



# Legacy Business Registry

# Application Review Sheet

*Application Number:* LBR-2025-26-033  
*Business Name:* American Cyclery  
*Business Address:* 510 Frederick St.  
*District:* District 5  
*Applicant:* Bradley Woehl, Owner  
*Nomination Date:* February 9, 2026  
*Nominated By:* Supervisor Bilal Mahmood

**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

510 Frederick St. from 1941 to Present (85 years)  
858 Stanyan St. from 1998 to 2016 (18 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

**FEATURES OR TRADITIONS:** Bicycle store

**NOTES:** NA

**DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION:** February 18, 2026

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

**Legacy Business Program**  
Office of Small Business  
City Hall Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
(415) 554-6680  
legacybusiness@sfgov.org  
[www.legacybusiness.org](http://www.legacybusiness.org)



Member, Board of Supervisors

District 5



City and County of San Francisco

**BILAL MAHMOOD**

February 9, 2026

Richard Kurylo  
Office of Small Business  
City Hall, Room 140  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Dear Mr. Kurylo,

It is with great enthusiasm that I submit this nomination for American Cyclery, San Francisco's oldest bicycle shop and a cornerstone of the Haight-Ashbury and Inner Sunset communities, for the Legacy Business Registry.

Founded in 1941 by six-day racing cyclist Oscar Juner, American Cyclery holds the distinction of being the first bicycle shop in San Francisco. For more than 80 years, it has operated continuously at its original location at 510 Frederick Street, just steps from Golden Gate Park. The shop has become renowned for its mechanical expertise, curated selection of both modern and vintage bicycles, and its enduring dedication to quality and personalized service. Its historic presence has been recognized in publications such as Alec Scott's *Oldest San Francisco* (2023), further underscoring its role as a cultural landmark.

Beyond its function as a retail shop, American Cyclery has long served as a cultural anchor and gathering place for cyclists across the city and the Bay Area. The shop's mentorship of young mechanics, support of local cycling events and group rides, and deep ties to the San Francisco Bicycle Coalition illustrate its impact well beyond commerce. Generations of San Franciscans have turned to American Cyclery not only for bikes, but for guidance, expertise, and community.

Under the stewardship of owner Bradley Woehl, American Cyclery has remained a family-run business while adapting to the evolving needs of the city's riders. The shop preserves cycling history through its unique collection of vintage catalogs, head badges, and memorabilia, even as it helps foster the next generation of urban cyclists.

For its historic longevity, cultural contributions, and irreplaceable role in San Francisco's cycling community, American Cyclery deserves recognition and protection as part of the Legacy Business Registry.

Thank you for your consideration of this nomination.

Sincerely,

A handwritten signature in black ink, appearing to read "Bilal Mahmood". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Bilal Mahmood  
Supervisor, District 5  
San Francisco Board of Supervisors



# Legacy Business Registry Application



## Business Information

---

**Business name:** American Cyclery

**Business owner name(s):** Bradley Woehl

*Identify the person(s) with the highest ownership stake in the business*

**Current business address:** 510 Frederick St., San Francisco, CA 94117

**Business phone number:** 415-664-4545

**Business email:** info@americancyclery.com

**Mailing address (if different than above):**

**Website:** www.americancyclery.com

**Link to social media:** www.instagram.com/americancyclery

**Link to social media #2:** www.facebook.com/americancyclery

**7-digit San Francisco Business Account Number (BAN):**

## Contact Person Information

---

**Contact person name:** Bradley Woehl

**Contact person title:** Owner

**Contact phone number:**

**Contact email:**

## Business Locations

---

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.

**Original San Francisco address:** 510 Frederick St. **Zip Code:** 94117

**Is this location the founding location of the business? (Y/N):**  Y

**Dates at this location: From:** 1941 **To:** Present

---

**Other address (if applicable):** 858 Stanyan St. **Zip Code:** 94117

**Dates at this location: From:** 1999 **To:** 2016

---

**Other address (if applicable):**  **Zip Code:**

**Dates at this location: From:**  **To:**

---

**Other address (if applicable):**  **Zip Code:**

**Dates at this location: From:**  **To:**

---

**Other Address (if applicable):**  **Zip Code:**

**Dates at this location: From:**  **To:**

---

## Applicant Disclosures

---

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. A business deemed not current 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 grants through the Legacy Business Program.

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: Bradley Woehl

Signature:



Date:

9/24/2025

# American Cyclery

## Written Historical Narrative

### Introduction

#### a. Describe the business. What does it sell or provide?

American Cyclery, founded in 1941, is San Francisco's oldest bike shop. Located at the corner of Frederick and Stanyan streets in Cole Valley, the shop has long been a destination for cyclists looking for quality bikes, expert repairs, and hard-to-find parts. It carries major brands like Bianchi, Giant, and Santa Cruz, while also offering custom builds and vintage restorations. Beyond its product selection, the shop is known for its attention to detail, knowledgeable staff, and deep roots in Bay Area cycling culture. It also houses a unique archive of cycling memorabilia, rare bikes, and historical ephemera.

#### b. Describe whom the business serves.

The shop draws customers from across San Francisco and the Bay Area, from commuters and families to competitive riders and vintage bike collectors. Its location—right next to Golden Gate Park—makes it a hub for cyclists of all kinds, and its long history attracts visitors from around the world.

#### c. In about 2-5 words (15-30 characters), describe what the business is known for.

Oldest bike shop in San Francisco.

### Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

#### a. Provide a short history of the business, including locations and owners.

American Cyclery has operated continuously from the same location at 510 Frederick Street since April 19, 1941. It was founded by Oscar Juner, a six-day track racer who ran the shop for 50 years. In 1991, he sold it to Gene Maruszewski, and in 1996, it was purchased by current owner Bradley Woehl.

Brad briefly expanded the business to include a second location—American Cyclery Too—before consolidating operations back into the original storefront. The second location was at 858 Stanyan Street and was open from 1999 to 2016.

Through every ownership transition and economic shift, the shop has stayed true to its roots and mission. It remained open through recessions, market changes, the COVID-19 pandemic, and even a temporary seismic retrofit in 2020.

**b. Provide the ownership history of the business in a consolidated year-to-year format.**

1941 to 1991: Oscar Juner  
1991 to 1996: Gene Maruszewski  
1996 to Present: Bradley Woehl

**c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.**

The business has remained open continuously since its founding in 1941.

**Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community**

**a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.**

Since 1941, American Cyclery has helped shape San Francisco's cycling identity. It played a key role in the rise of commuter cycling and was a popular destination during the early days of mountain biking in the 1980s and '90s. Its longstanding presence next to Golden Gate Park makes it a landmark for generations of cyclists.

**b. Is the business associated with significant people or events, either now or in the past?**

Founder Oscar Juner was reportedly the first person to ride a bike across the Golden Gate Bridge, and the first to be arrested for it.

Actor Robin Williams commissioned a custom Soma Rush build at the shop.

Current owner Brad Woehl has consulted for cycling brands like Soma, Public, and Diamondback. He has also been featured in the documentary Fixation and on the KALW podcast Oldest San Francisco (2024).

**c. How does the business demonstrate its commitment to the community?**

American Cyclery demonstrates its commitment to the community in numerous ways:

- Participated in AIDS LifeCycle, supporting riders and raising awareness for HIV/AIDS.
- Collaborated with Wheel Kids, a youth cycling education and adventure program.
- Donated bikes and services to local school auctions and community fundraisers.
- Partnered with schools on bike education programs and safety awareness.
- Provided training and informal apprenticeships to young bike mechanics.
- Active member of the Cole Valley Improvement Association.

**d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?**

As San Francisco's oldest bicycle shop, American Cyclery has been featured in the media over the years, including Bicycling Magazine, Outside Magazine, Cycle California, Winning Magazine, Bicycle Retailer, Bikebiz, and Hoodline. Craftsmanship Magazine featured a profile on American Cyclery owner Brad Woehl. Following are a few key media references, listed from oldest to newest.

- [Oldest San Francisco: Audio time travel](#) (podcast)  
KALW Public Media  
November 21, 2024
- [Oldest San Francisco](#) (book)  
Alec Scott  
September 29, 2023
- [San Francisco's American Cyclery bounces back](#)  
Bicycler Retailer  
July 6, 2021
- [San Francisco's American Cyclery: Shored Up and Up for Sale](#)  
Bicycler Retailer  
January 29, 2020
- [Rent Hike Deflates American Cyclery Too, But Original Store Is Still Pumped](#)  
Hoodline  
November 30, 2016

American Cyclery was also featured in the news regarding a planned parklet.

- [San Francisco's oldest bike shop crowdfunds to build a parklet](#)  
Bikebiz  
February 7, 2017

- [Proposed American Cyclery Parklet And Green Space Moving Forward](#)  
Hoodline  
January 29, 2015

**e. Has the business ever received any awards, recognition, or political commendations?**

Awards and recognition include the following:

- National Bicycle Dealers Association: Top 100 Dealers in America (2012, 2014–2018)
- NBDA: Best Bike Shop in America (2016, 2017, 2018)
- Interbike: Retail Innovation Award (2017)
- Bicycling Magazine: Best Shop Dog (awarded to Lanikai, the shop’s beloved Golden Retriever “floor manager”)
- SF Weekly: Best Bike Shop, Best Service Department

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

If American Cyclery were to close, San Francisco would lose a living piece of its cycling heritage. The shop represents continuity, community, and craft. It is a gathering place, a training ground, a cultural touchstone, and a historical archive. Its loss would create a gap not just in the neighborhood, but in the city’s identity.

### **Criterion 3: The business is committed to maintaining the physical features or traditions that define the business**

**a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?**

American Cyclery has operated in the same early 20th-century building since 1941. The shop’s vintage signage, display racks, and physical layout have become part of the local streetscape. The archive of catalogs, head badges, and historic bicycles gives the space a museum-like atmosphere.

In 2024, the business hosted a [Grateful Dead mural installation](#) to celebrate the band’s 60th anniversary. The mural reads, “Don’t tell me this town ain’t got no heart,” and was sponsored by the Grateful Dead band and Rhino Records. This is a temporary mural that will eventually be replaced with another artist’s work that highlights American Cyclery’s relationship with the neighborhood.

**b. In a few words, describe the main business activity you commit to maintaining.**

Independent bicycle retail and repair, including custom builds and vintage restorations.

**c. What is the plan to keep the business open in the long term beyond the current ownership?**

The current owner is committed to preserving the shop's mission and passing it on when the time is right. Legacy designation will help ensure continuity and support the eventual transition to a new steward aligned with the shop's values.

**d. What challenges is the business facing today?**

American Cyclery faces ongoing challenges including rising commercial rents, competition from online retailers, and the high cost of living in San Francisco, which makes staffing more difficult. Despite this, the shop remains resilient thanks to strong supplier relationships, niche expertise, and deep community roots.

---

**Legacy Business Program staff will add the following details:**

**a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.**

Bicycle store.

**b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.**

The Planning Department Historic Resource Status of the building at 510-512 Frederick Street is "B - Unknown / Age Eligible."



American Cyclery

SINCE 1941

OPEN

900  
Stanyan







# Small Business Commission

Resolution No. \_\_\_\_\_

March 23, 2026

## AMERICAN CYCLERY

*Application Number:* LBR-2025-26-033  
*Business Name:* American Cyclery  
*Business Address:* 510 Frederick St.  
*District:* District 5  
*Applicant:* Bradley Woehl, Owner  
*Nomination Date:* February 9, 2026  
*Nominated By:* Supervisor Bilal Mahmood  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### **Adopting findings approving the Legacy Business Registry application for American Cyclery, currently located at 510 Frederick St.**

**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 on 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 March 23, 2026, 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 American Cyclery 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 American Cyclery.

**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](http://www.legacybusiness.org)





Physical features or traditions that define the business:

- Independent bicycle repair.
- Custom bicycle builds.
- Vintage bicycle restoration.

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

- Bicycle store.

---

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on March 23, 2026.

\_\_\_\_\_  
Katy Tang  
Director

RESOLUTION NO. \_\_\_\_\_

Ayes –  
Nays –  
Abstained –  
Absent –

**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](http://www.legacybusiness.org)





# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: March 18, 2026**

*Filing Date:* February 18<sup>th</sup>, 2026  
*Case No.:* 2026-001632LBR  
*Business Name:* American Cyclery  
*Business Address:* 510 Fredrick Street  
San Francisco, CA 94117  
*Zoning:* NC-1 - Neighborhood Commercial, Cluster  
40//50-R-4  
*Cultural District:* Not Applicable  
*Block/Lot:* 1263/006  
*Applicant:* Bradley Woehl  
510 Frederick Street  
*Nominated By:* Supervisor Bilal Mahmood  
*Located In:* District 5  
*Staff Contact:* Ysabella Palomares-Esquivel - 628-652-7360 -  
[ysabella.esquivelpal@sfgov.org](mailto:ysabella.esquivelpal@sfgov.org)

**RECOMMENDATION:** Adopt a Resolution to Recommend Approval

## Business Description

American Cyclery was founded in 1941 by six-day track racer Oscar Juner, the shop has stood at 510 Frederick Street for more than eight decades, and is known to be San Francisco's oldest bike shop. Perched at the corner of Frederick and Stanyan—right where Cole Valley transitions into Golden Gate Park—it has long served as a crossroads for commuters, dreamers, gearheads, families, vintage obsessives, and anyone else who finds their freedom on two wheels. From the beginning, American Cyclery built its reputation on their attention to detail and knowledgeable staff that true cyclists recognize instantly. The shop carries major brands like Bianchi, Giant, and Santa Cruz, but its soul lives in the custom builds, the meticulous repairs, and the quiet back-of-house work to resurrect vintage frames and hard-to-find parts. Inside, customers will find not just a storefront, but a living archive: rare bikes, memorabilia, and slices of cycling history curated with the affection of people who care.

Ownership has changed hands only three times since 1941—first from Juner to Gene Maruszewski in 1991, and then to current owner Bradley Woehl in 1996. Woehl briefly expanded the business with a second location, American Cyclery Too, at 858 Stanyan Street from 1999 to 2016. Through every transition, the original shop remained the anchor, committed to the craft and culture of cycling even as the industry and the city evolved around it. American Cyclery has seen San Francisco’s cycling story unfold from the front row. It played a key role in the rise of commuter cycling and became a gathering place during the formative years of mountain biking in the 1980s and ’90s. When the city shut down for the pandemic, the shop stayed open. When it underwent a seismic retrofit in 2020, it came back swinging. Beyond its function as a bike shop, American Cyclery has long served as a cultural anchor and gathering place for cyclists across the city and the Bay Area. The shop’s mentorship of young mechanics, support of local cycling events and group rides, and deep ties to the San Francisco Bicycle Coalition illustrate its impact well beyond commerce. Generations of San Franciscans have turned to American Cyclery not only for bikes, but for guidance, expertise, and community. Eighty-plus years later, it remains what it has always been: a place where passion meets precision, and where cyclists from around the world find something real, authentic, and built to last.

## Staff Analysis

### Review Criteria

**1. When was business founded?**

The business was founded in 1941.

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

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

- a. American Cyclery has operated continuously in San Francisco for 85 years.
- b. American Cyclery has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.
- c. American Cyclery 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, or tradition?**

Yes. American Cyclery is associated with the culturally significant craft of bicycle building, repair, and preservation, reflecting more than 80 years of San Francisco cycling heritage.

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

Yes. American Cyclery is closely associated with several significant figures and moments in San Francisco’s cycling history. Founder Oscar Juner was reportedly the first person to ride a bicycle across the Golden Gate Bridge—and the first to be arrested for it—cementing his place in local lore. The shop has also attracted notable patrons, including actor Robin Williams, who commissioned a custom Soma

Rush build there. Current owner Brad Woehl has contributed to the broader cycling industry through consulting work for brands such as Soma, Public, and Diamondback, and has been featured in the documentary Fixation as well as the 2024 KALW podcast *Oldest San Francisco*.

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

No.

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

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

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

Yes. American Cyclery has been widely recognized in local and national media for its history, craftsmanship, and ongoing influence in cycling culture. As San Francisco's oldest bicycle shop, it has been featured in publications such as *Bicycling Magazine*, *Outside Magazine*, *Cycle California*, *Winning Magazine*, *Bicycle Retailer*, *BikeBiz*, *Hoodline*, and *Craftsmanship Magazine*, which profiled owner Brad Woehl. The shop has also appeared in notable media pieces including the KALW podcast *Oldest San Francisco* (2024), the book *Oldest San Francisco* (2023), and multiple articles in *Bicycle Retailer* covering the shop's resilience and evolution. Additional coverage has highlighted its community-oriented efforts, such as plans for a public parklet featured in *BikeBiz* and *Hoodline*. American Cyclery's excellence has also earned significant industry recognition, including being named one of the National Bicycle Dealers Association's Top 100 Dealers in America (2012, 2014–2018), receiving NBDA's Best Bike Shop in America award (2016–2018), winning Interbike's Retail Innovation Award (2017), and even securing *Bicycling Magazine*'s "Best Shop Dog" award for its beloved Golden Retriever, Lanikai. SF Weekly has also honored the shop with awards for Best Bike Shop and Best Service Department.

## Racial and Social Equity Analysis

On July 15, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

### **Physical Features or Traditions that Define the Business**

#### **Location(s) associated with the business:**

##### Current Locations:

- 510 Fredrick St., San Francisco, CA 94117

##### Previous (No Longer Extant) Locations:

- 858 Stanyan St., San Francisco, CA,94117 (1999 – 2013)

#### **Recommended by Applicant**

- Independent Bicycle Repair
- Custom Bicycle Builds
- Vintage Bicycle Restoration

#### **Additional Recommended by Staff**

- None

### **Basis for Recommendation**

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

## Attachments

Draft Resolution

Legacy Business Registry Application:

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



# HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO. ###

**HEARING DATE: March 18, 2026**

*Case No.:* 2026-001632LBR  
*Business Name:* American Cyclery  
*Business Address:* 510 Fredrick Street  
*Zoning:* NC-1 - Neighborhood Commercial, Cluster  
40//50-R-4  
*Block/Lot:* 1263/006  
*Applicant:* Bradley Woehl  
510 Frederick Street  
*Nominated By:* Supervisor Bilal Mahmood  
*Located In:* District 5  
*Staff Contact:* Ysabella Palomares-Esquivel - 628-652-7360  
[ysabella.esquivelpal@sfgov.org](mailto:ysabella.esquivelpal@sfgov.org)

**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR 510 FREDRICK ST CURRENTLY LOCATED 510 FREDRICK STREET, BLOCK/LOT 1263/006.**

**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, 2026, 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 American Cyclery 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 American Cyclery.

**Locations**

Current Locations:

- 510 Frederick St. (1941 – Present)

Previous (No Longer Extant) Locations:

- 858 Stanyan St(1999-2016)

**Physical Features or Traditions that Define the Business**

- Recommended by Applicant
- Independent Bicycle Repair
- Custom Bicycle Builds
- Vintage Bicycle Restoration

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

**BE IT FURTHER RESOLVED** that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business March 18<sup>th</sup>, 2026.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: