

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

Primary #  
HRI #  
Trinomial  
NRHP Status Code 6W

Other Listings  
Review Code Reviewer Date

Page 1 of 4 \*Resource Name or # (Assigned by recorder): Morris Abrams Store

P1. Other identifier: Sitar India Cuisine

\*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 Location:  Not for Publication  Unrestricted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: 1129 Pacific Ave. City Santa Cruz Zip 95060

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 586714 mE/ 4092265 mN

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

southwest corner of Pacific Avenue and Lincoln Street. APN# 005-141-01

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

This Art Moderne style retail store was designed by C. J. Ryland and built for owner Morris Abrams in 1937. A tall one-story commercial building, it is representation of the Art Moderne style of the Interwar period; the design utilizes "modern" materials (concrete, steel, plate glass) in a primarily horizontal composition. New methods of construction allowed for very large glass display windows on the façade, an innovation at that time. The building features Gladding McBean terra cotta tiles set in the parapet; this decorative frieze functions as a cornice in an otherwise strictly modern design that was unusual for the era. The building façade projects an interplay of large stucco masses. Late 1930s buildings of this evolving Art Moderne style characteristically had curved corners such as those designed into this building. The storefronts are replacements.

\*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 southwest, 2009.

\*P6. Date Constructed/Age and Source:

Historic  Prehistoric  Both  
1937, news article, 72 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) Morris Abrams Store

B1. Historic Name: Morris Abrams Store

B2. Common Name: 1129 Pacific Ave.

B3. Original Use: Retail commercial

B4. Present Use: Retail commercial

\*B5. Architectural Style: Art Moderne

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

Constructed in 1937 (SC BP #1671). Remodeled after 1989 Loma Prieta earthquake.

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

Original Location: n/a

\*B8. Related Features:

None.

B9a. Architect: C. J. Ryland

b. Builder: Darrow Palmer

\*B10. Significance: Theme Commercial Development

Area: Downtown

Period of Significance: 1937 - 1982

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.)

The Art Moderne retail store was built by Morris Abrams and designed by C. J. Ryland in 1937 for use as a clothing store. Contractor Darrow Palmer completed the construction of the store building at a cost of \$34,000. Abrams came to Santa Cruz in 1889 from Poland via Texas; he established his clothing store at various locations downtown before building his signature store at 1129 Pacific Avenue. The building features Gladding McBean terra cotta tiles in the parapet. Abrams died in 1945 and his son, Hyman Abrams took over the business, later followed by his daughter, Dolores Abrams. The Morris Abrams store closed in 1982. The building was later occupied by various businesses, including popular retailer, Tiger Lily, and is now in use as a restaurant. The property was a contributor to the Downtown/Pacific Avenue Commercial District until the district was de-listed in 1991, after the 1989 Loma Prieta earthquake. The building has been recently remodeled with some alterations done on the façade and interior.

(Continued on page 4, DPR523L)

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

\*B12. References:

- Baldwin, Arnold. Map of the City of Santa Cruz. 1923.
- Chase, John, Sidewalk Companion to Santa Cruz. Architecture, 2005.
- City of Santa Cruz Standard Map, 1929, 1947.
- City of Santa Cruz building permits.
- Gibson, Ross. Morris Abrams Store. Unpublished ms. n.d.
- Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.

(Continued on page 4, DPR523L)

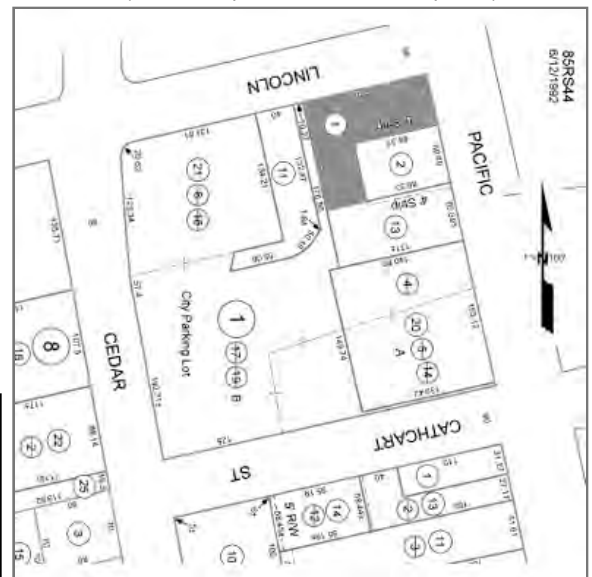
B13. Remarks: None

\*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)

Page 4 of 4 \*Resource Name or # (Assigned by recorder) Morris Abrams Store

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

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

*C. J. Ryland*

Columbus J. Ryland was born in San Jose in 1892. He studied architecture at the Western Normal California School of Arts and Crafts and later after serving in World War I, studied in France. He returned to the United States and established himself as an architect in Fresno, California, working as a partner in the firm Swartz & Ryland. Swartz and Ryland worked mostly in small San Joaquin Valley towns as well as in Oakland, Monterey and Salinas. In 1931, he went into business with Lee Dill Esty and D. M. McPhetres in Santa Cruz. He completed such buildings as Monterey City Hall, Carmel Sunset Center, and in Santa Cruz, the Santa Cruz City Hall, the Morris Abrams Store, and Thrash Pontiac Motors. C. J. Ryland died in 1980 in Walnut Creek, California.

SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources. The early persons to be associated with the property, primarily Morris Abrams, are important locally to the the evolution of Downtown Santa Cruz in the 1930s and later, and historic buildings in the downtown reflect an important pattern of development in the community. The property is eligible for the California Register under Criterion 3 as the architect, C.J. Ryland is important regionally, and the original design is distinctive.

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 corner of Pacific Avenue and Lincoln Street, in downtown Santa Cruz; it is still surrounded by much, but not all, of its apparent historic setting, including some surrounding commercial buildings of similar age, scale and design and parcels with similar setbacks, parking, and streetscape. It retains its 1930s commercial scale and feeling and continues, through its form, massing and detailing, to illustrate its associations with patterns of commercial design and development in the twentieth century. The design retains its integrity with the Art Moderne style, including its horizontal proportions with high tiled parapet, and expanses of glazing. The replacement storefronts are compatible.

*(Continued from page 1, DPR523b, B12)*

*Santa Cruz Evening News*, History of Abrams Firm, 11/17/1939.  
Polk. R. L., Santa Cruz City Directory. 1925-1989.  
Sanborn Fire Insurance Maps, 1917-1950.