

State of California X The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code

Review Code
Other Listings
Reviewer

Date

Page 1 of 46 *Resource Name or #: (Assigned by recorder)

P1. Other Identifier: 1130 Mission Street, Santa Cruz, CA

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County Santa Cruz and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad Santa Cruz, CA Date 07/25/23 T ; R ; 1/4 of 1/4 of Sec ; M.D. B.M.

c. Address 1130 Mission St City Santa Cruz Zip 95060-3527

d. UTM: Zone NA, mE/ mN

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

APN: 006-203-25

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

The site lies at the northwest corner intersection of Mission and Laurel Streets. The lot contains two Spanish Colonial Revival commercial buildings with Craftsman influences. The Herb Room, the easternmost building on the lot, faces south, while the Food Bin faces east. An asphalt drive splits the two buildings. The site is a former gas station, so the two buildings' layouts reflect that historical use in combination with the driveway, giving the site a very distinctive look. (Continued on continuation sheets.)

*P3b. Resource Attributes: (List attributes and codes)

*P4. Resources Present: ☒ Building(s) ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates, etc.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



P5b. Description of Photo: (view, date, accession #) Northwest, 2023

*P6. Date Constructed/Age and Source: ☒ Historic ☐ Prehistoric ☐ Both

1966

*P7. Owner and Address:

Doug Wallace
1130 Mission St
Santa Cruz, CA 95060

*P8. Recorded by: (Name, affiliation, and address) Joseph van den berg
Garavaglia Architecture
582 Market St 1800,
San Francisco, CA 94104

*P9. Date Recorded:

07/25/23

*P10. Survey Type: (Describe)

City-Requested

*P11. Report Citation: (Cite survey report and other sources, or enter "none.")

None

*Attachments: ☐ NONE ☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record ☐ Archaeological Record ☐ District Record ☐ Linear Feature Record

☐ Milling Station Record ☐ Rock Art Record

☐ Artifact Record ☐ Photograph Record ☐ Other (List):

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P.1 Continued

SITE AND BUILDING DESCRIPTION

SITE

The site lies at the northwest corner intersection of Mission and Laurel Streets. Its APN number is 00620325. The shape of the lot is rectangular with an oblong corner. The rough acreage is .165, and the area has no current zoning restriction.

The Herb Room, the easternmost building on the lot, faces south while the Food Bin faces east. The lot's two buildings are situated with an asphalt driveway operating as a road splitting the two buildings, with parking spaces at the back of the lot. Vegetation lies directly in front of the eastern facade of the Herb Room and at the back of the lot. The site is a former gas station, so the two buildings' layouts reflect that historical use in combination with the driveway, giving the site a very distinctive look.



Figure 1. Food Bin and Herb Room view northwest from street

BUILDINGS

There are two buildings on the site. Both are 1-story Spanish Colonial Revival commercial buildings with Craftsman influences. The Food Bin, the primary building on the site, is made of wood board and batten siding with a barrel tile low-pitch gable roof. The Herb Room has stucco facades with a low-pitch barrel-tile roof. It has a brick chimney and board and batten siding, with covered eaves. To the south of the Food Bin there is a small garden and seating space, akin to a picnic area. The asphalt tarmac that runs around and through the site is indicative of a former service and gas station combination.

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FOOD BIN

Exterior

The Food bin is the primary building on the parcel. Its front facade faces east, and is defined by a covered porch. Starting from the south side of the east facade, it has two columns that form an open entryway with the composite shingle roof to the covered porch. Then, there is a row of picture windows that serve as the storefront. These picture windows are framed by wood with metal braces. The roof of the covered porch is a modern and sleek version of barrel tile roofing. Above the stuccoed covered porch is board and batten wood siding with exposed rafters and decorative roof beams that sit just beneath the barrel-tile roof. In large bold red letters is the business name, "The FOOD BIN".

To the north of the building is an addition to the building consisting of wood that creates a functional storage room. In reality it is a covered wood fence. It has wood latticework that is covered with metal roofing material. Its main use is as a conduit for the large refrigerator.



Figure 2. Exterior addition off of north facade

The south facade shows the building is made of brick. The eastern portion of the south facade consists of two four-pane picture windows. AC vents cover the south facade, all covered by metal bars and wood patterned latticework. The exposed and extended eaves are present here, with the low-pitch gable and barrel-tile roof showcased as well. In the center of the facade is a wood door with a wood screen door. Past the center of the facade is makeshift wood siding leading into a back brick wall that creates an alcove of sorts in concert with a brick side wall. Also attached to the south facade is a small brick bump-out that appears as if it operated as a small flower planter. Next to that is a wood bench.

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Figure 3. South facade

The western facade is brick, with no decoration or windows. The adjacent sheds are both part of the neighboring parcel, and are not attached to the Food Bin building in use or function. There is a small fountain gargoyle on the west facade, which is not part of the structure.



Figure 4. West facade from sidewalk

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The Northern facade also has severely limited visibility due to foliage and views from adjacent lots. The siding that can be seen from within the structure is actually a large metal fridge.



Figure 5. Exterior hallway and fridge to the left

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Interior

The interior of the Food Bin reads like that of a gas station. The most important architectural detail in the interior is the metal and brick door frames that served as the service room garage doors that let cars into the building (see Figure 6). These are the large metal door frames that would have made the historical front facade.



Figure 6. View of garage doors interiors

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The covered porch is all wood, and this would have constituted the original front of the facade. It now serves the store as the front counter and additional storage space. The ceiling and a lot of the interior materials, especially in the produce room, are all metal. Interestingly in the produce room, the roof is flat. This wing of the building has been severely altered, lowering the roof and adding extra windows primarily. The rest of the building interior is shelving for food.



Figure 7. Interior Food Bin ceiling

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Figure 8. Covered Porch from the interior

HERB ROOM

The Herb Room is a 1-story low-pitch gable roof Spanish Colonial style building with Craftsman influences. It has stucco siding, with a wood gable end, giving it a board and batten style appearance. The roof is barrel-tile roofing. The concrete foundation indicates, along with the brick pilasters, that the pumps lie on the outside of the building. The asphalt drive-through surrounds the building. It sits on the southeast corner of the site. The window pattern across the building is consistent, with arched windows being split into two panes. However, some of these windows, especially the windows on the east and west facades that reach the foundation, are wood and may have been used as doors.

The Herb Room has a similar, symmetrical design where its west and east facades have a similar layout while its north and south facades have a similar layout. As a result, the description will focus on the differences.

The east facade is the one that faces Mission Street and for the purposes of this HRE will be referred to as the primary facade. The building has three arched windows, all with the same design nestled within a stucco siding. The arched windows are all split up into two panes, each pane has a wood window cover over the window. Behind the panes, and visible from the interior, are merchandise shelves, explaining why they are boarded or covered up. Of note is that the two outside windows have a heliocentric glass pattern,

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with the right-most window being painted to look like stained glass. Above the windows is the wood gable end featuring board and batten siding. Above that is the barrel-tile roof.



Figure 9. East Facade

The north and south facades are nearly identical. They have two arched windows of identical design to that of the east facade, divided by a brick pilaster. Neither side has any entrances.



Figure 10. North and South Facades

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The west facade is the one that serves as the actual entrance into the building. It shares a lot of features with the east facade, with the primary differences lying in the fenestration pattern. The west facade has an odd window pattern. The windows reach the asphalt here, and both arched windows are some degree of boarded up. One is entirely boarded up, and the other is partially boarded up, with the arched window exposed. The center window has a shelf of sorts that stretches horizontally across its center. The door is a modern metal-frame door with a large sidelite to its left and a newer awning above it. Like the rest of the facades, it has the wood gable end visible with covered eaves and the barrel-tile roof.



Figure 11. West facade (store entrance)

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HISTORICAL BACKGROUND / CONTEXT

CONTEXT #1 - ECONOMIC AND COMMERCIAL DEVELOPMENT OF THE CITY OF SANTA CRUZ

It is important to note that the Santa Cruz area was inhabited by the Awaswa people. They were an Ohlone dialect speaking people that also carried linguistic and cultural ties to the Ohlone. The Awaswas inhabited the area for around 12,000 years and still inhabit parts of the area today, despite the Native American genocide.

Early Santa Cruz, due to a seemingly unlimited supply of lumber, had a strong manufacturing base. However, lumber grows at a slower rate than the rate at which humans can cut down trees. This meant that by the turn of the 20th Century, Santa Cruz mainly relied on tourism and fishing as its main industries. The lime industry, which had relied on lumber for fuel, dried up. Black powder for dynamite eventually became cheaper to produce elsewhere.¹ These industries first arose from the building boom in San Francisco following the gold rush, but much like the gold, these industries soon dried up.

As a result, Santa Cruz became a pioneer in the entertainment industry. Combined with railroads that connected Santa Cruz to its more populated neighbors, this allowed local economies to be more self-sustainable located around a renewable resource: people.

During this period, the early 20th Century, Santa Cruz blossomed. The construction of the Santa Cruz Beach Boardwalk in 1907 yielded a National Historic Landmark and both herald the arrival of a new era for Santa Cruz. Intended to be a "Coney Island of the West", the Boardwalk never quite reached that level of notoriety or fame, but it did provide a prominent attraction and much needed commerce for the area.²

Around the same time, the lime industry started to die down. The late eighties had seen the growth of the lime industry, particularly emblemized of the Cowell Lime Works. It peaked in the 1880's, producing half of California's total supply. Its decline culminated in 1906 when it officially stopped shipping lime. Lack of cheap fuel and the development of cement spelled its downfall, literally, as the Santa Cruz Portland Cement Company based in Davenport replaced the Lime Works.³

Also around this time, cars began their rapid ascent to complete city domination. Gas stations and service stations began to dot American cities in response to a wide multitude of economic, social, and political factors that provided the impetus for cars to become the primary transportation vessel for Americans. Especially post WWII, the federal highways cat combined with state and local investment in road infrastructure meant cars in time became the most efficient way to travel across the country, or to a different city.

Many routes attempted to allow automobiles to access the Santa Cruz vacation spot from the Santa Clara Valley. Many in the valley saw a weekend beach trip just an hour or less away, but many of the highways prior to 1940 were inefficient. The 1919 Glenwood Highway, SR 13 (State Route 13), and the San Jose turnpike all attempted this feat, but none yielded much success.⁴

Highway 17 changed that. Despite its reputation for danger, highway 17 immediately saw use. The

¹ Susan Lehmann, "Historic Context Statement for the City of Santa Cruz", City of Santa Cruz Planning and Community Development Department, 2000, 4.

² Ibid, 5.

³ Ibid, 6.

⁴ Daniel P. Faigin, "State Route 17", California Highways.org, updated 2020.

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original route followed I-280 into Oakland and then turned west in San Jose. But in 1940, a litany of other routes merged, along with a new section following an old native trail, into Highway 17.⁵ Its effect on the surrounding area cannot be understated. Primarily, guests could now access Santa Cruz with much more ease. However, many nearby towns had existed on these old routes, and now began to slowly die out. Glenwood became the most prominent example, and is a notable ghost town today.⁶

The development of roads permitted a different kind of development to take place all over the US, but California in particular. Roads permitted individual car use to skyrocket, and this necessitated car-related infrastructure to crop up all around American cities.

Service stations themselves began their ascent to mundane omnipresence in the early 1920's. Many of these service stations cropped up in the LA and San Francisco metropolitan regions, each being eager to serve this brand-new technology-delivered customer base.⁷ Early gas stations offered one or two pumps, and were often just one complete structure.

In the case of Santa Cruz, the main roadway helped the growth of not only the city but its auto-related resources.



Figure 12. Iconic and historic gas stations in Sacramento and San Francisco

Gas station design changed with the times. Through the thirties, gas station design mostly represented the Californian Mission/Spanish Colonial Revival style or Art Deco. Shortly after the end of WWII, gas station designers, perhaps in response to newer car and consumer trends, began to brand themselves as “futuristic” or “Modernistic”, and the architectural design of gas and service stations followed. California gas stations can be qualified into four different groups or categories:

- 1) Early California minimal traditional
- 2) Early Art Deco or multi-story (often larger and more grandiose in scope and scale)
- 3) Spanish/Mission Revival
- 4) Futuristic/Modern⁸

⁵ Ibid.

⁶ Mildred Brooke Hoover, Douglas E. Kyle, “Historic Spots in California”, (Stanford University Press: 1990), 435.

⁷ “Early Los Angeles Gas Stations,” The Water and Power Associates, accessed July 5, 2023.

⁸ “Early Los Angeles Gas Stations,” The Water and Power Associates, accessed July 5, 2023; “California Gas Stations”, Roadside Architecture, accessed July 5, 2023; “Jack Goldsworthy and the Historic Sunset Gas Station”, Outside Lands Western Neighborhood Project, accessed July 5, 2023.

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Figure 13. Art-Deco Sherman Oaks Service Station (1930's)

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Figure 14. Hancock Oil and Gas Station, 1930's



Figure 15. Jack Colker's 76 Station (built 1960)

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There are a couple of important details to note here. First is the small-scale nature of gas stations. Being roadside attractions that service cars, gas stations tend to meet cars where the cars are at. That does not mean they lacked for architectural detail. Many gas stations, in an attempt to differentiate themselves from one another, tried to stand out among crowded streetscapes.

By the 1970's many gas stations encountered tough times. Scarcity, driven way up due to the oil embargo, Iranian hostage situation, and general stagflation of the 1970's, spiked prices and drove supply down. Many gas stations and service stations, struggling to make payments on their franchises, began to close, marking the beginning of the end for the golden age of the automobile.

Most gas stations have some version of the structure embellished a bit. In the examples above, this styling is represented either by the canopy or by the structure itself. The Sherman-Oaks station has a fairly standard porte-cochere where cars can get serviced, while its structure is fairly embellished in high-style art deco. The Hancock Oil and Gas Station reads similarly, while Colker's 76 Station notably is the opposite, with a nondescript building but an extravagantly modern cantilevered porte-cochere.

Historic gas stations tend to meet a certain set of criteria. They can be notable for different important events that have taken place at the site, but more commonly are notable because they serve an important transportation or economic niche for a community or area. They can be notable because their proprietors were important people—being involved in transportation or car communities helps. They can also be notable architecturally, as gas stations take certain forms that serve a community's transportation needs in the absence of good public transport.

Because the site has also been a grocery store for over 45 years, grocery store history will also be evaluated. Grocery stores got their start in 1916 with arguably the first grocery store, the renowned Piggly Wiggly which opened up in Memphis, Tennessee. The appeal of grocery stores immediately grew on the American populace. In a new age of consumerism, no longer being limited to whatever brands your local carried represented a huge shift in how Americans bought food. Originally, grocery stores carried one brand of each item, just whatever the general store had. Shoppers would hand a list to the clerk, who would procure the desired items. But in Clarence Saunders' Piggly Wiggly, customers did the product choosing. Saunders also introduced shopping baskets, counter impulse purchases, price-marked items, and uniformed employees, all things that became a standard in American grocery stores. The Piggly Wiggly was followed in 1930 by Michael Cullen's giant King Kullen store in the Jamaican neighborhood of Queens.⁹ Cullen's take on the idea in particular included an innovative and possibly exploitative pricing model where around 300 items would be sold at-cost and 200 items at 5% above cost.

This paved the way for chain and even smaller local stores to enter their way into American streetscapes. WWII hit the smaller stores hard, and also paved the way for the mid-fifties supermarket boom. The grocery store, specifically the supermarket type, became ingrained into the American cultural zeitgeist, even receiving visits from the Queen of England.

CONTEXT #2 - GULF OIL STATION AND FOOD BIN AND HERB ROOM

Up to 1950, the lot at 1130 Mission Street was residential. Around this time, Shell constructed the first service station in the area across the street. It bounced around owners and corporations a bit until it fell under the purveyance of Joe Ashley. He planned to build a new station with six pumps (instead of the old

⁹ Gary Hoover, "Supermarket: One of the Most Important (and least known) American Inventions of All Time", American Business History Center, August 2, 2019.

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two-pump system) at Mission and Laurel to replace his old Mobilgas station.¹⁰ Joe Ashley continued to have the station through 1956, until Leo George came into ownership of the station in 1957. Leo George was actually the district chairman of the California Federation of Service Stations, and spoke as the voice for all service station owners across the state.¹¹

In 1966, however, the first rumblings of a service station began to crop up, as Gulf Oil company began looking for someone to start a franchise across the street from the George Mobilgas station.¹² In 1966, Gulf filed a permit to officially get clearance for their station from the city. Part of it quickly became political, due to a slight miscommunication between planners, Gulf, and the public. However, this was just due to the scale of drawings, and eventually the station was permitted after a two-week revision period.¹³

Gulf Oil first made its entry into California in 1960 with the acquisition of the Wilshire Oil Company of California. It followed that up shortly afterwards of acquiring Cities Service Oil Co which allowed Gulf to have service stations in all 48 continental states.

The Gulf station lasted a mere six years, however, before the Food Bin first moved in to the empty gas station structure. By 1972, Gulf had left the area. Likely a result from the turbulent 1970's and due to the service station competition already present at the Mission and Laurel intersection, Gulf pulled out as quickly as they entered.

Gulf had two buildings constructed on the site, and by 1975 the second structure was inhabited by the Herb Room. The two buildings have operated in concert with one another with the same ownership for forty years, until the owner Brenton Carr passed away a few years ago. Doug Wallace and his wife, Peggy Eulensen, now own the site.

The Food Bin fits in a long line of California grocers. Possibly in part due to the state's agricultural history and in part due to the state's motor history, California has been a lab of grocery store innovation. Los Angeles experimented with early drive-through grocery stores. San Francisco's Petrini's chain experimented with meal ideas and recipes that could be found in-store to go with a wide selection of items.¹⁴ Much of this innovation came in the post-WWII period, as businesses all around were opening to newer markets and experimenting with more automated processes and machine-made equipment. In the case of the Stater Bros., their start directly came as a result of WWII, both being veterans themselves and buying the store from W.A. Davis, their employer.¹⁵

A particularly relevant example proved to be that of the drive-in grocer. In the mid-fifties, many grocery stores struggled with parking. As cars continued to rise in prominence, much of the existing city infrastructure and downtown commercial buildings did not accommodate a mass amount of cars. A drive-in grocery seemed natural. "The drive-in grocery tried to balance this pairing stores with the architectural partner to the automobile, the gas station," writes Benjamin Davidson.¹⁶ However, grocery stores struggled still to draw suburban customers into areas where it was also common to have nearby oil

¹⁰ "Building New Service Station at Mission-Laurel", Santa Cruz Sentinel, May 9, 1952.

¹¹ "Stations Lower Prices As Gas War Resumes", Santa Cruz Sentinel, April 12, 1960, 1.

¹² "36- Business Opportunities", Santa Cruz Sentinel, March 21, 1966, 9.

¹³ "Planners Again Defer Action on Gas Station Plea for Mission Site", Santa Cruz Sentinel, October 6, 1966, 5.

¹⁴ Katie Dowd, "This is what California's first grocery stores used to look like", SF Gate, February 13, 2022, accessed July 24, 2023.

¹⁵ "History of Stater Bros.", Stater Bros. Markets, accessed

¹⁶ Benjamin Davidson, "Why the Supermarket Was Born in Los Angeles", November 17, 2015, accessed July 24, 2023.

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changes or nearby trucks filling up. In response, grocery stores evolved to become more “food warehouses”, offering food in high shelves alongside a myriad of other goods.¹⁷

In 1937, there were just 300 supermarkets in the United States, with almost all of them appearing in Southern California. By 1940, there were nearly 8,000.¹⁸ Appealing to a white, middle-income, and mobile social class proved to be a winning strategy.

The Food Bin exemplifies many of these characteristics, with a very clear link drawn between its former auto history and its current food retail history that put it in a similar category to most other grocery stores and supermarkets in California. Where the store could be noted as quite different is in community building. The store has become a bit of a cultural touchstone in and around the area. Notable for their messages they post on their billboard, customers always praise the strange and odd messages on their marquee.¹⁹ In many ways, this is emblematic of the Food Bin’s community aesthetic that has been cultivated over the years.



Figure 16. Gathering at the Food Bin, unknown year

¹⁷ Davidson, accessed July 24, 2023.

¹⁸ Davidson, accessed July 24, 2023.

¹⁹ Cathy Redfern, “Marquee Sayings”, Santa Cruz Sentinel, March 11, 2001, 13.

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SITE EVOLUTION AND CONSTRUCTION CHRONOLOGY

SITE DEVELOPMENT

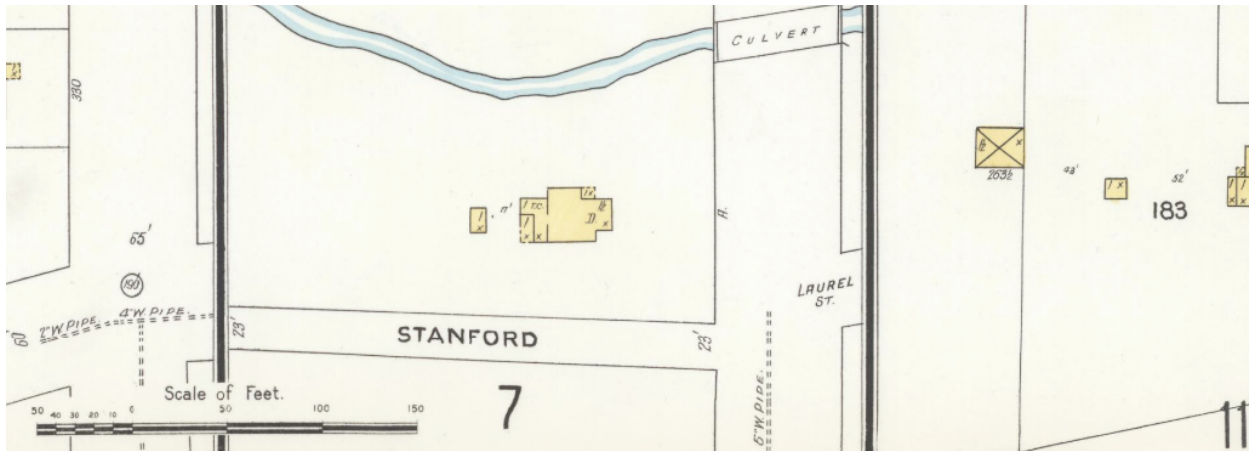


Figure 17. 1905 Sanborn Map, showing the site (Laurel Street west of Mission used to be Stanford Street)



Figure 18. 1928 Sanborn Map showing residential nature of the area

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Figure 19. Santa Cruz Laurel and Mission area, mid-century



Figure 20. 1928 Sanborn, edited 1950

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Figure 21. 1964 Aerial, highlighted in blue

Density is about appropriate for what the site would later become. Lot still pretty sparsely populated, as the lot is subdivided and residential.

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Figure 22. 1984 Aerial, showing current site layout

Though blurry on the close-up, this matches the current layout of the site.

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Figure 23. Current aerial (google maps)

CONSTRUCTION CHRONOLOGY

Date	Owner	Alteration
1966	Gulf Oil	Current Herb Room building added to the site, other buildings demolished
1974	Carr Breton	Change into the Food Bin
1975	Carr Breton	Building converted into Herb Room, glass likely modified
Mid-1980's	Carr Breton	Covered porch added

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OWNERSHIP/OCCUPANT HISTORY

Date Range	Owner	Occupant	Notes
1966-1974	Gulf Oil Co	Gulf Oil	
1974-2023	Breton Carr	Food Bin	
1979-2023	Breton Carr	Herb Room	Herb Room moves into the small old service portion
2023	Workbench	Food Bin/Herb Room	

The Construction and owner history is pretty simple. The site has only had two uses in its current build since 1966, and only one more owner. There have been few changes to the site since 1966 as a result, the main one being the covered porch and the change to the windows on the Herb Room.

EVALUATION FRAMEWORK

THE NATIONAL REGISTER CRITERIA FOR EVALUATION

The National Register of Historic Places (NRHP) is the nation's master inventory of known historic resources. It is administered by the National Parks Service (NPS) in conjunction with the State Historic Preservation Office (SHPO). The National Register includes listings of buildings, structures, sites, objects, and districts possessing historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local levels. The National Register criteria and associated definitions are outlined in the National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation. The following is quoted from National Register Bulletin 15:

Criteria

Generally, resources (structures, sites, buildings, districts, and objects) over 50 years of age can be listed in the National Register provided that they meet the evaluative criteria described below. Resources can be listed individually in the National Register or as contributors to an historic district. The National Register criteria are as follows:

- A. Resources that are associated with events that have made a significant contribution to the broad patterns of history;
- B. Resources that are associated with the lives of persons significant in our past;
- C. Resources that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant or distinguishable entity whose components may lack individual distinction; or
- D. Resources that have yielded or may likely yield information important in prehistory or history.

THE CALIFORNIA REGISTER CRITERIA FOR EVALUATION

The California Register of Historical Resources (CRHR) is the official list of properties, structures, districts, and objects significant at the local, state, or national level. California Register properties must have significance under one of the four following criteria and must retain enough of their historic character or

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appearance to be recognizable as historical resources and convey the reasons for their significance (i.e. retain integrity). The California Register utilizes the same seven aspects of integrity as the National Register. Properties that are eligible for the National Register are automatically eligible for the California Register. Properties that do not meet the threshold for the National Register may meet the California Register criteria.

1. Associated with events that have made a significant contribution to broad patterns of local or regional history, or cultural heritage of California or the United States;
2. Associated with the lives of persons important to the local, California or national history
3. Embodies the distinctive characteristics of a design-type, period, region, or method of construction, or represents the work of a master, or possesses high artistic value; or
4. Yields important information about prehistory or history of the local area, California or the nation.

CRHR criteria are similar to National Register of Historic Places criteria, and are tied to CEQA, so any resource that meets the above criteria, and retains a sufficient level of historic integrity, is considered an historical resource under CEQA.

CITY OR LOCALITY HISTORIC CRITERIA

The City of Santa Cruz does have local criteria. The criteria are as follows:

The property is either a building, site, or object that is:

1. Recognized as a significant example of the cultural, natural, archaeological, or built heritage of the city, state, or nation; and/or
2. Associated with a significant local, state, or national event; and/or
3. Associated with a person or persons who significantly contributed to the development of the city, state, or nation; and/or
4. Associated with an architect, designer, or builder whose work has influenced the development of the city, state, or nation; and/or
5. Recognized as possessing special aesthetic merit or value as a building with quality of architecture and that retains sufficient features showing its architectural significance; and/or
6. Recognized as possessing distinctive stylistic characteristics or workmanship significant for the study of a period, method of construction, or use of native materials; and/or
7. Retains sufficient integrity to accurately convey its significance.

HISTORIC INTEGRITY

When evaluating a resource for the NHRP or CRHR, one must evaluate and clearly state the significance of that resource to American history, architecture, archaeology, engineering, or culture. A resource may be

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considered individually eligible for listing in the NRHP or CRHR if it meets one or more of the above listed criteria for significance and it possesses historic integrity. Historic properties must retain sufficient historic integrity to convey their significance. The following seven aspects define historic integrity:

- Location. The place where the historic property was constructed or the place where the historic event occurred.
- Design. The combination of elements that create the form, plan, space, structure, and style of a property.
- Setting. The physical environment of a historic property.
- Materials. The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship. The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling. A property's expression of the aesthetic or historic sense of a particular period of time.
- Association. The direct link between an important historic event or person and a historic property.

To retain historic integrity, a resource should possess several of the above-mentioned aspects. The retention of specific aspects of integrity is essential for a resource to convey its significance. Comparisons with similar properties should also be considered when evaluating integrity as it may be important in deciding what physical features are essential to reflect the significance of a historic context. If a property is determined to not be eligible for individual listing on the NRHP or CRHR, then it will not be evaluated for historic integrity.

EVALUATION FINDINGS

NATIONAL REGISTER OF HISTORIC PLACES (NRHP) / CALIFORNIA REGISTER OF HISTORICAL RESOURCES (CRHR)

This section uses the historic information discussed above to evaluate the property at 1130 Mission Street in Santa Cruz for historic significance. The CRHR uses generally the same guidelines as the NRHP (developed by the National Park Service); as such, selected language from those guidelines will be quoted below to help clarify the evaluation discussion.

To be potentially eligible for *individual* listing on the NRHP/CRHR, a structure must usually be more than 50 years old, must have historic significance, and must retain its physical integrity. The subject building at 1130 Mission Street was constructed in 1966 and therefore meets the age requirement. In terms of historic significance, the NRHP/CRHR evaluates a resource based on the following four criteria:

Criterion A/1: Event

As stated by the National Park Service (NPS), this criterion "recognizes properties associated with single events, such as the founding of a town, or with a pattern of events, repeated activities, or historic trends,

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such as the gradual rise of a port city's prominence in trade and commerce."²⁰ When considering a property for significance under this criterion, the associated event or trends "must clearly be important within the associated context: settlement, in the case of the town, or development of a maritime economy, in the case of the port city...Moreover, the property must have an important association with the event or historic trends"²¹

If this property were significant, it would be significant under Criterion 1 / A. The site has been around for over fifty years, and has served a number of local uses. It served as a Gulf Oil station originally, but that only lasted for 8 years. More prominently, it has been a local Santa Cruz grocer for 48 years.

However, as previously discussed, it was not a Gulf station for very long, and it offered nothing particularly notable as a service station other than that it was managed by Gulf. As a grocery store, though, it has more significance. Grocery stores that are historic are usually known for because of their pioneering efforts towards food stocking or for their innovative display and marketing techniques, and sometimes their size. However, the Food Bin has none of these characteristics. The best argument for historic significance is the building's reputation as a community resource, but not enough evidence exists to suggest it was ever a significant community resource. Just because a site became a gathering point for a demographic of people, in this case white, upper to middle class grocery shoppers, that does not make it historic.

Criterion B/2: Individuals

This criterion applies to properties associated with individuals whose specific contributions to history can be identified and documented. The NPS defines significant persons as "individuals whose activities are demonstrably important within a local, state, or national historic context. The criterion is generally restricted to those properties that illustrate (rather than commemorate) a person's important achievements. The persons associated with the property must be individually significant within a historic context." The NPS also specifies that these properties "are usually those associated with a person's productive life, reflecting the time period when he or she achieved significance."²²

Being run by Gulf corporation offered no specific individuals worthy of consideration under Criterion B/2. Breton Carr remains the only person with enough historicity to be considered under Criterion B/2. His obituary describes him as a bit of a vagabond, a student of philosophy and business. He owned a few different local organic food stores, one in Aptos and the other in Santa Cruz. He also authored a few books. While Carr certainly remained an important community figure, little he accomplished or achieved can be considered historically significant enough for listing in the National or California Registers under Criterion B/2.

Criterion C/3: Design and Construction

Under this criterion, properties may be eligible if they "embody the distinctive characteristics of a type, period, or method of construction, ...represent the work of a master, ...possess high artistic values, or...represent a significant and distinguishable entity whose components may lack individual distinction."²³

According to the NPS, "'Type, period, or method of construction' refers to the way certain properties are

²⁰ U.S. Department of the Interior, National Park Service, Cultural Resources staff, "How to Apply the National Register Criteria for Evaluation," *National Register Bulletin*, no. 15 (1990: revised for internet 1995).

²¹ Cultural Resources staff "How to Apply the National Register Criteria for Evaluation."

²² Cultural Resources staff "How to Apply the National Register Criteria for Evaluation."

²³ Cultural Resources staff "How to Apply the National Register Criteria for Evaluation."

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related to one another by cultural tradition or function, by dates of construction or style, or by choice or availability of materials and technology. A structure is eligible as a specimen of its type or period of construction if it is an important example (within its context) of building practices of a particular time in history.”²⁴

The buildings at 1130 Mission Street are Spanish Colonial Revival with Craftsman influences, but they do not have any character defining features that make the buildings stand out. They are fairly nondescript structures among the Santa Cruz built landscape. What complicates matters is the presence of non-historic materials and exterior changes, which severely alter the exterior and removes any structural presence that would indicate the resources were auto-related.

All of the above mean the building is not eligible under Criterion C/3.

Criterion D/4: Information Potential

Archival research and physical investigation of the site focused on the above ground resource only. Therefore, no informed determination could be made regarding the property’s eligibility for the NRHP or CRHR under Criterion D/4.

CITY OF SANTA CRUZ LOCAL SURVEY CRITERIA

The property is either a building, site, or object that is:

1. Recognized as a significant example of the cultural, natural, archaeological, or built heritage of the city, state, or nation.

The buildings at 1130 Mission Street are not an example of cultural, natural, archaeological, or built heritage of the city, state, or nation.

2. Associated with a significant local, state, or national event.

The site is not associated with a significant local, state, or national event.

3. Associated with a person or persons who significantly contributed to the development of the city, state, or nation.

As discussed, Breton Carr, the most well-known person associated with the Food Bin, is not historically significant.

4. Associated with an architect, designer, or builder whose work has influenced the development of the city, state, or nation.

The site’s builder is not reflected in the historical record, and as such is not eligible for listing under the above criteria.

5. Recognized as possessing special aesthetic merit or value as a building with quality of architecture and that retains sufficient features showing its architectural significance.

²⁴ Cultural Resources staff “How to Apply the National Register Criteria for Evaluation.”

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The site does not possess special aesthetic merit or value as a building with a high quality of architecture.

6. Recognized as possessing distinctive stylistic characteristics or workmanship significant for the study of a period, method of construction, or use of native materials.

The site is not recognized for possessing distinctive stylistic characteristics or workmanship significant for the study of a period, method of construction, or use of native materials.

7. Retains sufficient integrity to accurately convey its significance.

Because the site was not found to be historically significant, there is no integrity to evaluate.

CONCLUSION

In summary, the subject property at 1130 Mission Street, in Santa Cruz, does not display a level of historical significance or integrity that would qualify it for listing as a historic resource on the National Register of Historic Places or on the California Register of Historical Places or further in the City of Santa Cruz's Historic Resources Survey list. The site is not associated with any important historic events or patterns of history, and as such is not eligible for listing in the National or California Registers under Criterion A/1. It is not associated with any historic people, making it ineligible for listing under Criterion B/2. Its architecture is not notable and contains almost no character-defining features associated with a historically significant resource, rendering it ineligible for listing under Criterion C/3. It was not evaluated under Criterion D/4, but should be re-evaluated should archaeological resources ever be found at or near the site. Lastly, it did not meet any of the criterion outlined in the City of Santa Cruz's local Historical Resources Survey, meaning 1130 Mission Street is not considered a historic resource.

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APPENDIX A: NEWSPAPERS

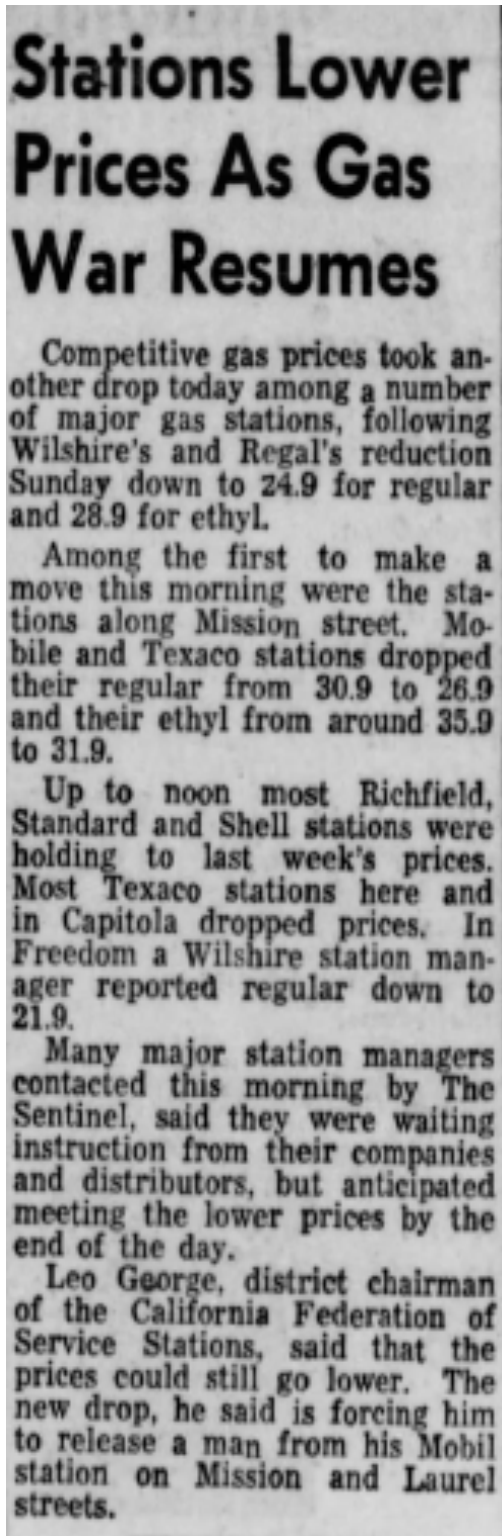


Figure 24. 1960 Leo George, manager of California Federation of Gas Stations, and encounters tough times at his

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station on Mission and Laurel



Figure 25. Gulf Oil Station up for sale in 1966

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Figure 26. 1966 Permit for station at Mission & Laurel

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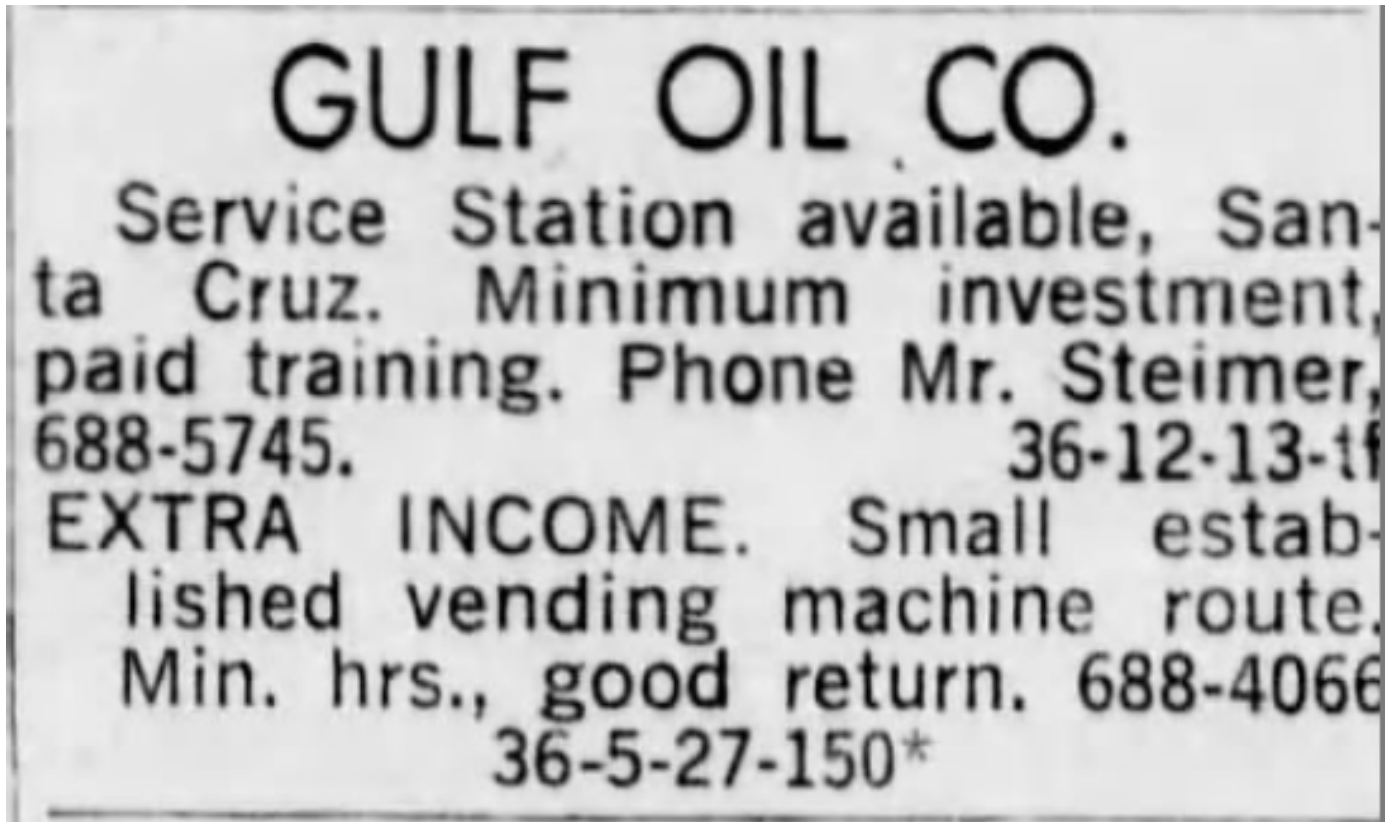


Figure 27. Gulf Oil Co attempted sale, 1969

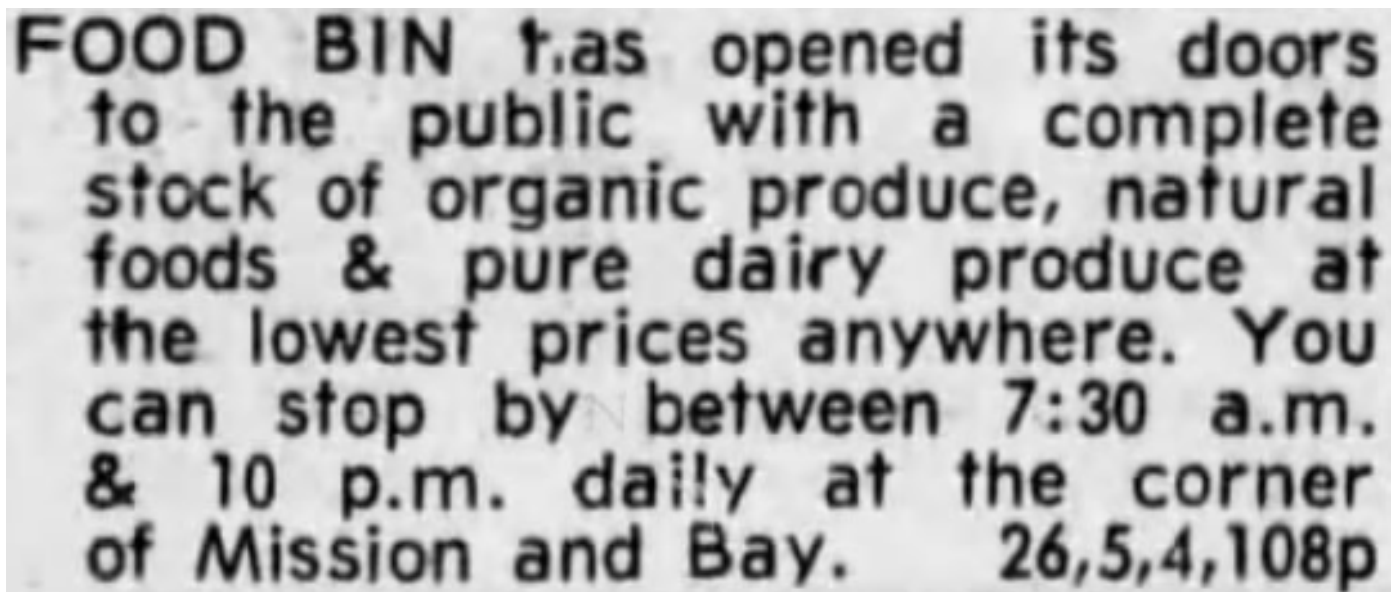


Figure 28. Food Bin opens at Mission and Bay, 1972

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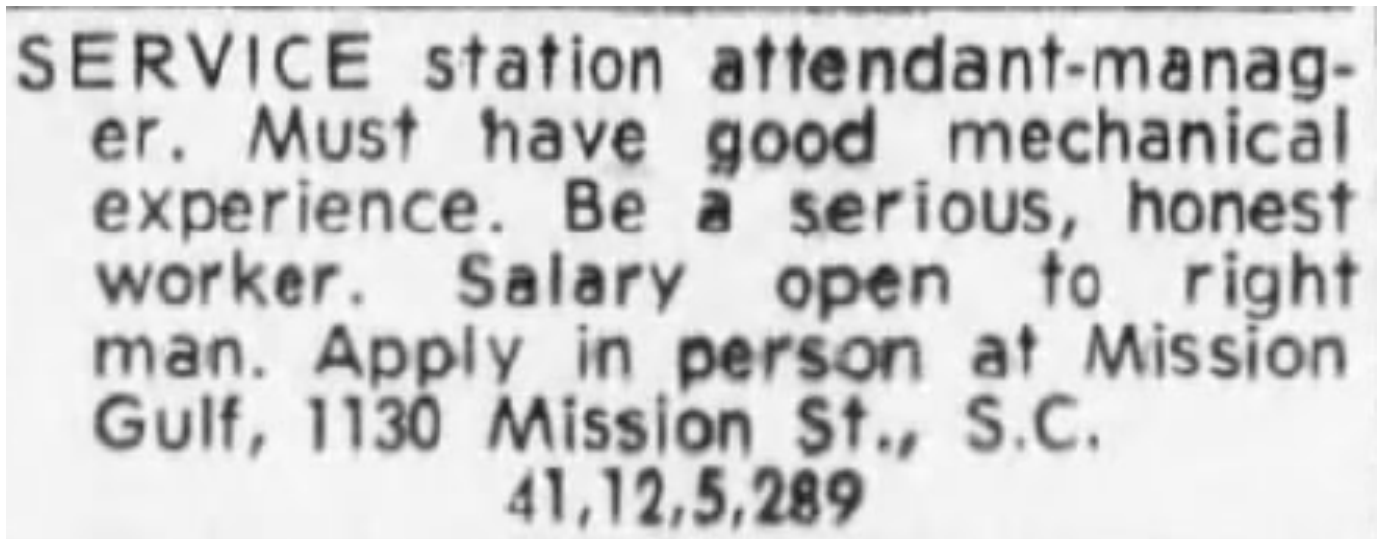


Figure 29. Gulf Station looking for employees, 1972

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Health Food Store Must Move Tanks

The Food Bin health food store on Mission Street has been hit with a court order to close down until it gets rid of gasoline storage tanks remaining from when there was a service station at the site.

The order, considered temporary pending a court hearing Nov. 29, was handed down by Superior Court Judge Harry Brauer at the request of Donald Haile, deputy city attorney for Santa Cruz.

Haile, acting on behalf of the people of California, filed the abatement suit Friday in Santa Cruz Superior Court. In the suit he complained that the

operators of the store, Kim Tolleson and Glen Rasmussen, ignored the city's request to remove the storage tanks even though the removal of them was required when the city planning commission issued a permit.

Haile charged the tanks cause a fire danger and are "offensive to the senses."

He also charged that the owners will continue to maintain the business as is unless a court order directs them to do otherwise.

The store was formerly a service station associated with Gulf Oil Co.

Figure 30. Food Bin moves to Mission and Laurel, 1974

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New Cookbooks

Teen Cooks to Be Here Friday

Judy and Shari Zucker, called "the double energy twins," will be in Santa Cruz Friday, August 10, to autograph copies of their natural foods cookbook, **HOW TO SURVIVE SNACK ATTACKS NATURALLY**, at the Food Bin-Herb Room, 1130 Mission Street from 2 to 4 p.m.

The book, published by Woodbridge Press of Santa Barbara (\$3.95), contains 70 recipes for snacks and desserts, all free of sugar, salt, white flour, preservatives, artificial colorings, and hydrogenated oils.

The twins, who created all the recipes, are recent graduates of Beverly Hills High School.

Vegetarians for the past five years, they are recipients of the President's Fitness Award, are featured on the Los Angeles school system's educational television network, and have taken the road this summer to spread the gospel of fitness through exercise and following a sensible diet.

Recipes, which range from drinks, to pies, cookies and baked apples, use butter, honey for sweetening and nutritious foods like rolled oats, wheat germ, sunflower seeds, whole-wheat flour, raisins and other dried or fresh fruits.

The twins also will be speakers August 11 at 4:30 p.m. at the

Northern California convention of the National Health Federation at the Jack Tar Hotel, San Francisco.

Their mother is broadcaster Devra Z. Hill; father is book publicist Irwin Zucker.

CHINESE VILLAGE COOKBOOK, by Rhoda Yee, photos by Spaulding Taylor, Verba Buena Press, \$4.95.

Subtitled "a practical guide to Cantonese country cooking," this cookbook is recommended mostly because it is a collection of favorite recipes. There is not an overabundance of recipes, but those that are included are the cream of the crop.

A chapter entitled "Visit to a Chinese Village" sets the mood of the cookbook. And other chapters on preparation of foods, a chart guide to stirfrying, and foods for Chinese New Year, make this cookbook a good beginning reference book to Chinese cuisine.

Black and white photographs help to bring the flavor of Cantonese life into the reader's home. —Chris Furland

LOIS LEVINE'S VEGETABLE FAVORITES, Western Publishing Company, Golden Press, New York, \$2.95.

Lois Levine calls herself a dyed-in-the-wool vegetable fan



Judy and Shari Zucker

and her cookbook, which contains recipes for her favorites ranging from hors d'oeuvres to desserts, proves that she is.

Although vegetables traditionally have been considered main course accompaniments, she uses them in fragrant

soups, vegetable breads, main dishes and even desserts — including a chocolate cake made with sauerkraut. Many can be served in place of meat.

This is a well planned cookbook and one I'm pleased to add to my collection.

Figure 31. Herb Room in place by 1979

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APPENDIX B: SANBORN MAPS

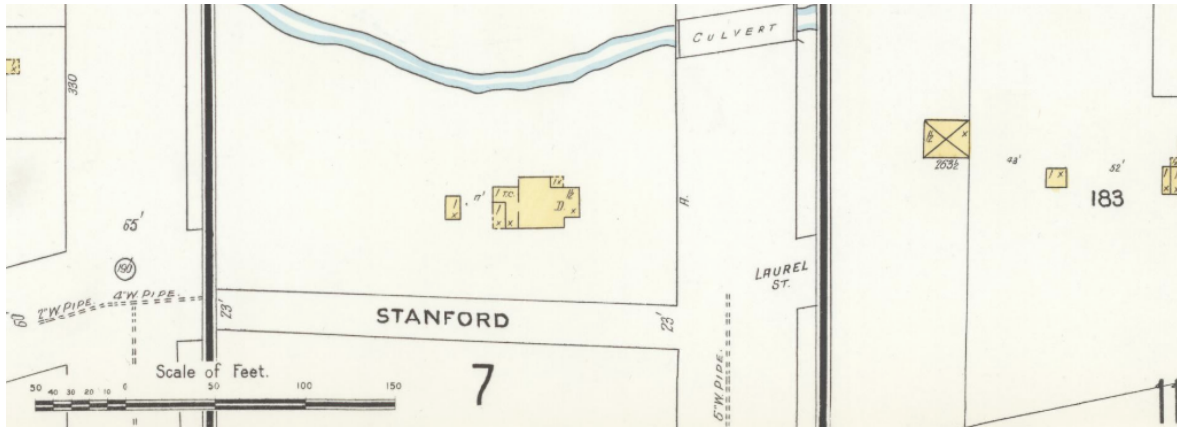


Figure 32. 1905 Sanborn Map



Figure 33. 1928 Sanborn Map

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Figure 34. 1928 Sanborn Map, edited 1950

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APPENDIX C: AERIALS AND OTHER PHOTOS



Figure 35. Santa Cruz Aerial, mid-century

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Figure 36. 1964 Aerial, highlighted in blue

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Figure 37. 1982 Aerial, highlighted in blue

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Figure 38. Google Maps Aerial, 2023