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

PRIMARY RECORD

Primary #_____
HRI #_____
Trinomial_____
NRHP Status Code 3S, 3CS, 5S1
Other Listings_____
Review Code_____ Reviewer_____ Date_____

Page 1 of 2 **Resource name(s) or number** (assigned by recorder) 1101 Fulton Mall

P1. Other Identifier: Helm Building
***P2. Location:** ☐Not for Publication ■Unrestricted
***a. County** Fresno County
***b. USGS 7.5' Quad** Fresno South **Date** 1963, revised 1981 **T** 14S **R** 20E
*c. **Address** 1101 Fulton Mall **City** Fresno **Zip** 93721
*e. **Other Locational Data:** APN: # 46621204

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

Survey Map No. 100

This property is located at the northwest corner of Fulton Mall and Mariposa Street and contains a ten-story office building constructed in 1914. Renaissance Revival in style, it is constructed of steel reinforced concrete with brick cladding. It has a rectangular plan and a flat roof with boxed eaves and decorative brackets. It has a tri-partite composition, with the sections separated by prominent belt courses. Fenestration consists of symmetrically arranged pairs of double-hung wood sash windows. The windows on the top story have arched openings. The ground story has storefront windows that have been altered. The building has good integrity.

***P3b. Resource Attributes:** (list attributes and codes) HP7. 3+ Story Commercial Building.

***P4. Resources Present:** ■Building ☐Structure ☐Object ☐Site ☐District ☐Element of District ☐Other

P5a. Photo

P5b. Photo: (view and date)
East elevation.
March 29, 2012.

***P6. Date Constructed/Age and Sources:** ■historic
1914 (City of Fresno Historic Preservation Database)

***P7. Owner and Address:**
PROTEK LENDING HELM LLC
1114 STATE ST #295
SANTA BARBARA CA 93101-6707

***P8. Recorded by:**
Historic Resources Group
12 S. Fair Oaks Avenue, Suite 200
Pasadena, CA 91105-1915

***P9. Date Recorded:**
September 1, 2011

***P10. Survey Type:**
Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none")
Downtown Fresno (Fulton Corridor) Survey Report.

***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)

BUILDING, STRUCTURE, AND OBJECT RECORD

***NRHP Status Code** 3S, 3CS, 5S1

***Resource Name or #:** 1101 Fulton Mall

B1. Historic Name: E. Griffith-McKenzie/Helm Building
B2. Common Name: Helm Building
B3. Original Use: Commercial – Office **B4. Present Use:** Commercial – Retail
***B5. Architectural Style:** Renaissance Revival
***B6. Construction History:** (Construction date, alterations, and date of alterations):

This building was constructed in 1914 as a commercial office building. The storefronts on the first story have been altered.

***B7. Moved?** ■No ☐Yes ☐Unknown **Date:**_____ **Original Location:**_____
***B8. Related Features:** None

B9a. Architect: George Kelham **b. Builder:** Unknown

***B10. Significance:**
Theme Late-19th and Early 20th Century Commercial Development **Area** Downtown Fresno
Period of Significance: 1914 **Property Type:** Commercial – Office
Applicable Criteria: NRHP: A, C; CRHR: 1, 3; City of Fresno: i, iii.
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

1101 Fulton Mall is significant under Criterion C/3/iii as an excellent example of Renaissance Revival commercial architecture in Fresno designed by noted architect George Kelham. The building was the first steel frame high rise building on Fulton Street. Renaissance Revival buildings were often fairly literal interpretations of the Italian originals, with formal, symmetrical facades and Classical or Beaux Arts details. This style was popular in the early 20th century and often used for imposing civic buildings, institutional buildings, and banks. George Kelham is a significant California architect of the early 20th century. He received his architectural training at Harvard University and the Ecole des Beaux-Arts in Paris. Kelham was the Chief of Architecture for the Panama-Pacific International Exposition in San Francisco (1915). Other prominent commissions include the San Francisco Public Library (1917), the Federal Reserve Bank of San Francisco (1924), and the Standard Oil Building in Los Angeles (1924). It is significant under Criterion A/1/i for its association with the early 20th century development of downtown Fresno. The building was originally constructed by Samuel N. Griffith, a real estate promoter, and re-named in 1936 for then-owned Frank M. Helm. The building has good integrity. It has been designated as a local landmark and is also eligible for listing in the National Register of Historic Places and the California Register.

B11. Additional Resource Attributes: None

***B12. References:**
City of Fresno Building Permits
County of Fresno Tax Assessor Data
Sanborn Fire Insurance Maps
Web site, Fulton Mall Architectural Walking Tour. Available at: http://www.downtownfresno.org/historic-buildings.html.

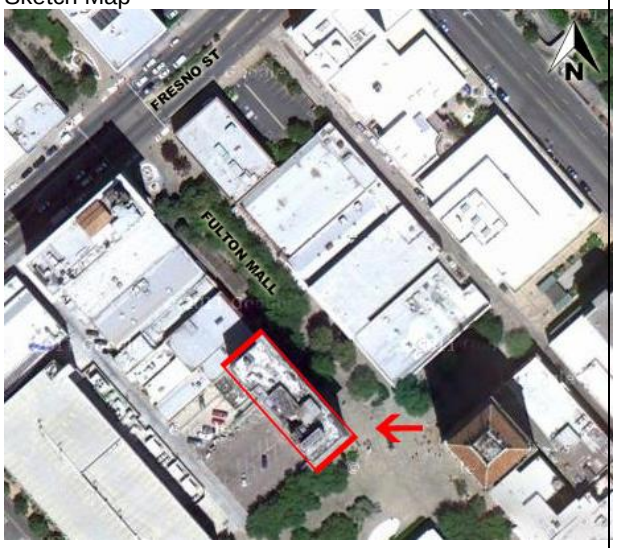
B13. Remarks:

***B14. Evaluator:** C. McAvoy & P. Travis

***Date of Evaluation:** September 1, 2011

(This space reserved for official comments.)

Sketch Map



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HISTORIC RESOURCES INVENTORY

(State use only)
Ser _____ Site _____ Mo. ____ Yr. ____
UTM 11/508150/689000 Q _____ NR 4 SHL ____
Lat _____ Lon _____ Era ____ Sig ____
Adm ____ T2 ____ T3 ____ Cat ____ HABS ____ HAER ____ Fed ____
HP168 A.8

IDENTIFICATION

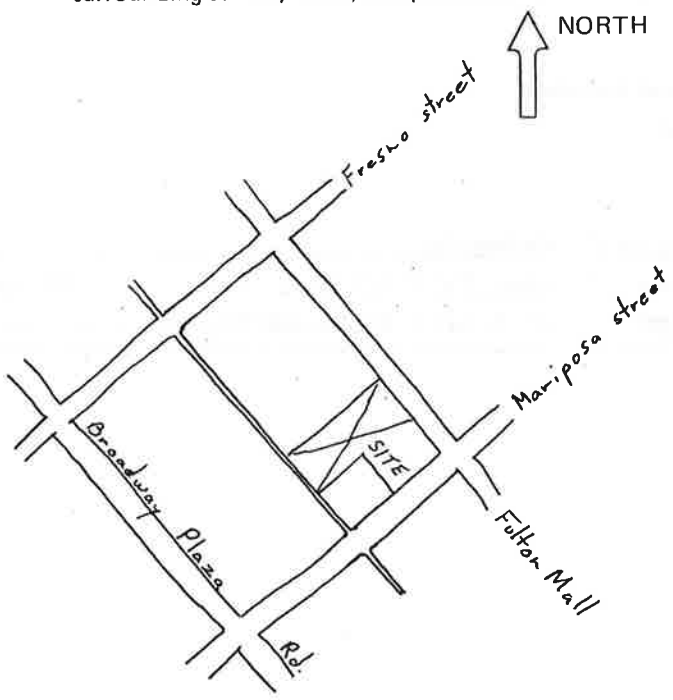
1. Common name: Helm Building
2. Historic name, if known: Griffith-Mc Kenzie Building
3. Street or rural address Mariposa Mall and Fulton Mall (1101 Fulton)
   City: Fresno ZIP: 93721 County: Fresno
4. Present owner, if known: H. B. Partners Address: 1060 Fulton Mall #1007
   City: Fresno ZIP: 93721 Ownership is: Public ☐ Private ☒
5. Present Use: Offices/Shops Original Use: _____
   Other past uses: None

DESCRIPTION

6. Briefly describe the present physical appearance of the site or structure and describe any major alterations from its original condition:

Ten story steel and concrete office building - first and second floors with terra cotta panels and decoration topped by a frieze with cornice. Third floor brick with terra cotta course and frieze. Fourth thru eighth floors in one composition. A strong belt cornice and the top two floors cap the building with round arch spring blocks, trim units, etc., are capped finally by a large overhanging intricate renaissance revival cornice on the exposed side. The bottom floors are decorated per tenant requirements - not helping the building as an historic or architectrual prize.

7. Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



8. Approximate property size:
   Lot size (in feet) Frontage 150',
   Depth 50 - 5,000 sq. ft. in rear
   or approx. acreage 0.29.
9. Condition: (check one)
   a. Excellent ☒ b. Good ☐ c. Fair ☐
   d. Deteriorated ☐ e. No longer in existence ☐
10. Is the feature a. Altered? ☐ b. Unaltered? ☒
11. Surroundings: (Check more than one if necessary)
   a. Open land ☒ b. Scattered buildings ☐
   c. Densely built-up ☐ d. Residential ☐
   e. Commercial ☒ f. Industrial ☐
   g. Other ☐ _____
12. Threats to site:
   a. None known ☒ b. Private development ☐
   c. Zoning ☐ d. Public Works project ☐
   e. Vandalism ☐ f. Other ☐ _____
13. Date(s) of enclosed photograph(s): 1978

NOTE: The following (Items 14-19) are for structures only.

14. Primary exterior building material: a. Stone ☐ b. Brick ☒ c. Stucco ☐ d. Adobe ☐ e. Wood ☐
f. Other ☐ _____

15. Is the structure: a. On its original site? ☒ b. Moved? ☐ c. Unknown? ☐

16. Year of initial construction 1914 This date is: a. Factual ☒ b. Estimated ☐

17. Architect (if known): _____

18. Builder (if known): _____

19. Related features: a. Barn ☐ b. Carriage house ☐ c. Outhouse ☐ d. Shed(s) ☐ e. Formal garden(s) ☐
f. Windmill ☐ g. Watertower/tankhouse ☐ h. Other ☐ _____ i. None ☒

SIGNIFICANCE

20. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site when known):

A picture from April, 1914 shows the building practically completed with the first two street floor tenants hanging temporary signs saying "Samuels Smoke House would soon land there" and Campbells Ice cream parlor was soon to move in. This was one of the first of the high rise buildings to be erected in the downtown area. The building has not materially changed except for the addition of air conditioning and the revamping of interior spaces. Important to the entire district as it set the precedent that many others followed in the next 10 years.

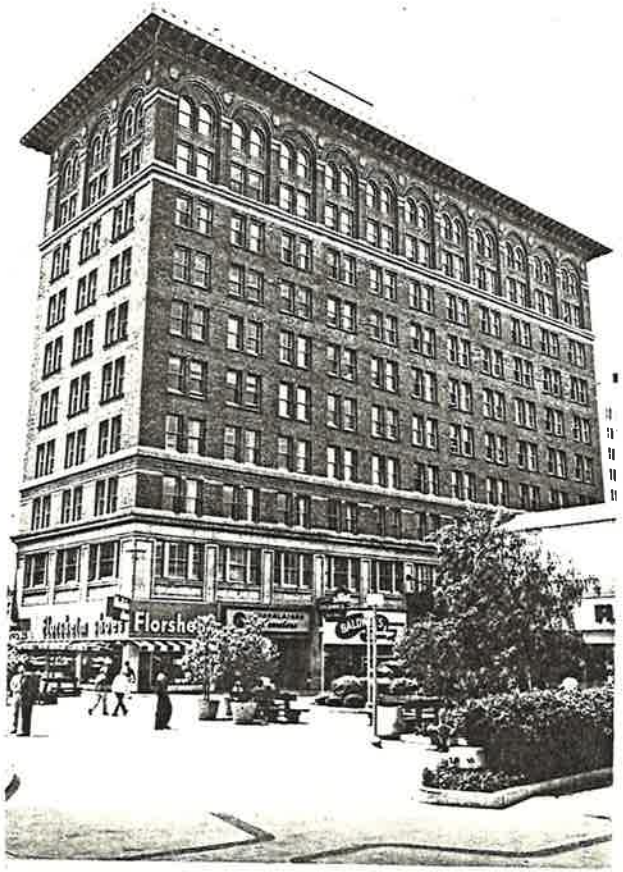
21. Main theme of the historic resource: (Check only one): a. Architecture ☒ b. Arts & Leisure ☐
c. Economic/Industrial ☐ d. Exploration/Settlement ☐ e. Government ☐ f. Military ☐
g. Religion ☐ h. Social/Education ☐

22. Sources: List books, documents, surveys, personal interviews, and their dates:

"As Pop Saw It" Vol. 2, J. Laval
Assessor's office

23. Date form prepared: 6/30/78 By (name): William E. Patnaude
Address: 1050 "S" Street City Fresno, California ZIP: 93721
Phone: (209) 486-8150 Organization: Allen Y. Lew & William E. Patnaude, Inc.

(State Use Only)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