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) 1663-1667 Market Street

P1. Historic name of building (if any): Hub Garage
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 Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted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 1663-1667 Market Street City San Francisco Zip 94103
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 3504, lot 44

*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 and retail stores building that fills the width and depth of its lot, which measures 84'-6" along Market Street by 124 feet along Gough Street. The main façade on Market Street is covered with a coating of stucco that is lightly scored to resemble masonry, while the façade along Gough Street is unfinished.

In composition, the main façade is symmetrical and divided into three bays. In the first story, these bays are defined by four engaged columns with composite capitals. The storefronts within these bays have modern metal window frames, one set of metal doors, and two sets of paired wooden doors with full-length glazing, none of which date to the original construction.

(Continued on page 2.)

*P3b Resource Attributes: HP8 – industrial building, and 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 east
June 2009

*P6. Date Constructed/Age and Source: ■ Historic ☐ Prehistoric ☐ Both
1920-1921; drawing in periodical

*P7. Owner and Address:
GUSTEFSON CARL W & FLAVIA
227 COLUSA AVENUE
EL CERRITO, CA 94530

*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.

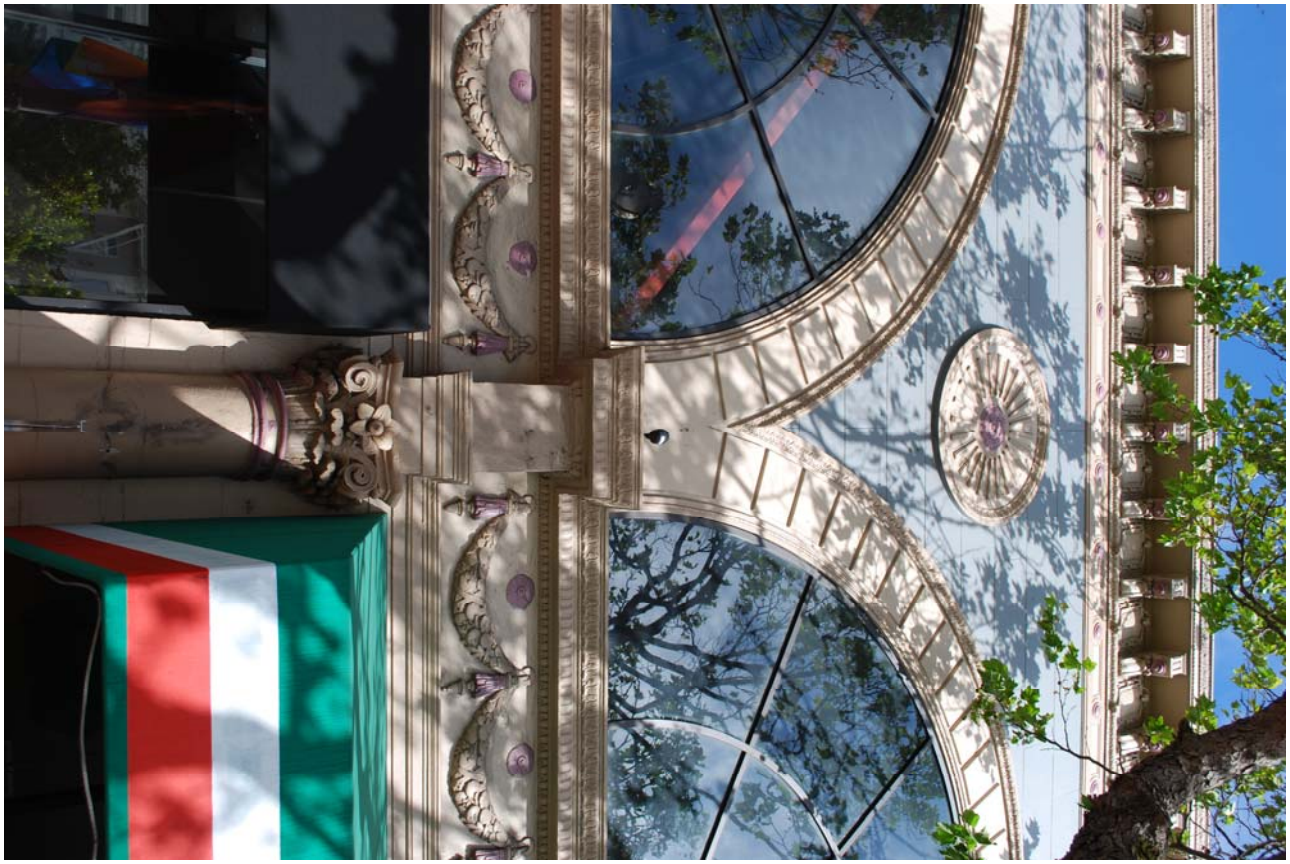
*Attachments: ☐ NONE ☐ Location Map ☐ Sketch Map ■ Continuation Sheet ■ Building, Structure and Object Record ☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record ☐ Artifact Record ☐ Photograph Record ☐ Other (List)

Description (continued):

The spandrel between the two stories takes the form of a frieze with cornice; the cornice is profiled with layers of moldings, and the frieze is decorated with plaster swags. This spandrel is punctuated with four evenly-spaced pedestals upon which electroliers once stood. Most the second story area is occupied by monumental rusticated arches that spring from the columns. These arches are filled with metal sash that appears to be of recent manufacture, but which exactly matches the pattern of metal window sash shown in a 1920 drawing of this building published in *Architect and Engineer* (December 1920, p. 99). Plaster moldings border the outer and inner circumference of this rustication. Circular medallions with radiating design can be found in the spandrels between the arches.

The composition is topped by a parapet, classical cornice, and frieze. Moldings cover the leading edge of the cornice, which is supported by elaborate curvilinear brackets alternating with shields. Another course of moldings and a paneled frieze run the width of the building beneath the brackets and shields.

All of the elements described above are original to the building except for the doors and the window sash or frames, although the sash in the second story arches replicates the pattern of the originals.



Detail of column, spandrel, and arch spring

Details of cornice (top) and arched window (bottom)

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CS

***Resource Name or #** (Assigned by recorder) 1663-1667 Market Street

B1. Historic Name: Hub Garage
B2. Common Name: _____
B3. Original Use: public garage B4. Present Uses: church, office, cafe
***B5. Architectural Style:** Classical Revival
***B6. Construction History:** (Construction date, alterations, and date of alterations)
Built in 1920-1921. Window sash replaced in ca. 2001.

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

B9a. Architect: Joseph L. Stewart b. Builder: unknown
***B10. Significance: Theme** automobile industry **Area** San Francisco
Period of Significance 1920-1944 **Property Type** public garage **Applicable Criteria** 1, 3
(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 during 1920-1921 for owner Mortimer Fleishhacker to designs by architect Joseph L. Stewart. A drawing of this building in the December 1920 issue of *Architect and Engineer* reveals two alterations to the building that have been made. One is that ornament has been removed from the facing of the pedestals atop the four engaged columns. The other is that ornamental electroliers have been removed from the tops of these four pedestals. Window sash in the three arches is shown exactly as at present, so although the material of this sash is different now, the pattern is the same as originally designed. No window or door detail is shown in the first story, suggesting that such windows and doors as were installed during the early years was not an important element of the design.

(See Continuation Sheet, page 5.)

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

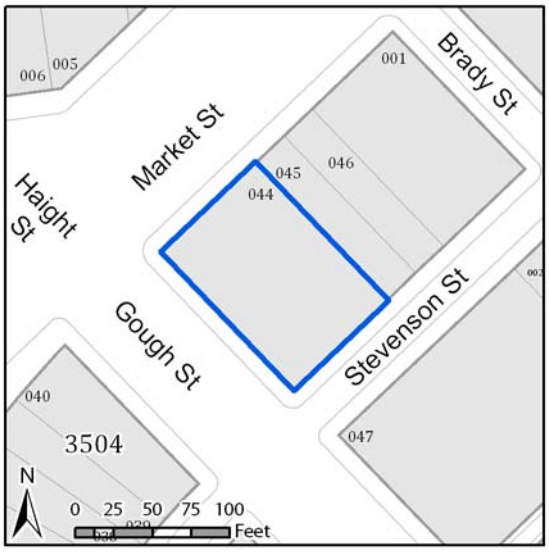
***B12. References:**
Architect and Engineer, December 1920, pp. 99, 113
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1922-1959
1929 Sanborn insurance map (100 car garage plus three small storefronts)

B13. Remarks:

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

(This space reserved for official comments.)

(Sketch map with north arrow required)



History (continued)

The same notice and drawing in *Architect and Engineer* mentioned above stated that this building was to be used as a garage; and the earliest Sanborn map for this building, dated 1929, shows that it was occupied mainly by a 100-car garage, with an entrance from Market Street, and that three small storefronts occupied the rest of the Market Street frontage.

The vehicle entrance to this building has been in two different locations. From 1921 to 1927 the vehicle entrance was through the easternmost bay, numbered 1663 Market; and from 1927 to 1944 it was through the westernmost bay, numbered 1671 Market. The middle bay in this building was always devoted to one or two small storefronts, numbered 1665 and 1667 Market.

City directory listings reveal that the building was used as a garage intermittently during the period 1921-1944; specifically, in 1921-1922, 1927-1929, 1934-1940, and 1943-1944. The business was named the Hub Garage through at least 1940. Proprietors included J. Clive Smith (1927), R. W. Smith and C. E. Hancock (1929), George Gladstone (1934), Leopold Mamlock and William Bell (1935-1940), and Leopold Mamlock (1943-1944). The total number of years this building was used as a garage was about thirteen.

The garage space in this building was used for other automobile-related uses when no public garage operated here. Known periods of other auto-related uses include 1923-1924, when Ray V. Barnett had an automobile repair shop here; 1929-1932, when the Lo-Fare Cab Company and the Five-and-Ten Cab Company were here; and 1940-1942, when Mamlock and Bell sold used cars here.

A few other storefront occupants are known. One had an automobile-related use, namely, that of the Credit Tire Company, which occupied #1667 during 1926-1930. #1665 was usually a restaurant, e.g. the Belmont Coffee Shop (1927), the Hub Grill (1946), and BGH Coffee Shop (1953).

The Hub Garage and Hub Grill were just two of several businesses in this general locale that used the word “hub” in their names during the 1920s-1940s. Others included the Hub Apartments (at 1670 Market), the Hub Market (at #1676), and Hub Pharmacy (at #1700). The reason for the use of this word is unknown, but it may be that the intersection of Market Street and Van Ness Avenue, two of the city’s widest and busiest streets, was seen as a sort of hub that the rest of the city revolved around. Common use of the word “hub” for this locale persisted into the 1980s.

<u>The architect, Joseph L. Stewart</u>

Joseph L. Stewart practiced in San Francisco from 1912 through at least the mid-1940s. During 1912-1917 he practiced in partnership with Thomas Smith, as Smith and Stewart, and thereafter he worked solo. His most fruitful years, by far, were 1920-1924, and several of his buildings from this period are notable. Most conspicuous are his two tall apartment buildings: the eight-story, four-winged Crest View Apartments, at the northeast corner of Washington and Gough streets (ca. 1922-1923); and one of ten

(Continued on page 6.)

History (continued):

stories at Francisco and Larkin streets (1921-1922). On a smaller scale, he designed at least six houses in St. Francis Wood during 1920-1924, including his own very fine residence at 135 St. Francis Boulevard (1922). Among his commercial buildings were several garages, including the one being evaluated here and a smaller, but very fine garage at 150 Turk Street (1922). He also designed 950 Van Ness Avenue (1919), in the study area of this report. After 1924 his career waned considerably.

Integrity

The removal of ornament and electroliers from the pedestals atop the columns affected only a very small percentage of the overall surface area of, and ornament on, the façade. The window sash in the second story arches appears to be of a new material but replicates the original window sash pattern. The largest alteration, in terms of area, is to the storefront windows and doors, the details of which are not shown in the published drawing of 1920. Overall, this building 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*.

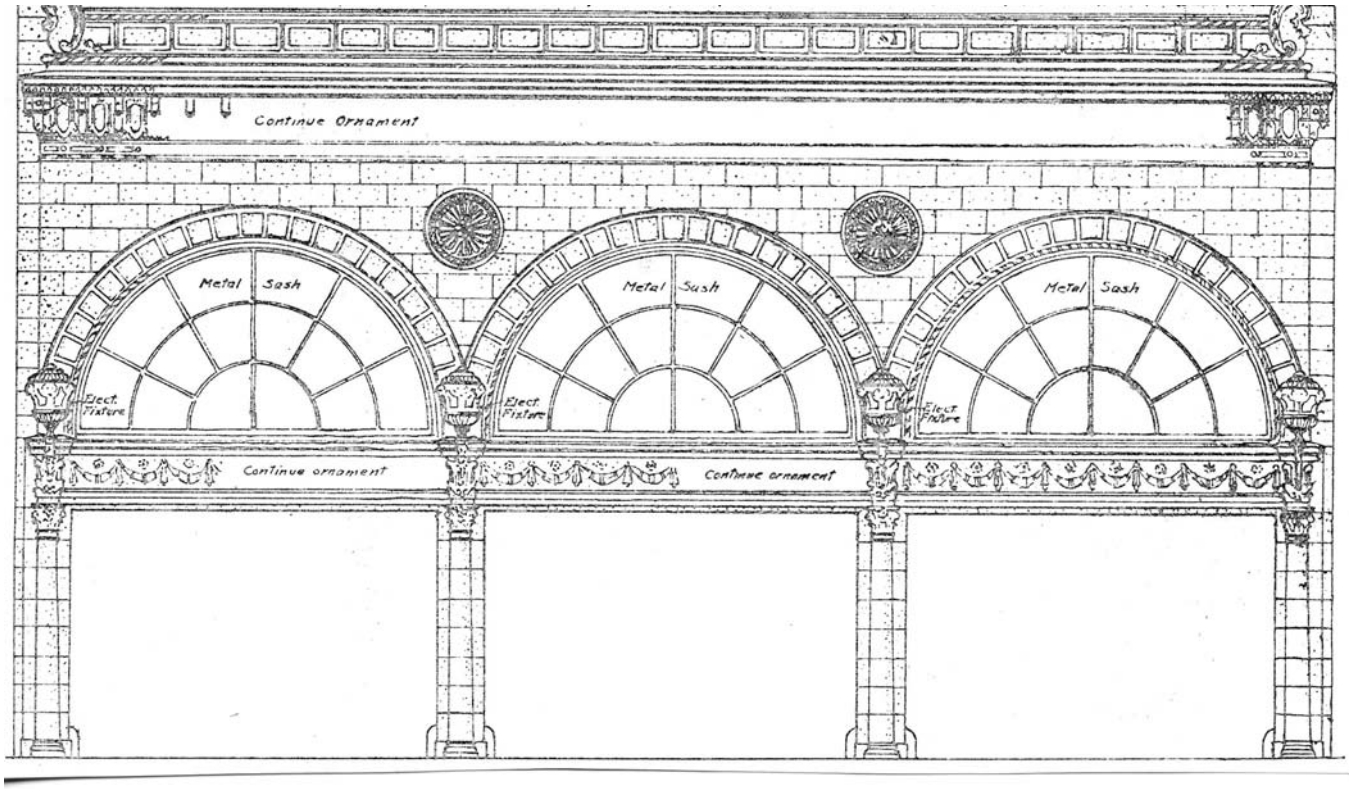
Completed in 1921, this is a moderately early example of a public garage. With about thirteen years of such use in its history, it has moderate longevity in this use. The number of years of all automobile related uses combined is about twenty, which is moderate to good longevity. Given this moderately early use, moderate longevity, and generally high integrity, this building appears to be eligible for the California Register of Historical Resources under Criterion 1, at the local level, for its total automobile related use. The Period of Significance under this criterion is 1921-1944, the years of such use.

None of the proprietors associated with this building were especially important in their fields, and thus this building does not appear to be eligible for the California Register under Criterion 2.

The design of this building is excellent. In particular, the detail of the cornice and the column capitals are very fine, and the second story arcade lends a monumental effect to the building. For these reasons, this building also appears to be eligible for the California Register under Criterion 3. The Period of Significance under this criterion is 1920-1921, the years of design and construction.

Character defining features

The character defining features of this building are its height and width; the scored stucco surface cladding; the first story openings (though not the window and door frames within thee openings); the engaged columns in the first story; the spandrels, pedestals, and cornice with plaster swags and moldings between the two stories; the arched openings with rusticated surrounds in the second story; the pattern of the window sash within these arches; the circular medallions in the spandrels between these arches; and the parapet, cornice, brackets, and shields at the top of the building.



Drawing of this building from *Architect and Engineer*, December 1920, p. 99.