

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): West Coast Realty/White House Creamery

P1. Other identifier: Lillian's/Ron & Bridgette's Place

*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 Location: ☐ Not for Publication ☒ Unrestricted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 San Jose West Date Revised 1994 T .11 S.; R .1 W. ; Mount Diablo B.M.

c. Address: 1114 & 1116 Soquel Ave City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 587984 mE/ 4092999 mN

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

south side of Soquel Avenue east of Cayuga Street.

APN# 010-081-02, -03

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

This late 1930s dual-storefront building includes Art Moderne details such as fluted corners and decorative parapets which provides character to a primarily vernacular storefront design. The storefronts have been altered; however, one of businesses retains the original Streamline aluminum awning. This two-unit building was constructed in 1938 and was subsequently divided into two separate parcels.

*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 south, 2009.

*P6. Date Constructed/Age and Source:

☒ Historic ☐ Prehistoric ☐ Both

1938, building permits, 71 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):
☒ 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 4

*NRHP/CRHR Status Code 5S3

Resource Name (Assigned by recorder)

West Coast Realty/White House Creamery

B1. Historic Name: West Coast Realty/White House Creamery

B2. Common Name: 1114 & 1116 Soquel Ave. - Lillian's/Ron & Bridgette's Place

B3. Original Use: Commercial retail

B4. Present Use: Commercial retail

*B5. Architectural Style: Art Moderne

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

Constructed 1938.

*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: 1938

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 Art Moderne building was constructed in 1938 and was subsequently divided into two separate parcels. The first occupants were West Coast Realty (1114 Soquel Ave.) in 1946 and J. C. Hauschildt Confectionary (1116 Soquel Ave.) in 1948. J. C. Hauschildt was at that time the manager of the Farmer's Cooperative Exchange, as well as serving as President of the City of Santa Cruz Board of Education. By 1950, Hauschildt had renamed his Confectionary the White House Creamery. The building has been occupied by several different businesses throughout the years, including restaurants, a barber shop, and a beauty shop. The two-unit building currently houses Lillian's Italian Kitchen restaurant (1116 Soquel Ave.) and Ron & Bridgette's Place (1114 Soquel Ave.).

(Continued on page 4, DPR523L)

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

*B12. References:

Lehmann, Susan. Historic Context Statement for City of Santa Cruz. 2000.
Polk. R. L., Santa Cruz City Directory. 1938-1989.
Sanborn Fire Insurance Maps, 1917-1950.
U.S. Census, 1920-1930.

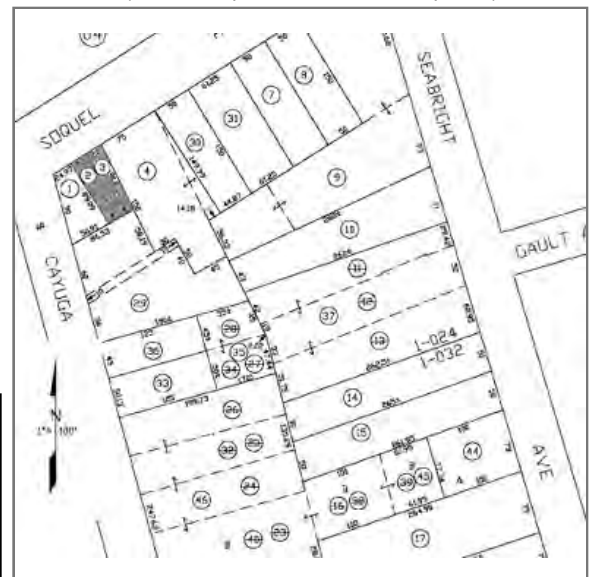
(Sketch Map with north arrow required.)

B13. Remarks: None

*B14. Evaluator: Leslie Dill

*Date of Evaluation: May 6, 2009

(This space reserved for official comments.)



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)

West Coast Realty/White House Creamery

* 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) West Coast Realty/White House Creamery

* 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 Soquel Avenue commercial strip, and thus would not appear to be eligible under Criterion (1). The early personages associated with the building are not known to be important to Santa Cruz history. While J. C. Hauschildt appears to be an important personage in Santa Cruz's history, he was apparently only briefly associated with this building, thus 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 Art Moderne commercial architecture.

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 Interwar period commercial architecture, associated with the early 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 dual-unit building, although now two properties, 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. Although the storefronts have been altered, the building retains an early twentieth century 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 Art Moderne design and workmanship, including fluted corners, shaped parapet, and aluminum awning.