State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 3CS
Other Listings _____
Review Code _____ Reviewer _____ Date _____

 *Resource Name or #: (Assigned by recorder) 42 12th Street

P1. Historic name of building (if any): Hal Metzel the Auto Tailor auto upholstery shop
P2. Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted
*b. USGS 7.5' Quad _____ Date _____ T ___; R ___; ____¼ of ____¼ of Sec ____; _____B.M.
c. Address 42 12th Street City San Francisco Zip 94103
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 3505, lot 5

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

This one-story brick masonry auto repair shop fills the width of its 50-foot wide lot. In composition the building is symmetrical, and is divided into two bays of equal width. At the top of the building is a very low parapet, only a few inches in height save at the ends, where the parapet rises to a foot or two. Immediately below is an entablature consisting of (from top to bottom) a plain cornice, a course of egg-and-dart molding, a blank frieze devoted to painted signage, a course of leafy molding, and two fascia bands. This entablature rests upon two brick end piers and a third, centrally-placed pier. Transoms in both bays are divided by wooden muntins into small, triangular lights (at the top) and long, narrow lights (below). The transom bar is profiled. Vehicle entries in each bay have roll-up metal doors, and windows in each bay also appear to be non-original. These doors and windows appear to be the only non-original elements of the façade.

*P3b Resource Attributes: HP8 – industrial building

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

P5b. Description of Photo: (View, date, accession #)
View looking southwest June 2009

*P6. Date Constructed/Age and Source: ■ Historic ☐ Prehistoric ☐ Both
1919; building permit

*P7. Owner and Address:
MUWASWES WAIL
42 12th St
San Francisco CA 94103

*P8. Recorded by: (Name, affiliation, and address)
William Kostura
P. O. Box 60211
Palo Alto, CA 94306

*P9. Date Recorded: November 2009

*P10. Survey Type: (Describe) intensive

P11. Report Citation*: (Cite survey report.) William Kostura. *Van Ness Auto Row Support Structures*. San Francisco Department of City Planning, 2010.

*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ■ Continuation Sheet ■ Building, Structure and Object Record ☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record ☐ Artifact Record ☐ Photograph Record ☐ Other (List)

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CS

***Resource Name or #** (Assigned by recorder) 42 Twelfth Street

B1. Historic Name: Hal Metzel the Auto Tailor auto upholstery shop

B2. Common Name: Metzel Auto Tops and Upholstery

B3. Original Use: auto repair B4. Present Use: auto tops and upholstery repair

***B5. Architectural Style:** Classical Revival

***B6. Construction History:** (Construction date, alterations, and date of alterations)

Built in 1919. First story windows and vehicle doors altered at unknown dates.

***B7. Moved?** ■ No ☐ Yes ☐ Unknown **Date:** _____ **Original Location:** _____

***B8. Related Features:**

none

B9a. Architect: Joseph L. Stewart b. Builder: Louis J. Diebel

***B10. Significance: Theme** automobile industry **Area** San Francisco

Period of Significance 1922-1934, 1938-1964 **Property Type** auto repair shop **Applicable Criteria** 1

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

History

This building was built in 1919 to designs by architect Joseph L. Stewart. Stewart practiced architecture in San Francisco from 1912 through at least the 1940s, first in partnership with Thomas Smith (to 1917) and then solo. Most of his work falls into three categories, namely apartment buildings, some of which were in affluent neighborhoods; houses in St. Francis Wood; and automobile garages and repair shops. The most important of the latter group include the Hub Garage at 1663-1671 Market (1920) and the Star Garage at 150 Turk (1922).

The first owner of this building was Munroe L. Marx, the manager of the Moss Glove House. 42 Twelfth Street must have been built for him as an investment.

Occupants of this building are unknown for 1919-1921. From 1922-1927 the occupant was Guarantee Auto and Truck Repair, owned by H. R. Christiansen and F. R. Lindsay. This business was succeeded from 1929-1934 by Guarantee Automotive Repair and Engineering Co., owned by Patrick V. McLaughlin and Luther M. Fuller. These general auto repair businesses were present for a total of twelve years.

(See Continuation Sheet, page 3.)

B11. Additional Resource Attributes: (List attributes and codes) _____

***B12. References:**

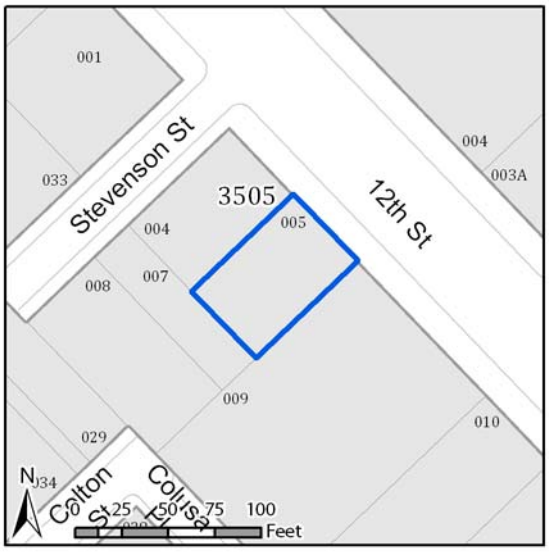
Building permit #88159 (August 28, 1919)
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1922-1964
1928 Sanborn insurance map ("auto repairing")
1948 Sanborn insurance map ("auto upholstery")

B13. Remarks:

***B14. Evaluator:** William Kostura
Date of Evaluation: October 2009

(This space reserved for official comments.)

(Sketch map with north arrow required)



History (continued)

The next known occupant, beginning in 1938, was Hal Metzel, who specialized in auto upholstery and called his business "Hal Metzel the Auto Tailor." He was still here in 1964, and the current shop in this building still bears his name.

In sum, auto repair and upholstery shops were at 42 Twelfth for a total (through 1964) of 39 years.

Integrity

The vehicle doors and windows are non-original, but otherwise the exterior of this building appears to be unchanged. It retains integrity of location, design, materials, workmanship, setting, feeling, and association.

Evaluation

This is one of more than 100 buildings along the Van Ness Avenue corridor that have a history as automobile support structures, and that are being evaluated for possible historic significance according to the criteria of the California Register of Historical Resources. With a few exceptions, these buildings were auto showrooms, public garages, auto repair shops, auto parts and supplies stores, and auto painting shops. The time period that is being studied is from the initial years of the automobile industry in San Francisco through 1964. Among the factors that have been considered when evaluating a building are its date of construction, its longevity of auto-related use, the importance of its occupants in local auto industry history, integrity, and architectural quality. These factors, and how they apply to evaluations of buildings, are discussed in a cover report, *Van Ness Auto Row Support Structures, 1908-1964*.

Auto repair and upholstery shops occupied this building beginning in 1922, a moderately early date. With 39 years of such uses known in its history (through 1964), it has excellent longevity in these uses. For these reasons, and because of its generally good integrity, the building appears to be eligible for the California Register of Historical Resources under Criterion 1, at the local level, for its use as an automobile repair shop and auto upholstery shop. The Period of Significance under this criterion is 1922-1934 and 1938-1964, the years the building had these uses.

Aside from Hal Metzel's longevity in this location, he is not known to have been important in his field. Accordingly, this building does not appear to be eligible for the California Register under Criterion 2.

Architecturally, this building is modest, with minimal detailing other than the transoms with divided lights. It thus does not appear to be eligible for the California Register under Criterion 3.

Character defining features

The character defining features of this building are its height and width, the parapet ends, the entablature with its cornice, frieze, and decorative moldings, the transoms with their muntins and divided lights, the transom bars, and the brick piers.