

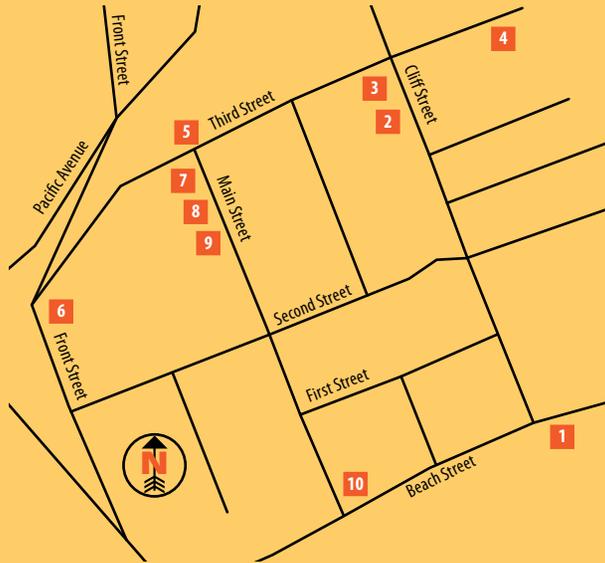
BEACH HILL WALKING TOUR

THE HISTORY OF BEACH HILL is linked to the history of transportation. The change from shipping to railroad to the automobile is reflected in the buildings, from sea captains' cottages to mansions to bungalows courts.

In the mid-1800's, Beach Hill was the residential neighborhood of mariners. A wharf for shipping raw materials ran from the middle of Beach Hill, high over the beach, and out into the bay. Captain's houses lined Third Street, where pilots could spot approaching ships. There were cabins and boarding houses for sailors.

With the arrival of the late 1876 railroad on Beach Street, the area became a resort for tourists coming to enjoy the beach and mild climate. Hotels were built to accommodate tourists who stayed for weeks at a time. Beach Hill became the Nob Hill of Santa Cruz with Victorian mansions and luxury hotels. The resort era peaked about the turn of the 20th century.

The automobile, and the opening of a highway from Los Gatos in 1915, profoundly affected the nature of tourism. Increased mobility led to shorter stays – one night or just the day – and hotels suffered. Economy motor hotels sprung up to meet the needs of the new tourists.



The tour is 3/4 mile, 35 minutes walking time, steep hills. Sites 1 and 10 are accessible by wheelchair, all others are on steep hills. Parking and bathrooms available on Beach Street at the Boardwalk. Please pay attention to parking restrictions. There is no visitor parking on Third or Main Street.

1 BOARDWALK

The Moderne-styled Casino was first built in an elaborate Moorish style. Adjacent to it, on the site of "Neptune's Kingdom," was hot salt-water plunge that was one of the original attractions of the beach. On the Boardwalk is a 1910-11 Loeff merry-go-round with hand-carved wooden horses. The 1926 roller coaster is on the last great roller coasters of the 20th century in the U.S. *1907, remodeled ca. 1950*

2 407 CLIFF STREET

"Cliff Crest" is vernacular house remodeled about 1900 with classical features, notably the balustrade over the bay window and an open tower on the side. The remodeling was done by William Jeter, a leader in the fight to preserve Henry Cowell State Redwood Park in the Santa Cruz mountains. *1887, remodeled ca. 1900, D. Damkroeger*

3 417 CLIFF STREET

An essentially Colonial Revival house on its front façade but with Queen Anne details and materials in the shingled second story and the round corner tower with pointed roof. The detailed entrance porch rests on a stone foundation. The house was designed for banker H.S. Demming. *1899, E. Van Cleeck*

4 611 THIRD STREET (OPTIONAL)

This Stick-Eastlake mansion has prominent full-height bay windows and stained glass windows framed in beveled glass panes. It was built for a wealthy Merced widow. *1890 LeBaron Olive*

5 924 THIRD STREET

A great, rambling Queen Anne which has an oversized tower with a high pointed roof. The stained glass windows on the sun porch are very fine. The house was built for mining engineer and capitalist Frank McLaughlin, a personal friend of Thomas Edison. McLaughlin came west in search of Tungsten deposits. *1891, T. Welsh*

6 80 FRONT STREET

This building is the result of several remodelings and additions. The building became so run down in the 1960's that local resident Alfred Hitchcock used this building as an inspiration for the decaying mansion in his movie "Psycho." The former McCray Hotel has since been renovated and expanded into a nursing home, and renamed "Sunshine Villa." *Ca. 1910*

7 1005 THIRD STREET

A nicely-proportioned Stick-Eastlake house with main floor set between a raised basement and three gables on the roof. The central entrance porch is flanked by angled bays. This house is of a more urban style than is usual in Santa Cruz. *Ca. 1887*

8 321 MAIN STREET

Carmelita Cottages are the oldest buildings on this tour. The cottages were collected here by Capt. Roberts, a professional house mover. The property is now an International Youth Hostel. *1859-1870*



9 311 MAIN STREET

A well designed Queen Anne mansion. The tower with windows under the bell-shaped roof is its finest feature. Notice the shingled band that wraps around the base of each two-story bay and the balcony over the entrance porch. *Ca. 1885, remodeled in 1897*

10 215 BEACH STREET

La Bahia is the last representative of the luxury accommodations for which Beach Hill was once famous. With its period details and varied levels and forms, the building and courtyards are an especially distinguished example of Spanish Colonial Revival in Santa Cruz. *1926, W, Hays*



DESCRIPTION OF ARCHITECTURAL STYLES ON TOUR

In a city like Santa Cruz which was removed from the centers of architecture, the styles are often mixed together. The styles listed for each building may refer to the dominant style in a mixture.

STICK-EASTLAKE (1880'S)

This combination of the Eastlake and Stick styles is irregular in plan and outline, with gabled roofs and square bays. In addition to Eastlake ornament (spindles, curved brackets, and sunbursts), there is an overlay of plan or molded stick work that resembles half-timbering.

QUEEN ANN (1885-1900)

The style sought to be picturesque with an asymmetrical plan, complex roof line, corner towers, and gables. Patterned shingles, cutaway bay windows and other devices used to avoid a smoothed-wall appearance.

SPANISH COLONIAL REVIVAL (1920's)

Derived from the Spanish Colonial Period. White walls and red tile roofs, textured and ornamental wall surfaces with concentrations of ornament around doors and windows, and iron and wood balconies.

VERNACULAR

Designed by builders and not representative of any formal architectural style.



SANTA CRUZ WALKING TOUR



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