

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): Auto Wrecking House & Bear Auto Service Repair

P1. Other identifier: Woodstove & Sun

\*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 Location:  Not for Publication  Unrestricted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: 510 & 514 Soquel Ave. City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 587441 mE/ 4092554 mN

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

southeast side of Soquel Avenue west of Ocean View Avenue. APN# 010-051-07

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

Two structures, an Art Deco style building (510 Soquel Ave.) and a Craftsman style building (514 Soquel Ave.) are presently located on the same subject parcel. The mid-1930s auto repair shop at 510 Soquel Ave. incorporates late Art Deco period detailing into a utilitarian concrete structure. The Art Deco style, popularized in the 1920s and 1930s in both art and industrial design as well as architecture, is characterized by geometric forms and often symmetrical detailing, including chevrons, arrows, and zigzags. At the center of the stepped parapet wall is a decorative accent with curved buttresses; the tripartite storefront is separated by four stylized fluted pilasters with scalloped capitals. The wide central storefront once contained doors for automobile access and characterized this building type. 514 Soquel Ave. features an angled central entry between display windows topped with transoms. Craftsman details include the low-pitched full-width gable, outlookers at the eaves and ridge beam, and prominent rafter tails. (Continued on page 3. 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 south, 2009.

\*P6. Date Constructed/Age and Source:

Historic  Prehistoric  Both  
 1926, City Directories, 83 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 #

Page 2 of 4

\*NRHP/CRHR Status Code 5S3

Resource Name (Assigned by recorder) Auto Wrecking House & Bear Auto Service Repair

B1. Historic Name: Bear Auto Service Repair (510 Soquel Ave.), Auto Wrecking House (514 Soquel Ave.)

B2. Common Name: 510 & 514 Soquel Ave.

B3. Original Use: Auto salvage and repair

B4. Present Use: Retail commercial

\*B5. Architectural Style: Craftsman and Art Deco

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

510 Soquel Ave. constructed ca. 1935-1937. 514 Soquel Ave. constructed 1926. Addition to 510 Soquel in 1948 (SC BP #9778).

\*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 Commercial Development

Area: Eastside

Period of Significance: 1926 - 1937

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 property contains two different buildings constructed separately within a decade of each other during the Interwar period. The building at 510 Soquel Ave. was constructed ca. 1935-1937 to house Bear Auto Service Repair, a business that developed in the first half of the twentieth century due to increased population mobility related to the automobile. This mid-1930s auto repair shop characterizes this new building type, and incorporates late Art Deco period detailing into a utilitarian concrete structure. It was first owned by Thomas McNeil, a mechanic who had previously worked as a mechanic for E. A. Price Auto Body on Front St. He operated the auto repair business until at the mid-1940s when ownership changed. Since 1957, the building has been adapted for a variety of retail uses. By the late 1950s, Coast Supply Co. occupied the building, providing janitorial supplies. By the late 1960s, the building housed a glass store, and in the late 1970s and 1980s, a carpet business. It currently houses Woodstove & Sun, a business which sells wood and gas fireplace products.

(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.  
City of Santa Cruz building permits.  
City of Santa Cruz Standard Map, 1929, 1947.  
Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.  
Sanborn Fire Insurance Maps, 1928-1950.

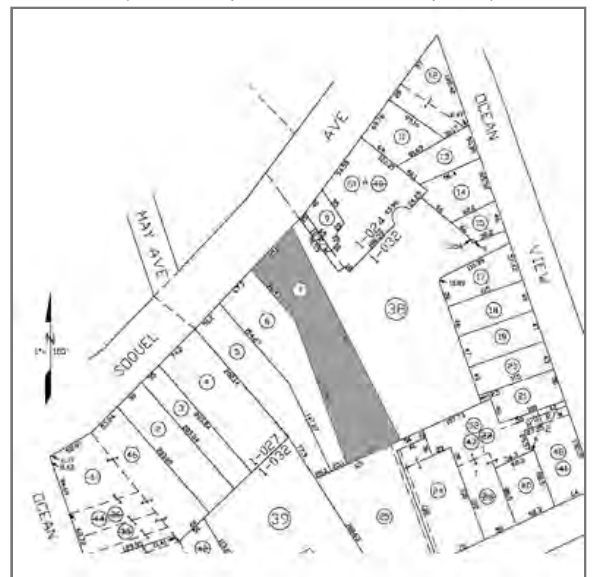
B13. Remarks: None

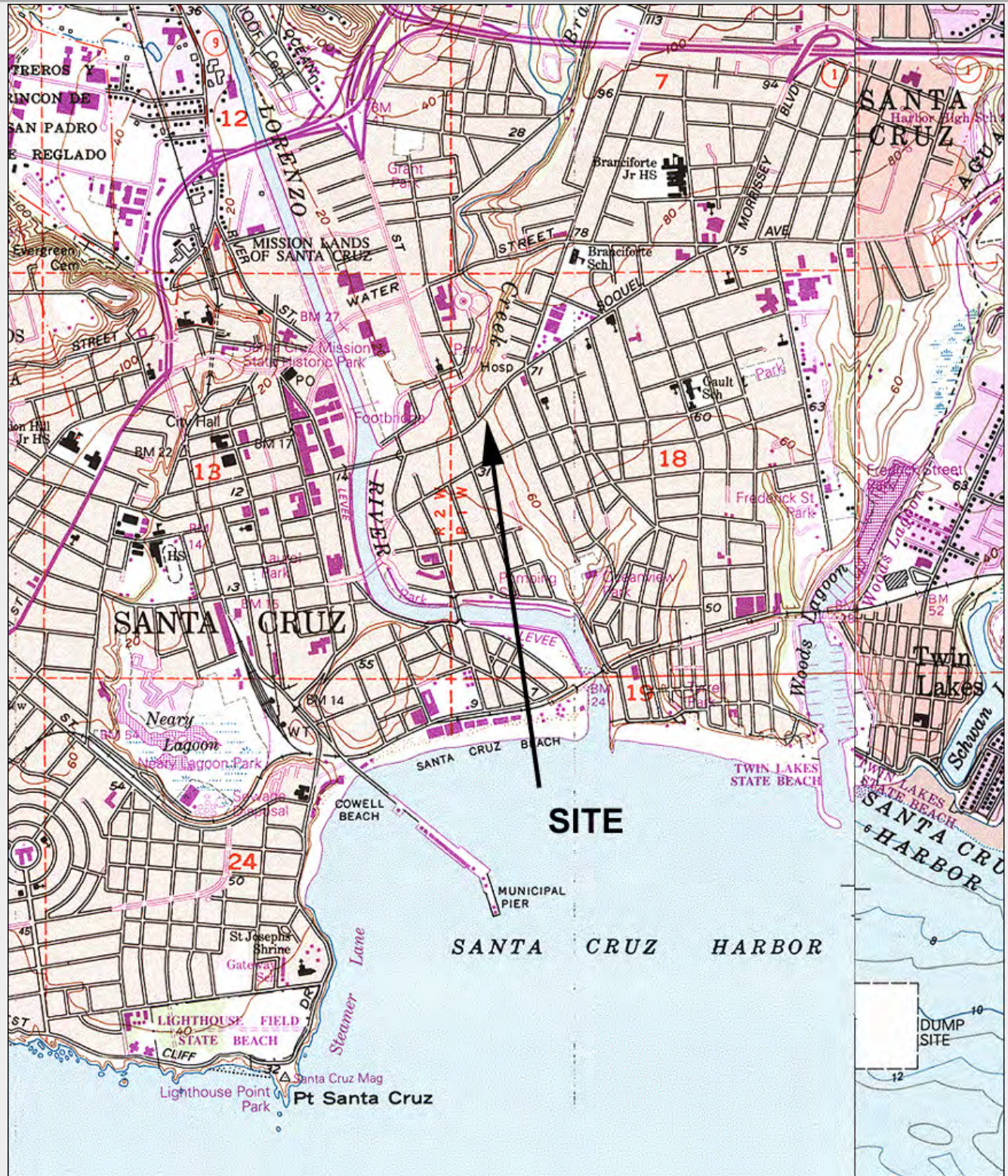
\*B14. Evaluator: Leslie Dill

\*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) Auto Wrecking House & Bear Auto Service Repair

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

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

This building at 514 Soquel Ave. was constructed in 1926 on Lot 7 of Cooper's Addition which was recorded in 1880. The property was vacant at the turn-of-the-century likely due to the close proximity to Villa Perla, an 1890s estate adjacent to Lot 7. The Craftsman style building housed George and Lulu Steven's business called Auto Wrecking House, which recycled auto parts for reuse. The building featured a commercial storefront at the first floor and a residential apartment above in which the Steven's originally lived. In 1938, the business name was changed to Steven's Auto Parts and continued in this use until 1941 when the building was listed as "vacant" in city directories. It was later the Santa Cruz Pet Shop and then the Latter Day Saints Thrift Shop. By 1978, it was associated with the wholesale carpet business at 510 Soquel Avenue. It continues to be associated with the adjacent business serving as the annex for Woodstove & Sun.

SIGNIFICANCE

The property was not found eligible for the California Register of Historical Resources. The buildings are not individually significant to the development of the Soquel Avenue commercial strip, and thus would not appear to be eligible under Criterion (1). The early personages associated with the building are not known to be important to the development of Santa Cruz, thus the property would not appear to be eligible for the California Register under Criterion (2). The property was not found eligible for listing under Criterion (3), as the buildings are not a distinctive representative of Craftsman and/or Art Deco style commercial architecture.

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

1. The buildings are a significant example of the built environment heritage of the City as a representative of Interwar period and earlier commercial architecture, associated with the early development of the community; and
5. The buildings possesses special aesthetic merit and value due to their quality of architecture, retaining sufficient features that show the architectural significance; and
7. The buildings, although expanded over the years, retains sufficient integrity to accurately convey their significance from their earlier construction period.

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 Soquel Avenue, an important commercial corridor east of downtown Santa Cruz. The property remains surrounded by much of its apparent historic setting, including surrounding commercial buildings of similar age, scale and design and parcels with similar setbacks, parking, and streetscape. Although different in style, both buildings retain an early twentieth century commercial scale and feeling and continue, through their forms, massing and detailing, to illustrate associations with patterns of development along Soquel Avenue in the twentieth century. The front façade of 510 Soquel Avenue retains its integrity with Art Deco design and workmanship, including the fluted pilasters and scalloped capitals, while 514 Soquel Avenue retains its integrity with Craftsman design and workmanship, including the roof outlookers, prominent rafter tails, enclosed sun porch, and recessed entry.