

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 7 *Resource Name or # (Assigned by recorder): Santa Cruz Fruit & Olive Canning Co.

P1. Other identifier: Stokely-Van Camp Co., Pacific Coast Producers, Seabright Station

*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 Location: Not for Publication Unrestricted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: 104 Bronson St. City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 588481 mE/ 4091826 mN

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

city block bounded by Bronson, Hall, Watson, and Owen Streets. APN# 011-164-06;011

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

This sprawling industrial complex, originally built as a canning factory in 1914, includes many early industrial vernacular buildings and occupies a city block in the Seabright community of Santa Cruz. The collection of buildings covers a large footprint with more than a dozen separate former warehouse and work areas with shared walls and abutting roof forms. The development is visually cohesive because of its mostly continuous expanses of non-fenestrated corrugated metal siding and roofing. Some of the main buildings are from the early twentieth century, but the site has continued to evolve over time. Several additions have been made to the original main cannery building at the corner of Bronson and Watson Streets, and the former industrial site now encompasses most of the land bounded by Watson, Bronson, Hall and Owen Streets; the building area is interrupted only by a few, relatively small, paved parking areas. (continued on page 4 DPR523L)

*P3b. Resource Attributes: (List attributes and codes) HP8. Industrial building

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



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

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both
 1914, news article, 95 years old.

*P7. Owner and Address:

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

F. Maggi/L. Dill/J. Kusz
 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:

- | | | | | |
|--|--|---|--|--|
| <input type="checkbox"/> None | <input checked="" type="checkbox"/> Continuation Sheet | <input type="checkbox"/> District Record | <input type="checkbox"/> Rock Art Record | <input type="checkbox"/> Other (List): |
| <input checked="" type="checkbox"/> Location Map | <input checked="" type="checkbox"/> Building, Structure, and Object Record | <input type="checkbox"/> Linear Feature Record | <input type="checkbox"/> Artifact Record | |
| <input type="checkbox"/> Sketch Map | <input type="checkbox"/> Archaeological Record | <input type="checkbox"/> Milling Station Record | <input type="checkbox"/> 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 #

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*NRHP/CRHR Status Code 5S3

Resource Name (Assigned by recorder) Santa Cruz Fruit & Olive Canning Co.

B1. Historic Name: Santa Cruz Fruit & Olive Canning Co., Stokely-Van Camp Co., Pacific Coast Producers

B2. Common Name: 104 Bronson St. - Seabright Station

B3. Original Use: Cannery

B4. Present Use: Mixed-use

*B5. Architectural Style: Industrial vernacular

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

Constructed in 1914. Expanded by 1921. Various additions and alterations 1921-present. (SC BP # 92252, SC BP #A15109, SC BP A12609, SC BP A12606, SC BP # A3546, SC BP # A721100)

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

*B8. Related Features:

None.

B9a. Architect: Unknown

b. Builder: Unknown

*B10. Significance: Theme Industrial Development Area: Seabright

Period of Significance: 1914 - 1941 Property Type: Commercial Applicable Criteria: None

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

This large cannery complex was constructed in 1914 as the Santa Cruz Fruit & Olive Canning Company, and the facility was used to process apples, olives, and string beans. In 1921, the cannery was enlarged and production switched to other local fruits and vegetables such as Santa Cruz brand spinach and brussel sprouts as canning and horticulture in California reached its peak. Although ownership of the site changed in the mid-1940s to the Stokely-Van Camp Company, the same types of agricultural produce were processed by the new owners. At the time, this cannery was one of the largest seasonal producers in Santa Cruz. Stokely-Van Camp made various additions and alterations to the building over the years before selling out to Pacific Coast Producers in 1971. Pacific Coast Producers processed mostly beans and pears for an additional 18 years. Many additions have been made to the cannery building and the site now encompasses the area bounded by Watson, Bronson, Hall and Owen Streets. The cannery was closed in 1989 and now serves as a commercial, light-industrial and recreational (climbing gym) multi-tenant complex with three buildings called Seabright Station. (Continued on page 4, DPR523L)

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

*B12. References:

City of Santa Cruz building permits.
 Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.
 Polk. R. L., Santa Cruz City Directory. 1916-1989.
 Sanborn Fire Insurance Maps, 1886-1950.

(Sketch Map with north arrow required.)

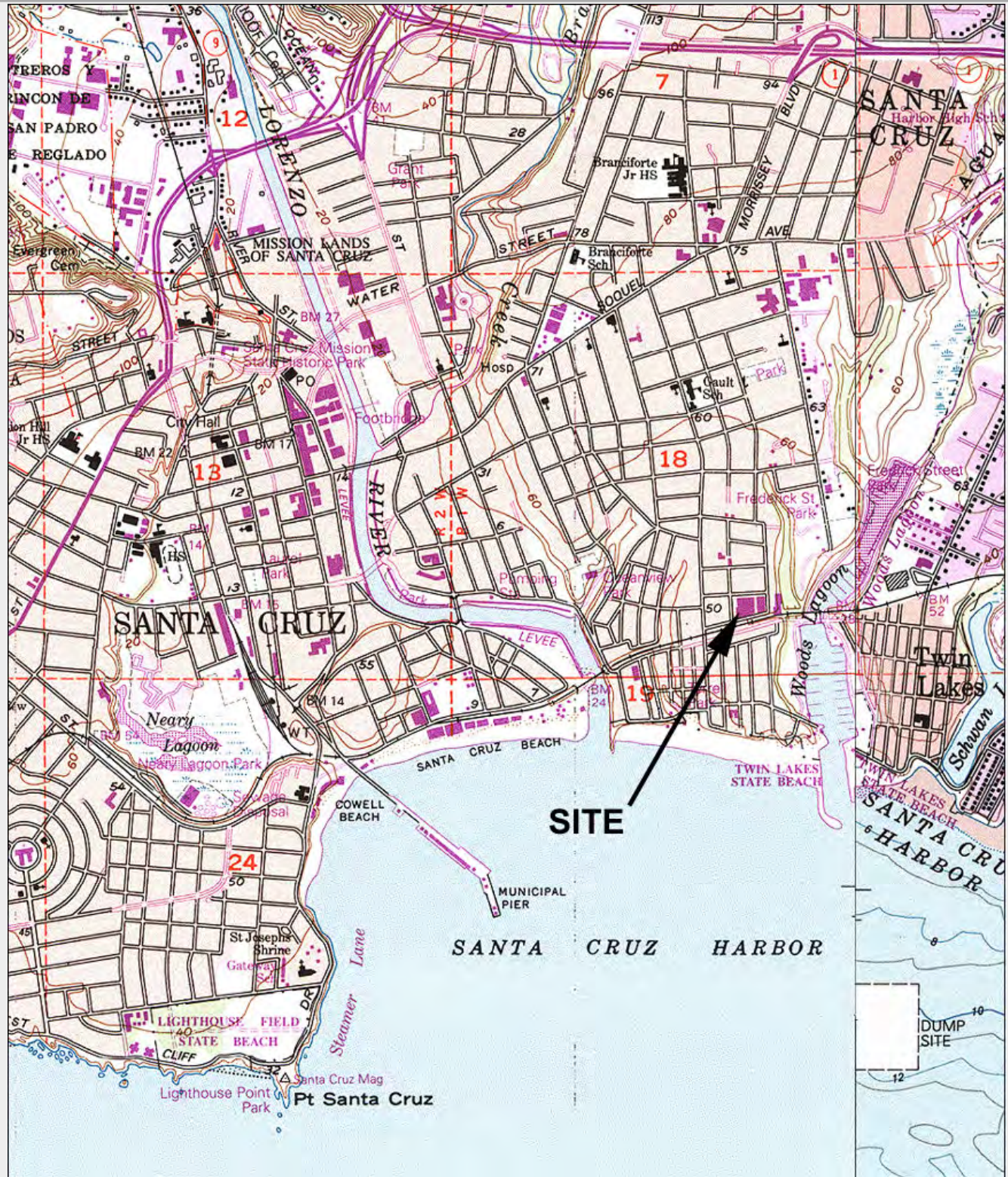


B13. Remarks: None

*B14. Evaluator: Leslie Dill

*Date of Evaluation: May 6, 2009

(This space reserved for official comments.)



TN* / MN
14 1/2°

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

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* Recorded By F. Maggi/L. Dill/J. Kusz * Date 5/6/2009 Continuation Update

(Continued from page 1, DPR523a, P3a)

Along Bronson Street, the buildings have distinctive stepped massing with false-front walls, shed-roofed loading docks and gabled and flat-roofed sections; one of the primary character-defining features is the steeply pitched shed-roof center section of the canning factory main building. The length of the building along Watson Street is connected by a covered loading dock and level parapet wall. Along Hall Street, three large rectangular warehouses form a long façade with two low gables and one shed roof. At the east end of the block are three large contiguous buildings with bow rooflines and plain exterior walls. Two of these do not appear on the 1950 Sanborn Fire Company map, meaning that they were added sometime during the later twentieth century.

(Continued from page 2, DPR523b, B10)

SIGNIFICANCE

The property was not found eligible for the California Register of Historical Resources. The early entities known to be associated with the building complex are important to the the development of the City of Santa Cruz, although none of the business leaders are specifically known for important contributions that have primary associations with this building complex. The property would likely be eligible for the California Register under Criterion (1) if it better represented today its origins as a cannery. The specific architect of the building complex has not yet been identified. The property was not found eligible for listing under Criterion (3), as the building is not a distinctive representative of its time in it's current configuration, as an early to mid-century industrial complex that has been adaptively reused for commercial and light industrial purposes today.

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

1. The building is a significant example of the built environment heritage of the City as a representative of twentieth century development of the community; and
7. The building retains sufficient integrity to accurately convey its significance.

Integrity

The property maintains much of its apparent historical integrity as per the National Register's seven aspects of integrity. It maintains its original location on the block bounded by Bronson, Hall, Watson, and Owen Streets in the Seabright neighborhood of Santa Cruz; it is still surrounded by its historic setting, including surrounding parcels with a mixture of buildings, including residences, which would have been present when this building was constructed. The immediate historic setting is preserved; the complex of buildings retains the original plan relationships. The buildings retains their vernacular industrial scale and feeling and continue, through the form, massing and detailing of the complex, to illustrate its associations with patterns of industrial design and development in the twentieth century as well as the development of the canning industry in Santa Cruz. The industrial vernacular design of the complex, including the changes and additions that occurred throughout the twentieth century, retain the complex's integrity with its utilitarian materials, opening configurations, and the variety of proportions and forms.

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View from intersection of Hall and Bronson Streets, viewed facing southeast.

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Detail view from Hall Street, viewed facing south.