

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): Kaiser Upholstery

P1. Other identifier: Element: Home Furnishings

*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 Location: ☐ Not for Publication ☒ Unrestricted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: 723 Soquel Ave.

City Santa Cruz Zip 95062

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.

*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:

- | | | | | |
|--|--|---|--|--|
| <input type="checkbox"/> None | <input checked="" type="checkbox"/> Continuation Sheet | <input type="checkbox"/> District Record | <input type="checkbox"/> Rock Art Record | <input type="checkbox"/> Other (List): |
| <input checked="" type="checkbox"/> Location Map | <input checked="" type="checkbox"/> Building, Structure, and Object Record | <input type="checkbox"/> Linear Feature Record | <input type="checkbox"/> Artifact Record | |
| <input type="checkbox"/> Sketch Map | <input type="checkbox"/> Archaeological Record | <input type="checkbox"/> Milling Station Record | <input type="checkbox"/> Photograph Record | |

DPR 523A (1/95)

* Required Information

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 4

*NRHP/CRHR Status Code 5S3

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

Period of Significance: 1939

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.)

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 upholstery 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.)



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

Primary #
HRI #
Trinominal

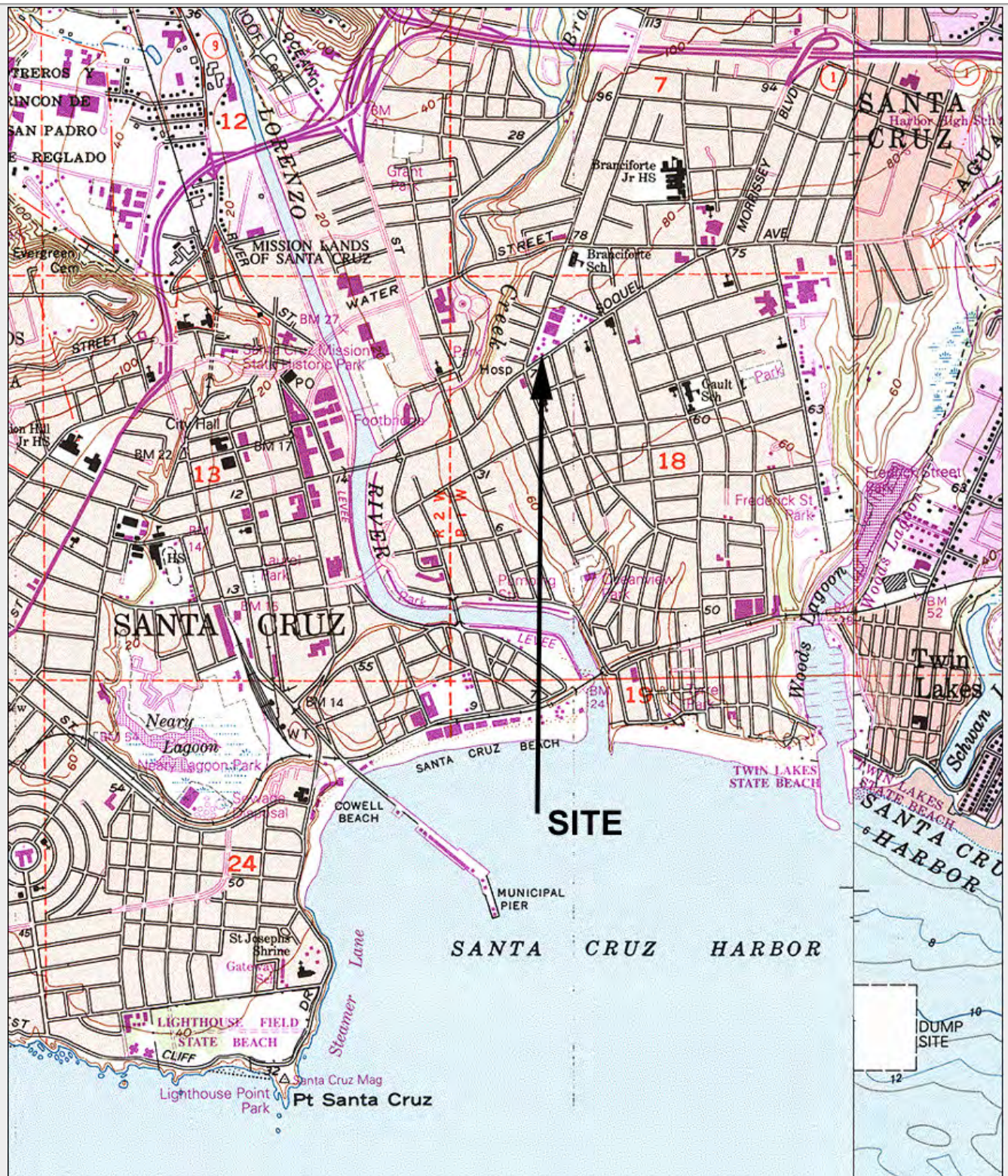
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*Resource Name or # (Assigned by recorder) Kaiser Upholstery

* 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 4 *Resource Name or # (Assigned by recorder) Kaiser Upholstery

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

* Date 5/6/2009

☒ Continuation ☐ Update

(Continued from page 1, DPR523a, 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 Soquel Avenue commercial strip, and thus would not appear to be eligible under Criterion (1). The early person associated with the building was Henry Kaiser. He is not known for contributions that are important to the development of the local community, therefore the property would not appear to be eligible for the California Register under Criterion (2). The property was not found eligible for listing under Criterion (3), as the building is not a distinctive representative of Streamline Moderne commercial architecture, as it has been modified over the years from the original design.

When considered for listing within the Historic Building Survey of the City of Santa Cruz, however, 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 Interwar period commercial architecture, associated with the 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

This building maintains most of its apparent historical integrity as per the National Register's seven aspects of integrity. It maintains its original location on Soquel 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 a late 1930s 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 stucco front façade retains its integrity with Streamline Moderne design and workmanship, including: shaped parapet, curved walls, speed stripes, and recessed entry. The rear addition seems compatible with the original design.