



SAN FRANCISCO PLANNING DEPARTMENT

HEARING DATE: April 6, 2016
CASE NUMBERS: 2015-004228DES – 235 Valencia Street
TO: Historic Preservation Commission
FROM: Shannon Ferguson
Preservation Planner, 415-575-9074
REVIEWED BY: Tim Frye
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RE: Landmark Recommendation Resolution

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Dear President Wolfram and Members of the Commission:

On March 2, 2016, the Historic Preservation Commission (HPC) continued consideration of Article 10 landmark designation of 235 Valencia Street, known historically as the Hap Jones Motorcycles. The applicants, Larisa Pedroncelli and Kelly Hill, as well as the San Francisco Motorcycle Club and the property owner have submitted additional information since the previous hearing. The additional information seeks to address questions raised by the Historic Preservation Commission about the broader historical context of the motorcycle community in which to evaluate Hap Jones's importance. Additional letters of support for landmark designation have also been received.

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, staff has determined that Hap Jones appears to have played a significant role in the development of motorcycles as a business and the development of motorcycling community in San Francisco and the Bay Area. He created the first Motorcycle Blue Book (based on the Kelley Blue format) to provide industry pricing and he organized and participated in races and rides. However, 235 Valencia appears to lack direct association with Hap Jones's productive life. Jones appears to have been better known for operating a very successful distribution company after he sold a majority interest in the motorcycle dealership located at 235 Valencia Street. Overall, the dealership activities of Hap Jones appear to be secondary to his distribution company.

Additionally, that the subject building does not appear to meet the designation priorities established by the Historic Preservation Commission 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.

The building's eligibility for the California Register is inconclusive based on the new information provided because 235 Valencia Street should be compared with other properties owned by Hap Jones and the San Francisco Motorcycle Club headquarters building to identify if 235 Valencia best represents Hap Jones's historic contributions.

PLANNING DEPARTMENT RECOMMENDATION

Based on review of the new information, the Department does not recommend to the Historic Preservation Commission initiation of the subject building for Article 10 Landmark Designation. Hap Jones appears to be one of the important figures to the motorcycling community; however he may be sufficiently honored by the memorial events held by that community. Additionally, Jones's direct association with the property during his productive life has not been established and his association with the other properties mentioned above should also be compared. Finally, even with the additional information provided by the applicant, the building does not meet the designation priorities.

ATTACHMENTS:

JRP Report, dated March 23, 2016
San Francisco Motorcycle Club, Inc. informational letter
Additional Information from Applicant
Additional Community Support Letters received after March 2, 2016 hearing
Case Report, dated March 2, 2016
Draft Resolution
Landmark Application Fact Sheet
Landmark Application
Community Support Letters received prior to March 2, 2016 hearing



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March 23, 2016

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Mark Hulbert, Preservation Architecture

RE: 235 Valencia Street Historical Research and Analysis

A. Introduction

Members of the public provided information to the Planning Department requesting that the building located at 235 Valencia Street should be a City Landmark. This group, comprising of Larisa Pedroncelli, Kelly Hill, and Sven Eberlein, prepared a draft Landmark Designation Report. The report's conclusion is largely based on the property's association with a prior owner of the building: motorcycle enthusiast / dealer / distribution company owner Loren "Hap" Jones. This memorandum was prepared to address issues related to the evidence and conclusions presented in that report, which was submitted to the Planning Department on May 20, 2015 with a revised application in December 2015 .

The bulk of the analysis herein focuses on the significance of the building under Criterion B of the National Register of Historic Places (NRHP). Therefore, the building should be analyzed under the following standard:

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and...**That are associated with the lives of significant persons in our past;**

National Register Bulletin 32, *Guidelines for Evaluating and Documenting Properties Associated with Significant Persons*, was reviewed and its guidance considered when preparing this memorandum.

This memorandum provides a summary of conclusions in Section B, which are based on the research and analysis we conducted. The summary is followed by Sections C-1 through C-5 that specifically address questions and issues related to motorcycle subculture in San Francisco and

Hap Jones' history and relationship to the building at 235 Valencia Street. For comparison purposes with the property at 235 Valencia Street, Section C-6 provides information regarding some properties that were made City Landmarks relatively recently and found to be significant under Criterion B. Finally, in C-7, we conclude with a discussion of several other associated events related to Hap Jones and the building at 235 Valencia Street.

B. Summary of Conclusions

1. Motorcycle subculture does not appear to have been an important element of San Francisco history. Unlike other areas of cultural history (such as Maritime history or the LGBTQ community) that are important within the history of San Francisco, motorcycling does not seem any more important to the history of city that it would be in other large urban centers. Furthermore, there are other cities in California and across the country that have stronger associations with motorcycling.

2. While Hap Jones was a colorful individual and a successful San Francisco business man, he is arguably not the most historically relevant motorcycle figure in the city's history. Dudley Perkins was more prominent. Perkins was a motorcycle racer and opened the first Harley-Davidson dealership in the city, among many other motorcycle related achievements.

3. There are other properties in the city that have more historic relevance to motorcycle culture than 235 Valencia Street. The San Francisco Motorcycle Club (SFMC) building is located at 2194 Folsom Street is the best example. This building, acquired by the club in 1947, has been the headquarters for one of the oldest motorcycle clubs in the United States ever since.

4. The property at 235 Valencia Street is not directly connected with or has important association with Hap Jones' major accomplishments in motorcycling. The commercial building at 2 Clinton Park, San Francisco (Block 3535/Lot 030) has a greater association with Jones' major accomplishments. The property at 2 Clinton Park has been determined a Historic Resources (A) by the City and County of San Francisco as individually significant under California Register of Historical Resources (CRHR) Criterion 2 (Persons), because it is associated with the productive life of Hap Jones, as well as Criterion 3 for its architecture (see **Appendix A**). Operated from 2 Clinton Park, the Hap Jones Distributing Company became the largest distributor of motorcycle parts, supplies, and apparel in the United States, expanded to carry its own parts and accessories licensed under the Hap Jones brand name. By 1970 Jones had opened distribution centers in Prattville, Alabama; Cincinnati, Ohio; and Norwood, New Jersey. The distributing company was headquartered at 2 Clinton Park, not 235 Valencia Street. Hap Jones' other prominent activities in motorcycling, including his stature in racing, his famous ride across the Golden Gate Bridge on opening day, and his motorcycle club activities did not occur or have direct association with 235 Valencia Street.

5. Two relatively recent landmark designations in the city illustrate the level of significance individuals must have, and the level of importance of their association must be with the subject property, to be found eligible under Criterion B. These landmarks are the Sam Jordan's Bar on Third Street and Marcus Books on Fillmore Street. These examples demonstrate how significant individuals were directly associated with the nominated property and that the properties are associated with the significant portion of their productive life in the field in which they achieved

significance. The association of Hap Jones and 235 Valencia Street does not match the same level of significance as these two examples.

6. With respect to the Motorcycle Blue Book, Hap Jones did not invent or create the blue book. He adapted the long established commercial blue book form to his industry (the Official Automobile Blue Book dates back to 1901). The Motorcycle Blue Book was a direct adaptation of the *Kelley Blue Book*, as it provided up-to-date information to authorized dealers. Also, the Motorcycle Blue Book was not for public consumption. Rather, it was an industry document used by retailers and wholesalers, and therefore its impact on the public and to motorcycle enthusiasts was limited.

C. Discussion

1. Is motorcycle subculture an important facet of history in San Francisco?

A basis for the potential significance of the property at 235 Valencia Street, including its association with Hap Jones, as presented in the *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street* includes an assumption that motorcycle subculture in San Francisco is an important facet of local history. This assumption is used to support the subject property's importance with Hap Jones.

Research conducted for preparation of this memorandum in scholarly journals, books, and other sources of information did not reveal that motorcycle subculture (excluding gay and lesbian motorcycle subculture with its own separate identity and history) is a significant element of San Francisco history.¹ It appears that no properties in San Francisco have been specifically identified as significant for their association with motorcycling.

If one assumes that motorcycling has a modicum of importance to local history, a focal point of motorcycling in the city is the San Francisco Motorcycle Club (SFMC), which is one of the oldest clubs of its kind in the United States. The SFMC was formed in 1904 when motorcycles were a novelty form of transportation. By 1911 the SFMC was the largest motorcycle club in the country with over 500 members and was the first club to allow women to join as full-voting members in 1910.² Members met regularly for Gypsy Tours, which usually included a ride to a scenic location for a picnic with various motorcycle competition events including races, hill

¹ Scholarly journals, books, and other sources of information reviewed by JRP includes review of historic issues of the *San Francisco Chronicle*; search of the San Francisco Public Library History Center catalog, biography collection, ephemera collection, and digital collections; review of Randy D. McBree, *Born to Be Wild: The Rise of the American Motorcyclist* (Chapel Hill, NC: University of North Carolina Press, 2015); Steven E. Alford and Suzanne Ferriss, *Motorcycle* (London: Reaktion Books, 2007); D. Mark Austin, Patricia Gagne, and Angela Orend, "Commodification and Popular Imagery of the Biker in American Culture," *Journal of Popular Culture* Vol. 43, Issue 5 (October 2010): 942-963; Andrew H. Maxwell, "Motorcyclists And Community In Post-Industrial Urban America," *Urban Anthropology and Studies of Cultural Systems and World Economic Development* Vol. 27, No. 3/4 (FALL-WINTER 1998): 263-299. Also, see Donna J. Graves and Shayne E. Watson, *Citywide Historic Context Statement for LGMTQ History in San Francisco*, prepared for the City of San Francisco, October 2015.

² "San Francisco MC: 90 Years and Counting," *American Motorcyclist* (July 1994): 43.

climbs, "Tourist Trophy" (TT) and dirt-track events. Gatherings were held at various dirt and wood plank tracks around the San Francisco Bay Area, many of which were sponsored by the American Motorcyclist Association (AMA), a motorcycle competition organization formed in 1924. By the Great Depression in the early 1930s membership plummeted, although the club continued to operate with less extravagant events. During World War II the SFMC developed a Civil Defense Messenger Corps transporting supplies to local hospitals.³

The history of motorcycling in the United States includes a significant turning point related to the perceived image of motorcycle clubs. The event did not take place in San Francisco, but rather it occurred in Hollister, San Benito County, California in July 1947. Motorcyclist converged on the small, agricultural town for an AMA-sanctioned Gypsy Tour motorcycle rally and some motorcyclists rode up and down the small town streets, apparently drunkenly, and were encouraged to leave by the town police. The seemingly small scale incident was sensationalized in the *San Francisco Chronicle*, *Life* magazine, and was later adapted for the movie *The Wild One* (1954) starring Marlon Brando and Lee Marvin. From that point onwards, in popular culture motorcyclists were branded as gangs of outlaws, raising hell, with little regard for authority.⁴

During this era of the perceived motorcycle gang, the SFMC continued to sponsor the "20 Mile National Championship" at Bay Meadows Race Track in San Mateo and other AMA sanctioned events. In the 1960s and 1970s, activities of the club shifted away from AMA track racing towards social/recreational riding, which it continues today. Currently, the SFMC is the only AMA associated club in San Francisco and is no longer designated as a racing competition club.⁵ While the SFMC has a long history in the city of San Francisco, it does not appear that any club activities or events, either competition or recreation related, have made a significant contribution to the history of the city of San Francisco. The SFMC's clubhouse, located at 2194 Folsom Street, is discussed below.

In comparison to the historic significance and effect of automobiles, motorcycles and motorcycling historically had a much more limited impact on American and San Francisco culture. The San Francisco Planning Department conducted a historic resource survey of automobile showrooms, public garages, multiple-use buildings, repair shops, parts and tire stores, and the like in 2009-2010. The project's historic context, *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor*, prepared by William Kostura, has a general assumption about the historic significance of automobiles within the city's history. This appears reasonable taking into account the volume

³ "San Francisco MC: 90 Years and Counting," *American Motorcyclist* (July 1994): 44; American Motorcyclist Association, "The History of the AMA," <http://www.americanmotorcyclist.com/about/History.aspx> accessed February 2016.

⁴ Dennis Patrick Slattery, "Review: Firing Up Psyche: Myth, Motorcycles, and the Cultural Imagination," *The C.G. Jung Institute of San Francisco* Vol. 2, No. 3 (Summer 2008): 110-111.

⁵ "Bay Meadows To Be Scene of Sixth Annual 20 Mile National," *American Motorcyclist* (July 1955): 41; San Francisco Motorcycle Club, "History," <http://www.sf-mc.org/history/> accessed February 2016; AMA, "Find Clubs and Promoters," <http://www.americanmotorcyclist.com/clubsandpromoters/ClubSearch.aspx?state=CA&type=> accessed February 2016.

of buildings in San Francisco that are specifically associated with the development and use of the automobile in the first half of the twentieth century. Not only were automobiles more important to the wider population than motorcycles, there are also distinct elements of the city's development that are directly attributable to the advent and expanded use of automobiles. As discussed below, the Van Ness Auto Row Support Structures survey identified some properties that are historically significant partially for their association with individuals considered important within the automobile context. The historic context does not address motorcycles, and motorcycles do not have the same level of importance to the city's history as automobiles.

Unlike San Francisco, there are cities in California and elsewhere in the country that have strong association with motorcycle culture. As discussed above, the city of Hollister in San Benito County was the location of a prominent event in the history of motorcycle culture. In addition, the first Hells Angels Motorcycle club is purported to have been established in the Fontana area in San Bernardino County in 1948, a year after the Hollister event.⁶ Elsewhere in the country there are motorcycle factories listed in the NRHP, such as the Indian Motorcycle Company Plant, which is a contributor to the Winchester Square Historic District in Springfield, Massachusetts (listed in 1979) and the Harley-Davidson Motorcycle Company Factory in Milwaukee (listed in 1994), the latter of which is the city where Harley-Davidson was founded.⁷ Furthermore, Sturgis, South Dakota, for example, hosts the country's foremost motorcycle rally each year. This rally began in 1938 and now attracts around 500,000 participants each year.⁸

There are other types of sports and recreation that have important associations with properties in San Francisco. Some sports / recreation properties have been found NRHP eligible, such as the San Francisco Golf Club (SFGC), located south of Lake Merced, and the Pacific Rod & Gun Club (PRGC) on Lake Merced. These properties were the location of their relevant sport / recreation, i.e. golf and skeet shooting, respectively. The SFCG was found eligible under NRHP Criterion C for its design as a golf course and the architecture of its club house. The PRGC was found eligible under NRHP Criterion A, as a vernacular cultural landscape, for its significance within the context of skeet and sport shooting.⁹ Similarly, various cultural institutions and

⁶ Randy D. McBree, *Born to Be Wild: The Rise of the American Motorcyclist* (Chapel Hill, NC: University of North Carolina Press, 2015), 5-6; Hells Angels Motorcycle Club, "History," <http://affa.hells-angels.com/hamc-history/> (accessed February 2016).

⁷ "National Register of Historic Places Inventory – Nomination Form: Winchester Square Historic District," prepared by Candace Jenkins, February 1979, National Register of Historic Places No. 79000350, available online through the Massachusetts Cultural Resource Information System, <http://mhc-macris.net/Details.aspx?MhclId=SPR.BQ>; and "National Register of Historic Places Inventory Form for Nominated Properties: Harley-Davidson Motorcycle Company," prepared 1983, National Register of Historic Places No. 86003850, available online through the National Register of Historic Places database, <http://focus.nps.gov/pdfhost/docs/NRHP/Text/86003850.pdf> (accessed February 2016).

⁸ History of the Sturgis Motorcycle Rally website: <http://www.sturgismotorcyclerrally.com/rally-info/timeline-and-photo-gallery> (accessed February 2016).

⁹ JRP Historical Consulting, LLC, "Historic Resource Evaluation Report: San Andreas Pipeline No. 3 Project," prepared for San Francisco Public Utilities Commission and San Francisco Planning Department, 2007; Denise

venues have been found NRHP eligible in San Francisco, including numerous theaters that are City Landmarks. Such venues include Brown's Opera House (Victoria Theater) at 2961 16th Street (City Landmark No. 215, designated 1995), the Geary Theater (now American Conservatory Theater) performance venue at 415 Geary Street (City Landmark No. 82, designated 1976), and the Castro Theater movie house (City Landmark No. 100, designated, designated 1977).¹⁰ These types of venues are also the specific location of the relevant recreation. In contrast, the building at 235 Valencia Street did not serve or function as the location of the recreation to which it is associated. While some motorcycle club rides may have started at 235 Valencia Street, the actual recreation occurred elsewhere. Instead, the Hap Jones motorcycle dealership at 235 Valencia Street only supported the sport and recreation of motorcycling in the way in which a specialty sporting goods store might support activities such as golf, skeet shooting, and other outdoor activities (like hiking, running, or skiing).

2. How does Hap Jones compare with other individuals within the motorcycle subculture of the 1940s and 1950s?

Dudley Perkins Sr. is likely the most well known individual, other than Hap Jones, associated with motorcycle subculture in San Francisco during the early to mid twentieth century. Perkins was a championship motorcycle hill climber who raced from the mid 1910s to late 1930s, and he was mentor to Hap Jones. He opened his first Harley-Davidson dealership in 1914 and the family-owned business continues to operate in South San Francisco today. Perkins' business survived the Great Depression and prospered as a supplier of Harley-Davidson's to the California Highway Patrol and, like Hap Jones, he acquired military surplus motorcycles and sold them after World War II. Dudley Perkins Sr. served on many AMA committees and sponsored racing careers of many noteworthy professional motorcyclists. The Dud Perkins Award was established by the AMA in January 1970, first presented to its namesake, to acknowledge the highest level of service to the AMA. Today, the Dud Perkins Award is presented as the AMA's highest honor for those who have made lifelong contributions to motorcycling.¹¹ Dudley Perkins Sr. died in 1978 and was inducted posthumously into the AMA Motorcycle Hall of Fame in 1998.¹² During the 1940s and 1950s, both Hap Jones and Dudley Perkins Sr. sponsored a number of top AMA racers over the years as well as sponsoring of many regional and national races and both owned motorcycle dealerships in San Francisco; however, as the owner of the popular Harley-Davidson brand dealership, Dudley Perkins Sr. was much more prevalent in the

Bradley and ESA, "Pacific Rod and Gun Club, San Francisco, Cultural Landscape Report," prepared for San Francisco Public Utilities Commission and San Francisco Planning Department, 2014.

¹⁰ San Francisco City Planning Commission, "San Francisco City Planning Commission Resolution No. 13979," adopted October 19, 1995, http://50.17.237.182/docs/landmarks_and_districts/LM215.pdf (accessed March 2016); San Francisco City Planning Commission, "San Francisco City Planning Commission Resolution No. 7441," passed February 5, 1976, http://50.17.237.182/docs/landmarks_and_districts/LM82.pdf (accessed March 2016); San Francisco City Planning Commission, "San Francisco City Planning Commission Resolution No. 7663," passed February 10, 1977, http://50.17.237.182/docs/landmarks_and_districts/LM100.pdf (accessed March 2016).

¹¹ "San Francisco MC: 90 Years and Counting," *American Motorcyclist* (July 1994): 44.

¹² Dudley Perkins Company, "Historical Timeline," http://www.dpchd.com/miscpage_010.asp accessed February 2016; AMA Motorcycle Hall of Fame, "Dudley Perkins," <http://www.motorcyclemuseum.org/halloffame/detail.aspx?RacerID=30> accessed February 2016.

motorcycle subculture today than Hap Jones' dealership that sold various models of American-made brands like Indian and Cushman to British brands like BSA, Norton, Sunbeam, AJS-Matchless, BMW, and Ambassador. Additionally, Dudley Perkins Sr. was a lifetime member of the AMA and served on various AMA competition committees for decades to further the sport of motorcycle racing at the state and national levels.¹³

3. Are there other properties in San Francisco that potentially better represent motorcycle subculture?

The San Francisco Motorcycle Club (SFMC) building is located at 2194 Folsom Street (Block 3574/Lot 018), and it would likely have far stronger association with motorcycle subculture in San Francisco than the property at 235 Valencia Street. The building at 2194 Folsom Street has been the headquarters for one of the oldest motorcycle clubs in the United States since Hap Jones assisted in acquiring the building in 1947. The SFMC originally met at a Thor Motorcycle shop, and then relocated to 25th and Mission streets in 1907 after the earthquake and fire the previous year. The SFMC continued to meet at various locations throughout the city until members purchased their own building in 1947, which was a former blacksmith shop with vertical board siding built in 1910.¹⁴ The building was remodeled after the club acquired it and now has a stucco façade. The building was repaired in 1985 after a fire and the club is still actively uses the building. The building at 2194 Folsom Street was surveyed as part of the San Francisco Planning Department Historic Resource Survey for the Mission District.¹⁵ The property was assigned a California Historical Resource Status Codes (CHRSC) rating of 6L "Determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning" and was found to retain few or no aspects of historic design, materials, and workmanship from major alterations. The current façade of the building may have been altered by the SFMC when they acquired the building in 1947. If so, the potential period of significance of the building lies with its association with the SFMC, from 1947 to the present, and alterations that occurred during that time are significant with the club. This would require additional research outside the scope of this memorandum.

4. Does the property at 235 Valencia Street represent Hap Jones' significant contributions?

The property at 235 Valencia Street does not represent Hap Jones' significant contributions during his productive life as an influential motorcyclist and businessman. As a racer, his career wins were at various AMA-sanctioned racing events in California. Jones retired from racing in 1938 to focus on his business located at 580 Valencia Street, which he opened in the 1933 as bicycle rental, motorcycle parts store, and used motorcycle dealership. Jones acquired the

¹³ "Biking Legend Dead at 84," *American Motorcyclist* (July 1978): 37.

¹⁴ San Francisco Property Information Map, 2194 Folsom Street, <http://propertymap.sfplanning.org/?&search=37.76226%20-122.41525> accessed February 2016.

¹⁵ *San Francisco Planning Department Historic Resource Survey (Mission District) Property Summary Report for 2194 Folsom Street*, 10/12/2011, <http://sf-planning.org/ftp/files/gis/IMN/Docs/Summary/3574018.pdf> accessed February 2016.

rights to sell Indian motorcycles around the time he made local, state, and national news as the first person to cross the Golden Gate Bridge on opening day 1937 on his Indian motorcycle. Jones moved his dealership to 235 Valencia Street in 1940. Jones later expanded his business to sell other motorcycles such as the British brands BSA, Norton, Sunbeam, AJS-Matchless, BMW, and Ambassadors in the mid-1940s. Indian Motorcycle Manufacturing Company ceased production of all models in 1953; however, Hap Jones continued to sell Indian motorcycles through at least 1955.¹⁶

In 1959 Hap Jones sold his majority share in his dealership at 235 Valencia Street to focus on his Hap Jones Distributing Company, which he operated out of various buildings including 56 Duboce Avenue, 2 Clinton Park, 34 and 42 Woodward Street, and 1441 Stevenson Street (2 Clinton Park became headquarters of the distribution company in San Francisco). The Hap Jones Distributing Company became the largest distributor of motorcycle parts, supplies, and apparel in the United States, expanded to carry its own parts and accessories licensed under the Hap Jones brand name, and by 1970 had opened distribution centers in Prattville, Alabama; Cincinnati, Ohio; and Norwood, New Jersey.¹⁷

The potential significance of the productive life of Hap Jones is directly associated with the Hap Jones empire he built through the creation of his own distribution company, and not with the sale of Indian and various other new and used motorcycle models through his dealership at 235 Valencia Street. Additionally, while Hap Jones continued to own a minority share in the dealership at 235 Valencia Street and continued to make weekly trips to the property to have lunch with the majority owner, his brother-in-law, it does not appear that Hap Jones was directly involved with the running of the business or the property. In 1970 Hap Jones sold his remaining share in the dealership.¹⁸ As such, the potential period of significance of Hap Jones to the property at 235 Valencia Street would be from 1940 to 1959, not 1940 to 1970 as outlined in the *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street* (2015).

As a motorcycle dealership, the property at 235 Valencia Street does not have historic significance. This dealership was opened nearly 40 years after the first motorcycle was sold by the Hendee Manufacturing Company, predecessor to the Indian Motorcycle Company. The property at 235 Valencia Street was also not the first Indian motorcycle dealership location in San Francisco. The first known Hendee (Indian) dealership in San Francisco was located at 234 Van Ness Avenue from 1911-1915.¹⁹ While Jones was the first Norton Dealership on the West Coast, he became a Norton distributor in 1955, fifteen years after moving into the building at 235 Valencia Street and four years before selling his majority share in the dealership. Jones did not gain significance in this regard.

¹⁶ *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street*: 10; Indian Motorcycles, "History of Indian Motorcycle - Historical Timeline from 1900," <http://www.indianmotorcycle.com/en-us/history> accessed February 2016; *American Motorcyclist* (May 1955): 50.

¹⁷ *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street*, 15.

¹⁸ *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street*, 16.

¹⁹ Indian Motorcycles, "History of Indian Motorcycle - Historical Timeline from 1900," <http://www.indianmotorcycle.com/en-us/history> accessed February 2016; *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street*, 8.

Although Hap Jones was an important motorcyclist enthusiast/sponsor, founding the Hap Jones Birthday Party and other 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 well as sponsoring his own Hap Jones Racing Team and many famous competitors, including Mario Stille, Everett Brashear, Frank Crane and the legendary Dick Mann, the property at 235 Valencia Street is not directly associated with these events or persons. Similarly, his notoriety for being the first person to cross the Golden Gate Bridge on opening day in 1937, his work during World War II co-founding the San Francisco chapter of the Civil Defense Messenger Corps with the SFMC, and his associations as a past-president of the Mission Optimist Club, as a lifelong member of the Bay Area, Oakland, and San Francisco Motorcycle Clubs, as a two time president of the SFMC including facilitating the purchase of the SFMC club house, and as a member of the American Motorcycle Association Hall of Fame are not directly associated with the property at 235 Valencia Street.

5. How does the property at 235 Valencia Street compare with others associated with Hap Jones?

The property at 235 Valencia Street does not have as strong of an association with Hap Jones' productive life as the property at 2 Clinton Park, which was the headquarters of Hap Jones Distributing Company. The commercial building at 2 Clinton Park, San Francisco (Block 3535/Lot 030) has been determined a Historic Resources (A) by the City and County of San Francisco with a survey rating of California Historical Resource Status Codes (CHRSC) rating of 3CS "Appears eligible for the California Register as an individual property through survey evaluation." This commercial building is individually significant under California Register of Historical Resources Criterion 2 (Persons), because it is associated with the "productive life of the influential American motorcyclist Hap Jones" (see **Appendix A**). 2 Clinton Park was also found eligible under Criterion 3 "because it exhibits physical designs, features, materials, and/or craftsmanship that embody the distinctive characteristics of "20th Century Commercial" architecture.²⁰

6. How does the association of Hap Jones with 235 Valencia Street compare with other buildings in San Francisco that have been found eligible under NRHP Criterion B?

Other City Landmarks in San Francisco have been found eligible under NRHP Criterion B as the physical locations and the geographic locus of an important individual's productive life.

Such City Landmark properties include 4004 – 4006 Third Street, which is directly associated with African American Sam Jordan, a prominent business, political, social, and cultural leader in Bayview through the middle decades of the twentieth century. In 1963 Jordan was the first African American to campaign for mayor of San Francisco, and he used his bar at this address as the center of his neighborhood community-building activities where he supported African

²⁰ *San Francisco Planning Department Historic Resource Survey (Mission District) Property Summary Report for 2 Clinton Park, 10/12/2011, <http://sf-planning.org/ftp/files/gis/IMN/Docs/Summary/3532030.pdf> accessed February 2016.*

American entrepreneurship, civil rights, business ownership, and political involvement from when he took ownership of the bar in 1958 until his death in 2003.²¹

Another example is the Marcus Books / Jimbo's Bop City property at 1712 -1716 Fillmore Street, which is significant under NRHP Criterion B because of its association from 1950 to 1980 with Julian and Raye Richardson who used their printing press / retail bookstore to serve the city's rapidly expanding Black community through offering a unique combination of services ranging from small-scale publishing and book-selling to academic instruction and mentorship. Through these actions, the Richardson's both led and fostered Black community empowerment.²²

There are also buildings in San Francisco that have been found NRHP eligible for their association with significant cultural persons, such as the Sinton House at 1020 Francisco Street which is important for its association with abstract expressionist artist Nell Stinton during the period 1955 to 1981. Ms. Stinton created some her most important work at this property, which also was her residence.²³

All three of these properties presented above demonstrate how significant individuals were directly associated with the nominated property and that the properties are specifically associated with the productive life of the individual in the field in which they achieved significance, as outlined in *National Register Bulletin 32: Guidelines for Evaluating and Documenting Properties Associated with Significant Persons*.²⁴

Within the context of transportation related businesses in San Francisco, and as noted above, the *Van Ness Auto Row Support Structures: A Survey of Automobile-Related Buildings along the Van Ness Avenue Corridor* was undertaken for the San Francisco Planning Department as an historic resource survey of automobile showrooms, public garages, multiple-use buildings, repair shops, parts and tire stores, and the like. Some of the properties in the survey were found eligible under California Register of Historic Places Criterion 2 (association with persons, similar to NRHP Criterion B), usually along with eligibility under one of the other criteria. A sampling of DPR 523 form evaluations from this survey reveals that those properties found eligible under Criterion 2 were for individuals who had the largest, earliest, or longest-running dealerships, repair shops or parts stores, or had long careers specifically associated with important brands such as Cadillac, Dodge, and Chevrolet.²⁵ For example, the property at 730

²¹ *Landmark Designation Report, Sam Jordan's Bar, 4004 - 4006 Third Street*, Landmark No. 263, Signed by Mayor Edwin Lee, February 6, 2013.

²² *Landmark Designation Report, Marcus Books / Jimbo's Bop City, 1712 - 1716 Fillmore Street*, Landmark No. 266, Signed by Mayor Edwin Lee, February 13, 2014.

²³ Tim Gregory DBA The Building Biographer & Matt Dillhoefer, MGD Environmental Design, Sinton House National Register of Historic Places Registration Form, 2011. The Sinton House was listed in the NRHP on December 20, 2011 (see <http://www.nps.gov/nr/listings/20111230.htm>)

²⁴ U.S. Department of the Interior, National Park Service, *National Register Bulletin 32: Guidelines for Evaluating and Documenting Properties Associated with Significant Persons* (Washington, D.C.: U.S. Dept. of the Interior, National Park Service, Interagency Resources Division, 1989), 25.

²⁵ 1835-1849 Van Ness Avenue DPR 523 form, prepared for the William Kostura, *Van Ness Auto Row Support Structures*, San Francisco Planning Department 2009; 1765 California Street DPR 523 form, prepared for the William Kostura, *Van Ness Auto Row Support Structures*, San Francisco Planning Department 2009; 1455 Bush

Polk Street/771 Ellis Street was found eligible under Criterion 2 at the local level for its association with Walter G. Chanslor and Philip H. Lyon, both important in San Francisco's automobile supplies industry, as the "last building standing associated with their San Francisco business and because it was their most important store."²⁶ Like Hap Jones, Chanslor and Lyon housed their business in various buildings throughout the years; however, other buildings occupied by Hap Jones' Distributing Company are extant and the 2 Clinton Park property (found eligible under NRHP Criterion B with its association with Hap Jones) is more directly associated the Hap Jones' productive life with his nationwide distributing company, and not with his dealership at 235 Valencia Street.

7. Associations with Historic Events and/or Trends

In addition to the association with Hap Jones, the *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street* claims the property has potential significance under NRHP Criterion A for association with events that have made a significant contribution to the broad patterns of history. The following addresses the property's lack of potential significance for its association with the Motorcycle Blue Book, as a Norton dealership, and with motorcycle parts distribution.

a. Hap's Motorcycle Blue Book

The *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street* states:

"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."²⁷

Blue books related to the trade of commercial goods were invented long before Hap Jones adapted the blue book publication form to motorcycles. From a search of antiquarian books, earlier blue books related to the trade of goods are numerous, including the following examples:

BLUE BOOK OF THE FURNITURE TRADE

Talcott, M.D.

Published by Natural Furniture Association, NY (1879)

BEALE'S BLUE BOOK ON GEAR WHEELS

Beale, Oscar James

Publication Date: 1884

Street DPR 523 form, prepared for the William Kostura, *Van Ness Auto Row Support Structures*, San Francisco Planning Department 2010.

²⁶ 730 Polk Street/771 Ellis Street DPR 523 form, prepared for the William Kostura, *Van Ness Auto Row Support Structures*, San Francisco Planning Department 2009.

²⁷ *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street*, 12.

BARNHART'S BIG BLUE BOOK CONTAINING SPECIMENS OF THE SUPERIOR COPPER-MIXED TYPE, BORDER, ORNAMENTS, RULE, ETC.

Barnhart Bros. & Spindler

Published by The Great Western Type Foundry, Barnhart Bros. & Spindler, 183 to 187 Monroe Street, Chicago, Ill., [1896].

TRAVELERS' EDITION OF THE BLUE BOOK TEXTILE DIRECTORY OF THE UNITED STATES AND CANADA, COMPRISING COTTON, WOOLEN, SILK, JUTE, FLAX AND LINENT MANUFACTURERES, DYERS, BLEACHERS AND PRINT WORKS, &C, 1902-1903

Published by Davison Publishing Company, New York (1902)

EDWIN A. FITCH'S SILVER AND BLUE BOOK OF EMBROIDERIES

Published by Edwin A. Fitch, New York (1903)

SCULLY BLUE BOOK: CATALOGUE OF IRON, STREEL, MACHINERY, HEAVY HARDWARE, TOOLS AND SUPPLIES

Scully Steel & Iron Co

Published by Scully Steel & Iron Co, Chicago (1910)

Les Kelley published the first *Kelley's Blue Book of Motor Car Values* in Los Angeles in October 1926.²⁸ Thus, some 25 years earlier than Jones's adaptation, the Kelley Car Company of Los Angeles adapted the blue book to automobiles. (Although for differing purposes, the blue book was then already associated with automobiles. The Official Automobile Blue Book, which was an early American road atlas for motorists, began publication in 1901.)

Hap Jones did not invent or create the blue book. He adapted the long established commercial blue book form to his industry. The Motorcycle Blue Book was a direct adaptation of the *Kelley Blue Book*, as it provided up-to-date information to authorized dealers, etc. The *Kelley Blue Book* survives as the motor vehicle industry standard. An antiquarian book search for available versions of the Kelley Blue Book (at Abebooks.com) illustrates the range of its relative importance, returning some 820 available copies from the first volume in 1926 through 2016. A parallel search for the Hap Jones Motorcycle Blue Book returned 1 copy, entitled the Motorcycle Blue Book, July-December 2007, New and Used (Motorcycles, Side Cars, Watercraft, Snowmobiles), published by Hap Jones, Tracy, California (2007).

Furthermore, Jones's Motorcycle Blue Book was associated with the building at 235 Valencia St. for only the brief period of 1951-1953, with the first edition of the Motorcycle Blue Book dates to April 1951 and lists the publication address as 235 Valencia Street. By 1954, the building

²⁸ See "The History of Kelley Blue Book" @<http://www.kbb.com/company/history>.

address identified on the cover of the Motorcycle Blue Book was 56 Duboce Ave.²⁹ The building at 56 Duboce was removed ca. 1956 for construction of the central freeway. Subsequently, the address associated with the Motorcycle Blue Book was 2 Clinton Park. At most, 235 Valencia Street was the publication's address for three years.³⁰

In addition, although Hap Jones' Motorcycle Blue Book became the standard price guide, the publication was only available to authorized motorcycle dealers, financial and banking institutions, and insurance companies. As such, the publication was not generally available to motorcycle enthusiasts, and was instead, published for the benefit of commercial dealerships and financial institutions.³¹ Such a pattern of distribution makes its possible importance within motorcycle subculture potentially less prominent than it might have been if it was used to facilitate personal motorcycle sales transactions.

b. Norton Dealership

The *Landmark Designation Report, Former Hap Jones Dealership, 235 Valencia Street* indirectly cites that Hap Jones becoming the first west coast dealership of an individual brand of British motorcycle (Norton) is a potentially important event that occurred during the period of his dealership located 235 Valencia Street.

The landmark designation report includes biographical information about Hap Jones from the American Motorcycle Association's Motorcycle Hall of Fame. Therein, it is stated that "by 1937, Jones was awarded an Indian dealership. He sold Indians through 1946 when he began selling various British brands such as BSA, Sunbeam, AJS-Matchless and later Norton." There is no evidence, however, that being awarded a Norton dealership or any dealership of any individual product brand is itself an event of any historic importance. There is no evidence that the British-made Norton brand has any potential importance to San Francisco. As noted above, Norton was also one of multiple brands of motorcycle that Hap Jones sold from the dealership at 235 Valencia Street.

c. Motorcycle parts distribution

As noted above, the Hap Jones motorcycle parts distribution company was headquartered and housed 2 Clinton Park, not 235 Valencia Street. While this distribution company was Hap Jones' most prominent business, there is no evidence that motorcycle parts distribution is an event or trend of potential historic importance.

²⁹ See <http://www.collectorsweekly.com/stories/137649-1953-1955-hap-jones-motorcycle-blue-book>.

³⁰ 1953-1955 "Hap Jones" Motorcycle Blue Books, <http://www.collectorsweekly.com/stories/137649-1953-1955-hap-jones-motorcycle-blue-bo> accessed February 2016.

³¹ "Official Motorcycle Blue Book Out," *American Motorcyclist* (July 1971): 48; "Motorcycle Blue Books," *American Motorcyclist* (Jan-Feb 1977): 18.

**Appendix A –
2 Clinton Park Summary Report**

**San Francisco Planning Department Historic Resource Survey (Mission District)
Property Summary Report**

Street Address: 2 CLINTON PK
Assessor Block/Lot: 3532/030
Resource Attribute (Primary): HP8. Industrial building
Resource Attribute (Secondary):
Year Built: 1928
Source(s) for Year Built: San Francisco Assessor
Architectural Style/Type: Commercial Vernacular

Photographic Image:



California Historical Resource Status Code: 3CS
Resource Type: Individual historic resource
Resource Eligibility: Appears eligible for listing in the California Register of Historical Resources
Historic District: Not located within an identified historic district

Integrity Analysis:

Retains all or most aspects of historic design, materials, and workmanship.

Statement of Significance:

This commercial building is individually significant under California Register of Historical Resources Criterion 1 (Events), because it is associated with the broad patterns of manufacturing and commercial development during the first half of the 20th century in San Francisco's Mission District; and Criterion 2 (Persons), because it is associated with the productive life of the influential American motorcyclist Hap Jones; and Criterion 3 (Architecture/Design), because it exhibits physical designs, features, materials, and/or craftsmanship that embody the distinctive characteristics of "20th Century Commercial" architecture.

Notes:

1940s: Cleaning works. 1950s-1960s: Hap Jones Distribution Co. (first multiple-warehouse distributor in the motorcycle parts industry, based in San Francisco). Also addressed as 1431 Stevenson Street.

San Francisco Motorcycle Club, Inc.

Established 1904

2194 Folsom Street
San Francisco, CA 94110



San Francisco Historic Preservation Commission Members,

Thank you for the opportunity to provide another perspective on the reports pending committee review, and to further inform you of the relevance of motorcycling, motorcyclists, and, in particular, Loren “Hap” Jones to the history of both our city and our sport.

While we may have made some inroads in increasing your awareness of the prominence of Loren “Hap” Jones in the community, motorcycle sport, and the motorcycling industry, it seems that other questions have been raised with regard to the relevance of motorcycle culture, of the central place of San Francisco within it, and the significance of other locales.

Relevance of a Subculture

First, with regard to the relevance of motorcycle culture to the history of the city, and the impact of San Francisco motorcyclists on the industry, please resist the impulse to leap to the conclusion that modern notions of marketing are the only criterion by which to determine the relevance of any group to our shared history. Are we an Irish, Hispanic, or Italian city; a Catholic or Judaic city, a carpenter’s or a fire fighters city? You likely would not choose to brand our city in any of those singular terms, but I’m certain that you appreciate the contributions of each of those identities to our communal legacy. In that vein, please consider the following facts regarding San Francisco motorcyclists and motorcycling culture:

- The first parade of motor vehicles in the city took place on Van Ness Avenue in 1900, it was led by three pioneering motorcyclists including Laura Small and Frank Carroll.
- The California Motorcycle Company began production of one of the earliest mass-produced motorcycles in North America, in 1901, on the 2200 block of Folsom Street.
- The first motor vehicle of any kind to cross the United States, in 1903, was one of those locally manufactured “California Motorcycles” and piloted by city resident George Wyman.
- Preceding the American Motorcyclist Association by 21 years was the Federation of American Motorcyclists (FAM), founded in New York City in 1903. Present, and appointed Vice Chairman for all motorcycling competition west of the Mississippi, was San Franciscan Charles Clay Hopkins.
- A winner of the inaugural FAM competition (a race between Springfield, MA and New York City) was O.L. Pickard of San Francisco.
- Some of the earliest motorcycle and automobile races in the west were organized by San Francisco’s motorcyclists on the Ingleside track (now Urbano Drive, that mile-long oval that houses the massive sundial). These events featured local racers in addition to the legendary Barney Oldfield.
- Within days of the 1906 earthquake and fire, San Francisco motorcyclists volunteered to carry supplies within the city and up and down the peninsula to San Jose. Defying the devastation, San Francisco motorcyclists held their next road run within a month of the tragedy.

- In June 1906, the motorcyclists of San Francisco banded together and rebuilt the Indian Motorcycle dealership at 459 Gough Street in just 10 days, signaling the rebirth of that industry in the city.
- Competition and record setting hill climbing events were conducted on Bernal Hill, Yerba Buena Park, Hayes Street Hill, Twin Peaks, and Vallejo Street in Pacific Heights between 1904 and 1914.
- In 1909 your motorcycling community volunteered to manage traffic during the first Fiesta de Portola; an event that signaled the return of the city from ruin and laid the groundwork to secure the Panama Pacific International Exhibition in 1915. They served again at the 1913 Fiesta, seen by some to be a dry run for the PPIE. Today you'll find us marshaling traffic for the San Francisco Marathon.
- The Western Federation of Motorcyclists was founded in San Francisco in 1912, it sponsored all west coast competition for the next 17 years.
- At the PPIE motorcyclist and famed aviator Lincoln Beachey thrilled and terrified hundreds of thousands of spectators, and ultimately lost his life in the waters of the Bay.
- Also for the PPIE, August Chelini, a San Francisco motorcyclist, rode the final leg of the 32-day cross-country motorcycle relay on the new Lincoln Highway, carrying dispatches from President Wilson (with only one of two cylinders functioning, and under a hail of gunfire from an uninformed Hayward policeman.)
- The first "Honor Roll" of motorcyclists volunteering for duty in the armed forces, prior to World War I, was created in San Francisco; this is a tradition emulated by motorcycle clubs nationwide to this day.
- Throughout the 1920s and 30s events on "Hill 57" and other areas of Mt. San Bruno provided entertainment for tens of thousands of city residents, and made legends of people like "Windy" Lindstrom and Dudley "Red" Perkins.
- Ezra Ehrhardt, a CHP Officer, a member of San Francisco Motorcycle Club (SFMC) and Lodi Motorcycle Club, former City Councilman and Mayor of Lodi, was considered in the Top 10 of American Hot Rodder Legends. He was in the first group inducted into the National Roadster Hall of Fame, on February 22, 1960. In the 1950s he pioneered the CHP motorcycle Safety Education Section. Guy Mallory Root, a CHP officer and SFMC member was the son of Herbert Guy Root and Sophia Schell Root - who met serving refugees in the aftermath of the 1906 Earthquake.
- And yes, much of this is the work of the San Francisco Motorcycle Club, whose longest continuously active member in 112 years of San Francisco history was Hap Jones.
- Only one wall of the storied San Francisco Motorcycle Club is dedicated to the history and contributions of a single member. That would be Hap Jones.

Hollister? Read On.

I will make only minor mention of the embarrassingly poor example used to suggest that other California cities are more prominent in the history of motorcycling than San Francisco, the events at Hollister CA, in 1947. Based upon a single (and later admittedly) sensationalized newspaper account, and then the publication in Life magazine of (proven to be) staged photos of biker bacchanalia, Hollister '47 become the titillating touchstone that is the image of hooligan biker. Not a contribution at all, a prejudice-inspiring fantasy that has saddled all motorcyclists for 70 years. It's worth noting that Hollister is an

excellent place to ride, and home to one of the best off-road vehicle recreation areas in northern California.

What else you should know is that the event in 1947 was actually quite legitimate, and included competitions and exhibitions featuring hundreds of skilled (and sober) riders from all over the state. The trophy for “Best Uniformed Group” was awarded to the contingent from San Francisco; a contingent led by Hap Jones.

The Independent Motorcycle Parts and Accessories Industry

Hap Jones created a retail and wholesale industry that today is dominated by companies like Parts Unlimited and others. One of the largest and most successful of these is Tucker Rocky of Ft. Worth Texas, which owns twenty-four prominent brands recognized as leaders nationwide by retailers and consumers in all areas of the sport. What did Tucker Rocky, a prominent competitor, think of Hap Jones? Enough to award him the first designation as “Friend to the Motorcycle Industry”.

A Footnote on the Dudley Perkins Award

We’ve already brought it to your attention that Hap was a recipient of the AMA’s highest award. Before writing him off as an “also-ran”, you might note and recognize the names of a few other recipients:

- Soichiro Honda
- William S. Harley
- John Harley
- Dick Mann

Please consider this inside view, and collection of real facts, when determining whether 235 Valencia is associated with the life of a significant person in our past. Never doubt that motorcycling has a place in our city’s history, that our city is prominent in motorcycling, and that Hap Jones led in both.

Sincerely,

Brian Holm, Chair of the Library Committee and Historian
San Francisco Motorcycle Club

FURTHER NOTES ON HAP JONES and 235 Valencia Street

Larisa Pedroncelli and Kelly Hill

Inner Mission Historic Resource Survey and 235 Valencia Street

The fact that the Inner Mission Historic Resource Survey did not identify 235 Valencia Street as a historical resource was likely the result of lack of information at the time that would identify the building as the location of Hap Jones Motorcycles. Many previous businesses were listed in the survey and Loren Jones is listed as an owner of the building, but it was clear that the information regarding Hap Jones and the history of the building's use as his former dealership were not known.^[1]

Of the 5 industrial buildings bordering Clinton Park and Stevenson, all were originally identified as historical resources with the exception of 235 Valencia Street. In the survey of 1441-1451 Stevenson Street, the building was identified as a historical resource for other factors, but did not list Jones as an owner nor was a connection made to the Hap Jones Distribution Company.^[2]

The building at 34-42 Woodward Street was identified as having been used as a motorcycle shop, but Jones was not listed as an owner. This building has been significantly altered.^[3]

With this new information available, it was clear that the buildings at 235 Valencia Street, 1441-1541 Stevenson Street and 34-42 Woodward Street needed this information added to the building files and that 235 Valencia Street required the review of the Historical Planning Commission as a San Francisco landmark.

Commercial Buildings Bordering Clinton Park and Stevenson Street

Address	Building Type	Year Built	Current Historical Status
225 Valencia Street	Classical Revival/Mission Revival	1907	Individual Historic Resource 3CS
235 Valencia Street	Mission Revival	1924	6L
69-75 Duboce Avenue	Classical Revival	1927	Individual Historic Resource 3CS
2 Clinton Park	Commercial Vernacular	1928	Individual Historic Resource 3CS
1441-1451 Stevenson Street	Commerical Vernacular	1907	6L originally identified as 3CS

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

² City and County of San Francisco, Planning Department, 'DPR Survey Form for Parcel 3532025,' Aug. 2002/Apr. 2011, PDF.

³ City and County of San Francisco, Planning Department, 'DPR Survey Form for Parcel 3532071,' Aug. 2004, PDF.

The Symbolism of 235 Valencia Street

The building at 235 Valencia street is the symbolic representation of Hap Jones to the many motorcyclists that revere him today. The most common representational image circulated is that of a Hap Jones Motorcycles business card for Dave Golden.

In lieu of available images for the 235 Valencia Street location online, the business card has been used over the years on websites, blogs and was recently utilized in a email circulated by a longtime local motorcyclist lamenting the potential demolition of the building that symbolized the epicenter of motorcycle commerce in San Francisco. This is the building that has historically represented Hap Jones and motorcycling commerce along the Valencia Street Corridor in San Francisco.

235 Valencia Street remained the location for Hap Jones Motorcycles for 31 years. Despite Jones selling a majority share of his interest in Hap Jones Motorcycles to Dave Golden after 1959, Jones retained a minority share in the dealership until 1970. The name of the dealership was not changed to Dave Golden Motorcycles until 1972. From the perspective of the consumer, they were buying their motorcycles from Hap Jones Motorcycles until this time.

As noted in the landmark report, the former Hap Jones Motorcycles is the last remaining early motorcycle dealership that remains unaltered in San Francisco.

[Link to map of early motorcycle dealerships in San Francisco](#)



Hap Jones Motorcycles business card for Dave Golden

focus on expansion in his new venture with the Hap Jones Distributing Company. By no means did he relinquish his passion for Hap Jones Motorcycles. Rather, he recognized that he could not focus on both and put the dealership into the best hands that he knew and with someone that would continue the success of the dealership under the Hap Jones name.

From 1956-1972, Dave and Hap met daily for at least an hour in Hap's office at the 2 Clinton Park building. Once the distributing company became headquartered in San Jose, CA, Jones maintained his office in the 2 Clinton Park building and spent several days a week at this location. They began their weekly lunch meetings, with Hap continuing his advisory role.

After the death of Rose Jones in 1982, Dave and Hap spent even more time together each week. Dave was the younger of the two men, and looked up to Hap as a brother and a mentor in the motorcycle business until his death in 1988. ^[4]

Dave Golden and Hap Jones

Dave Golden was the brother of Jones' wife, Rose. From the time that they met in the 1930's, they were fast friends and developed a close bond. Golden became Jones' closest friend and confidant and he considered him to be a brother.

Jones introduced Golden to the motorcycling business and they spent time together every day unless he and Rose were traveling. Jones mentored Golden in the motorcycle business and brought him in as an employee until he was ready to take over majority share in Hap Jones Motorcycles.

The sale of majority share in Hap Jones Motorcycles was done to enable Jones to

⁴ Loren Jones, son of Loren 'Hap' Jones, phone interview, March 28, 2016

Dudley Perkins and Hap Jones

As noted in the landmark report, the relationship between Hap Jones and Dudley Perkins was one of early mentorship and later competition and mutual admiration. Perkins opened his first Harley-Davidson dealership when Jones was only nine years old and would later become one of Jones' first employers, his first mentor in the motorcycle business, a fierce competitor and a friend.

Dudley Perkins was known for his contributions to motorcycling during its nascent years, as well as contributions to the sport of motorcycling and racing governance in the AMA. He was a sponsor of racers, events and sat on the AMA's Competition Committee from the time of its inception in 1932. A competitive hill climber, Perkins won a number of West Coast races and was known for being the first to top the steep Capistrano Hill in Santa Ana, CA. But Dudley Perkins was most famous for owning one of the nation's oldest surviving dealerships, the namesake Harley-Davidson dealership founded in 1914 and still in existence in South San Francisco today. ^[5]

Building on the work that Dudley Perkins began, Hap Jones took the baton, becoming highly successful in his San Francisco motorcycling businesses and making his contributions to the industry at a national level. Whereas Perkins' contributions were to building the AMA and motorcycle governance, Jones' contributions were to the industry as a whole.

The success of Hap Jones Motorcycles and also the Hap Jones Distributing Company eclipsed that of Dudley Perkins. As noted, the creation of the Motorcycle Blue Book propelled the expansion of the industry at a national level. Because of his business success at both local and national levels, Jones had the financial means to be far more prominent in his sponsorship of races and events at a national level and sponsored one of the greatest American motorcycle racers of all time, Dick Mann.

The Motorcycle Blue Book

The term 'blue book' dates back to the 15th century, when large blue velvet covered books were used for record keeping by the Parliament of the United Kingdom. Since the 15th century, it has become synonymous with a definitive standard of documented guidelines. ^[6]

In 1951, when Hap Jones created the Motorcycle Blue Book at 235 Valencia Street, there were no guides providing the trade with uniform pricing guidelines for motorcycles, new or used. Jones recognized this and sought to accomplish the same end that the NADA Guide provided for cars; it legitimized motorcycles as a commodity and form of transportation. ^[7]

Like the work of the National Automobile Dealers Association in the 1910s, Jones was pioneering a path to convince governments and lenders that the motorcycle was not a luxury, but was essential to the economy. Like these two other trade only publications, the Motorcycle Blue Book was provided to help develop uniform accounting methods for financing.

Jones realized that without such uniform trade documentation, lending, and subsequently, access to motorcycling would be limited and motorcycling for transportation and leisure could not have grown in the United States. Hap Jones provided one of the main requirements to allow lenders to provide financing for motorcycles, allow insurance companies to insure motorcycles and allow governments to license motorcycles.

For seventeen years, this was the only national publication of its kind for motorcycles in existence. Even Les Kelley himself didn't acknowledge the economic value of the motorcycle until 1968 and the NADA, the first proponents of automobiles as essential to the economy, in 1979.

As of April 2013, there were more than 10,844 dedicated metered motorcycle parking spaces in San Francisco. ^[8] Today, half of the parking in front of 235 Valencia Street is dedicated to metered spaces for motorcycles. Jones' desire to see motorcycling legitimized as a mainstream method of transportation has been achieved.

⁵ 'AMA Motorcycle Hall of Fame: Dudley Perkins,' *MotorcycleMuseum.org*, n.d. Web.

⁶ 'Wikipedia: Blue book,' *MotorcycleMuseum.org*, n.d. Web.

⁷ 'History: NADA Used Car Guide Through the Years,' *www.nada.com*, n.d. Web.

⁸ 'SF OpenData: Metered Motorcycle Spaces,' *data.sfgov.org*, n.d. Web.



Dedicated metered motorcycle parking on Sansome and Main Streets in San Francisco



Hap Jones Motorcycles, 1940s Today, half of this parking is dedicated to metered spaces for motorcycles.



Hap Jones Birthday Party takes a group photo on the steps of San Francisco City Hall before heading out for the ride to Happy Hollow Ranch, 1947

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Photography

Hap Jones Motorcycles business card for Dave Golden - SF Vintage Cycle

Dedicated metered motorcycle parking on Sansome and Main Streets in San Francisco - factory 1 design

Hap Jones Motorcycles, 1940s Today, half of this parking is dedicated to metered spaces for motorcycles. - Loren Jones

Hap Jones Birthday Party takes a group photo on the steps of San Francisco City Hall before heading out for the ride to Happy Hollow Ranch, 1947 - Loren Jones

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)

BUILDING, STRUCTURE, AND OBJECT RECORD

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 Archeo.

(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:

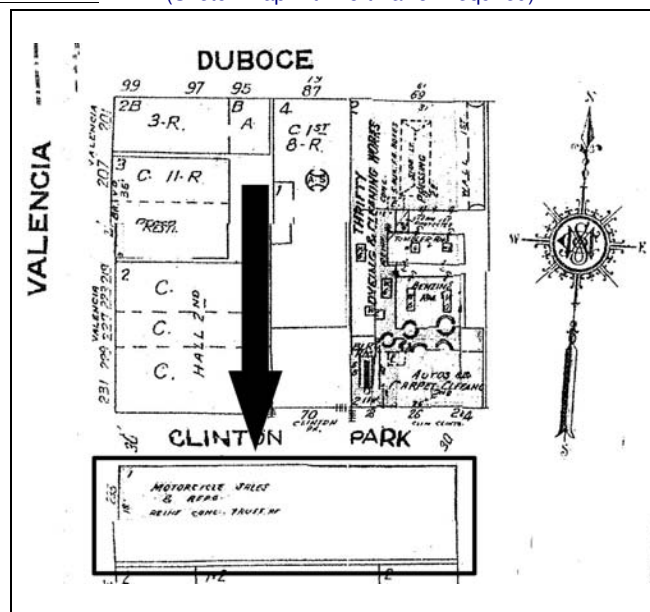
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

***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)



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.

*Recorded by: Matt Weintraub, San Francisco Planning Dept. *Date: April 2011 Continuation Update

*NRHP Status Code (Update): 3CS (CHRSC)

*This property is assigned a California Historical Resource Status Codes (CHRSC) rating of “**3CS – Appears eligible for CR as an individual property through survey evaluation**”. This CHRSC rating supercedes the previously adopted CHRSC rating that is indicated on the attached previously completed survey form. The previously adopted CHRSC rating was assigned using limited research and information. Since that time, additional research and information-gathering has been conducted that provides a more complete perspective of properties that meet eligibility standards for federal and State registers as individual historic resources and/or as historic district contributors, of areas that qualify for consideration as historic districts, and of properties that do not qualify for historic status.*

Consequently, the previously adopted findings of the Inner Mission North Survey have been revised in the following ways:

- 1) The areas that were previously designated as the Mission Reconstruction Historic District and the Inner Mission Commercial Corridor Historic District were reevaluated as thematic geographic areas, which contain individual historic buildings and historic districts that are related to the thematic contexts, but that do not constitute historic districts in and of themselves. The previous documentation for these areas did not include finite boundaries or fully defined contributing components, which are necessary components of historic districts.
- 2) Historic district boundaries were redrawn to encompass only those groupings of qualified contributors that constitute historic districts that meet federal and State eligibility requirements, which resulted in replacement of the previously adopted Mission Reconstruction Historic District and the Inner Mission Commercial Corridor Historic District with several finitely bound and well-defined historic districts. Specifically, the redrawn historic districts conform to State and federal guidelines that address requirements for thematic and visual connectivity between elements of historic districts, and requirements for retention of all or most aspects of integrity for the overall historic district and for the majority of individual contributing properties.
- 3) Properties that were previously identified as contributors to the Mission Reconstruction Historic District and/or the Inner Mission Commercial Corridor Historic District, and that are located outside of the redrawn boundaries of the historic districts, were reevaluated as potential individual historic resources. Properties that were reevaluated, and that were determined to meet federal and/or State eligibility standards, were reassigned CHRSC ratings that corresponded to their eligibility levels as historic resources. Similarly, properties that were reevaluated, and that were determined not to meet federal and/or State eligibility standards, were reassigned CHRSC ratings indicating non-historical status. These reevaluations were conducted using adopted historical contexts, property types, and registration requirements for the Mission District.
- 4) Some properties that were previously identified as individual historic resources, and some properties that were previously identified as non-resources, were reevaluated, based on additional research and information-gathering that was conducted. Properties that were reevaluated, and that were determined to meet federal and/or State eligibility standards, were reassigned CHRSC ratings that corresponded to their eligibility levels as historic resources. Similarly, properties that were reevaluated, and that were determined not to meet federal and/or State eligibility standards, were reassigned CHRSC ratings indicating non-historical status. These reevaluations were conducted using adopted historical contexts, property types, and registration requirements for the Mission District.
- 5) Previously adopted CHRSC ratings of “5S3”, “5D3”, and “5B”, which indicate eligibility for local listing or designation through survey evaluation, were converted to CHRSC ratings that reference eligibility for listing in the California Register of Historical Resources and/or the National Register of Historic Places. Determination of eligibility for local Landmark and Historic District designations under Article 10 of the Planning Code was beyond the scope of the survey and was not performed.

For more information, see the additional documentation that is available for the Inner Mission North Survey, including: DPR 523-series forms (Primary Records; Building, Structure, and Object Records; District Records); National Register Multiple Property Documentation Form; and historic context statements for the Mission District.

Primary # _____
HRI# _____
Trinomial _____
CHR Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3 Resource name(s) or number(assigned by recorder) **1441-1451 Stevenson Street**

P1. Other Identifier:

Form Number 393

P2. Location: Not for Publication Unrestricted

***a. County** San Francisco

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

c. Address 1441 1451 Stevenson ST

City San Francisco **Zip** 94103

e. Other Locational Data: Assessor's Block and Lot 3532 025

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

This is a two-story, twelve-bay, pressed tin-clad, frame industrial building. The building appears to be constructed in two sections; the first eight bays being one, and the last four bays being the second. The metal siding is embossed with a brick pattern. The ground story features a series of oversized wood overhead garage doors and loading docks, as well as pedestrian doors and wire glass windows. The second story features pairs of windows in each building bay.

The windows are a combination of fixed, aluminum hopper, and 1/1 wood double hung. The façade is divided by a pressed metal beltcourse between the first and second floors. The cornice is found only on the second section, the final four bays of the façade. There is a plain parapet over the first section, eight bays. The roof is flat.

***P3b. Resources Attributes:** HP8. Industrial Building

Style or Period Commercial Style

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



P5b. Photo: (view and date)
View From Stevenson Street
looking south east
11/21/2001

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

1907 Historic

Assessor's Parcel Info

***P7. Owner and Address:**

VERKAMP THOMAS P

734 SUTTER AVE
PALO ALTO CA 94303

***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)

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3 *Resource name(s) or number **1441-1451 Stevenson Street**

CHR Status Code **5D3**

B1. Historic Name:

B2. Common Name:

B3. Original Use: Industrial Warehouse

B4. Present Use: Industrial Warehouse

***B6 Construction History:**

***B5 Architectural Style:** Commercial Style

BPA 1907 - Erect a frame building on a brick foundation 25x65 sheathed in corrugated iron, with a pitched roof covered in corrugated iron constructed. 2003 - replace metal siding and windows with stucco and vinyl. (approved permit, work not commenced as of 8/15/2003)

***B7. Moved?** No

Date: _____ **Original Location** _____

***B8. Related Features:**

Woodward's Gardens site

Note: when approved façade change is executed, the status code will be reduced to 6Z.

B9a. Architect: none

B9b. Builder: unknown

***B10. Significance:** Theme Post-1906 reconstruction

Area: San Francisco 1906 fire-zone

Period of Significance 1906-1913 Property Type Commercial

Applicable Criteria (NR): C, 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. The site of the building was the site of the "Music and Refreshment Hall", and was willed to R. B. Woodward Jr., who was the owner in 1894. Between 1899 and 1905, the site was developed for housing consisting of mostly two-story, two-flat buildings on nine lots. The earthquake and fire of 1906 destroyed the neighborhood. As the area rebuilt, this became an industrial area. In 1906, the northern portion was owned by Fred and John Gufston, local builders and carpenters. The building was constructed by the A.C. Scheerer Co, dealers in ready-mixed mortar, lime, lime putty, cement, plaster, and brick. This was their base of operations. Construction trades were a key element to the rebuilding of the Inner Mission north survey area. Of all the construction trades buildings from the period, this may be the last survivor. The large complexes of wood shops have since been all demolished and replaced. By 1909, the site was owned by James Irvin, (or Irving), a printer. A city Directory from 1911 lists the J. Charles Green printing shop as "Outdoor Advertisers, Postings, Electric and Painted Signs ". The 1915 Sanborn map identifies the northern portion of the building as being the J. Charles Green Print shop. This building is the last of a complex of buildings associated with the operation, of equal or larger size than the Louis Roech printers, located a block away. There was a main building at 273 Valencia (now a parking lot for the Greek Church), and some sheds and open storage at what is now 235 Valencia, and the subject buildings. This building was used in the 1940s for the manufacturing of switchboards, and in the 1950s, for metal electroplating.

(See Continuation Sheet)

B11. Additional Resources Attributes: AH1 Unknown Historic Archeo.

(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:

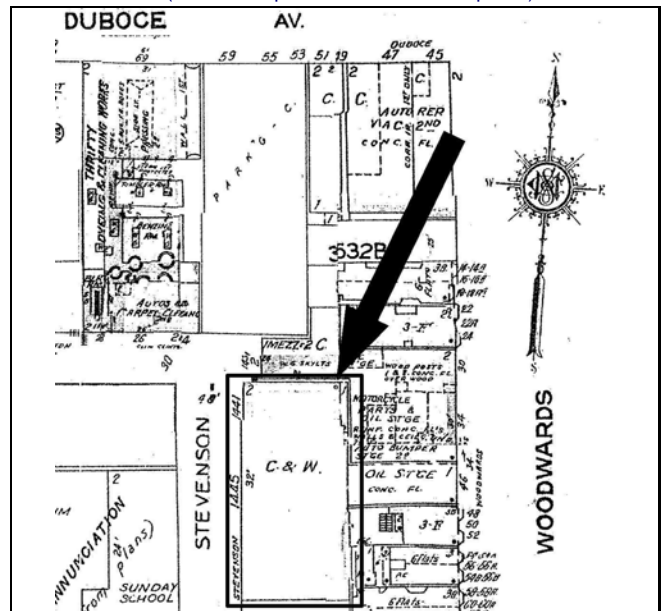
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

***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)



B10. Continued

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. Often three or more stories tall, commercial structures from this period were typically executed with straight fronts, flat roofs and level skylines. Windows often served as the building's ornamentation, with tripartite "Chicago" windows, or slightly projecting bays commonplace. Other ornament, such as a cartouche, festoon, or garland can also be found. From a steel skeleton construction with non-bearing masonry veneer, the buildings often feature a moderately projecting cornice. This style represents 4% of the building stock in the Inner Mission North survey area 1850-1957. This building represents the first wave of redevelopment in the Inner Mission North survey area of residential, residential-over-commercial, and small-scale commercial structures between 1906 and 1913, following the area's destruction in the earthquake and fire of April 1906. Development was extremely rapid, intense and frequently lacked sophisticated design. Fully 61% of the properties in the survey date from this period.

ASSESSMENT: 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 in a thematic district having a common range of architectural style, period and pattern of development, and method of construction, per National Register Criterion C. An identified thematic district in the survey area would extend beyond the boundaries of the Inner Mission North into the whole of the 1906 fire area. This district would have a period of significance from 1906 to 1913. Buildings erected or substantially altered after 1913 would not contribute to the thematic district. In the Inner Mission North survey area, 258 of the 420 surveyed resources date from this period. Based on architectural integrity, and changes made to buildings outside of this period of significance, there are 202 contributory resources within the Inner Mission North survey area. Residential, residential over commercial, commercial property types are represented. Unaltered buildings of the period were built in the Beaux Arts, Bungalow/Craftsman, Classical Revival, Commercial, Edwardian, Greek Revival, Italianate, Mission Revival, Queen Anne, Shingle, and Spanish Colonial styles. An overwhelming majority of the buildings are wood frame construction. This building was constructed in 1907 in the Commercial style, and is of wood frame construction, and therefore meets the registration requirements. 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. This property retains integrity of location, design, setting, workmanship, materials, feeling and association. At the time of this writing (June, 2003), the owner has an approved permit to replace the façade of the building with stucco and vinyl windows. Upon completion, this building will have lost integrity of design, workmanship, materials, and feeling. At such time as the façade is replaced, the property will revert to a 6L National Register Status code, for the remaining possibility of archeological finds, not for the building itself.

FEATURES: Character defining features 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; pressed metal cladding; roof configuration; building plan; windows and doors including transoms, surrounds and glazing; and architectural elements such as the decorative parapet and cornice.

Primary # _____
HRI# _____
Trinomial _____
CHR Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3 Resource name(s) or number(assigned by recorder) **34 Woodward Street**

P1. Other Identifier:

Form Number 405

P2. Location: Not for Publication Unrestricted

***a. County** San Francisco

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

c. Address 34 42 Woodward ST

City San Francisco **Zip** 94103

e. Other Locational Data: Assessor's Block and Lot 3532 071

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

This two-story, commercial building is located on the west side of Woodward just south of Duboce Avenue. One pedestrian entry and two vehicle entries are located on the front façade. There are three small windows on the second floor.

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

Style or Period Other

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



P5b. Photo: (view and date)
View From Woodward Street
looking west
11/21/2001

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

1928 Historic

Assessor's Parcel Info

***P7. Owner and Address:**

SCHMITT GREGORY P

34 WOODWARD
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)

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3 *Resource name(s) or number **34 Woodward Street**

CHR Status Code **6L**

B1. Historic Name:

B2. Common Name:

B3. Original Use: Warehouse (sewing & cleaning works & office) **B4. Present Use:** Artist Live/Work (four Units)

***B6 Construction History:**

***B5 Architectural Style:** Other

BPA 1927 - Erect a one story reinforced concrete building, and a one story and mezzanine brick building, for \$10,000. 1993 - conversion to artist live/work.

***B7. Moved?** No

Date: _____ **Original Location** _____

***B8. Related Features:**

Woodward's Gardens site. Woodward Street was owned primarily by German and Italian-Americans in the mid 20th century.

B9a. Architect: none

B9b. Builder: (day work) _____

***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. The site of this building was occupied by the bird house, and landscaping areas. In 1894, the lot was part of a larger parcel owned by Robert B. Woodward Jr. Between 1894 and 1899, the lot structure was changed, and Jessie, later renamed Woodward Street, opened for residential development. In 1899, there were two buildings each with two flats on the lot. They were destroyed by the earthquake and fire of 1906, at which time the lot was owned by Louisa Oesting, who owned the lot to at least 1906. By 1915, there was an "L" shaped shed on a portion of the lot, with the remainder used for outdoor storage. In 1920, the shed was replaced, or moved and reduced to the rear of the lot. At that time it was owned by Foster & Kleiser, and the space used as open yards for print work. Foster & Kleister owned a number of adjacent lots. The current building was erected in 1928 By 1935, and beyond 1946, the lot was owned by a group of persons: Lewis and Sadie Rosenthal, Isadore and Sarah Goldberg, and Michael and Rose Rosenthal. In the 1940s and 1950s, the building housed many uses: dry cleaners, a motorcycle shop, and a metal smith.

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. Properties that are classified as "Other" are typically either vernacular structures, or ones that have been altered to a substantial degree without a dedicated design aesthetic. (See Continuation Sheet)

B11. Additional Resources Attributes: AH1 Unknown Historic Archeo.

(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:

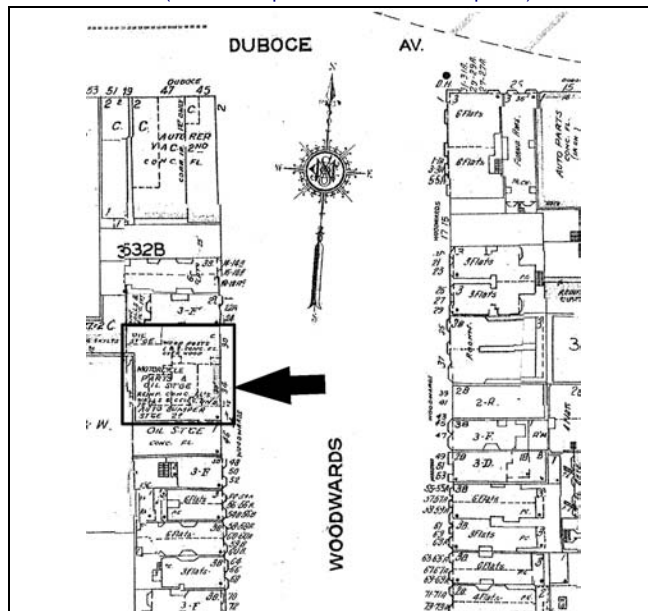
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

***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)



B10. Continued

This classification represents 6% 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: This property retains integrity of location, setting, feeling and association from the time it was erected in a dense urban fabric; but lacks integrity of design, workmanship and materials.

FEATURES: Character defining features that should be preserved: NONE on building - however, the lot is archeologically sensitive.

From: [Mike Colyer](#)
To: andrew@tefarch.com
Cc: [Ferguson, Shannon \(CPC\)](#)
Subject: Hap Jones => Historic Landmark
Date: Saturday, March 19, 2016 2:26:31 PM

Dear Mr. Wolfram and Historic Preservation Committee Members,

I am writing in to express my strong support for designating the former Hap Jones dealership at [235 Valencia Street](#) with historical landmark status. This building is representative of a time in San Francisco and motorcycling history when Hap Jones was larger than life and the Valencia Street corridor was the epicenter of motorcycle commerce.

As the architectural landscape of San Francisco is rapidly changing, it is important the we preserve buildings that significantly shaped the development of our great city's rich cultural fabric. Much like the historical landmark buildings in the Van Ness automobile corridor, the former Hap Jones dealership retains its architectural integrity and represents the flourishing motorcycle business that emerged, influenced and forever intertwined with the diverse culture of San Francisco.

As a member of the *SFMC*, this historical landmark designation is especially important. Hap Jones is a legend who played a crucial role in our heritage through his promotion of the vibrant culture of motorcycling and the community of which I am a proud member. His endless passion and work to bring motorcycling to the masses and into the mainstream helped make motorcycling what it is today.

As is the case with many living in the SFBA, my life is full of stresses inspired by the rat race most of us must choose to embrace as part of living here. Whether on my daily commute to and from work, touring with my club or twisting with friends, motorcycling is something that offers me freedom and release that I simply could not experience otherwise. It's history and culture also Ng with the legacy of those who support it should be honored when and wherever possible.

I hope you will choose to honor the work of Hap Jones and the culture of motorcycling in San Francisco by placing the former Hap Jones dealership on the list of designated historical landmarks. Doing so will insure that present and future riders, residents and tourists may visit the site to witness the cultural history of the area and reflect on Hap Jones and the motorcycling heritage that came before them.

Sincerely,

Mike Colyer

From: cliff_robinson
To: andrew@tefarch.com; [Ferguson, Shannon \(CPC\)](#)
Subject: Hap Jones Building Preservation
Date: Thursday, March 17, 2016 8:00:17 PM

Dear Mr. Wolfram and Historic Preservation Committee Members,

I am writing in to express my strong support for designating the former Hap Jones dealership at 235 Valencia Street with historical landmark status. This building is representative of a time in San Francisco and motorcycling history when Hap Jones was larger than life and the Valencia Street corridor was the epicenter of motorcycle commerce.

As the architectural landscape of San Francisco is rapidly changing, it is important that we preserve buildings that significantly shaped the development of our great city's rich cultural fabric. Much like the historical landmark buildings in the Van Ness automobile corridor, the former Hap Jones dealership retains its architectural integrity and represents the flourishing motorcycle business that emerged, influenced and forever intertwined with the diverse culture of San Francisco.

As a member of the SFMC this historical landmark designation is especially important. Hap Jones is a legend who played a crucial role in our heritage through his promotion of the vibrant culture of motorcycling and the community of which I am proudly a member. His endless passion and work to bring motorcycling to the masses and into the mainstream helped make motorcycling what it is today.

I hope you will honor the work of Hap Jones and the culture of motorcycling in San Francisco by placing the former Hap Jones dealership on the list of designated historical landmarks. Doing so will insure that present and future riders, residents and tourists may visit the site to witness the cultural history of the area and reflect on Hap Jones and the motorcycling heritage that came before them.

Sincerely,
CLIFFORD ROBINSON

From: [Ethan Dale](#)
To: andrew@tefarch.com
Cc: [Ferguson, Shannon \(CPC\)](#)
Subject: Hap Jones
Date: Tuesday, March 22, 2016 10:02:07 AM

Dear Mr. Wolfram and Historic Preservation Committee Members,

I am writing in to express my strong support for designating the former Hap Jones dealership at 235 Valencia Street with historical landmark status. This building is representative of a time in San Francisco and motorcycling history when Hap Jones was larger than life and the Valencia Street corridor was the epicenter of motorcycle commerce.

As the architectural landscape of San Francisco is rapidly changing, it is important that we preserve buildings that significantly shaped the development of our great city's rich cultural fabric. Much like the historical landmark buildings in the Van Ness automobile corridor, the former Hap Jones dealership retains its architectural integrity and represents the flourishing motorcycle business that emerged, influenced and forever intertwined with the diverse culture of San Francisco.

As a member of the San Francisco Motorcycle Club, this historical landmark designation is especially important to me. Hap Jones is a legend who played a crucial role in our heritage through his promotion of the vibrant culture of motorcycling and the community of which I am proudly a member. His endless passion and work to bring motorcycling to the masses and into the mainstream helped make motorcycling what it is today.

Hap was a huge part of San Francisco motorcycling history, and the city's history at large. He was the first person to cross the Golden Gate Bridge when it opened, and also the first to cross it when it was rededicated at its 75th Anniversary.

I hope you will honor the work of Hap Jones and the culture of motorcycling in San Francisco by placing the former Hap Jones dealership on the list of designated historical landmarks. Doing so will insure that present and future riders, residents and tourists may visit the site to witness the cultural history of the area and reflect on Hap Jones and the motorcycling heritage that came before them.

Sincerely,

Ethan Dale
SFMC Member, San Francisco Motorcyclist



13515 Yarmouth Drive, Pickerington, Ohio 43147
T: (614) 856-1900 F: (614) 856-1920

AmericanMotorcyclist.com

March 16th, 2016

Dear Andrew,

My name is Jeff Massey and I am the Chief Operations officer at the American Motorcyclist Association. The AMA is a 92 year old membership association of over 215,000 members, nationwide with the mission to promote the motorcycle lifestyle and protect the future of motorcycling. Along with this important mission, the AMA also fully supports and funds the National Hall of Fame Motorcycle Museum, where motorcyclists from all walks of life are inducted and enshrined in the Hall of Fame Museum. This is why I am writing you.

One of the members of the Hall of Fame is Hap Jones and it has come to our attention that his former dealership may be demolished and the city will consequently lose this important piece of motorcycling history and culture. Designating the building as an historical landmark will protect it in perpetuity and place Hap Jones Motorcycles on the list of San Francisco Designated Landmarks which is part of the California Register.

Hap was not only a hall of fame member, but in 1986 he also won the distinguished Dud Perkins award, which is given for a lifetime of achievement for service to the AMA. If you are interested in learning more, you can go to our website, www.motorcyclemuseum.org where you will find a brief biography that explains just how important Hap was to the world of motorcycles and motorcycle racing.

Thanks for your consideration and if you have any questions or comments, please feel free to reach me at the contact information listed below.

Sincerely,

A handwritten signature in blue ink that reads 'J Massey'.

Jeff Massey
Chief Operations Officer
American Motorcyclist Association
jmassey@ama-cycle.org
(614)856-1900

Neil Hart
278 Roosevelt Way
San Francisco, CA 94114
neilehart@gmail.com

28 March 2016

Mr. Andrew Wolfram
Historic Preservation Commission President
San Francisco Planning Department
1660 Mission Street
San Francisco, CA 94110
andrew@tefarch.com

Re: Landmark Designation of the former Hap Jones Dealership,
235 Valencia Street

Dear Mr. Wolfram,

I have reviewed the case report for the landmark designation of the former Hap Jones Dealership at 235 Valencia Street, and I support the building's designation as an individually listed landmark in Article 10 of the Planning Code. The Historic Preservation Commission (HPC) will review and comment on the landmark designation at its April 6, 2016 hearing. I am writing to ask the Commission to adopt a motion of approval of the landmark designation report and a motion of approval to the Board of Supervisors (Board) recommending that the Board at its public hearing designate the former Hap Jones Dealership as an individually listed landmark in the City and County of San Francisco.

In my opinion, the authors of the Landmark designation report lay out a clear, well-reasoned evaluation for 235 Valencia Street's designation as a City Landmark under three of the four National Register Criteria which have been adopted by the HPC as its criteria for local Landmark Designation: "A", *Association with events that have made a significant contribution to the broad patterns of our history*; "B" *Association with the lives of persons significant in our past*; and "C" *Architecture*. 235 Valencia Street, designed by noted architect Arthurs S. Bugbee is an "intact example of his commercial and industrial buildings...in the Mission Revival style" that maintains its seven aspects of "integrity to convey its association with Hap Jones Motorcycles, the Motorcycle Blue Book, and 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."

The Historic Preservation Commission in partnership with the Planning Department, and with research assistance from community members, has

established an active Landmark Designation Work Program with the goal of identifying and researching potential properties for landmark designation to broaden the City's understanding of its rich history and diverse communities.

With that perspective, I hope that the Historic Preservation Commission will approve the landmark designation of the former Hap Jones Dealership, 235 Valencia Street, to recognize and promote the unique history of this distinctive property to all the citizens of the City and County of San Francisco.

Sincerely,

Neil Hart
Retired Chief of Neighborhood Planning
& Preservation Coordinator for
the City and County of San Francisco

March 27, 2016

Andrew Wolfram, President
Historical Preservation Commission



1330 Broadway
Suite 1111
Oakland, California, 94612

HilliardArchitects.com
415 989-6400

Subject: Historical Designation for:
235 Valencia Street HAP JONES MOTORCYCLES Building

Mr. Wolfram,

As an officer of E Clampus Vitus, the eminent California historical society, who's San Francisco Yerba Buena Number 1 Chapter has long been active in the designation of historical places, I recommend the designation of the Hap Jones Motorcycles building at 235 Valencia Street be added to the List of San Francisco Designated Landmarks.



Sincerely,

Mike

Mike Hilliard, AIA, LEED AP

Officer, E Clampus Vitus, Yerba Buena Chapter

Nelson Louis Johnson

Architecture & Civil Engineering

17312 Park Avenue
Guerneville, CA. 95456
707-604-7331
nelsonljohnson@gmail.com

March 28, 2016

Andrew Wolfram, President
Historical Preservation Commission

Subject: Historical Designation for:
235 Valencia Street HAP JONES MOTORCYCLES Building

Dear Mr. Wolfram:

The Hap Jones Motorcycle Building saw the early days of motorcycling. It was the dealership that sold and serviced my bikes. There's a lot of history embodied in this building, and if there ever was a building that deserved to be added to the List of San Francisco Designated Landmarks this is it!

Kindest regards,

Nelson Louis Johnson

Architect & Civil Engineer

From: [justin little](#)
To: andrew@tefarch.com
Cc: [Ferguson, Shannon \(CPC\)](#)
Subject: San Francisco Historic Hap Jones Landmark status
Date: Friday, March 18, 2016 4:09:43 PM

Dear Mr. Wolfram and Historic Preservation Committee Members,

I am writing in to express my strong support for designating the former Hap Jones dealership at 235 Valencia Street with historical landmark status. This building is representative of a time in San Francisco and motorcycling history when Hap Jones was larger than life and the Valencia Street corridor was the epicenter of motorcycle commerce.

As the architectural landscape of San Francisco is rapidly changing, it is important that we preserve buildings that significantly shaped the development of our great city's rich cultural fabric. Much like the historical landmark buildings in the Van Ness automobile corridor, the former Hap Jones dealership retains its architectural integrity and represents the flourishing motorcycle business that emerged, influenced and forever intertwined with the diverse culture of San Francisco.

As a member of the [*SFMC, AMCA, motorcycling community*], this historical landmark designation is especially important. Hap Jones is a legend who played a crucial role in our heritage through his promotion of the vibrant culture of motorcycling and the community of which I am proudly a member. His endless passion and work to bring motorcycling to the masses and into the mainstream helped make motorcycling what it is today.

I hope you will honor the work of Hap Jones and the culture of motorcycling in San Francisco by placing the former Hap Jones dealership on the list of designated historical landmarks. Doing so will insure that present and future riders, residents and tourists may visit the site to witness the cultural history of the area and reflect on Hap Jones and the motorcycling heritage that came before them.

Sincerely,

Justin T. Little

From: [Daniel Murphy](#)
To: [Ferguson, Shannon \(CPC\)](#)
Subject: Save Hap Jones bldg
Date: Monday, March 28, 2016 6:41:17 AM

Dear Mr. Wolfram and Historic Preservation Committee Members,

I am writing in to express my strong support for designating the former Hap Jones dealership at 235 Valencia Street with historical landmark status. This building is representative of a time in San Francisco and motorcycling history when Hap Jones was larger than life and the Valencia Street corridor was the epicenter of motorcycle commerce.

As the architectural landscape of San Francisco is rapidly changing, it is important that we preserve buildings that significantly shaped the development of our great city's rich cultural fabric. Much like the historical landmark buildings in the Van Ness automobile corridor, the former Hap Jones dealership retains its architectural integrity and represents the flourishing motorcycle business that emerged, influenced and forever intertwined with the diverse culture of San Francisco.

As a member of the [*SFMC, AMCA, motorcycling community*] , this historical landmark designation is especially important. Hap Jones is a legend who played a crucial role in our heritage through his promotion of the vibrant culture of motorcycling and the community of which I am proudly a member. His endless passion and work to bring motorcycling to the masses and into the mainstream helped make motorcycling what it is today.

As a young man I purchased my first new motorcycle at 235 Valencia St, Hap Jones – Dave Goldens Motorcycles. I went to work in that shop in 1977 – 1979. I had many fond memories of Hap and his wonderful stories of the early days of motorcycling in San Francisco and being a member of the San Francisco Motorcycle Club. Hap Jones led the first vehicles across the Golden Gate Bridge on a motorcycle. Every time I pass 235 Valencia St all I can think of, are the friends I made because of Hap and his brother-in-law Dave and the motorcycle community.

I hope you will honor the work of Hap Jones and the culture of motorcycling in San Francisco by placing the former Hap Jones dealership on the list of designated historical landmarks. Doing so will insure that present and future riders, residents and tourists may visit the site to witness the cultural history of the area and reflect on Hap Jones and the motorcycling heritage that came before them.

Sincerely,
Dan Murphy
4th Generation San Franciscan
1st generation motorcyclist



SAN FRANCISCO PLANNING DEPARTMENT

Community-Sponsored Landmark Designation Application Case Report

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
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

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

Historic Preservation Commission Resolution No. XXX

HEARING DATE MARCH 2, 2016

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

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

shannon.ferguson@sfgov.org

Reviewed By: Timothy Frye – (415) 575-6822

tim.frye@sfgov.org

1650 Mission St.
Suite 400
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Information:
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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

<p><i>Actions:</i></p>	<p>additional information from the applicant and directed staff to provide technical support.</p>
<p><i>Significance Criteria</i></p>	<p>The Landmark Designation Application requests nomination of the property under the following criteria:</p> <ul style="list-style-type: none"> ▪ <u>Events:</u> Associated with events that have made a significant contribution to the broad patterns of our history. ▪ <u>Persons:</u> Associated with the life of a person significant in our past. ▪ <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. <p>See page 19 of the Landmark Designation Application for details of Statement of Significance.</p>
<p><i>Statement of Significance:</i></p>	<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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<p><i>Character-Defining Features</i></p>	<p>List of Character-Defining Features:</p> <ul style="list-style-type: none"> ▪ All exterior elevations, materials and rooflines. ▪ 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. ▪ 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. ▪ 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. ▪ Pedestrian entry within the southern-most bay of the primary facade (door materials not character-defining). ▪ Stuccoed bulkhead on primary facade wrapping on the first
---	---

	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.



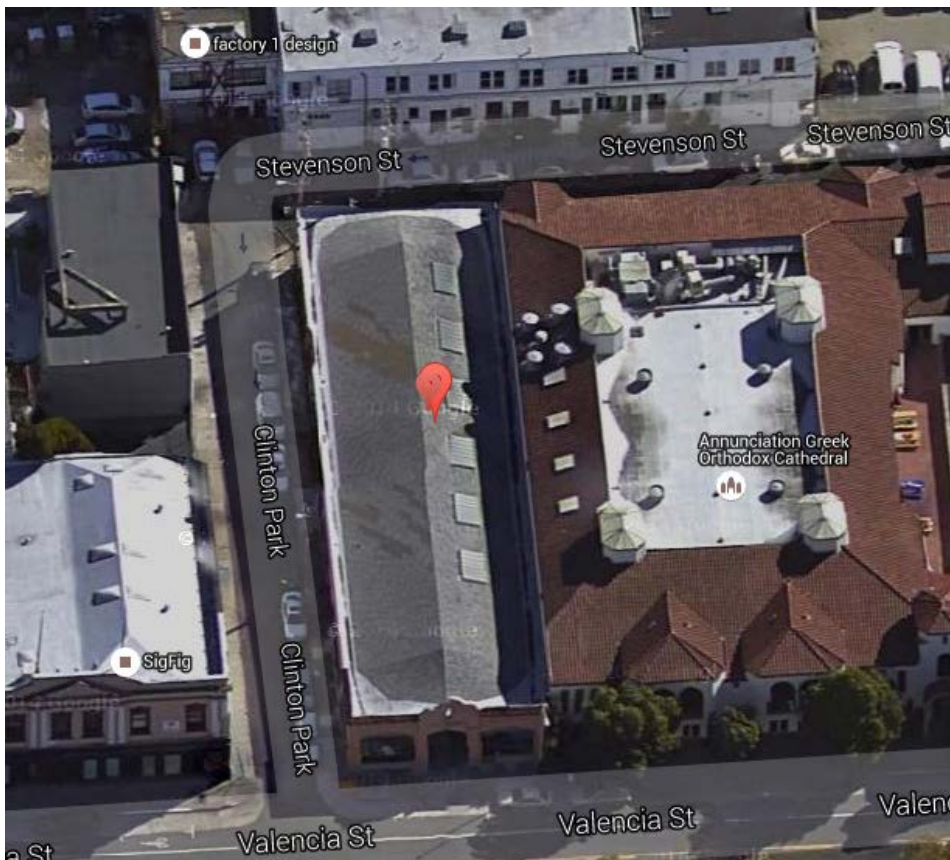
View of north facade.



Detail of windows on north facade.

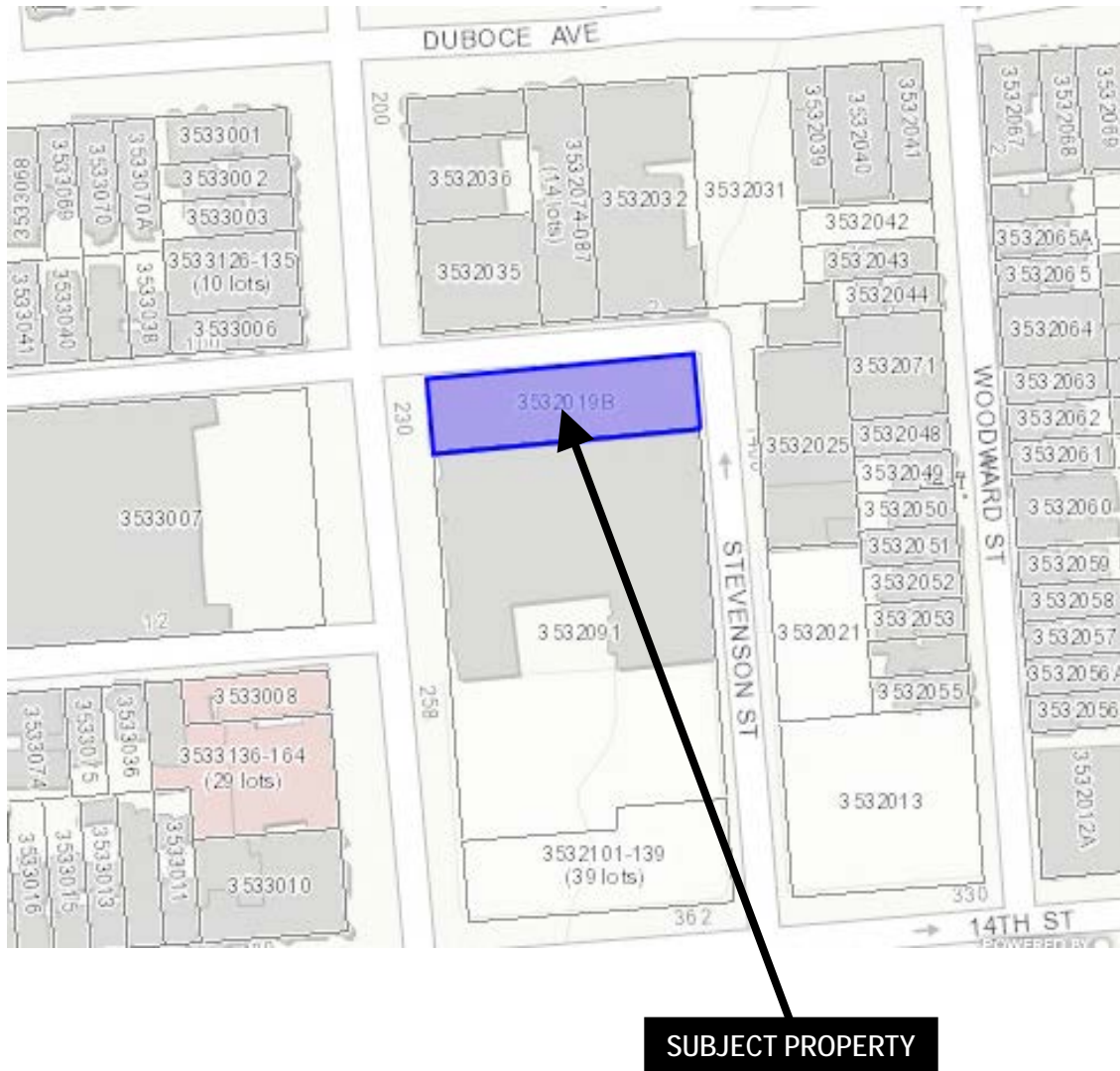


View of rear (east) facade.



Aerial view east of building.

Parcel Map

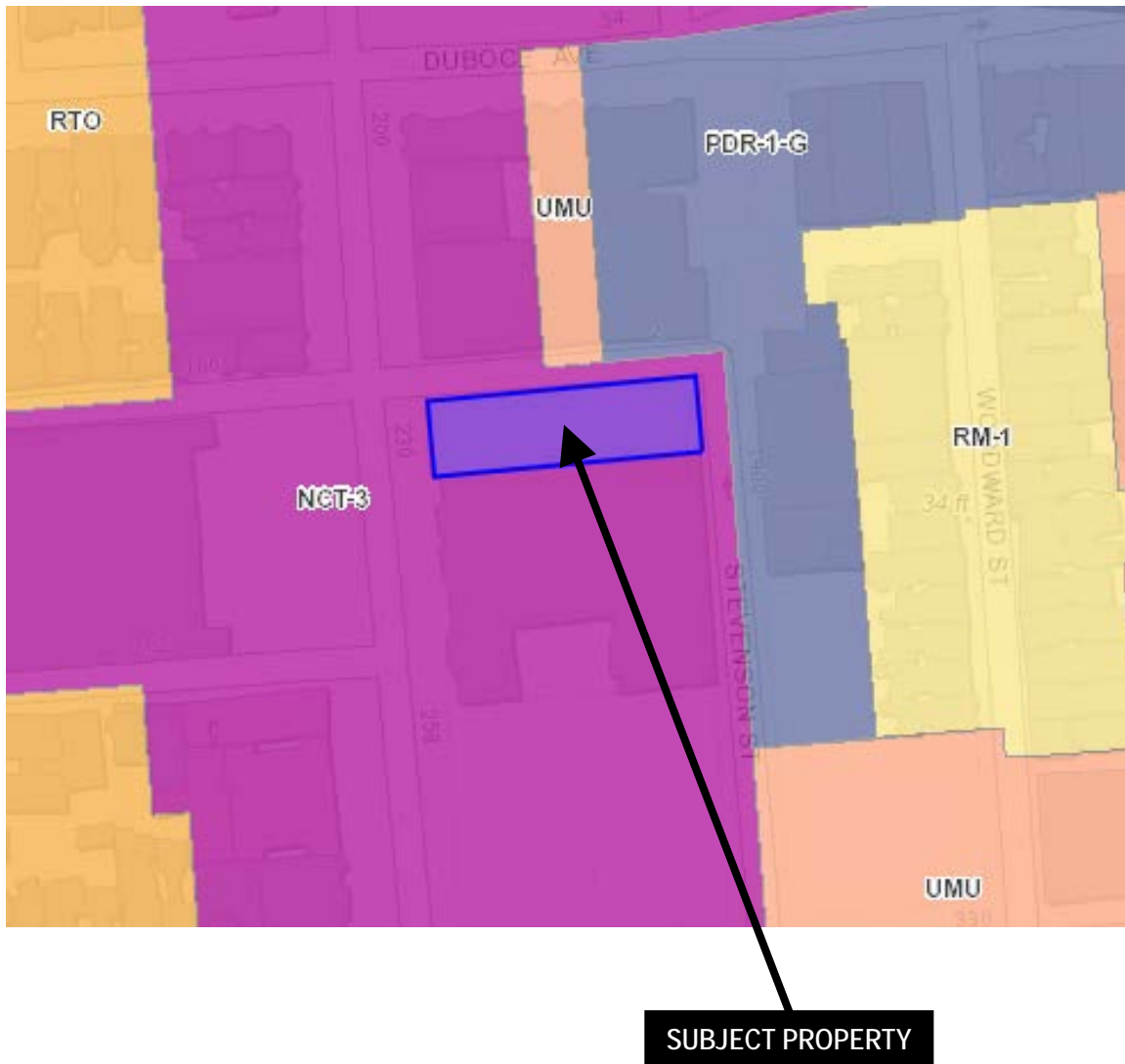


SUBJECT PROPERTY



Consideration of Community Sponsored
Article 10 Landmark Application
235 Valencia Street
Case Number 2015-0004228DES

Zoning Map



SUBJECT PROPERTY



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

Aerial Photo



SUBJECT PROPERTY



Site Photo



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

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)

BUILDING, STRUCTURE, AND OBJECT RECORD

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 Archeo.

(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:

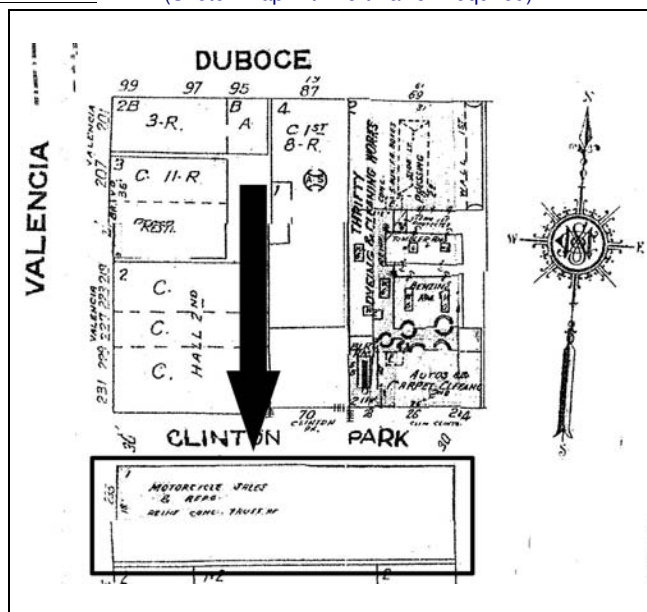
Reviewed by: the San Francisco Survey Advisory Committee: Charles Chase, Neil Hart, Tim Kelley, Bridget Maley, Mark Ryser, Jeffrey Tully, Chris VerPlanck.

***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)



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.^[1]

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.^[2]



Hap Jones dealership at 235 Valencia Street, 1945

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

² 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. ^[3] 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. Cobblestick 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

³ 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.^[4]

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

⁴ '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	Maggini & Perkins	1914-1916	non-extant
116 Van Ness Avenue	Maggini & Perkins Dudley Perkins	1916-1917 1918-1928	non-extant
116-126 Van Ness Avenue	Dudley Perkins	1920-1924	non-extant
214 Van Ness Avenue	Dudley Perkins	1930-1934	significantly altered
137 Hayes Street	Dudley Perkins	1934-1942	non-extant
655 Ellis Street	Dudley Perkins	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 Hap Jones	1930-1932 1933-1934 (Happy Bicycle Club) 1935-1940	significantly altered
235 Valencia Street	Hap Jones	1940-1960+	unaltered
296 Valencia Street	Casazza & Servetti	1937	non-extant
47 Duboce Avenue	Frank Servetti	1938-1939	noticeable alterations
423 Valencia Street	Frank Servetti	1939-1947	non-extant
375 Valencia Street	Frank Servetti	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. ^[5]

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.

⁵ '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.^[6] 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 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.

⁶ '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.^[7]

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.^[8] 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.

⁶ '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.

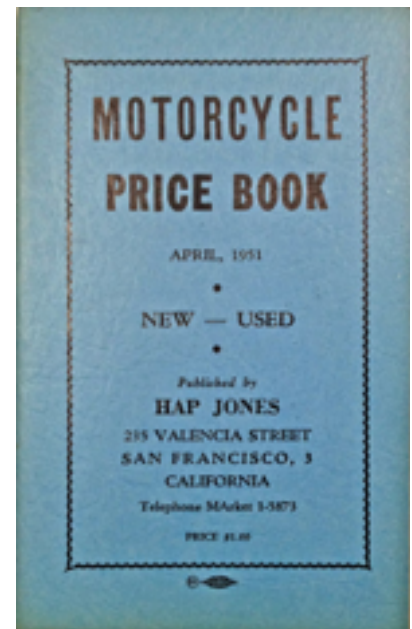
Creation of The Motorcycle Blue Book

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.^[9] 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.^[10] 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

⁹ OCLC Worldcat, worldcat.org, n.d. Web

¹⁰ 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.^[1] 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)

¹¹ 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.^[12]

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.^[8] 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.^[13]

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.^[14]



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

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.

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.^[15] 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.^[16]

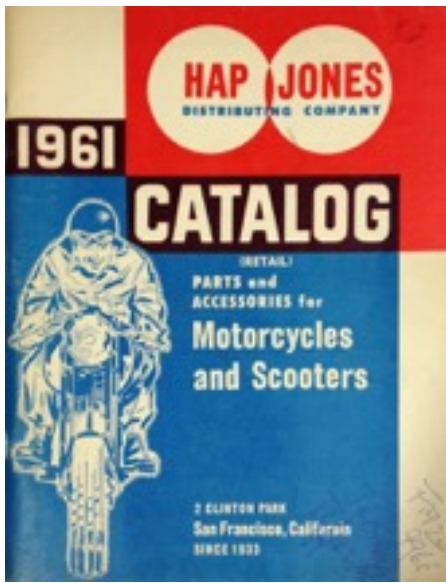
¹² 'AMA Motorcycle Hall of Fame: Hap Jones,' *MotorcycleMuseum.org*, n.d. Web.

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

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

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

¹⁶ 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.^[17] 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

¹⁷ 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. [18]

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.[19]

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.[20,21]

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.[22]

¹⁷ 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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Photography

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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
Cc: [Ferguson, Shannon \(CPC\)](#)
Subject: 235 Valencia Street - former Hap Jones dealership
Date: Tuesday, February 16, 2016 4:58:44 PM

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

Sven Eberlein
1241A Guerrero Street
SF, CA 94110
t. 415.341.3850

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

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,
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