

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): Charm Salon-Ferrell's Donut Shop  
 P1. Other identifier: Seabright's Donuts

\*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 Location:  Not for Publication  Unrestricted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: 1055 Water St. City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 588066 mE/ 4093279 mN

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

northwest corner of Water and Magnolia Streets.

APN# 009-244-13

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

This one-story stucco commercial building is a form of twentieth-century design known as Streamline Moderne. The building at 1055 Water St. is a later representation of this style, known for its primarily horizontal compositions, slender awnings, speed stripes, and glass block. Although some versions of this style include nautical themes, such as portholes and pipe railings, this corner building exhibits the blockier commercial Moderne characteristics, including: horizontal bands above the large display windows, a high thin awning that wraps the corner entry, vertical glass-block sidelights flanking the front door, and porcelain tile wainscoting with horizontal colored stripes. The stucco-clad building is divided into three storefronts, with onsite parking to the rear accessed off Magnolia Street. A monument sign is mounted on the flat roof, but may not be original to the building. The neighborhood is primarily made up of mid-twentieth century residential housing, with some commercial uses along Water Street of mixed type and age.

\*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  
 1947, city directories, 62 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, 2009.

\*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 #

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\*NRHP/CRHR Status Code 5S3

Resource Name (Assigned by recorder) Charm Salon-Ferrell's Donut Shop

B1. Historic Name: Charm Salon of Beauty, Ferrell's Donut Shop

B2. Common Name: 1055 Water St. - Seabright's Donuts; Tacos Morenos

B3. Original Use: Commercial Retail

B4. Present Use: Restaurant/Commercial Retail

\*B5. Architectural Style: Streamline Moderne

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

Constructed in 1947.

\*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: 1947

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 corner commercial building was built about 1947 by Edward and Florence Friesen. Edward was a real estate broker, and Florence initially opened Charm Slenderizing Salon and Charm Salon of Beauty in the two storefronts along Water Street. By 1951, they had leased the corner space to E. P. Ferrell who opened Ferrell's Donut Shop at the site. This was the first of several Ferrell's Donuts in Santa Cruz, who sold donuts to schools, Wrigely factory workers, firefighters and county workers. The building has remained in this use as a donut shop for over a half a century, although this location now houses Seabright's Donuts in the corner storefront. Two additional storefronts face Water and Magnolia Streets. The second commercial storefront facing Water Street is now occupied by a Tacos Morenos, a Mexican restaurant.

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

\*B12. References:

- Sanborn Fire Insurance Maps, 1928 -1950.
- Polk. R. L., Santa Cruz City Directory, 1945-1989.
- Sanborn Fire Insurance Maps, 1950.
- Santa Cruz Sentinel. "Brains' Behind Ferrell's Dies", 5/16/2003.
- Santa Cruz Sentinel. "Ferrells Open New Donut Shop", 10/9/1951.

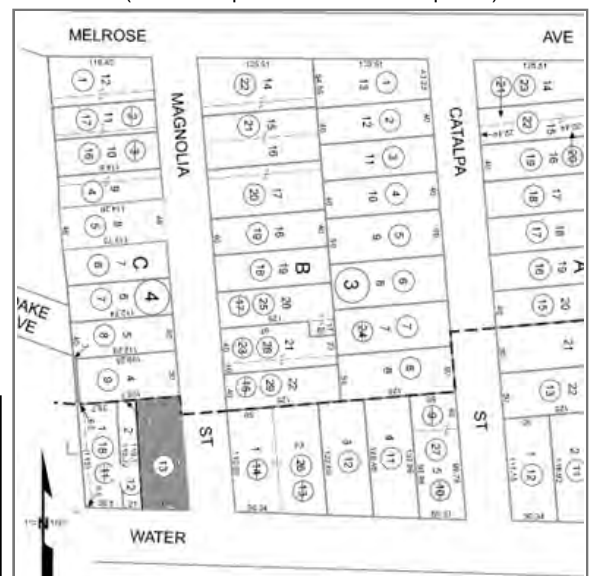
B13. Remarks: None

\*B14. Evaluator: Leslie Dill

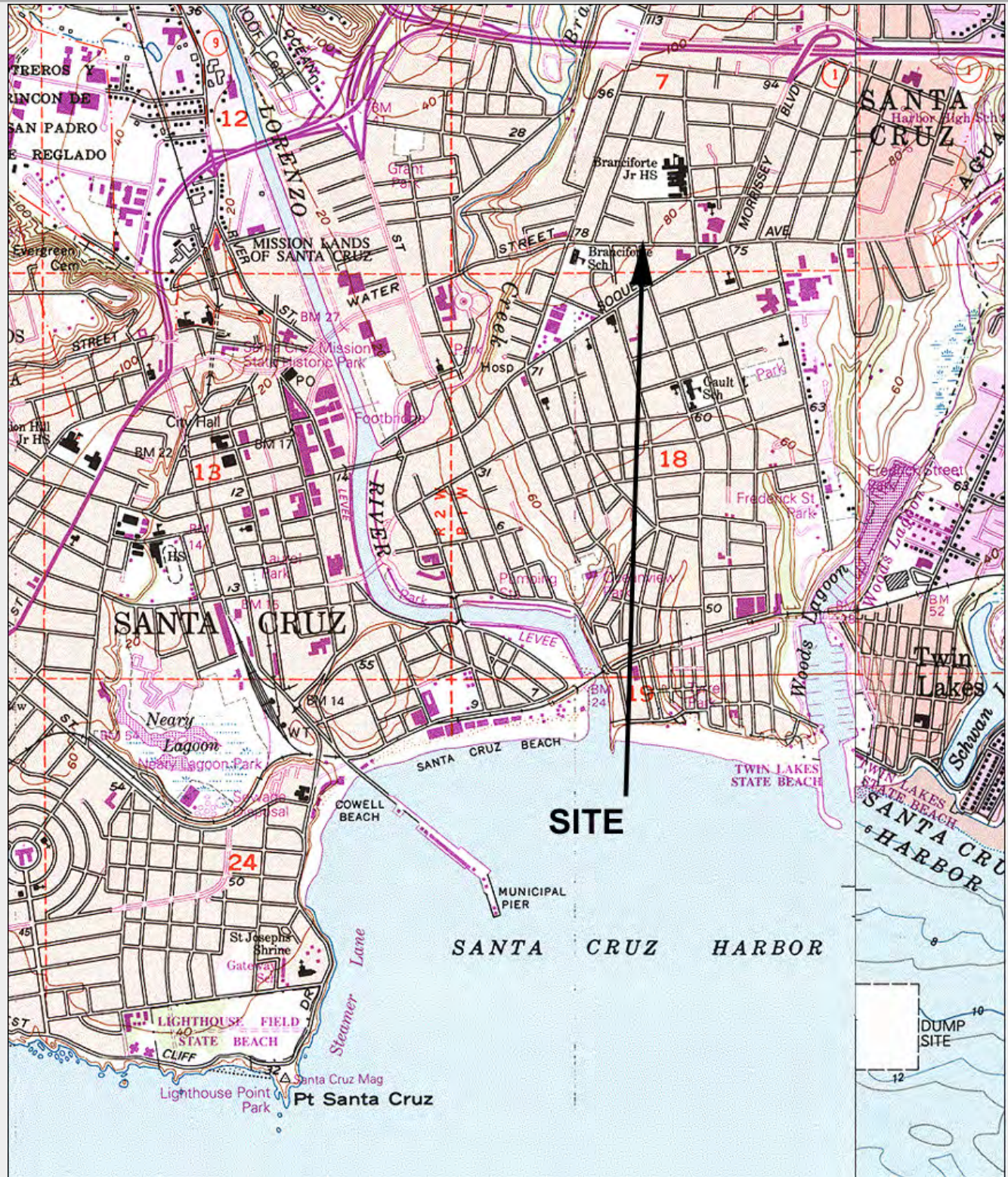
\*Date of Evaluation: May 6, 2009

(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) Charm Salon-Ferrell's Donut

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

(Continued from page 2, DPR523b, B10)

SIGNIFICANCE

The property was not found eligible for the California Register of Historical Resources. The building is not individually significant to the development of the Eastside neighborhoods, and thus would not appear to be eligible under Criterion (1). The early persons associated with the building were Edward and Florence Friesen, and although Edward was involved in real estate development, neither are not known for contributions that are pivotal to the development of the local community, therefore the property would not appear to be eligible for the California Register under Criterion (2). The specific architect of the building has not yet been identified. The property was not found eligible for listing under Criterion (3), as the building is not a distinctive representative of its time in it's current configuration, a mid-twentieth century vernacular Art Moderne design.

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 mid-twentieth building associated with neighborhood commercial 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 as a Streamline Moderne design; and
7. The building retains sufficient integrity to accurately convey its significance.

Integrity

This building maintains much of its apparent historical integrity as per the National Register's seven aspects of integrity. It maintains its original location on Water Street, a commercial corridor east of downtown Santa Cruz. The property is located along a commercial street with primarily one-story buildings of a similar scale and parcels with similar setbacks, parking, and streetscape; however, the setting is not historic. The building retains its commercial scale and feeling and continues, through its form, massing and detailing, to illustrate associations with patterns of design in the mid-twentieth century. The stucco front façade retains its integrity with Streamline Moderne design and workmanship, including: the plain parapet, speed stripes, corner entry, glass block, and tile wainscoting.