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) 1441 Bush Street

P1. Historic name of building (if any): Gene Valla Tire Company store
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 Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted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 1441 Bush Street City San Francisco Zip 94109
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 670, lot 23

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

This is a one-story commercial building that, according to the original building permit, is made of brick. The façade is covered with a coating of stucco, and the top of the building takes the form of a stepped parapet with profiled trim running along the top. The front surface of the parapet is decorated with a centrally-placed, classically-styled shield. Below the parapet, a profiled cornice runs the width of the building. Below the cornice are, in turn, a course of egg-and-dart molding, a course of dentils, and a blank frieze with painted signage. Below this frieze, the composition is divided into two bays that are framed by pilasters, each with a profiled cap and base. The bay at left is devoted to a solid space that was once a window (now filled in), a transom of six lights (one of which is now filled), a profiled transom bar, and a pilaster that supports the transom bar. The bay at right is devoted to a vehicle entrance. Originally the transom extended across both bays, but the vehicle entrance has been raised in height to occupy the area formerly filled by the transom.

*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 south
June 2009

*P6. Date Constructed/Age and Source: ■ Historic ☐ Prehistoric ☐ Both
1913; building permit

*P7. Owner and Address:
FREGOSI LEONARD A & FAYE
1445 BUSH ST
SAN FRANCISCO CA 94109

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

*P9. Date Recorded: August 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)

Photograph of 1441 Bush Street, ca. mid-1960s. In this photograph the original paired wooden vehicle entrance doors are visible. San Francisco History Center, Main Library. Assessor's Negatives, 1441 Bush.

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CS

***Resource Name or #** (Assigned by recorder) 1441 Bush Street

B1. Historic Name: Gene Valla Tire Company store

B2. Common Name: _____

B3. Original Use: automobile sales B4. Present Use: auto repair

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

***B6. Construction History:** (Construction date, alterations, and date of alterations)
Built in 1913. Some time after the 1950s the right half of the transom was removed, the vehicle entrance was raised in height, and the window at left was filled in.

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

***B8. Related Features:**
none

B9a. Architect: E. P. Antonovich b. Builder: William Martin

***B10. Significance: Theme** automobile industry **Area** San Francisco
Period of Significance 1913-1951 **Property Type** auto 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 1913 for F. W. Noltemeier to designs by architect E. P. Antonovich. The original use, during 1913-1914, was as the automobile showroom of Dillon-Goodwin, a company about which nothing else is known. Subsequently, during 1915-1921, this was the automobile repair shop of F. L. Terry. From 1922 to 1925 the building was occupied by Sherman C. Braxton's Western Vulcanizing and Retread Company.

The next occupant stayed for a much longer period. For 24 years, from 1927 to 1951, this was the Gene Valla Tire Company. Gene Valla sold tires here (Dayton tires in 1927) and, like his predecessor, did vulcanizing and retread service. This appears to have been the last automobile use of the building for some time; the building was vacant during 1953-1956 and was used as a warehouse in 1964. It has returned to use as an automobile repair shop.

Some time after the 1950s the western (right) half of the transom was removed, the vehicle entrance was raised in height, and the window at left was filled in.

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

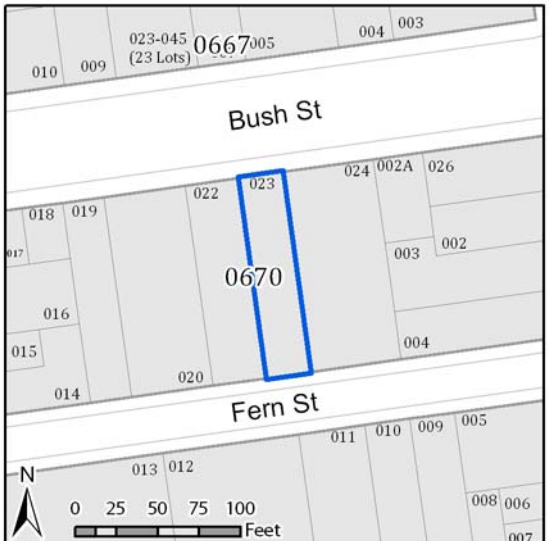
***B12. References:**
Building permit #50456 (July 30, 1913), at S. F. Building Inspection Dept., 1660 Mission Street
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1914-1964
1929 Sanborn map (vulcanizing, garage in basement)

B13. Remarks:

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

(This space reserved for official comments.)

(Sketch map with north arrow
re



Integrity

Façade alterations include the removal of the right (western) half of the transom, and the filling in of the window area and of one transom light. The façade is otherwise intact. The building retains integrity of location, materials, workmanship, setting, feeling, and association; while integrity of design is diminished but mostly intact.

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.*

Completed in 1913, this is one of the oldest automobile-related buildings in the study area, and probably in San Francisco. Its use as a tire shop from 1922 to at least 1951 (about thirty years) was moderately early and had excellent longevity. Its overall automobile-related use was about 38 years, from 1913 to at least 1951. Because of its early history as an automobile-related building, its excellent longevity as a tire shop, its greater longevity for all auto-related uses, and its good integrity, this building appears to be eligible for the California Register of Historical Resources under Criterion 1. The Period of Significance under this criterion is 1913-1951.

The building had good longevity, from a moderately early date, of use as Gene Valla's tire shop, from 1927-1951 (24 years). Nevertheless, this was a small tire shop. It is doubtful that a strong case can be made for Valla's importance as a tire shop owner, and accordingly, this building does not appear to be eligible for the California Register under Criterion 2.

Architecturally, this building is modest, and restrained, and thus this building does not appear to be eligible for the California Register under Criterion 3.

Character defining features

The parapet, shield decoration, cornice, egg-and-dart and dentil courses, the blank frieze, all other moldings, the two pilasters with their caps and bases, the transom and profiled transom bar, the pilaster that supports the transom bar, and the stucco surface of this building are the character-defining features.