

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): Tastee Freez

P1. Other identifier: Charlie Hong Kong

*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 Location: Not for Publication Unrestricted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: 1141 Soquel Ave. City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 588034 mE/ 4093097 mN

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

northwest corner of Soquel and Seabright Avenues.

APN# 010-042-14

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

This one-story fast food restaurant building is a form of mid-twentieth century design known as Googie. This former Tastee Freez restaurant is a representations of this style, known for its use of simple, modern materials (including concrete, steel, and plate glass and often stone) formed into striking, expressive shapes, such as angled window walls, large overhanging roofs, or zig-zags. This era of design began to reach popularity in the post-World War II economy, as the simplicity of materials was practical and aesthetically pleasing, and the buildings provided a type of roadside marketing through their striking forms. This building is a clear representation of this style, including its deep, curved eaves and flat roof, angled wall forms and notched corners, expanses of glass with minimal corner mullions, and Arizona flagstone wainscoting.

*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 north, 2009.

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both
1953, building permit, 56 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 #

Page 2 of 4

*NRHP/CRHR Status Code 3CS

Resource Name (Assigned by recorder) Tastee Freez

B1. Historic Name: Tastee Freez

B2. Common Name: 1141 Soquel Ave. - Charlie Hong Kong

B3. Original Use: Restaurant

B4. Present Use: Restaurant

*B5. Architectural Style: Googie

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

Constructed in 1953. (SC BP # 19281)

*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 Resort and Recreation

Area: Eastside

Period of Significance: 1953 - 1973

Property Type: Commercial

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 commercial building located at 1141 Soquel Avenue was constructed in 1953 as Santa Cruz's Tastee Freez. The Tastee Freez restaurant franchise was first established in 1950 in Newport Beach, California by Leo Moranz and Harry Axene. Soon after, the two began franchising their ice cream and fast food restaurant throughout the state. In 1953, Harry A. Barrington built the Santa Cruz Tastee Freez at the crossroad of Soquel and Seabright Avenues, near the Rio Theater and the new Roller Palladium. The franchise operated here for about 20 years, after which the building remained vacant for a number of years. Sometime in the 1970s, the building was occupied by Great American Weiner Works restaurant, and is currently occupied by an Asian-fusion restaurant called Charlie Hong Kong.

(Continued on page 4, DPR523L)

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

*B12. References:

City of Santa Cruz building permits.
 Sanborn Fire Insurance Maps, 1928 -1950.
 Santa Cruz city directories, 1950-1989.
<http://en.wikipedia.org/wiki/Tastee-Freez>. Accessed on May 1, 2009.

B13. Remarks: None

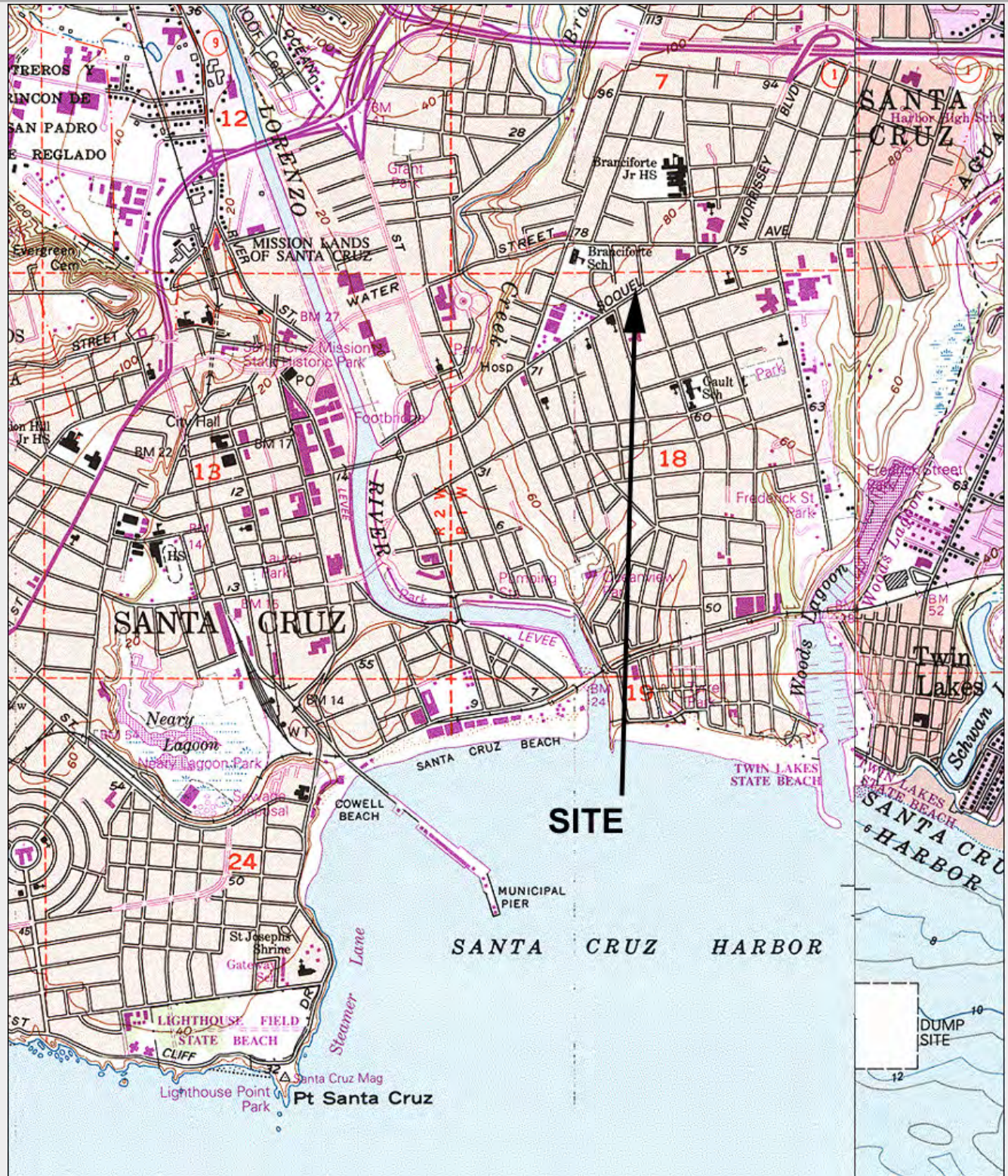
*B14. Evaluator: Leslie Dill

*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) Tastee Freez

* 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 Criteria (1) and (3). The building is significant to the development of the Soquel Avenue area area, with strong associations with the evolution of the beach tourist industry in Santa Cruz following World War II, and would qualify under Criterion (1). The personages associated with the Taste Freez are not well known, and the building would therefore not appear to be eligible under Criterion (2). The building is a unique example of mid-century California of Googie style architecture, and appears 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
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 Googie style; and
7. The building retains sufficient integrity to accurately convey its significance from the period of significance.

Integrity

Although an awning has been added to the side of the building recently, 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 is still 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. 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 post-World War II era. The form and materials retain their integrity with Googie design and workmanship, including the angled walls, stone base, and the deep curving eaves.