

# DOWNTOWN

## NOW & THEN: Twentieth Anniversary of the 1989 Loma Prieta Earthquake



13 102 Walnut Avenue



14 1214 Pacific Avenue (New)



15 1134 Pacific Avenue



16 1201 Pacific Avenue (New)

## BUILDING DESCRIPTIONS FROM THE SANTA CRUZ HISTORIC BUILDING SURVEY

The following are excerpts from the building descriptions in the *Santa Cruz Historic Building Survey*:

### 1 1545 PACIFIC AVENUE (Compass Rose Building)

This building was constructed in 1866 for Arthur Baldwin, a member of the J.C. Fremont expedition.

### 2 850 FRONT STREET (United States Post Office)

A handsome California version of the Renaissance Revival style with its red tile roof, entrance vestibule, and richly marbled interiors.

### 3 844 FRONT STREET (Veterans Memorial)

An excellent example of Spanish Colonial Revival design for a downtown building, also representative of another building type now out of fashion – the war memorial.

### 4 115 FRONT STREET (Leonard Building)

This building admirably fills its irregular lot and with its tower helps give definition to its block, which is all the more important since the redevelopment of the blocks across Front Street.

### 5 107-109 COOPER STREET (Sky Meadow Apothecary/Gravago)

A building of unresolved style whose great importance is as a link in the 19th century facade between the County Bank and the Leonard Building.

### 6 118 COOPER STREET (Hall of Records)

A very fine and possibly unique brick Italianate octagon in excellent condition. This building was originally the Hall of Records.

### 7 110 COOPER STREET (Cooper House)

A very good example of Richardsonian Romanesque architecture in a part of the country where this style is unusual.

### 8 1502 PACIFIC AVENUE (Santa Cruz County National Bank)

The Santa Cruz County National Bank was successfully remodeled by the prominent San Francisco architects Ward and Blohme in 1910.

### 9 1520 PACIFIC AVENUE (St. George Hotel)

The Pacific Avenue side of the St. George was remodeled around 1912 in the Spanish Colonial Revival Style along with the next two buildings to the north.

### 10 1515 PACIFIC AVENUE (ID Building)

This very handsome bank building, sympathetically remodeled, is constructed of sandstone with finely carved column capitals.

### 11 1415 PACIFIC AVENUE (Pacific Avenue Pizza & Grille)

An 1868 brick building remodeled several times, most recently around 1910. At that time, the third story was added and the building stuccoed along with its neighbors as a three-building, Mission Revival composition that turns the corner on Locust.

### 12 1364 PACIFIC AVENUE (P. Neary Building)

A late example of the Richardsonian Romanesque style with a sandstone well and an arcade on engaged columns.

### 13 102 WALNUT AVENUE (New Santa Cruz Theater Building)

A moderately successful modern remodeling of a Beaux Arts theater designed by the Reid Brothers.

### 14 1214 PACIFIC AVENUE (Elks Building)

Together with the Trust Building next door, this building is designed in an unusual but very successful adaptation of the Colonial Revival style to commercial architecture.

### 15 1134 PACIFIC AVENUE (Bank of America)

A crisply detailed California zigzag Moderne Bank of America with a red tile roof, grooved pilasters, zigzag frieze and decorative relief panels.

### 16 1201 PACIFIC AVENUE (Medical-Dental Building)

An unusual Eastlake commercial building with corbelled octagonal corner bays having squat domes.

This and other tours can be printed from the City website.

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This tour brochure was produced by the City of Santa Cruz  
Planning and Community Development Department



## SANTA CRUZ HISTORIC WALKING TOUR

# DOWNTOWN WALKING TOUR

**2009** marks the twentieth anniversary of the 1989 Loma Prieta earthquake. The 6.9 magnitude earthquake struck on October 17, 1989 at 5:04 p.m. Immediately after the earthquake, the City established a working group known as Vision Santa Cruz to spearhead the recovery process and develop a plan to rebuild the downtown in a way that was expressive of the values of the community. The purpose of the “*Downtown Recovery Plan*” was to provide a coherent framework for public and private actions related to the rebuilding of the downtown.

Today’s downtown reflects a combination of buildings that survived the earthquake and new buildings which replaced those that were lost. This tour displays sixteen unique buildings that define the character of the downtown, including eleven buildings that survived the earthquake and five replacement structures. Black and white photographs are taken from the 1976 and 1989 Historic Building Surveys. Color photographs were taken in April 2009. Sites 5, 7, 9, 14, and 16 have wholly new replacement structures.

## NOW & THEN



1 1545 Pacific Avenue



2 850 Front Street



3 844 Front Street



4 115 Front Street



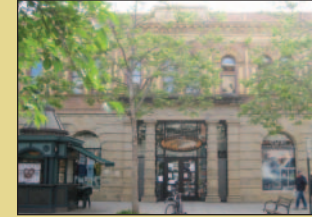
5 107-109 Cooper Street (New)



6 118 Cooper Street



7 110 Cooper Street (New)



8 1502 Pacific Avenue



9 1520 Pacific Avenue (New)



10 1515 Pacific Avenue



11 1415 Pacific Avenue



12 1364 Pacific Avenue