



# SAN FRANCISCO PLANNING DEPARTMENT

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## Community-Sponsored Landmark Designation Application Case Report

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CA 94103-2479

Reception:  
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Planning  
Information:  
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*Hearing Date:* March 2, 2016  
*Case No.:* **2015-004228DES**  
*Project Address:* **235 Valencia Street**  
*Zoning:* NCT-3 – Moderate Scale Neighborhood Commercial Transit District  
*Block/Lots:* 3532/019B  
*Property Owner:* GWWLJC LLC  
SSRCC Group LLC  
235 Valencia Street  
San Francisco, CA 94103  
*Staff Contact:* Shannon Ferguson – (415) 575-9074  
[shannon.ferguson@sfgov.org](mailto:shannon.ferguson@sfgov.org)  
*Reviewed By:* Tim Frye – (415) 575-6822  
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### PROPERTY DESCRIPTIONS & SURROUNDING LAND USE AND DEVELOPMENT

235 Valencia Street, historically known as Hap Jones Motorcycles building is located at the southeast corner of Valencia Street and Clinton Park with the rear elevation façade facing Stevenson Street. The single-story, three-bay, stucco-clad, masonry, Mission Revival style commercial building was designed by architect Arthur S. Bugbee and constructed in 1924. The attached Application for Historic Landmark Designation, prepared by Larisa Pedroncelli, Kelly Hill, and Sven Eberlein, contains a more detailed building description on page 4.

The subject building is located in San Francisco's Inner Mission North neighborhood. The immediate vicinity is largely characterized by one- to five-story commercial buildings with residential above ranging in construction dates from the early 1900s to present day. The San Francisco Friends School (former Levi Strauss Factory Building) is located directly across Valencia Street. City Landmark buildings in the vicinity include the State Armory and Arsenal at 1800 Mission Street (Landmark No. 108); the Juvenile Court and Detention Center at 150 Otis Street (Landmark No. 248); and the Sheet Metal Workers' Union Hall at 224-226 Guerrero Street (Landmark No. 150).

### PROJECT DESCRIPTION

The case before the Historic Preservation Commission is consideration of a community-sponsored Article 10 Landmark Application and consideration to Initiate Landmark Designation of the former Hap Jones Motorcycles building as a San Francisco landmark under Article 10 of the Planning Code, Section 1004.1.

## ENVIRONMENTAL REVIEW STATUS

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight - Categorical).

## GENERAL PLAN POLICIES

The Urban Design Element of the San Francisco General Plan contains the following relevant objectives and policies:

- OBJECTIVE 2: Conservation of Resources that provide a sense of nature, continuity with the past, and freedom from overcrowding.
- POLICY 4: Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating significant historic resources as local landmarks will further continuity with the past because the buildings will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Historic Preservation Commission review proposed work that may have an impact on character-defining features. Both entities will utilize the Secretary of Interior's *Standards for the Treatment of Historic Properties* in their review to ensure that only appropriate, compatible alterations are made.

## SAN FRANCISCO PLANNING CODE SECTION 101.1 – GENERAL PLAN CONSISTENCY AND IMPLEMENTATION

Planning Code Section 101.1 – Eight Priority Policies establishes and requires review of permits for consistency with said policies. Individual landmark designation furthers Priority Policy No. 7, that landmarks and historic buildings be preserved.

## BACKGROUND / PREVIOUS ACTIONS

The property was documented with DPR 523A and B forms by the Inner Mission North Historic Resource Survey. The property was assigned a California Historic Resource Status Code of “6L” meaning that it was determined ineligible for local listing or designation through local government review process, but may warrant special consideration in local planning.

Following the submittal of a draft community-sponsored Application for Historic Landmark Designation, on May 20, 2015 the Historic Preservation Commission requested additional information from the applicant and directed staff to provide technical support. A revised Application for Historic Landmark Designation for 235 Valencia Street was submitted in December 2015.

## OTHER ACTIONS REQUIRED

If the Historic Preservation Commission decides to initiate designation of the subject property as an Article 10 landmark, the item will be considered again by the Historic Preservation Commission at a subsequent hearing. At that time the Historic Preservation Commission may adopt a resolution recommending that the Board of Supervisors support the designation. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation. If the

Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

## **APPLICABLE PRESERVATION STANDARDS**

### **ARTICLE 10**

Section 1004 of the Planning Code authorizes the landmark designation of an individual structure or other feature or an integrated group of structures and features on a single lot or site, having special character or special historical, architectural or aesthetic interest or value, as a landmark. Section 1004.1 also outlines that landmark designation may be initiated by the Board of Supervisors or the Historic Preservation Commission and the initiation shall include findings in support. Section 1004.2 states that once initiated, the proposed designation is referred to the Historic Preservation Commission for a report and recommendation to the Board of Supervisors to approve, disapprove or modify the proposal.

Pursuant to Section 1004.3 of the Planning Code, if the Historic Preservation Commission approves the designation, a copy of the resolution of approval is transmitted to the Board of Supervisors and without referral to the Planning Commission. The Board of Supervisors shall hold a public hearing on the designation and may approve, modify or disapprove the designation.

In the case of the initiation of a historic district, the Historic Preservation Commission shall refer its recommendation to the Planning Commission pursuant to Section 1004.2(c). The Planning Commission shall have 45 days to provide review and comment on the proposed designation and address the consistency of the proposed designation with the General Plan, Section 101.1 priority policies, the City's Regional Housing Needs Allocation, and the Sustainable Communities Strategy for the Bay Area. These comments shall be sent to the Board of Supervisors in the form of a resolution.

Section 1004(b) requires that the designating ordinance approved by the Board of Supervisors shall include the location and boundaries of the landmark site, a description of the characteristics of the landmark which justify its designation, and a description of the particular features that should be preserved.

Section 1004.4 states that if the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days.

### **ARTICLE 10 LANDMARK CRITERIA**

The Historic Preservation Commission on February 4, 2009, by Resolution No. 001, adopted the National Register Criteria as its methodology for recommending landmark designation of historic resources. Under the National Register Criteria, the quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, feeling, materials, workmanship, and association, and that are associated with events that have made a significant contribution to the broad patterns of our history; or that are associated with the lives of persons significant in our past; or that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or represent a significant and distinguishable entity whose components may

lack individual distinction; or properties that have yielded, or may likely yield, information important in prehistory or history.

## PUBLIC / NEIGHBORHOOD INPUT

The Department received letters of support for designation from community members. These letters are included as attachments. The Department will provide any public correspondence received after the submittal of this report in the Historic Preservation Commission's correspondence folder.

## PROPERTY OWNER INPUT

The Planning Department has shared the designation report with the property owner and their counsel and informed them of possible landmark initiation.

## STAFF ANALYSIS

As previously indicated, the property was found not to be a historic resource (CHRS 6L) during the Inner Mission North Historic Resource Survey. Given the extensive survey area, this effort primarily examined properties for architectural significance unless there was readily-available information to evaluate under "Events" or "Persons" criteria. Based on the new information provided through the community-sponsored request for Article 10 designation staff has determined that the subject building is eligible under the "Persons" criterion for the California Register.

The subject building's association with Loren "Hap" Jones is a compelling story. He appears to have been a pioneer in motorcycling and played a significant role in the development of motorcycle culture in the Bay Area and Nationally. However, the landmark designation application lacks a broader historical context of the motorcycle community in which to evaluate Jones's importance. The extent of scholarly or public knowledge about this theme is unknown to the Department, but because pertinent aspects of the community's history and basic facts on its development and culture are not detailed in the application it is unclear why the motorcycling community is important in the Bay Area.

The subject building does not appear to meet the Historic Preservation Commission's priorities for designation which are:

- 1. The designation of underrepresented Landmark property types including landscapes*  
The subject building was constructed in 1924 and is associated with the theme of Early Infill Development (1914-1930). This second wave of development following the 1906 earthquake and fire was slower, larger, and more studied. This property type is well represented by current City Landmarks constructed during this time period.
- 2. The designation of buildings of Modern design*  
The subject building is not a Modern style building; rather it is a Mission Revival style building.
- 3. The designation of buildings located in geographically underrepresented areas*  
The neighborhood is well represented by existing landmarks, including the adjacent State Armory and Arsenal at 1800 Mission Street (Landmark No. 108); the Juvenile Court and Detention Center at 150 Otis Street (Landmark No. 248); and the Sheet Metal Workers' Union Hall at 224-226 Guerrero Street (Landmark No. 150) and numerous additional landmarks nearby.

4. *The designation of properties with strong cultural or ethnic associations.*

The subject building does not appear to have specific cultural or ethnic associations.

#### INTEGRITY

The building has seen relatively few alterations since its construction and retains sufficient integrity of location, design, materials, workmanship, and feeling to convey association with its original design and use. On the primary façade, according to historic photos, the only alteration appears to be removal of the original partially glazed door at the pedestrian opening to the current solid door leaf. However, integrity is contingent upon significance. As individual significance for Article 10 Landmark designation has not been fully demonstrated in the application, evaluation of its integrity was not completed at this time.

#### CHARACTER-DEFINING FEATURES

Whenever a building, site, object, or landscape is under consideration for Article 10 landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

As individual significance for Article 10 Landmark designation has not been fully demonstrated in the application a comprehensive list of character-defining features was not prepared outside of the list of features outlined on pages 5-6 of the fact sheet.

#### BOUNDARIES OF THE SITE

The proposed landmark site encompasses Assessor's Block 3532, Lots 019B – on which the subject building is located.

#### PLANNING DEPARTMENT RECOMMENDATION

Based on review of the Landmark Designation Application, the Department does not recommend to the Historic Preservation Commission initiation of the subject building for Article 10 Landmark Designation because Hap Jones's importance to the development of motorcycling culture has not been established. Even with additional information the building may still not meet the designation priorities.

The Historic Preservation Commission may request more information, recommend, recommend with modifications or disapprove initiation of 235 Valencia Street as a San Francisco landmark. If the Historic Preservation Commission approves initiation, a second hearing will be held to consider whether or not to recommend landmark designation to the Board of Supervisors. A copy of the motion of recommendation is then transmitted to the Board of Supervisors, which will hold a public hearing on the designation and may approve, modify or disapprove the designation (Section 1004.4). If the Historic Preservation Commission disapproves the proposed designation, such action shall be final, except upon the filing of a valid appeal to the Board of Supervisors within 30 days (Section 1004.5).

#### ATTACHMENTS

- A. Draft Resolution initiating designation
- B. Planning Department Fact Sheet

- C. Exhibits
- D. DPR Form
- E. Community Sponsored Article 10 Landmark Application
- F. Letters of support for designation



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Resolution No. XXX

HEARING DATE MARCH 2, 2016

1650 Mission St.  
Suite 400  
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CA 94103-2479

Reception:  
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### **RESOLUTION TO INITIATE 235 VALENCIA STREET, HISTORICALLY KNOWN AS HAP JONES MOTORCYCLES BUILDING, LOT 019B IN ASSESSOR'S BLOCK 3532, AS AN ARTICLE 10 LANDMARK.**

1. WHEREAS, a community-sponsored Application for Article 10 Landmark Designation for 235 Valencia Street was submitted to the Planning Department by members of the community; and
2. WHEREAS, on May 20, 2015 the Historic Preservation Commission requested additional information from the applicant and directed Planning Department staff to provide technical support; and
3. WHEREAS, revised Application for Historic Landmark Designation for 235 Valencia Street was submitted December 2015; and
4. WHEREAS, the Historic Preservation Commission finds that 235 Valencia Street, is significant as for its association with Loren "Hap" Jones, who was a pioneer in motorcycling and played a significant role in the development of motorcycle culture in the Bay Area and nationally; and created the first *Motorcycle Blue Book*, a pricing guideline for new and used motorcycles; and
5. WHEREAS, the Historic Preservation Commission finds that 235 Valencia Street meets the eligibility requirements per Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and
6. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Department's Fact Sheet, should be considered for preservation under the proposed landmark designation as they relate to the building's historical significance and retain historical integrity.

RESOLVED, that the Historic Preservation Commission hereby initiates 235 Valencia Street, Assessor's Block 3532, Lot 019B, as Article 10 Landmarks pursuant to Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on March 2, 2016.

Jonas P. Ionin  
Commission Secretary

**Resolution No. XXXX**  
**March 2, 2016**

**Hap Jones Motorcycles Building,**  
**235 Valencia Street**  
**Article 10 Landmark Initiation**

AYES:

NAYS:

ABSENT:

ADOPTED:     March 2, 2016





# SAN FRANCISCO PLANNING DEPARTMENT

## Community-Sponsored Article 10 Landmark Application

HEARING DATE: MARCH 2, 2016

*Staff Contact:* Shannon Ferguson – (415) 575-9074

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<i>Historic Name:</i>	Hap Jones Motorcycles
<i>Address:</i>	235 Valencia Street
<i>Block/Lot:</i>	3532/019B
<i>Zoning:</i>	NCT-3 (Moderate Scale Neighborhood Commercial Transit District)
<i>Year Built:</i>	1924
<i>Architect:</i>	Arthur S. Bugbee
<i>Applicant:</i>	Larisa Pedroncelli, Kelly Hill, Sven Eberlein
<i>Prior Historic Studies:</i>	The property was documented with DPR 523A and B forms by the Inner Mission North Historic Resource Survey. The property was assigned a California Historic Resource Status Code of "6L" meaning that it was determined ineligible for local listing or designation through local government review process, but may warrant special consideration in local planning.
<i>Prior HPC</i>	On May 20, 2015 the Historic Preservation Commission requested

<i>Actions:</i>	additional information from the applicant and directed staff to provide technical support.
<i>Significance Criteria</i>	<p>The Landmark Designation Application requests nomination of the property under the following criteria:</p> <ul style="list-style-type: none"> <li>▪ <u>Events:</u> Associated with events that have made a significant contribution to the broad patterns of our history.</li> <li>▪ <u>Persons:</u> Associated with the life of a person significant in our past.</li> <li>▪ <u>Architecture:</u> Embodies distinctive characteristics of a type, period, or method of construction, conveys high artistic values, and represents the work of a master architect.</li> </ul> <p>See page 19 of the Landmark Designation Application for details of Statement of Significance.</p>
<i>Statement of Significance:</i>	<p>The following excerpts are from the Landmark Designation Application:</p> <p>The building is a single story commercial space that was formerly the Hap Jones Dealership, specializing in Indian, Norton, and BSA motorcycles. It is this association with the life and work of Loren A. 'Hap' Jones, an American pioneer in motorcycling and motorcycle racing, that gives 235 Valencia Street its significance.</p> <p>Not long after the creation of the first commercial motorcycles, several businesses began carrying motorcycles, and a few that were geared toward selling this new machine cropped up in San Francisco. Most lasted a year or two at most and none were able to sustain themselves, as motorcycling was a novelty to most of the public and many could not afford the expensive machines.</p> <p>In San Francisco, two well known racers went on to found two of three lasting dealerships that incubated motorcycle riding culture and the sport of motorcycle racing in San Francisco and the Bay Area: Dudley Perkins (1914, Harley-Davidson) and Hap Jones (1933, Indian, BSA, Norton, Sunbeam, AJS-</p>

Matchless, BMW, Cushman, Ambassador).

Born in 1905 in Lorraine, Illinois, Jones was already a motorcycle enthusiast when he moved to San Francisco in the mid 1920s. He took a job as a motorcycle courier for Zellerbach Paper Company, hauling bales of paper in a heavy duty motorcycle-sidecar rig rented from motorcycle industry pioneer Dudley Perkins. During this same time period, Jones also worked part-time as a mechanic for Dudley Perkins and Rich Budelier. Jones quickly became part of the emerging San Francisco motorcycle scene and a member of the San Francisco Motorcycle Club, the second motorcycle club founded in the United States. One of the club's most famous and revered members, Jones would go on to become a lifelong member and serve as president of the club on two separate occasions. He was also instrumental in securing the SFMC club house that is still in use today.

Hap Jones spent much of his free time participating in amateur hill climbs and enduros in and around the San Francisco Bay Area. Jones' reach as a rider expanded and he began traveling the country to compete at the national level. After a few years of winning numerous TT events, Jones finally beat a field of national riders to win the American Motorcycle Association's National TT Championship of 80 cubic-inch motors on June 7, 1936 in Waco, Texas.

By 1938, Hap decided to retire from racing to focus on his expanding motorcycle business. Located at 235 Valencia Street, his showroom eventually expanded to selling BSA, Sunbeam, and AJS-Matchless motorcycles in addition to Indians. He continued to sell parts, but now for many more makes and models.

Following the end of WWII, Hap purchased huge stocks of government surplus Harley-Davidson and Indian parts. For years after that purchase, Hap Jones was the only source for these older parts. Jones used the acquisition of these stocks to expand his offerings and create an offshoot business, the Hap Jones Distributing Company. It carried parts for all types of motorcycles, scooters, mopeds and motorized cycles as well as general supplies and apparel. The motto for the Hap Jones

distributing company famously became “Hap Has It.”

At the 235 Valencia Street address, Hap created and trademarked the Motorcycle Blue Book. Published quarterly, the Blue Book provided pricing guidelines for new and used motorcycles of all makes and models. It became a staple of the industry. The Motorcycle Blue Book was available only to authorized motorcycle and scooter dealers, financial/banking institutions, insurance companies and municipalities. The exact dates of the first and last issues of the Motorcycle Blue Book are unknown. Ulrich’s Periodicals Directory documents the first year of publication of the Motorcycle Blue Book as 1952. However, there is a known edition in existence that dates back to April 1951.

The distributing company was a great success and began to grow exponentially. In 1956, Jones purchased three buildings near the dealership location — 2 Clinton Park, 34 Woodward Street, and 42 Woodward Street — to dedicate to the Hap Jones Distributing Company. By 1962, Hap Jones had purchased 1441 Stevenson Street and joined it to the 2 Clinton Park address. The Hap Jones Distribution Company had become the largest distributor of motorcycle parts, supplies, and apparel in the United States. It had also expanded to carry its own parts and accessories licensed under the Hap Jones brand name.

A member of the American Motorcycle Association Hall of Fame, Hap Jones was president of the San Francisco Motorcycle Club on two separate occasions and a lifelong member of the San Francisco, Oakland, and Bay City clubs. His contributions to the motorcycling community at a national level earned Jones the AMA Bud Perkins Lifetime Achievement Award (1986) as well as the Motorcycle Industry Council’s Man of the Year Award (1987).

At the local level, Jones was president of the Mission Optimist and the San Francisco Motorcycle Clubs and founder of the Hap Jones Birthday Party events (1936 to late 1950s) as well as the San Francisco Chapter of the Civil Defense Messenger Corps. Notably, Jones is famous for being the first civilian to cross the Golden Gate Bridge on May 27, 1937, which he did

	<p>on a motorcycle.</p> <p>Of the buildings housing early motorcycle dealerships, over half are non-extant and the former Hap Jones Motorcycles building is the only one remaining that housed a dealership of any prominence that is unaltered. Materially unchanged from the time that it was erected, the property retains its architectural and stylistic integrity dating back to its original construction. Its historical light industrial use relating to the automotive industry has also remained consistent throughout the life of the building. The building's location in the area of North Valencia that held the largest concentration of motorcycle dealerships in San Francisco during their most abundant period from the late 1930s to the 1950s and the fact that it remains the only one of those dealerships that is unchanged sets it apart as the last intact representation of early motorcycle dealerships in San Francisco.</p>
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<i>Character-Defining Features</i>	<p>List of Character-Defining Features:</p> <ul style="list-style-type: none"> <li>▪ All exterior elevations, materials and rooflines.</li> <li>▪ Primary façade (Valencia Street) consisting of three arched bays with a central entry bay capped by a Mission Revival style shaped parapet with an arched opening.</li> <li>▪ Roofline parapet clad with Spanish clay tiles on the primary facade and first bay of north (Clinton Park) elevation, as well as the molded stringcourses below the parapet which form a flat frieze.</li> <li>▪ Multi-light steel sash industrial windows, including arched window bays with blind (stuccoed) tympanum on the primary facade and first bay of the north elevation, as well as bands of steel-sash windows on the remainder of the north and east (rear, Stevenson Street) elevations.</li> <li>▪ Pedestrian entry within the southern-most bay of the primary facade (door materials not character-defining).</li> <li>▪ Stuccoed bulkhead on primary facade wrapping on the first</li> </ul>
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	bay of the north facade.
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Additional Photos



Primary and partial view of north facade (all photos by Planning Department staff)







Detail of steel-sash window on primary facade.

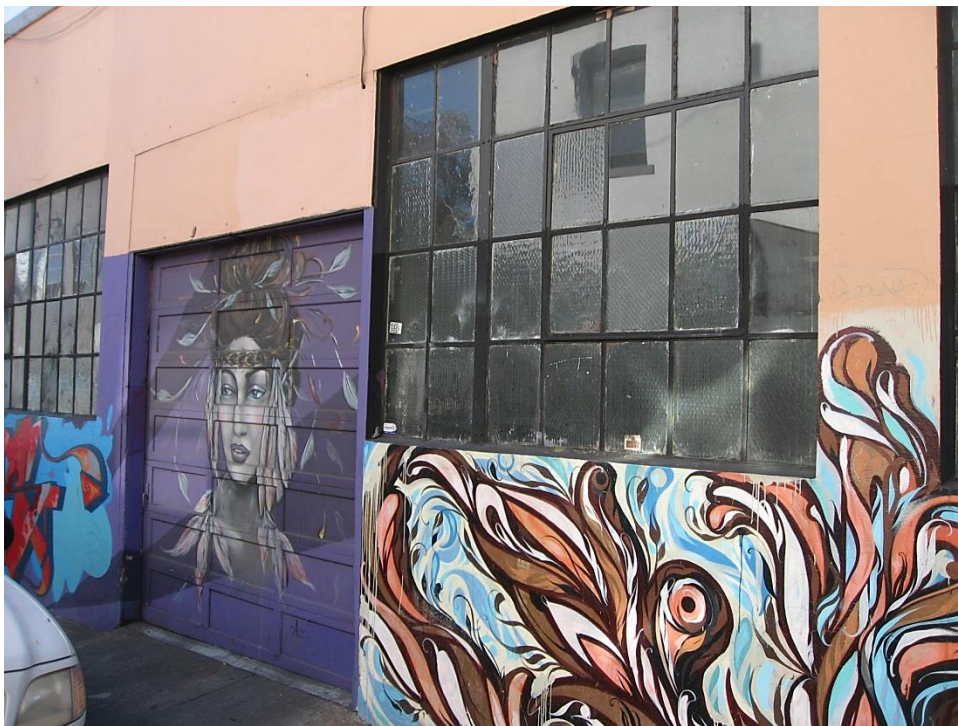


View east of interior through window on primary facade.





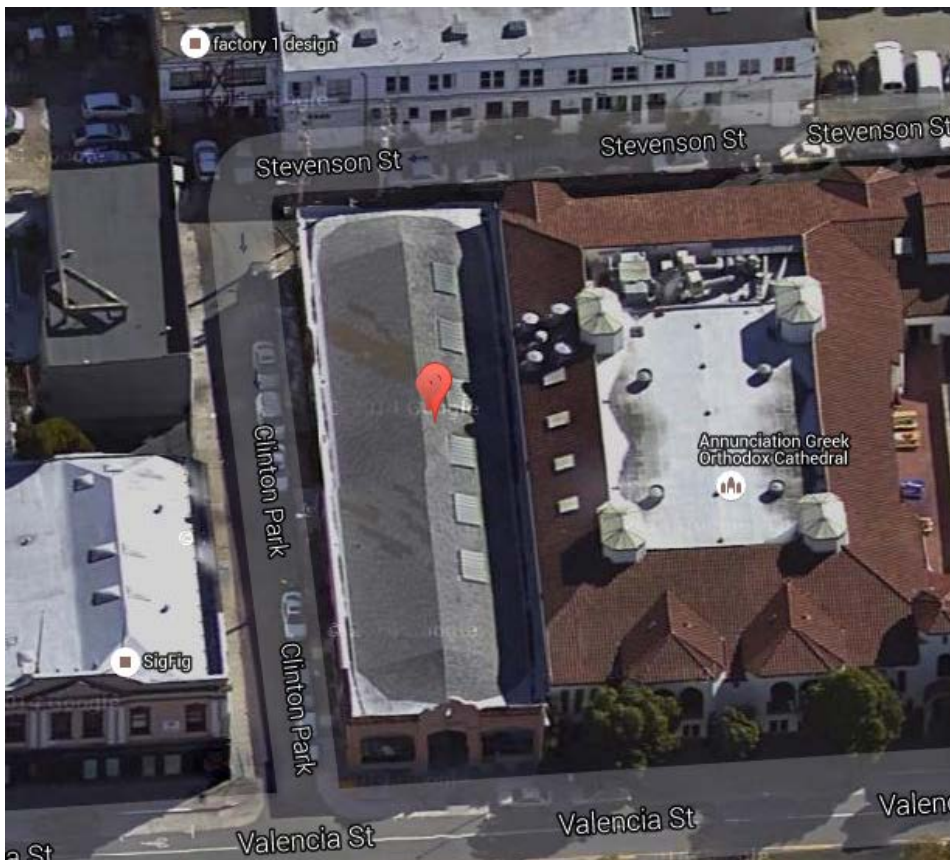
View of north facade.



Detail of windows on north facade.



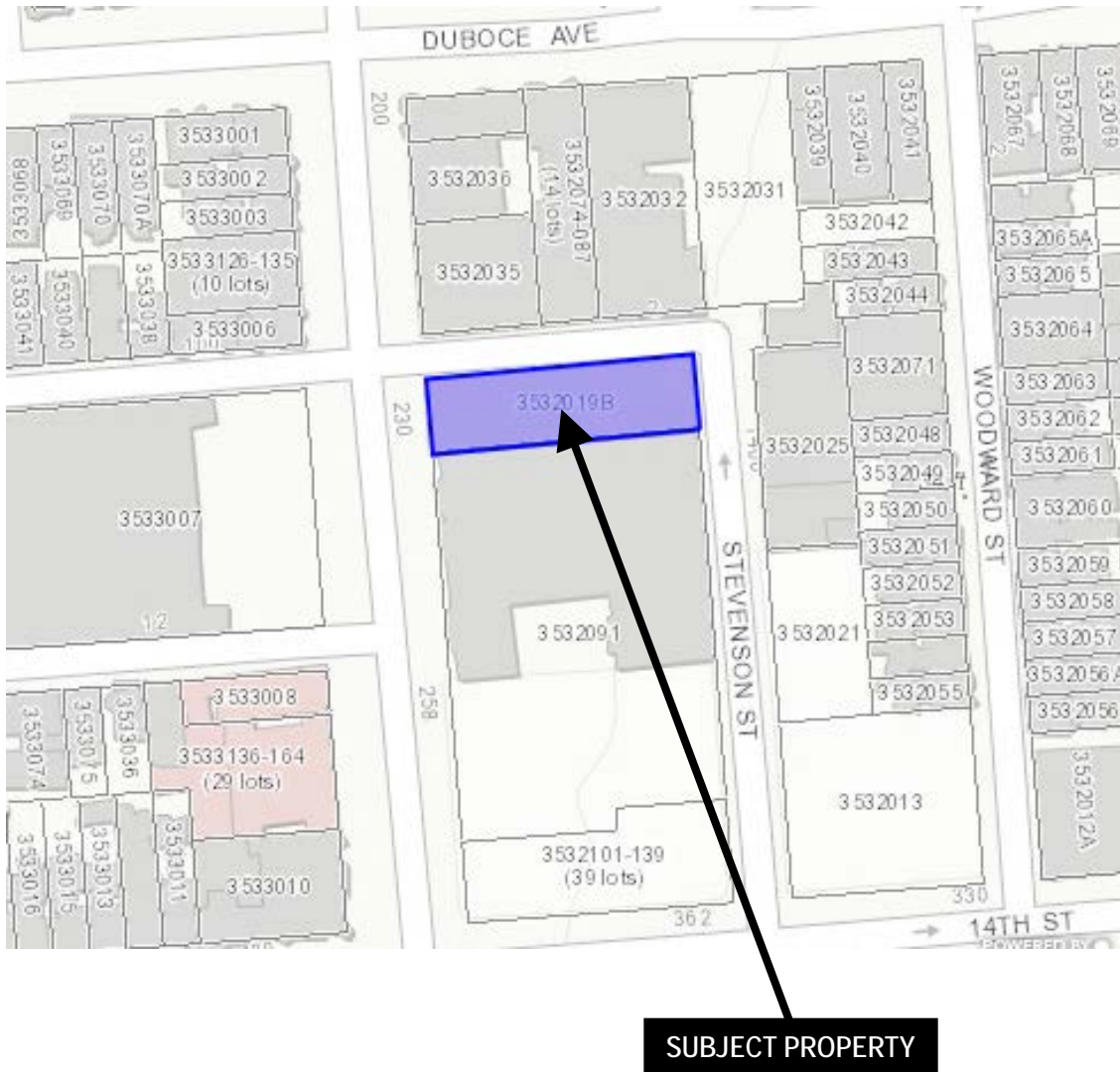
View of rear (east) facade.



Aerial view east of building.

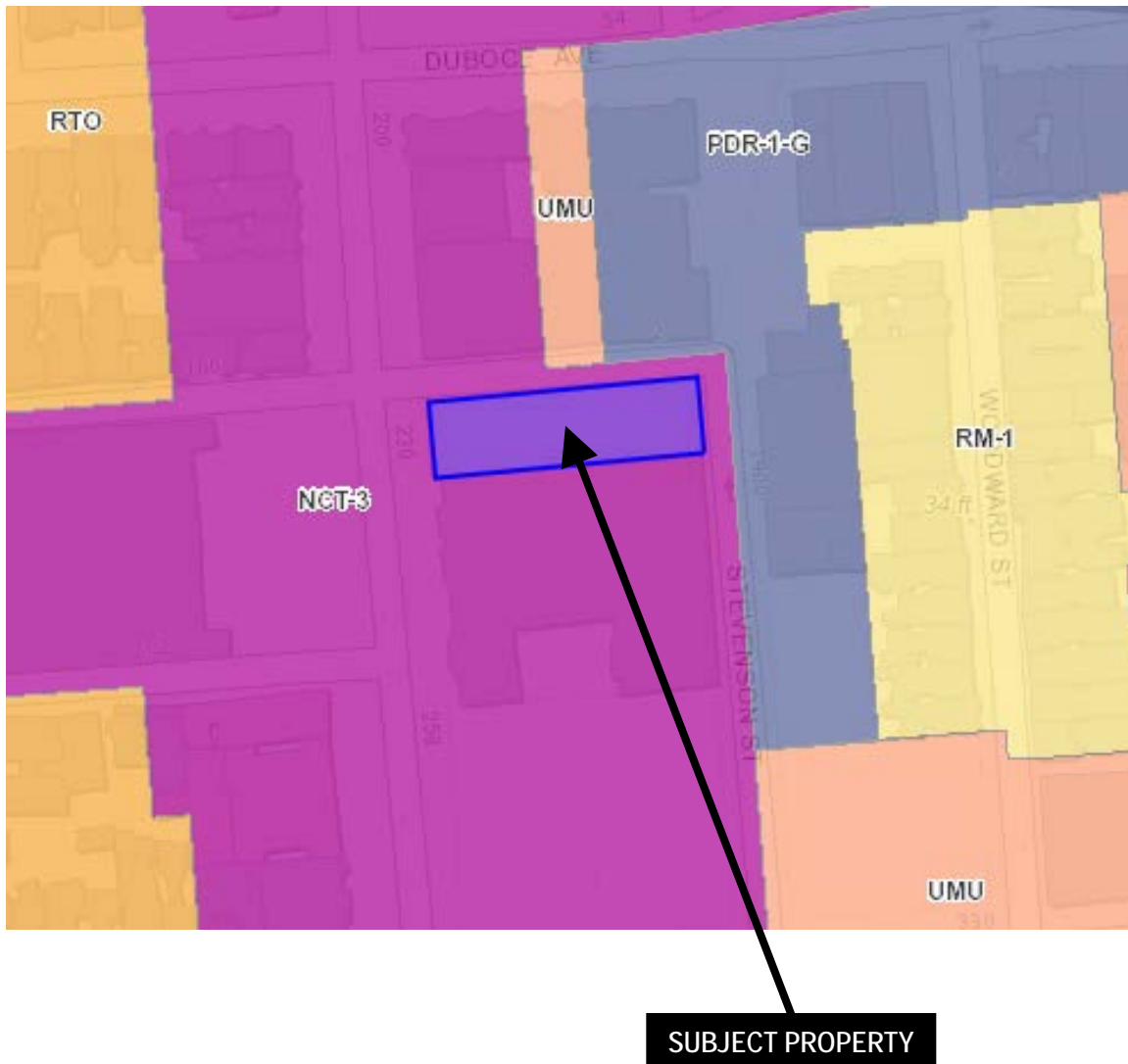


# Parcel Map



Consideration of Community Sponsored  
Article 10 Landmark Application  
235 Valencia Street  
**Case Number 2015-00004228DES**

# Zoning Map



# Aerial Photo



SUBJECT PROPERTY



Consideration of Community Sponsored  
Article 10 Landmark Application  
235 Valencia Street  
Case Number 2015-00004228DES

**VALENCIA**





# Site Photo



Consideration of Community Sponsored  
Article 10 Landmark Application  
235 Valencia Street  
Case Number 2015-00004228DES

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI# \_\_\_\_\_  
Trinomial \_\_\_\_\_  
CHR Status Code \_\_\_\_\_

Other Listings \_\_\_\_\_

Review Code \_\_\_\_\_

Reviewer \_\_\_\_\_

Date \_\_\_\_\_

Page 1 of 3 Resource name(s) or number(assigned by recorder) **235 Valencia Street**

**P1. Other Identifier:**

**Form Number 394**

**P2. Location:** ☐ Not for Publication ☒ Unrestricted

**\*a. County**

San Francisco

**\*b. USGS 7.5' Quad** San Francisco North **Date:** 1995

**c. Address** 235 Valencia ST

**City** San Francisco

**Zip** 94103

**e. Other Locational Data:** Assessor's Block and Lot 3532 019B

**\*P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

This is a single-story, three-bay, stucco-clad, masonry commercial building at the corner of Valencia and Clinton Park; a third façade faces Stevenson Street. The ground story features an industrial steel window in the first and third building bays. The third building bay also contains a pedestrian door. The window openings are arched. The central bay contains a vehicular entrance with an internal steel overhead door and an arched opening.

The Clinton Park façade in seven bays features an industrial steel window in each bay. The corner bay has an arched opening.

The windows are multi-light steel industrial sash. The parapet is clad in Spanish tile over the first and third building bays and is shaped over the central bay and contains a small false window in the center. The tiled parapet is also found on the Clinton Park façade at the corner of Valencia. The roof is hipped behind the parapet.

**\*P3b. Resources Attributes:** HP6. 1-3 Story Commercial Building

**Style or Period** Mission Revival

**\*P4. Resources Present:** ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other



**P5b. Photo:** (view and date)  
View From Valencia Street  
looking east  
2/4/02

**\*P6. Date Constructed/Age and Sources**

1924

☒ Historic

Assessor's Parcel Info

**\*P7. Owner and Address:**

CHAN & WONG ENTERPRISES INC

235 VALENCIA ST  
SAN FRANCISCO CA 94103

**\*P8. Recorded by:**

Planning Department  
City & County of San Francisco  
1660 Mission, 5th Floor  
San Francisco, CA 94103

**\*P9. Date Recorded** 8/29/2002

**\*P10. Survey Type** Intensive

**\*P11. Report Citation:** (Cite survey report and other sources, or enter "none")

**Attachments:** ☐ None ☐ Location Map ☐ Sketch Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record  
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record  
☐ Artifact Record ☐ Photograph Record ☐ Other (list)

DPR 523A (1/95)

**\*Required information**



**BUILDING, STRUCTURE, AND OBJECT RECORD**Form Number **394**Page 2 of 3 \*Resource name(s) or number **235 Valencia Street**CHR Status Code **6L****B1. Historic Name:****B2. Common Name:****B3. Original Use:** Auto paint shop and showroom**B4. Present Use:** Commercial garage**\*B6 Construction History:**

BPA 1924 - Erect a one story reinforced concrete building 50x180, with a trussed wood roof, and galvanized iron skylights, for \$12,500. 1993 - parapet upgrade.

**\*B5 Architectural Style:** Mission Revival**\*B7. Moved?** ☒ No**Date:** \_\_\_\_\_**Original Location** \_\_\_\_\_**\*B8. Related Features:**

Woodward's Gardens site

**B9a. Architect:** Arthur S. Bugbie (26 Montgomery)**B9b. Builder:** unknown**\*B10. Significance:** Theme Early Infill Development

Area: San Francisco 1906 fire-zone

Period of Significance 1914-1930 Property Type Commercial

Applicable Criteria (NR): D

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

Secondary Theme: Woodward's Gardens site Area: San Francisco 1906 fire-zone

Period of Significance: 1868-1894

Applicable Criteria: D

**HISTORY:** From 1868 to 1893, this lot was part of Woodward's Gardens, which encompassed the southern 2/3 of the block. The site of Woodward's Gardens is State Historic Landmark #454. This building located at the corner of Valencia and Clinton Park (formerly called Quinn Street on this block) was once the site of the Woodward's Gardens Pavilion, which was destroyed by the earthquake and fire of 1906. That building was one of the last features of the Gardens to survive. After the Gardens closed, this lot was part of a larger parcel owned by Sarah Melone, daughter of RB Woodward, who continued ownership to at least 1909. By 1915 the lot was developed by the J. Charles Green Company for a paste factory, their primary building located on an adjacent parcel at 1409 Stevenson Street. That business became Foster & Kleiser by 1920, a bill posting and print shop, the lot owned by Joseph J. Tobin. This building, constructed in 1924 after the zoning was changed to light industrial. In 1935 it was owned by Adolph Hinkelman. By 1946, the building was owned by Loren A. Jones.

**CONTEXT:** Commercial buildings in the Inner Mission North survey area cover a broad range of building sizes and uses, but as a rule, do not involve a residential component. In the Inner Mission North survey area: 53% of the commercial buildings were erected in the reconstruction period, 1906-1913; 34% were constructed in the early infill period of development, 1914-1930; and 13% in the late infill period, 1931-1957. Initially used by the California railroads for stations to promote the romantic image of the California missions, the Mission revival style became popular for all types of buildings. This distinctly California style took its inspiration from the primitive adobe, red tile roofed missions of eighteenth century California.

(See Continuation Sheet)

**B11. Additional Resources Attributes:** AH1 Unknown Historic Archo.

(Sketch Map with north arrow required)

**\*B12. References:**

City Directories: 1906, 1911, 1920, 1939. Sanborn maps: 1886, 1899, 1915, 1920 (Planning Dept), 1950, 1998. WPA land use maps 1940-1965 (Planning Dept.). Block Books: 1894, 1901, 1906, 1914, 1920, 1935, 1946, 1965. Water Department Tap Records, Building Permit Applications.

**B13. Remarks:**

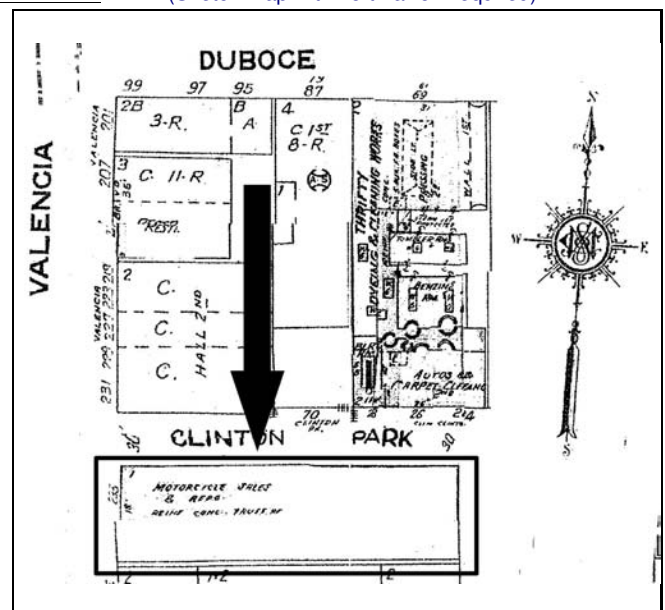
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

**\*B14 Evaluator:**

N. Moses Corrette, SF Planning Department  
1660 Mission Street, 5th Floor San Francisco, CA, 94103

**\* Date of Evaluation:** 9/10/2003

(This space reserved for official comments)



Page 3 of 3

Resource Name or # **235 Valencia Street**

\*Recorded by Planning Department – City and County of San Francisco

\*Date 9/10/2003

☒ Continuation

☐ Update

**B10. Continued**

The stylistic elements, derived from mission sources, include red tile roofs, smooth stucco wall surfaces and simple, small windows and door openings, which are usually flat arched. This style represents 9% of the building stock in the Inner Mission North survey area 1850-1957. This building represents the later infill development within the area destroyed by the 1906 earthquake and fire in San Francisco, when 26% of the properties in the Inner Mission North survey were erected. This period was slower, larger, and more studied. Development occurred on larger vacant parcels, or replaced temporary buildings, which were hastily erected after the disaster. Apartment buildings were the dominant building type erected in this period.

ASSESSMENT: This building appears to be ineligible for individual listing in either the National Register, the California Register, or local listing as it lacks the historical or architectural significance for such listing. It also appears not to contribute to any potential districts in the area, as it falls outside the significant period of development identified within the Inner Mission North survey area. This property does not seem to be related to any event or chain of events important in illustrating the historic context, per National Register Criterion A. None of the persons known to have associations with this building appear to have had significant cultural contributions represented by this property, per National Register Criterion B. This property is associated with a number of other properties in the Inner Mission North survey area, and the San Francisco 1906 fire zone, however, the period is not significant, per National Register Criterion C. The site of Woodward's Garden is a State Historic Landmark (#454), but is not listed in the California Register. The remains of the gardens may qualify for such listing as an archeological district, by National Register Criterion D, for local significance. The Gardens opened to the public in 1866, before the establishment of public parks, and were dismantled in 1893, and the last structures from the gardens were destroyed in the fire of 1906. There exists the possibility for historic archeological remains from the gardens at this site. Because the integrity of the archeological district has not been studied, any development that requires sub-surface excavation on this site should be reviewed for the potential effects on sub-surface historical artifacts.

INTEGRITY: The building appears to be in good structural and material condition. Materially unchanged from the time it was erected in a dense urban fabric, this property retains integrity of location, design, setting, workmanship, materials, feeling and association dating back to its date of construction.

FEATURES: This building retains architectural integrity to its date of construction; however, this falls outside an identified period of significance. The building does contribute the character of the neighborhood, and is consistent in use, massing, style and detailing to the surrounding contributory properties. Additionally, as the building retains integrity, it may, at a future date be reexamined under a different context, and be found significant. In that light, features of this building include, but may not be limited to: siting and relationship of the building to the street; the size and location of the automobile garage entry; masonry exterior; roof configuration; building plan; windows and doors including transoms, surrounds and glazing; and architectural elements such as the tiled parapet.

# LANDMARK DESIGNATION REPORT



**FORMER HAP JONES DEALERSHIP**  
235 Valencia Street

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# Former Hap Jones Dealership

## 235 Valencia Street

**Built: c. 1924**

**Architect: Arthur S. Bugbee**

### OVERVIEW

235 Valencia is located at the corner of Valencia and Clinton Park; a third façade faces Stevenson Street. The building is a single story commercial space that was formerly the Hap Jones Dealership, specializing in Indian, Norton, and BSA motorcycles. It is this association with the life and work of Loren A. 'Hap' Jones, an American pioneer in motorcycling and motorcycle racing, that gives 235 Valencia Street its significance.

A member of the American Motorcycle Association Hall of Fame, Hap Jones was president of the San Francisco Motorcycle Club on two separate occasions and a lifelong member of the San Francisco, Oakland, and Bay City clubs. A professional racer, Jones won the AMA TT Championship in 1936 and went on to sponsor racing teams, top racers, and events at the local and national level. His contributions to the motorcycling community at a national level earned Jones the *AMA Dud Perkins Lifetime Achievement Award* (1986) as well as the Motorcycle Industry Council's *Man of the Year Award* (1987).

At the local level, Jones was president of the Mission Optimist and the San Francisco Motorcycle Clubs and founder of the Hap Jones Birthday Party events (1936 to late 1950s) as well as the San Francisco Chapter of the Civil Defense Messenger Corps. Notably, Jones is famous for being the first civilian to cross the Golden Gate Bridge on May 27, 1937, which he did on a motorcycle.

Although the period of significance spans the years of Hap Jones ownership and use (1940 to 1970), the building itself conveys significant architectural qualities due to the history of its architect, Arthur S. Bugbee, and the lack of alterations since its construction.

## BUILDING DESCRIPTION

### Building History

235 Valencia is a single-story, three-bay, stucco-clad, masonry commercial building at the corner of Valencia and Clinton Park; a third façade faces Stevenson Street. The ground story features multi-light industrial steel windows on all sides, arched façade window openings on the front, Clinton Park façades, a central bay containing a vehicular entrance with an internal steel overhead door, a pedestrian door, and an arched opening.

The parapet is clad in Spanish tile over the first and third building bays and shaped over the central bay which contains a small false window in the center. The tiled parapet is also found on the Clinton Park façade at the corner of Valencia. The roof is hipped behind the parapet.<sup>[1]</sup>

From 1868 to 1893, this lot was part of Woodward's Gardens, which encompassed the southern 2/3 of the block. The site of Woodward's Gardens is State Historic Landmark #454. The building located at the corner of Valencia and Clinton Park (at the time called Quinn Street on this block) was the site of the Woodward's Gardens Pavilion, which was destroyed by the earthquake and fire of 1906. It was one of the last features of the Gardens to survive.

After the Gardens closed, this lot was part of a larger parcel owned by Sarah Melone, daughter of R.B. Woodward, who continued ownership until at least 1909. By 1915 it had been developed into a paste factory by the J. Charles Green Company, whose primary building was located on an adjacent parcel at 1409 Stevenson Street. By 1920 the business had changed to a bill posting and print shop named Foster & Kleiser and the lot was owned by Joseph J. Tobin.

After the zoning was changed to light industrial, the current building was constructed in 1924. By 1935 it was owned by Adolph Hinkelman. By 1946, the building was owned by Loren A. Jones.<sup>[2]</sup>



*Hap Jones dealership at 235 Valencia Street, 1945*

<sup>1</sup> City and County of San Francisco, Planning Department, 'DPR Survey Form for Parcel 3532019B,' Aug. 2002, PDF.

<sup>2</sup> City and County of San Francisco, Planning Department, 'DPR Survey Form for Parcel 3532019B,' Aug. 2002, PDF.

## Architect

The architect, Arthur S. Bugbee, was the last in line of four Bugbee architects, prominent as designers of institutional buildings and fine residences, including four of the Nob Hill mansions. His grandfather and uncle were Samuel C. and Charles S. Bugbee, who were prominent as *S.C. Bugbee and Son* through the 1860s and 1870s. His older brother, Maxwell G. Bugbee, designed residences in San Francisco, Alameda, and Marin County between 1889 and the 1910s. In a 1957 document entitled "Information about Samuel Charles Bugbee," author Arthur S. Bugbee wrote that architect Samuel Charles Bugbee's works included the San Francisco Conservatory of Flowers as well as the homes of Leland Stanford and Charles Crocker.

Before starting his own practice, Arthur S. Bugbee apprenticed with architects Albert Sutton, E.J. Vogel, Welsh and Carey, and his brother Maxwell. During his practice from 1910-1927, Bugbee became known for his small and medium-sized commercial and industrial buildings, but he is best known for works designed from 1915-1926 with Will E. Schirmer, as the Schirmer-Bugbee Company, concurrent with his solo practice in San Francisco. <sup>[3]</sup> The Schirmer-Bugbee Company designed numerous fine residences in the East Bay and San Francisco, including the 2 1/2 story French Renaissance Revival styled residence for E.M. Wilson at 1335 Guerrero Street, built in 1918.

During his practice, Bugbee held offices at 26 Montgomery Street (non-extant) and at 5 Third Street (Hearst Building). From these offices Bugbee designed several noted San Francisco buildings in addition to 235 Valencia Street.

Noted San Francisco Buildings By Arthur S. Bugbee

Address	Building Name	Client and Year Built	Building Type
1335 Guerrero Street with Will E. Schirmer	E.M. Wilson House	1918, E.M. Wilson	French Revival style wood framed single family residence
1033-1037 Polk Street	Frank M. Cobbledick and Consolidated Sales	1920, O'Brien and Kiernan Realty Company	Classical Revival reinforced concrete commercial building
1725 Sacramento St.	Marius Bose Garage	1923, Lurie Company	reinforced concrete garage with industrial steel sash windows
415 Brannan Street	Wayne Company	1923, Bothin Real Estate Company	reinforced concrete industrial building
425 Brannan Street	S.F Bowser	1924, Bothin Real Estate Company	reinforced concrete industrial building

<sup>3</sup> City and County of San Francisco, Planning Department, 'DPR Survey Form for Parcel 0643001A,' Dec. 2009, PDF.



# HISTORY

## Early Motorcycle Dealerships and Culture in San Francisco

San Francisco's history with motorcycles dates back to the first commercial motorcycles built in 1901 by Indian Motorcycles and the short lived California Motor Company of San Francisco, founded in 1902 and bought by the Yale Consolidated Manufacturing Company of Toledo in 1903. 1903 also marked the year Harley-Davidson made their first production motorcycle available to the public.

Three years after the first *Indian* motorcycles were made the San Francisco Motorcycle Club was founded, with twelve charter members in attendance. The SFMC is the second oldest motorcycle club in the United States and was the first club to admit women members in 1910, allowing them to vote in club rooms well before they could vote in public elections. San Francisco Mayor P.H. McCarthy (1910-1912) was a member of the SFMC.<sup>[4]</sup>

Not long after the creation of the first commercial motorcycles, several businesses began carrying motorcycles, and a few that were geared toward selling this new machine cropped up in San Francisco. Most lasted a year or two at most and none were able to sustain themselves, as motorcycling was a novelty to most of the public and many could not afford the expensive machines. These early dealerships were clustered in the vicinity of Van Ness and Market street, which was also the city's auto row. In a few cases, the early dealerships shared spaces in the same buildings used by auto dealerships and garages.

The earliest motorcycle dealer listed in the San Francisco City Directory was C.C. Hopkins at 759 Gough Street (non-extant) in 1907. Like many early dealerships, it was gone by 1908. It wasn't until 1911, that the earliest dealerships emerged in San Francisco with the peak occurring in the early 1920s. Of these earliest dealerships, Hendee Manufacturing Company (Indian motorcycles), Joseph Holle, Henderson Motorcycles, Zimmerlin Brothers, John Baumgardner and Dudley Perkins' Harley Davidson Motorcycles were the only ones to last at least five years.



*Hendee Manufacturing Company receives a delivery of Indian Motorcycles at 234 Van Ness Avenue, April 18, 1912.*



*Wells Bennet and Freddie Ludlow on the sidewalk in front of Red Angwin's Henderson Motorcycle Company, winter 1927.*

In San Francisco, two well known racers went on to found two of three lasting dealerships that incubated motorcycle riding culture and the sport of motorcycle racing in San Francisco and the Bay Area: Dudley Perkins (1914, Harley-Davidson) and Hap Jones (1933, Indian, BSA, Norton, Sunbeam, AJS-Matchless, BMW, Cushman, Ambassador). The third longtime dealership was owned by enthusiast Frank Servetti (1937, Triumph). Dudley Perkins began as a partnership, Maggini & Perkins, but by 1918, Perkins was the sole owner.

Hap Jones got his start working for motorcycle pioneer Dudley Perkins and later hired and mentored Leonard Andres, Jack Cottrell, Ernie Holbrook, and Phil Cancilla, who all went on to open their own dealerships in the Bay

<sup>4</sup> 'San Francisco Motorcycle Club: History,' *SF-MC.org*, n.d. Web.



Area. By the late 1930's, motorcycling in the Bay Area had taken off, and there was a large influx of new dealerships ready to compete with Perkins, Jones, and Servetti. Again, few were able to sustain themselves for more than a handful of years. During this new wave of 1930's dealerships, there was a shift from the traditional auto row district to the North end of Valencia Street near Duboce Street, with only a handful remaining in the Civic Center area.

Of the three longtime motorcycle dealerships in San Francisco before 1960, Hap Jones and his mentor Dudley Perkins would become the most prominent and successful, incubating and sponsoring motorcycling in the Bay Area and at a national level.

Of the buildings housing early motorcycle dealerships, over half are non-extant and the former Hap Jones Motorcycles building is the only one remaining that housed a dealership of any prominence that is unaltered.

Buildings Housing Early Motorcycle Dealerships from 1911-1960  
(dealerships/address association less than 2 years excluded)

Address	Dealership	Years In Use	Current Status
234 Van Ness Avenue	Hendee Manufacturing Company	1911-1915	altered
20th and Folsom	Joseph Holle	1911-1916	unknown
1030 Golden Gate Avenue	Zimmerlin Brothers Company	1913-1914	non-extant
24-34 Van Ness Avenue	Zimmerlin Brothers Company	1913-1918	non-extant
1133 Market Street	Henderson Motorcycles	1913-1914	noticeable alterations
1592 Market Street	Henderson Motorcycles Loudenclos & Henry	1914-1916	minor alterations
1506 Market Street	Henderson Motorcycles Loudenclos & Angwin	1916-1917	non-extant
1446 Market Street	Henderson Motorcycles Loudenclos & Angwin Pacific Motorcycle Sales Cassini & Baumgardner	1918-1920 1921-1922 1923-1924	altered
1438 Market Street	Pacific Motorcycles	1923-1924	altered
1416 Market Street	Henderson Motorcycles	1924-1926	significantly altered
1548 Market Street	Bente & Baumgardner	1914	non-extant
50-60 Van Ness Avenue	John Baumgardner	1915-1918	non-extant
1579 Market Street	John Baumgardner	1919-1921	non-extant
1626 Market Street	<b>Maggini &amp; Perkins</b>	1914-1916	non-extant
116 Van Ness Avenue	<b>Maggini &amp; Perkins</b> <b>Dudley Perkins</b>	1916-1917 1918-1928	non-extant
116-126 Van Ness Avenue	<b>Dudley Perkins</b>	1920-1924	non-extant
214 Van Ness Avenue	<b>Dudley Perkins</b>	1930-1934	significantly altered
137 Hayes Street	<b>Dudley Perkins</b>	1934-1942	non-extant
655 Ellis Street	<b>Dudley Perkins</b>	1944-1960+	non-extant
16 South Van Ness Avenue	Geo A. Faulkner A.C. Thomason	1930-1932 1936-1937	non-extant
499 Golden Gate	A.C. Thomason	1937-1938	non-extant
1550 Market Street	Olcott Cummins	1923-1924	altered
57 Page Street	Indian Motorcycles Cummins & Muir D.H. Muir	1926 1927 1928-1933	non-extant
580 Valencia Street	Thomas Sifton <b>Hap Jones</b>	1930-1932 1933-1934 (Happy Bicycle Club) 1935-1940	significantly altered
235 Valencia Street	<b>Hap Jones</b>	1940-1960+	unaltered
296 Valencia Street	<b>Casazza &amp; Servetti</b>	1937	non-extant
47 Duboce Avenue	<b>Frank Servetti</b>	1938-1939	noticeable alterations
423 Valencia Street	<b>Frank Servetti</b>	1939-1947	non-extant
375 Valencia Street	<b>Frank Servetti</b>	1948-1960+	significantly altered
177 Valencia Street	Ray Eddy	1945-1957	non-extant
367 Golden Gate Avenue	Danny Hoofman Freytag & Emmick	1945-1946 1948-1949	non-extant
751 Valencia Street	Al Fergoda	1953-1956	noticeable alterations



Loren A. 'Hap' Jones

## Loren A. 'Hap' Jones (1905-1989)

- Professional Motorcycle Racer 1927-1938
- AMA TT Championship - 80 cubic-inch motors, 1936
- First civilian to cross the Golden Gate Bridge on his Indian Motorcycle 1937
- Founder of Hap Jones Dealership, specializing in Indian, Norton and BSA motorcycles 1936-1959
- Creator of motorcycle Blue Book
- Member of San Francisco Motorcycle Club, Oakland and Bay City clubs
- President of San Francisco Motorcycle Club on two separate occasions
- Founder Hap Jones Birthday Party 1936-Late 1950s
- Founder Hap Jones Distributing Company, largest motorcycle parts distributor in North America
- Sponsor of local and national motorcycle races and professional racers
- President of the Mission Optimist Club
- AMA Dudley Perkins Award for most outstanding contributions to motorcycling, 1986
- Motorcycle Industry Council, 'Man of the Year', 1987
- Inducted into American Motorcycle Association Hall of Fame, 1998

Born in 1905 in Lorraine, Illinois, Jones was already a motorcycle enthusiast when he moved to San Francisco in the mid 1920s. He took a job as a motorcycle courier for Zellerbach Paper Company, hauling bales of paper in a heavy duty motorcycle-sidecar rig rented from motorcycle industry pioneer Dudley Perkins. During this same time period, Jones also worked part-time as a mechanic for Dudley Perkins and Rich Budelier. <sup>[5]</sup>

Jones quickly became part of the emerging San Francisco motorcycle scene and a member of the San Francisco Motorcycle Club, the second motorcycle club founded in the United States. One of the club's most famous and revered members, Jones would go on to become a lifelong member and serve as president of the club on two separate occasions. He was also instrumental in securing the SFMC club house that is still in use today.

## Racing Years

Hap Jones spent much of his free time participating in amateur hill climbs and enduros in and around the San Francisco Bay Area. Bay Area motorcycle clubs sponsored friendly competitions on weekends, which were fun to watch and tested the skills of their members. Jones loved the challenge of the off-road enduros with their many obstacles and changes in terrain.

In 1927, Jones got his start in competition when he won the novice class of the popular San Francisco Motorcycle Club Enduro. Highly competitive, Jones soon went on to become one of the leading enduro riders on the West Coast. Jones became specifically known for his skills on big street bikes and on time TT (time trial enduro) courses, taking tight corners and jumps at high rates of speed.

Jones' reach as a rider expanded and he began traveling the country to compete at the national level. After a few years of winning numerous TT events, Jones finally beat a field of national riders to win the American Motorcycle Association's National TT Championship of 80 cubic-inch motors on June 7, 1936 in Waco, Texas. Jones went on to earn more podium finishes at national TT races, but the championship in 1936 would prove to be the biggest win of his career in racing.

In 1938, Jones decided to retire from racing to focus on an expanding motorcycle business.

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<sup>5</sup> 'AMA News: Hap Jones Dies.' *American Motorcyclist* October 1989 : 26. Print.



*Hap Jones takes a jump mid race*



*Hap Jones, AMA National TT Champion, 1936*

## First Business and the Hap Jones Birthday Party

In 1933, Jones started a bicycle rental business near Golden Gate Park to make ends meet. It turned out to be quite a success and later that year he moved Happy Cycle Club to 580 Valencia Street, in an area with several other bicycle oriented businesses. Jones ran Happy Cycle Club during the first few years of the Depression, but it was a difficult time to make a living and he looked for additional ways to grow his income.

The building at 580 Valencia Street had been vacated by a Harley-Davidson dealership, and, after several Harley riders came in and inquired about parts, Jones worked out an arrangement to sell parts to them through his old boss, Dudley Perkins.<sup>[6]</sup> Within a couple of years, bicycle sales took a back seat as the motorcycle aspect of his business became the forefront. He began selling used motorcycles, recalling later how tough it was to scrape out a living living as a motorcycle dealer during the Great Depression.

In 1936, the first annual Hap Jones Birthday Party was celebrated to kick off his new motorcycle business venture, the Hap Jones Company, selling Harley-Davidson parts and used motorcycles. The annual “birthday party” began as a gathering of employees and friends, but soon it grew to include local riders and promote motorcycling in the Bay Area. Riders of all levels came to celebrate with field meets and all the hot dogs you could eat.

Within a few years, the Hap Jones Birthday Party grew to be an anticipated annual event that attracted riders and enthusiasts from around the country, with trophies for winners of the competitions. It was a favorite tradition with local motorcyclists that lasted until the late 1950’s.



*Hap Jones first business venture in bicycle rentals, May 1933. Jones in dark sweater, L.*

<sup>6</sup> 'AMA Motorcycle Hall of Fame: Hap Jones,' *MotorcycleMuseum.org* , n.d. Web.



*Trophy winners at the Hap Jones Birthday Party in 1947 held at Sharps Park, CA.*

## **Indian Dealership and the Golden Gate Bridge Crossing**

1937 was a big year for Hap Jones. He was awarded a dealership to carry bikes from America's first motorcycle company, Indian Motorcycles. This had particular significance for Hap, as the first motorcycle he had ever purchased was a 1919 Indian Scout that he bought in Spokane, Washington in 1923, shortly before he moved to San Francisco. He put his life's savings, \$50, as a down payment to purchase the Scout and made weekly payments of \$4. Hap said that the fact that he couldn't afford the payments on his salary in Spokane prompted his move to San Francisco.<sup>[7]</sup>

On May 27, 1937, Jones became the first civilian to cross the Golden Gate Bridge. In a famous story known by riders across the country, Jones rode, then pushed his 1937 *Indian 4 Chief* motorcycle, weaving it through the crowd of pedestrians waiting to cross the bridge. When the ribbon was cut, he fired up his bike and raced across the bridge.

In 1987, Hap, then 83, was invited to reprise his role for the 50th anniversary celebrations. This time he piloted a vintage Henderson sidecar rig — with the granddaughter of Henderson's founder riding in the sidecar — that he did not need to push to the front.<sup>[8]</sup> The 50th anniversary ride was immortalized in an AMA limited edition belt buckle (1200 issued) and lapel pin (2000 issued). Hap Jones received the first edition, and the San Francisco Motorcycle Club received the second. Both editions are on display in the club's trophy case.

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<sup>6</sup> 'AMA Motorcycle Hall of Fame: Hap Jones,' *MotorcycleMuseum.org*, n.d. Web.





*Hap Jones crosses the Golden Gate Bridge for the 50th Anniversary, 1987*

By 1938, Hap decided to retire from racing to focus on his expanding motorcycle business. Located at 235 Valencia Street, his showroom eventually expanded to selling BSA, Sunbeam, and AJS-Matchless motorcycles in addition to Indians. He continued to sell parts, but now for many more makes and models.

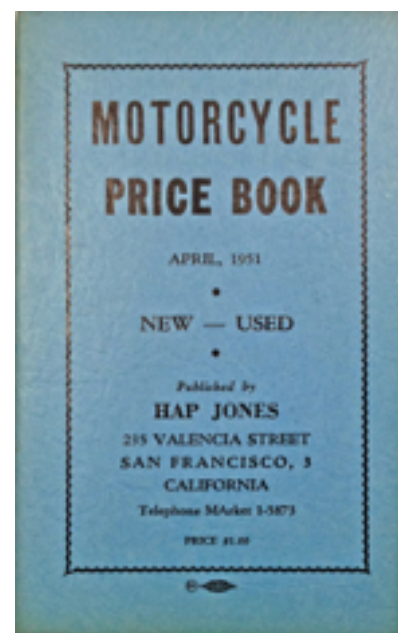
### **Creation of The Motorcycle Blue Book**

At the 235 Valencia Street address, Hap created and trademarked the Motorcycle Blue Book. Published quarterly, the Blue Book provided pricing guidelines for new and used motorcycles of all makes and models. It became a staple of the industry.

The Motorcycle Blue Book was available only to authorized motorcycle and scooter dealers, financial/banking institutions, insurance companies and municipalities. Requests for a Blue Book were required to be made on official letterhead from a firm or local government.

The exact dates of the first and last issues of the the Motorcycle Blue Book are unknown. Ulrich's Periodicals Directory documents the first year of publication of the Motorcycle Blue Book as 1952. However, there is a known edition in existence that dates back to April 1951. There are many libraries across the country that hold editions of Blue Books in their collections. The Library of Congress holds possession of sets of Motorcycle Blue Books whose dates span from 1973 to 1995.<sup>[9]</sup> The San Diego Public Library holds the latest copies, dating to December 2007. The continued trademark use was not filed by the end of its grace period ending in December 2007. Thus, with the trademark status considered “un-revivable,” the trademark expired on January 5, 2008.

During the period of production of the Blue Book, two other pricing guidelines for all makes and models of vehicles began to include motorcycles in their publications. The Kelley Blue Book began including motorcycles in 1968 and the National Automobile Dealers Association began to list motorcycles in its NADA Guide for new and used vehicle pricing in 1979.<sup>[10]</sup> However, the Motorcycle Blue Book was considered to be the definitive source for and documented use of pricing by municipalities, as shown as late as June 2009.



*Motorcycle Blue Book, 1951*

<sup>9</sup> OCLC Worldcat, [worldcat.org](http://worldcat.org), n.d. Web

<sup>10</sup> Kelley Blue Book and NADA Guide, phone interviews and email, October 2015.

## Racing Team, Sponsorships and Promotion

Despite having retired from professional racing, Jones' passion for the sport never waned. Throughout his lifetime, Jones gave his time, name, and money to promote and sponsor races at the regional and national level. He dedicated the lion's share of his time to promoting the motorcycle lifestyle and the future of motorcycling.

In 1947, Jones was instrumental in helping the SFMC purchase their club house. Although Jones had the vision to see the run down building at 2194 Folsom Street as the SFMC's new home, he was concerned that club members might not be able to see past the building in its current state. Jones told the club members that he had found the perfect building for their club house and that he would assist the club in purchasing the property. He made this offer with one caveat — that the members vote to approve the purchase of the building, sight unseen.<sup>[1]</sup> Club members approved and the building is still in use as the SFMC club house today. Alterations to the building occurred after a major fire in 1985, and today the building retains few architectural aspects of its historic design.

Jones had his own Hap Jones racing team and mentored and supported many famous competitors, including Mario Stille, Everett Brashear, Frank Crane, and the legendary Dick Mann. In the 1960s and 70s, Dick Mann's fame helped to popularize The Hap Jones Distributing Company among racing fans across the nation. Mann's racing leathers prominently featured the logo of Hap Jones, his longtime primary sponsor.



*Hap Jones Racing Team (top), Frank Crane, Sidewinders, Clackamas, Oregon, 1985 (bottom, L), and Hap Jones Norton Racing Team, Daytona 1955, (bottom, R)*

<sup>11</sup> Brian Holm, SFMC historian, related in post SFMC meeting discussion, October 22, 2015

From the beginnings of the Hap Jones Birthday Party to the national scale, Jones sponsored numerous events. Some of these included the Bay Meadows Mile flat-track race, Daytona, retail shows at the Cow Palace, the Camel Pro Series, West Coast British Racing, and the Hap Jones Annual Golf Invitational.<sup>[12]</sup>

## The Civil Defense Messenger Corps



Jones was also known for his community involvement, some of it in conjunction with the local motorcycle clubs where he had membership. During World War II, Jones and the San Francisco Motorcycle Club developed the San Francisco chapter of the Civil Defense Messenger Corps that grew to include 70 percent of the club's members.<sup>[8]</sup> An all civilian volunteer effort led by Hap Jones and Bob Young, the corps' responsibilities included the transportation of blood and other medical supplies to local hospitals. Messengers were also assigned to Air Raid Warden posts, fire stations and police precincts to insure that messages would be delivered in the event of the breakdown of other communication methods.<sup>[13]</sup>

## Norton West Coast Dealer

In 1955, the Hap Jones dealership became the West Coast dealer for Great Britain's most popular motorcycle, the Norton. Hap first visited the Norton factory in 1948, while attending motorcycle races in England. He visited again in 1955, and, known for his charisma, convinced managing director C. Gilbert Smith to export all six 1955 Norton models to his dealership for exclusive distribution in Washington, Oregon, and California.<sup>[14]</sup>

## The Hap Jones Distributing Company

Following the end of WWII, Hap purchased huge stocks of government surplus Harley-Davidson and Indian parts. For years after that purchase, Hap Jones was the only source for these older parts. Jones used the acquisition of these stocks to expand his offerings and create an offshoot business, the Hap Jones Distributing Company.



*Hap Jones takes a first look at a 1955 Norton @ 235 Valencia Street*

Unlike the dealership, The Hap Jones Distributing Company would carry more than parts for the brands of motorcycles sold. It carried parts for all types of motorcycles, scooters, mopeds and motorized cycles as well as general supplies and apparel. The motto for the Hap Jones distributing company famously became "Hap Has It."

The distributing company was a great success and began to grow exponentially. In 1956, Jones purchased three buildings near the dealership location — 2 Clinton Park, 34 Woodward Street, and 42 Woodward Street — to dedicate to the Hap Jones Distributing Company.<sup>[15]</sup> The 2 Clinton Park address replaced the 235 Valencia Street address on the Blue Book, and the Hap Jones Distributing Company began to eclipse the Hap Jones retail dealership. By the following year, 2 Clinton Park was the new Hap Jones Distributing Company headquarters, and Jones combined the buildings on Woodward to join them with 2 Clinton Park.<sup>[16]</sup>

<sup>12</sup> 'AMA Motorcycle Hall of Fame: Hap Jones,' *MotorcycleMuseum.org*, n.d. Web.

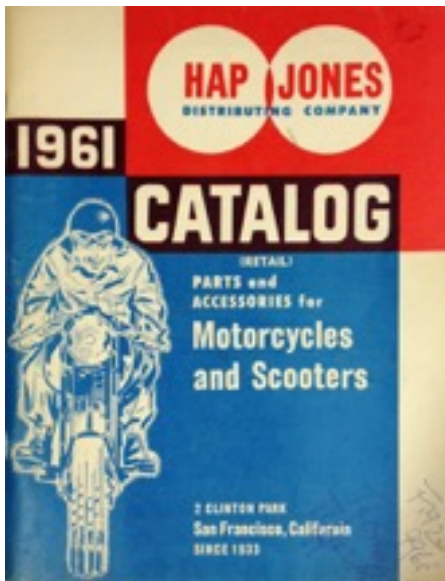
<sup>13</sup> Young, Roger T, 'San Francisco MC: 90 Years and Counting.' *American Motorcyclist* July 1955 : 43-44. Print.

<sup>14</sup> 'Hap Jones New West Coast Norton Distributor.' *American Motorcyclist* Jan. 1955 : 33. Print.

<sup>15</sup> City and County of San Francisco, Office of the Assessor-Recorder, Block 3532./ Lots 030, 045, 046. 25 June 1956.

<sup>16</sup> City and County of San Francisco, Department of Building Inspections, Building Permit number 0169937. 1958.





Hap Jones Distributing Company catalog, 1961



Advertisement, American Motorcyclist, 1961



Hap's Scramble Newsletter, March 1963

## 1959-1988



Hap Jones Distributing Company calendar, 1969

In 1959, Hap Jones sold a majority share of the Hap Jones dealership to his brother-in-law, Dave Golden. This allowed Jones to focus on the Hap Jones Distributing Company and his other passion of documenting motorcycle history. Jones kept extensive files on the history of motorcycle culture and the sport of motorcycle racing. He later supplied several authors of enthusiast books with important research materials from his collection. That same year the Hap Jones Distributing Company began publishing an annual collectable calendar featuring historical racing photos from the Jones collection. Each month featured photos and detailed captions of people and events from some of the earliest years in motorcycling. Later calendars also incorporated non-motorcycle images with themes related to the Pacific Rim and San Francisco.

By 1962, Hap Jones had purchased 1441 Stevenson Street and joined it to the 2 Clinton Park address.<sup>[17]</sup> The Hap Jones Distribution Company had become the largest distributor of motorcycle parts, supplies, and apparel in the United States. It had also expanded to carry its own parts and accessories licensed under the Hap Jones brand name.

Hap Jones continued to dominate the motorcycle parts industry in North America and he continued to leverage his notoriety to further the popularity of motorcycling and motorcycle racing on a national level. Expansion continued

with the opening of distribution centers around the country — Prattville, AL (1966), Cincinnati, OH (1969), and Norwood, NJ (1970).

And still it wasn't enough. In 1972, the Hap Jones Distributing Company moved to San Jose, CA. The 2 Clinton Park building remained stocked on the first floor with parts for local distribution. The second floor continued to be offices for many of Hap's longtime employees who were preferred to remain at the original location rather than commute or move to San Jose. This building remained in use by the Hap Jones Distributing Company until its last employees retired in the mid 1980s.

The buildings on 34 Woodward and 1441 Stevenson were closed off from 2 Clinton Park and leased primarily to artists of varying disciplines. For a brief time, Jones allowed the Hells Angels to park a trailer inside 1441 Stevenson

<sup>17</sup> City and County of San Francisco, Office of the Assessor-Recorder, Block 3532./ Lots 025, 30 November, 1962.

that was used as a club house. After Jones learned of some dangerous activity taking place there, they were asked to leave. When asked how you go about getting the Hells Angels to move out, a former tenant stated that “only Hap Jones could tell the Hells Angels they had to move out.”

Hap Jones Motorcycles continued to thrive at 235 Valencia, with Dave Golden adding Kawasaki motorcycles to the brands sold. Hap Jones made weekly trips to the dealership to have lunch with Dave, arriving in his Cadillac, as motorcycle injuries over the years had made it impossible for him to ride longer distances. Former employees, tenants and neighbors still recall looking forward to seeing the charismatic Jones at his weekly visits.

In 1970, Jones sold his remaining share in the dealership and the name was changed to Dave Golden Motorcycles.

In 1988, the dealership was closed after the death of Dave Golden.

## Awards, Death and Legacy

In 1986, Hap Jones received the American Motorcycle Association Dud Perkins Lifetime Achievement Award. Established in 1970 in the name of Jones’ old boss and mentor, Dudley Perkins, the annual award acknowledges the highest level of service to the AMA

and motorcycling in the United States. Its recipients are individuals whose contributions are nationally recognized for their demonstrated leadership, uncommon excellence, and dedication to the mission of promoting the motorcycle lifestyle and protecting the future of motorcycling. Other honorees include William Harley and Soichiro Honda. <sup>[18]</sup>

In 1987, Jones was named the Motorcycle Industry Council’s “Man of the Year” and celebrated the 50th anniversary of his ride across the Golden Gate Bridge.



*Hap Jones with a 1947 ca BSA 350 cc*

On June 29, 1989, Hap Jones died in San Mateo, CA at the age of 84. At the time of his death, the Hap Jones Distribution Company was still the largest in the United States and the Motorcycle Blue Book was still the standard reference used to value new and used motorcycles. As described by colleagues and friends, his memorial service held at the First Unitarian Church was a large and diverse sea of motorcycles and scooters of all makes and models. Many owners of the international manufacturers with whom Jones had forged relationships, including the presidents of Shoei helmets and Henderson motorcycles, travelled to San Francisco to attend.

In 1998, Hap Jones was inducted posthumously into the American Motorcycle Hall of Fame.<sup>[19]</sup>

After the death of Hap Jones, the San Francisco Motorcycle Club began the annual Hap Jones Day. Sanctioned by the American Motorcycle Association, the celebrations included a ride through interesting and little known back roads, riding contests, bike judging with trophies, a live band, a picnic or dinner, and a commemorative run pin. In the same spirit as the Hap Jones Birthday Parties, celebrations were open to all motorcyclists.<sup>[20,21]</sup>

In 2012, the San Francisco Motorcycle Club recreated Jones’ historic ride across the Golden Gate Bridge for the 75th Anniversary, with Jones’ son Loren in attendance. Prior to the ride, SFMC club members stopped at the intersection of the Valencia, Clinton Park, and Stevenson locations to talk about the history of the location and share stories of Jones and the Hap Jones businesses.<sup>[22]</sup>

<sup>17</sup> City and County of San Francisco, Office of the Assessor-Recorder, Block 3532./ Lots 025, 30 November, 1962.





*Recreating Hap's Ride, San Francisco Motorcycle Club, Golden Gate Bridge, 75th Anniversary, 2012*

Today, the legacy of Hap Jones and his contributions to motorcycling are honored and very much alive in the motorcycling community. On the larger scale, Jones is a legend as a pioneer in motorcycle sports in all capacities — mechanic, rider, historian, dealer, distributor, mentor, and sponsor.

But for those in San Francisco and the greater Bay Area, especially those who knew and worked with Jones, he is revered for fostering our motorcycle culture, building community, and working to create a space for a great diversity

of motorcycles and riders. He dedicated his work and life to growing the motorcycle culture that he wanted to live in and leave for those who would follow.

As recently as October 2014, Hap Jones was featured in *City Bike*, the Bay Area motorcycle magazine, as part of their "History Lesson." Owned by "Red" Fred, the 1933 Ford Hap Jones commemorative truck still appears around the Bay Area and in advertising for Alice's Restaurant, a world famous stop for motorcyclists. Riders and enthusiasts regularly visit the 235 Valencia and 2 Clinton Park locations to reminisce and talk motorcycle history with the neighboring motorcyclists. Motorcycles, parts and accessories are currently sold next door at its successor dealership, Moto Scuderia (formerly Scuderia West).



*Hap Jones and wife, Rose, arrive at Lakeport, California during the summer of 1936 to participate in the Lakeport T.T. During this era all racers were required to ride their machines to and from the race event.*

## ARTICLE 10 LANDMARK DESIGNATION

This section of the report is an analysis and summary of the applicable criteria for designation, integrity, period of significance, significance statement, character-defining features, and additional Article 10 requirements.

### CRITERIA FOR DESIGNATION

Check all criteria applicable to the significance of the property that are documented in the report. The criteria checked is (are) the basic justification for the *why* the resource is important.

- ☒ Association with events that have made a significant contribution to the broad patterns of our history.
- ☒ Associations with the lives of persons significant in our past.
- ☒ Embody distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction.
- ☐ Has yielded or may be likely to yield information important to history or prehistory.

### Statement of Significance

Characteristics of the Landmark that justify its designation.

The former Hap Jones Motorcycles at 235 Valencia Street is for its association with Loren A. ‘Hap’ Jones and the Motorcycle Blue Book.

#### Association with significant events

235 Valencia Street is significant for its association with the creation of the Motorcycle Blue Book, a pricing guideline for new and used motorcycles of all makes and models that was the first of its kind and became a staple of the motorcycle industry. Published quarterly from 1951 to 2009, the Motorcycle Blue Book was used by motorcycle and scooter dealers, financial/banking institutions, insurance companies and municipalities to determine fair market value. The only publication of its kind from 1951 through 1968, the Blue Book was still considered the definitive guide despite competition from the Kelly Blue Book (1968) and the National Automobile Dealers Association Guide (1979).

#### Association with significant persons

235 Valencia Street is significant for its association with Loren A. ‘Hap’ Jones, a pioneer in motorcycling who played a significant role in the development of motorcycle culture in the Bay Area and nationally. During the course of his life, Jones was a motorcycle enthusiast, mechanic, rider, champion, historian, dealer, distributor, mentor, and sponsor.

As enthusiast/sponsor, Jones founded the Hap Jones Birthday Party and sponsored events such as Bay Meadows Mile flat-track race, Daytona, retail shows at the Cow Palace, the Camel Pro Series, West Coast British Racing, and the Hap Jones Annual Golf Invitational.

As a mentor, Jones hired and mentored Leonard Andres, Jack Cottrell, Ernie Holbrook and Phil Cancilla, who all went on to open their own dealerships in the Bay Area. As a racing mentor/sponsor, Jones sponsored his own Hap Jones Racing Team as well as many famous competitors, including Mario Stille, Everett Brashear, Frank Crane and the legendary Dick Mann.



In business, Jones grew a bicycle rental business into a prominent San Francisco motorcycle dealership that became the first Indian Motorcycles Dealership in the Bay Area and the first Norton Dealership on the West Coast. From his successful dealership, Jones launched the Hap Jones Distributing Company, carrying motorcycle accessories, apparel, and parts for all makes and models, including scooters. The Hap Jones Distributing Company with their motto, "Hap Has It," expanded to also carry their own branded parts and accessories and becoming the largest distributor in North America.

As a citizen of San Francisco and the Bay Area, Hap Jones was the first person to cross the Golden Gate Bridge on opening day in 1937. During WWII, Jones helped found the San Francisco chapter of the Civil Defense Messenger Corps with Bob Young and the San Francisco Motorcycle Club. Jones was a President of the Mission Optimist Club as well as a life long member of the Bay Area, Oakland, and San Francisco Motorcycle Clubs. A two time president of the SFMC, Jones also facilitated the purchase of the SFMC club house, ensuring that generations of SFMC members to come would own a place of their own to meet, as well as preserve and display documents and items of motorcycle history.

A member of the American Motorcycle Association Hall of Fame, Jones was also honored for his lifetime of contributions to motorcycling with the AMA Dud Perkins Lifetime Achievement Award and with the Motorcycle Industry Council's "Man of the Year" in 1987.

## **Architecture**

Designed by noted San Francisco Architect Arthur S. Bugbee, 235 Valencia Street is an intact example of his commercial and industrial buildings. The Mission Revival style building has retained all of its original features and provides a perfect example of later infill development with the area destroyed by the 1906 earthquake and fire.

The Mission Revival style began in the late 19th century and was used in numerous residential, commercial and institutional structures. Initially used by the California railroads for stations, the distinctly California style takes inspiration from the Franciscan Alta California missions. Design characteristics include unadorned adobe walls with white plaster (stucco), hipped red tile roofs and roof parapets, arched window openings and entries, and restrained decorative elements.

## **Period of Significance**

The period of significance of Hap Jones Motorcycles begins in 1940, with Jones moving his emerging dealership from 580 Valencia Street to 235 Valencia Street. This period of significance covers the rise of the dealership into one of the most prominent ones in San Francisco. This period also covers the creation of the Motorcycle Blue Book as well as Jones' rise as a leader in motorcycling on many levels. The period contains the timeline of Jones' ownership of the dealership as well as a lesser period of Jones' minority share in the dealership (1959-1970). The period of significance ends with Jones' sale of his remaining share in the dealership and the name change to Dave Golden Motorcycles in 1970.

## **Integrity**

The seven aspects of integrity are location, design, materials, workmanship, setting, feeling, and association in relation to the period of significance established above. Cumulatively, the building at 235 Valencia Street retains sufficient integrity to convey its association with Hap Jones Motorcycles and the architectural style of Arthur S. Bugbee.

The building at 235 Valencia Street remains as constructed in 1924, with the only update being a parapet safety upgrade in 1993 following the Loma Prieta Earthquake. Materially unchanged from the time that it was erected, the property retains its architectural and stylistic integrity dating back to its original construction. Its historical light industrial use relating to the automotive industry has also remained consistent throughout the life of the building.

The building's location in the area of North Valencia that held the largest concentration of motorcycle dealerships in San Francisco during their most abundant period from the late 1930s to the 1950s and the fact that it remains the only one of those dealerships that is unchanged sets it apart as the last intact representation of early motorcycle dealerships in San Francisco.



*North on Valencia toward Clinton Park and the Central Freeway, appx. 1960*

## ARTICLE 10 REQUIREMENTS SECTION 1004 (b)

### Boundaries of the Landmark Site

The boundaries of the landmark site encompass all of and is limited to Lot 019B in Assessor's Block 3532 bounded by Valencia Street, Clinton Park and Stevenson Street.

### Character -Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify Features of the property that should be preserved. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

The character-defining exterior features of the landmark building are identified as:

- ▶ All exterior elevations, materials and rooflines
- ▶ Masonry Exterior
- ▶ Building plan
- ▶ Relationship of the building to the street
- ▶ Street level entrance including:
  - ▶ Three building bays with arched openings
  - ▶ Steel windows in the first and third bays
  - ▶ A central bay containing a vehicular entrance that also contains a pedestrian door
  - ▶ Size and location of the automobile garage entry
- ▶ Multi-light industrial steel sash windows on all facades
- ▶ Parapet:
  - ▶ The parapet is clad in Spanish tile over the first and third building bays
  - ▶ The parapet is shape dover the central bay
  - ▶ The parapet contains a small false window in the center of the central bay
  - ▶ The tiled parapet is also found on the Clinton Park facade at the corner of Valencia Street
- ▶ The roof is hipped behind the parapet.

The character-defining exterior features of the landmark building are identified as: Unknown



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## **ACKNOWLEDGEMENTS**

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David Campos, District 9 Supervisor

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## Photography

*235 Valencia Street* - **Google Maps**

*Hap Jones dealership at 235 Valencia Street, 1945* - **Iron Wigwam**

*Hendee Manufacturing Company receives a delivery of Indian Motorcycles at 234 Van Ness Avenue on April 15, 1912* - **SF Public**

### Library

*Wells Bennet and Freddie Ludlow on the sidewalk in front of Red Angwin's Henderson Motorcycle Company, winter 1927* - **Hap Jones**

**Distributing Company calendar, 1970, factory 1 design**

*Loren A. 'Hap' Jones, - AMA Motorcycle Hall of Fame*

*Hap Jones takes a jump mid race* - **Armando Magri**

*Hap Jones, AMA National TT Champion, 1936* - **Cycle Cult**

*Happy Cycle Club, Hap Jones first business venture in bicycle rentals, May 1933* - **Hap Jones Distributing Company calendar, 1971, factory 1 design**

*Trophy winners at the Hap Jones Birthday Party in 1947 held at Sharps Park, CA* - **Hap Jones Distributing Company calendar, 1971, factory 1 design**

*Hap Jones crosses the Golden Gate Bridge for the 50th Anniversary, 1987* - **American Motorcyclist, August 1987**

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*Hap Jones with a 1947 ca BSA 350 cc* - **Cycle Cult**

*Recreating Hap's Ride, San Francisco Motorcycle Club, Golden Gate Bridge, 75th Anniversary, 2012* - **San Francisco Motorcycle Club | flickr**

*Hap Jones and wife, Rose, arrive at Lakeport, California during the summer of 1936 to participate in the Lakeport T.T.* - **Hap Jones Distributing Company calendar, 1970, factory 1 design**

*North on Valencia toward Clinton Park and the Central Freeway, appx. 1960* - **Eric Fischer | flickr**

**From:** [Sven Eberlein](#)  
**To:** [andrew@tefarch.com](mailto:andrew@tefarch.com)  
**Cc:** [Ferguson, Shannon \(CPC\)](#)  
**Subject:** 235 Valencia Street - former Hap Jones dealership  
**Date:** Tuesday, February 16, 2016 4:58:44 PM

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Dear Mr. Wolfram,

I'm writing in support of designating the former Hap Jones dealership at 235 Valencia Street as a San Francisco Historical Landmark. As a longtime Mission District resident, I recognize the importance of keeping the cultural and architectural treasures that made our neighborhood what it is today in the public domain for future generations. Having studied Mr. Jones and his many contributions not only to motorcycle culture nationwide but to all facets of San Francisco cultural institutions, I couldn't think of a more fitting act than to preserve the building from which so many of his contributions were inspired and from which multiple generations of motorcyclists built a community with a reach far beyond its own walls.

The building itself is one that I stop and marvel at every time I ride my bike down Valencia Street. In this age of rapid change and quick displacement, I would like to believe that a building signifying an era that shaped San Francisco into what it is today would be worth preserving for those who come after us and might wonder how the beautiful architecture that makes our neighborhood what it is today came about and who the free spirited pioneers that dwelled and maintained them were.

With kind regards,  
Sven Eberlein

\_\_\_\_\_  
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From: [Marcia Stuermer](#)  
To: [andrew@tefarch.com](mailto:andrew@tefarch.com)  
Cc: [Ferguson, Shannon \(CPC\)](#)  
Subject: 235 Valencia Street-former Hap Jones dealership  
Date: Thursday, February 18, 2016 1:33:38 PM

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Dear SF Historic Preservation Committee Members,

I would like to voice my strong desire that the former Hap Jones dealership location at 235 Valencia Street be officially awarded landmark status. Not only is the property historically significant architecturally, it plays a substantial role in the SF motorcycle history/culture which is strongly evocative of the signature, adventurous personality of San Francisco.

Now more than ever, during a time when city is seeing such face-paced changes in architecture and density, preserving such historically rich buildings is key along with protecting and their inherent connection to the city and its inhabitants. San Francisco seems to be erratically and at break neck speed, erasing history and culture with large-scale development projects to apparently adapt to the recent surge in tech companies and the housing needs of their employees. These seemingly crazy times of erratic growth make it even more critical for the city to exercise caution and preserve and protect the city's legacy.

Without careful attention and diligent stewardship, San Francisco could lose forever the special characteristics, charm, rich culture and history that are intrinsically linked to this city and which make it such an incredibly special place.

I urge you to award the former Hap Jones dealership historical, landmark status so that the rich architectural and historic elements of this building, Hap himself and the culture he embodied, along with so many others associated with the its related history, be permitted to live on to inspire countless others into the future. Preservation of the 235 Valencia Street Mission Revival style building is of indisputable importance to San Francisco from both an architectural and historical/cultural standpoint and I hope that the committee concurs and secures the property's fate into perpetuity for future generations to enjoy.

Sincerely,

Marcia Stuermer

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