to social media: <https://www.facebook.com/profile.php?id=100053634567200#>

Link to social media #2:

7-digit San Francisco Business Account Number (BAN): 0300087

Contact Person Information

Contact person name: Robert Harlin

Contact person title: Owner

Contact phone number:

Contact email:

Business Locations

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: 1000 Divisadero St.

Zip Code: 94115

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

Dates at this location: From: 1996

To: Present

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: Robert Harlin

Signature: 

Date: 2026-01-15

Chicago II Barbershop

Written Historical Narrative

Introduction

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

Chicago II Barbershop is a barbershop located in the Western Addition / Fillmore. It is one of the key community hubs in San Francisco. They provide professional haircuts, shaves, ear cleaning, and facials. They also check for high blood pressure on Saturdays.

b. Describe whom the business serves.

Chicago II Barbershop is a grooming establishment that specializes in haircuts, shaving, and grooming services tailored to clientele of all nationalities and ages. The business provides services to customers looking for traditional contemporary hairstyles, beard grooming, and facial hair maintenance. They serve people of all ages and populations. In Chicago II Barbershop, you might find a judge, a politician, a businessman, an executive for the Golden State Warriors, someone from a different country, or just a person from the community at any given time.

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

Quality service, family values, and community.

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.

Chicago II Barbershop was founded in 1996 at 1000 Divisadero Street by Robert Harlin. The business start date on the business registration certificate was November 6, 1996.

PRE-HISTORY OF CHICAGO II BARBERSHOP

Prior to opening his own business, Robert Harlin worked at New Chicago Barber Shop. That business was reportedly established by an entrepreneur from Chicago named Walker.¹

¹ [New Chicago: more than a barbershop](#), The New Fillmore, April 3, 2013

Information from old telephone directories paints a clearer picture:

- The business first appeared in the 1953 telephone directory at 2004 Sutter Street under the name Chicago Barber Shop. Two people associated with the business in the directory were William M. Walker and David I. Taylor. The 1952 telephone directory is unavailable, so it is possible the business was established prior to 1953.
- By 1954, Chicago Barber Shop businesses opened two more locations in San Francisco – one at 1605 Ellis Street (1601 Ellis Street listed one year) and another at 1227 Fillmore Street (1225 Fillmore Street listed one year). A third person was listed in association with the two businesses: William G. McMillian.
- In the 1955-1956 directory, Chicago Barber Shop opened a fourth location at 936 Fillmore Street. That location was no longer listed by 1958.
- In the 1960 directory, Chicago Barber Shop opened an additional location at 1900 McAllister Street.
- In the 1961 directory, the four locations were each listed separately alongside different individuals:
 - 2004 Sutter Street: David I. Taylor
 - 1605 Ellis Street: William G. McMillian
 - 1227 Fillmore Street: Will E. Reeves
 - 1900 McAllister Street: William Mays
- In the 1964-1965 directory, the location at 1900 McAllister Street was no longer listed.
- In the 1969-1970 directory, William G. McMillian moved the 1605 Ellis Street business to 1551 Fillmore Street and changed the name of the business to New Chicago Barber Shop.
- In the 1973 directory, the location at 1227 Fillmore Street was no longer listed. Only one business named Chicago Barber Shop remained by 1973 – the location at 2004 Sutter Street under the name David I. Taylor.
- In the 1976 directory, David Taylor moved the 2004 Sutter Street location to 218 Pierce Street, still under the name Chicago Barber Shop.
- In the 1982 directory, Chicago Barber Shop at 218 Pierce Street was no longer listed, leaving only the 1551 Fillmore Street location under the name New Chicago Barber Shop. William G. McMillian was the person listed in the directory in association with the business.

William McMillian owned New Chicago Barber Shop until he passed away. When he died, the shop went into probate and was run by his son and daughter. William's nephew, Reggie Pettus, eventually took over the business.²

“Reggie moved to the Fillmore District from his home in Mobile, Alabama, in 1958 to attend City College of San Francisco. He began working in the New Chicago Barbershop in 1968, eventually taking over the business from his uncle. The barbershop and many other businesses and residents were adversely affected by the redevelopment of the neighborhood. Like many others, Reggie was given a certificate from the Redevelopment Agency to relocate his shop

² [New Chicago: more than a barbershop](#), The New Fillmore, April 3, 2013

back to the neighborhood once the rebuilding was over. But unlike most businesses and their African American clientele displaced by redevelopment, the New Chicago Barbershop never went away. The bulldozers stopped just a few doors south, and Reggie and his barbershop remained a fixture at 1551 Fillmore until it finally closed (in 2013) — just a few weeks before he died.”³

HISTORY OF CHICAGO II BARBERSHOP

Robert Harlin started working at New Chicago Barber Shop in 1970.

In 1996, Robert left the business and opened his own place at 1000 Divisadero Street under the name Chicago II Barbershop. The business name was a way of honoring Chicago Barber Shop’s legacy of fine barbing in the Black community. Despite the similar name, Robert didn’t attempt to clone his former home. His shop is light and airy and attracts a younger clientele.⁴

Chicago II Barbershop has remained at the same location at Divisadero and Golden Gate to the present day.

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

1996 to Present: Robert Harlin

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

All barbershops in San Francisco were required to shut down during the COVID-19 pandemic in 2020. Chicago II Barbershop was closed for nine months as a result.

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.

Chicago II Barbershop preserves the legacy of Chicago Barber Shop and New Chicago Barber Shop, which dates back to 1953. The business is a community hub that serves the people of the Western Addition and the San Francisco Bay Area as well as tourists. Chicago II Barbershop is also a safe haven for women, and they provide youth mentorship. Many of the barbers

³ [Fillmore's Reggie Pettus: no more](#), The New Fillmore, May 30, 2013

⁴ [New Chicago: more than a barbershop](#), The New Fillmore, April 3, 2013

volunteer for community events and do free haircuts for homeless people. The barbershop is also like a mini art museum with historical paintings all over the walls

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

The following people have come through Chicago II Barbershop to get haircuts: Rev. Amos Brown, head of the NAACP; Rev. Cecil Williams from Glide; actor and film producer Danny Glover; Judge John Dearman; actor Carl Anthony Payne II; news anchors Gary Radnich and Vernon Glen; football player Josh Morgan; and basketball player Bill Cartwright. The business hosted Mayor London Breed twice during her political campaigns. UC San Francisco has done blood and hypertension drives at the business. Chicago II Barbershop has also hosted COVID testing and art shows.

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

By keeping the doors open, Chicago II Barbershop remains a safe haven for the community and youth. One slogan they use is “the community struggle is our struggle.” The business is a communication center because different community organizations come through to leave their literature and promote various community activities. Parents bring their children there for haircuts and mentorship. Chicago II Barbershop serves as the perfect outlet for community outreach. The business hosts several talks and networking sessions for the local community. Lastly, the historical paintings on the walls serve as an education for people who come to get a haircut. Many of the paintings on their walls are unique and can't be found elsewhere.

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

Following are key media references listed from newest to oldest:

- [COVID Stories: Chicago II Barber Shop](#)
YouTube – San Francisco Department of Emergency Management
March 3, 2021
- [Fillmore's Reggie Pettus: no more](#)
The New Fillmore
May 30, 2013
- [New Chicago: more than a barbershop](#)
The New Fillmore
April 3, 2013
- [Black Barbershop Health Outreach Program in S.F.](#)
SFGATE
May 8, 2012

- [A Cut Above](#)

The Bold Italic

August 18, 2011

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, it would end the legacy of Chicago Barber Shop businesses that extends back multiple generations. Several barbers would be out of work, and there would be one less community hub in the San Francisco Bay Area. In Chicago II Barbershop, you can see everyday people from the community all coming together at the same business to get haircuts: judges, community leaders, corporate executives, and people from other countries. If the business were to shut down, that type of network and interaction would go away. The business is also a place where youth and elderly people can interact, as well. Lastly, all the education from the art on the walls would disappear if the business were to close. Chicago II Barbershop features historical art you cannot find anywhere else.

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 unique art on the walls is a part of the identity of the business and serves as an education for patrons. Art pieces include Quincy Jones, Muhammad Ali, Ray Charles, and Miles Davis. The art in the barbershop shows Black culture, history, music, art, and fashion. The pieces demonstrate to young people some of the cultural icons in the Black American experience.

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

The main activities they will maintain are quality grooming, family values, and a sense of community. Chicago II Barbershop provides professional services and sets a standard of treating people how they want to be treated.

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

The owner plans on leaving the business as a collective to the people who work there, as they are all an individual part of the barbershop, or the owner will leave the business to his family to run and operate.

d. What challenges is the business facing today?

The barbering industry is highly competitive with many barbershops vying for customers' attention. Keeping a steady clientele can be challenging. Barbershops are subject to various regulations and licensing requirements, which may vary by location. Staying compliant can be demanding. Keeping up with ever-changing hair and grooming trends can require constant training and investment in new equipment. Following are the challenges that the business is facing:

Customer Loyalty: Fostering customer loyalty in a world of endless options and online reviews can be challenging.

Employee Management: Managing and retaining skilled barbers and staff can be difficult, as they may switch workplaces frequently.

Business Finances: Managing finances, including rent, utilities, and product costs, can be a significant challenge for barbershop owners.

Online Presence: Maintaining an online presence and utilizing social media for marketing is essential, and it requires time and effort.

Health Regulations: Managing the impact of health regulations, like those introduced during the COVID-19 pandemic, can be a significant challenge.

Equipment and Supplies: Maintaining and replacing barbering equipment and supplies can be costly and require regular updates.

Customer Expectations: Meeting customer expectations for high-quality service and convenience is crucial.

Marketing and Branding: Differentiating your barbershop from the competition and creating a strong brand identity can be demanding.

Diversity and Inclusion: Ensuring that the barbershop is inclusive and welcoming to a diverse clientele and staff is increasingly important.

Technology Integration: Incorporating technology for scheduling, online booking, and payment processing can be challenging for traditional barbershops.

Sustainability: Addressing sustainability concerns, like reducing waste and energy consumption, is becoming more relevant.

Community Engagement: Building strong ties with the local community can be essential for the success of a barbershop.

Vandalism: Repairing the storefront due to frequent vandalism is extremely costly. It is also not helpful that the City and County of San Francisco fines the business if graffiti is not removed fast enough.

Overcoming these challenges often requires adaptability, a focus on customer satisfaction, a commitment to ongoing education and training, effective marketing strategies, and strong business management skills.

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 that houses Chicago II Barbershop is “C - No Historic Resource Present.” It “does not appear significant under Criterion C/3 (Architecture/Design)” per an evaluation in 2015.











Video



<https://www.youtube.com/watch?v=PJSyFtYdmvU>

November 16, 2023

Posted by 7X Productions

Meet Robert Harlin owner of Chicago's 2 Barbershop located at Golden Gate x Divisadero street in San Francisco. Chicago's prides themselves in providing top-notch grooming services, a welcoming atmosphere for diverse clientele, and a sense of community.



Small Business Commission

Resolution No. _____

February 23, 2026

CHICAGO II BARBERSHOP

Application Number: LBR-2025-26-026
Business Name: Chicago II Barbershop
Business Address: 1000 Divisadero St.
District: District 5
Applicant: Robert Harlin, Owner
Nomination Date: January 16, 2026
Nominated By: Supervisor Bilal Mahmood
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Chicago II Barbershop, currently located at 1000 Divisadero 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 23, 2026, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

Legacy Business Program
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City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
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BE IT RESOLVED, that the Small Business Commission hereby includes Chicago II Barbershop 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 Chicago II Barbershop.



Physical features or traditions that define the business:

- Art display that celebrates African American culture and icons.
- Community centered business model.
- Quality grooming services.

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

- Hair salon.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 23, 2026.

Katy Tang
Director

RESOLUTION NO. _____

Ayes – _____
Nays – _____
Abstained – _____
Absent – _____

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LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: FEBRUARY 18, 2026

Filing Date: January 21, 2026
Case No.: 2026-000631LBR
Business Name: Chicago II Barbershop
Business Address: 1000 Divisadero Street
Zoning: Divisadero Street Neighborhood Commercial Transit Zoning District
65//85-R-4 Height and Bulk District
Cultural District: Not Applicable
Block/Lot: 1154/035
Applicant: Robert Harlin
1000 Divisadero Street
Nominated By: Supervisor Bilal Mahmood
Located In: District 5
Staff Contact: Elina Juvonen -
Elina.Juvonen@sfgov.org

RECOMMENDATION: Adopt a Resolution to Recommend Approval

Business Description

Chicago II Barbershop is a Black-owned barbershop with a long history in the Western Addition. Chicago II Barbershop was opened in 1996 by Robert Harlin and has become a respected institution that specializes in haircuts, shaving, and grooming services tailored to clientele of all nationalities and ages.

The Chicago II Barbershop was named in honor of the New Chicago Barbershop, which was in operation from 1953 to 2013 in the Fillmore. Before opening the Chicago II Barbershop, Robert Harlin worked at the New Chicago Barbershop for over twenty years, building lasting connections with clients. Chicago II Barbershop is trusted by locals as well as visitors to the city; notable clients have included Reverend Amos Brown, head of the NAACP; Reverend Cecil Williams from Glide; actor and film producer Danny Glover; Judge John Dearman; actor Carl Anthony Payne II; news anchors Gary Radnich and Vernon Glen; football player Josh Morgan; and basketball player Bill Cartwright.

Beyond barbering, Chicago II serves as a community hub. Barbers at the shop give back by providing youth mentorship, volunteering, and doing free haircuts for unhoused San Franciscans. Local organizations know to leave flyers for community events and outreach at the shop. Chicago II Barbershop has also hosted COVID-19 testing, blood pressure checks, and worked with UCSF to train several barbers as health coaches to support the health of their clientele. The shop also hosted Mayor London Breed during her political campaigns, as well as art shows and community events. The community values of the business are reflected in the historical paintings and artwork hung on the walls, which portray Black culture, history, music, art, and fashion.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1996.

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

Yes. Chicago II Barbershop qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Chicago II Barbershop has operated continuously in San Francisco for 30 years.
- b. Chicago II Barbershop has contributed to the history and identity of the Western Addition/Fillmore neighborhood and San Francisco.
- c. Chicago II Barbershop 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, or tradition?

Yes. The business carries a long tradition of barbering Black and textured hair.

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

The Planning Department Historic Resource Status of the building that houses Chicago II Barbershop is “C - No Historic Resource Present.” It is not known to be associated with any significant events, persons, or architecture.

The business has served many significant people, including Reverend Amos Brown, head of the NAACP; Rev. Cecil Williams from Glide; actor and film producer Danny Glover; Judge John Dearman; actor Carl Anthony Payne II; news anchors Gary Radnich and Vernon Glen; football player Josh Morgan; and basketball player Bill Cartwright. The business also hosted Mayor London Breed twice during her political campaigns.

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

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

Yes. Chicago II Barbershop was featured by the San Francisco Department of Emergency Management for their response to the COVID-19 pandemic. Robert Harlin was featured in an article and associated video after being awarded a Salesforce small business grant in 2021. Both Robert Harlin and the shop have been mentioned in articles about the New Chicago Barbershop and its owner, Reggie Pettus, reflecting the important connection between the two businesses. Chicago II Barbershop has also been highlighted by local influencers @alamosquaresf and @divisaderocorridor on Instagram.

Racial and Social Equity Analysis

On July 15, 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.

Chicago II Barbershop carries a long legacy of African American barbershops in San Francisco. The owner, Robert Harlin, named his shop in honor of the New Chicago Barbershop, which existed in San Francisco 1953-2013, and where Harlin previously worked for over twenty years. The business is community-oriented; they offer weekly on-site health clinics that target health issues in the African American community, offer free haircuts to unhoused San Franciscans, and display art on the walls that celebrates and uplifts African American history.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 1000 Divisadero Street

Recommended by Applicant

- Art display that celebrates African American culture and icons;
- Community centered business model;
- Quality grooming services

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: FEBRUARY 18, 2026

Case No.: 2026-000631LBR
Business Name: Chicago II Barbershop
Business Address: 1000 DIVISADERO ST
Zoning: Divisadero Street Neighborhood Commercial Transit Zoning District
65//85-R-4 Height and Bulk District
Block/Lot: 1154/035
Applicant: Robert Harlin
1000 Divisadero Street
Nominated By: Supervisor Bilal Mahmood
Located In: District 5
Staff Contact: Elina Juvonen -
Elina.Juvonen@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CHICAGO II BARBERSHOP, CURRENTLY LOCATED AT 1000 DIVISADERO ST, BLOCK/LOT 1154/035.

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 18, 2026, 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 Chicago II Barbershop 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 Chicago II Barbershop.

Location

Current Locations:

- 1000 Divisadero (1996 – Present)

Physical Features or Traditions that Define the Business

- Art display that celebrates African American culture and icons;
- Community centered business model;
- Quality grooming services

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 12th, 2026.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: February 18, 2026