

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 5                      \*Resource Name or # (Assigned by recorder): Fulmer's Furniture Store

P1. Other identifier: University Copy

\*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 Location:     Not for Publication     Unrestricted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:    428                      Front St.                      City    Santa Cruz                      Zip    95060

d. UTM:(give more than one for large and/or linear resources)                      Zone    10S ;    586876 mE/    4092161 mN

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

east side of Front Street between Laurel Street and Soquel Avenue.                      APN#    005-151-22

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

This Art Moderne commercial building was constructed in 1948 as an automobile shop. This use is associated with the Front Street area's long-term concentration of auto sales and showrooms, garages, and automotive supply stores. These uses were prevalent on this street beginning in the 1920s and lasted into the early 1980s. The building at 428 Front St. is a clear representation of this style, known for its use of "Modern" materials (including concrete, steel, plate glass and, often, contrasting stone, brickwork, or, in this case, glass block) unembellished and primarily horizontal compositions, often formed with two or three discrete, geometric volumes.

(continued on page 4, DPR523L)

\*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 east, 2009.

\*P6. Date Constructed/Age and Source:

Historic     Prehistoric     Both  
 1948, building permit, 61 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

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) Fulmer's Furniture Store

B1. Historic Name: Fulmer's Furniture Store

B2. Common Name: 428 Front St. - University Copy/Yoga Center

B3. Original Use: Auto repair

B4. Present Use: Commercial mixed-use

\*B5. Architectural Style: Art Moderne

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

Constructed in 1948.

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

Original Location: n/a

\*B8. Related Features:

None.

B9a. Architect: Unknown

b. Builder: Orlo Hackbarth

\*B10. Significance: Theme Commercial Development

Area: Downtown

Period of Significance: 1948 - 1954

Property Type: Commercial

Applicable Criteria: (3)

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

This building was constructed in 1948 by contractor Orlo Hackbarth as an auto body shop. The building (formerly addressed as 295 Front St.) only served this function for two years before it was occupied by Fulmer's Furniture Store in 1950.

In Santa Cruz, Front Street (originally named Main Street) was initially developed as the primary downtown thoroughfare. In 1866, Thomas Wright and Solomon Foreman completed a survey (which became the two-part "Official Map of Santa Cruz" and "Official Map B of Santa Cruz") and Front Street then became a secondary street to the newly-named Pacific Avenue. Front Street then subsequently evolved as Santa Cruz's Chinatown; this period ended with a fire in 1894 that destroyed many of the early structures. Further development of Front Street remained sporadic until after 1918 (with the exception of construction of the County jail and Hall of Records in the late nineteenth century) when structures relating to the burgeoning auto industry began appearing along here. (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. 1940-1989.
- Sanborn Fire Insurance Maps, 1905-1950.
- Santa Cruz Sentinel, Plans for Furniture Store, 8/4/1946.

(Continued on page 5, DPR523L)

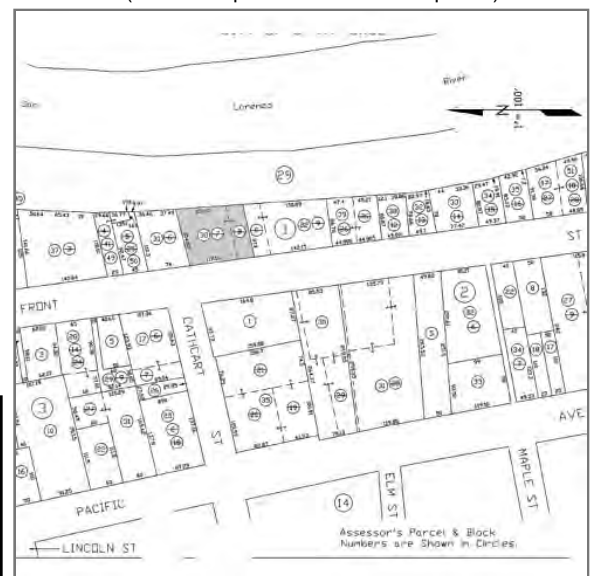
B13. Remarks: None

\*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)

## CONTINUATION SHEET

Page 4 of 5 \*Resource Name or # (Assigned by recorder) Fulmer's Furniture Store

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

*(Continued from page 1, DPR523a, P3a Description)*

The building has a symmetrical composition: the outer corners, originally offices, are lower and set forward on the site as separate volumes. These volumes have curved inner corners that flank the main, recessed central area. Bridging between the outer corners is a slender, Streamline Moderne awning that projects forward above the sidewalk. It curves at its ends, where it meets the front wall. Beneath the awning is a character-defining display space that projects to the sidewalk, flanked by symmetrical, deeply recessed entries. This central display space is set apart visually from the rest of the storefront area by taller windows and use of distinctive materials. The roof of the central volume, originally part of a main garage and showroom, steps up from the outer wings; the central and rear garage volume is primarily utilitarian in design, with a simple parapet wall and plain upper wings walls in front of the expansive low-slope roof. The building has a large, approximately rectangular footprint that follows the sidewalk frontage as noted, and runs the full depth of the property where the parcel is slightly angled at the San Lorenzo River.

The structure and exterior walls are reinforced concrete block. The exposed north side wall has been altered with an added ribbon display window of anodized aluminum. The main front façade is faced with stucco. The header area of the central display space includes Streamline speed stripes, and the bulkhead of this area consists of ribbed glass block. The bulkheads of the outer storefronts consist of black ceramic tiles. The display windows consist of large sheets of plate glass connected by narrow painted muntins that are clearly original in their design. An integral curved sign has been installed at the center of the main parapet wall; this appears to be recent, as it is made of plywood; however, it is compatible with the overall composition.

*(Continued from page 2, DPR523b, B10 Significance)*

Fulmer's furniture store was owned and operated by F. Roy Fulmer. Fulmer also served as the Mayor of Santa Cruz from 1943-1946, and owned/operated various businesses in the Santa Cruz area. His wife, Maybelle B. Fulmer, was an accomplished California artist. Moving to the area in 1923 from Illinois, Fulmer first operated the Tire Service Center on Front Street and Soquel Avenue, then the Big Basin Lodge and Gift Shop, and a separate gift shop on the Boardwalk, along with Fulmer's Furniture Store. The furniture store was co-operated by his business partner, Al Tanner, and was located on Pacific Ave. until 1950. When Fulmer opened his furniture store at 428 Front St. in 1950, it was billed as Santa Cruz's largest furniture store at the time. In 1954, Fulmer left the furniture business to focus on his other business pursuits. The store was sold to R. O. McMahan, a businessman from Fresno who owned a chain of 88 furniture stores throughout California. The store was then renamed Haber's Thrift Store and sold used furniture. It remained in operation until at least 1977. By 1988, the property was occupied by the Appliance Service Center and University Copy.

### SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources under Criterion (3). The building is not individually significant to the development of the downtown area, and although it was one of a number of auto-oriented uses along Front Street, the important pattern of development of this portion of the downtown has lost much of its historic setting, and thus would not appear to be eligible under Criterion (1). The personages associated with the original auto body shop on this property are not known to be historically significant, therefore the property would not appear to be eligible under Criterion (2) based upon the current information available. The building is a distinctive representative of its time as an Art Moderne commercial building, and appears eligible under Criterion (3).

*(Continued on next page)*

## CONTINUATION SHEET

Page 5 of 5 \*Resource Name or # (Assigned by recorder) Fulmer's Furniture Store

\* Recorded By F. Maggi/L. Dill/J. Kusz

\* Date 5/6/2009

Continuation  Update

*(Continued from previous page)*

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 late 1940s buildings constructed to serve the auto service industry in Santa Cruz; 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 Moderne style; and
7. The building retains sufficient integrity to accurately convey its significance.

### Integrity

The property maintains most of its historical integrity as per the National Register's seven aspects of integrity. It maintains its original location on Front Street, in downtown Santa Cruz; it is still surrounded by much, but not all of its apparent historic setting, including surrounding commercial buildings of similar age, scale and design and parcels with similar setbacks, parking, and streetscape. It retains its post-World War II commercial scale and feeling and continues, through its form, massing and detailing, to illustrate its associations with minor patterns of commercial design in the mid-twentieth century. The majority of the front façade retains its integrity with the Art Moderne style, including: the stucco finish, slender, curved awning, curved office walls, full-height display windows, narrow mullions, speed-stripe applied decoration, glass block, and black tile. The north-side window addition does not detract from the original character-defining materials and workmanship, and the basic integrity of the subject property appears to have been preserved.

*(Continued from page 2, DPR523b, B12 References)*

*Santa Cruz Sentinel*, Not running for re-election, 4/4/1947.

*Santa Cruz Sentinel*, *Fulmer's Furniture Store Bought by McMahans*, 9/19/1951.

*Santa Cruz Sentinel*, Tire Store Owner, 3/1/1953.