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) 1157 Post 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 Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted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 1157 Post Street City San Francisco Zip 94109
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 694, lot 13

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

This one-story, stucco-clad reinforced concrete auto showroom fills the width of its 27'-6" wide lot and runs through the block to Cedar Street. In composition the building takes the form of a modest temple, with pilasters supporting a Corinthian order. The building is crowned by a parapet that is pierced in a clathri pattern and which is topped in the center by a pediment filled with leaf ornament. A profiled molding runs along the top of this parapet. Beneath the parapet are, in turn, a profiled cornice supported by scroll modillions, a course of dentils, a blank frieze with paneled ends, and a fascia of three layers. The end piers supporting this frieze, cornice, and parapet are fluted, with Corinthian capitals. The entire area between the pilasters and below the fascia has been removed and is now filled by a roll-up screen.

*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 south
June 2009

*P6. Date Constructed/Age and Source: ■ Historic ☐ Prehistoric ☐ Both
1920; published building notice

*P7. Owner and Address:
KWAN PAUL & JANE
REVOCABLE
1157 POST ST
SAN FRANCISCO CA 94109

*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)

Detail of parapet, cornice, frieze and pilasters

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 6Z

***Resource Name or #** (Assigned by recorder) 1157 Post Street

B1. Historic Name: _____

B2. Common Name: _____

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

***B5. Architectural Style:** Classical Revival

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

Built in 1920. Central zone of building (windows and entrance) removed at an unknown date.

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

***B8. Related Features:**

none

B9a. Architect: August Headman b. Builder: R. deLuca

***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 1920 for owner Mary A. Ruggles as an investment, to designs by architect August Headman. The architect had a substantial if relatively brief career in San Francisco, from 1909-1914 as a partner with Paul Righetti (as Righetti and Headman), and afterward as a solo architect, until his death in 1925. Both on his own and with Righetti he produced large numbers of residence hotels and apartment buildings, plus houses, flats, small commercial buildings, and occasional public and institutional buildings, some of which were prominent. Virtually all are in the Classical Revival style. His most important work is probably the Native Sons of the Golden West Building at 414-430 Mason Street (Righetti and Headman, with E. H. Hildebrand, 1911).

(See Continuation Sheet, page 4.)

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

***B12. References:**

Building and Engineering News, Dec. 24, 1919, 19:3

Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1921-1964

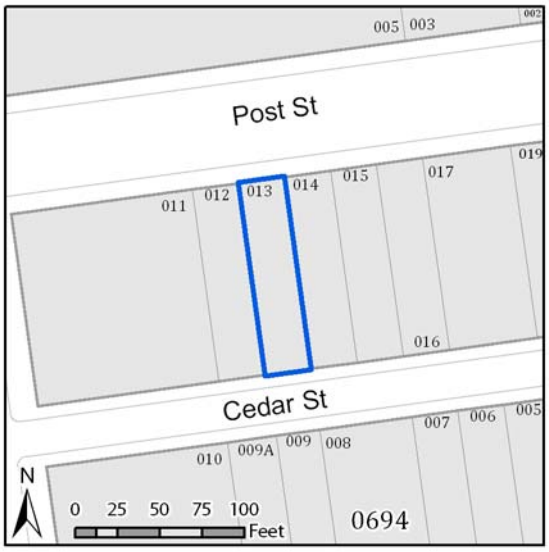
Sanborn insurance map

B13. Remarks:

***B14. Evaluator:** William Kostura

Date of Evaluation: October 2009

(Sketch map with north arrow required)



(This space reserved for official comments.)

History (continued)

A published notice of construction for this building stated that it was to be used as an automobile showroom, and that was indeed the use for its first four years. The original occupant was L. D. Allen, whose career as an auto dealer had begun in 1917. His rise in the field of automobile sales was meteoric. By 1918 Allen sold Chevrolet, Lexington, Cole, and Olympian autos at 1420 Van Ness, and by 1920 he had expanded even further, selling Cole and Stevens-Duryea autos and Sandow trucks in a very large showroom at 1625 Van Ness. He also had branch salesrooms in Oakland, Sacramento, and Fresno in that year. His reversal of fortune was even swifter than his expansion had been, because by 1921 he sold only an obscure brand, Anderson motor cars, in this building (1157 Post), and by 1922 he was out of business as an auto dealer.

His place in this building was taken by George Peak, who sold autos of unknown brand here in 1922. In 1924 the Linz Automobile Co. sold Columbia and Liberty autos from this building. After that year auto sales ended in this building. It could be that this building's location close to, but not actually on Van Ness Avenue proved to be a poor location for auto sales.

Subsequent occupants over the next twelve years included two dealers in auto parts and accessories. The first was the Safety House, from 1925 to 1929. This company was founded in San Francisco during the early 1920s and continued for slightly over ten years. After leaving this building it moved to 1270 Bush/1200 Larkin (during 1930-1934; extant). The next auto parts store to occupy this building was Russell Manufacturing, from 1933-1937.

Non-auto-related businesses occupied this building from 1940 through 1964. The most frequent use was as a phonographs store, including Wurlitzer sales in 1940.

Integrity

This building retains integrity of location and setting. Integrity of design, materials, workmanship, feeling, and association remain present to some degree, but are diminished due to the removal of all original window and entrance features.

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.*

(Continued on next page.)

Evaluation (continued)

Completed in 1920, this is a moderately early example of an automobile showroom. With three to four years of such use in its history, it has brief longevity in this use. This building also has moderate longevity as an auto parts and accessories store, with about ten years of such use. The total auto-related use of this building was about thirteen years, for moderate longevity.

For these reasons, and because of this building's diminished integrity, it does not appear to be eligible for the California Register of Historical Resources under criteria 1 or 2.

Regarding architecture, the original portions of this building that survive are very fine. Nevertheless, the loss of the interior zone of the façade is substantial, and thus this building does not appear to be eligible for the California Register under Criterion 3.