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) 730 Ellis Street

P1. Historic name of building (if any): Sequoia Garage – Bradbury Auto Repair
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 Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted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 730 Ellis Street City San Francisco Zip 94109
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 717, lot 6

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

This is a two-story, reinforced concrete garage that fills its 57-foot by 100-foot lot. The roof of the building is gabled, with a slight pitch, and rises to a stepped top and diminutive Mission Revival parapet. The façade of the building is covered in stucco that is lightly scored. Simple decorative patterns stretch across the frieze area above the second story; a blade sign also hangs from this area. Windows in the second story have replacement aluminum frames, while those in the first story appear to be steel, and original. The latter are somewhat obscured by signage. The first story entrance is centrally-placed, while access to the second story is via an entrance and concrete ramp at far left. From the latter entry one can see that the roof of the building is supported by a wooden truss.

*P3b Resource Attributes: HP6 – two-story commercial 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
1920; building permit

*P7. Owner and Address:
SEO PETER HYUNG-BOK
730 ELLIS 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: July 2009

*P10. Survey Type: (Describe)
intensive

P11. Report Citation*: (Cite survey report.) William Kostura. *Van Ness Auto Row Support Structures, 1908-1964.* 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) 730 Ellis street

B1. Historic Name: Sequoia Garage – Bradbury Auto Repair
B2. Common Name: _____
B3. Original Use: public garage B4. Present Use: auto repair
***B5. Architectural Style:** _____
***B6. Construction History:** (Construction date, alterations, and date of alterations)
Built in 1920.

***B7. Moved?** ■ No ☐ Yes ☐ Unknown **Date:** _____ **Original Location:** _____
***B8. Related Features:**
none

B9a. Architect: none or unknown b. Builder: Patrick F. Reilly

***B10. Significance: Theme** automobile industry **Area** San Francisco
Period of Significance 1920-1964 **Property Type** auto garage **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 garage was built by a contractor named Patrick F. Reilly, who was also the owner of the building. The building had almost continuous use as a public garage and/or auto repair shop from its completion through at least 1964, and still functions as an auto repair shop.

From 1920 to 1930 this building was known as the Sequoia Garage under a variety of proprietors (e.g. Joseph Wolking in 1924, Orla Hamilton in 1925-1927, and William Niemann in 1929-1930). The capacity of the garage, according to the 1929 Sanborn map, was 75 automobiles. After 1930 this building had a dual use as a public garage and an auto repair shop, most likely with a garage on one level and auto repair on the other. The garage proprietors were Patrick F. Reilly, the owner of the building (1934-1935, 1940-1943); John E. Goggin (1936-1939); Albert Tarzian (1945); and Gordon Brothers (1946). Royal J. Bradbury owned an auto repair shop here from 1936 to at least 1964. During 1950 to at least 1964 Victor Guz owned an auto painting shop here.

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

***B12. References:**
Building permit #90375 (Jan. 10, 1920), at S. F. Building Inspection Dept., 1660 Mission Street
Crocker-Langley and Polk's city directory, PT&T reverse directory, and PT&T yellow pages listings for occupants of this building, 1921-1964
1929 Sanborn insurance map

B13. Remarks:

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

(This space reserved for official comments.)

(Sketch map with north arrow required)

B10. History (continued):

To summarize, the known use of this building through 1964 was as follows:

Public garage: 1920-1930, 1934-1946 (24 years)
Auto repair shop: 1936-1964 (29 years)
Auto painting: 1950-1964 (15 years).

In sum, this building had 41 years of total auto-related use (1920-1930, 1934-1964). Only two of the proprietors of this building were here for more than several years: Royal J. Bradbury (auto repair, 29 years), and Victor Guz (auto painting, 15 years).

Integrity

The only substantial alteration to the façade of this building appears to be the aluminum frame windows in the second story. On balance, the building appears to retain 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*.

Among automobile-related buildings in the study area of this report, 730 Ellis Street was built at a moderately early date (1920) and it had excellent longevity of auto-related uses (41 years). Its use as a public garage was moderately early (beginning in 1920) and had good longevity (24 years). Its use as an auto repair shop was moderately late (beginning in 1936) and had good longevity (29 years). Its use as an auto painting shop was late (beginning in 1950) and had moderate longevity (15 years). Because of the moderately early construction date of this building and the longevity of its automobile-related uses, this building appears to be eligible for the California Register at the local level under Criterion 1, for its overall use an a public garage, auto repair shop, and auto painting shop. The Period of Significance under this criterion is 1920-1964.

(Evaluation continued on page 4.)

Evaluation (continued):

This building does not appear to be eligible for the California Register under Criterion 2, because none of the proprietors associated with this building were historically important in their fields. One proprietor, Royal J. Bradbury, was here for at least 29 years (through 1964, and probably later), but he was not an especially early auto repair shop owner compared to others who worked within this study area.

This building also does not appear to be eligible for the California Register under Criterion 3. Although the building is a good example of its type, with a concrete ramp that is accessible from the street leading to an upstairs garage or repair space, its design is less distinctive than that of many other buildings of this type in the study area and in San Francisco.

Character Defining Features

The character defining features of this building are its height and width, its stucco surface, the shape of its parapet, the decorative pattern in the parapet area, and the size and shape of its window and vehicle entrance openings. The replacement window frames in the second story are not contributors to the historic fabric of the building.