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

Page 1 of 2 *Resource name(s) or number(assigned by recorder) 1513 Mission St.

P1. Other Identifier: Firestone Tire Building

*P2. Location: ☐ Not for Publication ☒Unrestricted *a. County: San Francisco

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: San Francisco North, Calif. Date: 1956 (rev. 1973)

*c. Address: 1513 Mission St. City: San Francisco Zip: 94103

d. UTM: Zone: 10 mE/ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 3511-001

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

1513 Mission Street is located on a 7,261 square-foot lot on the southeast side of Mission Street, between 11th and Lafayette Streets. Built in 1930, 1513 Mission Street is a two-story, masonry frame commercial building designed in the Art Deco style. The building has an L-shaped plan consisting of a two-story block set back on the lot to accommodate a parking area and a single-story ell extending toward Mission Street along the southwest property line. The building is clad in stucco and is capped by a flat roof. The foundation is not visible from the street. The primary façade of the main block faces northwest and is 5 bays wide. Each bay is articulated by squared pilasters with geometric panel capitals extending above the roof line. The first story features a single steel entry door in the left bay and bay entrances with overhead doors in second, third, and fourth bays. A large square canopy is suspended over the garage entries. The second story is characterized by painted, metal, multi-light fixed sash windows with central awning sash. The primary facade terminates in a plain roofline between the pilaster capitals. The two-bay wide 11th Street elevation has a similar decorative scheme, a secondary recessed pedestrian entrance in the right bay, and windows on the (continued)

*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

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

P5b. Photo: (view and date)
View from northeast
9/5/2006

*P6. Date Constructed/Age and Sources: ☒Historic
1930
SF Assessors Office

*P7. Owner and Address:
Vilo Properties Inc
1038 Howard St
San Francisco, CA 94103

*P8. Recorded by:
Page & Turnbull, Inc. (CM)
724 Pine Street
San Francisco, CA 94108

*P9. Date Recorded:
9/5/2006

*P10. Survey Type:
Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

*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)

P3a. Description, continued.
second story identical to those on the façade. The ell has a centered entrance with double-leaf glazed aluminum-frame doors, flanked by metal-frame plate glass windows. The interior space in the ell extends into the first story of an adjacent building on another parcel (1517 Mission Street, APN 3511-074). The building has numerous interior lit box and letter signs attached to the building. The building appears to be in good condition and contributes to the potential South Van Ness Deco-Moderne Historic District (DPR 523 D form).

Main block

State of California The Resources Agency Primary #
DEPARTMENT OF PARKS AND RECREATION HRI No.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS

 *Resource Name or # (Assigned by recorder) 1513 Mission Street

B1. Historic Name 1513 Mission Street

B2. Common Name 1513 Mission Street

B3. Original Use Commercial/Light Industrial B4. Present Use: Commercial/Light Industrial

* B5. Architectural Style Art Deco

*B6. Construction History

Constructed in 1930. Original doors and windows at south portion of building replaced with double-leaf glazed aluminum-frame doors flanked by metal-frame plate glass windows at an unknown date. Original automotive overhead doors replaced with modern metal overhead doors at unknown date.

*B7. Moved? ☒ No ☐ Yes Date: Original Location:

*B8. Related Features none

B9a. Architect Norman B. Green, Eng. . Builder F. R. Siegrist & Co.

*B10. Significance: Theme The Depression, World War II and Aftermath Area: South of Market

Period of Significance 1929-1950 Property Type Commercial/Light Industrial Applicable Criteria 1

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

In regard to California Register Criterion 1 (History/Events) this property is considered under the Depression, World War II, and Postwar Aftermath context of the Historic Context Statement, Market & Octavia Neighborhood Plan Area, since it is both an identified building type (Commercial/Light Industrial) and dates from the Period of Significance (1929-1950) of that context. There is no indication the property is eligible for listing in the California Register under Criterion 2 (Important Persons), Criterion 3 (Design/Construction), or Criterion 4 (Information Potential).

Criterion 1:

1513 Mission Street was designed by engineer Norman B. Green and constructed in 1930 by the building firm F. R. Siegrist & Co. for J. H. and H. H. Herbst. Green designed out of his offices at 55 New Montgomery Street and wrote several papers and technical books addressing earthquake resistant building design during his career. (continued)

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

*B12. References:

B13. Remarks

(Sketch Map with north arrow required.)

*B14. Evaluator Kelley & VerPlanck

*Date of Evaluation 5/1/2010

(This space reserved for official comments)

B10: Significance (continued)

The Herbst Brothers, M. H., H. H. and J. H. Herbst, were running a wholesale hardware service at the time the building was constructed, and owned two other buildings on this block. Since the early 1900s, the Herbst Brothers had been engaged in similar enterprises: in 1906 M. H. Herbst Senior was president of Roth Herbst Co. sheetmetal work, in 1913 the Herbst family was selling peanut warmers, roasters and steamtables at 1943 Mission Street, in 1922 the brothers were selling household goods at 1943 Mission Street, and in 1928 their wholesale hardware business was listed as operating at 1525 Mission Street. The Herbst family owned the property until the 1960s, at which time ownership was transferred to Wells Fargo. The building is currently occupied by Firestone Tires.

Prior to the 1906 Earthquake and fire, this lot contained the Eagle Cracker Co. factory and a two-story saloon at the corner. This block was leveled by the quake and the fire, and the 1913 Sanborn Map describes the lot as vacant. The 1950 Sanborn Map describes the building as an auto shop with an office at the southern portion. The building was constructed as a light industrial commercial building, a usage that continues today.

The Depression and the Second World War both affected San Francisco significantly. Diminishing investment in private construction and later war-time restrictions on the use of building materials meant that for the most part very little new construction occurred in this area during the 1930s and 1940s. By 1929, most of the South of Market area within the Market and Octavia Survey Area had been built out. Several undeveloped parcels or properties occupied by "temporary" structures erected after the 1906 Earthquake remained, although most of these were redeveloped during the 1930s. Construction that did occur was on a smaller scale, and by the end of this period was largely commercial. 1513 Mission Street, with its 1930 construction date, South of Market location and light industrial commercial building typology, clearly expresses an association with this broad pattern of San Francisco history.

Integrity:

1513 Mission Street has undergone slight alteration since its 1930 construction, including the removal of original entry doors and large windows in the southern portion and replacement with aluminum frame doors and windows, and the replacement of original auto entry doors with modern metal roll-up doors. The building retains integrity of association, feeling, workmanship, design, location and setting, and partially retains integrity of materials due to the alterations described above.

Conclusion:

1513 Mission Street appears eligible for listing in the California Register of Historic Resources under Criterion 1 (Event) as a moderately well-preserved and intact example of an Art Deco light industrial commercial building constructed in the South of Market area during the Depression, World War II and Aftermath period of significance. The building retains sufficient integrity to clearly express its association with this broad pattern of San Francisco history.

Character Defining Features:

Character defining features include two-story height and L-shaped massing, stucco cladding, automotive bays, each articulated by squared pilasters with geometric panel capitals extending above the roof line, large cantilevered square canopy suspended over the garage entries, metal, multi-light fixed sash windows with central awning sash at the second story, interior lite box and letter signs attached to the building, and a plain roofline.