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

## PRIMARY RECORD

Other Listings Review Code Primary # HRI # Trinomial

NRHP Status Code

Page 1 of 4 \*Resource Name or # (Assigned by recorder): Kaiser Upholstery

P1. Other identifier: Element: Home Furnishings
\*P2. Location: ☐ Not for Publication ☐ Unrestricted

"P2. Location: | Not for Fublication | Officestrict

\*a. County Santa Cruz County and (P2b and P2c or P2d. Attach a location map as necessary.)

Reviewer

\*b. USGS 7.5' Quad Santa Cruz Date Revised 1994 T .11 S.; R.2 W.; Mount Diablo B.M. c. Address: 723 Soquel Ave. City Santa Cruz Zip 95062

c. Address: 723 Soquel Ave. City Santa Cruz Zip 95 d. UTM:(give more than one for large and/or linear resources) Zone 10S; 587638 mE/ 4092801 mN

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

north side of Soquel Avenue east of N. Branciforte Avenue. APN# 010-022-37

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

This Streamline Moderne style commercial building located at 723 Soquel Ave. was built to house an upholstery and furniture repair business in 1939. The Interwar era led to a period of rapid period of growth in Santa Cruz, and along Soquel Avenue so that by the end of the 1930s, it was a busy thoroughfare lined with commercial buildings and businesses. The building (originally addressed as 290 Soquel Ave.) features curved corners and "speed stripes" indicative of the design period. A more modern addition faces Branciforte Avenue to the rear; it was constructed in 1963, and today serves as an architect's office. The retail portion of the building retains its sweeping horizontal lines and recessed storefront, and remains a signature building along the Soquel commercial strip due to its dynamic shape and form.

\*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.

Date

\*P6. Date Constructed/Age and Source:

☐ Historic ☐ Prehistoric ☐ Both

1939, building permit, 70 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):

☐ Sketch Map ☐ Archaeological Record ☐ Milling Station Record ☐ Photograph Record

DPR 523A (1/95) \* Required Information

## BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 \*NRHP/CRHR Status Code 583

> Resource Name (Assigned by recorder) Kaiser Upholstery

B1. Historic Name: Kaiser Upholstery

B2. Common Name: 723 Soquel Ave. - Element: Home Furnishings

B3. Original Use: Retail commercial B4. Present Use: Retail commercial

\*B5. Architectural Style: Streamline Moderne

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

Constructed 1939 (SC BP #3228). Addition along Branciforte Avenue in 1963 (SC PB #A9220)

\*B7. Moved? ☑ No ☐ Yes ☐ Unknown Date: n/a Original Location: n/a

\*B8. Related Features:

None.

B9a. Architect: Unknown b. Builder: F. W. Van Ness

\*B10. Significance: Theme Commercial Development Area: Eastside

Property Type: Commercial Period of Significance: 1939 Applicable Criteria: None (Discuss importance in terms of historical or architectural context as defined by theme, period and geographic scope. Also address integrity.)

The owner and operator of Kaiser Upholstery, Henry Kaiser, commissioned this commercial building in 1939 to house his furniture repair business along the thriving thoroughfare Soquel Avenue in the Eastside area of Santa Cruz. It was constructed by local builder, F. W. Van Ness. Henry Kaiser, a native of Santa Cruz, was born in the early 1880s to German immigrant parents. He married his wife Ruth in 1907, and together they had two children. Henry was employed as a salesclerk and as an undertaker before he eventually opened his upholstering and furniture repair business at 290 Soquel Ave. around 1930. In 1939, he erected a new building to house his store in the same location, in a style reflective of current trends in architecture and materials. Kaiser also constructed the addition to the commercial building in 1963, that today serves as an architect's office. It appears the Henry Kaiser owned the property until at least the late 1960s. 723 Soquel Avenue later became an office equipment store and it now houses the business "Element: Home Furnishings/Island Style Imports". (Continued on page 4, DPR523L)

### B11. Additional Resource Attributes: (list attributes and codes) None \*B12. References:

City of Santa Cruz building permits City of Santa Cruz Standard Map, 1929.

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

Polk. R. L., Santa Cruz City Directory. 1916-1989.

Sanborn Fire Insurance Maps, 1928-1950.

U.S. Federal Census, 1900-1930.

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.)



\*Required Information DPR 523B (1/95)

Page 3 of 4 \*Resource Name or # (Assigned by recorder) Kaiser Upholstery

\* Date of Map: 1954 (revised 1994) \* Map Name: Santa Cruz, Calif. \* Scale: n.t.s. AN PADRO REGLADO Neary CRUZ Lagoon SANTA TWIN LAKES STATE BEACH SANTA CRO BARBOR BEACH SITE MUNICIPAL SANTA CRUZ HARBOR STATE BEACH DUMP Lighthouse Point Park TN\*/MN Map created with TOPO!® ©2003 National Geographic (www.nationalgeographic.com/topo)

# State of California - The Resources Agency **DEPARTMENT OF PARKS AND RECREATION**

Primary # HRI# Trinomial

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4	*Resource Name or	# (Assigned by re	corder) Kai	ser Upholstery	
. Maggi/L.	Dill/J. Kusz	* Date	5/6/2009	☑ Continuation	Update
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Kusz  * Date 5/6/2009  **Continuation  * Tompage 1, DPR523a, B10)  was not found eligible for the California Register of Historical Resolution individually significant to the development of the Soquel Avenue was would not appear to be eligible under Criterion (1). The early petch the building was Henry Kaiser. He is not known for contributions the development of the local community, therefore the property would for the California Register under Criterion (2). The property was not listing under Criterion (3), as the building is not a distinctive resolved the second of the California Register under Criterion (2). 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It maintains are original location on Soque the second of integrity. It maintains its original location on Soque the second of integrity. It maintains its original location on Soque the second of integrity. It maintains its original location on Soque the second of integrity including surrounding commercial buildings and design and parcels with similar setbacks, parking, and streetscape in 1930s

DPR 523L (1/95) \*Required Information