

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 10 *Resource Name or #: (Assigned by recorder) 1500 Mission Street

P1. Historic name of building (if any): Cocoa-Cola bottling works
 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 Location: *a: County San Francisco Not for Publication Unrestricted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 1500 Mission Street City San Francisco Zip 94103
 d. UTM: Zone _____; _____ mE/ _____ mN *e. Assessor's parcel #: Block 3506, lot 2

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

This is a one-story, reinforced concrete industrial building that was built in 1925 in the Classical Revival style, and was widened and altered in 1941 in the Streamlined Moderne style. The building is clad in stucco that is scored at the lower level (to a height of six feet) and is smooth above. The building fills almost all of its 270' by 275' lot at the west corner of Mission and 11th streets. A driveway runs along the south side and allows access for deliveries. To the south is a recently-built building which serves as a retail store and supplements the industrial activities in this building.

With its great width along both elevations and its low height, this building has a strongly horizontal orientation. This horizontality is emphasized by incised grooves that are carved into the upper level of the façade, and by two rounded belt courses that run along the base of the building. The exception to this horizontality is a very tall tower that rises from the Mission Street side of the building. The verticality of this tower is emphasized by corner projections and vertical decorative panels. These features, and the rounded corner at the south end, give the building its Streamlined Moderne style.

*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
January 2010

*P6. Date Constructed/Age and Source:
 Historic
 Prehistoric Both
1925, 1941; building permits

*P7. Owner and Address:
GOODWILL INDUSTRIES OF SF
1500 MISSION ST
SAN FRANCISCO CA 94103

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

*P9. Date Recorded: _____
January 2010

*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)

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Description (continued):

Setbacks in each façade relieve the great width of the two elevations by dividing them into sections. Setbacks are by a distance of one to one-and-one-half feet, save at the tower, which is set forward from the adjacent wall by 3 ½ feet. The elevation along Mission Street reads thusly (beginning at the south corner): a section of four bays, a section of three bays, the tower, and a final section of three bays. Along 11th Street the sections are of six and eight bays. The incised grooves at the top of the building and the belt courses along the base wrap around each of these projections – thus uniting them – save at the tower, which interrupts the horizontal flow.

The main entrance has paired steel doors and a tall transom, all of which are divided by steel muntins into patterns of rectangular lights. Windows have industrial steel sash. In a minority of windows the steel sash has fewer divisions, and lights are larger, than in other windows; and these may represent some simplification since the remodeling of 1941; but by and large the windows in this building seem to date to at least 1941, if not to the original construction of 1925.

Rounded corners can be found at the south corner of the building, and around a doorway in the 11th Street side; these accentuate the Moderne style of this building.

From a Mission Street entrance the interior of the building is visible. Most of the interior is devoted to a large work space. It is illuminated by a series of skylights supported by steel trusses.



View looking west, December 2009



Top photo: main entrance, Mission Street
Bottom photo: entrance on 11th Street side



Top photo: windows, 11th Street side
Bottom photo: rounded corner at south end of building

BUILDING, STRUCTURE, AND OBJECT RECORD

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*Resource Name or # (Assigned by recorder) 1500 Mission Street

B1. Historic Name: Cocoa-Cola bottling works

B2. Common Name: Goodwill Industries

B3. Original Use: truck and bus sales room B4. Present Use: Goodwill workshop

*B5. Architectural Style: Streamlined Moderne

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

Built in 1925. Altered and added to in 1941, bringing the building close to its current appearance.

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

*B8. Related Features:
none

B9a. Architect: Henry Gutterson (1925); Engineers, Ltd. (1941) b. Builder: George Wagner (1925); Engineers, Ltd. (1941)

*B10. Significance: Theme Streamlined Moderne architecture Area San Francisco

Period of Significance 1941 Property Type industrial building Applicable Criteria 3

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

History – Introduction, construction, and design

This building was built in 1925 for the White Motor Company, in the Classical Revival style, to designs by Henry Gutterson, who is well-known for his residences and Christian Science churches but rarely designed large industrial buildings. In 1941 the building was expanded by the addition of four bays at the south end of the building, and was altered in a Streamlined Moderne style, for the Cocoa-Cola Bottling Company. The remodeling and addition of 1941 was by Engineers, Ltd., about whom nothing else is known.

The White Company remained in this building for fifteen years, through 1940, and Cocoa-Cola remained here for over forty years, into the 1980s.

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

***B12. References:**

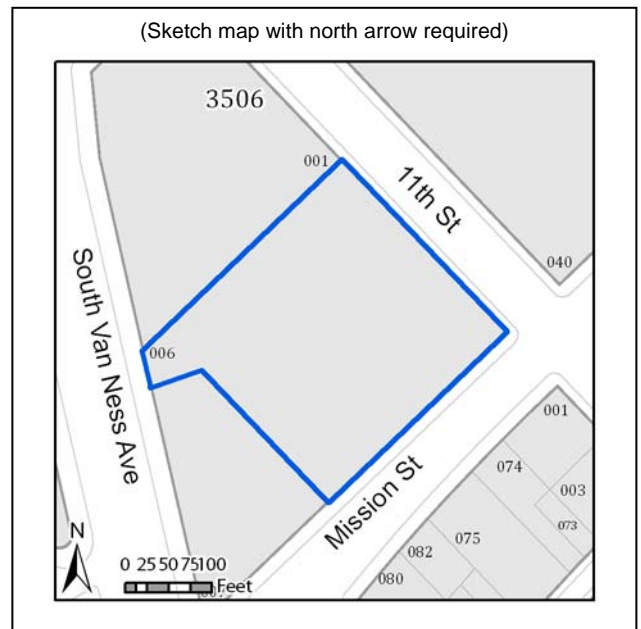
- Building permit #135833 (February 20, 1925)
- Architect and Engineer, June 1927 (photo)
- Edwards Abstracts from Records, February 18, 1941
- Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1927-1964
- 1929 and 1948 Sanborn insurance maps

B13. Remarks:

*B14. Evaluator: William Kostura

Date of Evaluation: January 2010

(This space reserved for official comments.)



CONTINUATION SHEET

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History – The White Motor Company

The White Motor Company began in 1900 as a division of the White Sewing Machine Company of Cleveland, Ohio. During their first decade as auto makers they made steam-powered automobiles, but after 1910 they switched to making gasoline-powered autos. At first these cars were made in the company’s sewing machine factory, but after 1905 the auto division had its own plant. In the meantime White also began to make tractors and trucks. They were so successful in these lines that in the early 1920s they dropped automobiles to concentrate on making trucks, tractors, and busses. White continued to manufacture large trucks until 1980, when the company became insolvent and was sold to Volvo.

White opened up its first San Francisco showroom in 1903 at 300-304 Post Street, and also opened a White Garage then, at Market and Franklin streets. Subsequently their sales rooms were at 1878 Market (1904-1906) and 135 Hayes (1907-1908).

In 1908 the White company built an expansive, two-story building at 1460-1498 Market Street and 2-60 Van Ness Avenue, to designs by MacDonald and Applegarth. During the 17 years they remained here the company shifted their emphasis from steam autos to gasoline autos, and then to trucks and busses. This building also held the White Garage and some small storefronts. This building still stands, but in 1964 three stories of offices were added and the style was completely changed.

By 1924 the White Company had stopped making automobiles and sold only trucks and busses. Their Van Ness and Market location was not really suitable for selling these products, and in 1925 the company built 1500 Mission in the more industrial-oriented South-of-Market neighborhood. Here they sold and serviced trucks and busses for fifteen years. For unknown reasons they sold this building to the Cocoa-Cola Bottling Company in ca. 1940 and then moved to 1195 Harrison Street.

History – The Cocoa-Cola Bottling Company

In 1941, after purchasing this building, Cocoa-Cola added the four bays to the south and completely remodeled the building as a bottling plant. Cocoa-Cola remained here for over forty years, into the 1980s. No attempt has been made to study the significance of Cocoa-Cola as an industry in San Francisco’s history, this being beyond the scope of this report.

A photograph of this building taken in 1964 shows it essentially the same as it is today; only the signage is different.

History – Context – The Streamlined Moderne style in San Francisco

The Streamlined Moderne style was the successor style to Art Deco and the precursor of the International style. Buildings of this style are usually, but not always, horizontal in their orientation, and being “streamlined” they have little in the way of applied ornament. Raised or etched “speed lines”, rounded corners, and long bands of windows are the most typical design elements. Some examples also possess a certain amount of Art Deco “zig-zag” ornament, and those can be considered to be a blend of the two styles.

(Continued next page.)

History – Context – The Streamlined Moderne style in San Francisco (continued)

This style emerged during the Depression and was rarely built after the 1940s, and thus was popular during a time when comparatively little construction occurred. For this reason relatively few examples of the style that are larger than small apartment buildings can be found in San Francisco. In order to place 1500 Mission in context as far as its style is concerned, the best (or best-known) and larger examples that still stand in San Francisco are listed below, with their architects and dates of construction. More overtly Art Deco-style buildings are omitted from this list.

The six best examples are:

The Malloch Apartments, 1360 Montgomery. Irvin W. Goldstein, 1937.

Rincon Annex Post Office, 101 Spear Street. Gilbert Stanley Underwood, 1940.

Lakeside Medical Center, 2501-2515 Ocean Avenue. Harold Stoner, 1941. This building is a blend of Streamlined Moderne and Colonial Revival styles.

Ernest Ingold Chevrolet showroom, 999 Van Ness Avenue. John Elkin Dinwiddie, 1937. This building incorporates strong Art Deco motifs into its basic Streamlined Moderne elevations.

Aquatic Park Casino (now San Francisco Maritime Museum), foot of Polk Street. William Mooser III, with ornament by artists, 1936-1939.

Coit Tower, Telegraph Hill. Arthur Brown, Jr., 1933. Vertical instead of horizontal, but with curved flutings and arched openings at the top. The building at the base is a sculpted massing of rectangular blocks.

The following group includes 1500 Mission and others that are roughly equivalent in quality:

Cocoa-Cola Bottling Co., 1500 Mission Street. Engineers, Ltd., 1941. The building being evaluated here.

Sailors Union of the Pacific, 450 Harrison Street. William G. Merchant, 1950.

Ocean Park Motel, 2690 46th Avenue. Conrad Kett, 1937.

George Washington High School, 32nd Avenue and Geary. Miller and Pflueger, 1934-1936.

Lawton Elementary School, 1570 31st Avenue. Dodge Reidy and Charles E. J. Rogers, 1935.

The following buildings are perhaps slightly lesser examples of the style, compared to 1500 Mission:

Francis Scott Key School, 1530 43rd Avenue. Mooser, Stone, and Eames, 1935. The central entrance pavilion is closer to Art Deco in style, but still has some curved elements typical of Streamlined Moderne.

Grand Theater, 2665 Mission Street. G. Albert Lansburgh, 1940.

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History – Context – The Streamlined Moderne style in San Francisco (continued)

San Francisco Galvanizing Works, 1176 Harrison Street. Dodge A. Reidy, 1929. This building lacks curved elements, and is not a pure example of this style. It might be considered an early precursor.

Henry Doelger's office building, 320 Judah Street. C. O. Clausen, 1932, 1940.

NBC Building, 420 Taylor Street. Albert Roller, 1941-1942.

The following buildings lack the dominant horizontal emphasis and rounded corners of the Streamlined Moderne style, but are nevertheless closer to this style than to any other:

Academic Building (now Science Hall), City College of San Francisco. Miller and Pflueger, 1940. Horizontal only in its massing, not in its fenestration.

I. Magnin store, SW corner Geary and Stockton streets. Miller and Pflueger, 1946.

U. S. Mint, in block bounded by Hermann, Buchanan, Duboce and Webster streets. Gilbert Stanley Underwood, 1935-1936.

Appraiser's Building, 630 Sansome Street. Gilbert Stanley Underwood, 1941.

The Central Tower, 703 Market Street. Albert Roller, 1938.

Thus, 1500 Mission is probably not one of the six best examples of the Streamlined Moderne style in San Francisco, but, by this analysis, is in the second grouping of this style.

Integrity

This building as it was built in 1925 has been almost completely remodeled and has thus lost integrity of location, design, materials, workmanship, setting, feeling, and association.

The building as it was added to and remodeled in 1941 remains essentially unchanged since that date. For that period (1941) this building retains integrity of location, design, materials, workmanship, setting, feeling, and association.

Evaluation

For the period 1925-1940, this building has no potential for historic significance under the criteria of the California Register of Historical Resources, due to loss of integrity. For the period from 1941 to 1964, however, this building retains its integrity and has potential for historic significance.

The history of the Cocoa-Cola Bottling Company as it pertains to this building has not been studied, as that history is beyond the scope of this study; and thus it cannot be said whether this building is eligible for the California Register under criteria 1 or 2.

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Evaluation (continued)

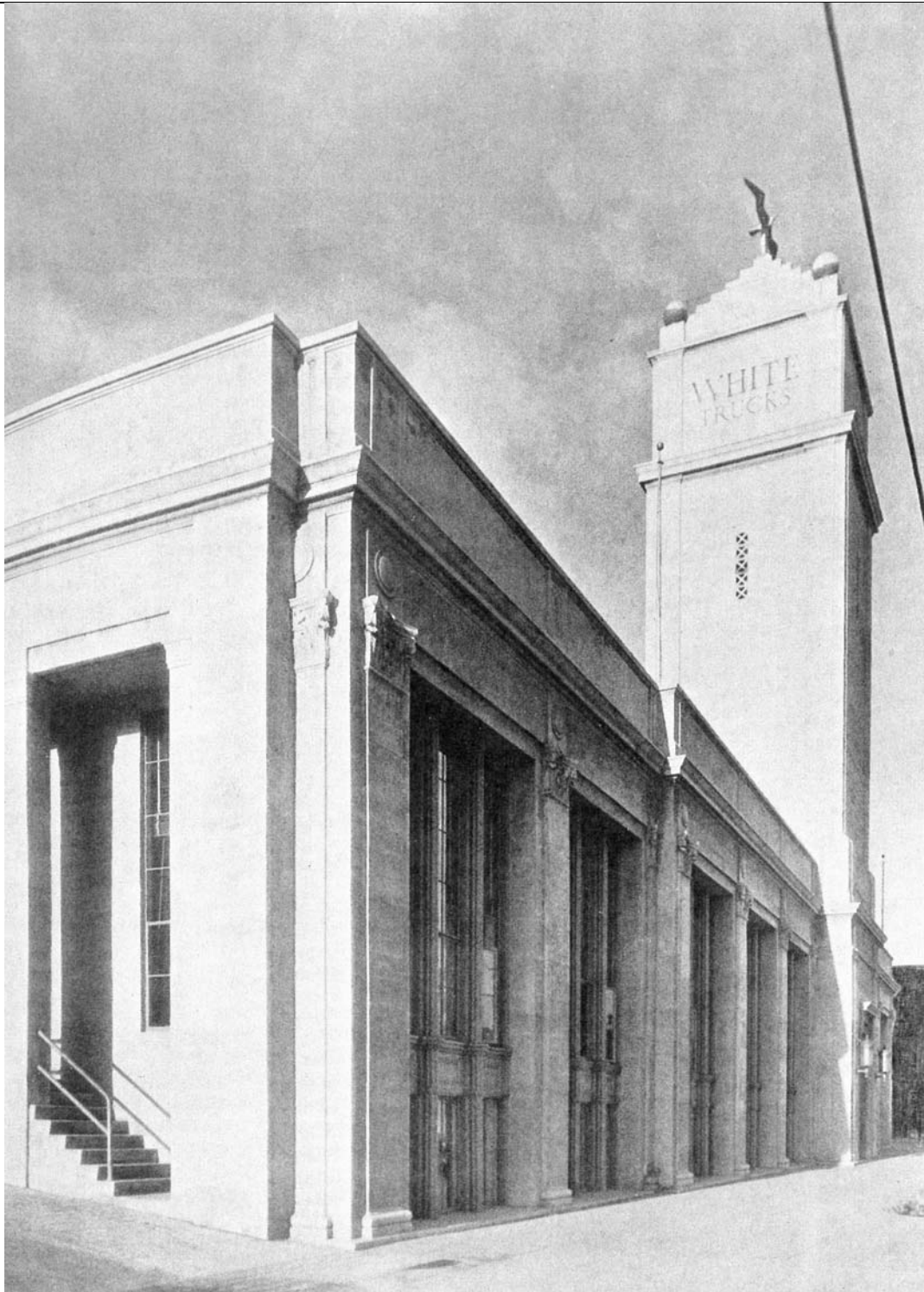
Regarding its design, this is a very good example of the Streamlined Moderne style, not one of the very best, but almost certainly one of the eleven best in San Francisco. Eleven is a small number, and the number of Streamlined Moderne buildings in the city that could be considered as significant for their architecture is not limited to this number. In addition to its Moderne styling, this building is remarkable for its large, open interior, with skylights supported by steel trusses. The use of the Streamlined Moderne style for a building with an industrial use is very effective here. Thus, this building appears to be eligible for the California Register under Criterion 3, for its design. The Period of Significance under this criterion is 1941, the year this building was added to and altered in the Streamlined Moderne style.

Character defining features

The character defining features of this building are the height and width of the main structure along both Mission and Eleventh streets; the tower, with its projections and vertical panels; the building's stucco surface, including the scoring at the base; the belt courses along the base; the etched speed lines along the top; the steel and glass doors and transom at the main entrance; the industrial steel sash windows; the skylights in the roof; and the steel trusses that support them.



1500 Mission Street in 1964. The lines of this building were clearer before street trees blocked parts of this view. Photo from the San Francisco History Archives, Main Library. Photo AAC-6690.



1500 Mission Street as it was built in 1925 for the White Motor Company, to designs by Henry Gutterson. Photo from *Architect and Engineer*, June 1927.