

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): Ebert's Quality Store

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 Location: Not for Publication Unrestricted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: 1142 Soquel Ave. City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 588068 mE/ 4097060 mN

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

 southwest corner of Soquel and Seabright Avenues. APN# 010-081-08, 09

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

This commercial corner building's clock tower, along with the Rio Theater marquee across the street, anchors the east end of the Soquel Avenue commercial strip. The commercial building was constructed in three parts over time between 1916 and 1940, and features a pair of flat roofs that flank a central bow roofed area. The one-story trapezoidal building was designed by Darrow Palmer, a prominent local architect, in an Art Moderne style. Art Moderne designs often incorporate 1930s Works Progress Administration aesthetics with the use of simple expanses of materials and strong graphic imagery. Beyond the clock tower that acts as the focal point of this building, is its geometric stucco volumes, thin cantilevered awnings, horizontal transom covers, recessed corner entry, and low tiled bulkheads that all contribute to the overall Art Moderne character of the design. The western third of the building has a more traditional tripartite commercial design; it features a center angled recessed entry, flat pilasters, and slightly recessed upper reveals.

*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 northwest, 2009.

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both
 1916; remodeled 1928, 93 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) Ebert's Quality Store

B1. Historic Name: Ebert's Quality Store

B2. Common Name: 1142 Soquel 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 from 1916 to 1940 in three phases. Building addition in 1936 (SC PB #1370). Remodeled in 1940 (SC BP #3805). Storage building constructed in 1949 (SC BP #11787). Remodeled again in 1968 (SC BP # A15462).

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

Original Location: n/a

*B8. Related Features:

B9a. Architect: Unknown (1916), Darrow Palmer (1940)

b. Builder: Unknown

*B10. Significance: Theme Commercial Development

Area: Eastside

Period of Significance: 1916 - 1940

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.)

Theodore Ebert came to Santa Cruz from Wisconsin and established The Quality Store with his brother, O. W. Ebert, and began selling groceries and dry goods in 1916 from this location at the corner of Soquel and Seabright Avenues. At the time of construction, this location was fairly remote, but by the early 1920s, the Ebert's business was booming as the commercial corridor along Soquel Avenue expanded. Theodore then bought out his brother and added a feed and fuel department to the store to increase profit. In 1928, the store was further expanded with a new grocery department, meat market, vegetable department, and soda fountain. The store was expanded westward along Soquel Avenue in the 1936, and then modernized in 1940 by Darrow Palmer. This modernization included a department store and dedicated supermarket. In 1949 a storage building was added which fronted Seabright Ave. (now demolished). In 1968, the store was once again remodeled. By the 1970s, the commercial building served as the home of Hart's Fabric and, until 2008, Santa Cruz's Harley Davidson store.

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 building permits.
- City of Santa Cruz Standard Map, 1929, 1947.
- Santa Cruz Evening News 6/16/1926.
- Santa Cruz Sentinel, Eberts Keeps Pace with the Rapid Growth of the East Side, 2/2/1951.
- (Continued from page 4, DPR523L)

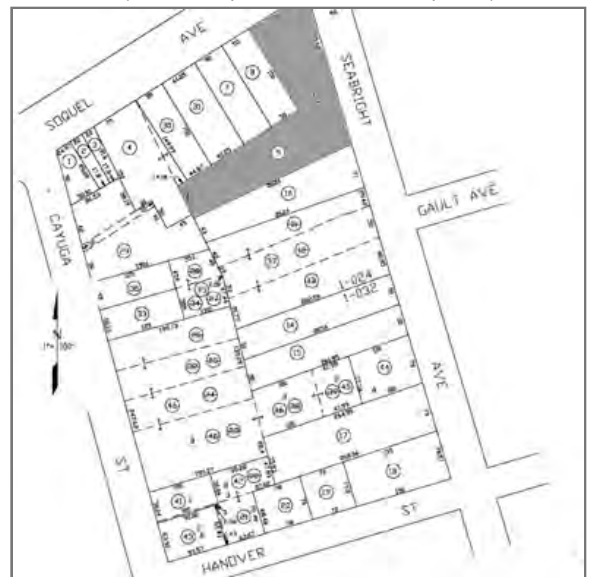
B13. Remarks: None

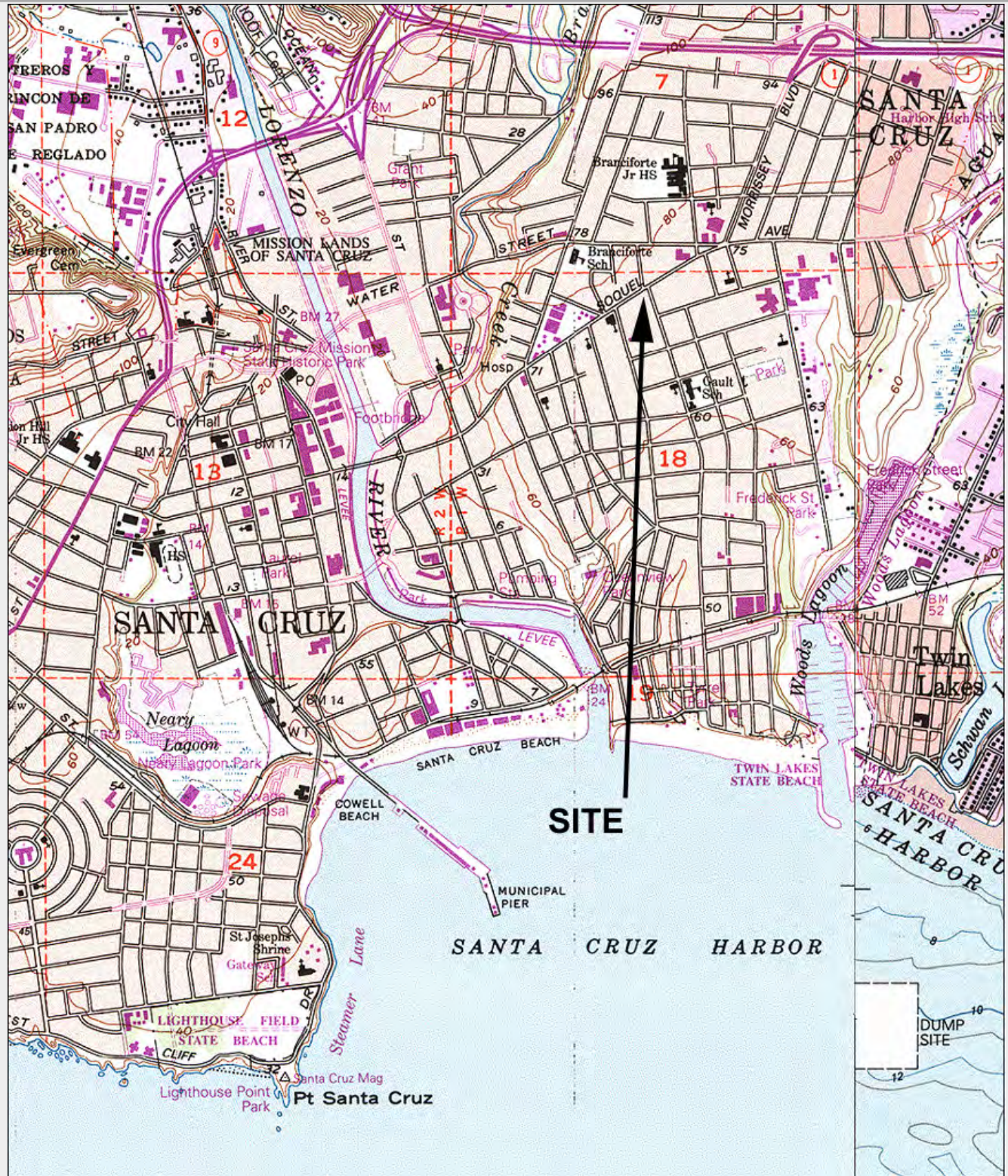
*B14. Evaluator: Leslie Dill

*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)

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

* Date 5/6/2009

Continuation Update

(Continued from page 1, DPR523a, P3a)

SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources. The building, although one of the largest, and located at a key intersection, is individually significant to the development of the Soquel Avenue commercial strip, and thus would appear to be eligible under Criterion (1). The early persons and businesses associated with the building, the Ebert brothers, while important local merchants, but not known to have made lasting contributions to the development of Santa Cruz beyond their store, thus the property would not appear to be eligible for the California Register under Criterion (2). The property was found eligible for listing under Criterion (3), as the building is a distinctive representative of vernacular and/or Art Moderne commercial architecture of the early to mid-twentieth century.

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 early twentieth century commercial architecture, associated with the early development of the community; 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
7. The building, although expanded over the years, retains sufficient integrity to accurately convey its significance from its early 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 anchoring Soquel Avenue and Seabright 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. The building retains an early-twentieth-century commercial scale and feeling and continues, through its form, massing and detailing, to illustrate associations with patterns of development along Soquel Avenue in the twentieth century. The front façade retains its integrity with Art Moderne design and workmanship, including the focal clock tower with thin cantilevered awnings, horizontal transom covers, recessed corner entry, and low tiled bulkheads add to the Art Moderne character of the design.

(Continued from page 2, DPR523b, B12)

Santa Cruz Sentinel, Ebert's Celebrating 35 Years of Business. 6/1/1950

Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.

Polk. R. L., Santa Cruz City Directory. 1912-1989.

Sanborn Fire Insurance Company Maps, 1905-1950.

U. S. Federal Census, 1900-1930.

CONTINUATION SHEET

Page of 5 *Resource Name or # (Assigned by recorder) Ebert's Quality Store

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



Partial elevation of most westerly portion of building at Soquel Avenue.