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

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 3CD
Other Listings _____
Review Code _____ Reviewer _____ Date _____

 *Resource Name or #: (Assigned by recorder) 1660 Pine Street

P1. Historic name of building (if any): Gould Storage Battery Co. shop
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 Location: *a: County San Francisco ☐ Not for Publication ■ Unrestricted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 1660 Pine Street City San Francisco Zip 94109
d. UTM: Zone _____; _____mE/ _____ mN *e. Assessor's parcel #: Block 647, lot 10

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

This two-story brick masonry building fills its 42'-6" by 137'-6" lot. The façade is clad in tan and buff-colored brick that imparts a feeling of warmth. Ornament is in the Classical Revival style and restrained, but is effective, and is appropriate for a shop building of this class. Just below the parapet is a projecting cornice with a paneled soffit and pendants. It is the boldest aspect of this building's ornamental scheme. Beneath this, in the frieze area, are, in turn, a band of classical ornament (possibly of terra cotta) that is interrupted by the brick piers, a continuous belt course that is white in color, and another belt course that is black. These three bands or courses alternate with courses of brick. Immediately below each second story window is a recessed panel of brick, in a herringbone pattern. Beneath these panels, at the second floor level, is a secondary cornice that is profiled.

(See Continuation Sheet, page 2.)

*P3b Resource Attributes: HP8 – industrial building; 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 north
June 2009

*P6. Date Constructed/Age and Source: ■ Historic ☐ Prehistoric ☐ Both
1917; building permit

*P7. Owner and Address:
PINE & FRANKLIN-CA LLC
P.O.BOX 4900
SCOTTSDALE AZ 85261

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

*P9. Date Recorded: February 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, 2009.

*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)

Description (continued):

In composition, both stories of the façade are divided into three bays. The brick piers that divide the bays in the second story, however, do not exactly line up with those in the first story. In the second story, windows are tripartite, with wooden frames and mullions, and appear to be original. In the first story, the middle bay is devoted to a pedestrian entrance with sidelights, while the flanking bays are devoted to storefront windows that are now boarded up. There is no vehicle entrance in the building, which suggests that at least the middle opening was remodeled in the 1930s, when the use of the building changed from a tires shop to a furniture store. The transom window across the first story is largely hidden by a projecting sheet metal and neon sign reading "Deovlet and Sons" and "Furniture." This sign was most likely placed in the 1930s.

This building is one in a row of five one and two-story buildings at 1644-1670 Pine Street, all of which date to the 1910s and have histories related to the automobile industry. Collectively, these buildings have a frontage on Pine of 204 feet.

Another view of this building, taken from a different angle than the photo on page one because trees obscure the façade.

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3CD

***Resource Name or #** (Assigned by recorder) 1660 Pine Street

B1. Historic Name: Gould Storage Battery Co. shop

B2. Common Name: _____

B3. Original Use: auto battery shop B4. Present Use: vacant

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

***B6. Construction History:** (Construction date, alterations, and date of alterations)
Built in 1917. There was probably originally a vehicle entrance that was remodeled as a pedestrian entrance in the 1930s. Other first story sash may or may not be original.

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

***B8. Related Features:**
none

B9a. Architect: Heiman and Schwartz b. Builder: unknown

***B10. Significance: Theme** automobile industry **Area** San Francisco
Period of Significance 1917-1927 **Property Type** auto 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.)

History – Construction and architects

This building was built in 1917 as an investment for owner L. A. Myers, a somewhat prominent real estate developer of the period. The architects were Samuel Heiman and Mel I. Schwartz, who were working in partnership as Heiman and Schwartz. These architects also designed two other buildings for L. A. Myers on this same block in the same year, at 1650 and 1670 Pine Street.

After apprenticeships, the two formed a partnership that lasted from 1914-1919. Together they designed small commercial buildings such as these three on Pine Street and Mediterranean-styled houses in Forest Hill and St. Francis Wood. After 1919 they each worked independently, Heiman into the 1940s and Schwartz to 1930. Heiman had the more prominent career, designing many commercial and industrial buildings, some of which were large; institutional buildings; fine residences; apartment buildings; and the Health Department building at 101 Grove Street (1930-1931). Schwartz designed little on his own, but two of his houses are exceptional. They are an English Renaissance house at 2112 Lake (1929) and a more ornate Baroque house at 2151 Sacramento (1921), built for Dr. Albert Abrams. It is one of the finest small houses in the city.

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

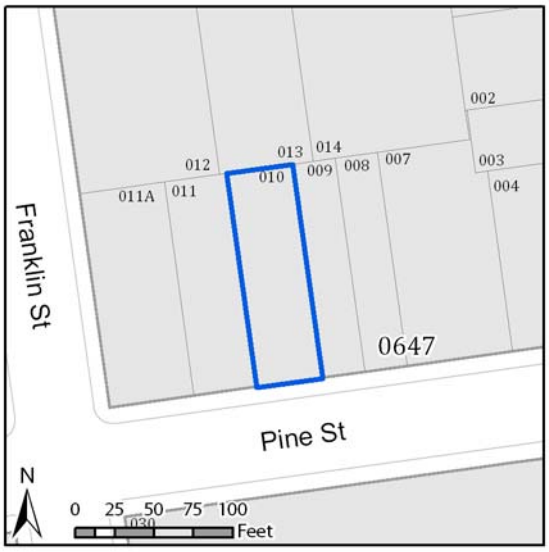
***B12. References:**
Building permit #74406 (January 24, 1917)
Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 1918-1964
1936 and 1951 Sanborn insurance maps

B13. Remarks:

***B14. Evaluator:** William Kostura
Date of Evaluation: February 2010

(This space reserved for official comments.)

(Sketch map with north arrow required)



History -- Occupants

Four automobile-related businesses – a battery shop, a piston rings store, a tires shop, and a used car sales room – occupied this building during its first nineteen years after construction.

Gould Storage Battery Company and McQuay-Norris Manufacturing, 1917-1927

The initial principle occupant was the Gould Storage Battery Company of California, from 1917 to 1927. This was almost certainly was a shop building for the sale, installation and perhaps rehabilitation of auto batteries; its secretary-treasurer and manager was O. W. Lillard. More information about this business could not be found.

During 1917-1919 the McQuay-Norris Manufacturing Company also occupied part of this building. Display ads in the *San Francisco Chronicle* (e.g. June 29, 1919) reveal that McQuay Norris was a piston ring manufacturer based in St. Louis. Their branch in this building is listed in the city directory for 1918 under Auto Supplies; so while it is certain that they sold their piston rings here, it is uncertain whether their business here was a shop for installation of this product in automobiles.

Superior Tire and Repair Company/Goodrich Silvertown, 1927-1935

In June 1927 (according to a building permit) the front of the building was changed, and a post supporting a steel girder was moved, at a cost of $1,000 to accommodate a new business, the Superior Tire and Repair Company, which moved to this building in 1927 from 1650 Pine Street, two doors to the east. The proprietor of this business was David H. Elliot. In ca. 1931 Elliot gave up his proprietorship of his business to become the manager of a branch of the Goodrich Silvertown, Inc. Its headquarters was at 1500 Howard Street, and 1660 Pine was the sole branch. Goodrich and Silvertown were national tire brands, and the tire shop selling them remained at 1660 Pine through 1935.

After Goodrich Silvertown closed this branch, 1660 Pine had one last year of auto-related use, as a used car sales room, in 1936.

B. P. Devolet Brothers, furniture, 1938 and afterward

Beginning in 1938 this building was the furniture store of B. P. Devolet Brothers. This business remained here through at least 1964, and the signage now in place is for Devolet and Sons.

Summary of auto-related occupants

In sum, this was a battery shop for ten years, a tires shop for eight years, a piston rings shop or store for two years, and a used car sales room for one year, for a total auto-related use of nineteen years.

History – Context

Batteries shops in the study area

Two other buildings in the study area were devoted especially to use as an automobile battery shop before the 1930s. They are listed below for purpose of comparison with 1660 Pine:

1540 Bush Street. This was the local factory branch of an important national battery brand, the Electric Storage Battery Company, of Philadelphia, from 1916-1926. This company's Exide batteries were manufactured, sold, and installed in customers' cars here during these years. This building is about twice as large as 1660 Pine is and has high integrity. The Exide brand remains in existence today.

1348-1380 Bush Street. This building was occupied by the Willard Storage Battery Company, also an important national brand, during 1917-1936. The building has poor integrity.

Clearly, 1660 Pine Street is a less important example of battery shop than 1540 Bush Street is, and is more important (because of integrity) than 1348-1380 Bush is.

Tire shops in the study area

For purposes of comparison, the more notable surviving buildings in the study area that held tire shops are listed below. This list excludes buildings that have largely lost integrity and auto showrooms whose dealers also sold tires. Except as noted, all retain good to high integrity.

Seven surviving buildings in the study area held tire stores beginning in the 1910s. They include:

1301-1305 Van Ness Avenue. This was Goodyear Tire and Rubber Company's factory branch for five years, from 1912-1917. Goodyear occupied about three quarters of this large building, which became devoted to auto showroom use after 1917.

1412-1420 Van Ness Avenue. This was Firestone's factory branch for ten years, 1913-1923. Firestone occupied half of this two-story-plus-basement building, the rest of which was occupied by an auto showroom.

1644 Pine Street. This one-story building was occupied by Michelin Tire Company for six years, 1913-1919.

1233-1237 Van Ness Avenue. This two-story building originally had three storefronts, two of which were occupied by tire companies for ten and eight years, respectively, during 1914-1924. One storefront held the Tansey-Crowe Company, a local business that acted as a tires distributor for the Pennsylvania Rubber Company, of Pennsylvania and Wisconsin. The other tire company in this building was a factory branch, that of the Federal Rubber Manufacturing Company, of Milwaukee, Wisconsin.

1430-1480 Van Ness Avenue. Among this building's three storefronts, tire shops were present for about ten years, from 1915-1924 and in 1927. Integrity is fair.

(Continued next page.)

History -- Context (continued)

1650 Pine Street. This small building was occupied for ten years, 1917-1927, by the Superior Tire and Repair Company, which sold tires and performed vulcanizing.

1563-1565 Mission Street. This large building was occupied by Goodyear Tire and Rubber Company for five years, during 1917-1923, perhaps as a warehouse from which to supply local tire shops.

Of the above group, the best example (based on early initial dates, the size of the tire shop, longevity of use, and major brands sold) is 1412-1420 Van Ness. The next best examples should probably be considered to be 1233-1237 Van Ness, 1301-1305 Van Ness, and 1644 Pine.

The best examples of buildings in the study area that held tire shops beginning in the 1920s and 1930s include:

1441 Bush Street. Tire shops performed vulcanizing and retread work in this small building for almost thirty years, from 1922-1951.

1501-1517 Mission Street. A tire shop occupied this building from 1928 through at least 1964. The building was built in two parts, one of brick (#1517, in 1927), and the other in Art Deco style, and faced in stucco (#1501, probably in 1930). Gurley-Lord is known to have sold Goodyear tires in 1940.

500 Turk Street. This building has been occupied by Kahn and Keville from its construction in 1935 to the present. They have always sold Goodyear tires, as well as, at times, batteries, radios, and appliances.

As one can see from the lists above, the earlier buildings, from the 1910s, were occupied by tire dealers for ten years or less, while buildings from the 1920s-1930s had much greater longevity of such use.

Integrity

The lack of a vehicle entrance in this building suggests that at least one first story opening, most likely in the center bay, has been altered since 1935, when the last auto-related business was here. Some window sash may also have been altered since then. The brick elements of the façade and ornament remain intact. On balance, this building retains integrity of location and setting; while integrity of design, materials, workmanship, feeling, and association have been slightly 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

(Continued next page.)

Evaluation (continued)

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*.

Criterion 1

Completed in 1917, this is an early example of an automobile battery shop. With ten years of such use in its history (1917-1927), it has moderate longevity in this use. This building also has fair longevity of use as a tires shop beginning at a moderately early date (1927-1935). Its total longevity of all auto uses, nineteen years, is moderate.

As an example of a battery shop, this building is much less important than 1540 Bush, which is twice as large in its capacity and was a factory and retail shop for an important manufacturer during a similar period of time. In the hierarchy of auto-related uses identified for this study, the category of battery shops is low, beneath that of auto showrooms, public garages, multi-use buildings, and general auto repair shops. On balance, this building does not appear to be eligible for the California Register solely for its use as a battery shop.

As an example of a tires shop, which is also fairly low in the hierarchy of auto-related uses, this building was so occupied for a briefer period (eight years) beginning at a later date (1927). Much better examples of tires shops exist in the study area, and so this building also does not appear to be eligible for the California Register solely for its use as a tires shop.

When considered for all of its auto-related uses, this building's history is more interesting, mainly for its early date of such use (1917). However, the total number of years it had these uses (nineteen) is only moderate, and, to reiterate the statements above, the specialty uses this building had (batteries and tires shops, piston rings sales, and used car sales), are low on the hierarchy of uses identified for this study. On balance, this building does not appear to be individually eligible for the California Register for its overall auto-related use.

Criterion 2

No business proprietor in this building is known to have been individually important in his field. Accordingly, this building does not appear to be eligible for the California Register under Criterion 2.

Criterion 3

Architecturally, this building is restrained but effective in its use of ornament. It does not seem quite distinguished enough to be eligible for the California Register under Criterion 3, for its design, although it comes very close to this level of quality. The signage has not been considered for possible significance, as developing a context statement on such signage was beyond the scope of this project.

(Continued next page.)

Evaluation (continued)

Potential historic district

This building also appears to be a contributor to a potential California Register historic district, under both Criterion 1 (for their early automobile-related history) and Criterion 3 (for their design), at the local level. This district includes the five adjacent buildings at 1644, 1650, 1656, 1660, and 1670 Pine Street, all of which were built in the 1910s; all of which were originally occupied by automobile-related businesses; and four of which were designed in the Classical Revival style and have good to high integrity.

This district appears to be eligible for the California Register under criteria 1 and 3; and 1660 Pine appears to be a contributor under each of these criteria. Under Criterion 1: Auto-related buildings that date to the 1910s and retain good integrity have become somewhat scarce, and nowhere else in the study area can one find more than two intact auto-related buildings from this decade in a row. This row of five is quite remarkable for their early date and high integrity, and evokes the early history of the automobile industry in San Francisco as no other group of buildings can. The Period of Significance under this criterion is 1917-1933, the years that all of these buildings had automobile-related uses at the same time. Under Criterion 3: Four of these five buildings (including 1660 Pine) possess fine details or ornament in the Classical Revival style, and were clearly designed with care. The Period of Significance under this criterion is 1912-1917, the years they were designed and built. Please see the District Record form for 1644-1670 Pine Street for a fuller discussion of this potential historic district.

Character defining features

The character defining features of this building are its height and width, the tan and buff-colored brick façade, the main and secondary cornices, the bands of ornament in the frieze area of the second story, the wooden tripartite second story windows, the herringbone brick panels beneath these windows, and the transom bar in each of the first story bays. The framing or sash of the storefront windows in the outer bays may or may not be contributing, depending on a further examination of the building's permit history and the materials themselves.

The row of five buildings at 1644-1770 Pine Street