

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): Fosters Freeze

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 Location: Not for Publication Unrestricted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: 229 Laurel St. City Santa Cruz Zip 95060

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 586709 mE/ 4091853 mN

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

 south side of Laurel between Pacific Avenue and Cedar Street. APN# 005-171-01

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

This one-story fast food restaurant building at 229 Laurel St. housing Santa Cruz's Foster's Old Fashion Freeze is a form of twentieth century design known as Mid-Century Modern. This era of design began to reach widespread popularity in the post-World War II economy, as its simplicity was both practical and aesthetically pleasing for commercial and industrial construction. The character of this style generally comes from wide wall planes under expansive flat roofs with little or no trim around large windows and simple doors; Mid-Century Modern buildings often utilize narrow pipe columns or extremely deep eaves that demonstrate changes in modern structural engineering potential. The subject building is a clear representation of this style, including its compact rectangular main mass with flat roof and expanses of glass, wrapped by a thin awning supported by pipe columns. The simplicity of the design is inherent in its three-dimensional mid-century setting in the middle of drive-up parking. The 4'x6' illuminated blade sign was added to the building's facade in 1979.

*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 south, 2009.

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both
 1948-1950, building permit, 59 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
- Location Map
- Building, Structure, and Object Record
- Linear Feature Record
- Artifact Record
- Sketch Map
- Archaeological Record
- Milling Station Record
- Photograph Record
- Other (List):

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) Fosters Freeze

B1. Historic Name: Foster's Old Fashion Freeze

B2. Common Name: 229 Laurel St. - Foster's Old Fashion Freeze

B3. Original Use: Restaurant

B4. Present Use: Restaurant

*B5. Architectural Style: Moderne

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

Constructed 1948-1950 (SC BP #10112, September 9, 1948). Illuminated 4'x6' blade sign added in 1979 (SC BP #A26625, December 28, 1979).

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

Original Location: n/a

*B8. Related Features:

None.

B9a. Architect: Unknown

b. Builder: J. J. Guinan

*B10. Significance: Theme Resort and Recreation

Area: Central

Period of Significance: 1950

Property Type: Commercial

Applicable Criteria: (1)

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

The California restaurant chain Foster's Old Fashion Freeze was founded by George Foster in Inglewood, California in 1946, and quickly expanded around the state. By 1949, he had constructed one of his signature buildings in Santa Cruz. Providing fast food and "California's Original Soft Serve" to Santa Cruz residents and beachgoers, the restaurant has been in continuous operation at this location for over 60 years. The building, with its wide canopy and slender posts, remains authentic to its prototype. The sign was added in 1979. The construction of Foster's Old Fashion Freeze in Santa Cruz's downtown coincided with the rapid evolution of the Santa Cruz Boardwalk as a weekend and summer tourist destination for Central California residents following World War II. A second Fosters Freeze was constructed in Santa Cruz's Eastside on Soquel Avenue, but recently closed.

(Continued on page 4, DPR523L)

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

*B12. References:

Santa Cruz building permits.
Polk. R. L., Santa Cruz City Directory. 1945-1989.
Sanborn Fire Insurance Maps, 1950.

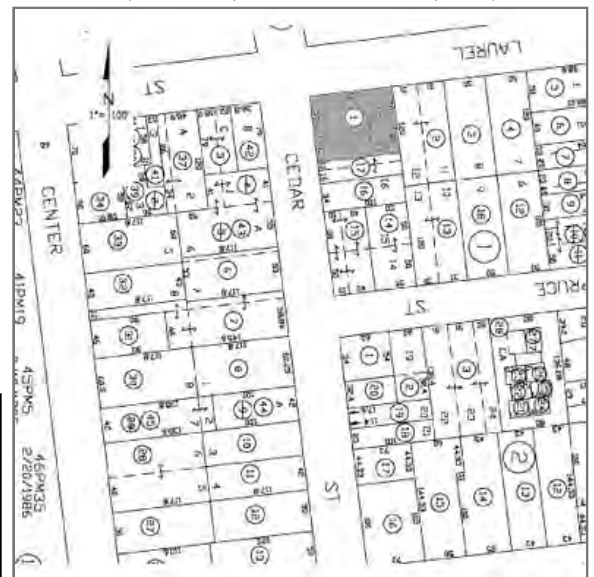
B13. Remarks: None

*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) Fosters Freeze

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

(Continued from page 2, DPR523b, B10)

SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources under Criterion (1). The building is significant to the development of the downtown and beach area, with strong associations with the evolution of the beach tourist industry in Santa Cruz following World War II, qualifying it under Criterion (1). The personages associated with the Santa Cruz Fosters Freeze are not well known, therefore the building would not appear to be eligible under Criterion (2). The building is a vernacular design characteristic of roadside architecture in the late 1940s and 1950s, and would not appear to be eligible 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 is a significant example of the built environment heritage of the City as a representative of late 1940s buildings constructed to serve the tourist industry; and
7. The building retains sufficient integrity to accurately convey its significance.

Integrity

The building with its wide canopy and slender posts, remains authentic to its prototype. 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 the southeast corner of Laurel and Cedar Streets, in downtown Santa Cruz. The property is surrounded by much of its apparent historic setting, including a mixed commercial and residential neighborhood that was developed both before and after the construction of this restaurant. It retains its mid-twentieth century fast food restaurant scale and feeling and continues, through its form, massing and detailing, to illustrate its associations with patterns of development in the twentieth century. The form and materials retain their integrity with Mid-Century Modern design and workmanship, including the deep awning, flat roof, and pipe columns.