

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

Primary #
HRI #
Trinomial
NRHP Status Code 2S2

Other Listings
Review Code

Reviewer

Date

Page 1 of 5 *Resource Name or # (Assigned by recorder): Hotel Palomar

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 Location: ☐ Not for Publication ☒ Unrestricted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: 1344 Pacific Ave. City Santa Cruz Zip 95060

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 586707 mE/ 4092437 mN

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

east side of Pacific Avenue between Cooper Street & Soquel Avenue. APN# 005-081-35

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

Designed by prominent California architect William H. Weeks, the historic Hotel Palomar building is a concrete-clad vertical-ribbed monolith in Santa Cruz's downtown that is a quintessential example of late 1920s American modernism. Constructed between 1928 and 1930, it is embellished with elaborate Art Deco-inspired elements, including the busts of conquistadors planted in the upper facade. The building sits atop what appears to be a continuous concrete foundation and is crowned by a flat roof. The seven-story building appears to be constructed of solid brick with a smooth stucco covering. The second through sixth stories feature vertically articulated recessed planes that are used to give the flat walls texture and to enhance the Art Deco elements. Vertical ribbing visually separate the building into five distinct bays.

(Continued on page 4, DPR523L)

*P3b. Resource Attributes: (List attributes and codes) HP5. Hotel/motel

*P4. Resources Present: ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)



P5b. Description of Photo:
(View, date, accession #)
View facing southeast, 2009.

*P6. Date Constructed/Age and Source:

☒ Historic ☐ Prehistoric ☐ Both

1928-1930, news articles, 80 years old.

*P7. Owner and Address:

*P8. Recorded By: (Name, affiliation, and address)

L. Dill/C. Duval/K. Oosterhouse
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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 5

*NRHP/CRHR Status Code 2S2

Resource Name (Assigned by recorder) Hotel Palomar

B1. Historic Name: Hotel Balich

B2. Common Name: 1344 Pacific Ave. - Palomar Hotel

B3. Original Use: Hotel

B4. Present Use: Hotel

*B5. Architectural Style: Art Deco

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

Constructed 1928-1930. Cocktail lounge and patio added in 1935. Additional cocktail lounge added in 1940.

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

Original Location: n/a

*B8. Related Features:

None.

B9a. Architect: William H. Weeks

b. Builder: Unknown

*B10. Significance: Theme Resort and Recreation

Area: Downtown

Period of Significance: 1930

Property Type: Commercial

Applicable Criteria: A(1), C(3)

(Discuss importance in terms of historical or architectural context as defined by theme, period and geographic scope. Also address integrity.)

The ground was broken for the Hotel Balich on December 6, 1928 and construction was completed in 1930. The building was designed by well-known Bay Area architect, William H. Weeks. Andy Balich who was one of the original developers of the hotel who took over management in 1933, and operated it until his death. By 1930, the name had been changed to the Hotel Palomar.

In 1935, architect Samuel Heiman designed a new cocktail lounge and patio, which was valued at \$8,000. In 1940, architects Hertzke & Knowles designed another cocktail lounge. Subsequent modifications were made to the rear of the building, however, the interior of the structure maintains the original Weeks design.

(Continued on page 5, DPR523L)

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

*B12. References:

Chase, J., Research Files, Palomar Hotel, Pacific Ave.
Chase, J., Sidewalk Companion to Santa Cruz
Architecture, rev2005.
Lehman, S., Context Statement, City of Santa Cruz, 2000.
Lewis, Betty, W. H. Weeks, Architect, 1985.
Sanborn Fire Insurance Maps, 1886-1950.
Santa Cruz Sentinel, New Cocktail Lounge, 4/26/1940.

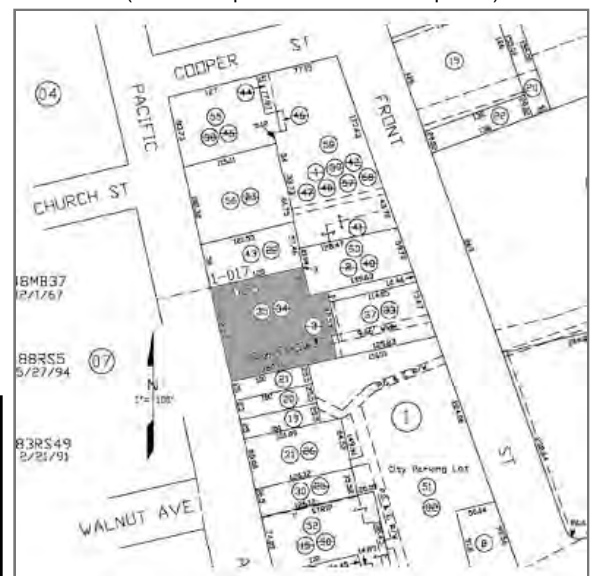
B13. Remarks: None

*B14. Evaluator: Leslie Dill

*Date of Evaluation: May 6, 2009

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
LOCATION MAP

Primary #
HRI #
Trinominal

Page 3 of 5 *Resource Name or # (Assigned by recorder) Hotel Palomar

* Map Name: Santa Cruz, Calif.

* Scale: n.t.s.

* Date of Map: 1954 (revised 1994)



TN* / MN
14 1/2°

Map created with TOPO!® ©2003 National Geographic (www.nationalgeographic.com/topo)

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary #
HRI #
Trinomial

Page 4 of 5 *Resource Name or # (Assigned by recorder) Hotel Palomar

* Recorded By L. Dill/C. Duval/K. Oosterhouse * Date 5/6/2009 ☒ Continuation ☐ Update

(Continued from page 1, DPR523a, P3a Description)

All the windows are three-over-three double-hung windows with wooden dog-eared sashes, except for those on the second level. The second level windows are arched at the top and are one-over-one double-hung windows with wood, dog-eared sashes. Upon observation, its overall massing appears intact and virtually unaltered.

A recessed lobby provides entrance to the Hotel Palomar. The recessed entrance to the lobby of the building is located beneath a large square awning elaborately decorated with gold details and displaying the name "Palomar Inn" in gold letters. Recessed beneath the awning lies the main entrance, comprised of two wood and glass doors with transom flanked by two single pane glass windows with transom. The remainder of the street level façade is storefront comprised of glass display windows.

A thick band of concrete block, approximately four rows with a ledge, separates the street level from the second story. Fenestration on the second story consists of a band of arched windows set against a smooth flat wall. A prominent ledge separates this second floor from the third. The third, fourth, fifth, and sixth stories are identical in fenestration and decoration. A few of the windows are topped by turquoise, terracotta, and demi-relief sculptures. The most elaborate details are found above the windows on the seventh floor. Each window is topped by the chevron geometric motif that in turn is topped by another demi-relief sculpture. Located beneath the roof line are several, identical, large, high relief sculptures which include two, square, jade-colored terracotta tiles, and other details trimmed in gold, which are flanked by busts of what appear to be a Spanish Conquistadores. Fenestration on the front is mimicked on the north and south elevations.

In 1935, architect Samuel Heiman designed a cocktail lounge and patio, and in 1940, Hertzke & Knowles designed another. According to John Chase, author of the *Sidewalk Companion to Santa Cruz Architecture*, "the main dining room has a ribbed barrel-vault ceiling stenciled in dark reds, greens, and browns, tiled balconies, and a massive chimney. Notable also is the Spanish room with its massive oversized ceiling beamwork."

(Continued from page 2, DPR523b, B10 Significance)

William Weeks is primarily known for his prolific legacy of California school designs, and is recognized for his proficiency in the Spanish Eclectic and Art Deco styles. His work is found throughout California, including the greater Santa Cruz area, as his original California practice was founded in nearby Watsonville.

The building was a contributor to the Downtown/Pacific Avenue Commercial District until the District was delisted in 1991. The property, however, was determined to be individually eligible for the National Register by the Keeper in 1988.

The property was automatically found eligible for the California Register of Historical Resources under Criterion (1) and (3) due to its National Register eligibility. The building individually reflects important patterns of development of Santa Cruz's downtown during the Interwar years and the property appears eligible for the California Register under Criterion (1). The early persons associated with the hotel are not well known and the hotel does not appear to be eligible under Criterion (2). The architect of this building is William Weeks, a significant California architect, and this building is one of his more distinctive designs. The property appears eligible under Criterion (3).

(Continued on next page)

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary #
HRI #
Trinomial

Page 5 of 5 *Resource Name or # (Assigned by recorder) Hotel Palomar

* Recorded By L. Dill/C. Duval/K. Oosterhouse

* Date 5/6/2009

☒ Continuation ☐ Update

(Continued from last page)

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 development of the community; and
4. The building is associated with an architect, whose work has influenced the development of the City of Santa Cruz and State of California; 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 Art Deco style; and
7. The building retains sufficient integrity to accurately convey its significance.

Integrity

The property maintains most of its apparent historical integrity as per the National Register's seven aspects of integrity. The building maintains its original location on Pacific Avenue in downtown Santa Cruz, and the property remains surrounded by much, but not all, of its apparent historic setting, including some surrounding buildings of similar age, scale and design and newer parcels with similar commercial setbacks, parking, and streetscape. The William Weeks building retains its 1930s commercial scale and feeling and continues, through its geometrical form, massing and detailing, to retain its integrity with Art Deco design and workmanship.