



# Legacy Business Registry Staff Report

Hearing Date: July 28, 2025

## MURIO'S TROPHY ROOM

*Application No.:* LBR-2024-25-039  
*Business Name:* Murio's Trophy Room  
*Business Address:* 1811 Haight St.  
*District:* District 5  
*Applicant:* Edward Sargent, Owner  
*Nomination Date:* January 7, 2025  
*Nominated By:* Supervisor Dean Preston  
*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Murio's Trophy Room is a neighborhood bar in Haight-Ashbury that serves beer, wine, and cocktails and provides a space for patrons to enjoy billiards, pinball, live music, and comedy events. The bar is located a block away from Golden Gate Park and is surrounded by a vibrant stretch of Haight Street, which has great shopping and restaurants, making its location an ideal place to grab a drink to unwind after enjoying these important fixtures of San Francisco. Murio's welcomes an array of customers, varying from locals, college students, and tourists visiting San Francisco.

Murio's Trophy Room was founded in 1959 by John Keloha Murio in its present location at 1811 Haight Street. Born in 1901, Murio was an American tennis player in the 1920s and 1930s. As a San Franciscan of Hawaiian descent, Murio broke down boundaries to become a successful international tennis player after being barred from competing in the US open due to his race.

Prior to opening the bar, John Murio operated "Murio's Sports Shop" in the space for many years, living upstairs at 1807 Haight Street. He had opened a tiki lounge at 1801 Haight Street, which is now the location of Cha Cha Cha, another Haight Street Legacy Business. He operated Murio's Trophy Room in 1959 and lived in the flat upstairs until his passing in 1986.

From 1986 to 2007, John Keloha Murio's children – John Murio and Susan Murio – ran the bar. In 2007, the bar was purchased by Roger Howell and Karen Sandica. Roger is from Birmingham, England and also the owner of a bar down the street called Mad Dog in the Fog.

In 2011, Karen Sandica sold her half of the bar to Edward Sargent before moving home to Sweden. Eddie is an English immigrant who has called San Francisco home since 1987. In 2023, Eddie purchased the bar from Roger Howell and became the sole owner of the business.

### 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, Murio's Trophy Room has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

1811 Haight St. from 1959 to Present (66 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](http://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, Murio's Trophy Room has contributed to the history and identity of the Haight-Ashbury neighborhood and 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 art of making cocktails and drinks.
- The business is associated with John Murio, the original owner, who was an American tennis player in the 1920s and 1930s who won many tournaments, including the following:
  - Oregon state title in 1931 and 1934
  - Pacific Northwest championships in 1931 and 1936
  - Canadian championships in 1933
  - British Columbia clay court title in 1933
  - British Columbia championships in 1933 and 1936
  - British Columbia indoor title in 1934
  - Washington state title in 1934 and 1936
  - Western Canada grass court title in 1935
  - Many tournaments in California including the San Francisco city tennis championships nine times

Despite being among the best known national and international tennis stars of the late 1920s and 1930s, John Murio battled prejudice and racism and therefore never entered the US championships. John Murio's tennis trophies also remain behind the bar as a nod to his sporting victories.

- Haight-Ashbury holds a special place in San Francisco, serving as a beacon of counterculture, artistic expression, and social progress. As one of the longest-standing bars in the neighborhood, Murio's has played an integral role in preserving this ethos, including during the Summer of Love. The bar has been witness to the evolution of Haight-Ashbury through decades of change, remaining a steadfast anchor amidst the ebb and flow of time.
- The site is within the Eligible Haight Ashbury Historic District per the California Register of Historical Places.
- Murio's Trophy Room has been referenced in the media, including:
  - "The 15 Best Places to Eat and Drink in the Upper Haight" by Eater San Francisco on February 24, 2025
  - "Haight Legacy Business Candidates: Mendels and Murio's Trophy Room" by San Francisco Heritage on August 3, 2022
  - "Behind the Plywood at Murio's Trophy Room" by Tablehopper on November 29, 2011
- With regard to racial and social equity, John Murio's has a history of being owned by immigrants. In 2007, the bar was purchased by Roger Howell and Karen Sandica. Roger is from England and Karen is from Sweden. In 2011, Sandica sold her half of the bar to Edward Sargent, an English immigrant. In 2023, Sargent purchased the bar from Roger Howell and became the sole owner of the business. Despite surviving economic challenges, like the COVID-19 pandemic, the bar has continued to survive and be a neighborhood cornerstone. Sargent is committed to passing the business onto his children, continuing the legacy of the bar.

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### CRITERION 3

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

Yes, Murio's Trophy Room is committed to maintaining the physical features and traditions that define the business.

### HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Murio's Trophy Room 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:

- Being a friendly neighborhood bar.
- Neon "John Murio's" sign with martini glass.
- Displaying John Murio's trophies inside of the bar.

### 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.

- Bar.

### STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Murio's Trophy Room currently located at 1811 Haight St. in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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# Small Business Commission

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

July 28, 2025

## MURIO'S TROPHY ROOM

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*Staff Contact:* Richard Kurylo and Michelle Reynolds  
legacybusiness@sfgov.org

**Adopting findings approving the Legacy Business Registry application for Murio's Trophy Room, currently located at 1811 Haight 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 July 28, 2025, 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 Murio's Trophy Room 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 Murio's Trophy Room.

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Physical Features or Traditions that Define the Business:

- Being a friendly neighborhood bar.
- Neon “John Murio’s” sign with martini glass.
- Displaying John Murio’s trophies inside of the bar.

**BE IT FURTHER RESOLVED**, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Murio’s Trophy Room on the Legacy Business Registry:

- Bar.

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I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on July 28, 2025.

---

Katy Tang  
Director

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

Ayes –  
Nays –  
Abstained –  
Absent –

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## Legacy Business Registry

# Application Review Sheet

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**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

1811 Haight St. from 1959 to Present (66 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:** NA

**DELIVERY DATE TO HPC:** June 18, 2025

Richard Kurylo and Michelle Reynolds  
Legacy Business Program

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## DEAN PRESTON

January 7, 2025

Office of Small Business  
Attn: Legacy Business Registration Application  
City Hall, Room 110  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Re: *Letter of Nomination for Murio's Trophy Room*

Dear Mr. Kurylo:

I am writing to nominate Murio's Trophy Room, located at 1811 Haight Street in the historic Haight-Ashbury neighborhood, to the Legacy Business Registry Program.

Murio's Trophy Room is a neighborhood bar serving beer, wine, and cocktails, offering pool and pinball, and live music and comedy events. It was established in 1950 by John Murio, a professional tennis player and winner of the 1933 Canadian Open. Before opening the bar, Murio operated "Murio's Sports Shop" in the same space for many years, and also owned and ran a tiki lounge at 1801 Haight Street, which is now home to Cha Cha Cha. As a San Franciscan of Hawaiian descent, John Murio overcame racial barriers to achieve international tennis success after being excluded from competing in the U.S. Open during the 1930s. Murio managed the bar and lived above it until his passing in 1986.

Following John Murio's death, the bar was purchased by Roger Howell, who owned it until 2023. The current owner, Eddie Sargent, an English immigrant who has called San Francisco home since 1987, continues to uphold the bar's traditions and role as a community meeting space. While the bar received a refresh in 2011, it retained many elements of the original Murio's, including the long wooden bar, the pool table, exterior neon sign, and vintage jukebox. John Murio's tennis trophies also remain as a testament to his sports victories.

Murio's Trophy Room embodies inclusivity, creativity, and community. In an era of rapid gentrification, preserving legacy businesses like Murio's is essential to safeguarding the city's unique character and soul. The addition of Murio's Trophy Room to the Legacy Business Registry would honor its legacy and ensure its continued vitality. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Dean Preston".

Dean Preston  
District 5 Supervisor



# Legacy Business Registry Application



## Business Information

**Business name:** Murio's Trophy Room

**Business owner name(s):** Edward Sargent

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

**Current business address:** 1811 Haight St., San Francisco, CA 94117

**Telephone:** ( 415 ) 752 – 2971

**Email:** muriosbar@gmail.com

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

**Website:** muriostrophyroom.com

**Facebook:** facebook.com/MuriosHaight

**Twitter:**

**7-digit San Francisco Business Account Number (BAN):** 0 4 6 1 3 1 7

**Do any of these describe your business?** (select all that apply)

*Requires at least 51% of the business be owned, operated, and controlled by the business designation below.*

☒ **Immigrant-Owned Business**

☐ **Owned by Person with a Disability**

☐ **LGBTQ+-Owned Business**

☐ **Veteran-Owned Business**

☐ **Minority-Owned Business\***

☐ **Woman-Owned Business**

*\*Minority is defined as one or more of the following racial or ethnic groups: American Indian or Alaska Native; Asian; Black or African American; Hispanic or Latino; Middle Eastern or North African; Native Hawaiian/Other Pacific Islander*

## Contact Person Information

**Contact person name:** Edward Sargent

**Contact person title:** Owner

**Contact telephone:** ( ) –

**Contact email:**



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.

Original San Francisco address:

1811 Haight St.

Zip Code:

94117

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

Y

Dates at this location: From:

1959

To:

Present

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:

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: Edward Sargent

Signature:



Date: 11/25/2024

# **MURIO'S TROPHY ROOM**

## **Written Historical Narrative**

### **INTRODUCTION**

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

Murio's is a neighborhood bar in Haight-Ashbury serving beer, wine, and cocktails and offering pool, pinball, live music, and comedy events. Only a block away from beautiful Golden Gate Park and surrounded by fantastic restaurants and shopping, there's no better place to unwind and grab a drink after a long day of exploring the city. With plenty of seating indoors and out, it's always a great time to swing by, grab a fresh squeezed paloma, and enjoy their classic ambiance. Whether you're a local looking for a new spot or you're just swinging by for a visit, their talented and friendly team of bartenders will be here to help.

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

Murio's welcomes a range of customers, and the crowd varies from local residents who have been coming to Murio's for decades, to college students, and visitors to San Francisco.

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

A classic neighborhood watering hole.

### **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.**

Murio's Trophy Room was founded in 1959 by John Keloha Murio in its present location at 1811 Haight Street in Haight-Ashbury.

Born in 1901, John Murio was an American tennis player in the 1920s and 1930s. As a San Franciscan of Hawaiian descent, Murio broke down boundaries to become a successful international tennis player after being barred from competing in the US Open due to his race.

Prior to opening the bar, John Murio operated "Murio's Sport's Shop" in the space for many years and lived upstairs at 1807 Haight Street. He also owned and operated a tiki lounge at 1801 Haight Street (now the location of Cha Cha Cha). He operated the bar and lived in the flat upstairs until his death in 1986.

From 1986 to 2007, John Keloha Murio's children – John Murio and Susan Murio – ran the bar.

In 2007, the bar was purchased by Roger Howell and Karen Sandica. Roger is from Birmingham, England. Before purchasing Murio's, he opened Mad Dog in the Fog in Lower Haight.

In 2011, Karen Sandica sold her half of the bar to Edward Sargent before moving back to Sweden for family reasons, where she is originally from. Eddie is an English immigrant who has called San Francisco home since 1987.

In 2023, Eddie purchased the bar from Roger Howell and became the sole owner of the business.

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

1959 to 1986:	John Keloha Murio
1986 to 2007:	John Murio and Susan Murio
2007 to 2011:	Roger Howell; Karen Sandica
2011 to 2023:	Roger Howell; Edward Sargent
2023 to Present:	Edward Sargent

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

Murio's has never ceased operations for a significant length of time, except during the COVID-19 shutdowns in 2020-2021.

**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.**

Murio's Trophy Room has been a neighborhood institution for decades. It exemplifies San Francisco's tradition of laidback, welcoming neighborhood bars where you can buy a shot and a beer for \$5. Murio's is more than just a place where patrons gather for a drink; it serves as a cornerstone of camaraderie, culture, and continuity within Haight-Ashbury and the broader San Francisco community.

Since 1959, Murio's has been privileged to witness generations of residents, visitors, artists, and musicians come through their doors, each contributing to the rich tapestry of stories and experiences that define San Francisco.

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

John Murio (1901–1986) was an American tennis player in the 1920s and 1930s who won many tournaments, including the following<sup>1</sup>:

- Oregon state title in 1931 and 1934.
- Pacific Northwest championships in 1931 and 1936.
- Canadian championships in 1933.
- British Columbia clay court title in 1933.
- British Columbia championships in 1933 and 1936.
- British Columbia indoor title in 1934
- Washington state title in 1934 and 1936.
- Western Canada grass court title in 1935.
- Many tournaments in California including the San Francisco city tennis championships nine times.

Despite being among the best known national and international tennis stars of the late 1920s and 1930s, John Murio battled prejudice and racism and therefore never entered the US championships. John Murio's tennis trophies also remain behind the bar as a nod to his sporting victories.

Haight-Ashbury holds a special place in San Francisco, serving as a beacon of counterculture, artistic expression, and social progress. As one of the longest-standing bars in the neighborhood, Murio's has played an integral role in preserving this ethos, including during the Summer of Love. The bar has been witness to the evolution of Haight-Ashbury through decades of change, remaining a steadfast anchor amidst the ebb and flow of time.

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

Murio's participates in the annual Haight Street Fair. They screen every Golden State Warriors and Francisco 49ers game. They provide a community gathering place for sports, music, and other events, such as a local pool league. They also work with other neighborhood businesses, including as a destination for the "Haunted Haight" ghost tours, and by leasing pinball machines from Free Gold Watch. Murio's has also obtained an entertainment license to run live music and comedy events, providing local musicians and comedians with a platform.

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

Murio's Trophy Room has been referenced in the media. Following are several media references.

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<sup>1</sup> John Murio, Wikipedia, [https://en.wikipedia.org/wiki/John\\_Murio](https://en.wikipedia.org/wiki/John_Murio)

- **The 15 Best Places to Eat and Drink in the Upper Haight**  
Eater San Francisco  
February 24, 2025  
<https://sf.eater.com/maps/best-bars-restaurants-upper-haight-san-francisco>
- **Haight Legacy Business Candidates: Mendels and Murio's Trophy Room**  
San Francisco Heritage  
August 3, 2022  
<https://www.sfheritage.org/heritage-in-the-neighborhoods/mendels-murios/>
- **Behind the Plywood at Murio's Trophy Room**  
Tablehopper  
November 29, 2011  
<https://www.tablehopper.com/lush/behind-the-plywood-at-murios-trophy-room/>

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

Not applicable.

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

If the business were to close, San Francisco would lose a historic Haight-Ashbury bar and an important part of John Murio's legacy. In an era marked by rapid gentrification, preserving establishments like Murio's is essential to safeguarding the unique character and soul of San Francisco. As stewards of this legacy, Murio's is committed to upholding the values of inclusivity, creativity, and community that have defined the establishment.

### **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?**

Murio's is committed to maintaining the physical features and traditions that define its function as a welcoming neighborhood watering hole. While the space received a refresh in 2011, it retained many of Murio's original elements, including the long wooden bar, the pool table, and exterior neon sign. John Murio's tennis trophies also remain as a testament to his sports victories, as does the vintage jukebox.

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

A friendly neighborhood bar, where everyone is welcome.

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

The current owner hopes to keep the business in his family and pass it to his children.

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

Lower foot traffic; rising commercial rents.

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**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.**

Bar.

**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 that houses Murio's is "A - Historic Resource Present." It is located within the Eligible Haight Ashbury Historic District.







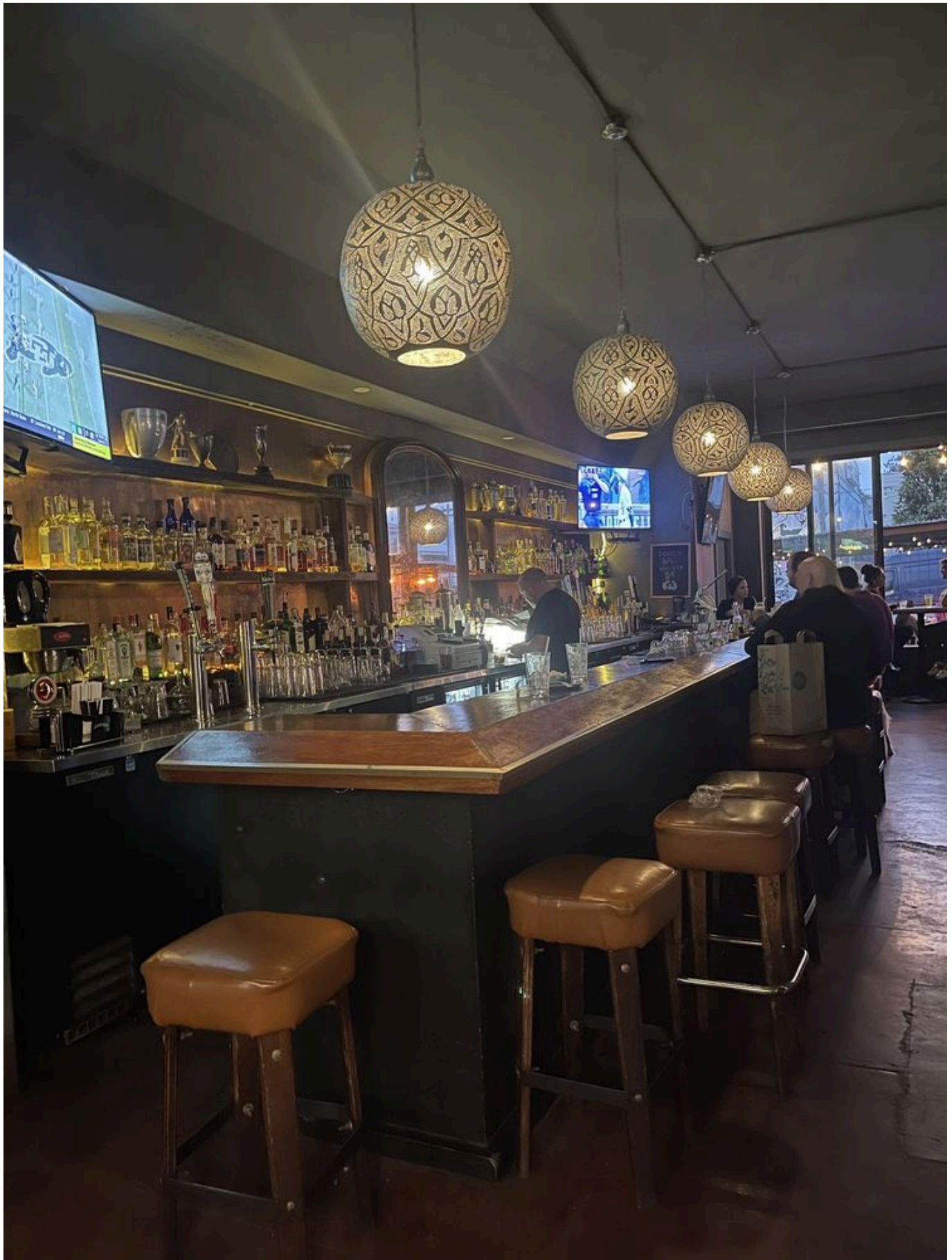














# LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

**HEARING DATE: July 16, 2025**

*Filing Date:* June 18, 2025  
*Case No.:* 2025-005808LBR  
*Business Name:* Murio's Trophy Room  
*Business Address:* 1811 Haight Street  
*Zoning:* Haight Street Neighborhood Commercial Zoning District  
40-X Height and Bulk District  
*Cultural District:* Not Applicable  
*Block/Lot:* 1249/019  
*Applicant:* Edward Sargent  
1811 Haight Street  
*Nominated By:* Former Supervisor Preston  
*Located In:* District 5  
*Staff Contact:* Heather Samuels  
[Heather.Samuels@sfgov.org](mailto:Heather.Samuels@sfgov.org)

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

## Business Description

Murio's Trophy Room is a neighborhood bar in the Haight-Ashbury, which beyond serving beer, wine, and cocktails, provides a space for patrons to enjoy playing billiards, pinball, and live music and comedy events. The bar is located a block away from Golden Gate Park and is surrounded by a vibrant stretch of Haight Street which has great shopping and restaurants, making it's location an ideal place to grab a drink to unwind after enjoying these important fixtures of San Francisco. Murio's welcomes an array of customers, varying from locals, college students, and tourists visiting San Francisco.

Murio's Trophy Room was founded in 1959 by John Keloha Murio in its present location at 1811 Haight Street. Born in 1901, John Murio was an American tennis player in the 1920s and 1930s. As a San Franciscan of Hawaiian descent, Murio broke down boundaries to become a successful international tennis player after being barred from competing in the US open due to his race.

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In 2011, Karen Sandica sold her half of the bar to Edward Sargent before moving home to Sweden. Eddie is an English immigrant who has called San Francisco home since 1987. In 2023, Eddie purchased the bar from Roger Howell and became the sole owner of the business.

## Staff Analysis

### Review Criteria

#### 1. ***When was business founded?***

The business was founded in 1959.

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

Yes. Murio's Trophy Room qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Murio's Trophy Room has operated continuously in San Francisco for 66 years.
- b. Murio's Trophy Room has contributed to the history and identity of the Haight-Ashbury neighborhood and San Francisco.
- c. Murio's Trophy Room 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 art of making cocktails and drinks.

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

Yes. The business is associated with John Murio, the original owner, who was an American tennis player in the 1920s and 1930s who won many tournaments, including the following: Oregon state title in 1931 and 1934, Pacific Northwest championships in 1931 and 1936, Canadian championships in 1933, British Columbia clay court title in 1933, British Columbia championships in 1933 and 1936, British Columbia indoor title in 1934, Washington state title in 1934 and 1936, Western Canada grass court title in 1935, and many tournaments in California including the San Francisco city tennis championships nine times.

Despite being among the best known national and international tennis stars of the late 1920s and 1930s, John Murio battled prejudice and racism and therefore never entered the US championships. John Murio's tennis trophies also remain behind the bar as a nod to his sporting victories.

Haight-Ashbury holds a special place in San Francisco, serving as a beacon of counterculture, artistic expression, and social progress. As one of the longest-standing bars in the neighborhood, Murio's has played an integral role in preserving this ethos, including during the Summer of Love. The bar has been witness to the evolution of Haight-Ashbury through decades of change, remaining a steadfast anchor amidst the ebb and flow of time.

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

Yes, the site is within the Eligible Haight Ashbury Historic District per the California Register of Historical Places.

**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. Murio's Trophy Room has been referenced in the media, including: "The 15 Best Places to Eat and Drink in the Upper Haight" by Eater San Francisco on February 24, 2025; "Haight Legacy Business Candidates: Mendels and Murio's Trophy Room" by San Francisco Heritage on August 3, 2022; "Behind the Plywood at Murio's Trophy Room" by Tablehopper on November 29, 2011.

**Racial and Social Equity Analysis**

On July 15<sup>th</sup>, 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.

Example: John Murio's has had a history of being owned by immigrants. In 2007, the bar was purchased by Roger Howell and Karen Sandica. Roger is from Birmingham, England and Karen is from Sweden. In 2011, Karen Sandica sold her half of the bar to Edward Sargent Eddie is an English immigrant who has called San Francisco home since 1987. In 2023, Eddie purchased the bar from Roger Howell and became the sole owner of the business. Despite surviving economic challenges, like the COVID-19 Pandemic, the bar has continued to survive and be a

neighborhood cornerstone. Eddie is committed to passing the business onto his children, continuing the legacy of the bar.

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

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

Current Locations:

- 1811 Haight Street (1956 – Present)

#### **Recommended by Applicant**

- Being a friendly neighborhood bar

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

- Neon “John Murio’s” sign with martini glass
- Displaying John Murio’s trophies inside of the bar

### **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: July 16, 2025**

*Case No.:* 2025-005808LBR  
*Business Name:* Murio's Trophy Room  
*Business Address:* 1811 Haight Street  
*Zoning:* Haight Street Neighborhood Commercial Zoning District  
40-X Height and Bulk District  
*Block/Lot:* 1249/019  
*Applicant:* Edward Sargent  
1811 Haight Street  
*Nominated By:* Former Supervisor Preston  
*Located In:* District 5  
*Staff Contact:* Heather Samuels - 628-652-7545  
Heather.Samuels@sfgov.org

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR MURIO'S TROPHY ROOM CURRENTLY LOCATED AT 1811 HAIGHT STREET, BLOCK AND LOT 1249/019.

**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 July 16, 2025, 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 Murio's Trophy Room 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 Murio's Trophy Room.

*Locations*

Current Locations:

- 1811 Haight Street (1959 – Present)

*Physical Features or Traditions that Define the Business*

- Neon "John Murio's" sign with martini glass
- Displaying John Murio's trophies inside of the bar

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 on July 16, 2025.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: July 16, 2025