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

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 6Z
Other Listings _____
Review Code _____ Reviewer _____ Date _____

 *Resource Name or #: (Assigned by recorder) 714 Van Ness Avenue

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 Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted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 714 Van Ness Avenue City San Francisco Zip 94102
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 742, lot 15

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

This is a one-story, stucco-clad, brick masonry building that fills the width of its 30-foot wide lot. At the top of the building is a parapet that rises to a shallowly pitched gable flanked by stubby towers. Immediately below the parapet is a cornice that is decorated with a band of Xs and is supported by Gothic arch corbels. This cornice projects forward at its ends to wrap around the building's three-sided end piers. These end piers have molded bases and rise through the cornice to form the stubby parapet towers mentioned above. The interior zone of the façade is generally altered with modern metal window frames and doors.

*P3b Resource Attributes: HP6 – one story commercial building; HP8 – industrial 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
1913; published building contract

*P7. Owner and Address:
DAGOVITZ MELVIN & ANGELA
714 VAN NESS AVE
SAN FRANCISCO CA 94102

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

*P9. Date Recorded: November 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)

Detail of cornice

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 714 Van Ness Avenue

B1. Historic Name: _____

B2. Common Name: _____

B3. Original Use: auto repair shop B4. Present Use: offices

***B5. Architectural Style:** Gothic Revival

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

Built in 1913. Window and door openings altered at an unknown date.

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

***B8. Related Features:**

none

B9a. Architect: Herman Barth b. Builder: C. D. Rankin

***B10. Significance: Theme** auto industry **Area** San Francisco

Period of Significance n/a **Property Type** auto sales room **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 William Goeggel as an investment, to designs by architect Herman Barth. Barth trained as a draftsman with Charles Kenitzer, Edward Swain, and T. J. Welsh during 1882-1893 before joining in partnership with Kenitzer from 1893-1899. He then worked solo until his death in 1923 and had a prolific, diversified practice of designing commercial, institutional, and residential buildings. He designed the German Hospital on Castro Street and a wing of S. F. General Hospital (both demolished), St. Matthew's Lutheran Church on 16th near Dolores, the Dr. Krotoszyner office and residence at 995-999 Sutter, and the Brandsten residence at 1735 Franklin – all notable buildings – as well as many downtown commercial buildings. Within the study area of this report he also designed the auto showrooms at 1400 Van Ness and 2050 Van Ness/1675 Pacific (both 1913).

(See Continuation Sheet, page 4.)

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

***B12. References:**

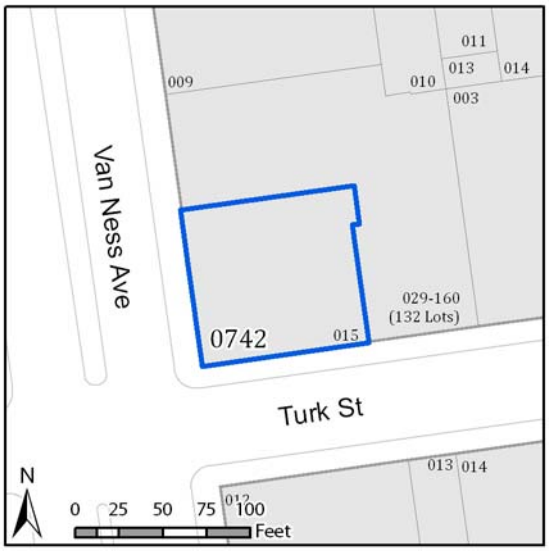
Building and Engineering News April 1, 1913, p. 20, col. 3
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1914-1960
1929 Sanborn insurance maps ("auto sales")

B13. Remarks:

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

(This space reserved for official comments.)

(Sketch map with north arrow required)



History (continued)

This building held auto-related businesses during 1913-1935 and 1945-1960, and perhaps into later years. Except for an auto repair shop (for three years) and an auto tops and trimmings shop (for five years) the known occupants have all been auto sales businesses, mainly of used autos. All of the occupants were here fairly briefly, for less than ten years. The list follows:

1913-1916: Davies Auto Repair Co., general machine work, auto rebuilding, vulcanizing, and electrical systems work

1917-1919: Crow-Elkhart Sales Co., which sold new Crow-Elkhart autos (a short-lived brand made in Indiana; it failed in 1919).

1920-1925: Thurston Motor Co., used car sales

1926-1927: M. J. O'Callaghan, used car sales

1927: Fred Coustette, auto sales (almost certainly used cars)

1929: Noble-Spaulding Co., used car sales

1930-1931: E. I. Klein, used car sales

1933: J. B. McDonald, probably used car sales

1935: C. H. Wait, used car sales

1936-1944: unknown occupants

1945-1949: Noel Waggoner, auto tops, trimmings, cushions and seat covers

1953-1960: William E. Carter, used car sales (possibly here a few additional years)

In sum, this building has held auto-related businesses for at least 32 years, probably more; including roughly 24 years as a used car showroom, beginning in 1920.

Of the many buildings that have stood in the study area and that were devoted primarily to used car sales for a substantial number of years, this is one of seven good examples that remain. The others include:

850 Van Ness Avenue (40 years of such use during 1919-1964)
700 Van Ness Avenue (35 years during 1919-1964, *passim*)
824 Ellis Street (27 years during 1938-1964)
1415 Van Ness Avenue (26 years of such use during 1927-1964)
1545-1549 Pine Street (about 20 years of such use during 1938-1964)
1350 Van Ness Avenue (about 20 years during 1944-1964)

(Continued on page 5.)

History (continued)

Of the above, two buildings, 850 Van Ness and 700 Van Ness, had a substantially longer and very slightly earlier history of use as a used auto showroom, compared to 714 Van Ness. Of those two, 700 Van Ness has much better integrity than #714, while 850 Van Ness has roughly the same level of integrity. The other four buildings had a roughly equivalent number of years of use as a used auto showroom (compared to 714 Van Ness), beginning at later dates. Of those four: 824 Ellis and 1545-1549 Pine have much better integrity, 1415 Van Ness has slightly better integrity, and 1350 Van Ness has roughly equivalent integrity, compared to 714 Van Ness.

Integrity

The perimeter of this building remains intact, while the inner zone has been generally altered. This zone contains most of the façade area. In sum, this building retains integrity of location and setting, while integrity of design, materials, workmanship, feeling, and association are diminished.

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 industry building. With 32 years of such use in its history, it has excellent longevity in this use. However, the integrity of this building is not very good. Added to this is the fact that the history of this building, other than its early date, is not very compelling. Its occupants were generally not successful; none of them before the 1950s remained for more than five years. Regarding the building's historic use as a used auto showroom, it is one of the seven best examples of that type that remain standing in the study area. Five of the other six, however, are better examples, either because of their length of such use or their better integrity. For these reasons, the building does not appear to be eligible for the California Register of Historical Resources under Criterion 1. For similar reasons, this building also does not appear to be eligible under Criterion 2.

Architecturally, this building is modest. Only the parapet and cornice are of substantial interest, and the level of detail in these areas is not great. Because of this, and the building's diminished integrity, it does appear to be eligible for the California Register under Criterion 3.