

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

PHO 676799

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RECEIVED MAR 26 1979
DATE ENTERED MAY 23 1979

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Hotel Metropole

AND/OR COMMON

Plaza Books / Paper Vision

2 LOCATION

STREET & NUMBER

1111 Pacific Avenue

NOT FOR PUBLICATION

CITY, TOWN

Santa Cruz

CONGRESSIONAL DISTRICT

16th

STATE

California

VICINITY OF

CODE
06

COUNTY

Santa Cruz

CODE
037

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER:

4 OWNER OF PROPERTY

NAME

Harold L. Morris and Barbara G. Morris

STREET & NUMBER

1111 Pacific Avenue

CITY, TOWN

Santa Cruz

VICINITY OF

STATE

California

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

County Government Center

STREET & NUMBER

701 Ocean Street

CITY, TOWN

Santa Cruz

STATE

California

6 REPRESENTATION IN EXISTING SURVEYS

TITLE Santa Cruz Historic Building Survey prepared by Charles Hall Page & Associates, Inc.

DATE

1976

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

City Planning Department

CITY, TOWN

Santa Cruz

STATE

California

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

This three-story Italianate-style commercial building stands on the west side of the 1100 block of Pacific Avenue, the main business street of Santa Cruz. It has commercial space on the ground floor and vacant hotel rooms on the second and third floors. The original Hotel Metropole sign, which is approximately twenty-five feet wide, is mounted centrally atop the cornice. Running the width of the building, the cornice is supported by five symmetrically-placed brackets embellished with an acanthus design. There are twenty-four smaller brackets of a similar design beneath the cornice, as well as a closely-spaced row of dentil moldings.

Both the second and third stories display four pairs of windows, all framed with unadorned, projecting pilasters. On the third floor the outside paired windows are mounted by triangular pediments. The two central pairs of windows are topped by arched pediments. All four pediments contain large pressed-metal decorations in the acanthus design of the cornices. This motif is repeated by a single bracket centrally placed beneath each pediment. Similar brackets support the simple architraves of the second-story windows.

The second- and third-story facade is unchanged from its initial state, except for some signs of wear caused by the weather. The entrance portion of the Pacific Avenue facade is approximately sixty feet wide and fifteen feet high, and retains its original rusticated corner columns. When in operation, the hotel was entered at the south end of the Pacific Avenue side of the building. The hotel doorway was flanked by the corner column and an identical column on the other side. The ground-level facade is composed of three large display windows divided by two narrow columns. There were originally three stores on the street level, each with separate entrances. Now consolidated into one commercial space, the building is entered through central, recessed glass doors. Above the store windows are three panels of small, square panes of amethyst-hued leaded glass. Long, narrow rectangular panels, similarly colored, surround the small panes. Between the decorative glass above and the windows below are three retractable striped awnings still in use. The original low wall beneath the store windows has been covered with 30s-era tile. With these slight modifications, the street facade remains unchanged.

The building is of wood frame construction with a cement plaster finish on the Pacific Avenue facade and brick masonry walls at the rear and along the south side. A 1940 addition at the rear of the 1908 building is reinforced concrete with steel interior columns and wood floor and roof systems.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1908 and 1940 BUILDER/ARCHITECT Charles Kay, Contractor (1908)

STATEMENT OF SIGNIFICANCE

The Hotel Metropole was constructed in 1908 for Duncan McPherson by contractor Charles Kay. McPherson was the editor and publisher of the newspaper, the Santa Cruz Sentinel, and owner and developer of several parcels of significant real estate on Pacific Avenue. Its site was formerly the location of architect John Morrow's house. McPherson purchased the property in 1905 from Henry Rhein, who owned the Virginia House hotel next door. The building was sold by McPherson's heirs in the 1920s to the Favorman family, who in turn sold it to Aaron Cohen. Cohen's widow, Lena, kept the property until 1965, when it was purchased by the Baldocchis. The following year it was sold to Thea Roberts. Harold and Barbara Morris, the present owners, bought the Metropole in 1976.

In addition to the hotel, which offered forty-eight "furnished rooms for transient and permanent guests" at fifty cents per day, the building also housed a millinery, the offices of C. W. Waldron, a partner of McPherson's, and the C.O.D. Grocery. The hotel changed names twice, to the Hotel Al Rose in 1935 and to the Hotel Drake in 1946, and was occupied continuously until 1961. The ground floor commercial space was consolidated in the thirties for the use of the National Dollar department store, which operated until 1976. Currently, the building houses Plaza Books / Paper Vision.

The Hotel Metropole is a unique Santa Cruz example of turn-of-the-century commercial architecture in the late Italianate style in which pressed-metal ornamentation replaced the more costly and fancy Victorian plaster work it often copied. The four pediments atop the third-story windows, and the acanthus design cornices are particularly handsome. The building is an important part of the physical fabric of the Pacific Garden Mall and contributes to the historical continuity and sense of urbanity along the street. In addition to its inherent architectural value, the building also contributes significant scale to this portion of the street, which is much broader than the tight portion of Pacific Avenue at its northern end.

The Pacific Garden Mall is designated as an historic area in the Preservation Plan of Santa Cruz. By resolution of the City Council on September 24, 1974, the Historic Preservation Plan was adopted as an element of the General Plan of the City of Santa Cruz.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

The Sidewalk Companion to Santa Cruz Architecture, John Chase, Santa Cruz, 1975, p. 128.

Santa Cruz Historic Building Survey, Charles Hall Page & Associates, San Francisco, 1976, p. 82.

Santa Cruz County Parade of the Past, Margaret Koch, Valley Publishers, Fresno, 1973, pp. 94-95.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY .20 AC

QUADRANGLE NAME Santa Cruz, California

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A	<u>10</u>	<u>586800</u>	<u>7092000</u>
	ZONE	EASTING	NORTHING
C			
E			
G			

B			
	ZONE	EASTING	NORTHING
D			
F			
H			

VERBAL BOUNDARY DESCRIPTION

Property is APN 05-141-04 in the County of Santa Cruz. It faces on the Pacific Garden Mall. The back of the property is adjacent to a city parking lot. The block within which the property is located is bounded by Pacific Ave & Cathcart, Cedar & Lincoln Sts.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE
STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Richard Arvid Peterson, AIA/AIP -- Architect/Planner

ORGANIZATION

Richard Peterson Associates

DATE November 3, 1978

revised 12/15/78

STREET & NUMBER

8048 Soquel Drive, Studio F

TELEPHONE

(408) 688-7786

CITY OR TOWN

Aptos

STATE

CA 95003

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL STATE LOCAL

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Kenny M. Ellison

3-6-79

TITLE

DATE

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

Charles A. Brown DATE 5-23-79

KEEPER OF THE NATIONAL REGISTER

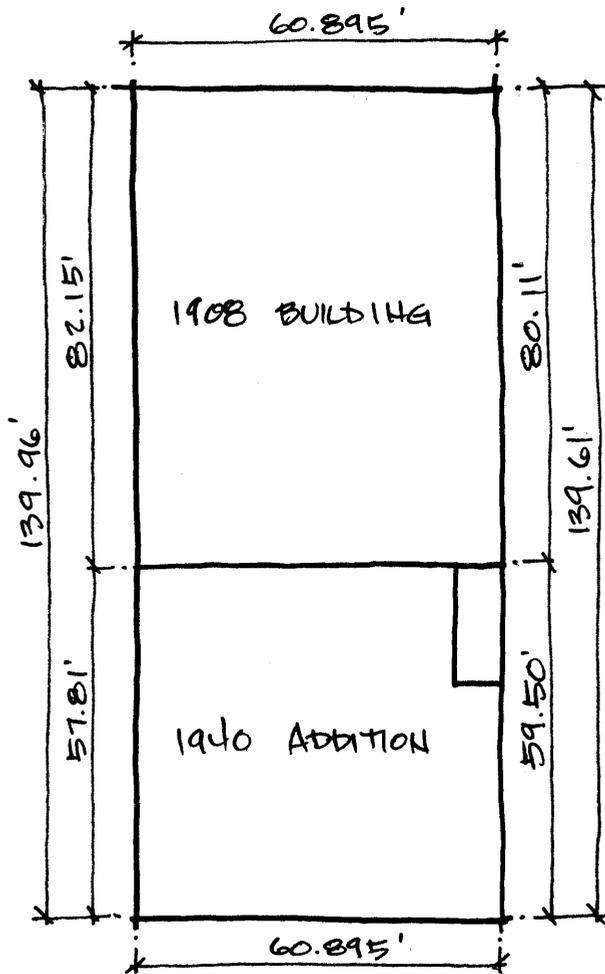
ATTEST: [Signature] DATE 5/22/79

CHIEF OF REGISTRATION

Hotel Metropole
1111 Pacific Avenue
Santa Cruz, California

MAR 20 1988

PACIFIC GARDEN MALL



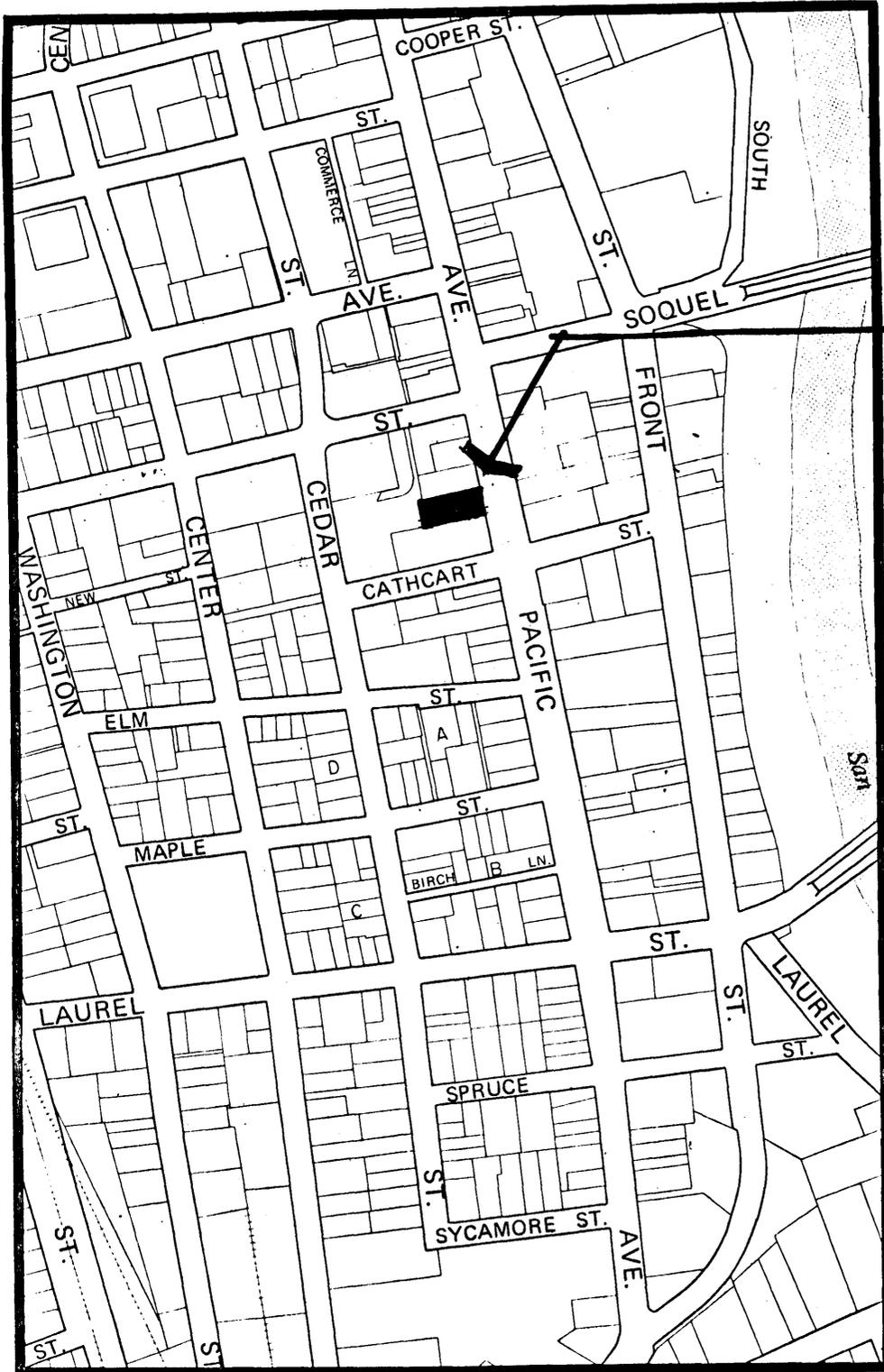
PROPERTY MAP



Hotel Metropole
1111 Pacific Avenue
Santa Cruz, California

ARTS

MAR
R



HOTEL METROPOLE



ENVIRONS
MAP