

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

Primary #
HRI #
Trinomial
NRHP Status Code 6W

Other Listings
Review Code

Reviewer

Date

Page 1 of 6 *Resource Name or # (Assigned by recorder): Hugo Hühn Building

P1. Other identifier: Zoccoli's

*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 Location: ☐ Not for Publication ☒ Unrestricted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: 1534 Pacific Ave.

City Santa Cruz Zip 95060

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 586650 mE/ 4092631 mN

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

east side of Pacific Avenue between Water and Cooper Streets.

APN# 005-051-02

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

Constructed in the late 1870s, this commercial building was originally known as the Hugo Hühn Building. The building currently houses Zoccoli's Delicatessen which has operated at this site since 1948. The core of the building continues to embody its origins as a nineteenth century commercial structure; however, the front façade, with its stucco pilasters, tile insets and red-tile roof was remodeled in the Spanish Eclectic style of the 1920s and 1930s. This building is an example of nineteenth century commercial architecture that has been remodeled throughout the years. The building extends from Pacific Avenue through to Front Street, encompassing the entire lot. The one-and-a-half story building with mezzanine has a concrete foundation and a flat roof of built-up tar. Clad in stucco, fenestration on the storefront consists of a beveled entry leading to two doors that are flanked by display windows.

(Continued on page 4, 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 southeast, 2009.

*P6. Date Constructed/Age and Source:

☐ Historic ☐ Prehistoric ☐ Both

1870s, Sanborn maps, about 135 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, 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

DPR 523A (1/95)

* Required Information

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP/CRHR Status Code 3CS

Resource Name (Assigned by recorder)

Hugo Hühn Building

B1. Historic Name: Hühn Building

B2. Common Name: 1534 Pacific Ave. - Zoccoli's Delicatessen

B3. Original Use: Commercial

B4. Present Use: Commercial

*B5. Architectural Style: Nineteenth Century Commercial Structure/Spanish Eclectic Exterior

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

Original construction ca. 1870s. Exterior remodel 1920s.

*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: Downtown

Period of Significance: c1870S

Property Type: Commercial

Applicable Criteria: (1), (2), (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 1534 Pacific Ave. appears to have been initially constructed in the 1870s, by property owner Hugo F. Hühn. The property was first identified between 1850 and 1866 as Lot 3 of the E. B. Kellogg Survey, done for B. A. Case. The present property is the south half of Lot 3. The lot had been acquired by Pruitt & Riley in November, 1850, and they had a blacksmith shop on the property in the 1850s. The subject property was also possibly the site of the Eclipse Livery Stable, also owned by Pruitt and Riley.

Hugo F. Hühn acquired Lot 3 in 1866, for \$5,000. The lot was combined with his previously acquired Lots 1 and 2 and became Lot 1 of Block 5 of the "Official Map A of the Town of Santa Cruz" in 1866. In 1867, the south half of Lot 3 was the site of a dwelling, then occupied by Charles Hoff, who had leased the saloon building and a house that sat on the southern half of the lot.

(Continued on page 4, DPR523L)

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

*B12. References:

Chase, J., Sidewalk Companion to Santa Cruz Architecture, rev2005.
County of Santa Cruz, Agreements, Deeds, and Leases.
Lehman, S., Context Statement, City of Santa Cruz, 2000.
Otto, E., Santa Cruz Sentinel, 9/14/1941.
Sanborn Fire Insurance Maps 1879-1950.
Santa Cruz building permits.

(Continued on page 6, 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.)





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

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(Continued from page 1, DPR523a, P3a Description)

Spanning almost the entire width of the façade of the building is an awning that is topped by a segmental arched transom window. Formerly, spindle-like columns separated each pane of glass, however, the window openings are now filled with wood. This commercial building, with Spanish Eclectic influences, is very simplistic in design. Decorative elements consist of a raised parapet clad in Spanish tile and vertically articulated towers, each of which are located on each corner of the façade and are topped by circular, conical type objects. Diamond-shaped tiles are also located close to each tower and two demi-relief sculptures in the shape of acorns flank the sign that reads "Zoccoli's Italian Delicatessen, A Family-owned Business since 1948."

Located in the center of a commercial block, this building is one of few that survived the 1989 Loma Prieta earthquake. It was a contributor to the Downtown/Pacific Avenue Commercial District until the District was delisted in 1991.

(Continued from page 2, DPR523b, B10 Significance)

Sometime after 1867, but before 1877, a one-and-a-half or two-story frame store building was constructed on the south half of this lot, extending between Pacific Avenue and Front Street. Hugo F. Hühn left Santa Cruz about 1872, and left the management of his property to his brother Frederick A. Hihn.

The 1877 Sanborn Map of this area shows the frame building on this site, occupied by a saloon and a tailor's shop. The larger part of the building housed the saloon. In 1886, the building continued to house a tailor and saloon and billiards parlor. By 1888 however, the entire building was noted as vacant. In 1890, a small portion of the building was identified as the location of Western Union and Telegraph, perhaps there since the 1870s, but not previously noted on the Sanborn maps. The remainder of the building once again housed a saloon and billiards establishment. Sanborn Maps illustrate this building as various heights during the 1880s and 1890s.

On April 2, 1891, Hugo F. Hühn entered into an agreement to sell the property to Thomas Armstrong, John M. Throp, and W. E. Maxey for \$6,884. The last installment of the payment schedule ended in April 1899. The agreement noted that a portion of the building was leased to Western Union Telegraph Company. A brick party wall had been constructed when the three-story Pease building was constructed on the south side of this building in 1891. As part of this agreement with Thompson, Thorp, and Maxey, a two-story brick party wall with basement was to be constructed on the north side of this building and the building had to be moved back on the lot toward Front Street to facilitate the widening of Pacific Avenue. It is not known exactly when this building and the adjacent building to the north were moved back on the lot, but it occurred sometime between 1892 and 1905. It may have been at this time that both buildings on Lot 3 were given the same false front façade on the Pacific Avenue frontage.

The 1894 fire, which burned most of this block, stopped just short of burning this building as it was protected by the three-story Pease Building to the south. In newspaper articles subsequent to the fire, the building was described as a one of the "small frame houses" (business buildings) owned by F. A. Hihn (but actually managed by F. A. Hihn for Hugo Hühn). All indications are that the building continued to house a saloon, operated by various proprietors, until about 1921. Armstrong, Throp, and Maxey were all operators, together and separately, of various saloons in Santa Cruz during this period in the 1890s.

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It has not been determined whether any of these men were operating the saloon that was in this building prior to 1899. Thomas Armstrong was operating a saloon and clubrooms in the building in 1904. By 1916, Eugenio Manildi was operating a saloon in the building. Hugo Hühn died in Switzerland in 1917. His brother F. A. Hihn had preceded him in death in 1913. Frederick's daughter, Katherine Henderson, was the manager of Hugo's Santa Cruz property. In 1919, the property was sold at auction, the agreement to sell to Thompson, Thorp, and Maxey apparently never having been finalized. The new owners were Angelo Bertolucca and Cesare Pellegrini.

In 1921, J. Fallon Smith's business, Mileage Vulcanizer, began operation at 35 Pacific Ave. (now 1534 Pacific Ave.). The business specialized in vulcanizing and the sale of tires. Smith operated at this location until about 1927-28.

In 1925, Fortunato Beltrami, a native of Italy, and his son-in-law, Herman Mortara, opened the Plaza Grocery Store. The business operated first at 29 Pacific Ave. and then 41 Pacific Ave. About 1929, the grocery business moved to 35 Pacific Ave. (now 1534), replacing Smith's vulcanizing business in the building. Plaza Grocery store, under Mortara's proprietorship, continued to operate at this location until selling to Robert Zoccoli in 1948. It is likely that when Plaza Grocery moved into the building at 1534 Pacific Ave. that it was remodeled to its current configuration.

Based on photographic evidence, it appears that various remodeling efforts through the years made the building appear to be different heights, but it has probably always been two stories, as it exists today. Ernest Otto, a local journalist, stated that this and the adjacent building to the north were both two-story clapboard buildings with green shutters on the windows of the second story. He said that they were still standing in 1941, but had been covered over with stucco.

Robert O. Zoccoli bought the Plaza Grocery in 1948, and operated the business with his son-in-law, Lloyd Sherman. Zoccoli, a native of Italy, came to the United States in 1922. Prior to purchasing the grocery business, he worked for the Santa Cruz Portland Cement Company and the U. S. Post Office. The business was eventually transformed it into Zoccoli's Delicatessen which is still operated today by Robert Zoccoli Jr. and his two sons on the subject property.

SIGNIFICANCE

The property was found eligible for the California Register of Historical Resources. The early persons to be associated with the store, Hühn and Hihn are important to the the evolution of downtown Santa Cruz in the nineteenth century, and this historic building in the downtown reflects an important pattern of development in the early days of the community. The property appears eligible for the California Register under Criterion (1) and (2). The specific architect of the building as it exists today is not known, and the original facade of the building is no longer evident. The present Spanish Eclectic facade is a very good design and distinctively reflects Spanish Eclectic commercial architecture from the Interwar years. The property appears eligible under Criterion (3).

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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 nineteenth and twentieth century development of the community; and
3. The building is associated with a person or persons who significantly contributed to the development of the City; 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 Spanish Eclectic 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 building retains its nineteenth and twentieth century commercial scale and footprint and continues, through its form, massing and detailing, to retain its integrity with the Spanish Eclectic design and workmanship of the late 1920s.

(Continued from page 2, DPR523B, B12 References)

Santa Cruz Evening News, Another Business Change Announced, 7/6/1921.
Santa Cruz Evening News, Removal and Enlargement of Grocery Store, 6/12/1923.
Santa Cruz Sentinel, Santa Cruz Improvements, 9/30/1876.
Santa Cruz Sentinel, Fortunato Beltrami [obituary], 12/9/1956.
Santa Cruz Sentinel, Herman Mortara, Former Grocery Proprietor, Dies, 8/19/1957.
Santa Cruz Sentinel, Robert O. Zoccoli Sr. [Obituary], 9/3/1989.
Santa Cruz Surf, Appearance of Vacant Area in Santa Cruz, 4/16/1894.
Stan Stevens, Hihn Research Files.
U. S. Census, 1880, 1900-1930.