

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): Beeler's Hardware

P1. Other identifier: Bicycle Trip

*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 Location: ☐ Not for Publication ☒ Unrestricted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: 1127 Soquel Ave.

City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 587975 mE/ 4093050 mN

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

northwest side of Soquel Avenue between Benito and Seabright Avenues. APN# 010-042-35

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

This two-story concrete commercial building located at 1127 Soquel Avenue is vernacular commercial in design, featuring full-height symmetrical pilasters and a thin cornice as its only embellishments. Its window-opening proportions, storefront openings, and original concrete construction continue to represent its origins as an early twentieth century design aesthetic. It is likely that the design was altered somewhat in the recent past for new tenants.

*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 north, 2009.

*P6. Date Constructed/Age and Source:

☒ Historic ☐ Prehistoric ☐ Both

ca. 1916-1918, city directories,
91+ 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) Beeler's Hardware

B1. Historic Name: Beeler's Hardware

B2. Common Name: 1127 Soquel Ave. - Bicycle Trip

B3. Original Use: Retail commercial

B4. Present Use: Retail commercial

*B5. Architectural Style: Vernacular commercial

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

Constructed ca. 1916-1918.

*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: 1916 - 1918

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.)

Constructed sometime between 1916 and 1918, this two-story concrete building first housed Beeler's Hardware from 1918 until the 1950s. Otto and Sadie Beeler, owners/occupants moved to Santa Cruz from Tulare County where they had previously operated a farm. Beeler's Hardware is first listed in city directories at this location in 1918. After Beeler's, the building housed various hardware and paint stores, and most recently has been occupied by a bicycle shop called Bicycle Trip.

(Continued on page 4, DPR523L)

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

*B12. References:

Baldwin, Arnold, Map of the City of Santa Cruz, 1923.
 City of Santa Cruz Standard Map, 1929.
 Lehman, S., Context Statement, City of Santa Cruz, 2000.
 Sanborn Fire Insurance Maps, 1905 -1950.
 Polk. R. L., Santa Cruz City Directory. 1912-1989.
 U.S. Census, 1900-1930.

(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

Page 3 of 4 *Resource Name or # (Assigned by recorder) Beeler's Hardware

* 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) Beeler's Hardware

* 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 persons associated with the building, Otto and Sadie Beeler, are not known to be important to Santa Cruz history, 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 vernacular commercial architecture of the early twentieth century.

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 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 twentieth century construction period.

Integrity

The property 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 storefront has most likely 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 front façade retains its integrity with design and workmanship, including full-height symmetrical pilasters and a thin cornice.