

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

Primary #
 HRI #
 Trinomial
 NRHP Status Code 6X

Other Listings
 Review Code Reviewer Date

Page 1 of 5 *Resource Name or # (Assigned by recorder): Modern Baking Company

P1. Other identifier: Metamusic Records

*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 Location: Not for Publication Unrestricted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: 320 Cedar St. City Santa Cruz Zip 95060

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 586691 mE/ 4091963 mN

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

southeast corner of Maple and Cedar Streets. APN# 005-144-13

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

This commercial building at 320 Cedar St. embodies Art Deco style of the 1920s and 1930s. Distinctive features of this stucco building include: the stepped and notched corner parapet, the stepped and fluted door features, and the thin cantilevered corner awning. The line of the awning is continued across the face of the building with a trim band that ties the long series of storefronts together. Although the buildings façade on the corner of Cedar and Maple is the focal point of this building, the easterly portion of the building was constructed first in 1927, as the Modern Baking Company. It was designed by local architect, Lee Dill Esty. A large addition was made to the building in 1936, which was also designed by Esty and his then-partner, Dan McPhetres.

*P3b. Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

*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
 1927, news article, 82 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:

- 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 #

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*NRHP/CRHR Status Code 3CS

Resource Name (Assigned by recorder) Modern Baking Company

B1. Historic Name: Modern Baking Company

B2. Common Name: 320 Cedar St. - Bagelry; Dancing Man Gallery; Meta Music

B3. Original Use: Industrial

B4. Present Use: Commercial

*B5. Architectural Style: Art Deco

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

Constructed in 1927. Addition in 1936. Various remodeling in 1970s and 1980s to interior of structure. (SC BP #16925, SC BP #3879).

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

Original Location: n/a

*B8. Related Features:

None.

B9a. Architect: Lee Dill Esty (1927), Esty & McPhetres (1936)

b. Builder: Unknown

*B10. Significance: Theme Commercial Development

Area: Central

Period of Significance: 1927 - 1961

Property Type: Industrial

Applicable Criteria: (1), (3)

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

The Modern Baking Company originally operated out of buildings on Maple Street prior to 1927, but with growth of the company in the 1920s, a new building was constructed at mid-block, between Cedar Street and Pacific Avenue. The building was designed for A. Mori, V. Caselli, and U. Micheli by Santa Cruz architect, Lee Dill Esty. It housed a commercial store, as well as ovens for baking. A large addition was made to the building in 1936, which was also designed by Esty and his then-partner Dan McPhetres. Expansion was necessitated due to the the rapidly growing demand for the "best available bakery products". The new building included the most modern baking equipment available at the time, and was constructed for \$25,000 (\$15,000 of which was for new bakery equipment). The addition at the corner of Maple and Cedar Streets served as the main store and warehouse after 1936, while the original 1927 portion was used as a garage and store room. The Modern Baking Company operated at the site until at least 1961. The building currently houses various commercial enterprises, including Metamusic Records, *Continued on page 4, DPR523L)*

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

*B12. References:

- City of Santa Cruz building permits.
- City of Santa Cruz Standard Map, 1929.
- Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.
- Polk. R. L., Santa Cruz City Directory. 1925-1989.
- Sanborn Fire Insurance Maps, 1928-1950.
- U.S. Federal Census, 1900-1930.

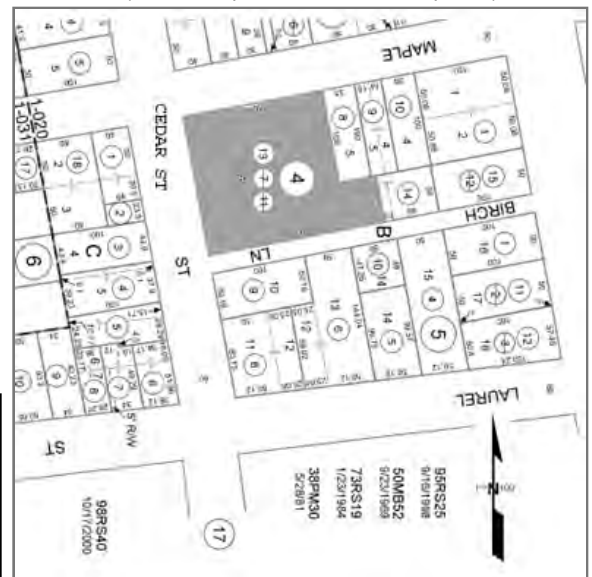
B13. Remarks: None

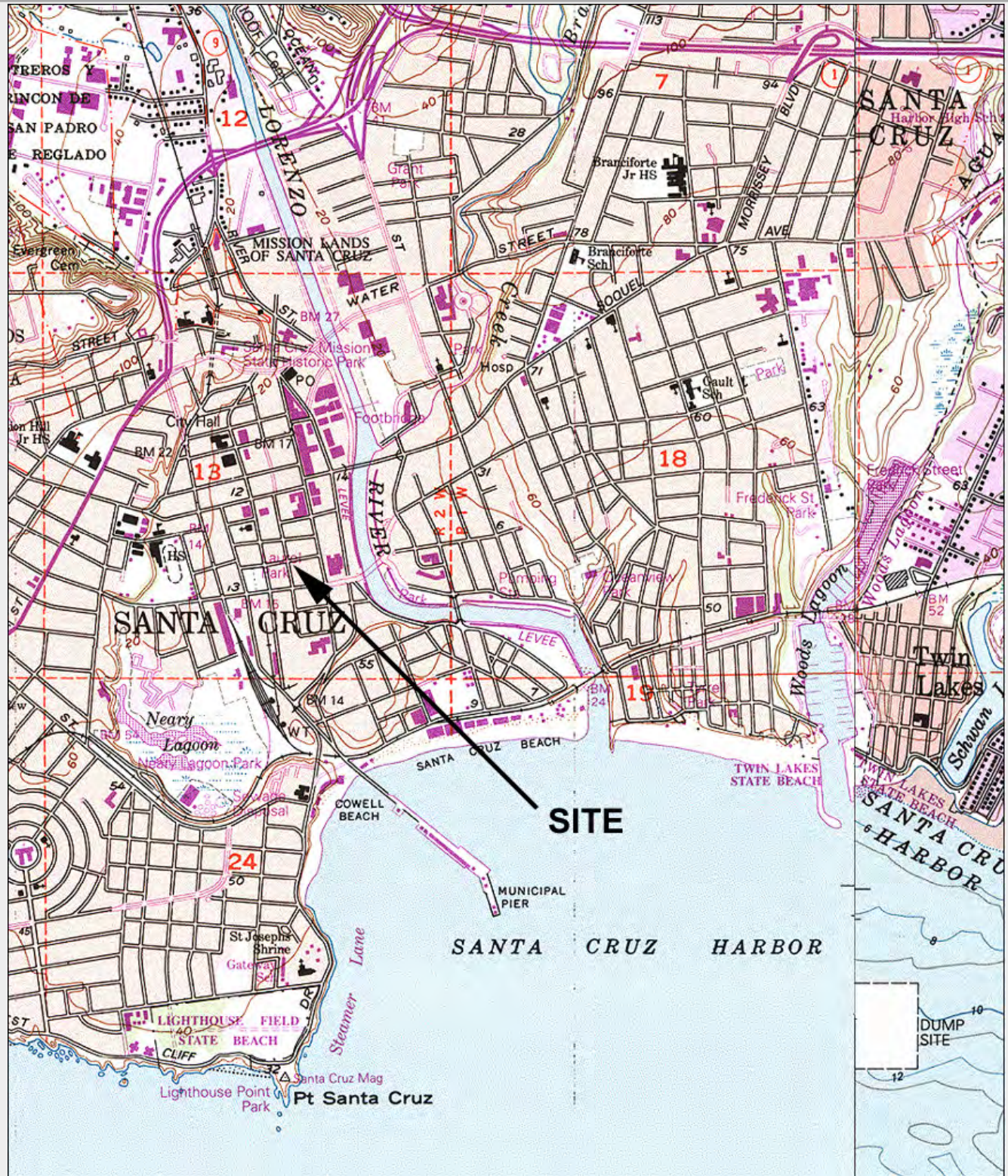
*B14. Evaluator: Leslie Dill

*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)

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

(Continued from page 2, DPR523b, B10)

a music store. The rear of the building underwent interior alterations the 1970s and 1980s as the tenants changed including Kuumbwa Jazz Society.

Lee Dill Esty

Lee Dill Esty was born in Maine in 1876, and came to Santa Cruz as child in 1879. The son of J. D. Esty, an early Santa Cruz County Supervisor, Esty was associated with the early Arts-and-Crafts movement and was an employee of prominent California architect Julia Morgan. His designs in Santa Cruz include: the Pogonip Club House, the replica of the Santa Cruz Mission, Santa Cruz City Hall, and various auto related buildings in the downtown area. He also designed private residences in Santa Cruz County. In 1931, he went into business with C. J. Ryland and D. M. McPhetres. Lee Dill Esty died in 1943.

SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources under Criterion (1) and (3). The building was a key industrial/commercial building in the Interwar years as the Modern Bakery Company served the population of Santa Cruz. Although the use is no longer active at this location, the building continues to represent the Interwar era and thus would be eligible under Criterion (1). The architect of the building is Lee Dill Esty, an architect with local significance and the Modern Baking Company building remains one of his more significant works. It appears that the property would be eligible for listing under Criterion (3), as the building is a distinctive representative of its time as an Art Deco design and the work of Lee Dill Esty.

When considered for listing within the Historic Building Survey of the City of Santa Cruz however, 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 a 1920s building from the Interwar period; and
4. The building is associated with local architect Lee Dill Esty, whose work has influenced the development of the City; and
5. The building possesses special aesthetic merit and value due to its quality of architecture, retaining sufficient features that show its architectural significance; and
6. The building possesses distinctive stylistic characteristics of the Art Deco style; and
7. The building 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. It maintains its original location on Cedar Street in the Santa Cruz downtown area, in an area developed mostly in the late nineteenth and early twentieth centuries; it is still surrounded by much, but not all of its apparent historic setting, including surrounding buildings of similar age, scale and design and parcels with similar setbacks, parking, and streetscape. It retains its intimate scale and feeling and continues, through its form, massing and detailing, to illustrate its associations with minor patterns of twentieth century commercial design and development. The building, although expanded, retains its integrity with its Art Deco style.

CONTINUATION SHEET

Page 5 of 5 *Resource Name or # (Assigned by recorder) Modern Baking Company

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Historic photograph, viewed facing east from across Cedar Street.