

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code

Other Listings
Review Code

Reviewer

Date

Page 1 of 4 *Resource Name or # (Assigned by recorder): New Broadway Apartments

P1. Other identifier: None

*P2. Location: Not for Publication Unrestricted

*a. County Santa Cruz County

and (P2b and P2c or P2d. Attach a location map as necessary.)

*b. USGS 7.5' Quad Santa Cruz Date Revised 1994 T .11 S. ; R .2 W. ; Mount Diablo B.M.

c. Address: 704-718 Broadway City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 587641 mE/ 4092463 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

south side of Broadway between S. Branciforte & Ocean View Avenues. APN# 010-111-14

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

These four residential buildings and their associated ancillary structures represent a period of transition from the Craftsman Style of the early twentieth century, to the Minimal Traditional Style popular in the 1940s and early 1950s. The distinctive horizontal massing and porthole door windows are nautical design elements common to beachfront communities like Santa Cruz. Craftsman style influences include: exposed rafter tails, louvered vents in the apex of the low-pitched gable ends, and wood double-hung windows. These frame constructed buildings sit atop a cripple wall and the majority of their massing, exemplified in a square floor plan, is set beneath a hip roof and two front-facing gables that intersect the hip roof. Composition shingles cover the roof. The front-facing gable ends are clad in wood lap siding and display a louvered vent. The façade consists of a recessed entrance with a shallow roof overhang that is flanked by bay windows that include three double-hung windows.

(continued on page 4)

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple family property

*P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)



P5b. Description of Photo:
(View, date, accession #)
View facing southeast, 2009.

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both

1939, newspaper article, 70 years old.

*P7. Owner and Address:

*P8. Recorded By: (Name, affiliation, and address)

L. Dill/C. Duval/K. Oosterhouse
Archives & Architecture, LLC
PO Box 1332
San Jose, CA 95109

*P9. Date Recorded: 5/6/09

*P10. Survey Type: (Describe)

Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none".)

Santa Cruz Historic Building Survey - Vol. III, Department of Planning and Community Development, City of Santa Cruz, 2012.

*Attachments:

- None Continuation Sheet District Record Rock Art Record Other (List):
 Location Map Building, Structure, and Object Record Linear Feature Record Artifact Record
 Sketch Map Archaeological Record Milling Station Record Photograph Record

DPR 523A (1/95)

* Required Information

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
BUILDING, STRUCTURE, AND OBJECT RECORD

Primary #
HRI #

Page 2 of 4

*NRHP/CRHR Status Code 3CS

Resource Name (Assigned by recorder) New Broadway Apartments

B1. Historic Name: New Broadway Apartments

B2. Common Name: 704-718 Broadway - New Broadway Apartments

B3. Original Use: Multi-family residential B4. Present Use: Multi-family residential

*B5. Architectural Style: Minimal Traditional with Craftsman elements

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed in 1939.

*B7. Moved? No Yes Unknown Date: n/a Original Location: n/a

*B8. Related Features:

Related ancillary structures (functioning as a garage/laundry area), constructed in 1939.

B9a. Architect: Charles Lawrence

b. Builder: William H. Nunes

*B10. Significance: Theme Architecture

Area: Eastside

Period of Significance: 1939

Property Type: Residential

Applicable Criteria: (3)

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

The New Broadway Apartments complex on Broadway was completed in March of 1939 by owners Mr. and Mrs. S. E. Wickland. The complex was built on the former Charley Parker lots at the southeast corner of Broadway and Ocean View Avenue. Charles Lawrence of the Santa Cruz Lumber Company's Home Planning Service prepared the plans and specifications for the complex which, according to the plans, was constructed in the "Early California" style, likely referring to the influential role California had on the early twentieth century's Arts-and-Crafts movement. William H. Nunes was the building contractor for the project. The complex included eight, four-room duplexes, one of which was occupied by the Wicklands. Originally, each of the units was furnished. The front doors had transparent mirror glass, which allowed owners to see out, but others could not see in. An adjacent garage building included a laundry area for the four buildings as well.

(Continued on page 4, DPR523L)

B11. Additional Resource Attributes: (list attributes and codes) None

*B12. References:

Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.
Polk. R. L., Santa Cruz City Directory. 1939-1989.
Sanborn Fire Insurance Maps, 1950.
Santa Cruz Evening News, Mr. And Mrs. S. E. Wickland Are Hosts At Open House; Modern Duplexes Follow Early California Theme of Architecture, 3/4/1939.
U.S. Federal Census, 1930.

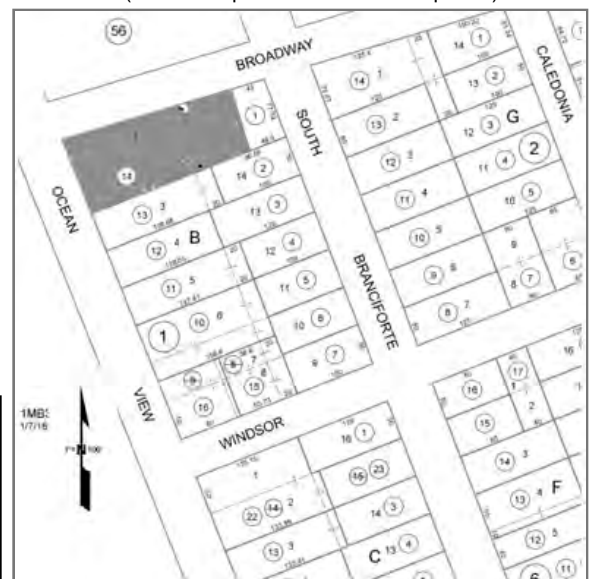
B13. Remarks: None

*B14. Evaluator: Leslie Dill

*Date of Evaluation: May 6, 2009

(This space reserved for official comments.)

(Sketch Map with north arrow required.)





TN * MN
14 1/2°

Map created with TOPO!® ©2003 National Geographic (www.nationalgeographic.com/topo)

Page 4 of 4 *Resource Name or # (Assigned by recorder) New Broadway Apartments

* Recorded By L. Dill/C. Duval/K. Oosterhouse * Date 5/6/2009 Continuation Update

(Continued from page 1, DPR523a, P3a Description)

On each dormer window, the two side windows, which are narrow, display a dog-ear sash design feature. Red brick is located below each bay window and provides a textural contrast between the smooth stucco-covered walls. All of the wooden front doors are original (with the exception of one replacement door) and display a round porthole window. Wood sash windows of various sizes fenestrate the buildings; all display two horizontal panes of glass over two horizontal panes of glass and appear to be double-hung.

Other outbuildings (secondary structures) are located behind the four duplexes, including a garage which incorporated a laundry area.

(Continued from page 2, DPR523b, B10 Significance)

SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources under Criterion (3). The buildings are not individually significant to the development of the Eastside neighborhoods, and thus would not appear to be eligible under Criterion (1). The personages associated with the buildings, the Wicklows, are not well known, therefore the building would not appear to be eligible under Criterion (2). While the specific architect of the building has been identified as Charles Lawrence, little information could be found on him. However, this eight-unit apartment complex is in original condition and is unique in style and design in the immediate area. It embodies the distinctive characteristics of its period of construction, during the late 1930s, therefore qualifying for the California Register under Criterion (3).

When considered for listing within the Historic Building Survey of the City of Santa Cruz, the property meets the following criteria:

1. The building complex is a significant example of the built environment heritage of the City as a representative of an early Minimal Traditional housing complex constructed to serve Santa Cruz's emerging population during the Interwar years; and
6. The building complex possesses distinctive stylistic characteristics of its Minimal Traditional style; and
7. The building complex retains sufficient integrity to accurately convey its significance.

Integrity

The property maintains most of its apparent historical integrity as per the National Register's seven aspects of integrity. The four cottages maintain their original location on Broadway, between South Branciforte and Ocean View Avenues east of the downtown area of Santa Cruz. The immediate setting is intact, with the row of identical buildings providing a sense of continuity and history; the wider setting includes a number of residences with a similar scale, age and setbacks. The subject buildings retain their residential scale and feeling and continue, through their form, massing and detailing, to illustrate their association with mid-twentieth century development in Santa Cruz. The four duplexes retain their integrity with the Minimal Traditional style, including their low-pitched gable roofs, lap-sided gable ends, brick veneer wainscoting, and porthole door windows.