



Legacy Business Registry Staff Report

Hearing Date: August 10, 2020

ROYAL MOTOR SALES

Application No.: LBR-2019-20-013
Business Name: Royal Motor Sales
Business Address: 285 South Van Ness Avenue
District: District 9
Applicant: Andy Hansen, Chief Operating Officer / General Manager
Nomination Date: October 17, 2019
Nominated By: Supervisor Hillary Ronen
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Royal Motor Sales was founded by Walter Anderson in 1947 and was incorporated in June 1956. Headquartered at 280 South Van Ness Avenue, the business sells and services Audi, Mazda, Volkswagen and Volvo vehicles. Walter Anderson grew up an orphan and came to San Francisco as a teenager looking for work on the Golden Gate Bridge. He did not end up working on the bridge but instead found work at a local body shop and started his career in the automotive business.

Royal Motor Sales originally started as a used car business and repair shop at 280 South Van Ness Avenue. In 1956, Walter acquired a Volvo franchise at the 280 South Van Ness Avenue location. The Volvo service and parts operations, some years later, moved to 1525 Howard Street. Walter Anderson operated the business until 1979 when his son-in-law, Michael Hansen, took over day to day operations. Michael continues to be active in the business and is currently the President.

Royal Motor Sales has been operating in San Francisco in the Mission District for well over half a century. Today, the Audi showroom is located at 300 South Van Ness Avenue, the Volvo showroom is at 285 South Van Ness Avenue and the Volkswagen and Mazda showrooms are at 280 South Van Ness Avenue. The body shop continues to be operated at 156 14th Street, and service and parts are at 1525 Howard Street. Royal Motors does not have any businesses outside San Francisco.

The business is located on the east side of South Van Ness Avenue between Erie and 14th streets in the Mission neighborhood.

CRITERION 1

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

Yes, Royal Motor Sales has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

280 South Van Ness Avenue from 1943 to Present (77 years).
165 14th Street from 1971 to Present (49 years).
1525 Howard Street from 1973 to Present (47 years).
285 South Van Ness Avenue from 1980 to Present (40 years).
300 South Van Ness Avenue from 1980 to Present (40 years).

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





CRITERION 2

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

Yes, Royal Motor Sales has contributed to the history and identity of the San Francisco.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- The business is associated with the craft of automobile repair.
- The three associated properties for the business have a Planning Department Historic Resource status codes of "C" (No Historic Resource).
- As a relatively small, family owned business, Royal Motor Sales does not attract much media coverage. A few years ago, the business was recognized in Automotive News as one of the oldest Volvo dealers in the country. Royal Motors has also been mentioned in numerous UCSF Benioff Children's Hospital publications for its support of various charity events. Royal motors received a commendation by UCSF Children's Hospital for all their years of service to the hospital. Royal Motor Sales has exceptional ratings of 4.5 out of 5 on Yelp from 17 reviewers and 4.9 out of 5 from Google Reviews from 395 reviewers. A majority of Royal Motors' clients are San Francisco residents.

CRITERION 3

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

Yes, Royal Motor Sales is committed to maintaining the physical features and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Royal Motor Sales qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- Sales and service of Audi, Mazda, Volkswagen and Volvo vehicles.
- A mission to work as a cohesive team and to be the best in every area of their business.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Automotive sales and services.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Royal Motor Sales currently located at 285 South Van Ness Avenue in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program

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Small Business Commission

Resolution No. _____

August 10, 2020

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Adopting findings approving the Legacy Business Registry application for Royal Motor Sales, currently located at 285 South Van Ness Avenue.

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

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

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

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

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

WHEREAS, at a duly noticed public hearing held on August 10, 2020, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Royal Motor Sales in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Royal Motor Sales.

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Physical Features or Traditions that Define the Business:

- Sales and service of Audi, Mazda, Volkswagen and Volvo vehicles.
- A mission to work as a cohesive team and to be the best in every area of their business.

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

- Automotive sales and services.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on August 10, 2020.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

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Legacy Business Registry

Application Review Sheet

Application No.: LBR-2019-20-013
Business Name: Royal Motor Sales
Business Address: 285 South Van Ness Avenue
District: District 9
Applicant: Andy Hansen, Chief Operating Officer / General Manager
Nomination Date: October 17, 2019
Nominated By: Supervisor Hillary Ronen

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

280 South Van Ness Avenue from 1943 to Present (77 years).
165 14th Street from 1971 to Present (49 years).
1525 Howard Street from 1973 to Present (47 years).
285 South Van Ness Avenue from 1980 to Present (40 years).
300 South Van Ness Avenue from 1980 to Present (40 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: February 18, 2020

Richard Kurylo
Program Manager, Legacy Business Program

Legacy Business Program
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Member, Board of Supervisors
District 9



City and County of San Francisco

HILLARY RONEN

October 17, 2019

Richard Kurylo, Legacy Business Program Manager
Legacy Business Program
San Francisco Office of Small Business
LegacyBusiness@sfgov.org

Dear Mr. Kurylo:

I am writing a Letter of Nomination in support of Royal Motor Sales joining the City's Legacy Business Program. In addition to fitting into the requirements necessary to become a Legacy Business, Royal Motor Sales has a unique and vibrant history with deep roots in San Francisco.

The founder of Royal Motor Sales, Walter Anderson, first came to San Francisco as a teenager looking for work on the Golden Gate Bridge. Unable to find work on the bridge, he settled for a stint at a local body shop – a decision that would lead him to a passionate, long and dedicated career in automobiles. Royal Motor Sales was founded in 1947 and Walter will be 100 years old on November 1. His grandson, Andy Hansen, first began working at Royal Motor Sales in 2003 and now serves as COO and General Manager.

Royal Motor Sales operates as an active community partner. The company has donated cars for Pride, participated in multiple charity events and serves as a resource for students considering work in the automotive industry. I believe their dedication to our community and city has been reflected in their actions.

It is also certainly worth noting that Royal Motor Sales utilizes a PDR space, and the preservation of these spaces is vital to our city's economy. We've always taken pride in our diversity of businesses here in San Francisco.

Royal Motor Sales is, and has always been, a family business. It has served the residents of San Francisco for decades, and I am thrilled to have the shop in my district. I strongly support their application to be declared a Legacy Business and it is my honor to submit this nomination on their behalf.

Best regards,

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

Supervisor Hillary Ronen
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:		
Royal Motor Sales		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Michael Hansen, Walter Anderson		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
285 S. Van Ness San Francisco, CA 94103		(415) 241-8100
		EMAIL:
		[REDACTED]
WEBSITE:	FACEBOOK PAGE:	YELP PAGE:
royalauto.com	Audi San Francisco	Royal Auto Group of San Francisco
APPLICANT'S NAME		
Andy Hansen		Same as Business
APPLICANT'S TITLE		
COO / GM		
APPLICANT'S ADDRESS:		TELEPHONE:
285 S. Van Ness Avl. San Francisco, CA 94103		[REDACTED]
		EMAIL:
		[REDACTED]
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
0001181		C0323090
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
280 South Van Ness Ave.	94103	1943
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATION	
<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	1943 to Current	

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
165 14th St.	94103	Start: 1971
		End: Current

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
1525 Howard St.	94103	Start: 1973
		End: Current

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
285 South Van Ness Ave.	94103	Start: 1980
		End: Current

OTHER ADDRESSES (If applicable)	ZIP CODE	DATES OF OPERATION
300 South Van Ness Ave.	94103	Start: 1980
		End: Current

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.

Name (Print):

Andy Hansen

Date:

7/27/19

Signature:



ROYAL MOTOR SALES

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.

Royal Motor Sales (“Royal Motors”) was founded by Walter Anderson in 1947 and was incorporated in June 1956. Headquartered at 280 South Van Ness Avenue, the business sells and services Audi, Mazda, Volkswagen and Volvo vehicles.

Walter Anderson grew up an orphan. As a teenager, he came to San Francisco looking for work on the Golden Gate Bridge. Walter did not end up working on the bridge but instead found work at a local body shop and started his career in the automotive business in San Francisco. Walter is still alive and in good health and turned 100 years old on November 1, 2019.

Royal Motor Sales originally started as a used car business and repair shop at 280 South Van Ness Avenue. In 1956, Walter acquired a Volvo franchise at the 280 South Van Ness Avenue location. The Volvo service and parts operations, some years later, moved to 1525 Howard Street.

Walter Anderson operated the business until 1979 when his son-in-law, Michael Hansen, took over day to day operations. Michael continues to be active in the business and is currently the President.

In the early 1980s, Michael acquired the Volkswagen franchise from Ron Greenspan and the Audi and Mazda franchises from Martin Swig.

Andy Hansen, Walter Anderson's grandson, started working at Royal Motor Sales in 2003 as a salesperson and is currently the Chief Operating Officer and General Manager.

Royal Motor Sales has been operating in San Francisco in the Mission District for well over half a century. Today, the Audi showroom is located at 300 South Van Ness Avenue, the Volvo showroom is at 285 South Van Ness Avenue and the Volkswagen and Mazda showrooms are at 280 South Van Ness Avenue. The body shop continues to be operated at 156 14th Street, and service and parts are at 1525 Howard Street. Royal Motors does not have any businesses outside San Francisco.

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

Royal Motor Sales has never ceased operations in San Francisco since it opened in 1947.

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

Royal Motor Sales is and always has been a family owned business. The establishment was founded by Walter Anderson in 1947 and was incorporated in June 1956. Walter operated the business until 1979 when his son-in-law, Michael Hansen, took over day to day operations. Michael continues to be active in the business and is currently the President. Andy Hansen, Walter Anderson's grandson, started working at Royal Motor Sales in 2003 as a salesperson and is currently the Chief Operating Officer and General Manager. Walter is still the owner of the business.

The ownership history of the business is as follows:

1947 to Present: Walter Anderson

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

Royal Motor Sales is a family owned business.

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.

Although the current ownership are the original owners, 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.

280 South Van Ness Avenue

The historic resource status of the building is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act. It was found to be ineligible for the National Register, California Register or local designation through survey evaluation.

300 South Van Ness Avenue

The historic resource status of the building is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act.

156 14th Street

The historic resource status of the building is classified by the Planning Department as Category C, No Historic Resource Present / Not Age Eligible, with regard to the California Environmental Quality Act. It was found to be ineligible for the National Register, California Register or local designation through survey evaluation.

1525 Howard Street

Royal Motor's service and parts departments are located in the same building the company's founder purchased back in the 1940s. The historic resource status of the building is classified by the Planning Department as Category A, Historic Resource Present, with regard to the California Environmental Quality Act. Through survey evaluation, it appears to be eligible for the National Register as a contributor to the Western SOMA Light Industrial and Residential Historic District.

CRITERION 2

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

Royal Motor Sales has been serving the community since it opened its doors in the 1940s. Royal Motors provides a place for San Francisco residents to purchase new cars and maintain them without having to leave the city. It is one of only six new car dealerships still operating in San Francisco. Royal Motors also offers the following services:

1. Financing through several financial institutions.
2. Complimentary appraisals for pre-owned cars.
3. Collision repair services.
4. Detail services.
5. Windshield repair.
6. Wholesale parts to independent body shops and repair centers all over San Francisco.
7. Accessory and apparel sales.

Royal Motor Sales treats the needs of each individual customer with paramount concern. They know that customers have high expectations, and as a car dealer they enjoy the challenge of meeting and exceeding those standards each and every time.

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

Royal Motors has participated in all kinds of community events in San Francisco. In years past, the business lent cars for the San Francisco Pride Parade. It has also participated in charity events for several San Francisco based nonprofits, including Larkin Street Youth Services, Children of Shelters, Boys & Girls Clubs of San Francisco, Tipping Point Community, The Guardsmen, Project Wreckless and UCSF Benioff Children's Hospital. Last year, Royal Motors worked on developing a partnership with the Boys & Girls Clubs of San Francisco to serve as a resource for students looking to join the automotive industry. Andy Hansen and his service and parts director gave a presentation to students to create awareness about the job opportunities

available at car dealerships that are good paying and do not require a college degree. Royal Motors continues to look for ways to employ San Francisco residents by partnering with community organizations like the Boys & Girls Club.

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

As a relatively small, family owned business, Royal Motor Sales does not attract much media coverage. A few years ago, the business was recognized in Automotive News as one of the oldest Volvo dealers in the country. Royal Motors has also been mentioned in numerous UCSF Benioff Children's Hospital publications for its support of various charity events. Royal motors received a commendation by UCSF Children's Hospital for all their years of service to the hospital. Royal Motor Sales has exceptional ratings of 4.5 out of 5 on Yelp from 17 reviewers and 4.9 out of 5 from Google Reviews from 395 reviewers. A majority of Royal Motors' clients are San Francisco residents.

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

The business has numerous well-known customers including Marc Benioff (the founder, chairman and co-CEO of Salesforce), San Francisco business owners, Golden Gate Warriors players, San Francisco Giants players, coaches from San Francisco's professional sports teams, etc.

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

As mentioned above, Royal Motor Sales has been giving back to the community for decades by partnering with many local San Francisco charities. As an example, for the past nine years, the business has been hosting an annual back to school event for children living at UCSF Benioff Children's Hospital. The Royal Motors team brings backpacks filled with school supplies to every child living at the hospital. In addition, last year the business donated a percentage of its sales to the Child Life program at UCSF Benioff Children's Hospital. The dealership has also collected toys that are given to the kids during the holiday season.

Andy Hansen also chairs the San Francisco Auto Jobs Alliance, which consists of the car dealerships in San Francisco. The purpose of the group is to work with city organizations to identify ways to employ San Francisco residents in dealership jobs.

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

Royal Motor Sales has been located in the Mission District since it was founded. The clients are mainly made up of local San Francisco residents and neighbors.

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

300 South Van Ness

Completed in 2015, the vertical showroom for Audi San Francisco provides a juxtaposition of perforated aluminum cladding with large expanses of bid-friendly glass. Display showrooms on the upper floors and an open and occupiable roof sit level with an adjacent elevated freeway, celebrating the few opportunities in which cars fly above the urban streets below.

1525 Howard Street

Built in 1920, this building is a historic resource recognized by the Western SoMa Light Industrial & Residential Historic District. Made of concrete, the building still has rail lines within the building envelope from its initial use as a streetcar repair facility. The building also features open interiors, large steel-sash industrial windows, and roll-up metal garage doors along the primary and secondary facades.

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

Royal Motor Sales employs close to 150 people, many of whom live in San Francisco. These San Francisco residents would be forced to look for other jobs, possibly outside San Francisco, if Royal Motor were to close. There are only six remaining new car dealerships in San Francisco; if Royal Motors were to go out of business, San Francisco residents would be more likely to have to leave the city to get their car serviced or to buy a new car. Also, due to the high price of new cars, the business generates a lot of tax revenue for the city that would be otherwise lost.

CRITERION 3

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

Royal Motor Sales sells and services Audi, Mazda, Volkswagen and Volvo vehicles, as well as used cars. The business also sells parts to independent repair shops, mainly in San Francisco. Royal Motor's business model has always been heavily weighted towards the repair side of the business. The service and parts operation has staff totaling 100 while sales has roughly 25 employees. The dealership employs over 50 auto mechanics, and they maintain and repair close to 140 cars per day.

The mission of Royal Motor Sales is to work as a cohesive team and to be the best in every area of their business. They accomplish this by relentlessly earning their customers' loyalty by exceeding their expectations and creating world class experiences.

The core values of Royal Motors are the pillar of their mission statement. They form the rock-solid foundation that guides their individual and collective actions:

- Integrity – We will always strive to do the right thing. Our commitment to the truth is unwavering.
- Teamwork – The good of the team comes before personal pride, comfort level, or agenda of any one person. When we work as a team and trust and respect one another, we can all achieve at a much higher level.

- Attention to Detail and Accountability – We will become brilliant in the basics and commit to doing the ordinary things extraordinarily well. A personal choice rise above one's circumstances and demonstrate the ownership necessary for achieving key results: To see it, own it, solve it, and do it. Doing it right the first time is not our goal, but our standard. We will hold ourselves responsible for this attention to detail in all of our duties.
- Continuous Improvement – We constantly seek growth and innovation. Every day we keep our egos in check in order to seek out and improve upon areas of opportunity within ourselves and our team.
- Commitment to Customer Enthusiasm and Urgency – Every day we recommit ourselves to exceeding the customer's expectations. We will serve one another and customers with urgency because later is too late.
- Personal Growth – We will work as hard on ourselves as we do on our job, because our business will get better when we get better.
- Fun – Fun is key to an enjoyable workplace. It encourages energetic contributions from our team members and creates an upbeat an environment for our internal and external customers that helps differentiate us from the competition.

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)

Although Royal Motor Sales is a new car dealership, the business services cars of all ages. They routinely help clients repair and maintain cars that are 20+ years old. While the business maintains this tradition of repairing older cars and selling older pre-owned cars, they are also proud to partner with brands that are progressive and embracing of the new electric technology. Volkswagen, for example, has invested roughly \$18 billion in electric vehicles, which will help reduce the carbon footprint of cars.

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.).

Royal Motor Sales remains largely unchanged since opening in the 1940s. The business consists of several working and functioning neighborhood auto sales and auto repair facilities. The exterior of the biggest facility – service and parts – is the same as it was when it opened.

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.

N/A

280 South Van Ness Ave.











165 14th St.



ROYAL AUTOMOTIVE
GROUP
BODY SHOP



TRIC

AUTO
ELECTRIC

159

165
14th

©2014 Google



Audi



mazda

ROYAL AUTOMOTIVE GROUP

BODY SHOP

415.241.8100



165
14TH



NO
SMOKING
NO
OPEN
FLAMES
NO
EATING
OR
DRINKING
2012-2014



1525 Howard St.







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

Primary # _____
HRI # _____
Trinomial _____
CHR Status Code: _____
Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3 Resource Name or #: (Assigned by recorder) 160 KISSLING ST

P1. Other Identifier: 1525 HOWARD ST

*P2. Location: Not for Publication Unrestricted

*a. County: San Francisco

*b. USGS Quad: San Francisco North, CA Date: 1995

c. Address: 160 KISSLING ST City: San Francisco ZIP 94103

d. UTM Zone: Easting: Northing:

e. Other Locational Data: Assessor's Parcel Number 3516 044

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

160 Kissling Street is located on an irregular lot with 100' of frontage on the north side of Kissling Street, between 11th and 12th streets. Built circa 1920, 160 Kissling Street is a 1-story, steel frame industrial building designed in the Industrial style. The rectangular-plan building, clad in corrugated metal, is capped by a gable roof. The foundation is concrete.

The primary façade faces south on Kissling Street. Typical fenestration consists of continuous bands of industrial steel-sash windows, some of which have been painted over. The primary entrance fronts on 12th Street and features a roll-up metal door. A massive corrugated metal enclosure projects over 12th Street and opens into the building interior.

Another primary façade faces west and is addressed as 1525 Howard Street. It features painted corrugated metal siding and painted industrial steel-sash windows. Entrances include flush metal doors and a roll-up metal garage door. (continued)

*P3b. Resource Attributes: (List attributes and codes) HP8. Industrial Building

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

P5a. Photo



P5b. Description of Photo:

South façade on 12th Street.
11/6/2007

*P6. Date Constructed/Age:

Historic Prehistoric Both

ca. 1920 (Sanborn maps)

*P7. Owner and Address

ANDERSON FAMILY TRUST
% WALTER F ANDERSON
285 S VAN NESS AVE
SAN FRANCISCO CA 94103

*P8. Recorded By:

Page & Turnbull, Inc. (CB)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded: 6/29/2009

*P10. Survey Type:

Reconnaissance

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

Eastern Neighborhoods SOMA Survey

*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):

Page 2 of 3

Resource Name or #: (Assigned by recorder) 160 KISSLING ST

*Recorded By: Page & Turnbull, Inc. (CB)

*Date Recorded: June 2009

Continuation Update

*P3a: Description (continued):

The building appears to be in fair condition.



West façade of 1525 Howard Street (alternate address of 160 Kissling Street).
Source: Page and Turnbull

Page 3 of 3

Resource Name or #: (Assigned by recorder) 160 KISSLING ST

*Recorded By: Page & Turnbull, Inc. (CB)

*Date Recorded: June 2009

Continuation Update



East façade of 160 Kissling Street.
Source: Page and Turnbull



East façade of 160 Kissling Street (far north portion of building).
Source: Page and Turnbull

285 South Van Ness Ave.







300 South Van Ness Ave.







Dealership Kept Its Heart in San Francisco

Running a dealership in California's famous city comes with challenges, but Andy Hansen is up to the job.

Tom Beaman | Apr 18, 2013

The San Francisco Bay area is a robust auto market that recorded a 28% increase in light-vehicle registrations from 2011 to 2012, according to the California New Car Dealers Assn.

Still, operating a dealership, or any business for that matter, in the region poses its own set of problems, including "high rents, regulatory burdens and the rising cost of worker's compensation insurance and employee-health plans," former San Francisco Mayor Gavin Newsom once said.

That business climate, along with an auto market that has seen a seismic shift away from domestic brands, has taken its toll on dealers who once called San Francisco home.

"There used to be a very large auto row on Van Ness Ave. with a dozen or more dealerships, but there are substantially fewer than that now," CNCDA President Brian Maas says, referring to a north-south thoroughfare.

A Van Ness Avenue dealership that has not only survived but flourished is Royal Motor Sales, which operates Volkswagen, Audi, Mazda and Volvo stores.

Its chief operating officer is Andy Hansen, 38, a third-generation dealer who joined the company in 2003 as a Volvo salesman.

He later graduated from the National Automobile Dealers Assn.'s dealer-academy program.

"My grandpa, Andy Anderson, came to California as an orphan when he heard that there was work on the Golden Gate Bridge," Hansen says. "He ended up not working on the bridge, but found work sweeping floors."

The patriarch, 93, started Royal Motor in 1947 as a used-car store with a body shop. Volvo awarded him a franchise in 1956. He now lives in Napa, north of San Francisco.

Michael Hansen, Andy Anderson's son-in-law and Andy Hansen's father, took over the dealership in 1979. He added the Audi, VW, and Mazda franchises in the early 1980s.

The Stanford University and University of California-Berkeley graduate is a former bank vice president. He now is president of the dealership group, which ranks No.135 on the *WardsAuto Dealer 500*.

Hansen says sales have increased significantly in the past three years, growing from an average of 120 new and used units a month in 2009 to 250 last year. The group set an all-time record of 290 sales in December. It posted \$120 million in revenue in 2012.

Royal's balance sheet and commitment to stay in the city are reinforced by the fact that Hansen's family owns most of the dealership's real estate.

Because of San Franciscans' preference for smaller cars, VWs are Royal's best sellers, with an average of 80 units going out the door each month. After that, it's Audi (50 per month, on average), Mazda (35), Volvo (20) and 40 used cars.

"One of the most exciting products on the horizon is the Audi Q3," Hansen says. "Our customers in San Francisco tend to like smaller cars. I think it's going to be extremely popular."

"We track everything because if we don't, we can't improve," he says. "Just like a baseball player, you can tell what to adjust to do better. We always want to know where we stand in terms of the competition and how we stack up against each other internally."

Each member of Hansen's sales staff gets a weekly report card showing customer-satisfaction scores, sales vs. goals, appointments logged and closing ratios. Technicians are tracked by "flag" hours, efficiency scores and fix-it-right-the-first-time metrics. A top technician at Royal can earn more than \$100,000 a year.

With 45 technicians and a 60,000-sq.-ft. (5,574 sq.-m) service facility, the dealership can service up to 150 vehicles a day, Hansen says. "Our technicians are some of the best in the country and have consistently been selected to compete in national and international tech challenges."

Hansen will open a multi-million-dollar 20,000-sq.-ft. (1,858-sq.-m) Audi store across from its current location next year. The 3-story facility will have rooftop parking and a vehicle elevator. Parking is at a premium in San Francisco.

Since adding a second body shop location in 2010, Hansen says that department's sales and gross profit have doubled.

Other investment plans include adding four floors to the service building to create even more parking and service bays. Royal currently spends more than \$60,000 per month to store 600 cars off-site.

Six-figure wages and a dearth of parking are just two of the realities dealers face when operating in any major city. Customers also may perceive that an urban dealership will have high overhead and skimpy inventory. But Hansen says Royal is competitive.

“It is more costly to do business in San Francisco, but our car prices are definitely not any higher because we have to be competitive with other dealerships,” he says. “With most of the business being done online, the price is pretty transparent.” Sixty percent of Royal’s sales originate with Internet leads.

Still, Hansen must battle the perception that downtown dealers are uncompetitive. He says seven out of 10 vehicle buyers who live in San Francisco purchase cars in the suburbs. “Our goal is to get those seven customers to give us a chance.”

To stand out, Hansen offers services that are tailored specifically to his professional clientele.

That includes encouraging customers to use the store’s service app to schedule appointments online. “Once they do that, we can usually get them in that day or the next,” Hansen says.

Royal also reimburses customers up to \$20 for cab fare instead of having them use a shuttle, which may make several stops before it reaches the client’s destination.

“The cabs are lined up outside the shop every morning,” Hansen says.

“It’s all about being flexible and understanding that the person who’s working in a law firm or in the financial district is different from a family shopping at a suburban auto mall at the weekend,” says Maas of the CNCDA. “To Andy’s credit, they’ve adapted to their local market.”

For the past two years, Royal Motor Sales has held a benefit for the UC-San Francisco’s Benioff Children’s Hospital. The events raised a total of \$50,000.

“We try to get very involved in the community,” Hansen says. “That has helped us retain a lot of the customers who live in the city and give us a shot at their business.”

Bolstered by \$80,000 to \$100,000 in ad spending every month, Hansen positions Royal as San Francisco’s hometown dealer with deep community roots.

In exchange for appearing in its ads, Royal’s Audi San Francisco dealership provides cars to members of the World Series Champion San Francisco Giants, including pitcher Matt Cain and outfielder Angel Pagan.

“Audi has been really hot, the Giants have been really hot, so the timing of putting those two together was great,” says Hunter Elkins, owner of Elkins Retail Advertising, which handles Royal’s account.

“When the players are seen driving an Audi from the only Audi dealership in San Francisco, you can put two and two together and say that’s really good for our brand image,” he says.

The players’ favorite Audi? The R8 supersports car.



University of California
San Francisco

April 6, 2011

Event to Benefit Art Therapy at UCSF Benioff Children's Hospital

By Kate Vidinsky

The poster features a vibrant, multi-colored background with the text 'art WITH A heart' in a playful, multi-colored font. Below the title, it lists event details for a benefit art sale and auction for the UCSF Benioff Children's Hospital Art Therapy Program. The event is scheduled for Thursday, April 7, 2011, from 6:00 PM to 8:00 PM, with cocktails and hors d'oeuvres. The location is Royal Motor Sales at 280 South Van Ness Avenue, San Francisco. The event is sponsored by Royal Motor Sales. Contact information for RSVP is provided, including an email address and a phone number. A photograph of a young girl painting a handprint is included, with a caption identifying her as Patient and Artist Sophia Kim (7 years).

art WITH A heart

A BENEFIT ART SALE & AUCTION FOR



UCSF Benioff Children's Hospital

ART THERAPY PROGRAM

THURSDAY, APRIL 7, 2011
6:00PM - 8:00PM
COCKTAILS & HORS D'OEUVRES

ROYAL MOTOR SALES
280 SOUTH VAN NESS AVENUE
SAN FRANCISCO

SPONSORED BY



R5VP
SPECIALEVENTS@UCSFMEDCTR.ORG
OR (415) 476-6400

Patent and Artist Sophia Kim (7 years)

WHAT: UCSF Benioff Children's Hospital is holding its first annual "Art with a Heart" benefit, featuring a collection of art created by young hospital patients, some of whom will be on hand to talk with media about their work.

All proceeds from the special art sale and auction will go toward the hospital's art therapy program. Sponsored by Royal Motor Sales of San Francisco, the event will include cocktails, hors d'oeuvres and the unique kid-created art gallery, with some pieces developed specifically for the evening.

The art therapy program at UCSF Benioff Children's Hospital provides a creative process for children and their families to communicate and better cope with their hospital experience. Art therapy offers a means for patient engagement, expression, and an increased understanding of the emotional impact of illness and medical treatment.

WHEN:

Thursday, April 7, 2011, 6-8 p.m.

WHERE:

Royal Motor Sales
280 South Van Ness Avenue, San Francisco

WHO:

- Andy Hansen, COO, Royal Motor Sales
- Mark Laret, CEO, UCSF Medical Center, UCSF Benioff Children's Hospital
- Kim Scurr, Interim Executive Director, UCSF Benioff Children's Hospital
- Suzanne Yau, Art Therapist, UCSF Benioff Children's Hospital
- Patient Artists and Their Families

CONTACT:

Media interesting in covering the event must RSVP to Kate Vidinsky at kate.vidinsky@ucsf.edu or 415-476-3024.

In grateful recognition of

**Royal Automotive
Group**

proud supporter of
**UCSF Benioff
Children's Hospital**

Filing Date: February 5, 2019
Case No.: 2020-003295LBR
Business Name: Royal Motor Sales
Business Address: 285 South Van Ness Avenue
Zoning: PDR-1-G (Production, Distribution & Repair General) Zoning District
58-X Height and Bulk District
Block/Lot: 3530/018
Applicant: Andy Hansen, Chief Operating Officer / General Manager
285 South Van Ness Avenue
San Francisco, CA 94103
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org

BUSINESS DESCRIPTION

Royal Motor Sales was founded by Walter Anderson in 1947 and was incorporated in June 1956. Headquartered at 280 South Van Ness Avenue, the business sells and services Audi, Mazda, Volkswagen and Volvo vehicles. Walter Anderson grew up an orphan and came to San Francisco as a teenager looking for work on the Golden Gate Bridge. He did not end up working on the bridge but instead found work at a local body shop and started his career in the automotive business.

Royal Motor Sales originally started as a used car business and repair shop at 280 South Van Ness Avenue. In 1956, Walter acquired a Volvo franchise at the 280 South Van Ness Avenue location. The Volvo service and parts operations, some years later, moved to 1525 Howard Street. Walter Anderson operated the business until 1979 when his son-in-law, Michael Hansen, took over day to day operations. Michael continues to be active in the business and is currently the President.

Royal Motor Sales has been operating in San Francisco in the Mission District for well over half a century. Today, the Audi showroom is located at 300 South Van Ness Avenue, the Volvo showroom is at 285 South Van Ness Avenue and the Volkswagen and Mazda showrooms are at 280 South Van Ness Avenue. The body shop continues to be operated at 156 14th Street, and service and parts are at 1525 Howard Street. Royal Motors does not have any businesses outside San Francisco.

The business is located on the east side of South Van Ness Avenue between Erie and 14th streets in the Mission neighborhood. It is within a C-3-G (Downtown General) Zoning District and 120-R-2 Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1947.

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

Yes. Royal Motor Sales qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Royal Motor Sales has operated continuously in San Francisco for 73 years, has significantly contributed to the history and identity of the neighborhood.
- ii. Royal Motor Sales has contributed to the history and identity of the San Francisco.
- iii. Royal Motor Sales 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 craft of automobile repair.

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

No.

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

No. The three associated properties for the business have a Planning Department Historic Resource status codes of "C" (No Historic Resource).

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

No.

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

Yes. As a relatively small, family owned business, Royal Motor Sales does not attract much media coverage. A few years ago, the business was recognized in Automotive News as one of the oldest Volvo dealers in the country. Royal Motors has also been mentioned in numerous UCSF Benioff Children's Hospital publications for its support of various charity events. Royal motors received a commendation by UCSF Children's Hospital for all their years of service to the hospital. Royal Motor Sales has exceptional ratings of 4.5 out of 5 on Yelp from 17 reviewers and 4.9 out of 5 from Google Reviews from 395 reviewers. A majority of Royal Motors' clients are San Francisco residents.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 285 South Van Ness Avenue
- 300 South Van Ness Avenue
- 156 14th Street

Recommended by Applicant

- Sales and service of Audi, Mazda, Volkswagen and Volvo vehicles

- A mission to work as a cohesive team and to be the best in every area of their business

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MARCH 18, 2020

Case No.: 2020-003295LBR
Business Name: Royal Motor Sales
Business Address: 285 South Van Ness Avenue
Zoning: PDR-1-G (Production, Distribution & Repair General) Zoning District
58-X Height and Bulk District
Block/Lot: 3530/018
Applicant: Andy Hansen, Chief Operating Officer / General Manager
285 South Van Ness Avenue
San Francisco, CA 94103
Nominated By: Supervisor Hillary Ronen
Located In: District 9
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@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

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR ROYAL MOTOR SALES CURRENTLY LOCATED AT 285 SOUTH VAN NESS AVENUE, BLOCK/LOT 3530/018.

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 March 18, 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 Royal Motor Sales 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 Royal Motor Sales.

Location(s):

- *285 South Van Ness Avenue*
- *300 South Van Ness Avenue*
- *156 14th Street*

Physical Features or Traditions that Define the Business:

- *Sales and service of Audi, Mazda, Volkswagen and Volvo vehicles*
- *A mission to work as a cohesive team and to be the best in every area of their business*

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 2020-003295LBR to the Office of Small Business March 18, 2020.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: