

## PRIMARY RECORD

Primary #  
HRI #  
Trinomial  
NRHP Status Code

Other Listings  
Review Code

Reviewer

Date

Page 1 of 4 \*Resource Name or # (Assigned by recorder): Sivley & Perry Vulcanizing

P1. Other identifier: Blue Moon Clothing Co.

\*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 Location: ☐ Not for Publication ☒ Unrestricted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: 1129 Soquel Ave.

City Santa Cruz Zip 95062

d. UTM:(give more than one for large and/or linear resources) Zone 10S ; 588005 mE/ 4093072 mN

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

north side of Soquel Avenue between Benito and Seabright Avenues. APN# 010-042-15

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

This one-story commercial building has a design that incorporates Mission Revival style design elements with a later storefront featuring vernacular framing and materials. After World War I, the Eclectic Revival or Period Revival styles grew in prominence to become characteristic of both residential and non-residential construction in the 1920s and 1930s. Style like Spanish Eclectic, Mission Revival, and Mediterranean gained prominence for more than a decade. Although the building itself dates to 1925, the façade of this vernacular building dates from 1945 and has a shaped-front parapet, recessed stucco form, stucco walls, and also includes thin corner mullions and wide plate glass display windows representative of Mission style designs, incorporating the earlier style into the new façade despite the fact that the Mission Revival style had fallen out of favor by 1945. The rear of the building has been altered with faux-historic corbels, but the walls are clad in tri-bevel wood drop siding that dates from early in the twentieth century, reflecting the building's original construction period.

\*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

1925, city directories, 84 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**

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\*NRHP/CRHR Status Code 5S3

Resource Name (Assigned by recorder) Sivley &amp; Perry Vulcanizing

B1. Historic Name: Sivley &amp; Perry Vulcanizing

B2. Common Name: 1129 Soquel Ave. - Blue Moon Clothing Company

B3. Original Use: Industrial

B4. Present Use: Retail commercial

\*B5. Architectural Style: Mission Revival

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

Constructed 1925. In 1945, addition of a new façade to the building featuring an angled parapet and recessed entry (SC BP #6350, September 20, 1945) for \$1,300.

\*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: 1925

Property Type: Residential

Applicable Criteria: None

(Discuss importance in terms of historical or architectural context as defined by theme, period and geographic scope. Also address integrity.)

First constructed in 1925, this building initially housed Sivley & Perry Vulcanizing. The building was owned by Fred. C. Sommers by 1931; Sommers also owned 1134 Soquel Avenue, located across the street from the subject property. In 1945, then-owner James Daily added a new store front façade to the building in the expansion period that occurred along Soquel Avenue during a period of urban expansion following World War II. The building was used during this time as a paint supply store. It was later occupied by the Forty Niner Club and most recently has been in use as a clothing store called the Blue Moon Clothing Company.

(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. 1920-1989.  
Sanborn Fire Insurance Maps, 1917-1950.  
U.S. Federal 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) Sivley & Perry Vulcanizing

\* 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) Sivley & Perry Vulcanizing

\* 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 and businesses associated with the building, Sivley & Perry Volcanizing and Fred Sommers, are not known to be important to the development of Santa Cruz, 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 Mission Revival commercial architecture of the Interwar period or the post-World War II period.

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 to mid-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 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 is still 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. It retains its early to mid-twentieth century commercial scale and feeling and continues, through its form, massing and detailing, to illustrate its associations with patterns of development of the twentieth century. The front façade retains its integrity with vernacular Mission Revival style designs and workmanship despite its later construction period.