

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 6 \*Resource Name or #: (Assigned by recorder) 1101 Sutter Street

P1. Historic name of building (if any): Heald's Engineering and Automobile School  
 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 Location: \*a: County San Francisco  Not for Publication  Unrestricted  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 1101 Sutter Street City San Francisco Zip 94109  
 d. UTM: Zone \_\_\_\_\_; \_\_\_\_\_ mE/ \_\_\_\_\_ mN \*e. Assessor's parcel #: Block 692, lot 1

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

This three story building fills its 75-foot by 120-foot lot at the southwest corner of Sutter and Larkin streets. The frame of the building is reinforced concrete, while the west wall infill is brick. The building is rated as "fireproof" on the 1929 Sanborn insurance map, so presumably the floors of the building are reinforced concrete as well. The surface of the building is clad in a coat of stucco that has been lightly scored to resemble masonry. In composition, the building runs for four bays along Sutter Street and for five along Larkin. The first story of the Sutter Street side, however, consists of two large bays devoted to vehicle entry; the one to the right (west) opens onto a ramp to the upper stories. Two of the five bays on Larkin Street are also open for vehicle entry. All windows are filled with industrial steel sash, with mullions and transom bars.

Ornamentation is restrained, and classical in style. Just below a low parapet is a profiled cornice with a paneled soffit. The frieze is blank save for circular medallions placed atop each pier. Spandrels are slightly recessed, and are decorated with plank panels flanked by plaster urns.

\*P3b Resource Attributes: HP15, educational 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 south  
June 2009

\*P6. Date Constructed/Age and Source:  
 Historic  
 Prehistoric  Both  
1920; building permit

\*P7. Owner and Address:  
HALSTED & CO  
1123 SUTTER 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)



Top: view looking southeast at the Larkin Street façade. Bottom: detail of a Larkin Street bay.

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code 3CS

\*Resource Name or # (Assigned by recorder) 1101 Sutter Street

B1. Historic Name: Heald's Engineering and Automobile School

B2. Common Name: \_\_\_\_\_

B3. Original Use: auto engineering school B4. Present Use: public garage and auto repair

\*B5. Architectural Style: Classical Revival

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

Built in 1920.

\*B7. Moved?  No  Yes  Unknown

Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features:

none

B9a. Architect: S. Heiman

b. Builder: unknown

\*B10. Significance: Theme automobile industry Area San Francisco

Period of Significance 1920-1961 Property Type school and garage Applicable Criteria 1

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

**History**

This building was constructed as Heald's Engineering and Automobile College, a training school for auto mechanics and related occupations. Among the many buildings that have been occupied by various departments of Heald's over the past 146 years, it is the earliest to survive, and it also appears to be the only large auto mechanic school that pre-dates the 1930s.

Heald's College was founded in 1863 by Edward P. Heald as a business college, and was located at 24 Post Street until the earthquake and fire of 1906. Shortly before 1906 Heald's added a department devoted to mining engineering. In 1907, soon after the earthquake and fire, Heald's rebuilt its college at 425 McAllister Street, where Civic Center Plaza is now, and only one block from the auto showroom center on Golden Gate Avenue. In addition to a business and engineering school Heald's then established an automobile engineering school as well, in the same building.

*(See Continuation Sheet, page 4.)*

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

**\*B12. References:**

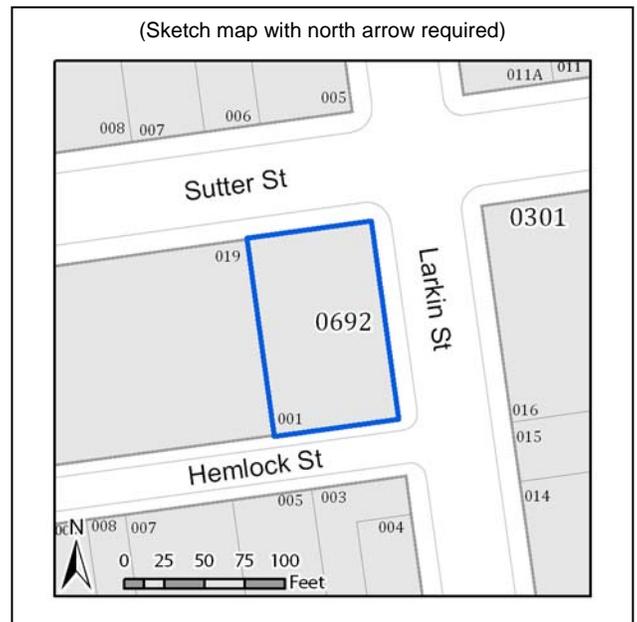
- Building and Engineering News, Building permit #
- Crocker-Langley and Polk's city directory, and PT&T reverse directory listings for occupants of this building, 19-1964
- Sanborn insurance map

B13. Remarks:

\*B14. Evaluator: William Kostura

Date of Evaluation: October 2009

(This space reserved for official comments.)



**CONTINUATION SHEET**

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Recorded by William Kostura

Resource Identifier: 1101 Sutter Street  
\*Date October 2009     Continuation     Update

**History (continued)**

That building and its neighbors were condemned in 1912 in order to make way for the new Civic Center. Like the auto showrooms and other auto-related businesses in this vicinity that had to move, Heald's looked for a new home farther north on Van Ness Avenue. In 1913 it moved into a newly built building at the northwest corner of Van Ness and Post, designed by Sylvain Schnaittacher for the Hecht Investment Co. The ground floor of this building was devoted to an auto showroom and tire stores, the two upper floors to Heald's business and engineering college, and the adjacent wing at 1220 Post Street to Heald's automobile engineering college. The latter department taught automobile design, auto manufacturing, auto repair, driver training, and many technical skills not specifically associated with automobiles.

In 1920 Heald's separated its automobile engineering school from its business and general engineering college. The latter remained at Post and Van Ness, while the automobile school moved three blocks to the north and east, into the newly completed building at 1101 Sutter Street. Edward P. Heald was still, at age 77, the president of the business college, while the auto school was headed by T. B. Bridges (president) and W. L. Butler (vice-president and manager). Although separated by distance and with different presidents, the two Heald's branches had four officers in common through at least 1924. The administrative links between the two schools is less clear for later years. The specific courses that were taught at 1101 Sutter are unknown, but this building had a much greater floor area and volume than did Heald's previous auto school at 1220 Post, where the course list was very extensive. The Heald's Engineering and Automobile College remained at 1101 Sutter for fifteen years, until 1935, when it moved to 915 North Point Street.

Other automobile-related schools besides Heald's existed in San Francisco before World War II, but none of them lasted more than a few years, and none compared with Heald's in their range of courses.

This is the oldest Heald's location still standing. The college's sites through 1906 were destroyed in the earthquake and fire of that year, 425 McAllister was condemned for the Civic Center, and the building at Post and Van Ness was demolished in the 1980s.

After Heald's left in 1935, Roy B. Court took over occupancy of 1101 Sutter for use as a garage. By 1940 his business was known as the Sutter and Larkin Garage, a name and use that persisted to 1961. Afterward a portion of this building became devoted to use as a garage for the adjacent funeral home, Halsted and Co., and part became an auto repair shop. This building currently has a dual use as a public parking garage and an auto repair shop.

In sum, this building was Heald's auto college from 1920-1935 (for 15 years); and a public garage, usually named the Sutter and Larkin, from 1936-1961 (for 26 years).

A display ad for Heald's auto school published in the 1924 city directory shows a drawing of this building almost as it is today (see page 5A). The only differences regard the arrangement of vehicle entrances in the first story.

### Integrity

Save for possible changes to some first story bays for new vehicle entrances, no known alterations have been made to the exterior of this building. It retains integrity of location, design, materials, workmanship, setting, feeling, and association.

### 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*.

Built in 1920, this is a moderately early example of an automobile engineering school. With 15 years of such use in its history, it has moderate longevity in this use. The only other pre-1935 examples of auto engineering schools in San Francisco with any longevity were the earlier Heald's schools at 425 McAllister, and at Post and Van Ness, both of which have been demolished. This building, therefore, is the last remaining example of an auto engineering school in San Francisco that pre-dates 1935..

A public garage occupied this building for 26 years, 1936-1961, beginning at a moderately late date and for good longevity. The total auto use of this building was for 41 years, or excellent longevity.

For these reasons, this building appears to be eligible for the California Register of Historical Resources under Criterion 1, at the local level, for its use as an automobile engineering school. The Period of Significance for this use is 1920-1935. It also appears to be eligible for its overall auto-related use as a school and garage, with a Period of Significance of 1920-1961.

This is the last surviving Heald's school building that dates to founder Edward P. Heald's lifetime. However, its connection with Mr. Heald was probably slight, for while Heald remained president of his business school in 1920, the auto school in this building had a different president than Heald. Accordingly, this building does not appear to be eligible for the California Register under Criterion 2.

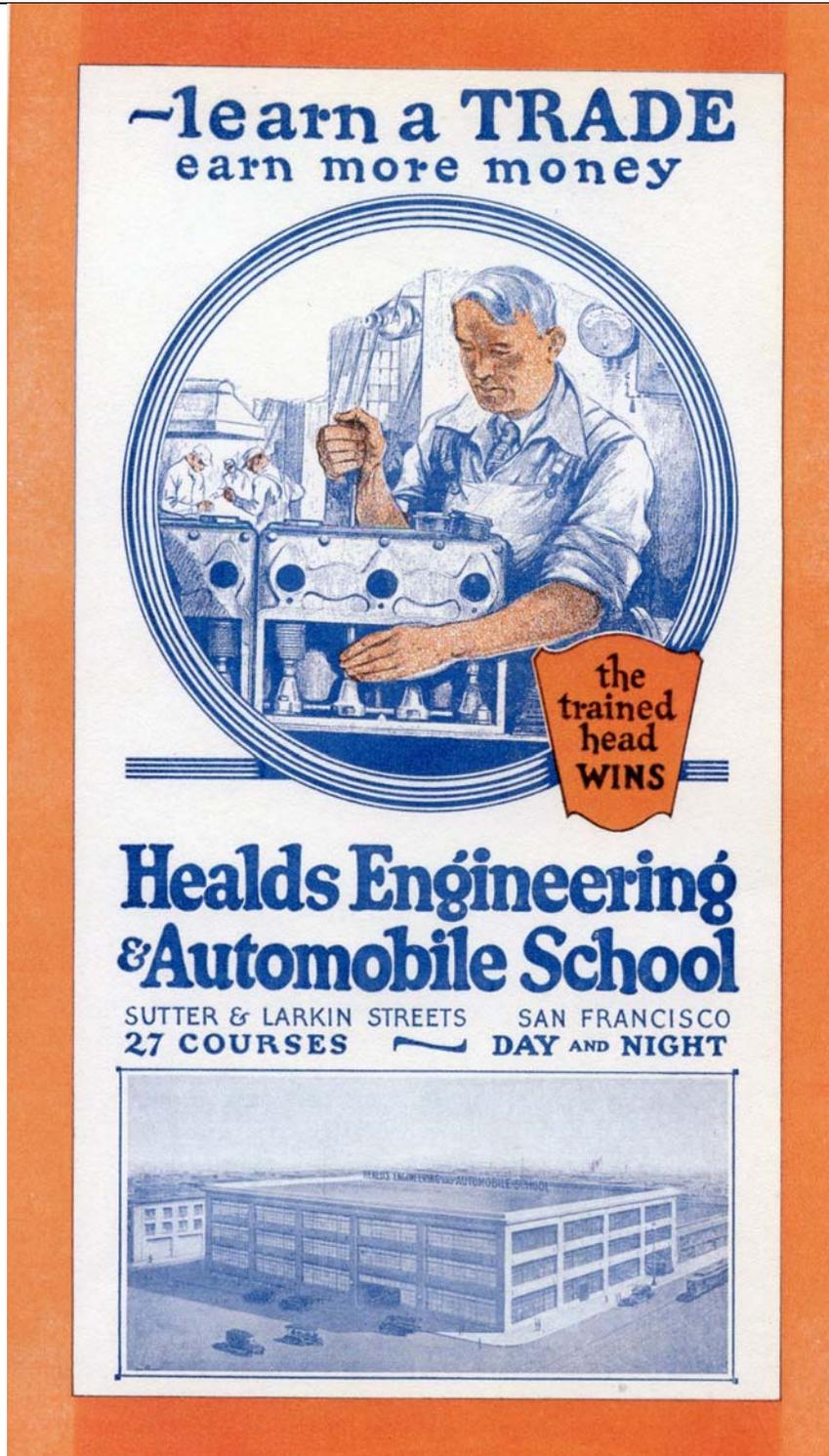
Architecturally, this building is distinguished mainly by its high level of integrity. On balance, this building does appear to be eligible for the California Register under Criterion 3.

### Character defining features

The character defining features of this building are its height and width, the scored stucco surface, the profiled cornice, the medallions in the frieze, the paneled spandrels with decorative urns, and the industrial steel sash windows.

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Display ad from the Crocker-Langley City Directory for 1924, opp. page 1502. The drawing of 1101 Sutter shows the building as it is today, save for different vehicle entrance locations in the first story.