

# Legacy Business Registry Staff Report

HEARING DATE MAY 13, 2019

## OCEAN CYCLERY

*Application No.:* LBR-2018-19-050  
*Business Name:* Ocean Cyclery  
*Business Address:* 1935 Ocean Avenue  
*District:* District 7  
*Applicant:* Jeffrey Taliaferro, President  
*Nomination Date:* March 29, 2019  
*Nominated By:* Supervisor Norman Yee  
*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

### BUSINESS DESCRIPTION

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop in the Ingleside neighborhood. It has been in business since November 1996 and is considered a neighborhood institution. Ocean Cyclery was founded at 1915 Ocean Avenue by Jeffrey Taliaferro when Taliaferro purchased the lease and tools of an existing bike shop that had operated at that location since 1989.

Taliaferro was born in San Francisco and has been tuning up bikes since he was 12 years old. After graduating high school, he began running a bike shop on 24th Street. Starting in 1980, he worked at Presidio Bike Shop on Geary Boulevard where he sold top of line racing bikes. During his time there, he became an avid amateur road bike racer in 1981 with the United States Bicycling Federation. In 1983, he became an auto mechanic. In 1990, Nomad Cyclery owner Steve Schroeder offered him a management position at one of his two shops.

At Nomad Cyclery on Ocean Avenue, Taliaferro sold bikes, parts and accessories and offered repair and maintenance services. In 1996, Schroeder sold the Ingleside location's lease and tools to Taliaferro. He kept the Nomad Cyclery shop at 2555 Irving Street. Taliaferro did not want the inventory or the store name because he wanted to start fresh. That year, Taliaferro opened Ocean Cyclery in the space that had been Nomad Cyclery, 1915 Ocean Avenue. Without money for inventory, repairs were key to the business. After six months, bicycle manufacturer Wheeler began to sell bikes on consignment at the store. Three months later, Ocean Cyclery obtained credit with GT Bicycles, followed by Specialized and Diamond Back and Fuji. With these major, quality brands, Ocean Cyclery began selling bicycles and rebuilding the shop's presence in the community. In August 2004, the shop moved down the block to 1935 Ocean Avenue, a 1500 sq. ft. space.

The business is located on the south side of Ocean Avenue between Victoria Street and Ashton Avenue in the Ingleside neighborhood. It is within an NCT (Ocean Avenue Neighborhood Commercial Transit) 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:

1915 Ocean Avenue from 1996 to 2004 (8 years)  
1935 Ocean Avenue from 2004 to Present (15 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 Ingleside 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:

- Ocean Cyclery is associated with the craft of bicycle mechanics.
- Ocean Cyclery has contributed to the history and identity of San Francisco and the Ingleside neighborhood.
- the historic resource status of the building is a Category A (Known Historic Resource) due to its location within the eligible historic district. The property is located within a California Register eligible Ingleside Terrace Historic District. Ingleside Terraces consists of single-family homes that were constructed as part of the Ingleside Terraces housing tract. Ingleside Terraces is comprised of one- and two-story, detached single family houses that exhibit architectural styles such as Craftsman, Period Revival, Spanish Colonial Revival, and Mediterranean. The Ingleside Terraces housing tract occupies the former site of the Ingleside Racetrack, and the elliptical shape of Urbano Drive corresponds to the former loop of the horse-racing track. From 1910 to the 1920s, Ingleside Terraces was constructed by the Urban Realty Improvement Company as a "residence park" for high-end homebuyers. In addition to houses designed according to specific guidelines, the residence park of Ingleside Terraces includes curvilinear streets (such as Urbano Drive), non-rectangular blocks, landscaped open spaces (circular mini-parks), and ornamental street furniture (granite entry monuments, stone benches, column planters, and a sundial). The Urban Realty Improvement Company was headed by Joseph A. Leonard, and later by his son George L. Leonard, both of whom lived in Ingleside Terraces until the elder Leonard's death in 1929. Ingleside Terraces represents Joseph A. Leonard's most successful garden park development in San Francisco, as well as one of the best examples of a residence park in the City. Ingleside Terraces eligible for the California Register under Criterion 1 for its association with the residential parks development that occurred in the early 20th century and under Criterion 3, as exhibiting the distinctive characteristics of a type, period, region or method of construction of residential park. Ingleside Terraces exhibits the characteristic features of residence parks of that era including curvilinear streets, ornamental street work such as plinths, urns, gates and fountains and, uniquely, its sundial.
- Ocean Cyclery was featured in a Hoodline article in July 2016 titled, "Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More." They were also featured in an article by the SF Bicycle Coalition in August-September 2008.

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





SAN FRANCISCO

## OFFICE OF SMALL BUSINESS

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

Yes, Ocean Cyclery 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 Ocean Cyclery 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:

- Bicycle sales and repair services.
- Unique inventory, including European products.
- Well-trained and knowledgeable staff.
- Bicycle clinics, workshops, and classes.
- Consulting services.
- Bicycle racks.
- 1920s commercial display case.
- African American bike racing champion poster.

### **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.

- Bicycle store.

### **STAFF RECOMMENDATION**

Staff recommends that the San Francisco Small Business Commission include Ocean Cyclery currently located at 1935 Ocean Avenue 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

OCEAN CYCLERY

LEGACY BUSINESS REGISTRY RESOLUTION NO. \_\_\_\_\_

*Application No.:* LBR-2018-19-050  
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*Nomination Date:* March 29, 2019  
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*Staff Contact:* Richard Kurylo  
legacybusiness@sfgov.org

## ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR OCEAN CYCLERY, CURRENTLY LOCATED AT 1935 OCEAN AVENUE.

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

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

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

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

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

**WHEREAS**, at a duly noticed public hearing held on 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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OFFICE OF SMALL BUSINESS

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 Ocean 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 Ocean Cyclery:

Physical Features or Traditions that Define the Business:

- Bicycle sales and repair services.
Unique inventory, including European products.
Well-trained and knowledgeable staff.
Bicycle clinics, workshops, and classes.
Consulting services.
Bicycle racks.
1920s commercial display case.
African American bike racing champion poster.

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

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

OFFICE OF SMALL BUSINESS  
REGINA DICK-ENDRIZZI, DIRECTOR

**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

1915 Ocean Avenue from 1996 to 2004 (8 years)  
1935 Ocean Avenue from 2004 to Present (15 years)

**PER CRITERION 1:** Has the business operated in San Francisco for more than 20 years but less than 30 years, significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, face a significant risk of displacement?  
\_\_\_\_\_  Yes \_\_\_\_\_ No

**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:** The business has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement.

**DELIVERY DATE TO HPC:** April 3, 2019

Richard Kurylo  
Program Manager, Legacy Business Program





President, Board of Supervisors  
District 7

City and County of San Francisco

## NORMAN YEE

March 29, 2019

Dear Director Regina Dick-Endrizzi:

I am writing to nominate Ocean Cyclery at 1915 Ocean Avenue to the Legacy Business Registry. The owners' contact information is listed below:

Jeffrey and Sabine Taliaferro  
[info@oceancyclery.com](mailto:info@oceancyclery.com)  
(415) 239-5004

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop that has operated at this location since its founding in 1996. Ocean Cyclery is likely one of the only black-owned bicycle shops in San Francisco. This business is a staple on the Ocean Avenue commercial corridor and is actively engaged with promoting cycling throughout the neighborhood, especially for youth and families. Ocean Cyclery is also groundbreaking in that it was one of the first and is still one of the few bike shops in the city that carries full service family and cargo bikes.

Ocean Cyclery is deserving of recognition for the value they bring to the community. I am proud to nominate Ocean Cyclery to the Legacy Business Registry and thank you for your serious consideration regarding their application.

Sincerely,

A handwritten signature in blue ink that reads "Norman Yee".

Norman Yee

## 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:		
Ocean cyclery inc.		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
Jeffrey Taliaferro		
CURRENT BUSINESS ADDRESS:	TELEPHONE:	
1935 Ocean Avenue	(415) 239-5004	
	EMAIL: info @ oceancyclery.com	
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
www.oceancyclery.com	oceancyclery	oceancyclery
APPLICANT'S NAME		
Jeffrey Taliaferro		<input checked="" type="checkbox"/> Same as Business
APPLICANT'S TITLE		
President		
APPLICANT'S ADDRESS:		TELEPHONE:
		( )
		EMAIL:
SAN FRANCISCO BUSINESS ACCOUNT NUMBER:		SECRETARY OF STATE ENTITY NUMBER (if applicable):
1079616		C4046020
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
1915 Ocean Avenue	94127	11/1996
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?		DATES OF OPERATION AT THIS LOCATON
<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes		11/96 - 07/04

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
1935 Ocean Avenue	94127	Start: 07/2004 End: present

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

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

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

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

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

## 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.

Jeffrey Taliaferro 04/02/19

Name (Print):

Date:



Signature:

## **OCEAN CYCLERY**

### **Section 4: Written Historical Narrative**

#### **CRITERION 1**

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

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop located at 1935 Ocean Avenue in the Ingleside neighborhood of San Francisco. It has been in business since November 1996 and is considered a neighborhood institution.

Ocean Cyclery was founded at 1915 Ocean Avenue by 36-year-old Jeffrey Taliaferro when Taliaferro purchased the lease and tools of an existing bike shop that had operated at that location since 1989.

Taliaferro was born in San Francisco in 1960. He attended Miraloma Elementary School, Paul Revere Elementary School, Denman Middle School, Balboa High School, and graduated from McAteer High School.

Taliaferro had been tuning up bikes since he was 12 years old. In 1978, he volunteered at CQ Bike Shop in Daly City for a school assignment and ended up spending 18 months there. After graduating high school, he began running a bike shop on 24<sup>th</sup> Street. Starting in 1980, he worked at Presidio Bike Shop on Geary Boulevard where he sold top of line racing bikes. During his time there, he became an avid amateur road bike racer in 1981 with the United States Bicycling Federation. In 1983, he became an auto mechanic. In 1990, Nomad Cyclery owner Steve Schroeder offered him a management position at one of his two shops. Schroeder had remembered him from his days working at Presidio Bike Shop.

At Nomad Cyclery on Ocean Avenue, Taliaferro sold bikes, parts and accessories and offered repair and maintenance services. In 1996, Schroeder sold the Ingleside location's lease and tools to Taliaferro. He kept the Nomad Cyclery shop at 2555 Irving Street. Taliaferro did not want the inventory or the store name because he wanted to start fresh. That year, Taliaferro opened Ocean Cyclery in the space that had been Nomad Cyclery, 1915 Ocean Avenue.

Without money for inventory, repairs were key to the business. After six months, bicycle manufacturer Wheeler began to sell bikes on consignment at the store. Three months later, Ocean Cyclery obtained credit with GT Bicycles, followed by Specialized and Diamond Back and Fuji. With these major, quality brands, Ocean Cyclery began selling bicycles and rebuilding the shop's presence in the community.

It took two to three years for Ocean Cyclery to become profitable. In 1999, the store carried 120 bikes plus clothing, car racks and usual repair parts for bicycle repairs. The store also began offering custom builds after finding a distributor in Tomasini Bicycles. Ocean Cyclery was also one of the three bike shops carrying BMX gear and bikes. The shop usually had four part-time assistants, but sometimes one full-time and three part-time assistants.

As the shop grew, the inventory diversified as the shop began to carry beach cruisers and double suspension bikes as well as safety gear like helmets, gloves and pads. Safety gear was important because Taliaferro wanted people to survive crashes and felt like it should be a big part of the business to have a good selection of safety gear.

In August 2004, the shop moved down the block to 1935 Ocean Avenue, a 1500 sq. ft. space. The downsizing was necessary because the landlord was preparing a rent-hike and would not allow for the space to be subdivided. This is a prime example of the business surviving the neighborhood's changing demographics.

Also in 2003, Taliaferro met his future spouse Sabine in front of Wells Electrical, which is now Kumon Ocean. Sabine, from Wassenaar, Netherlands, came to the United States as an exchange student. They married in 2004.

In 2006, the Taliaferros went to the Fietsbeurs Rai, a bicycle trade show in Amsterdam, and fell in love with baby seats for bikes. It evolved into the family bikes, which are designed to hold one front mount baby seat on the handlebars and a rear seat on the back. They found out the company was about to launch in the United States and were the first bike shop in San Francisco to promote these child carrier seats. They are one of a few bike shops that are a full service family and cargo bike dealer.

The Taliaferro's first child, Vincent, was born in 2005. Their second son Ruben was born in 2010.

Ocean Cyclery's importance to the community and positive impact on the neighborhood makes it an ideal candidate for the Legacy Business Registry. The business has operated in San Francisco for more than 20 years, but less than 30 years. It is eligible for listing on the Registry because the business has significantly contributed to the history and identity of the Ingleside neighborhood and, if not included on the Registry, would face a significant risk of displacement.

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

The business has never ceased operations since it was founded in 1996.

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

Ocean Cyclery is a family-owned business, defined as any business in which two or more family members are involved and the majority of ownership or control lies within a family.

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

The ownership history of Ocean Cyclery is as follows:

1996 to 2004: Jeffrey Taliaferro  
2004 to Present: Jeffrey and Sabine Taliaferro

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

Not applicable.

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

The historic resource status of the building at 1931-1935 Ocean Avenue 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 Eligible Ingleside Terrace Historic District.

Ingleside Terraces consists of single-family homes that were constructed as part of the Ingleside Terraces housing tract. Ingleside Terraces is comprised of one- and two-story, detached single-family houses that exhibit architectural styles such as Craftsman, Period Revival, Spanish Colonial Revival, and Mediterranean. The Ingleside Terraces housing tract occupies the former site of the Ingleside Racetrack, and the elliptical shape of Urbano Drive corresponds to the former loop of the horse-racing track. From 1910 to the 1920s, Ingleside Terraces was constructed by the Urban Realty Improvement Company as a "residence park" for high-end homebuyers. In addition to houses designed according to specific guidelines, the residence park of Ingleside Terraces includes curvilinear streets (such as Urbano Drive), non-rectangular blocks, landscaped open spaces (circular mini-parks) and ornamental street furniture (granite entry monuments, stone benches, column planters and a sundial). The Urban Realty Improvement Company was headed by Joseph A. Leonard, and later by his son George L. Leonard, both of whom lived in Ingleside Terraces until the elder Leonard's death in 1929. Ingleside Terraces represents Joseph A. Leonard's most successful garden park development in San Francisco, as well as one of the best examples of a residence park in the city. Ingleside Terraces is eligible for the California Register under Criterion 1 for its association with the residential parks development that occurred in the early 20th Century and under Criterion 3, as exhibiting the

distinctive characteristics of a type, period, region or method of construction of residential park. Ingleside Terraces exhibits the characteristic features of residence parks of that era including curvilinear streets, ornamental street work such as plinths, urns, gates and fountains and, uniquely, its sundial.

## **CRITERION 2**

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

Ocean Cyclery has been serving the Ingleside community and the Bay Area since 1996. Ocean Cyclery is one of the last African American-owned businesses in the neighborhood.

The owners take pride in serving the community by helping people find their perfect bikes. To achieve this goal, Ocean Cyclery keeps the most popular bicycles in stock and keeps close contact with their suppliers so they can have bikes ordered and shipped within a week. The shop carries many brands, including Specialized, Raleigh, Yuba, SOMA, Redline and SE. They care about quality of the product. Ocean Cyclery was the Top 50 BionX retailer in the United States. BionX is an electric kit that can be mounted on an existing bike.

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

Ocean Cyclery has participated in the OMI Festival for more than 10 years. They have hosted an event for Second Sundays. They partnered with SFMoves by hosting community classes. They also held a book reading in the shop.

During an Ocean Avenue promotion in which Woody LaBounty held a history walk, there were local posters hung at different businesses. Ocean Cyclery was one of the stops and displayed a poster in the shop.

During the promotion of making a parking spot into a parklet, Ocean Cyclery transformed the parking space in front of 1935 Ocean Avenue into a parklet for a day. They worked with Phil Ting to promote cycling by offering free tune ups at the Aptos Playground. Jeff has led two bike to work caravans for District 11.

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

Ocean Cyclery was featured in a Hoodline article in July 2016 titled, "Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More." They were also featured in an article by the SF Bicycle Coalition in August-September 2008.

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

No, Ocean Cyclery is not associated with a significant or historical person.

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

Ocean Cyclery is committed to the neighborhood. The owners participate in neighborhood events, and they are involved with the local schools.

Ocean Cyclery represents District 11 on the Bicycle Advisory Committee; participated in the Department of Environment's SF Moves where Taliaferro gave bicycling lessons; gives gift cards to the local schools for raffles; sponsored Ocean Avenue events; gave donations to the San Francisco Bike Coalition; led the Bike to Work Convoy for District 11; and donated a bike to the opening of McLaren Bike Park.

Ocean Cyclery has hired many students from City College and San Francisco State University.

They have worked with the Jewish Vocational Service to turn part-time training into a full-time job for one of their employees.

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

Ocean Cyclery serves an eclectic mix of customers ranging from families to high-end enthusiasts, students and commuters. Taliaferro knows the history of bikes and knows a lot about vintage bikes. Customers come from the neighborhood and surrounding neighborhoods like Parkmerced, Parkside and Sunset and as far away as Pacifica, Daly City, Brisbane, South San Francisco, San Mateo City, San Jose, Hayward and even one customer from Pebble Beach.

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

Alongside the east wall of the store is an elevated two-row structure to slide bikes in with the bottom row as additional bike display for children's bikes and BMX bikes.

The front displays are from the 1920s featuring hardwood flooring surrounded by large windows.

There is a poster of Major Taylor, the first African American world champion cyclist in the United States (1899) displayed in the shop year round. And he is featured in a yearly recurring window display in February during Black History Month. The window display was mentioned by the Major Taylor Association.

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

If the business were shut down, customers would have to go three miles away and would lose access to a unique inventory of bicycles and outstanding personal service. Taliaferro is super

savvy – able to perform service on all sorts of bikes himself. Further, some shops won't work on regular bikes, preferring to serve high-end clients only.

### **CRITERION 3**

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

Ocean Cyclery is the quintessential independent bicycle sales and repair shop. It offers a unique inventory of items needed for bicycling. The store carries many brands of bikes including, but not limited to, Specialized, Raleigh, Yuba, SOMA, Redline and SE. Ocean Cyclery's ownership stays current with European biking trends to offer cutting edge products to their clientele.

Ocean Cyclery's employees are well trained and knowledgeable about most bicycles, bike frames and models, not just the bikes in the store. They provide expert diagnostics and bike repairs. Their mechanics participate in various bicycle workshops throughout the year, ensuring they stay up-to-date with the latest technology and bike designs.

The services provided by Ocean Cyclery in San Francisco California are the following:

**Bike Builds & Restoration:** At Ocean Cyclery, they appreciate the beauty of vintage bikes and are happy to be able to restore them. Customers bring in either just the frame or the full bike in various conditions, and it always excites Ocean Cyclery staff to be able to bring a bike back into top condition and have their customers riding them. At the occasion when none of the retail bikes is what the customer looking for and is in need of something more custom, Ocean Cyclery is more than happy to build them something to be proud of.

**Bike Assembly:** All of the bicycles are assembled by one of Ocean Cyclery's professional bike mechanics. They spend an extensive amount of time assembling, tuning and testing each bike at no additional charge to customers. The employees pride themselves on meeting the highest standards for their customers.

**Repairs and Adjustments:** If Ocean Cyclery can fix a customer's bike on the spot, they will! If not, they will always try to get the customer back on the road in a timely manner. Bring in your bicycle and they will check the status of the bike and its parts and provide you with a no-obligation estimate. They always respect customers' choices and budget.

**Tune Ups:** Ocean Cyclery provides three types of bike tune-ups – Minor Tune Ups, Major Tune Ups and Complete Overhauls. They will advise customers about what their bicycle needs are and explain the various options beforehand. They stand behind the quality of their work.

**BionX Electric Kit Installations:** Ocean Cyclery carries the complete line of BionX Kits and can install them on most bikes.

**Wheel Building:** Ocean Cyclery is one of the few local bicycle shops in San Francisco that has a spoke cutting machine. This means they we can build wheels of any size with the spokes of the customer's choice.

**Bike Fit:** Is your bicycle properly fitted to your body? Did you purchase your dream bike, ride it once and it's been collecting dust at home since then? Ocean Cyclery offers a proper bike fit on bicycles by their expert bike fitter who has over 20 years of experience. They'll make sure you can ride your bike in the proper position and make adjustment recommendations based on your height and weight. The bike fit process is the difference between a comfortable biking experience or not.

**Bicycle Clinics, Workshops & Classes:** Ocean Cyclery offers various classes throughout the year on variety of topics. These are held in-house; some classes will have with a guest speaker.

**Consulting Services:** Ocean Cyclery works with customers on special projects. This could include purchasing the perfect dream bicycle for yourself or a gift for family or friend, enhancing your existing bicycle or creating a maintenance program for your bicycle.

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

Ocean Cyclery is committed to maintaining its historical traditions as a full-service bicycle outfitter providing a variety of bike styles and accessories, as well as repair services.

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

Ocean Cyclery is committed to maintaining the bicycle racks, 1920s commercial display case and the poster about an African American bike racing champion.

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

Ocean Cyclery has been a bicycle shop since it was founded in 1996.



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## CYCLERY

SALES & REPAIRS

# 23



# Hum of the city

My name is Dorie Apollonio, and this is where I write about family biking.



## Family bike shops that I like

December 2, 2014 · 4:52 pm

I get asked questions about family biking a lot (Always welcome! Feel free to email! I will be painfully slow to respond, but it will happen eventually). One of the more common questions I get from people is where I think they should shop for bikes. This can be an awkward question to answer. There are thousands of bike shops and only one me. Admittedly there are far fewer family-oriented bike shops, but still. I live in San Francisco and mostly travel north from there, because that's where my family lives. There's no way that I could ever be truly objective, let alone offer advice to people in say, Minnesota.

That said, at least I have no conflicts of interest. I am a professor of public health and health policy at a university medical center with an extremely strict policy about any kind of giveaway that could be even vaguely construed as professionally-related. Although my primary work is in tobacco control, active transportation could easily be viewed as related to public health, because, well, it is in fact related to public health. Under the terms of my contract, I can't be compensated for anything I say on this blog or accept any discounts or freebies (loaners are okay, but I have to give them back). So if nothing else it's safe to say that my wildly subjective opinions are based solely on my wildly subjective experiences.

So anyway, below is a list of family-focused bike shops that I've liked and would visit again. It is a short list. First, as mentioned, I haven't really visited THAT many bike shops, plus I only included shops that would actually call themselves family bike shops (which excludes our local bike shop). Second, I only listed places where we've made two or more purchases. My apologies to all the other family bike shops—I'm sure you're great, but I have no way to know. Third, to the extent that you can trust anonymous reviews, they all get great reviews.

Shops are listed in order of their distance from my house. I admit that this is a totally useless organizing principle to anyone but me, but hey, it's my blog.

[Ocean Cyclery](#) (1935 Ocean Avenue, San Francisco, California)

“The Enablers”

Family-friendly hit list

- Changing table in the bathroom: Not that I saw
- Kids' play area: No, but noodling around on kids' bikes is encouraged
- Customer seating suitable for nursing a baby: No
- Cargo bikes: Yuba (Mundo, Boda Boda)
- Assisted bikes: Yes, BionX both for the Yubas and as an after-market addition
- Kids' bikes: Yes, and a buyback program to help afford bigger bikes as kids grow!
- Child seats: Yes, and a lot of expertise with them
- What we bought there: My old Breezer, Bobike Maxi, Bobike Junior, accessories, service
- Other: Ocean Avenue is a nice commercial strip with places to retreat when the kids get antsy, like the burrito shop next door. Transit access is excellent (it's on the K line) and the former hippodrome around the corner is an outstanding place for test rides, especially for kids.

Ocean Cyclery is the first real family bike shop I ever visited, and they made it very easy to start biking for transportation. It is the shop where I often send people who ask me about different kinds of child seats, who want to buy bikes for their kids, and who tell me that they're not sure they're up for this “riding for transportation” thing that we've got going on but still want a bike, something inexpensive so they can ride with the kids on their new bikes in the park on weekends. Ocean has the widest selection I've seen in San Francisco of what I consider traditional family biking goods: child seats, trailers, and kids' bikes. One Christmas they had a bike in the front window with a Bobike Mini on the front and a Bobike Maxi on the rear ready for test-rides, the only time I've ever seen such a thing in a bike shop. They offer a buyback program for kids' bikes to make it easy to upgrade as your kids grow, and also have a great selection of bags and accessories. On the cargo bike side, they carry Yubas (assisted and unassisted). The owners, Jeff and Sabina, support the [San Francisco Bicycle Coalition](#) and they are incredibly nice. As a bonus, Ocean has possibly the best location for test riding bicycles in all of San Francisco: it is a block away from the city's former hippodrome, which is now a sleepy flat oval road surrounded by homes. Even little kids can safely try out bikes there. If you're interested in family biking but not sure where to start, Ocean Cyclery is your bike shop.

## SF State's Crime Blotter

COMPILED BY XPRESS  
NEWS STAFF

Between Wednesday, Dec. 3 and Sunday, Dec. 7 the University Police Department responded to 20 incidents. Here are some of the highlights.

### Wednesday, December 3

**AUTO BURGLARY** Officers were notified by a subject reporting that his vehicle was burglarized in the Stonestown Mall parking lot. The total damages were reported at a loss of \$2,700. The crime occurred between 12:40 p.m. and 1:00 p.m.

**MEDICAL ASSIST** Officers contacted the SFFD Medic 84 for a subject suffering from a kidney infection at 8:21 p.m. The subject was transported to the UCSF Medical Center for further evaluation.

### Thursday, December 4

**MINOR IN POSSESSION OF ALCOHOL** Officers reported to a loud party at 2:02 a.m. and determined three subjects under the age of 21 were in possession of alcohol. The subjects were cited and released at the scene without incident.

**GRAND THEFT** Officers responded to a call from someone reporting the theft of his iPad, iPhone and wallet between 11:20 a.m. and 11:50 a.m. in Burk Hall.

### Friday, December 5

**DRUNK DRIVING** An officer determined a driver was intoxicated while conducting a traffic stop at 1:18 a.m. The subject was taken into custody for driving under the influence of alcohol and was transported to county jail.

**POSSESSION OF MARIJUANA FOR SALE** While conducting a traffic stop at Font Boulevard, an officer determined the subjects in the vehicle were in possession of marijuana. The subjects were cited for possession of marijuana for sale and were released at the scene without incident.

### Saturday, December 6

**MEDICAL ASSIST** Officers responded to reports of an intoxicated and uncooperative subject outside of the Towers at 12:57 a.m. The subject was transported to UCSF Medical Center for further evaluation.

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by Leland Yoshitsu - Amazon • B&Nook • Sony • eBookPie

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## News Briefs

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**VARIETY SHOW**  
Concerning Dramatic Passions

The Theatre Arts Department's mask characteriza-

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WE ASKED SF STATE STUDENTS:

*What do you think the recent protests say about race relations in the U.S.?*

## Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More



Wed. July 27, 2016, 10:07am

by **Nuala Sawyer**  
@lightexposures  
(<http://twitter.com/lightexposures>)

**Neighborhoods**  
Ingleside (/neighborhoods/ingleside)

Ocean Cyclery (<http://www.oceancyclery.com/>) has sat on the 1900 block of Ocean Avenue since 1996, and it's seen both the neighborhood and cycling trends evolve over its 20-year tenure. The stretch of Ocean is quiet, with little foot traffic, but business for owner Jeff Taliaferro is consistent.

Taliaferro grew up in San Francisco, moving to the Ingleside neighborhood when he was 11. He first got his start biking as a kid, and in 1978 got a job at CQ Bike Shop in Daly City. He ended up running the shop on the weekends,

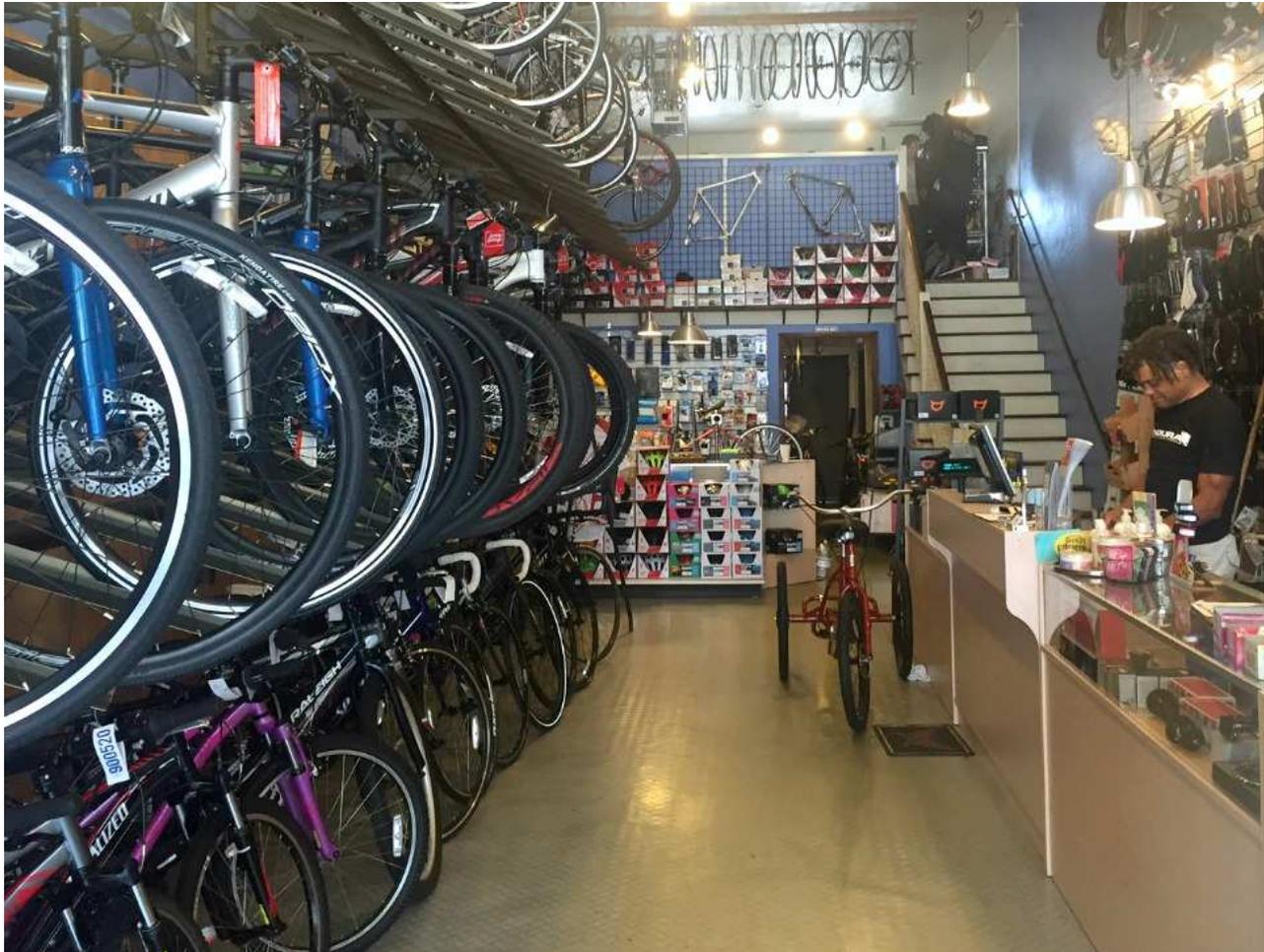
and started from there. "I've always loved bikes," he told us. "I like road biking, and mountain biking, and even messing around on a BMX bike sometimes."



Also helping out regularly at the shop is Jeff's wife, Sabine. "I really like being a part of it," she told us. She works as a jack-of-all-trades, helping with the website, hiring, and customer service. She knows many of the customers by name, and all the other business owners on the street.

Ocean Cyclery, although not a large shop, manages to fit in an enormous range of items. A large selection of kids bikes caters to all ages, and are sold year-round. You can pick up a mountain bike, a commuter, a carbon fiber road bike, or a rare steel Italian frame. Unlike many other bike shops, Ocean

Cyclery doesn't carry just one or two brands—they have Raleigh, Specialized, Fuji, Redline, Soma, and Surly bikes in stock, as well as the newly popular Yuba cargo bikes, Emazing electric bikes and BionX electric kits.



In addition to bikes, the shop carries a large selection of tires, bike lights, cycling shoes, rain gear, fashionable bike bags, and even soap. The aim is to be a one-stop shop in a neighborhood with no other bike stores around.

"We're the cheapest bike shop around," Taliaferro tells us, and he might be right. The least expensive adult bike on the floor is a brand new \$450 road bike that looks pricier than it is.



A Tommasini bike being built up at Ocean Cyclery.

That said, Ocean Cyclery isn't a bike shop just for beginners, or those on a budget. There's some high-quality frames in the shop, including those made by Italian manufacturer Tommasini (<http://www.tommasini.it/eng/>). "I was selling Tommasinis back in '79 at another shop," Taliaferro tells us. "They make about 2,000 bike frames per year. They're so beautiful, very vintage-looking but very high-tech. It's our little niche."

Over the years, the selection of bikes Ocean Cyclery has carried has changed to fit the times. "In the '90s, if you were a bike shop and didn't have mountain bikes, you probably weren't doing very well," Taliaferro said. "Mountain bikes were hot from the mid '80s to '90s. There were no commuter bikes, there were mountain bikes. Then Lance Armstrong blew up

road bikes, so that started in the late '90s. Then bike companies started making all different kinds of bikes—hybrids, fat tire chompers ... the industry went nuts."



PHOTO: YELP ([HTTP://WWW.YELP.COM/BIZ/OCEAN-CYCLERY-SAN-FRANCISCO](http://www.yelp.com/biz/ocean-cyclery-san-francisco))

The neighborhood has also changed since the shop opened in 1996, but not enormously. In the early 2000s, the city moved all the wires underground, and beautified the neighborhood with palm trees and better street lights. "The neighborhood definitely looks better," Taliaferro said. "And there was a while where we had a slump where we had a lot of vacancies along the street, but we have less now."

But even today, foot traffic in the neighborhood is low compared to other areas. "Every now and again I get someone coming in, even someone who's lived in the neighborhood for a while, who asks when we opened," Taliaferro says. "This area is not a go-to area, like West Portal or the Mission. It would

be nice to have neighboring businesses that draw people here." But despite being on a quieter commercial stretch, the shop remains consistently busy, with the phone ringing and people stopping by the whole time we were there.

"At the end of the day, we try to be all-inclusive," Taliaferro tells us. "We're more of a people shop than a bike shop. That's the bottom line."

*Ocean Cyclery is open Tuesdays and Wednesdays from 10am-6pm, Thursdays from 10am-7pm, and Fridays and Saturdays from 10am-6pm.*

# CALIFORNIA'S adventure sports JOURNAL



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## Ocean Cyclery

Ocean Cyclery is a locally owned bike shop in San Francisco California. We carry a large selection of bikes (including women-specific bikes) for family riding, commuting, leisure rides and even bikes for the more experienced riders and racers – Ocean Cyclery services the novice cyclist to the experienced road cyclist.

Ocean Cyclery Bike Shop caters to families year around. We have kids bikes, BMX bikes, a large selection of children seats (front and rear mount), tag along bike and trailers. We also offer a kids bike buy-back program.

The owners and employees of Ocean Cyclery bike shop are passionate about bikes and all use bikes as their main form of transportation. With over 25 years of experience, you can expect great service and excellent mechanical repairs on newer and older bicycle models. We're always looking out for innovative products for both the novice rider as well as the more experienced rider.

**Facebook Comments**

From p.4



Ocean Cyclery,  
1935 Ocean Ave  
(415) 239-5004

After years of working on bikes, Jeffrey Taliaferro decided to buy the bike shop on the Ave from a previous owner and renamed it Ocean Cyclery. Owning a bike shop on Ocean Ave was the place to be since Jeffrey grew up in the neighborhood. As a kid, Jeffrey remembers coming to Ocean Ave for Franciscan Hobbies shop, which is now across the street from his bike shop. He says, "I love getting people on bikes" and that is exactly what he set out to do for the past 13 years.

Jeffrey and his wife, Sabine, have built the bike shop to a successful independent family-owned business. A novice rider to the more experienced riders can choose from a variety of bikes, like BMX (for adults and kids), Tommasini, and Batavus Dutch are just a few lines available at the shop. Riders can also come in for bike repair services or pick-up bike accessories and clothing.

The owners of Ocean Cyclery are a husband and wife team advocating for a more

environmentally friendly and healthy way of getting around in the City. They support many local causes and work very closely with various organizations to help make this place more bike-friendly. Last year, they donated a kid's BMX bike as a raffle prize at the OMI International Family Festival. They have also donated to the holiday decorations on Ocean Avenue for many years. Through the San Francisco Bicycle Coalition (SFBC), Sabine and other bike activists connect with students at City College and SF State to get students on their bikes. She says, "We try to get more people enthusiastic about riding bikes and making a change." Jeffrey has noticed that in the past four years there has been an increase of younger people patronizing the shop. They contribute this change to the fact that there is more environmental awareness amongst the younger generation. Members of SFBC can receive a discount at Ocean Cyclery.

Jeffrey and Sabine thinks that the neighborhood is a great place, but believes that there is room for improvements. The corridor looks vibrant with the trees, light poles, and smooth roads. The couple hopes that the Area Plan will help attract more people to shop and open businesses on the Ave.

*"One Stop Bike Shop" – Jeffrey & Sabine*

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San Francisco Meats & Delicatessen was chosen to participate in the Shop Local Campaign

## The OMI Project – Documentary Play about Urban America

By Ling Liang

The Lick Wilmerding High School Visual and Performing Arts department presented the OMI Project, a documentary play about Urban America depicting people and voices from the OMI community and detailing the history and changes that occurred in the area over the past 100 years. The OMI Project was created by Cliff Mayotte in collaboration with Woody LaBounty and Maria Picar.

The documentary incorporated direct quotes based on interviews with numerous community members and activists in the neighborhood and their experiences in the OMI. Woody states "There needs to be a way for the City at large to know about western San Francisco. From sharing stories, people can preserve the history and culture of the neighborhoods." The students from Lick Wilmerding were fantastic in their

portrayals of the various community members such as Dan Weaver, Mary Thorn, Reverend Gordon, Al Harris, Walee Gon, John Avalos, and Woody LaBounty. "The students really got to learn a lot about what the people did in the neighborhood... This play was really done well and shows the real character of the neighborhood," says Maria. The students not only changed voices based on who they were portraying, but also took on other easily recognizable characteristics of the people they were portraying.



Photo: Ingleside Race Track in 1900  
Courtesy of Western Neighborhoods Project

Steve Hall lives in the Mission with his partner Danny Della Lana and their 6-year-old son Robert. "We go everywhere by bike," explains Steve. "Robert is pretty young, so we're using the trail-a-bike, and Danny rides behind us to make a bike sandwich. Our rides are mostly from our house down Valencia to Dolores Park. Every Saturday we also bicycle to the Embarcadero YMCA for swimming lessons."

PHOTO BY TERI GARDNER



Steve, Danny and Robert bicycling to the Park to play soccer.

If you are a parent who is considering taking a bike adventure with your children, Steve suggests, "be sure that you are very comfortable riding yourself. Your confidence and self-assurance will rub off on your kids. We have been biking together as a family since we adopted Robert. It is a great way to get around. My dad is 80 years old and he still cycles everywhere."

The Haight is home to Stephanie Kwan, Joe Speaks and their two children, ages 1 and 3. "We do a lot of bike trips in the city with the two kids in the Burley trailer. Most of our rides involve snacks or picnic dinners at places like Dolores Park, the beach, or the GG Park Children's playground," said Joe.

Joe has been biking all of his life, and though his wife was somewhat new to bicycling for everyday transport, she now enjoys it tremendously. "Stephanie, found it much easier to grocery shop with our tandem bike and trailer and not to have to mess with the car. She can fit 2 or 3 bags of groceries while carrying the kids." And their kids love being in the trailer.

"Whenever we're out on the bikes we stop to talk to people and make new connections in the neighborhood. I feel good that my kids only get in a car a few times a month. Driving in the city is hectic; we don't have to endure a stressful car trip to enjoy the Randall Museum or Baker Beach. When you are on a bike with your children your transportation becomes a big part of your fun. It is easier than you think."

*Have questions about biking with your child? Have a great ride to take with kids? The SFBC has set up an online family forum to help families share information about how to better pedal through the city. Sign up at: [sfbcfamilyforum.freeforums.org](http://sfbcfamilyforum.freeforums.org)*

BY RHONDA WINTER

## Gearing Up As Your Child is Growing Up

PHOTO BY TERI GARDNER



PHOTO BY KATE MCCARTHY

left: Vincent on his Like-A-Bike. right: Vincent and Sabine enjoying GG Park.

"Try it, but don't force it," is the advice that Sabine Taliaferro gives parents. Sabine and her husband Jeff Taliaferro own Ocean Cyclery and have a 2 1/2-year-old son, Vincent. Avid cyclists all their lives, it's now a great hobby for the whole family.

Knowing when your child is old enough to be on a bike is important. Once your child can hold up his head with a helmet on (around 9 months old), (s)he can go on a bike, but that doesn't mean (s)he'll want to go on a bike. Sabine suggests getting your child used to seeing you on your bike.

"We got Vincent on a front mounted Bobike seat when he was 9 months old and couldn't get him off, he absolutely loved it," says Sabine. "He's in front and I can see what he's doing. He points at things that he sees and we interact and have fun conversations." Having the child up front also lets them see how you maneuver the bike and they're protected from the wind by the windshield. "We have an extra bracket to switch the seat between our bikes," says Jeff. "It has a quick release, so it's easy to mount on and off."

Vincent is now learning to balance with the Like-A-Bike. "At first the Like-A-Bike resembles a rocking horse, getting kids used to sitting on the saddle, but soon they start to walk with the bike, then run and before you know it they're lifting their feet and balancing. We've seen many kids get the hang of it," says Sabine.

Design features like a disk wheel (no spokes!) and lack of chain prevent fingers and clothing from getting caught and the limited steering angle make it a safe bike to learn on. Feet stay on the ground, unlike training wheel bikes with pedals, so the child is more in control and less apt to tip over. Vincent loves his Like-A-Bike so much, they haven't used a stroller in over a year.

They've been going to the SFBC's Freedom From Training Wheels (see Chain of Events) in Golden Gate Park. "Vincent loves the makeshift mini streets with traffic lights and signs," says Sabine. "It's a great way to spend time in a car-free area surrounded by other kids on bikes."

Sabine and Jeff have found a new child's training vest, BikyBiky that they are very excited about. "When you teach a child to ride a bike, you're often hunched over holding onto the bike seat. If the child starts to lose balance, you reach out to grab the bike or a body part," says Sabine. The vest has a handle on the back for parents to grab and take control when needed. It also helps to build confidence so the child can ride on their own.



BikyBiky Vest

"It's been great to see the various stages that Vincent has and is going through. There are so many more opportunities and choices for riding. We hope to see more safe areas for children to ride bicycles."



For more equipment and parent resources, see [sfbike.org/kids](http://sfbike.org/kids) or sign on to the SFBC's online family forum at [sfbcfamilyforum.freeforums.org](http://sfbcfamilyforum.freeforums.org)

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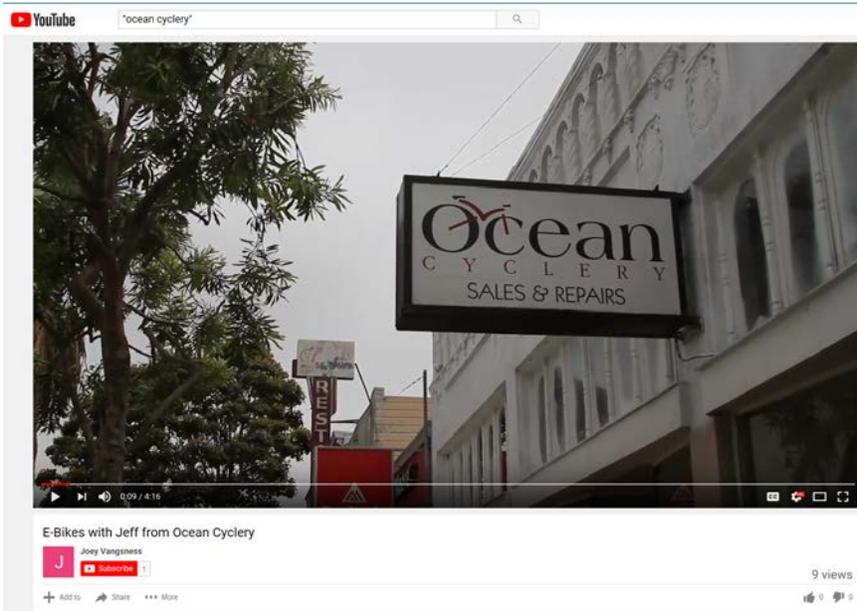
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# Biggest. Best. Bike to Work Day. EVER

I know, I know, we say that every year, but this year, we have the receipts to back it up! Bike to Work Day is clearly the number one day of the year for getting someone to try biking to work for the first time, and it's especially gratifying when elected officials catch the cycling bug. This year it was time for Supervisor Ahsha Safai (right), who biked to the Bike to Work Day rally at City Hall with Ocean Cyclery owner Jeff Taliaferro (left).



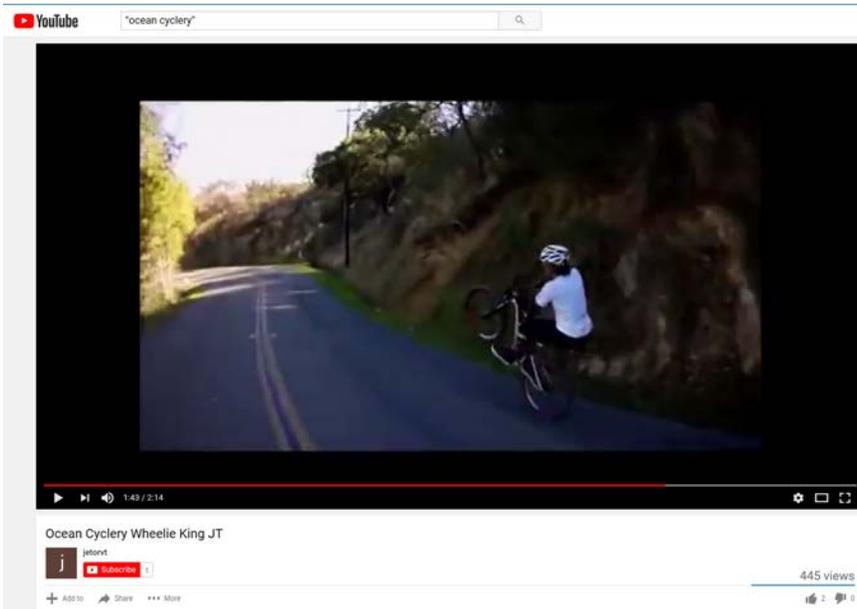
# VIDEOS



[https://www.youtube.com/watch?v=kIS\\_Czg0KF8](https://www.youtube.com/watch?v=kIS_Czg0KF8)

**“E-Bikes with Jeff from Ocean Cyclery”**

Published on Feb 21, 2019, by Joey Vangness



<https://www.youtube.com/watch?v=H5ibqmYnoKk>

**“Ocean Cyclery Wheelie King JT”**

Published on Nov 25, 2010, by jetovert

Jeff from Ocean Cyclery San Francisco

<http://oceancyclery.com>

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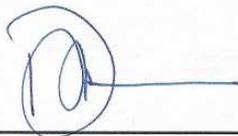
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Donna Bero, Executive Director

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*Filing Date:* April 3, 2019  
*Case No.:* 2019-004948LBR  
*Business Name:* Ocean Cyclery  
*Business Address:* 1935 Ocean Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit) Zoning District  
45-X Height and Bulk District  
*Block/Lot:* 6915/027  
*Applicant:* Jeffrey Taliaferro, President  
1935 Ocean Avenue  
San Francisco, CA 94127  
*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye – (415) 575-6822  
tim.frye@sfgov.org

## **BUSINESS DESCRIPTION**

Ocean Cyclery is an independent, family-owned bicycle sales and repair shop in the Ingleside neighborhood. It has been in business since November 1996 and is considered a neighborhood institution. Ocean Cyclery was founded at 1915 Ocean Avenue by 36-year-old Jeffrey Taliaferro when Taliaferro purchased the lease and tools of an existing bike shop that had operated at that location since 1989.

Taliaferro was born in San Francisco in 1960 and has been tuning up bikes since he was 12 years old. After graduating high school, he began running a bike shop on 24th Street. Starting in 1980, he worked at Presidio Bike Shop on Geary Boulevard where he sold top of line racing bikes. During his time there, he became an avid amateur road bike racer in 1981 with the United States Cycling Federation. In 1983, he became an auto mechanic. In 1990, Nomad Cyclery owner Steve Schroeder offered him a management position at one of his two shops.

At Nomad Cyclery on Ocean Avenue, Taliaferro sold bikes, parts and accessories and offered repair and maintenance services. In 1996, Schroeder sold the Ingleside location's lease and tools to Taliaferro. He kept the Nomad Cyclery shop at 2555 Irving Street. Taliaferro did not want the inventory or the store name because he wanted to start fresh. That year, Taliaferro opened Ocean Cyclery in the space that had been Nomad Cyclery, 1915 Ocean Avenue. Without money for inventory, repairs were key to the business. After six months, bicycle manufacturer Wheeler began to sell bikes on consignment at the store. Three months later, Ocean Cyclery obtained credit with GT Bicycles, followed by Specialized and Diamond Back and Fuji. With these major, quality brands, Ocean Cyclery began selling bicycles and rebuilding the shop's presence in the community. In August 2004, the shop moved down the block to 1935 Ocean Avenue, a 1500 sq. ft. space.

The business is located on the south side of Ocean Avenue between Victoria Street and Ashton Avenue in the Ingleside neighborhood. It is within an NCT (Ocean Avenue Neighborhood Commercial Transit) Zoning District and within a 45-X Height and Bulk District.

## STAFF ANALYSIS

### *Review Criteria*

1. *When was business founded?*

The business was founded in 1996.

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

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

- i. Ocean Cyclery has operated continuously in San Francisco for 23 years and faces significant risk of displacement due to recent lease negotiations.
- ii. Ocean Cyclery has contributed to the history and identity of San Francisco and the Ingleside neighborhood.
- iii. Ocean Cyclery 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 bicycle mechanics.

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

Yes. The property is located within a California Register eligible Ingleside Terrace Historic District. Ingleside Terraces consists of single-family homes that were constructed as part of the Ingleside Terraces housing tract. Ingleside Terraces is comprised of one- and two-story, detached single-family houses that exhibit architectural styles such as Craftsman, Period Revival, Spanish Colonial Revival, and Mediterranean. The Ingleside Terraces housing tract occupies the former site of the Ingleside Racetrack, and the elliptical shape of Urbano Drive corresponds to the former loop of the horse-racing track. From 1910 to the 1920s, Ingleside Terraces was constructed by the Urban Realty Improvement Company as a "residence park" for high-end homebuyers. In addition to houses designed according to specific guidelines, the residence park of Ingleside Terraces includes curvilinear streets (such as Urbano Drive), non-rectangular blocks, landscaped open spaces (circular mini-parks), and ornamental street furniture (granite entry monuments, stone benches, column planters, and a sundial). The Urban Realty Improvement Company was headed by Joseph A. Leonard, and later by his son George L. Leonard, both of whom lived in Ingleside Terraces until the elder Leonard's death in 1929. Ingleside Terraces represents Joseph A. Leonard's most successful garden park development in San Francisco, as well as one of the best examples of a residence park in the City. Ingleside Terraces eligible for the California Register under Criterion 1 for its association with the residential parks development that occurred in the early 20th century and under Criterion 3, as exhibiting the distinctive characteristics of a type, period, region or method of construction of residential park. Ingleside Terraces exhibits the characteristic features of residence parks of that era including curvilinear streets, ornamental street work such as plinths, urns, gates and fountains and, uniquely, its sundial.

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

No. However, the historic resource status of the building is a Category A (Known Historic Resource) due to its location within the eligible historic district.

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. Ocean Cyclery was featured in a Hoodline article in July 2016 titled, "Meet Ocean Cyclery, An Ingleside Fixture For Bikes And More." They were also featured in an article by the SF Bicycle Coalition in August-September 2008.

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

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

- 1935 Ocean Avenue

#### **Recommended by Applicant**

- Bicycle sales and repair services
- Unique inventory, including European products
- Well-trained and knowledgeable staff
- Bicycle clinics, workshops, and classes
- Consulting services
- Bicycle racks
- 1920s commercial display case
- African American bike racing champion poster

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

None



# SAN FRANCISCO PLANNING DEPARTMENT

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## Historic Preservation Commission Draft Resolution No. ###

HEARING DATE: MAY 1, 2019

*Case No.:* 2019-004948LBR  
*Business Name:* Ocean Cyclery  
*Business Address:* 1935 Ocean Avenue  
*Zoning:* NCT (Ocean Avenue Neighborhood Commercial Transit) Zoning District  
45-X Height and Bulk District  
*Block/Lot:* 6915/027  
*Applicant:* Jeffrey Taliaferro, President  
1935 Ocean Avenue  
San Francisco, CA 94127  
*Nominated By:* Supervisor Norman Yee, District 7  
*Staff Contact:* Shelley Caltagirone - (415) 558-6625  
shelley.caltagirone@sfgov.org  
*Reviewed By:* Tim Frye - (415) 575-6822  
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**ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR OCEAN CYCLERY CURRENTLY LOCATED AT 1935 OCEAN AVENUE, (BLOCK/LOT 6915/027).**

**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 20 or more years, with no break in San Francisco operations exceeding two years, and faces significant threat of displacement due to recent lease negotiations; 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 Ocean Cyclery qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, faces significant risk of displacement, 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 Ocean Cyclery.

***Location(s):***

- *1935 Ocean Avenue*

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

- *Bicycle sales and repair services*
- *Unique inventory, including European products*
- *Well-trained and knowledgeable staff*
- *Bicycle clinics, workshops, and classes*
- *Consulting services*
- *Bicycle racks*
- *1920s commercial display case*
- *African American bike racing champion poster*

**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 2019-004948LBR to the Office of Small Business May 1, 2019.

Jonas P. Ionin  
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: