

Legacy Business Registry Staff Report

HEARING DATE MAY 13, 2019

CALIFORNIA CHOPPERS

Application No.: LBR-2018-19-049
Business Name: California Choppers
Business Address: 1490 Howard Street
District: District 6
Applicant: Wayne Hodges, Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

Steve Nelson and Gary Couch open California Choppers in 1975 on Valencia Street in the Mission District as a small, locals-only storefront shop under the name Frisco Choppers. The shop began by mostly selling used parts for the Harley-Davidson motorcycle rider. The business changed locations, names and ownership several times. Through these transitions, California Choppers maintained its essence while evolving into a San Francisco institution. California Choppers was original called Frisco Choppers.

When current owners Wayne and Ron purchased the shop, the business was struggling. They have spent a lot of time and effort expanding the shop and service. Previously, the business resembled a hobby shop and biker hangout, and now it is a profitable enterprise. Physically, the store looks very much as it did in 1992, which demonstrates how steadfast Wayne and Ron are to the values that make California Choppers unique.

California Choppers is known for its impressive inventory and inventory management system. The shop carries almost anything that enthusiasts would need to get their bikes working and upgraded. This is unique in an industry that leans to online and mail order business models. In addition to parts and service, California Choppers also carries high-quality used bikes, a wide range of riding accessories and a full line of California Choppers Clothing.

The business is located on the northwest corner of Howard and 11th streets in the South of Market neighborhood. It is within a WMUG (Western SoMa Mixed Use-General) Zoning District.

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





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

375 Valencia Street from 1975 to 1989 (14 years)
3235 3rd Street from 1989 to 1994 (5 years)
135 10th Street from 1994 to 2000 (6 years)
1490 Howard Street from 2000 to Present (19 years)

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

Yes, the applicant has contributed to the SoMa neighborhood's history and identity.

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:

- California Choppers is associated with the craft of motorcycle mechanics.
- California Choppers has contributed to the history and identity of San Francisco and the South of Market neighborhood.
- The property is eligible for, but not listed on, the California Register. The property has a Planning Department Historic Resource status of "A" (Known Historic Resource) because of its survey rating (5S3). The property is within the Western SoMa Light Industrial and Residential Historic District developed primarily between the years 1906 and ca. 1936 and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significance: 1906-1936.
- The business is well known within the industry and has been referenced in several trade publications including Horse Backstreet Choppers magazine, Barnett's Magazine and several Japanese magazines. Most notably, California Choppers was featured in a Jesse James special on Discovery Channel titled "History of the Chopper" about 8 years ago. Two bikes from California Choppers were features in the special.

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

Yes, California Choppers is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that California Choppers 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.





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Physical Features or Traditions that Define the Business:

- Inventory of motorcycle parts and service.
- Custom bikes, fabrication, motor builds, and paint.
- High quality used bikes.
- Riding accessories.
- California Choppers clothing.
- Harley-Davidson repair.
- Sign.

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.

- Motorcycle store.

STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include California Choppers currently located at 1490 Howard Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE MAY 13, 2019

CALIFORNIA CHOPPERS

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2018-19-049
Business Name: California Choppers
Business Address: 1490 Howard Street
District: District 6
Applicant: Wayne Hodges, Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR CALIFORNIA CHOPPERS, CURRENTLY LOCATED AT 1490 HOWARD STREET.

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 May 13, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes California Choppers 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 California Choppers:

Physical Features or Traditions that Define the Business:

- Inventory of motorcycle parts and service.
Custom bikes, fabrication, motor builds, and paint.
High quality used bikes.
Riding accessories.
California Choppers clothing.
Harley-Davidson repair.
Sign.

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

- Motorcycle store.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on May 13, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

Ayes -
Nays -
Abstained -
Absent -





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OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2018-19-049
Business Name: California Choppers
Business Address: 1490 Howard Street
District: District 6
Applicant: Wayne Hodges, Owner
Nomination Date: March 28, 2019
Nominated By: Supervisor Matt Haney

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

375 Valencia Street from 1975 to 1989 (14 years)
3235 3rd Street from 1989 to 1994 (5 years)
135 10th Street from 1994 to 2000 (6 years)
1490 Howard Street from 2000 to Present (19 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: April 3, 2019

Richard Kurylo
Program Manager, Legacy Business Program



Member, Board of Supervisors
District 6



City and County of San Francisco

MATT HANEY

March 28, 2019

Regina Dick-Endrizzi, Director
San Francisco Small Business Commission
1 Dr. Carlton B. Goodlett Place, Room 110

Dear Director Dick-Endrizzi,

I am honored to have the privilege of nominating California Choppers, located at 1490 Howard Street in SOMA, for San Francisco's Legacy Business Program.

California Choppers has a 40 year legacy in the city of San Francisco and has been at its current location operating under its current name for 20 years. California Choppers also holds the title of the only one-stop shop for Harley Davidson repair in all of San Francisco, offering high-quality service and parts to motorcycle enthusiasts from all over California.

Please contact Wayne Hodges, 415-585-5770, CAChoppers@earthlink.net, to inform them of their nomination.

Thank you for your consideration,

Matt Haney

A handwritten signature in blue ink, appearing to read "Matt Haney", with a long horizontal stroke extending to the right.

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:		
CALIFORNIA CHOPPERS		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
WAYNE HODGES		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1490 HOWARD ST. S.F. CA. 94103	(415) 431-8181	
	EMAIL:	
	CACHOPPERS@EARTHLINK.NET	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
WWW.CALIFORNIACHOPPERS.COM		

APPLICANT'S NAME	
WAYNE HODGES	<input type="checkbox"/> Same as Business
APPLICANT'S TITLE	
OWNER	
APPLICANT'S ADDRESS:	TELEPHONE:
██████████ ██████████ ██████████ ██████████ ██████████ ██████████	████████████████████
	EMAIL:

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

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
FRISCO CHOPPERS - 375 VALENCIA ST. S.F. CA.	94103	1975
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	1975 to 1989	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
FRISCO CYCLE CENTER 3235 3RD ST. S.F. CA.	94124	Start: 1989 End: 1994

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
FRISCO CYCLE PARTS 135 10TH ST. S.F. CA.	94103	Start: 1994 End: 2000

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
CALIFORNIA CHOPPERS 1490 HOWARD ST. S.F. CA.	94103	Start: 2000 End: 2017 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:

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):

BON AIR LLC

Date:

7-6-17

Signature:

CALIFORNIA CHOPPERS

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 businesses' founding and or headquarters location) and the opening dates and all locations.

Home of the Frisco-Style Chopper, California Choppers, presently located at 1490 Howard Street, is the culmination of over 40 years of motorcycle history. The business originally started in 1975 on Valencia Street in the Mission District as a small, locals-only storefront shop under the name Frisco Choppers.

The shop had humble beginnings mostly selling used parts for the Harley-Davidson motorcycle rider. What began as a small informal business in the '70s evolved into a San Francisco legacy for both the weekend rider and the diehard enthusiast. The business changed locations, names and ownership several times. Through these transitions, California Choppers maintained its essence while evolving into a San Francisco institution.

California Choppers was original called Frisco Choppers and was started by Steve Nelson and Gary Couch. It was located at 375 Valencia Street.

In 1989, ownership of the business transitioned to Steve Nelson solely. He moved the business to 3235 3rd Street and renamed the business Frisco Cycle Center.

In 1994, Wayne Hodges bought the business. He moved it to 135 10th Street and renamed it Frisco Cycle Parts. In 1998, Ron Aiello came on board as a co-worker, and the business was renamed again to its current name of California Choppers.

In 1999, California Choppers moved to its current location of 1490 Howard Street, an 8,000 square foot space at the corner of 11th Street.

Current owners Wayne and Ron spent a lot of time and effort expanding the shop and service. When they purchased it, the business was struggling. It resembled more of a hobby shop and biker hangout than a well-functioning organization. Wayne and Ron ran the business like a business and turned the Frisco Choppers hobby shop into the profitable enterprise California Choppers is today. Physically, the store looks very much as it did in 1992, which demonstrates how steadfast Wayne and Ron are to the values that make California Choppers unique.

What sets California Choppers apart from other stores is their impressive inventory and inventory management system. The shop carries almost anything that enthusiasts would need to get their bikes working and upgraded. This is unique in an industry that leans to online and

mail order business models. With this admittedly old school system, Ron can ensure that the parts are compatible for the particular bike and the rider can leave the shop that day and be ready for their next motorcycle adventure.

In addition to parts and service, California Choppers also carries high-quality used bikes, a wide range of riding accessories and a full line of California Choppers Clothing.

The business, though remaining profitable for a number of years, is not immune to the pressure of the current real estate crisis. With commercial rents rising at similar rates to residential, there is increased uncertainty about what the future will hold.

b. Describe any circumstances that required the business to close for more than six months.

California Choppers has provided continuous service to the community as long as it has been in business.

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

California Choppers is not a family-owned business.

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

The business was originally started by Steve Nelson and Gary Couch. Wayne Hodges was an employee under Steve and Gary. When Steve and Gary were ready to retire, Wayne offered to purchase the business from them. Before he purchased it, he made sure that he had the blessings of the original owners to make some changes he thought were essential in order to improve the organization. Although Gary Couch passed away several years ago, Wayne is still in contact with Steve Nelson.

A history of the business ownership is as follows:

1975 to 1989:	Steve Nelson and Gary Couch
1989 to 1994:	Steve Nelson
1994 to 1998:	Wayne Hodges
1998 to Present:	Wayne Hodges and Ron Aiello

f. Is the business location associated with any local, state, or federal historic resources registry?

The building that houses California Choppers at 1488-1490 Howard Street is classified by the Planning Department as "Category A, Historic Resource Present" with regard to the California Environmental Quality Act. The building is a contributor to the Western SOMA Light Industrial

and Residential Historic District. Per the Planning Department, the district was “developed primarily between the years 1906 and ca. 1936, and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction.” The period of significance is 1906-1936.”

CRITERION 2:

a. Describe the business’s contribution to the history and or identity of the neighborhood, community, or San Francisco in general.

California Choppers offers motorcycle parts and service, and sells high-quality used bikes, a wide range of riding accessories and a full line of California Choppers clothing.

California Choppers contributes to the community by providing the single repair shop in the city for Harley-Davidsons. The chop shop also features custom bikes, fabrication, motor builds, paint, service and maintenance.

California Choppers offers a full line of OEM parts and service for all makes of Harley-Davidsons and the highest quality aftermarket parts as an authorized dealer for brands such as Custom Chrome, Rivera Engineering Performance Machine, Drag Specialties, Barnett and others. OEM or Original Equipment Manufacturer is traditionally defined as a company whose goods are used as components in the products of another company, which then sells the finished item to users. California Choppers’ unique relationship with these manufacturers enable them to get customers the best and most desirable (and sometimes impossible to get) parts at great prices and extremely short turnaround times.

California Choppers’ apparel department includes a selection of short sleeves, long sleeves and hoodies featuring a number of logo designs: Knucklehead, Three Patch, Skull Rider, Panhead, Frisco Sky, Frisco Tat, Chopper Fists, Lady Skull Motor and California Choppers. Frisco Leather, a new line of riding leathers designed by California Choppers, currently features a heavy leather vest made in the United States.

b. is the business associated with significant events in the neighborhood?

California Choppers donates to benefit runs of Harley-Davidson clubs, like the San Francisco Harley-Davidson Annual Toy Run in which donated toys collected by motorcycle clubs of the

San Francisco Bay Area are delivered to pediatric patients and families throughout the holiday season at Zuckerberg San Francisco General Hospital.

c. Has the business ever been referenced in an historical context? Such as a trade magazine?

The business is well known within the industry and has been referenced in several trade publications including Horse Backstreet Choppers magazine, Barnett's Magazine and several Japanese magazines. Most notably, California Choppers was featured in a Jesse James special on Discovery Channel titled "History of the Chopper" about 8 years ago. Two bikes from California Choppers were features in the special.

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

California Choppers built a custom-made bike for Nicholas Cage, who at the time lived in the Franklin House in San Francisco at 1945 Franklin Street. The motorcycle was built from scratch.

e. Does the business demonstrate a commitment to the community?

California Choppers has shown a commitment to the community by remaining in San Francisco despite the increasing financial pressures to downsize or move to another location. By making sacrifices and running a lean operation, they have been able to remain active in supporting the community with their business.

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

Because of the uniqueness of the location in San Francisco, riders come from all over California and beyond to purchase the services California Choppers provides.

The community California Choppers serves is a very mixed crowd. Over the last 30 years, there has been a change in the individuals who enjoy riding Harleys. Nowadays, you are likely to see enthusiasts from all walks of life.

Nationwide, the median age of the typical motorcycle owner in 2017 was 47, up from 32 in 1990 and 40 in 2009. Harley-Davidson maintains a 55.1% share of the 35 and older male rider demographic. Women represented 14% of all motorcycle owners in 2014, up from 6% in 1990 and 10% in 2009. Harley-Davidson's traditional core customer of middle-aged males has fallen from 94% of the motorcycle-owning population in 2009 to 86% in 2014. Married riders comprise 61% of motorcycle owners, up from 57% in 1990. Some 24% of motorcycle owner households earned between \$50,000 and \$74,999 in 2014, and as much as 65% earned \$50,000 or more. The median household income was \$62,200. A total of 72% of motorcycle owners

have received at least some college or post-graduate education, and almost as many (71%) were employed. Some 15% were retired.¹

g. Is the business associated with any cultural significance? How would the community be diminished of the business were to be sold, or shut down?

If the business were to close, there would be no place anywhere in the state that could replace it. Customers would have start purchasing their parts online from faceless dealers and would ultimately suffer. Unfortunately, the convenience and gratification of going to a shop and having your needs met is often overshadowed by the ease and affordability of the cyber marketplace.

Criterion 3

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

California Choppers is a motorcycle shop offering motorcycle parts and service, custom bikes, fabrication, motor builds, paint, high-quality used bikes, a wide range of riding accessories and a full line of California Choppers clothing. The business is the single repair shop in the city for Harley-Davidsons.

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?

In short, California Choppers refuses to change. Not out of misguided stubbornness, but to an unrelenting allegiance to great service. It is this drive that aligns California Choppers with the values of the Legacy Business Program.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Define any special exterior and interior physical characteristics of the space occupied by the business?

The business features a large “L”-shaped sign that reads “California Choppers” at the corner of the building at Howard and 11th streets.

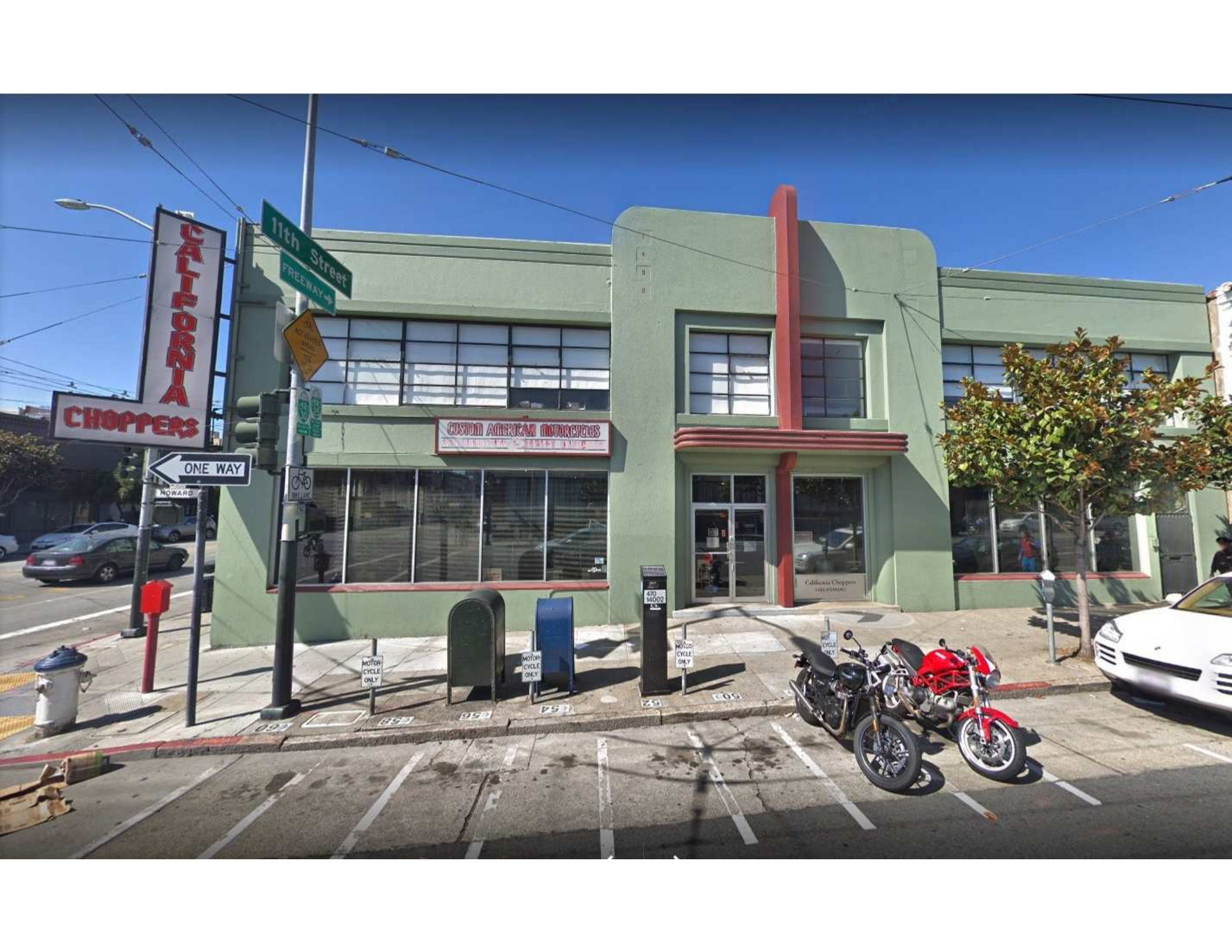
d. When the current ownership is not the original owner and has owned the business for less than 30 years; the applicant will need to provide documentation that demonstrates the current owner has maintained that physical features or traditions that define the business, including craft, culinary, or art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

¹ Source: <https://www.fool.com/investing/2017/03/05/7-motorcycle-statistics-thatll-floor-you.aspx>

materials as a guide to help demonstrate the existence of the business prior to current ownership.

Documentation demonstrating the existence of the business prior to its current ownership is included in the Legacy Business Registry application.





CALIFORNIA

CHOPPERS

11th Street
FREEWAY →

ONE WAY
← HOWARD

CUSTOM AMERICAN MOTORCYCLES

470
14002

MOTOR
CYCLE
ONLY

MOTOR
CYCLE
ONLY

MOTOR
CYCLE
ONLY

MOTOR
CYCLE
ONLY

005

857

957

757

29

109





CALIFORNIA CHOPPERS
WARRANT SERVICE HARLEY DAVIDSON

CALIFORNIA CHOPPERS

CHOPPERS

HOWARD

11th Street

FREEWAY →


NOT ADVISED
AHEAD
USE
11th ST


← Folsom Street
0.1 Mi 1 Min
→ Van Ness Station
0.3 Mi 2 Min
→ Golden Gate Park
2.6 Mi 23 Min


BIKE LANE

CALIFORNIA

CHOPPERS

CUSTOM AMERICAN MOTORCYCLES
WWW.CUSTOMAMERICANMOTORCYCLES.COM

Donate your car today!
VOLUNTEER MENTOR TEACH
1202694

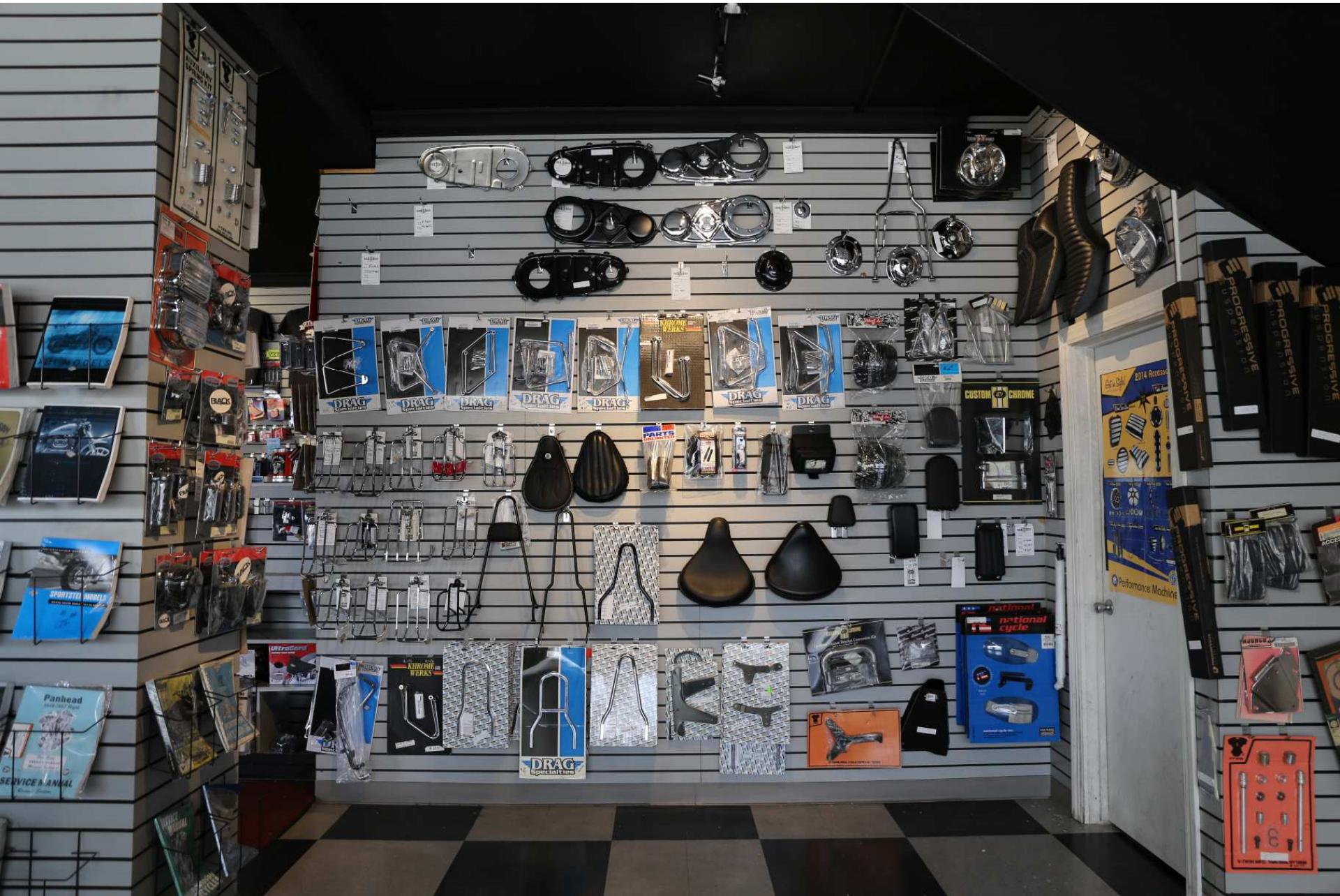




1. CLEAR SHIELD SUPPLIED WITH HELMET IS SUITABLE FOR DAYTIME AND NIGHT RIDING. TINTED AND/OR REFLECTIVE SHIELDS ARE NOT SUITABLE FOR RIDING AT NIGHT.
2. SEVERELY SCRATCHED CLEAR SHIELDS SHOULD NOT BE USED FOR NIGHT RIDING, AS THEY CAN IMPAIR YOUR ABILITY TO SEE. CRACKED, BUBBLED, DISFIGURED, OR DISTORTING SHIELDS SHOULD BE IMMEDIATELY REPLACED.
3. DO NOT USE ANY PETROLEUM-BASED OR ABRASIVE CLEANING PRODUCTS TO CLEAN THE SHIELD OR HELMET, AS DOING SO CAN IMPAIR THE OPTICAL CLARITY OF THE SHIELD AND COMPROMISE THE SHIELD AND HELMET'S RESISTANCE TO IMPACT.
4. THIS SHIELD IS DESIGNED EXCLUSIVELY FOR THE BILTWELL LANE SPLITTER HELMET—DO NOT ATTEMPT TO INSTALL OR REPLACE IT WITH A SIMILAR MODEL FROM ANY OTHER MANUFACTURER.
5. THIS SHIELD'S ABILITY TO PROTECT AGAINST AIRBORNE DEBRIS AND OTHER IMPACTS IS LIMITED BY UNCONTROLLABLE FACTORS. THE USER ASSUMES ALL RISK WHEN RIDING OR OPERATING A MOTORCYCLE.

LANE SPLITTER
Biltwell
DOT ECE
WWW.BILTWELLINC.COM

X Large

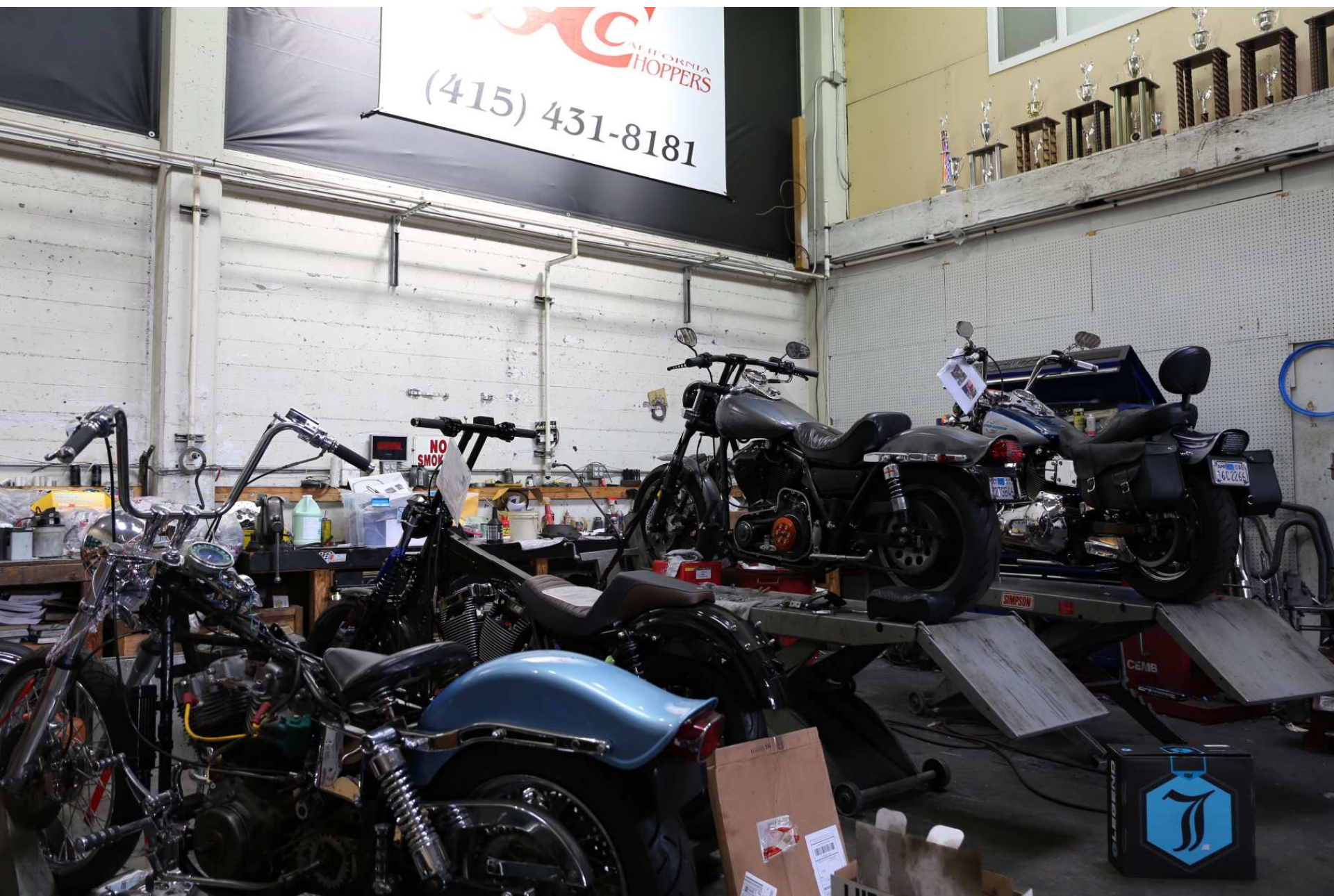












CALIFORNIA
HOPPERS
(415) 431-8181

NO
SMOKING

SIMPSON

CEMB





YOU COULD

HAR

PRIZ

HELLS

WARNING
THESE PREMISES
MONITORED BY CLOSED
CIRCUIT TV

FRISCO
CHANGING
PARTS & TUNING
MOTORCYCLES



CALIFORNIA HOPPERS

FRISCO STYLE

OWNER
BUILT BY
FABRICATION
MOTOR
TRANNY
GAS TANK
FENDERS
PAINT
SEAT
SUSPENSION
ELECTRICAL
WELDING
FOOT CONTROLS
FOOT PEGS
GAS CAP

BIG WAYNE
CYCLE RON
R.P.M.
97 CI. B.F.D.
BAKER 6 SPEED
WEST COAST
THUNDER CYCLE DESIGN
HORST
PAUL COX LEATHER N.Y.C.
SPYKE
SPYKE
BOYD
QUALITY MACHINE
ED TROTTA
ROB THE JEWELER

Special Thanks
DON THE PAINTER, RUDY, VINCE, JOKER MACHINE, SEAN






HCC
CALIFORNIA
CHOPPERS

VIDEO

YouTube "california choppers" san francisco

Select Vehicle Marketing



Title: 2002 Harley-Davidson Frisco Chopper
Price: \$33,000
Mileage: 00100
Phone Number: 855-573-2311
Website: selectvehiclemarketing.com

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“2002 Harley-Davidson Frisco Chopper WH8181SE8”
Published on May 30, 2015

2002 Harley-Davidson Frisco Chopper
<http://selectvehiclemarketing.com>

CALIFORNIA CHOPPERS

♦♣ ORIGINAL HOME OF THE FRISCO STYLE CHOPPER ♥♠

★ HOME ★ CHOP SHOP ★ PARTS ★ APPAREL ★ LINKS ★ HISTORY ★

Home of the Frisco-Style Chopper, our shop is the culmination of 29 years of motorcycle history. Originally started in 1975 on Valencia Street in the Mission District of San Francisco as a small, locals only storefront shop under the name Frisco Choppers it was acquired by the current owners, Wayne Hodges and Ron Aiello who spent a lot of time and effort expanding the shop and services in various ever larger locations on 3rd street and then 10th Street then, finally , a name change to California Choppers and a brand new 8000 sq foot facility at its current location at 1490 Howard Street. in 1999.

We are the ONE and ONLY California Choppers on the West Coast-accept no substitutes. Visit our Showroom at 1490 Howard Street in San Francisco M-F 10-7 Or 11-5 on Saturdays. We are closed Sundays ..well..because we like to ride too. In addition to our parts and service we also carry high-quality used bikes, a wide range of riding accessories and a full line of our own California Choppers Clothing.



VIEW OUR
STRAPBOOK

© California Choppers 2005 1490 Howard St. San Francisco California 1-415-431-8181 [S](#)

CALIFORNIA CHOPPERS

ORIGINAL HOME OF THE FRISCO STYLE CHOPPER

★ HOME ★ CHOP SHOP ★ PARTS ★ APPAREL ★ LINKS ★ HISTORY ★

PARTS DEPT.

Offering a full line of OEM parts and service for all makes of Harley-Davidsons and the highest quality aftermarket parts as an Authorized Dealer for brands such as Custom Chrome, Rivera Engineering Performance Machine, Drag Specialties, Barnett and all the rest, California Choppers unique relationship with these manufacturers enable us to get you the best and most desirable (and sometimes impossible to get) parts at great prices and extremely short turnaround times.



For parts inquiries:
CALL 415.431.8181 or FAX

415.431.8198

SOME OF OUR RESPECTED VENDORS



© California Choppers 2005 1490 Howard St. San Francisco California 1-415-431-8181

CALIFORNIA CHOPPERS

ORIGINAL HOME OF THE FRISCO STYLE CHOPPER

Welcome to our secure online shop. Make sure to check out our great selection of Long Sleeves, Hoodies and Hats. Please allow 4-6 weeks for delivery. Check back as we are adding new shirt designs and merchandise.

FRISCO LEATHER - NEW!



[click to enlarge](#)

HEAVY LEATHER VEST

The last vest you will ever buy. You'll hand this heavy duty American-made vest down to your children. S,M,L,XL \$400 - 2X,3X \$425 - 4X,5X \$450

Size

S \$400.00 USD

Add to Cart

SHORT SLEEVES



[click to enlarge](#)

KNUCKLEHEAD

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

Size

ADD TO CART



[click to enlarge](#)

THREE PATCH

Black short sleeve t-shirt with Frisco Line print on back - \$25.00

size

ADD TO CART



[click to enlarge](#)

SKULL RIDER

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

Size

ADD TO CART



[click to enlarge](#)

PANHEAD

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

size

ADD TO CART



[click to enlarge](#)

FRISCO SKY

Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

Size

ADD TO CART



[click to enlarge](#)

FRISCO TAT

Black or white short sleeve t-shirt with small Frisco print on back - \$25.00

Size

Color

ADD TO CART



[click to enlarge](#)

CHOPPER FISTS
Black short sleeve t-shirt with large CA Choppers print on back - \$25.00

size

ADD TO CART



[click to enlarge](#)

LADIES SKULL MOTOR
White t-shirt with black sleeves with print on front and back - \$25.00

size

ADD TO CART

LONG SLEEVES

VIEW CART



[click to enlarge](#)

SKULL RIDER
Black long sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

ADD TO CART



[click to enlarge](#)

SKULL MOTOR
Black long sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

ADD TO CART



[click to enlarge](#)

FRISCO SKY
Black long sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

ADD TO CART



[click to enlarge](#)

CHOPPER FISTS
Black or White short sleeve t-shirt with large CA Choppers print on back - \$30.00

Size

Color

ADD TO CART

HOODIES

VIEW CART



[click to enlarge](#)

SKULL RIDER
Black hooded sweatshirt with large CA Choppers print on back - \$50.00

Size

ADD TO CART



[click to enlarge](#)

SKULL MOTOR
Black hooded sweatshirt with large CA Choppers print on back - \$50.00

Size

ADD TO CART



[click to enlarge](#)

FRISCO SKY
Black hooded sweatshirt with large CA Choppers print on back - \$50.00

Size

ADD TO CART



[click to enlarge](#)

CC LOGO
Black Zip Hoodie with large CA Choppers print on back - \$50.00

size

ADD TO CART

Filing Date: April 3, 2019
Case No.: 2019-004982LBR
Business Name: California Choppers
Business Address: 1490 Howard Street
Zoning: WMUG (Western SoMa Mixed Use-General) Zoning District
55-X Height and Bulk District
Block/Lot: 3510/020
Applicant: Wayne Hodges, Owner
1490 Howard Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

Steve Nelson and Gary Couch open California Choppers in 1975 on Valencia Street in the Mission District as a small, locals-only storefront shop under the name Frisco Choppers. The shop began by mostly selling used parts for the Harley-Davidson motorcycle rider. The business changed locations, names and ownership several times. Through these transitions, California Choppers maintained its essence while evolving into a San Francisco institution. California Choppers was original called Frisco Choppers.

When current owners Wayne and Ron purchased the shop, the business was struggling. They have spent a lot of time and effort expanding the shop and service. Previously the business resembled a hobby shop and biker hangout, and now it is a profitable enterprise. Physically, the store looks very much as it did in 1992, which demonstrates how steadfast Wayne and Ron are to the values that make California Choppers unique.

California Choppers is unique for its impressive inventory and inventory management system. The shop carries almost anything that enthusiasts would need to get their bikes working and upgraded. This is unique in an industry that leans to online and mail order business models. In addition to parts and service, California Choppers also carries high-quality used bikes, a wide range of riding accessories and a full line of California Choppers Clothing.

The business is located on the northwest counter of Howard and 11th streets in the South of Market neighborhood. It is within a WMUG (Western SoMa Mixed Use-General) Zoning District and within a 55-X Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1975.

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

Yes. California Choppers qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. California Choppers has operated continuously in San Francisco for 44 years.
- ii. California Choppers has contributed to the history and identity of San Francisco and the South of Market neighborhood.
- iii. California Choppers is committed to maintaining the physical features, craft, art form and traditions that define the business.

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

Yes. The business is associated with the craft of motorcycle mechanics.

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

Yes. The property is within the Western SoMa Light Industrial and Residential Historic District developed primarily between the years 1906 and ca. 1936 and consists of a group of resources that are cohesive in regard to scale, building typology, materials, architectural style, and relationship to the street. Contributors to the Western SoMa Light Industrial and Residential Historic District are mostly light industrial and residential properties, with some commercial properties. The Historic District is significant under Criterion A (Events) as a representation of a noteworthy trend in development patterns and the establishment of ethnic groups in San Francisco. It is also significant under National Register Criterion C (Design/Construction) as a representation of a group of properties that embody the distinctive characteristics of a type, period, or method of construction, and as a representation of a significant and distinguishable entity whose components may lack individual distinction. Period of Significant: 1906-1936.

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

No. The property is eligible for, but not listed on, the California Register. The property has a Planning Department Historic Resource status of "A" (Known Historic Resource) because of its survey rating (5S3).

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. The business is well known within the industry and has been referenced in several trade publications including Horse Backstreet Choppers magazine, Barnett's Magazine and several Japanese magazines. Most notably, California Choppers was featured in a Jesse James special on Discovery Channel titled "History of the Chopper" about 8 years ago. Two bikes from California Choppers were features in the special.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 1490 Howard Street

Recommended by Applicant

- Inventory of motorcycle parts and service
- Custom bikes, fabrication, motor builds, and paint
- High quality used bikes
- Riding accessories
- California Choppers clothing
- Harley-Davidson repair
- Sign

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: MAY 1, 2019

Case No.: 2019-004982LBR
Business Name: California Choppers
Business Address: 1490 Howard Street
Zoning: WMUG (Western SoMa Mixed Use-General) Zoning District
55-X Height and Bulk District
Block/Lot: 3510/020
Applicant: Wayne Hodges, Owner
1490 Howard Street
San Francisco, CA 94103
Nominated By: Supervisor Matt Haney, District 6
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR CALIFORNIA CHOPPERS CURRENTLY LOCATED AT 1490 HOWARD STREET, (BLOCK/LOT 3510/020).

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 May 1, 2019, 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 California Choppers 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 California Choppers.

Location(s):

- *1490 Howard Street*

Physical Features or Traditions that Define the Business:

- *Inventory of motorcycle parts and service*
- *Custom bikes, fabrication, motor builds, and paint*
- *High quality used bikes*
- *Riding accessories*
- *California Choppers clothing*
- *Harley-Davidson repair*
- *Sign*

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 2019-004982LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: