

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

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date 6Z

Page 1 of 3 *Resource Name or #: (Assigned by recorder) 1062 Geary Street

P1. Historic name of building (if any): _____
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 Location: *a: County San Francisco Not for Publication Unrestricted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 1062 Geary Street City San Francisco Zip 94109
d. UTM: Zone _____; _____ mE/ _____ mN *e. Assessor's parcel #: Block 694, lot 9A

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

This is a two-story, stucco-clad brick commercial building that fills the width of its 29-foot wide lot. The second story is divided into three bays, each containing a window with non-original sash, most likely of aluminum. Paired Corinthian pilasters, each with fluting and plaster ornament in the lower half, can be found at the far left and far right of this story, flanking the windows. A profiled cornice with scroll modillions and a course of dentils stretched across the top of the building, just below the parapet. Immediately beneath this cornice are a blank frieze and a secondary cornice, also profiled.

The finish of the first story is generally altered. In composition, there is a pedestrian entrance to the left of a vehicle entrance.

*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 north
June 2009

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

*P7. Owner and Address:
PM REALTY GROUP
1255 POST ST STE 727
SAN FRANCISCO CA 94109

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

*P9. Date Recorded: _____
September 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

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*NRHP Status Code 6Z

*Resource Name or # (Assigned by recorder) 1062 Geary Street

B1. Historic Name: _____

B2. Common Name: _____

B3. Original Use: auto showroom B4. Present Use: auto repair

*B5. Architectural Style: Classical Revival

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

Built in 1913. First story altered at an unknown date.

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

*B8. Related Features:
none

B9a. Architect: Arthur F. and Oliver M. Rousseau b. Builder: unknown

*B10. Significance: Theme auto industry Area San Francisco

Period of Significance n/a Property Type auto showroom Applicable Criteria n/a

(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 owner Gustav Lachman to designs by architects Arthur F. and Oliver M. Rousseau. From the completion of the building through 1921 it was occupied by three known automobile dealers, each of whom was here only briefly. The first was the Rene J. Marx Company, which sold Mercedes and Bugatti autos and Zenith carburetors here during 1913-1914. During 1916-1918 the Hartmann Motor Sales Co. occupied this building, and it is known that in 1916 they sold Paige and Lozier autos here. Finally, during 1920-1921 the Auto Styles Co. sold custom-built cars here.

No subsequent occupants, auto-related or otherwise, are known for this building until the years 1938-1946, when France's Van and Storage Company was here. In 1947 a radio store occupied the building, according to a building permit. The building appears to have been unoccupied in 1953.

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

***B12. References:**

Building permit #48706 (April 14, 1913), at S. F. Building Inspection Dept., 1660 Mission Street

Building and Engineering News, April 15, 1913, 19:1

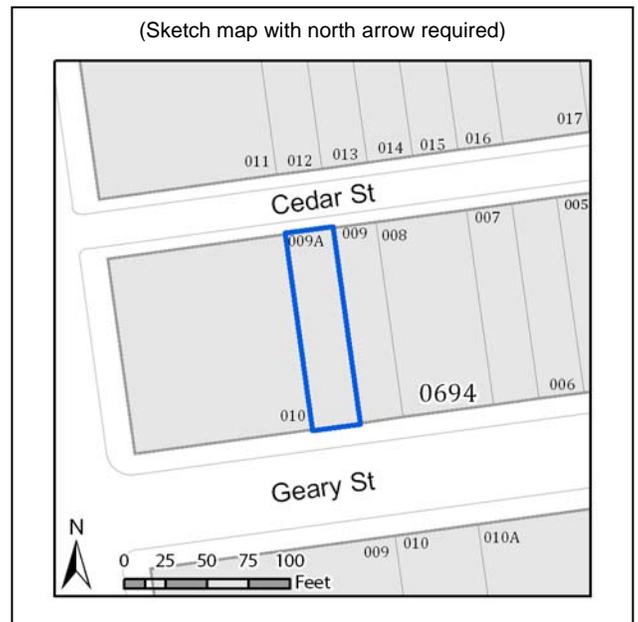
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1914-1953

B13. Remarks:

*B14. Evaluator: William Kostura

Date of Evaluation: September 2009

(This space reserved for official comments.)



CONTINUATION SHEET

Page 3 of 3
Recorded by William Kostura

Resource Identifier: 1062 Geary Street
*Date September 2009 Continuation Update

Integrity

This building retains about 50% of its integrity. The upper story is intact save for its window sash, while the lower story is generally altered. Its first story openings may have their original dimensions and locations, though the finishes are different. In sum, the building retains integrity of location, design, and setting. Integrity of materials, workmanship, feeling, and association are marginal.

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 an early example of an automobile showroom. With about seven years of such use in its history, it has brief longevity in this use. The longevity of its individual auto dealers (one to three years each) was very brief. The subsequent known uses of this building (into the 1950s) were only marginally related, if at all, to the automobile industry. Finally, the integrity of this building is marginal. For these reasons, the building does not appear to be eligible for the California Register of Historical Resources under Criterion 1, for its automobile-related use.

For similar reasons, this building also does not appear to be eligible for the California Register under Criterion 2.

Architecturally, this building possesses some fine, if conventional, detailing in the second story cornice and pilasters. Given the building's integrity problems, and the fact that many, much better buildings by the same architects survive in San Francisco, this detailing seems insufficient to lift the architecture of this building to a level of significance, and thus this building does not appear to be eligible for the California Register under Criterion 3.