



LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: October 21, 2020

Filing Date: September 22, 2020
Case No.: 2020-008541LBR
Business Name: Munroe Motors Inc.
Business Address: 412 Valencia Street
Zoning: NCT (VALENCIA STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
55-X Height and Bulk District
Block/Lot: 3555/002
Applicant: Nicholas Hayman, President
412 Valencia Street
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Melanie M. Bishop - 628-652-7440
Melanie.Bishop@sfgov.org

Recommendation: Adopt a Resolution to Recommend Approval

Business Description

Munroe Motors Inc. is a motorcycle sales and service establishment, started by James “Jim” Munroe at 2035 Divisadero Street in 1958. The business originally rented a space on the lower level of an automotive business and strictly sold used motorcycles and cars. In 1959, Munroe was awarded dealership status by Triumph Motorcycles and became the factory authorized Triumph dealer in San Francisco. The business moved to its current location at 412 Valencia Street in 1964. Munroe Motors is the oldest surviving motorcycle dealership in San Francisco and the area of Valencia Street at its current location is often referred to as “motorcycle row” due to the presence of several motorcycle-related businesses throughout history. Munroe Motors is an active member of the community supporting events including Dykes on Bikes, Italian Days, and Sunday Streets. Notable patrons of Munroe Motors over the years include daredevil Evel Knievel, whose bike James Munroe maintained during his World Record Jump at San Francisco City Hall in 1967, rock-and-roll-photographer Jim Marshall, and actor Nicolas Cage.

Munroe Motors began racing motorcycles in the 1960s and the store has several of Jim Munroe's trophies on display. In 1998, longtime Munroe Motors mechanics Nicholas Hayman and Matthew Prentiss purchased the business from Jim Munroe and became co-owners and corporate officers. In 2001, Hayman and Prentiss purchased the building at 412 Valencia Street to help ensure the survival of the business. Hayman and Prentiss also established a national road race team for the shop in 1998 and have won several titles. The shop has expanded into selling both new and used Ducati, Triumph, MV Agusta, Moto Guzzi, and Husqvarna motorcycles as well as clothing, parts, and other equipment. In addition to participating in local events, Munroe Motors is an active member of the Valencia Corridor Merchants Association and the California Motorcycle Dealers Association which assists in creating legislation to protect motorcyclists in California.

The business's location at 412 Valencia Street is a Category B (Unknown/Age Eligible) structure on the west side of Valencia Street between 15th and 16th streets in the Mission neighborhood. It is within the Valencia Street NCT (Neighborhood Commercial Transit) Zoning District and a 55-X Height and Bulk District. 412 Valencia Street was surveyed as part of the Inner Mission North Historic Resource Survey (adopted 2011) and given a California Historical Resource status code of "6L" (determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning), and National Register survey of the neighborhood (2004) where it was given a California Historical Resource status code of "5D2" (contributor to a district that is eligible for local listing or designation). However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of "B" (Unknown / Age Eligible).

Staff Analysis

Review Criteria

1. *When was business founded?*

The business was founded in 1958.

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

Yes. Munroe Motors Inc. qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Munroe Motors Inc. has operated continuously in San Francisco for 62 years.
- b. Munroe Motors Inc. has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Munroe Motors Inc. is committed to maintaining the physical features and traditions that define the organization.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the motorcycle community in the Mission District and San Francisco.

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

Jim Munroe of Munroe Motors maintained Evel Knievel's bike for his World Record jump at San Francisco City Hall in 1967. Further analysis of this significance in association with the site is outside the scope of this registry recommendation.

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

No. 412 Valencia Street was surveyed as part of the Inner Mission North Historic Resource Survey (adopted 2011) and given a California Historical Resource status code of "6L" (determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning), and National Register survey of the neighborhood (2004) where it was given a California Historical Resource status code of "5D2" (contributor to a district that is eligible for local listing or designation). However, despite these former evaluations, none have been conclusive, and the property maintains a Planning Department status code of "B" (Unknown / Age Eligible).

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

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

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

Yes. There have been a number of features and articles on Munroe Motors in business trade publications and media. Triumph Motorcycles, Ducati, and M.V. Agusta have each awarded Munroe Motors their top selling U.S. dealer award several times. Munroe Motors has been featured in several European travel magazines over the years as a destination motorcycle dealership in California. Several articles featuring the business have been featured in local and national motorcycle magazines including *Independent Biker*, *City Bike*, and *Road Racing World and Technology*.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 412 Valencia Street (1964 – Present)

Previous (No Longer Extant) Locations:

- 2035 Divisadero Street (1958-1964)

Recommended by Applicant

- Original Triumph and Norton lighted external signs
- Vintage framed posters, trophies, and awards
- Vintage motorcycle displays
- Customer-focused business model
- Participation in community events

Additional Recommended by Staff

- None

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

ATTACHMENTS

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION

DRAFT RESOLUTION NO. ###

HEARING DATE: October 21, 2020

Case No.: 2020-008541LBR
Business Name: Munroe Motors Inc.
Business Address: 412 VALENCIA ST
Zoning: NCT (VALENCIA STREET NEIGHBORHOOD COMMERCIAL TRANSIT) Zoning District
55-X Height and Bulk District
Block/Lot: 3555/002
Applicant: Nicholas Hayman, President
412 Valencia Street
Nominated By: Supervisor Rafael Mandelman
Located In: District 8
Staff Contact: Melanie M. Bishop - 628-652-7440
Melanie.Bishop@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MUNROE MOTORS INC. CURRENTLY LOCATED AT 412 VALENCIA ST, BLOCK/LOT 3555/002

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on October 21, 2020, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends that Munroe Motors Inc. qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby recommends safeguarding of the below listed physical features and traditions for Munroe Motors Inc.

Location(s):

Current Locations:

- 412 Valencia Street (1964 – Present)

Previous (No Longer Extant) Locations:

- 2035 Divisadero Street (1958-1964)

Physical Features or Traditions that Define the Business:

- Original Triumph and Norton lighted external signs
- Vintage framed posters, trophies, and awards
- Vintage motorcycle displays
- Customer-focused business model
- Participation in community events

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business October 21, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED:



Legacy Business Registry

Application Review Sheet

Application No.: LBR-2020-21-010
Business Name: Munroe Motors Inc.
Business Address: 412 Valencia Street
District: District 8
Applicant: Nicholas Hayman, Corp. President
Nomination Date: September 22, 2020
Nominated By: Supervisor Rafael Mandelman

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

2035 Divisadero Street from 1958 to 1964 (6 years)
412 Valencia Street from 1964 to Present (56 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

NOTES: N/A

DELIVERY DATE TO HPC: September 23, 2020

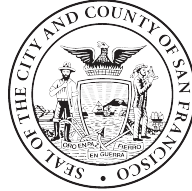
Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program

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



Member, Board of Supervisors
District 8



City and County of San Francisco

RAFAEL MANDELMAN

September 22, 2020

Re: Nomination of Munroe Motors, Inc. to the Legacy Business Registry

Dear Director Regina Dick Endrizzi:

I'm writing to nominate Munroe Motors, Inc. to the Legacy Business Registry for their longstanding presence in the Mission District.

Since 1958, Munroe Motors has been one of San Francisco's premier motorcycle sales and service establishments, beginning when original owner James Munroe opened his doors at their first location at 2035 Divisadero Street. In 1964 Munroe Motors relocated to its current location at 412 Valencia Street where it has operated for nearly 56 years. Current owners, Nicholas Hayman and Matthew Prentiss, began as employees at Munroe Motors and ultimately purchased the business and building from James in the late 90's and early 00's.

Munroe Motors is the oldest surviving motorcycle dealership in San Francisco and the area of Valencia Street where it is located is often referred to as "motorcycle row" because there have been so many motorcycle shops and businesses on or near these few blocks. Notable visitors to Munroe Motors over the years include legendary daredevil Evel Knievel, whose bike James Munroe maintained during his World Record Jump at San Francisco City Hall in 1967, rock-and-roll photographer Jim Marshall and actor Nicholas Cage.

Munroe Motors has remained an engaged member of the community, supporting events like Dykes on Bikes, Italian Days and Sunday Streets. Munroe Motors is an active member of the Valencia Corridor Merchants Association and regularly attends meetings to improve the Valencia Street corridor.

Given their enduring presence in the Mission District and their long history as a central part of San Francisco's motorcycle community, I strongly believe that this business would benefit greatly from being a part of San Francisco's Legacy Business Registry. I thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Rafael Mandelman".

Rafael Mandelman
Member, San Francisco Board of Supervisors

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
MUNROE MOTORS Inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
NICHOLAS J. HAYMAN MATTHEW A. PRENTISS		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
412 VALENCIA ST, SAN FRANCISCO, CA 94103		((415))626-3496
		EMAIL:
		dealer@munroemotors.com
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
munroemotors.com	MunroeMotorsSF	Munroe Motors

APPLICANT'S NAME	
Nicholas Hayman	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
Corp. President	
APPLICANT'S ADDRESS:	TELEPHONE:
412 Valencia St, San Francisco, CA 94103	
	EMAIL:

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0020050	200114310094

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS	ZIP CODE	START DATE OF BUSINESS
2035 Divisadero Street	94115	1958
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		DATES OF OPERATION AT THIS LOCATION
		1958 to December 1964

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
412 Valencia Street	94103	Start: December 1964
		End: Present

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

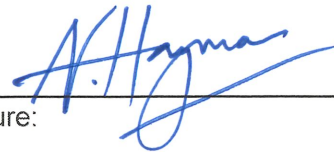
In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

NICHOLAS J. HAYMAN

10/19/2019



Name (Print):

Date:

Signature:

MUNROE MOTORS INC.
Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

In 1958, James Munroe started Munroe Motors, a business to buy, sell and service used motorcycles and cars. He rented a space in the lower level of an automotive business at 2035 Divisadero Street, on the west side of the street between California and Sacramento streets.

In 1959, Jim responded to an ad in an industry publication looking for a dealer for Triumph motorcycles in " ... a major U.S. city," which he deduced was San Francisco, knowing that the previous dealer Frank Servetti had parted ways with Triumph earlier that year. Triumph correspondingly awarded dealership status to Jim, so he became the factory authorized Triumph dealer in San Francisco and started selling new Triumph motorcycles.

Around December 1964, Jim purchased the building at 412 Valencia Street and relocated the business to that building, where it has existed ever since.

Jim was joined in 1969 by his brother John Patrick Munroe (Pat), who came from the insurance business and started work as the motorcycle salesman for Munroe Motors.

Jim incorporated the business in June 1970 as Munroe Motors Incorporated, with his wife Josephine and his brother Pat joining him as the officers of the new business.

Jim subsequently added other brands to the roster at Munroe Motors – with Norton, Moto Guzzi and Ducati being the best known and most successful manufacturers he represented.

Current co-owner Nicholas Hayman started at Munroe Motors in 1985 working as a parts department trainee, graduating to Parts Manager within a year. He switched to working as a trainee mechanic in 1987, quickly becoming the senior employee and service manager in 1990.

Current co-owner Matthew Prentiss started working at Munroe Motors as a mechanic in 1990.

In 1997, Nick and Matt created a business plan and purchased the shares of Munroe Motors Inc. from Jim Munroe in December 1998 to become co-owners and corporate officers. Nick became the Corporate President and Treasurer, and Matt became Corporate Secretary and Vice-President.

In 2001, Nick and Matt formed a separate corporate entity, Munroe Partners LLC, and purchased the building from Jim Munroe. Jim always said that Nick and Matt needed to own

the building to help ensure the survival of the business – which has proved true as they have seen many businesses forced out of their rented premises when the property owners wanted to massively increase the rental income.

b. Describe any circumstances that required the business to cease operations in San Francisco for more than six months?

The business has not ceased operations for any significant period of time since it was founded. During Jim Munroe's ownership, the shop would close for four weeks in December as their annual vacation. Under the present ownership, Munroe Motors closes for the week between Christmas and New Year. Otherwise, the shop is open five days a week, every week, every year.

c. Is the business a family-owned business? If so, give the generational history of the business.

The business is not technically a "family-owned business," defined here as any business in which two or more family members are involved and the majority of ownership or control lies within a family. However, given that Nick and Matt worked for Jim Munroe for a total of 21 years, they almost became members of Jim's large family. Jim made every effort to sell Nick and Matt the business and the building ... short of giving them a discount!

d. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

The ownership history of Munroe Motors is as follows:

1958 to 1998:	Owner James Munroe, assisted by brother John P. "Pat" Munroe
1998 to Present:	Co-owners Nicholas Hayman and Matthew Prentiss

e. When the current ownership is not the original owner and has owned the business for less than 30 years, the applicant will need to provide documentation of the existence of the business prior to current ownership to verify it has been in operation for 30+ years. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation of the existence of the business verifying it has been in operation for 30+ years is provided in this Legacy Business Registry application.

f. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

The historic resource status of the building at 412 Valencia Street is classified by the Planning Department as Category B, Unknown / Age Eligible, with regard to the California Environmental Quality Act.

CRITERION 2

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

The upper Valencia Street area of San Francisco's Inner Mission district has been a focal point of the motorcycle business for most of the 20th Century. Many people over the years have referred to this stretch of Valencia Street as "motorcycle row" because there have been so many motorcycle shops and businesses on or near these few blocks.

As the oldest surviving motorcycle dealership in San Francisco, everybody who works at Munroe Motors strives to build lasting and friendly relationships with all recreational, business and travel motorcyclists who comes to the shop. Company values are profoundly based on honesty, integrity and service to the community.

While Munroe Motors may be the stronghold of the original motorcycle row in San Francisco, other notable local motorcycle businesses besides Munroe Motors have included: Hap Jones Distributing Company Inc., Dave Golden's dealership, Frank Servetti Motors dealership, California Choppers, Die Werkstatt Motorcycle Repair, O'Hanlon Motorcycles, Tokyo Moto, Scuderia dealership, Dudley Perkins Harley-Davidson dealership and recently Mission Moto Harley-Davidson dealership.

Many motorcyclists over the years have heard of, visited and patronized Munroe Motors. One friend of the owners, Kevin O., recalls pressing his nose against the shop windows as a kid in the 1970s, dreaming of a bright new Triumph Bonneville. At a MotoGP race in 2004 at Phillip Island, Australia, one of the fans that streamed onto the track following the checkered flag was spotted wearing a Munroe Motors t-shirt.

Munroe Motors is a great place for anyone looking for a dependable and trustworthy shop to buy a new or used Ducati, Triumph, MV Agusta, Moto Guzzi and Husqvarna motorcycle – or a used motorcycle of any brand – plus gear and accessories, and whatever motorcycle clothing, parts, chemicals and equipment they might need.

Following are reasons to patronize Munroe Motors:

- **Convenience** – close to home, the shop offers a wealth of knowledge regarding motorcycles and their products, as well as offering on-site inventory for clients to examine and test drive prior to making purchases;
- **Relationships** – purchasing locally allows customers to establish a relationship with Munroe Motors employees so the business can provide customers with the convenience of personal service and support when they need it;
- **Service after the Sale** – Munroe Motors values all their clients, and they do their best to take care of everyone when it comes to getting motorcycle service. Customers will experience the value that having a local dealer can add to their purchases; and
- **Local Economy** – local purchases help to keep tax dollars and people at work in your community.

Munro Motors takes great pride in their knowledge, integrity and experience, and they try to produce an excellent experience for their fellow motorcyclists. Everybody at the shop is deeply dedicated to motorcycles as a special part of their, and your, lives.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Munroe Motors likes to participate in local events whenever possible – some relevant by location such as Sunday Streets and Dykes on Bikes, some by historical culture like Italian Days and some associated with an employee, friend or client such as Rocket Dog Rescue. Typically, one or several staff members wearing branded shop shirts will attend the event, usually bringing one or several motorcycles to display under their logoed E-Z-Up canopy for maximum shop and brand exposure. Munroe Motors also brought the vintage shop Triumph with matching sidecar to a PAWS (Pets Are Wonderful Support) auction event, where people contributed money to the cause to get their pictures taken in the sidecar with their pets.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Since Nick and Matt took over the reins of the business in 1998, they immediately applied all the changes they'd been planning to make to the functioning of the shop and were rewarded by tripling the gross income of the shop in only their first year of operation. Triumph consequently honored Munroe Motors with their "Top Dealer" award in 1999, and several times in recent years Munroe Motors has won a "Ton Up" award from Triumph, as recognition of their annual sales of over 100 units. Ducati also bestowed Munroe Motors with their #1 Dealer award three times and their #2 Dealer award also three times in the six years following Nick and Matt's purchase. In 2005 and 2006, M.V. Agusta also recognized Munroe Motors as their top selling U.S. dealer.

Munroe Motors has been featured in several European travel magazines over the years as a destination motorcycle dealership to visit when touring California.

Nick worked as a road test editor for the local motorcycle magazine Independent Biker in the 1990s and wrote several articles for local and national motorcycle publication City Bike at various times in the last three decades. More recently, Nick wrote many tech and racing articles for the well-known and highly-regarded U.S. motorcycle publication Road Racing World and Technology.

Munroe Motors has been racing motorcycles since the swinging sixties. Jim Munroe raced 650 and 750 Triumphs back then, and the store has several of his trophies on display. In 1998, Nick and Matt started a national road race team for the shop, culminating in the AMA National Pro-Thunder title with pilot Thomas Montano riding a shop-owned and tuned Ducati 748 in 2001. This same lineup also became the fastest U.S. team in history at the world-famous Isle of Man TT road races in 2005, winning a "Silver Replica" with a best lap of 121.98 mph on their shop-tuned and street-legal 2005 M.V. Agusta F4-1000R Superbike.

d. Is the business associated with a significant or historical person?

Motorcycles appeal to a wide range of people. A statistic a few years ago stated that motorcycling was more popular in the United States than golf! Munroe Motors has been fortunate to have everyone from bums to billionaires walk through their doors in search of something to fulfil their motorcycling dreams. To wit – one year they had a veteran, who was sleeping rough in Golden Gate Park, come in and buy a brand new Triumph Bonneville using the VA checks he had saved for two years! They also had a famous internet billionaire stroll in to buy an unobtainium MV Agusta F4-750 “Serie Oro” from Munroe Motors.

Back in the day, a variety of motorcycling luminaries came to Munroe Motors. Jim Munroe used to tell of Evel Knievel walking in one day, sticking out his hand and growling “Evel” by way of introduction. Jim helped maintain Evel’s bike for his World Record jump at SF’s City Hall in 1967, and when he saw Evel pick the front wheel up and ride the length of the event in a “rear wheel stand” while standing on the seat, Jim said he “...knew Evel was the real deal.”

Another time, Burt Munro of “The World’s Fastest Indian” fame came into the shop on the way home from the Bonneville Salt Flats and told Jim a story of cracking one of his pistons in his efforts that year, and, lacking a spare, cast himself a new one in some sand at the edge of the Salt Flats!

Another longtime Munroe Motors’ customer was famous rock-and-roll photographer Jim Marshall, who became friends with many Munroe employees. Jim Marshall kept losing the keys to his Triumph, and the store still has a spare set hanging in their key cabinet if he ever makes his way back from Valhalla and wants to ride again.

In the early 2000s, Munroe Motors had Nicholas Cage come to the shop and buy a couple of bikes, which they maintained for several years. Billy Joel came in one week and bought a Moto Guzzi – and rewarded Nick and Matt with backstage passes to his Oakland Arena concert co-starring Elton John! Another regular customer was Stephan Jenkins who bought a variety of bikes from Munroe Motors over the years, and they even did a couple of photo shoots in the showroom after hours. One of the best events ever held at Munroe Motors was a concert played by the “Ducati All Stars” on April 20, 2010, starring Steve Jones, Billy Duffy, Billy Morrison and Franky Perez. The free gig was packed, and a thoroughly good time was had by players and audience alike. Videos can be found on YouTube.

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

As a long-standing member of the community, Munroe Motors always joins in local events – like Dykes on Bikes, Italian Days and Sunday Streets. They also always provide motorcycles as props for photo shoots, commercials and stores. Many stores like to place sexy, bright motorcycles in their showrooms or windows – for example Macys, West Coast Leathers, Neiman Marcus, Oakley and The “D” Store. Munroe Motors is an active member of the Valencia Corridor Merchants Association and regularly attends meetings to improve the Valencia Street corridor. They are also active members with the California Motorcycle Dealers Association, which helps create legislation to protect motorcyclists in California.

f. Provide a description of the community the business serves.

Munroe Motors has been a mainstay of the motorcycle retail business in San Francisco and the surrounding areas for decades. The shop attracts clients from the Bay Area, from throughout Northern California and from anywhere motorcycle enthusiasts are found! Munroe Motors has helped people around the globe who've needed a word of advice, a tech tip or a solution to any and every kind of motorcycle inquiry.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

While the current location of Munroe Motors at 412 Valencia Street may not be historically significant or a listed building, it is an early example of reinforced concrete construction dating from 1924 and has generated its own cultural significance in its 55 years of business operation.

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

When Nick and Matt worked for Jim Munroe, there were seven people working for Munroe Motors, including Jim the owner and Pat his brother. Following Nick and Matt's purchase of the business, Munroe Motors grew to one part-time and 22 full-time employees. This year, the employee count has unfortunately been reduced to 18 – a consequence of the nearly 50% reduction in business thanks to the COVID-19 pandemic. Munroe Motors offers very competitive salaries and pay plans, along with full health benefits including vision and dental, and an employer-matching pension plan. They have a low staff turnover, which is an important metric of employee satisfaction.

In our current world of the novel coronavirus, travelling by motorcycle is much safer than sharing a car or taking the bus or train. Motorcycles play an important part in the transportation needs of our fellow citizens, and Munroe Motors is a valued resource.

CRITERION 3

a. Describe the business and the essential features that define its character.

As a factory-authorized dealer for [Ducati](#), [Triumph](#), [MV Augusta](#), [Moto Guzzi](#) and [Husqvarna](#) motorcycles, the focus of Munroe Motors has always been the very best in Italian and British two-wheeled machinery.

Their goal is to support you – whether you need various motorcycle parts, apparel or accessories such as an exciting (street-legal) exhaust system, a vintage t-shirt or two-wheeled love affair! Munroe Motors takes pride in their experience and knowledge, and the customer service it produces. Their passion is to provide an excellent experience to their fellow motorcyclists, and they always stand by the integrity of their work.

Munroe Motors carries a wide variety of new and used motorcycles, so you're sure to find the perfect fit for what you are looking for. Stop by their showroom today to take one of their bikes for a test drive. Worried about how you're going to afford your new motorcycle? Don't stress, Munroe Motors offers financing options for you to choose from. Everybody at the shop is dedicated to motorcycles as a special part of all our lives. Shop their large selection of new and used inventory on their site today or stop by their showroom to see their motorcycles in person. The professionals at Munroe Motors are here to serve you!

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

As the oldest motorcycle shop in San Francisco, Munroe Motors has been taking care of the Bay Area's European motorcycle enthusiasts since 1958. At 412 Valencia Street, they have been encouraging and enabling people's motorcycle dreams for over half a century.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

Munroe Motors still exhibit the original and official Triumph and Norton lighted external signs, which the shop displayed back in the sixties. Dotted around the showroom are vintage posters, which have been preserved and framed. They also display many of the trophies and awards they've won in business and competition over the last 50+ years. They often feature notable vintage motorcycles on display – like a locally famous green-frame Ducati 750SS they have on a stand at present.

d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained the physical features or traditions that define the business, including craft, culinary, or art forms. Please use the list of supplemental documents and/or materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation that demonstrates the business has been a motorcycle shop for 30+ years is included in this Legacy Business Registry application.

MUNROE MOTORS INC.

Supplemental Narrative

2008 Regulatory Problem for Munroe Motors

In 2006, Munroe Motors was threatened with prosecution for “illegal sales of off-road motorcycles” by the California Air Resources Board, choosing to settle the matter in 2008. The regulatory problem is hereby acknowledged in this Legacy Business Registry application, although this matter does not affect the business’ eligibility for placement on the Registry.

Facts Regarding the Regulatory Problem

An Off-Highway Motor Vehicle, also commonly referred to as an off-highway vehicle, is any motor vehicle operated on publicly accessible lands, including registered highway vehicles. Any such motor vehicle that is not street registered because it is to be operated exclusively off the highways is required to be issued and display an identification plate by the Department of Motor Vehicles. This identification plate is commonly referred to as a "California Green Sticker."

In 2004 and 2005, Munroe Motors sold a number of California certified and legal off-highway Husqvarna motorcycles. In the DMV paperwork the company filed for these motorcycles, Munroe Motors correctly notated these motorcycles as being “Moto Cross” and “Off Highway.” Unfortunately, the San Francisco DMV office issued street-legal registration and license plates for them.

The first couple of times this happened, the Munroe Motors administrative employee attempted to return the plates and registrations to the DMV clerks, saying those motorcycles needed off-highway “Green Sticker” registrations. The employee’s protest was peremptorily ignored by the DMV, the problem being that the motorcycle’s Vehicle Identification Number showed as “Street Legal” in the DMV computer system. So the Munroe Motors employee then accepted the paperwork and plates, and returned to the shop. The paperwork and plates were mailed to the customers.

A couple of other Husqvarna dealers in California were having the same problem with their DMV offices. The California Air Resources Board soon became aware of the situation and started investigating all three dealerships.

Munroe Motors’ protest that they had correctly filled-in the DMV paperwork was dismissed. Munroe Motors were advised that they were legally culpable by giving the plates and street registrations to the customers, despite DMV incorrectly registering the units as “street legal.”

Net Effect of the Incident

Munroe Motors chose to settle the matter rather than go to court trial, realizing that one branch of the government was unlikely to find another branch of the government guilty. As a penalty, Munroe Motors paid a fine and agreed to close for four business days – displaying a notice of facts on the front door. Munroe Motors also agreed to undergo three ad-hoc audits of their registration paperwork by DMV officers.

Smoking Gun

Sometime after this whole California Air Resources Board matter with the three dealers concluded, the DMV redesigned their registration form to include a simple check-the-box question: “Street or Off-Highway registration?”



MUNROE





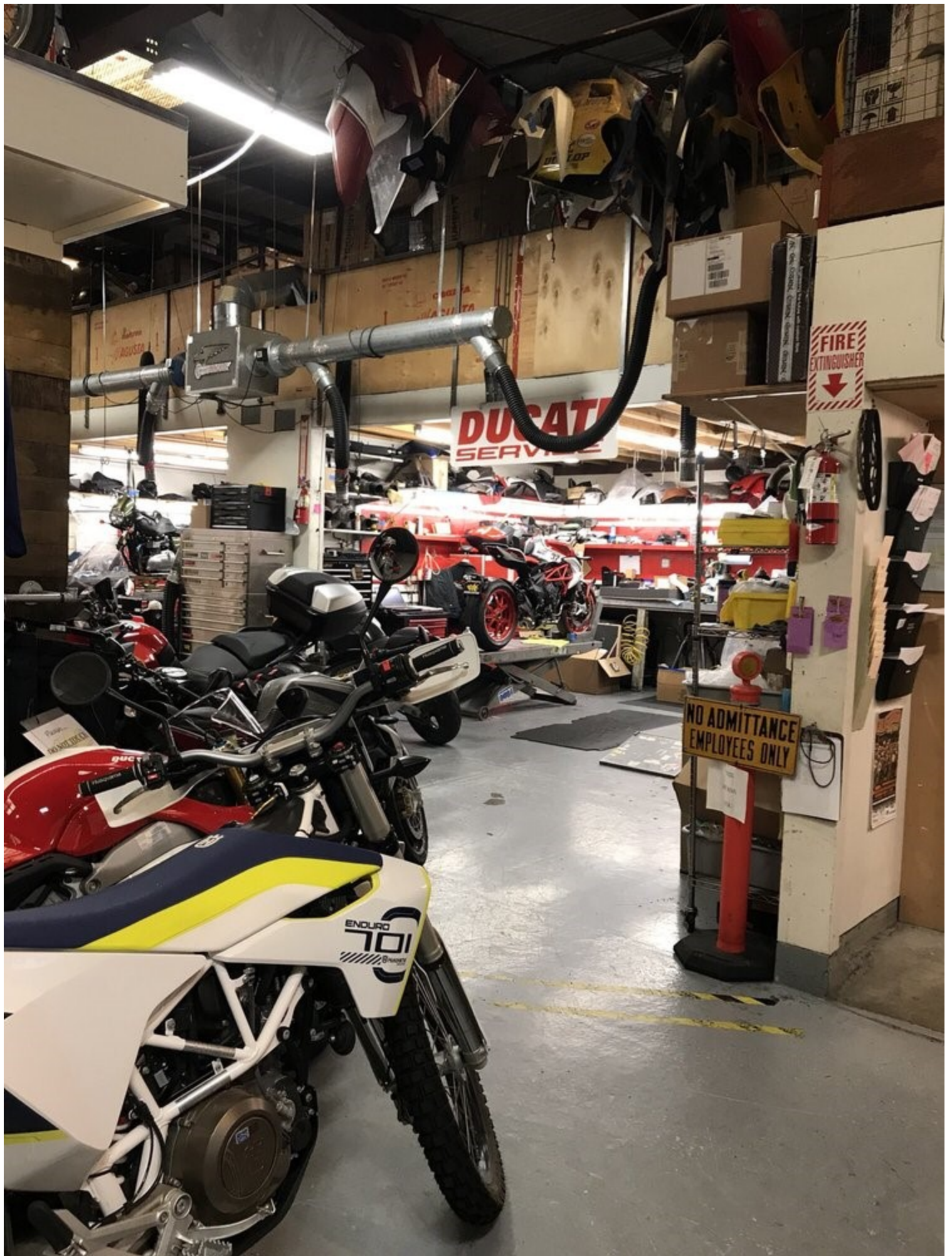






TRIUMPH







CALIFORNIA STATE BOARD OF EQUALIZATION

Seller's Permit

ACCOUNT NUMBER

7/71

SR BH 19-623754

THIS PERMIT DOES
NOT AUTHORIZE THE
HOLDER TO ENGAGE
IN ANY BUSINESS
CONTRARY TO LAWS
REGULATING THAT
BUSINESS OR TO
POSSESS OR OPERATE
ANY ILLEGAL DEVICE.

Munroe Motors
Munroe Motors, Inc.
412 Valencia St.
San Francisco, CA. 94102

L

No 80276

IS HEREBY AUTHORIZED PUR
TO ENGAGE IN THE BUSINESS OF SELLING TANGIBLE
PROPERTY AT THE ABOVE LOCATION

STATE BOARD OF EQUALIZATION

THIS PERMIT IS VALID UNTIL REVOKED OR
CANCELLED BUT IS NOT TRANSFERABLE

Not valid at any other location

BT-442-R REV. 5 (6-67)

DISPLAY CONSPICUOUSLY

AT THE PLACE OF BUSINESS FOR WHICH

SRBH 19-623754

A NEW DEALER



A new exclusive agency for Triumph and Ariel has just opened up in San Francisco. Operated by J. Munroe and his partner Julian Day, they are equipped to handle automobiles in trade on new and used motorcycles. The new location is at 2035 Divisadero Street in San Francisco, California.



Octane Lending Acquires
Motorcyclist And Bonnie MC
Titles



2020 Aprilia RSV4 1100
Factory MC Commute Review



2021 KTM 450 SMR
Supermoto First Look Pre

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MC GARAGE

2005-2006 MV Agusta F4 1000 S | SMART MONEY



By Ed Milich
June 19, 2012

It was the late 1990s and visionary designer Massimo Tamburini was on a roll. His masterpiece Ducati 916 had been released in '94 to a hailstorm of critical acclaim. Not content to rest on his laurels, _Il Maestro _whipped up the MV Agusta F4 as a dramatic encore. The 749cc four arrived in '98 in classic red-and-silver livery with an underseat organ-pipe quad exhaust and a single-sided swingarm. The F4 succeeded in re-establishing the MV Agusta brand after its purchase by Cagiva, Ducati's former parent company. Ferrari contributed to development of the engine, which featured hemispheric combustion chambers with radial valves. The F4 grew to a full liter in 2005 with the production F4 1000S. Output was a claimed 166 bhp.

San Francisco's Munroe Motors fielded an F4 1000 S in American Superbike races and at the Isle of Man TT. Technician Jamie Karrick (now with Bowman Motors) says the F4 1000 "crushes the 750cc version," and describes the engine as "bulletproof," adding that the valves rarely need adjustment. He recommends upgrading early F4s fitted with Nissin brakes to the Brembo radial master cylinder and calipers from the later models. He also relates that a Fast By Ferracci exhaust and computer chip add more power while improving throttle response.

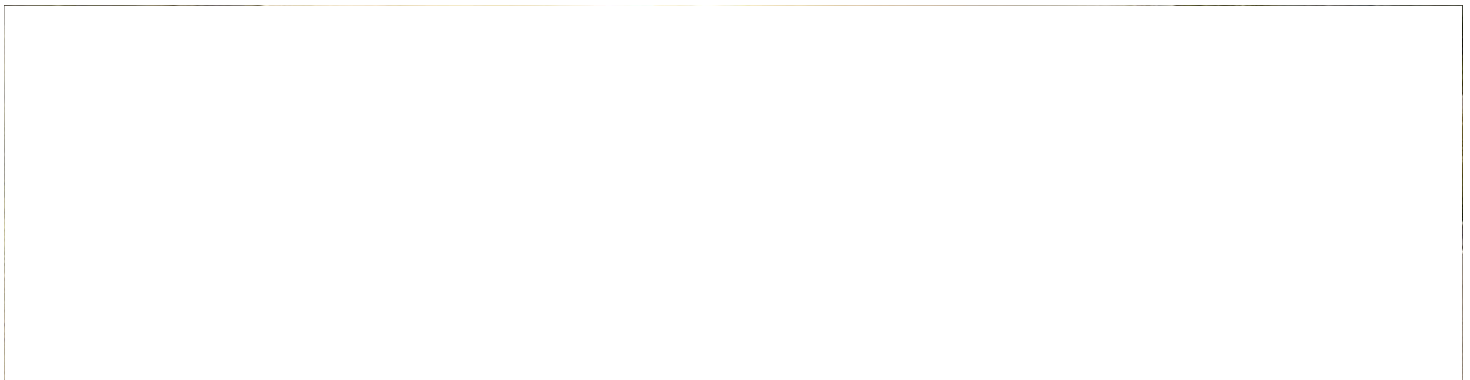
The F4 1000 is remarkably robust, but there are a few quirks to consider. The radiator can crack at its upper mount—look for telltale steam mist. High engine output and lean low-speed running can lead to overheating. Some owners have substituted a Microtec ECU for better fueling control. An upgraded aluminum fan and water pump impeller from Muzzy's helps, too. Also the airbox can split, which affects fueling.

ADVERTISING



As with other exotics, sourcing parts can be like negotiating a hostage release. And due to a sparse dealer network, securing service can mean a long-distance relationship. According to Munroe Motors Service Manager David Bottini, a full service every 15,000 miles takes 9 hours and costs \$1200. And pray that you never crash and need replacement body panels!

ADVERTISEMENT



Used F4 1000s can be found for a fraction of their original \$21,495 asking price. Expect to pay a premium for the special-edition AGO, named after racing great Giacomo Agostini. MC

Cheers

The Armani suit of motorcycles.

Jeers

Priced accordingly.

373-249E91D8-0398

Demo Models For Sale

Click Here (/default.asp?page=xClearanceInventory)



DEMO MODELS FOR SALE (/DEFAULT.ASP?PAGE=XCLEARANCEINVENTORY)

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925476394213831/)**

**(HTTPS://WWW.INSTAGRAM.COM/MUNROEMOTORS/) (415)
626-3496 (TEL:4156263496)**



About Us

Motorcycle Dealer Serving the San Francisco, CA Areas!

Munroe Motors is a conveniently located motorcycle dealer that serves the San Francisco, CA areas. You can trust your beloved motorcycle to our team for just about everything. We have everything from motorcycle parts for your repair needs to motorcycle gear and accessories to help you stay safe on the road.

Have you been browsing the San Francisco area for a reputable motorcycle dealer?



As an authorized dealer for Ducati, Triumph, MV Agusta, Moto Guzzi, and Husqvarna our focus has always been the very best in Italian and British two-wheeled machinery.

At Munroe Motors, we strive to build lasting relationships with our partners, employees, and customers while serving the recreational and travel community. Our team values are based on honesty, integrity, and service to the community.

If you're looking for a dependable place to buy or repair your **next motorcycle**

(<https://www.munroemotors.com/inventory/v1/>), Munroe Motors is one such place that puts your motorcycle needs above all others.

- Convenience - Close to home, your local dealer provides a wealth of knowledge regarding the product, as well as on-site inventory for you to tour and test drive prior to making your purchase.
- Relationships - Purchasing locally allows you to establish a relationship with your dealer representative providing you with the convenience of service and support when you need it.
- Service after the Sale - Many dealers put their purchasing customers first when it comes to getting your coach serviced. You will experience the value your local dealer can add to your purchase.
- Local Economy - Local purchases help to keep tax dollars and people at work in your community.

We take pride in our experience, knowledge and the customer service it produces. Our passion is to provide an excellent experience to our fellow motorcyclists, and we stand in the integrity of our work. Everybody at the shop is dedicated to motorcycles as a special part of our, and your lives.

Some of our successes over the years include:

- AMA National Road Race Champions, 2001, Pro-Thunder series, Ducati 748R.
- Isle of Man - Fastest U.S. Team in History & Silver Replica Winners, 2005, M.V. Agusta F4-1000R.
- Dealer awards: 3-times #1 U.S. Ducati Dealer, 3-times #2 U.S. Ducati Dealer, #1 U.S. Triumph Dealer, and #1 U.S. M.V. Agusta Dealer.



Munroe Motors is conveniently located in San Francisco, we are located and serve near the areas of Oakland, Burlingame, San Mateo, Sausalito, and Berkeley. **Contact us** (<https://www.munroemotors.com/contact-us>) for more information.



412 Valencia Street

San Francisco, CA 94103

PHONE: (415) 626-3496 (TEL:4156263496)

FAX: (415) 255-8389

STORE HOURS

Monday

Closed

Tuesday - Friday

9:00am - 6:00pm

Saturday

9:00am - 5:00pm

Sunday

Closed

FIND YOUR RIDE


NEW INVENTORY (/DEFAULT.ASP?PAGE=XNEWINVENTORY)

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GET A QUOTE (/GET-A-QUOTE-PRICING--XGET_QUOTE)

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([HTTPS://WWW.INSTAGRAM.COM/MUNROEMOTORS/](https://www.instagram.com/munroemotors/))  **ENEWS SIGN-UP** (/JOIN-OUR-MAILING-LIST--XNEWSLETTER)



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925476394213831/)****(HTTPS://WWW.INSTAGRAM.COM/MUNROEMOTORS/) (415)
626-3496 (TEL:4156263496)**

All the Best Brands in One Place

Munroe Motors is one of the top motorcycle dealers in the San Francisco, CA area. We have an amazing selection of the finest new and used motorcycles for you to enjoy. We invite you to our showroom, where you will find all your favorite makes and models, including Ducati's 2018 Panigale V4, the 2018 MV Augusta Dragster RR, and a complete offering of the Triumph Bonneville family. That's just the beginning of our huge selection!

What You'll Find Inside:

- Ducati: Diavel, Hypermotard, Monster, Multistrada, Scrambler, Panigale, SuperSport
- Husqvarna: 701 Enduro, 701 Supermoto, Svartpilen, Vitpilen
- Moto Guzzi: V7 III
- MV Agusta: Brutale, Dragster, F3 800
- Triumph: Bonneville, Thruxton, Scrambler, Street Twin, Street Triple, Tiger, Daytona, Bobber, Speedmaster, Rocket III

Browse Our Pre-Owned Inventory & New Inventory, Too!

If you know of just the bike you'd like, come to our new and used motorcycle dealership today to check it out and see it in person.

Assistance You Can Count On!



While you're browsing our showroom inventory, we welcome you to ask our professionals about any gear or accessories you're looking for to complement your new ride. We have more motorcycle knowledge than anyone else in the area. One of our accessories experts would be happy to help you throughout the process. You'll see why we're a leader in the Bay Area for motorcycle sales and accessories.

VIDEOS



Munroe Motors

<https://www.youtube.com/watch?v=gKi9gpmFscs>

Published on Aug 19, 2016

Posted by Munroe Motors



Munroe Motors San Francisco 94103

https://www.youtube.com/watch?v=lqtz5_IRVoI

Published on Dec 30, 2014

Posted by [GateListSF](#)

“Munroe Motors is San Franciscos oldest motorcycle shop, but that doesnt mean were outdated! We keep up with the latest models in European bikes, as we are an authorized dealer of Ducati, Husqvarna, Moto Guzzi, MV Agusta, Norton, and Triumph motorcycles. We have new and used motorcycles, as well as all of the parts, accessories, and apparel you need to have a safe and stylish ride. Our service department is second-to-none and all of our staff members are experienced riders. Munroe Motors provides you with the best in selection and service for European motorcycles. Stop by the shop today! Munroe Motors (415) 802-2910”

FEELING
SAD AND UGLY?



BUY A
MOTORCYCLE
AND JUST BE UGLY.



* MUNROEMOTORS

