

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 \_\_\_\_\_

Page 1 of 7 \*Resource Name or #: (Assigned by recorder) 66 Page Street

P1. Historic name of building (if any): Grand Central 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 Location: \*a: County San Francisco  Not for Publication  Unrestricted  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 66 Page Street City San Francisco Zip 94109  
 d. UTM: Zone \_\_\_\_\_; \_\_\_\_\_ mE/ \_\_\_\_\_ mN \*e. Assessor's parcel #: Block 837, lot 8

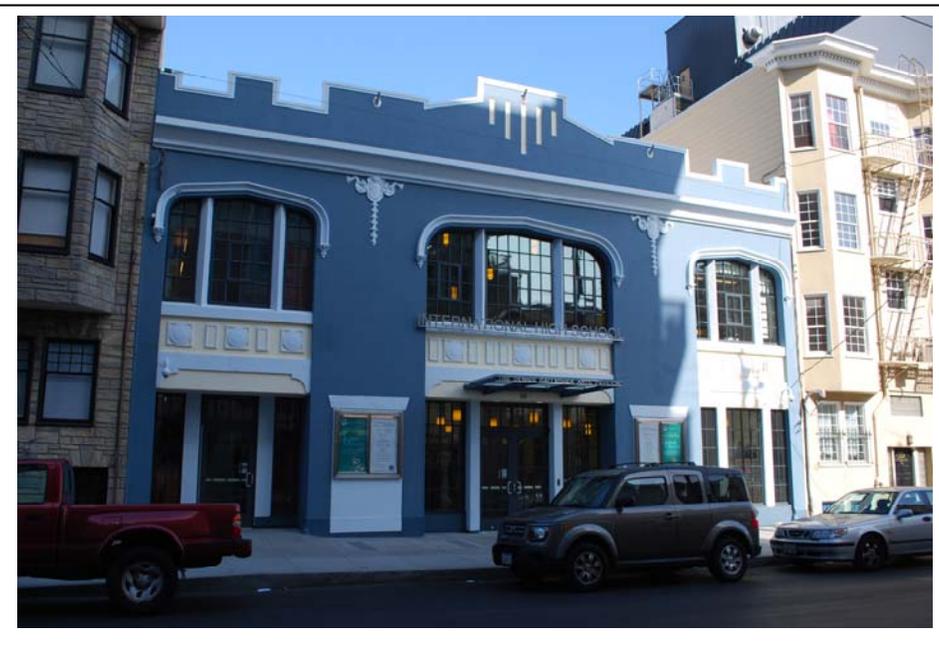
\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This two-story, reinforced concrete, stucco-clad garage fills the width of its 55-foot wide lot and extends 120 feet to the alley in the rear. The composition is symmetrical and divided into three bays. The general style is Tudor Revival, as exemplified in the pointed arches in the second story windows and in the castellated profile of the parapet. In the center of the parapet, which rises to a flattened peak, vertical grooves are incised in the stucco surface. At the base of the parapet is a simple, profiled cornice. Suspended from the cornice are two shields with swags and pendants, of plaster, that flank the center bay. Profiled drip moldings with foliated ends cover the Tudor arches in the second story. Within each Tudor window are two mullions that taper to a pointed edge. The spandrel beneath each window is slightly recessed from the wall plane and is decorated with small panels, three of which contain circles. Each of the first story openings originally had rounded upper corners, and the outlines of these corners are still visible, although the top several inches of each opening has been filled in.

(See Continuation Sheet, page 2.)

\*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 north  
 October 2009  
 \*P6. Date Constructed/Age and Source:  Historic  
 Prehistoric  Both  
 1924; building permit  
 \*P7. Owner and Address:  
FRENCH AMERICAN INTRNL SCHOOL  
150 OAK STREET  
SAN FRANCISCO CA 94102  
 \*P8. Recorded by: (Name, affiliation, and address)  
William Kostura  
P. O. Box 60211  
Palo Alto, CA 94306  
 \*P9. Date Recorded: \_\_\_\_\_  
 October 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)

Page 2 of 7  
Recorded by William Kostura

Resource Identifier: 66 Page Street  
\*Date October 2009     Continuation     Update

**Description (continued)**

All sash in the second story windows is metal, and divided into many lights; it is almost identical, in profile, reveal, and the number and arrangement of lights, with the original industrial steel sash that was in these windows until recently. The first story openings are now filled with similar sash of many lights that was also installed recently. The two outer bays, originally devoted to vehicle entrances, have become a pedestrian entrance (at left) and a window (at right). The opening in the center bay is now a pedestrian entrance with paired doors, sidelights, and a transom, all divided into many lights. Small windows between these larger openings were recently filled in, but retain their original lintels.



Window and cornice detail, showing new window sash that is virtually identical to the original. The parapet, cornice, drip molding, mullions, paneled spandrel, and lintel over the first story opening (with curved corners) are all original. The treatment of the other two bays is the same. Photo: October 2009.

**BUILDING, STRUCTURE, AND OBJECT RECORD**

Page 3 of 7

\*NRHP Status Code 3CS

\*Resource Name or # (Assigned by recorder) 66 Page Street

B1. Historic Name: Grand Central Garage

B2. Common Name: \_\_\_\_\_

B3. Original Use: auto repair shop B4. Present Use: undergoing rehabilitation

\*B5. Architectural Style: Tudor Revival

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Built in 1924. First story entrances altered before 1976 and again in mid-2009. Second story window sash replaced with similar sash in mid-2009.

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

\*B8. Related Features:  
none

B9a. Architect: O'Brien Brothers b. Builder: Henry T. Grieb

\*B10. Significance: Theme automobile industry Area San Francisco

Period of Significance 1924-1944 Property Type public garage and auto repair shop Applicable Criteria 1, 3

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

This building was built in 1924 by contractor Henry T. Grieb for owner Claus Alpers to designs by O'Brien Brothers, architects. The intended use of the building was to be a garage, according to the original building permit. The initial use of the building was not as a garage but as an auto repair shop, and the proprietor was none other than Henry T. Grieb, who had built the structure. Grieb did not run this repair shop for very long, for by 1926 he had returned to his previous occupation of being a building contractor.

From 1926 through at least 1934 this building was primarily known as the Grand Central Garage. Proprietors during these years varied, e.g. J. C. and F. A. Mulligan in 1927, and W. Henning and Joseph Ottens in 1929. For most of these years an auto repair service shared the use of this building. It was known as Key System Service during at least 1929-1933. In 1934 the business in this building was known as Grand Central Garage and Service. The 1929 Sanborn map states that the capacity of this garage was 110 cars, a substantial number.

*(See Continuation Sheet, page 4.)*

**History**

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

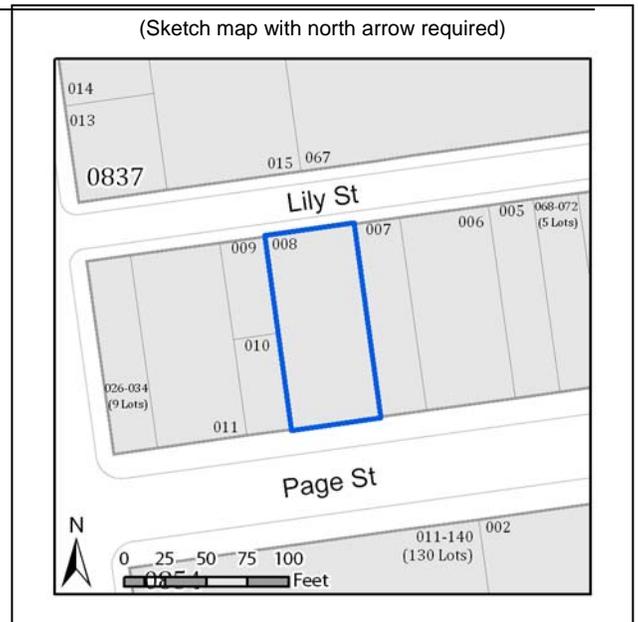
**\*B12. References:**

- Building permit #127013 (May 5, 1924)
- 1929 Sanborn insurance map ("garage, 110 cars")
- Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1925-1964

B13. Remarks: \_\_\_\_\_

\*B14. Evaluator: William Kostura  
Date of Evaluation: October 2009

(This space reserved for official comments.)



**CONTINUATION SHEET**

Page 4 of 7  
Recorded by William Kostura

Resource Identifier: 66 Page Street  
\*Date October 2009     Continuation     Update

**History (continued)**

The occupant of this building during 1937-1944 was Delindo Bartolocelli. He variously ran an auto repair shop and a garage here during these years (e.g. auto repair in 1937 and 1944, and a garage in 1940 and 1943). He may have offered both services continuously during this period while varying how he advertised his business in city directories. The PT&T street directory for 1940 states that the occupant at this address was the "Grand Central Garage and repair shop," so it is also quite possible that Bartolocelli continued to use the Grand Central name.

Automobile use of this building ended in 1944, twenty years after it was built. A vending machine business occupied the building from 1946 to 1964. From 1966 until 2007 or 2008 Dudley Perkins sold Harley Davidson motorcycles here.

Within the past year the building began to be rehabilitated for new occupancy. The original industrial steel window sash has been replaced with similar sash. Non-original garage doors and windows were removed from the first story as well, and replaced with new sash and doors similar to those in the upper story. The small first story windows were filled in, retaining the lintels.

The architects, O'Brien Brothers

O'Brien Brothers consisted of Walter J., Albert L. and Arthur T. O'Brien, and practiced in San Francisco from 1907 through 1935. In 1925, after the deaths of his brothers, Walter J. O'Brien began working with Wilbur D. Peugh; the firm ultimately became known as "O'Brien Brothers and Wilbur D. Peugh."

O'Brien Brothers had a diversified practice of designing commercial buildings, industrial buildings, apartment buildings, and residences. Auto related buildings were only a small percentage of their overall output, but it might be accurate to say that they made a specialty of designing this building type. O'Brien Brothers, in fact, may have designed more buildings for the automobile industry than did any other San Francisco architectural firm. Outside of the study area, their outstanding building of this type is the Palace Garage, at 111-127 Stevenson Street (1921). Other fine garage buildings by them include 1419 Pacific Avenue (1913-1914), 525 Jones Street (1922), and 640 O'Farrell Street (1924).

Within the study area, O'Brien Brothers designed two auto showrooms, at 1601 Van Ness (1912-1913; demolished) and 1600-1630 Van Ness (1913; partially altered), plus several public garages. The best of the garages is the Jackson Garage at 1641 Jackson (1914); others include 1660 Pacific (1921), the Kern Garage at 1700 Pine (1921), and the Grand Central Garage.

Three of their garages from the early-to-mid-1920s are very similar to each other in that each is three bays in width and was designed in the Tudor Revival style. These include 1660 Pacific (1921), 640 O'Farrell (1924), and the Grand Central Garage. Of these three, 640 O'Farrell is the best example, because it retains its industrial steel sash windows and the other two have lost their steel sash.

*(Continued on next page.)*

**CONTINUATION SHEET**

Page 5 of 7  
Recorded by William Kostura

Resource Identifier: 66 Page Street  
\*Date October 2009     Continuation     Update

**History (continued)**

Several of O'Brien Brothers' auto-related buildings are known to have been demolished or heavily altered. These include 401-425 Fourth Street (1912), 1360 Eddy Street (1921), 626-628 Golden Gate Avenue (1925-1926), and 140 Hayes Street (1928). Undoubtedly there have been others that have not come to light.

To recapitulate, nine of O'Brien Brothers' buildings for the automobile industry are known to still stand. Six have high integrity, two have lost their original window sash and doors but are otherwise fairly intact, and one has been altered more severely.

**Integrity**

The second story window sash has been replaced with new sash that is very similar to the original, in profile, relief, and the number and arrangement of lights. The three large first story openings are filled with new window sash and doors. The two small windows in the first story have been filled in but retain their original lintels. All ornament and moldings remain intact. In sum, this building retains integrity of location, design, setting, feeling, and association, while integrity of materials and workmanship have been diminished.

**Evaluation**

This is one of more than 115 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 1924, this is a moderately early example of a public garage and auto repair shop. The building had these two uses for 20 years, for good longevity of these uses. As mentioned above, the building retains integrity in most areas and has diminished integrity in other areas.

When the date of construction, longevity of use, and integrity are considered, about a dozen garages and perhaps ten auto repair shops in this study area are better example of these building types. Although these are substantial numbers, they are small compared to the number of buildings of these types that once existed in the study area. Due to the many demolitions that have occurred, this building rises to a level of significance for its use as a public garage and auto repair shop, and thus appears to be eligible for the California Register of Historical Resources under Criterion 1, at the local level. The Period of Significance under this criterion is 1924-1944, the years the building had these uses.

*(Continued on next page.)*

**Evaluation (continued)**

No one proprietor remained at this building for many years. Accordingly, this building does not appear to be eligible for the California Register under Criterion 2.

Architecturally, this building is a fine example of the Tudor Revival style as applied to a public garage. It is also a very good example of the work of O'Brien Brothers for the automotive industry. When architectural quality and integrity are considered, only four clearly better examples survive: the Palace Garage at 111-127 Stevenson, the Jackson Garage at 1641 Jackson, 525 Jones, and 640 O'Farrell. Other examples that are roughly on a par with this building include 1419 Pacific, 1660 Pacific, and the Kern Garage at 1700 Pine.

Given the importance of O'Brien Brothers as an architectural firm, and their importance as designers of buildings for the automobile industry, this building appears to be eligible for the California Register under Criterion 3, as a fine and relatively intact example of the O'Brien Brothers' work in this field. The Period of Significance under this criterion is 1924, the year of construction.

**Character defining features**

The character defining features of this building are its height and width, the stucco surface, the castellated parapet with its vertical grooves, the cornice, the plaster ornament beneath the cornice, the Tudor-arched windows with their drip moldings, mullions, and sash of many lights, the paneled ornament in the spandrels between the two stories, the shape of the first story openings, and the lintels over the former first story windows.



1976 photograph of 66 Page Street, from the Department of City Planning survey of historic buildings. The industrial steel sash in the second story windows, shown in this photo, was recently (mid-2009) replaced with new, almost identical sash with the same number and arrangement of lights. The roll-up garage doors in the outer bays of the first story have also been replaced with sash similar to that in the upper story. Small windows shown in this photo have recently been filled in, retaining the lintels.