

**SANTA CRUZ COUNTY  
BOARD OF SUPERVISORS INDEX SHEET**

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**Creation Date:** 5/8/07  
**Source Code:** REDXX  
**Agenda Date:** 5/15/07  
**INVENUM:** 59210

**Resolution(s):**

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**Ordinance(s):**

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**Contract(s):**

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**Continue Date(s): [1] 8/14/07**

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**Index:** --Letter of the Redevelopment Agency of **May 3, 2007**  
--Correspondence

**Item: 55.** DEFERRED consideration of report on the Pleasure Point Roadhouse to the August 14, 2007 agenda, as recommended by the Redevelopment Agency Administrator



# County of Santa Cruz

## REDEVELOPMENT AGENCY

701 OCEAN STREET, ROOM 510, SANTA CRUZ, CA 95060-4000

(831) 454-2280 FAX: (831) 454-3420 TDD: (831) 454-2123

BETSEY LYNBERG, AGENCY ADMINISTRATOR

May 3, 2007

**APPROVED AND FILED  
BOARD OF SUPERVISORS**

Agenda: May 15, 2007

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

DATE: May 15 2007  
COUNTY OF SANTA CRUZ  
SUSAN A. MAURIELLO  
EX-OFFICIO CLERK OF THE BOARD  
BY: Sharon Mitchell DEPUTY

**DEFERRAL OF REPORT REGARDING THE  
PLEASURE POINT ROADHOUSE (2-3905 East Cliff Drive)**

Dear Members of the Board:

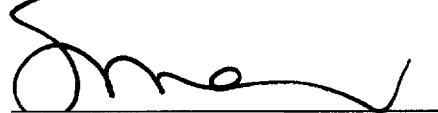
On March 27, 2007, your Board directed the Redevelopment Agency, in conjunction with the Parks Department, to prepare a report to your Board on the feasibility of designating the Pleasure Point Roadhouse a park site, as well as the feasibility of the Agency's purchase of this property when the historic designation is again considered by your Board on May 15, 2007. Elsewhere on today's agenda, the Planning Department is requesting that consideration of the historic designation be deferred until August 14, 2007, to give the property owners additional time to prepare technical information.

It is therefore RECOMMENDED that your Board defer consideration of this item to the August 14, 2007 agenda.

Very truly yours,

  
Betsey Lynberg  
Redevelopment Agency Administrator

RECOMMENDED:

  
Susan A. Mauriello  
County Administrative Officer

cc. RDA

S:\Board Pend\5-15-07 pleasure point roadhouse.wpd

**Terry Dorsey**

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**From:** Epgodfrey@cs.com  
**Sent:** Friday, April 13, 2007 8:19 AM  
**To:** Jan Beautz  
**Subject:** Please enter this into record

Concerning the 'Pleasure Point Roadhouse'  
Please enter this into record

Supervisor Jan Beautz,

I am writing regarding the property known as the 'Pleasure Point Roadhouse'. I do NOT think it should be designated as a historical building for several reasons. It does NOT meet the historic guidelines as written by the supervisors. Local historian, Carolun Swift has found that the property was never a brothel, tavern, or saloon and that Pleasure Point did not get it's name from the property. This building as well as the adjacent ones are simply old and run down. And, they are an eyesore and the only historical value they have is how NOT to construct a building.

Any inspection of the properties reveals severe structural damage and deficiencies that cannot be overcome except at high cost. Taxpayers should not be saddled with buying and repairing this property. And finally, the current property owner should be allowed to exert their rights and do with this property what they deem as right.

Most respectfully,  
Elizabeth P Godfrey

## Terry Dorsey

---

**From:** Wendy [radha@gobrainstorm.net]  
**Sent:** Wednesday, April 11, 2007 4:10 PM  
**To:** Ellen Pirie; Neal Coonerty; Tony Campos; Mark Stone; Jan Beautz

>> The Roadhouse building is not historic. It does not  
>> meet the historic  
>> guidelines.  
>>  
>> No thought or consideration has been given to the  
>> property owners rights. The property owners have  
>> rights that should be respected to do as they wish  
>> with the Roadhouse property. Of course, this includes  
>> following building requirements for rebuilding.  
>>  
>> This becomes an unwarranted burden for the owners with  
>> having to hire lawyers, go through the courts and jump  
>> through hoops, because of a small group of people  
>> making loud noises. The group that has been speaking  
>> out to preserve the roadhouse, doesn't represent the  
>> will of the community.  
>>  
>> How would you feel if this was your property?  
>>  
>> Please reconsider the Historical designation and allow  
>> the landowners their choice as to the use of their own  
>> land.  
>>  
>> Rowena Fulk  
>> 200 Everson Dr.  
>> Santa Cruz, **CA**  
>>  
>>  
>

**Terry Dorsey**

---

**From:** Wendy [radha@gobrainstorm.net]  
**Sent:** Wednesday, April 11, 2007 5:42 PM  
**To:** Ellen Pirie; Neal Coonerty; Tony Campos; Mark Stone; Jan Beautz  
**Subject:** "Roadhouse" at Pleasure Point

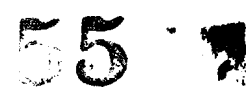
>  
> Re: The "Roadhouse" at Pleasure Point  
>  
> Ms. Beautz:  
>  
> Leila Naslund purchased the property referenced above in 1971. I was the  
> real estate agent who represented her. At that time the property was  
> mostly uninhabitable and there was no historic value to it.  
>  
> Ms. Naslund has been a generous supporter of the arts by providing low  
> cost living and working space for local artists for the past thirty-five  
> years. My feelings are that the property has been quite an eye sore for  
> many years and should be demolished. It has served the community for many  
> years and the owners should be able to convert it to its highest and best  
> use, according to their wishes and in compliance with county ordinances.  
>  
> James R. Graham  
> 222 Alta Dr.  
> La Selva Beach, California 95076  
> 831-688-7800  
>

**Terry Dorsey**

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**From:** Wendy [radha@gobrainstorm.net]  
**Sent:** Friday, April 13, 2007 10:01 AM  
**To:** Ellen Pirie; Neal Coonerty; Tony Campos; Mark Stone; Jan Beautz  
**Subject:** Fw: Please enter this into record

- > Concerning the 'Pleasure Point Roadhouse'
- > Please enter this into record
- >
- > Supervisor Jan Beautz,
- >
- > I am writing regarding the property known as the 'Pleasure Point
- > Roadhouse'. I do NOT think it should be designated as a historical
- > building for several reasons. It does NOT meet the historic guidelines as
- > written by the supervisors. Local historian, Carolun Swift has found that
- > the property was never a brothel, tavern, or saloon and that Pleasure
- > Point did not get it's name from the property. This building as well as
- > the adjacent ones are simply old and run down. And, they are an eyesore
- > and the only historical value they have is how NOT to construct a
- > building.
- >
- > Any inspection of the properties reveals severe structural damage and
- > deficiencies that cannot be overcome except at high cost. Taxpayers
- > should not be saddled with buying and repairing this property. And
- > finally, the current property owner should be allowed to exert their
- > rights and do with this property what they deem as right.
- >
- > Most respectfully,
- > Elizabeth P Godfrey
- >
- >
- >



**Terry Dorsey**

**From:** Wendy [radha@gobrainstorm.net]  
**Sent:** Thursday, April 12, 2007 10:12 AM  
**To:** Ellen Pirie; Neal Coonerty; Tony Campos; Mark Stone; Jan Beautz  
**Subject:** Fw: Roadhouse/Pleasure Point

Ms. Beautz,

I am a Santa **Cruz** resident and am writing with regard to the Roadhouse property. I am very concerned that the board (I attended the first hearing on this property) isn't following its own guidelines when it comes to classifying a property as "historical".

This property is of no historical importance (according to the guidelines) set forth by the board. If the board is using this property for personal gain, i.e. re-election then the rules for designating a building historical seems inane. Also, it would seem to me that it would be beyond the scope of the board to arbitrarily designate this home as historical - again, you would not be following your rules/guidelines!

I also feel there is a lot of emotionalism driving the board. Based on the facts of this case, a few very vocal local individuals should not dictate to the board what decision should be made. I for one, think the Roadhouse is ugly and doesn't add a thing to the neighborhood. A new development would only enhance the neighborhood not detract. Not to mention the added revenue in taxes the property would generate if the owners were allowed to go forth with their plans.

Speaking of the owners, I feel their rights are being ignored in this matter. As a property owner, I feel the board should respect the rights of these owners who, in my opinion, are trying to create something better for the future in which more individuals could live and enjoy the area.

I respectfully submit this letter in hopes that you will not vote to designate the Roadhouse as "historical"

Carol Welch  
226 Everson Drive  
Santa Cruz, CA 95060

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4/13/2007

## Terry Dorsey

**From:** Wendy [radha@gobrainstorm.net]  
**Sent:** Monday, April 16, 2007 8:52 AM  
**To:** Ellen Pirie; Neal Coonerty; Tony Campos; Mark Stone; Jan Beautz  
**Subject:** "roadhouse?"

As Santa Cruz property owners, we are surprised at how the "Roadhouse" politics have been played out. This particular piece of property has been owned by the same family for quite some time and I can only imagine the shock at finding out that property ownership in Santa Cruz has little value. Property owners pay taxes and support communities in numerous financial/social ways and it would be in the best interest of all to retain the property rights as originally intended. To arbitrarily name a property "historic" and therefore "preserve" something of "perceived" value severely limits the rights of the actual owners. In the least, this practice sounds unfair and, quite frankly, probably illegal. If the town has decided they somehow value a property above and beyond what the property actually is, then the town should be prepared to pay fair market value for the property at its "highest/best" use. Looking ahead at the legal battle that is brewing and the resources being used to fight this "political cause du jour", maybe the town's energy would be better spent on more pressing issues.

Tom & Laurie Babula  
247 13th Avenue  
Santa Cruz, CA 95062

## Terry Dorsey

**From:** Wendy [radha@gobrainstorm.net]  
**Sent:** Tuesday, April 17, 2007 3:58 PM  
**To:** Ellen Pirie; Neal Coonerty; Tony Campos; Mark Stone; Jan Beautz  
**Subject:** historic preservation

Supervisor Beautz

There has lately been a lot of publicity lately about a historic designation for the Pleasure Point Roadhouse. 'Historic preservation' sounds nice until you realize that it means giving a small group of people veto power over what someone can do with their property. The funny thing is the property is not even historic.

The "preservationists" cast themselves as protectors of the community . In fact, these "preservationists" are simply lusting after a property that they are not lucky enough to own. This property is privately owned. Shouldn't the owners have the same rights that everyone else in the neighborhood had? Are they being punished for other peoples projects?

I'm a homeowner in Aptos and I'm outraged that this type of railroading is being done to the property owners.

Don't let your desire to own this piece of land override the rules.

Be ethical and don't vote to make it historic.

Mel McBride

215 Elva Drive

Aptos, CA 95003

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4/18/2007

February 12, 2007

Board of Supervisors  
Santa Cruz County  
701 Ocean Street  
Room 500 – **Attn:** Pleasure Point Roadhouse  
Santa **Cruz**, CA 95060

**RE: Preservation of the Pleasure Point Roadhouse at 2-3905 East Cliff Drive**

Dear Sirs/Madams:

I write this letter in support of the effort to preserve the Pleasure Point Roadhouse because it is a landmark in the community. Santa Cruz County has as one of its greatest strengths, the fact that it is such a strong community and that the community makes sure that natural and historic gems such as the Roadhouse are preserved for future generations. By preserving the Roadhouse, you would be creating a location where groups could meet, activities could be held, and visitors could see a piece of Santa Cruz history.

Once this Roadhouse is gone, it is gone forever. We are asking that you approve the efforts needed to keep this as one of our historic buildings in our community.

Thank you for taking the time to read my letter and I do hope you take the action to list the Pleasure Point Roadhouse as a Historic Resource and seek to preserve it for the public good.

Sincerely,



**Laura Jean Kasa**  
Executive Director, Save Our Shores



# Protect and Preserve

## 2006 Board of Directors

**Ray Conti**  
President

**Phil Matthews**  
Vice-president

**Betty Bullaro**  
Secretary

**Mike Castro**  
Treasurer

**"Doc" Rivera**  
Sergeant at Arms

**Don Darst**  
Director

**John Mel**  
Director

The Pleasure Point Night Fighters, Calls upon the Supervisors of the County of Santa Cruz to list the "Pleasure Point Roadhouse" at 2-3905 East Cliff, as a Historic Resource of NR-5, The "Roadhouse" is built on land once a part of Rancho Rodeo.

Hinn, who brought the narrow gage Rail to Santa Cruz and developed Capitola, owned this **property.**

Henchy, who had a saloon in San Francisco, bought a portion of Hinn's property and built this Craftsman style house, The natural setting and the Oriental Flair on the rafters and the dormers, show this to be a house of distinction when it was built.

It is a part our architectural heritage that lead to the shingled homes of **Maybeck**, Morgan and Green and Green the quality of materials, 1st growth redwood, and workmanship are of aesthetic interest and value.

The Peterson's traded their Grape Ranch for this property in 1920's they added the cottages and opened the Cozy Cottages Resort. They add one of the first Gas Stations along the Coast to serve the Tourist trade.

The Peterson's sold to Nausland, who told them she **understood** that **the land was** in the Coastal zone and **would not be able to** be developed further.

She **stated** that she planed to preserve the property and rent the rooms\*.

This **seems** to be what she did until 2007 when the **County looks** at adding it to the Historic Resource list.

\*According to Ron Peterson



# Protect and Preserve

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Director

**John Mel**  
Director

The Roadhouse was on the Pleasure Point Bicycle Race T-Shirt in 1980 and is considered an icon for Pleasure Point.

The Roadhouse contributes to the historic, cultural and architectural heritage of Santa Cruz County.

It contributes to the sense of time and place, and historical development of the Pleasure Point.

Without the NR-5 listing it is endangered by loss, alteration, or destruction, as the owners evicted the tenants on April 15, 2007, leaving it unattended after more than 100 years.

It is beneficial to the public interests as significant reminder of past eras.

It is an example of the physical surroundings of past generations.

It helps to foster civic awareness and pride in the rich diversity of the County's heritage.

It is a community resource for present and future generations.

The preservation of the Roadhouse will continue to enhance the County's attraction to visitors through protection of this historic resource that contributes greatly to Pleasure Point's unique character.

The Pleasure Point Night Fighters join with the neighbors, business community, and environmental organizations in calling for the Pleasure Point Roadhouse to be listed as a Historic Resource NR-5.

We further encourage the County to save the property as a Park Site and pay Nausland's Trust the fair market value and allow them to find another property to develop in a timely manner.



# Protect and Preserve

**2006**

## **Board of Directors**

**Ray Conti**  
**President**

**Phil Matthews**  
**Vice-president**

**Betty Bullaro**  
**Secretary**

**Mike Castro**  
**Treasurer**

**"Doc" Rivera**  
**Sergeant at Arms**

**Don Darst**  
**Director**

**John Mel**  
**Director**

The County can then protect the property from demolition by neglect and perform the deferred maintenance to bring this property back to its former glory and use it for the public good.

Sited reference

Historic Resource; Any structure, object, site, property, or district which has a special historical, archaeological, cultural or aesthetic interest or value as part of the development, heritage, or cultural characteristics of the County,

Historic Resource Preservation Plan:

Historic Resources Inventory which may include historic structures, and districts which contribute to the historic, cultural and architectural heritage of Santa Cruz County.

Historic Structure contributes to the sense of time and place, and/or historical development of the district.

Following are references from the County Code supporting the preservation of historic resources **16.42.010** Purpose.

The Board of Supervisors of Santa County hereby finds and declares as follows:

(a) **Within** the County of Santa Cruz there presently exist numerous historic structures, objects, sites, and areas of historic, cultural, architectural, engineering, or aesthetic significance, importance, and value;



# Protect and Preserve

## 2006 Board of Directors

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Director

**John Mel**  
Director

(b) Said sites and structures are endangered by **loss**, alteration, or destruction;

(c) Preservation of such sites and structures as community resources for present and future generations requires a comprehensive program;

(d) If it is beneficial to the public interests are, significant reminders of past ~~eras~~,

(e) County General Plan includes historic resources; protect historic structures, **objects**, sites and districts

1. Implement the General Plan historic resources policies to designate, preserve, protect, enhance, and perpetuate those historic structures, districts and sites which contribute to the cultural benefit of Santa County, and to provide for this, and future generations, examples of the physical surroundings of past generations; 2. Foster civic awareness and pride in the rich diversity of the County's heritage; 3. Protect and enhance the County's historic structures, objects, sites and districts as a physical record of its heritage; 4. Enhance property values and the stability of the neighborhoods and areas in the County; 5. Enhance the County's attraction to visitors through protection of the historic resources that constitute **much** of the County's unique character. 6. Encourage preservation of the knowledge **of** the past establishes the County's Historic Resources Inventory shall apply to all historic resources A resolution of the Board **of** Supervisors establishing the historical resources designation of a structure, object, site, property, or district which has a special historical, archaeological, cultural or aesthetic interest or value as part of the development, heritage, or cultural characteristics of the County,



May 3, 2007

Santa Cruz County Board of Supervisors  
701 Ocean Street  
Santa Cruz, CA. 95060

Dear Honorable Board of Supervisors:

The Santa Cruz Chapter of the Surfrider Foundation wishes to declare our support for designating the structure, generally known as "The Pleasure Point Roadhouse" and located along the inland side of East Cliff Drive at 23905 East Cliff Drive as a historical structure. Furthermore, we support the use of public funds to purchase said property, both structure and grounds, and urge the County to declare the whole site as a public county park.

The Surfrider Foundation is a non-profit environmental organization dedicated to the protection of the world's oceans, waves, and beaches, for all people, through Conservation, Activism, Research and Education. (C.A.R.E.)

We take this position regarding the Roadhouse because of our well-established concerns about coastal overdevelopment. We believe this particular site is a prime candidate for knocking down the existing historical structure and replacing it with a sub-division type of construction, filling the rare coastal open space with multi-living units of several stories, a type of redevelopment that observation shows is becoming increasingly prevalent in the Pleasure Point coastal neighborhood and even on the adjacent lot. We believe such overdevelopment is not appropriate on an eroding coast, such is found at Pleasure Point. Regardless of what temporary seawalls the County or private parties may construct, coastal erosion is a natural process, and while huge, expensive construction projects may slow it, erosion will never cease on this coast. To continue allowing new residential construction with increased occupancy is foolish on an actively eroding coast.

However, if the property is hereafter owned by the County, then as the dynamic forces of the coast erodes the cliff, the natural consequences can be dealt with on-site without having to deal with the unreasonable demands of private property owners confronted with loss of frontage to erosion, even though this erosion has always been a well-known and documented fact along this coastline that all current property owners should certainly be fully aware of and all potential buyers should be advised of before purchase. Some form of managed retreat of structures on our eroding coast is inevitable over time, just as loss of cliff-face is inevitable, and by purchasing the "Pleasure Point Roadhouse" now, the County will be better-positioned to demonstrate the necessary adjustment.

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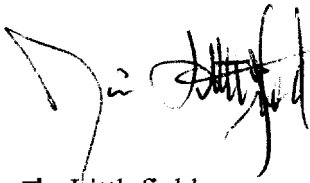
E. Cliff Dr. # 234



Surfrider believes this entire site would be better retained **as** a public park, with coastal views and access available for everyone. We also join with other community groups to recognize the real need for **a** neighborhood meeting place, for neighborhood, community, and environmental groups to meet and work.

We urge the Board of Supervisors to take environmental and community-minded action to designate "The Pleasure Point Roadhouse" **as** a historical structure, and to instigate a process to purchase the site for future use **as** a public park.

For the oceans, waves, and beaches,

A handwritten signature in black ink, appearing to read "Jim Littlefield". The signature is stylized and somewhat cursive.

**Jim** Littlefield

For The Santa Cruz Chapter of the Surfrider Foundation

Norman Poitevin  
1505 Brommer St.  
Santa Cruz, CA 95062

May 5, 2007

Board of Supervisors  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

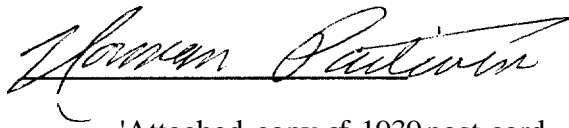
**SUBJECT: Pleasure Point Road House  
2-3905 East Cliff Drive**

I believe the DPR Primary Record should be amended to reflect the following:

1. The gas pumps were there before 1937, not 1971.<sup>1</sup>
2. The three cottages were also there before 1937, not 1971.
3. The exterior appears to have had little alteration from 1937.

The CIRCA Draft Report's Recommendation #4 calls for a separate survey of Pleasure Point.<sup>2</sup> On the attached map you can see that there are no sites recommended in the Pleasure Point and Opel Cliffs neighborhoods. There was a small summer cottage at 31 Rockview Dr. which was removed at the hearing before the Historic Resources Commission.<sup>3</sup>

John Henchy first purchased land here in 1897 which extended from East Cliff Drive up along the western side of what is now 41<sup>st</sup> Avenue.<sup>4</sup> Henchy was living here in 1900 as evidenced by his voter registration<sup>5</sup> and the 1900 census which included his wife and three daughters.<sup>6</sup> In 1902 Henchy was grantee of the land where the Roadhouse would



<sup>1</sup>Attached copy of 1939 post card.

<sup>2</sup>CIRCA Draft Report, Recommendation 4, Attachment 29, page 11.

<sup>3</sup>31 Rockview Dr., summer cottage of Thomas Connors (1876-1957) clothier from Fresno. He purchased Cliff Moor Park lot 7 in 1929 and was a resident by 1931.

<sup>4</sup>DEED 117-148, Oct 2, 1897, S. part Lot 30, Fairview Park.

<sup>5</sup>Great Register County of Santa Cruz, Soquel Precinct #2, 1900 through 1922.

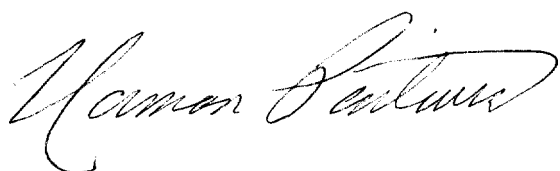
<sup>6</sup>1900 US census of Santa Cruz county, California, population schedule Soquel TWP, ED 94, sheet 7A, National Archives micropublication T-623, roll 112, Taken June 8, 1900.

be built.<sup>7</sup> In 1908 Henchy sold this property and moved into Capitola where he was a insurance broker.

From 1908 until 1926 the property was deeded to Nicholas E. Neary who was also a registered voter<sup>8</sup> here until 1920 when he moved his legal residence to Oakland. When Neary died in 1926<sup>9</sup> he was the owner of Golden Gate Coat and Cloak House on Market St., San Francisco. Neary was a grantee on five other properties in the county.

In 1926 the property passed to Anton V. Peterson and Ida E. his wife.<sup>10</sup> The Petersons added gas pumps and tourist cottages as can be seen in the attached photographs. Ida Peterson died about 1970. In 1972 the property passed to Leila McBride Naslund who has owned it since then<sup>11</sup> and used it as a rental.

I believe that this structure is important to the history of Pleasure Point. I believe it is the last structure of its type from the horse and buggy era on the coast. All of the surrounding homes are from the 1920s and '30s summer beach cottage era.



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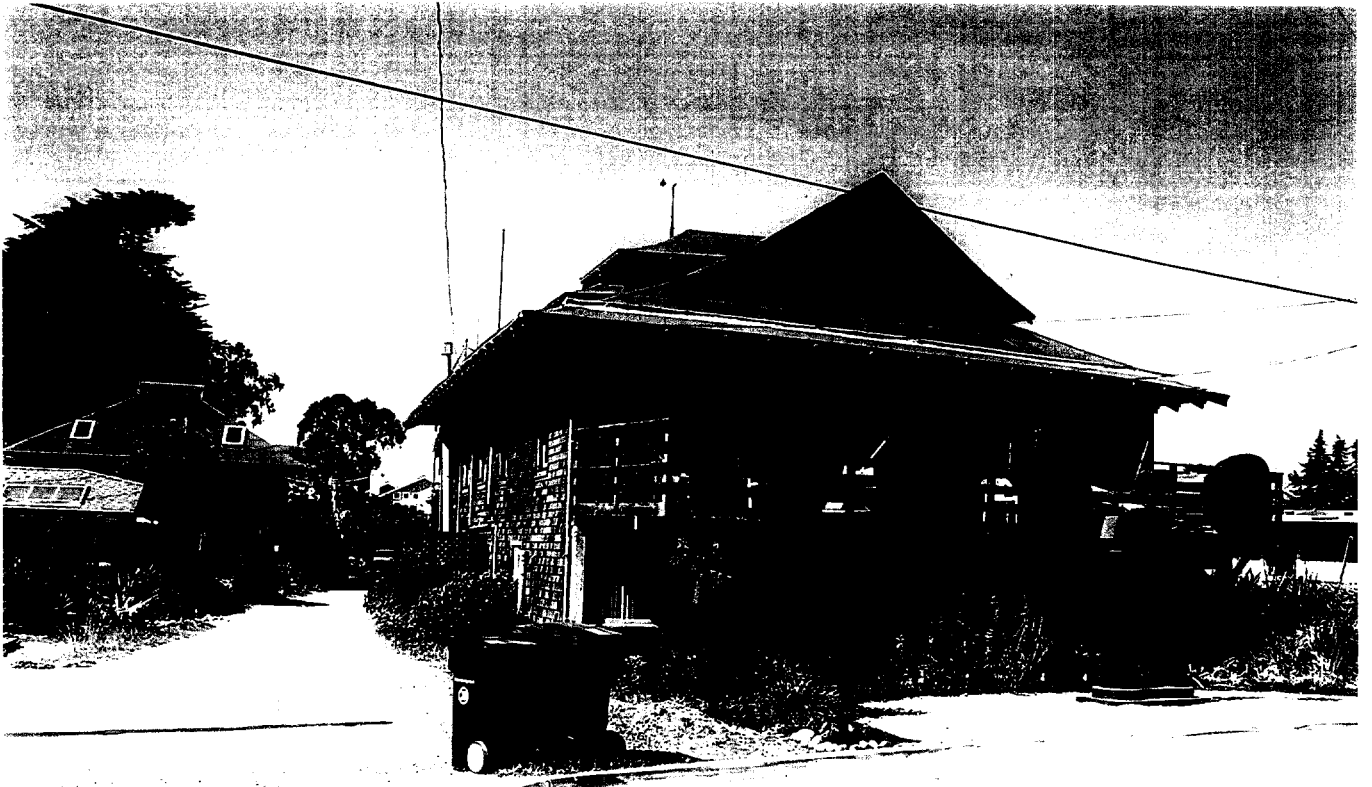
<sup>7</sup>DEED 143-402, Feb 20, 1902

'Great Register Santa Cruz county' California, 1912 through 1918.

'Nick Neary, Obituary, *Santa Cruz Evening News*, Jan 26, 1925, 3:3.

"DEED 59-390, March 9, 1926 "...a portion of Bernheim farm..."

"DEED 2220-252 and 248, July 18, 1972 and 3963-128, Mar 18, 1986.



Ross Eric Gibson  
Gibson Consulting  
1168 West Cliff Dr.  
Santa Cruz, CA 95060

Dear Supervisors;

I am Ross Eric Gibson, a professional Historic Architectural Consultant since 1978, having written reports for numerous historic landmarks, sites, and neighborhoods, and been involved in post 1989-quake city guidelines committees and planning groups. I have served on the Santa Cruz City Historic Preservation Commission since 1991, and on the County Historic Blue Plaque Committee since 1988, having chaired both at times over the years. I've done writings, lectures, tours, and classes on the county's landmarks and history.

I was part of the Live Oak History Project, using my experience with filling-out DPR 523 forms to gather some of the information and analysis used in these forms. The paid consultant completed the forms and assigned landmark's their proposed rankings, but since my name appears on the Roadhouse form along with some errors, I feel obligated to make corrections. Thus, I've submitted a new *Primary Record* and *Building, Structure and Object Record* as my company would have filled it out, based on the collective work and analysis of myself and the History Project. The members of the History Project include professional historians and community members, who collected many possible candidates for a county historic listing, then were polled to rank our top priorities for listing. The group placed the Merriman House and the Roadhouse in the top ten, identified as both important and endangered. We were not happy that the consultant ranked the Roadhouse **NR6** based on supposed "extensive alterations," since our analysis had shown it had all-original materials with only a replaced balcony, which was easily reversible. Even the County Cultural Resources Commission disregarded the consultant's low ratings for these buildings, approving the Merriman House as an **NR6**, and the Roadhouse **as** an **NR5**. This **was** the Resources Commission's expert recommendation to the Board of Supervisors, whose professional standards stem **from** their ranking as a Certified Local Government.

My revised *Historic Significance of the Pleasure Point Roadhouse* reflects the latest information that rates it the most historic remaining building in Pleasure Point. It was one of the Point's **two** most prominent resorts: The Breakers and Cozy Beach Resort, being the first built and the last still standing; setting the local trend for brownshingle-style structures; and for its role in the Point's defining industries of Prohibition, tourism, and early surfing. Of the Roadhouse's three owners, those who owned it the longest were Anton and Ida Peterson (1926-1971), and their relatives want the Roadhouse preserved. Their grandson Ron Peterson said after her death, Ida's children sold the Roadhouse to Leila Naslund with the understanding it was historic and shouldn't be demolished, and Naslund said she only planned to fix-up the house and cottages for rentals.

it appears a termite inspector's report is being used to suggest that the owner's lack of maintenance has rendered the Roadhouse non-historic. "Demolition by Neglect" (as it is termed)

GIBSON - 2

is used by some to urge the demolition of protected landmarks or historic structures, which IS why condition isn't a factor in determining whether a building is historic, for it either IS, OR it ISN'T And from a videotaped tour of the Roadhouse, members of the History Project found the problems appeared only cosmetic and non-structural

Historic Resources inventories are designed to give the community a voice in the fate of their neighborhoods and its landmarks. The Live Oak History Project was started because the Live Oak area has been the recipients of unpopular large scale development, high-density "dumping," and loss of historic landmarks, with little of their concerns addressed regarding preserving the character of their neighborhoods. To approve the protected ranking of NR5 that the Cultural Resources Commission granted it. would at least assure historic oversight, and a public hearing on the historic aspects of any development proposed on that site. This doesn't necessarily stop development. but can make sure it honors the landmark, with new construction made compatible with the old.

Sincerely:

Ross Eric Gibson  
Ross Eric Gibson



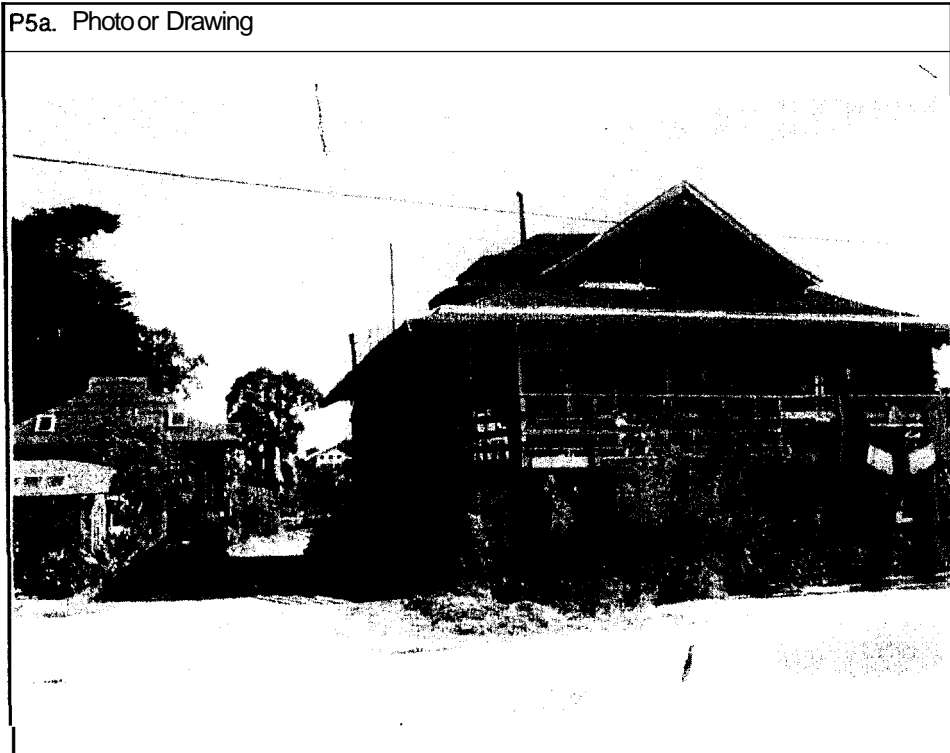
State of California— The Resources Agency DEPARTMENT OF PARKS AND RECREATION <b>PRIMARY RECORD</b>		Primary # HRI # Trinomial NRHP Status Code NR 6
Other Listings Review Code	Reviewer	Date

**\*P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)  
 The 1902 *Craftsman-Brownshingle style* Cozy Beach "Roadhouse" is square in plan, 2 1/2 stories with a complex Japanese roof structure of a **flared** hipped-roof with bracketed pierced-gables in front **and** back, **and flared hipped** dormers on the side, with bullnose-over-wedge profile rafter tails. The first floor was commercial space (a tavern, then grocery with gas pumps), with residential above, made tourist rentals along with **three** cabins and an office in the driveway, and **two** cliff cottages (now **separately** owned) overlooking the resorts Cozy Beach, **all** 1926. The front veranda-on-box-pillars was replaced with a **similar-shaped** floating veranda in *the 1970s*. The 1902 Carriage House is two-story *Brownshingle style*, with **flared** pierced gable **and details similar** to the Roadhouse, **with** a high level of workmanship for a utilitarian building. **All** have wood-frame double-hung sash windows

**Significance:** The Roadhouse is the most historic building remaining on Pleasure Point, a) for Cozy Beach **was the** first built and last remaining of Pleasure Point's two leading resorts, **and** is entirely intact (**minus** one cliff cottage) even **though divided between two** owners; b) for its trend-setting rustic regional style, which was once typical of *this* nature-oriented area and flower industry; **and c)** for its role in Pleasure Point's defining industries of Prohibition, tourism, and **early** surfing. The roadhouse is all original materials (except for a **replaced** veranda in a similar style), and meets the Santa Cruz County criteria **for an** historic resource NR5

**\*P3b. Resource Attributes:** (List attributes and codes) HP5; NR5

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



P5b. Description of Photo: (view, date, accession #) **front view with side view of** auxiliary structures

**\*P6. Date Constructed/Age and Sources:**  Historic  Prehistoric  Both

est. pre. WWI

**\*P7. Owner and Address:**  
 Naslund, Leila  
 19301 Bear ~~Creek~~ Road  
 Los Gatos, CA 95030

**\*P8. Recorded by:** (Name, affiliation, and address)  
 Ross Eric Gibson  
 Gibson Consulting  
 1168 West Cliff Dnve  
 Santa Cruz, Calif 95060  
 With Phil Reader & Sheila McElroy

**\*P9. Date Recorded:** 4/7/07

**\*P10. Survey Type:** (Describe)  
 Reconnaissance Survey

**\*P11. Report Citation:**

**\*Attachments:**  NONE  Location Map  Sketch 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)

State of California — The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
**BUILDING, STRUCTURE, AND OBJECT RECORD**

Primary #  
 HRI#

Page 2 of 2

\*NRHP Status Code NR6

'Resource Name or # (Assigned by recorder) 005

- B1. Historic Name: Cozy Beach Resort Roadhouse
- B2. Common Name: ~~Pleasure~~ Point Roadhouse
- B3. Original Use: Tavern/Grocery and tourist rentals
- B4. Present Use: residences

\*B5. Architectural Style: Craftsman-Brownshingle

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 1902 Roadhouse and carriage house; three 1926 tourist cabins, an office, and a shed/garage

\*B7. Moved?  No  Yes  Unknown Date: Original Location:

\*B8. Related Features:  
 two-story rooming house, carriage house and tourist cabins, an office, and a shed/garage

B9a. Architect: Unknown

b. Builder: John J. Henchy

\*B10. Significance: Theme: Resort/vacation properties

Area: Santa Cruz

Period of Significance: 1902-1971

Property Type: resort complex

Applicable Criteria: N A

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

The Road House is located on East Cliff Drive between 38<sup>th</sup> and 31<sup>st</sup> Avenues. Once called Cozy Beach Resort, the complex consists of a large two-story roadhouse, a carriage house, three cottage cabins, an office, and a shed-garage. Irish immigrant John J. Henchy had a "Barbary Coast" business in San Francisco, when he purchased his Pleasure Point lot in 1897 from Walter & Emma Morgan. The property included a beach that became known as Cozy Beach Cove. In 1902, Henchy built a Roadhouse with a main-floor tavern and upper floor room rentals, plus a two story carriage house in back. The Henchy's lived in nearby Capitola with their three daughters. The Roadhouse was one of the first in a trend for shingle-style structures in the area. Henchy donated land to extend East Cliff Drive through Pleasure Point in 1907. During Prohibition, the saloon became a speak-easy, with rumrunners burying their bootleg booze at Cozy Beach. In 1926, Danish native Anton V. Peterson bought the Roadhouse, and turned the tavern into a grocery, with gas pumps out front. He built three cottages and an office along the driveway, and two shingle cottages on the cliff with towers resembling Dutch windmills, recalling the flower farms along 38<sup>th</sup> Avenue one passed to reach Cozy Beach. For this area was known as "The Bulb Capital of the Pacific." Pleasure Point's two leading resorts were The Breakers Resort (later subdivided) and Cozy Beach Resort. Peterson died in 1957, and his wife Leila continued the business. The Roadhouse played a part in the birth of Pleasure Point's surfing culture, as a place to gas-up your woodies, buy food between wave sets, and house visiting weekend surfers. Leila died in 1971, and Leila Naslund removed the grocery and gas station, and used the Roadhouse and cottages as rentals. The Roadhouse has had only three owners in its 105 year history, accounting for how little altered it is from its earliest photos. It is nothing less than the most important surviving landmark on Pleasure Point, and integral in the Point's most defining historic activities.

B11. Additional Resource Attributes: (List attributes and codes) HP5; NR5

\*B12. References:

Deed Book 143, p402, 2/20/1902; RL Palk Street Directories Santa Cruz Co. 1910-1946, San Francisco Co. 1880-1881; US Census San Francisco Co. 1880, Soquel Dist., 1900, Santa Cruz Co. Branciforte District 1930; Aerial Survey Santa Cruz Co. 1928, 1931; "Hatch" Map Official Map of Santa Cruz Co., CA 1889; Sanborn Insurance Map 1928, Santa Cruz Sentinel 4/1/1938, 10/16/1957; ; A Field Guide to American House, McAlester and McAlester, 1997.

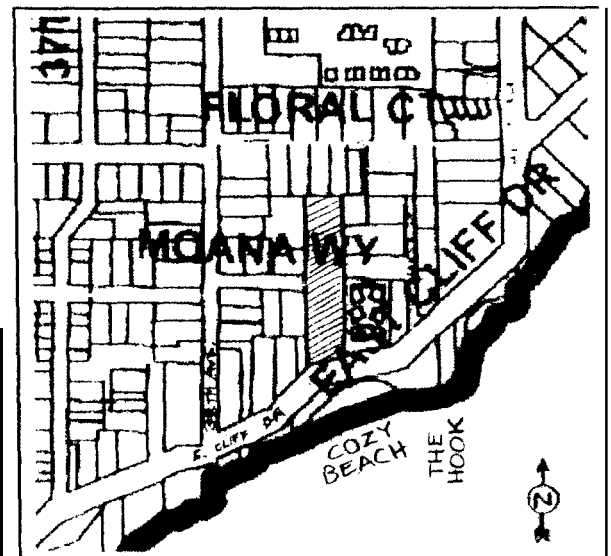
B13. Remarks:

\*B14. Evaluator:

Ross Eric Gibson  
 Gibson Consulting  
 1168 West Cliff Dr.  
 Santa Cruz, CA 95060  
 with Phil Reader & Sheila McElroy

\*Date of Evaluation: April 7, 2007

(This space reserved for official comments.)



JULY 29, 1937



## HISTORIC SIGNIFICANCE OF THE PLEASURE POINT ROADHOUSE

by

Ross Eric Gibson

(Revised version since last submitted)

### HISTORY & CONTEXT

**BUILDER:** John Henchy was born in Ireland in 1850, and came to the United States as a 21-year-old sailor in 1871. He eventually settled in San Francisco, where he ran a saloon and brothel at 821 Folsom Street on the City's "Barbary Coast." By 1880, Henchy was listed as a San Francisco realtor and insurance agent. During a boat ride along the Monterey Bay, Henchy fell in love with the cliffs of Soquel Point (today's Pleasure Point), and he purchased the Roadhouse property Oct. 2, 1897, from Walter and Emma Morgan.

**CONSTRUCTION:** Five years later, the 52-year-old Henchy constructed the Brownshingle-style Roadhouse in 1902, with a residence upstairs and a saloon downstairs. The shingles came from a nearby mill, and were to become the most popular building material in Live Oak. The Roadhouse has a Japanese pierced-gable roof (a gable above a hipped roof) with flared eaves and side dormers, brackets, and artistic rafter tails of a bullnose-over-wedge profile. All interior craftsman wainscoting, crown molding, banisters, and wooden floors are left in natural tones like furniture. The horsehair plaster forms a coved ceiling in the living room. Henchy also owned the beach across the street, for which he named his property Cozy Beach Cove/Cozy Cove (known as *the Hook* to today's surfers). The brownshingle carriage house is similar to the main

house with a pierced gable roof, artistic rafter tails, a barn area on the ground floor, with groom's quarters above.

**TRENDSETTER:** Henchy appears to have started a trend in brownshingle construction, which was especially popular in natural landscapes where people sought to "build with nature" (a slogan of the Craftsman movement). Austin D. Houghton came to the area in 1903, following a career as architect and engineer for negro colleges endowed by John D. Rockefeller. Houghton bought 100 acres nearby on Soquel Point, where he designed and built a brownshingle house (similar to the Roadhouse) which Houghton named "The Owls" after the birds flocking in the coastal forests. Houghton's daughter married into the Morgan family (who previously owned the Roadhouse site.) The Owls and Cozy Cove Roadhouse were the two largest founding structures and defining features of the Soquel Point area. The fireplaces in both homes sound as if they were nearly identical or by the same mason, built of large rustic clinker bricks with a heavy mantel, surmounted by a chimney in a two-step profile, with a rustic panel in the center.

**ELECTRICITY:** In 1904, an electric trolley line linked Santa Cruz to Capitola along Portola Avenue, bringing electrical hook-ups along the line. Whether electricity was available at the time of construction, or two years later when the trolley

arrived is uncertain. But the Roadhouse has porcelain sockets arranged in the early fashion when light bulbs were to be seen and not hidden. They were operated by the new-century's modern push-button switches, some of which are still there.

**TOURISTS:** The Portola Avenue electric trolley also brought car-loads of tourists through the area. So in 1905, H.A. Van Torchiana (author, and consul to the Netherlands) and Emile Kahn laid out "The Breakers" resort and Beach, sandwiched between the Houghton and Henchy properties. The resort consisted of camp-grounds and cottage-cabins along the cypress-lined coast. This certainly improved the demand for vacation rentals at the Roadhouse. Henchy is said to have hoped his three daughters would live at Cozy Cove. But instead, the Henchys all lived in Capitola, and the Roadhouse was used as tourist rentals upstairs.

**EAST CLIFF DRIVE:** The early sections of East Cliff Drive were laid out beginning eastward from Santa Cruz, and in 1907, the Point's landowners such as Henchy, Hawes, Houghton, and Hihn, donated easements to extend East Cliff Drive passed their property for easier traffic access to Soquel Point. The Roadhouse backyard may have come to include auto camp tent sites, which were quite common at the time at both the Breakers and other roadhouse resorts.

**FLOWERS:** The Breakers campground was sold to George Hawes in 1906-07, and since Torchiana represented Holland bulb importers, he sold the Breakers property north of the campground to flower growers who would buy his imports. Within a decade, Live Oak would become the "Bulb Capital of the Pacific," with Brownshingle-style structures as its defining aesthetic. Beltz Haven Flower Farm stretched from 30<sup>th</sup> to 38<sup>th</sup> Avenues, creating a floral grand entrance to those visiting Cozy Beach Resort, the Breakers Resort, and Pleasure Point.

**BASEBALL:** Cozy Beach Resort was well served by 38<sup>th</sup> Avenue (originally Breakers Avenue), which had The Breakers trolley stop at Portola Avenue, and The Breakers Railroad Station a few blocks further north. It also included Breakers Ballpark south of the station. Here could be seen Boston Red Sox star Harry Hooper, who made the area his winter home, and married Henchy's daughter Esther in 1912, the year his team won the World's Series.

**FIRES:** The Soquel Point area was so remote, police or fire emergencies could only be answered from Santa Cruz, making an unacceptable response time in the case of fire. The Houghton estate was especially vulnerable, being lit by his own gas plant. As a result, the Houghton's tank house and carriage house burned in January 1913, then "The Owls" house burned in December 1915. Houghton commented that the fire-resistant qualities

of redwood impressed him, as it took the home an hour-and-a-half to burn, while pine would have gone up in a half-hour. In the following years, a number of barns and flower sheds were also lost in a string of nighttime fires. So in 1921, the residents of the Point set up their own volunteer fire department called the "Pleasure Point Night Fighters" (perhaps the first time the Pleasure Point name was officially used.)

**PLEASURE:** The same isolation from emergency services also kept rum-running, speak-easies and brothels hidden from scarce law enforcement visits. So by the 1920s, what was officially called "Soquel Point" was unofficially known as "Pleasure Point." The rubblestone basement of the lost Houghton house became the Pleasure Point Swimming Pool. Dr. Norman Sullivan (who later ran the pool) said during Prohibition, the Roadhouse saloon became a Speak-Easy, with rum-runners bringing booze



ANTON PETERSON

ashore and burying it at Henchy's private Cozy Cove Beach. In 1926 Henchy sold the Roadhouse, and he and his wife Ann lived at the English Villa in Capitola. They moved to San Francisco in 1930 to be near their daughters, where 88-year-old Henchy died in 1938.

**COTTAGES:** The next owner was Anton Vilhelm Peterson, a Denmark native who spent his boyhood in Michigan, and his mamed life on the West Coast. He established the Cozy Beach Grocery and Cottages in 1926, only four years after the Breakers Grocery (now Elizabeth's) was established in 1922. This placed a grocery at both ends of the Breakers resort. Anton and his wife Ida lived upstairs in the Roadhouse. He built four tourist cottages beside the Roadhouse, using similar bullnose-over-wedge rafter tails and other features from the main roadhouse structures, and borrowing the clipped gable roof-style from the neighboring Breakers Resort. The front cabin was used as the manager's office. Across the street, he built two shingle-style cottages on the cliffs with towers reminiscent of windmills, recalling the flower farms one passed along 38<sup>th</sup> Avenue to reach Cozy Beach Resort.

**GAS STATION.** In the early days of automobiles, gas was sold in cans at grocery stores, then later from pumps outside groceries and auto camps. Peterson installed two General *Gasoline* brand pumps and an air hose outside Cozy Beach

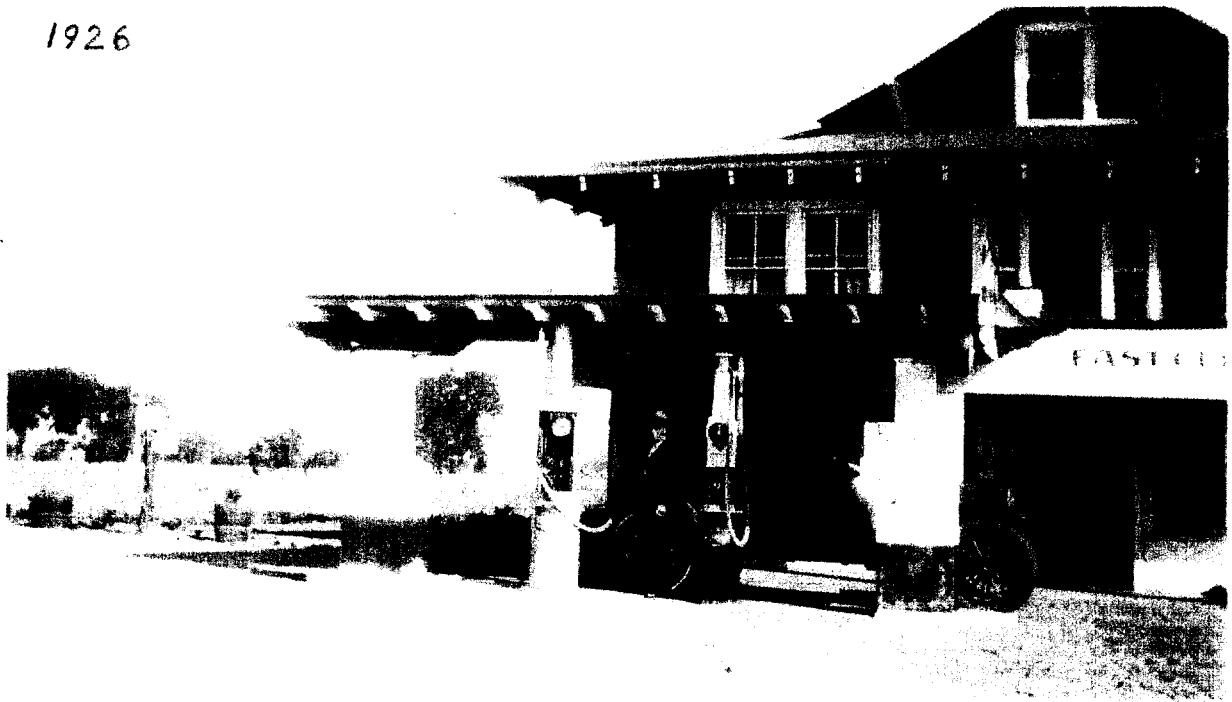
Grocery in 1926, and named the station East Cliff Service. Each pump looked like a water heater with a metal chimney that had a hose coming out of the top, and a dial showing gallons pumped. Peterson replaced these with *Richfield* brand pumps in 1929.

**GOLDEN AGE:** The 45 years that the Petersons owned it are considered by a number of locals as the Golden Age of the Roadhouse. Anton died in 1957 after a two-year illness, and this wife continued the business. The Roadhouse played a part in the birth of Pleasure Point's surfing culture, as a place to gas-up your woodies, buy food between wave sets, and house visiting weekend surfers. Ida Peterson died in 1971, and the landmark resort closed.

**THIRD OWNER;** The Peterson children sold the Roadhouse to Leila Naslund in 1971. According to Anton's grandson Ron Peterson, Ms. Naslund understood the structure was historic when she bought it, and said her only plans were to fix it up for rentals. The grocery space was converted to a rental unit. The gas pumps were removed and replaced with a delightful whirligig sculpture about the same size, and the veranda-on-box-pillars was replaced with a floating veranda with horizontal plank railing, still suitable to the building's unpainted Craftsman genre. While parts of East Cliff Drive lost a number of their cypress trees by the 1980s creating a more urbanized look, this section of the road still retains most of its coastal forest canopy.



1926



#### ANALYSIS

**DPR INACCURACIES:** California's historic landmarks are governed under the State Department of Parks and Recreation (or DPR). The DPR historic evaluation form for the Roadhouse has my name on the "Primary Record" sheet, which is mostly accurate so far as it goes. The "Building, Structure and Object Record" (BSO) includes additional biographic information from Phil Reader. Yet the BSO has made some errors and drawn some conclusions not present in my information nor in Phil's, which could have been corrected had either of us been asked, for we both used to stop at the Roadhouse in the 1960s and knew its uses first hand. These inaccuracies undermine the DPR's conclusions, making it useless as a proper reflection of the Roadhouse and what it stands for. The inaccuracies are:

1. It is described as a low story-and-a-half structure
2. It says the grocery was started in 1971
3. It says the cottages were built in 1971
4. It says the gas pumps were installed in 1971
5. It says the property has been significantly altered

**PHOTOGRAPHIC EVIDENCE.** All of the above misstatements can be refuted by the photographic evidence, showing that the Roadhouse is almost unaltered from how it appeared in a 1926 photo, although with modern signs of neglect. The 1926 photo shows a two-and-a-half story Roadhouse with a centered second-floor door opening onto a veranda that overhung a grocery and gas station. The 1926 photo predates the cottages that were constructed later that year, but are seen in the 1937 photo, well before the 1971

date. This places them well within the period of historic significance of 1902-1971

**ALTERATIONS:** The changes made since the 1937 photo was taken, occurred after the property was sold in 1971. These changes are that 1. the gas station items have been removed (the pumps and Richfield sign); and 2. its original veranda-on-box-pillars and closed railing was replaced with a floating veranda with an open railing. Not showing is an enclosure made to the rear veranda, which appears old enough to have already been there by 1926 or 1937. This amounts to only two or three changes, which are easily reversible (although removing the gas-station elements could be considered an improvement; and the 1970s floating veranda is compatible with its architectural style).

**ORIGINAL MATERIALS:** Beyond that, the complex is amazingly intact and original, matching much of the 81-year-old photo, with most elements even dating back 105 years to the time of its 1902 construction. All the siding appears original, most likely virgin heart redwood, which is far superior to second growth redwood. All window frames and sashes appear original, except for a lower double-hung sash where a divided-light was replaced with a single-light plate glass. The interior horse-hair plaster is original, and shows no signs of cracking from the various earthquakes it has been through. All the interior fine-wood paneling, craftsman banisters, and the fireplace, are original, and some of the electrical fixtures appear to be early. While the exterior shingles show neglect, this appears only cosmetic, and its structural integrity appears sound, with the upstairs interiors in a fine state of preservation, with finished woodwork that has never been painted.

ARCHITECTURAL STYLE

ARTS & CRAFTS MOVEMENT: The California Arts & Crafts movement began after the Civil War with the principles of ornamenting only structural members, expressing the honesty of materials (no wood pretending to be marble), nestling architecture into the natural landscape, and emphasizing California's "Outdoor Lifestyle" through verandas, balconies, and screen porches. The first three Arts & Crafts styles were Alpine Stick (simple posts and brackets), Eastlake (spindle and jigsaw-detailed posts and brackets) and Queen Anne (half-shingled structures with round towers).

SHINGLE-STYLE: The Queen Anne Style beget the Shingle Style -sometimes called Barn Villa- as it took inspiration from broadly-dimensioned country barns. A west coast version was the California Shingle Style or Berkeley Brownshingle, which used stone and wood in natural finishes, and combined Japanese influences such as the pierced-gable roof (a gable rising from a hipped roof) and flared eaves. This was the early precursor to the California Craftsman Bungalow, with its broad-beamed rustic ranchero overtones.

JAPANESE INFLUENCE: Japanese tea gardens were popularized in the California Midwinter Fair of 1894 held in Golden Gate Park (an exhibit still seen in the park to this day.) This was the ultimate way of building with nature in small parcels. The Japanese forms were Anglicized in the brownshingle style, and later influenced the Craftsman movement and the bungalow court. Developments at West Cliff Drive and Woodrow and

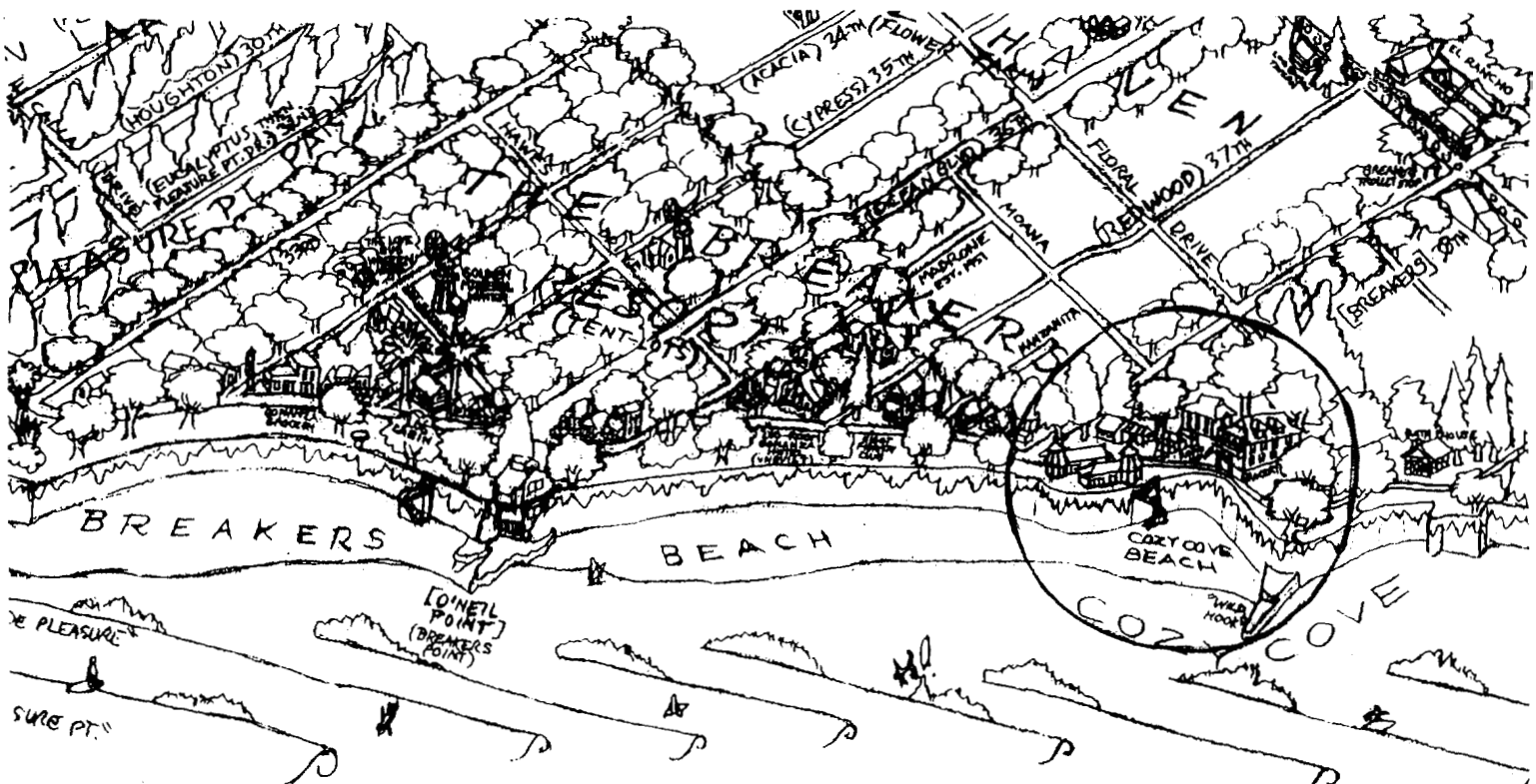
in Seabright were described as "Teahouse Eastlake and Japanese Shingle styles," set in groves of Monterey cypress that resembled naturally gnarled bonsai trees. Turn-of-the-century Pleasure Point might be similarly described for major brownshingle homes like the Houghton "Owls" House and Henchy Roadhouse, sitting amidst cypress grove campgrounds of pierced gable and clipped gable cottage cabins

CONCLUSION

Possible new uses for the Roadhouse

- 1 A COMMUNITY CENTER
- 2 APARK
- 3 AHOSTEL
- 4 AN ART CENTER with gallery shop
- 5 A "BED & BOARD (surfboard)" surfer bed & breakfast, with a Pleasure Point museum

DESIGNATION IMPORTANT. The Roadhouse is the most important landmark left in Pleasure Point, standing for its nature-oriented origins, its trend-setting brownshingle style, Its Prohibition pleasures, its tourist serving way-station, and community centered grocery If public use isn't possible, a landmark listing will at least make the statement of its historic significance, and any development on the site should restore the Roadhouse and (hopefully) the Carriage House, and build all new structures to harmonize with the brownshingle style and landscaped character the Roadhouse represents.



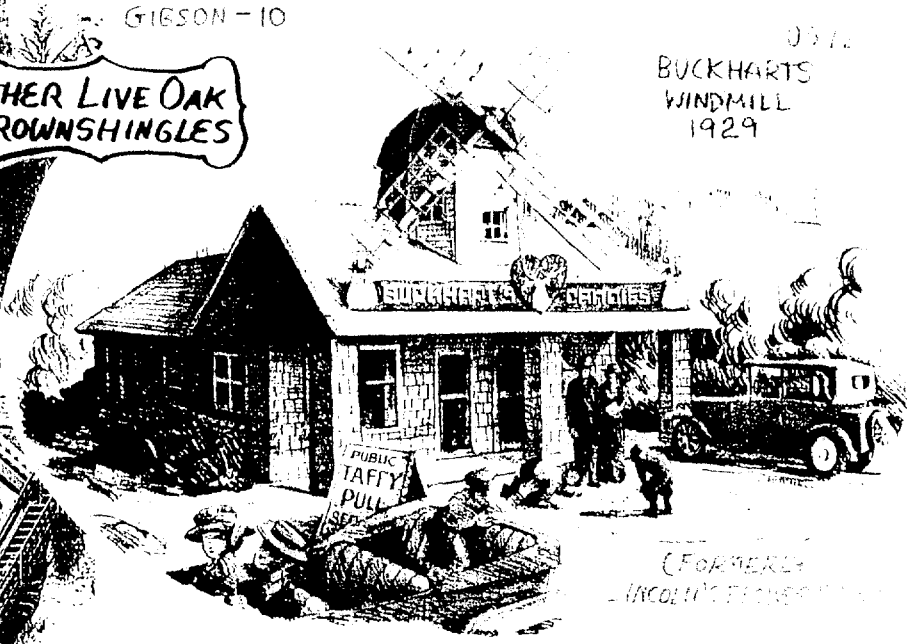
COZY  
BEACH  
COTTAGES  
c.1907-14



GIBSON - 10

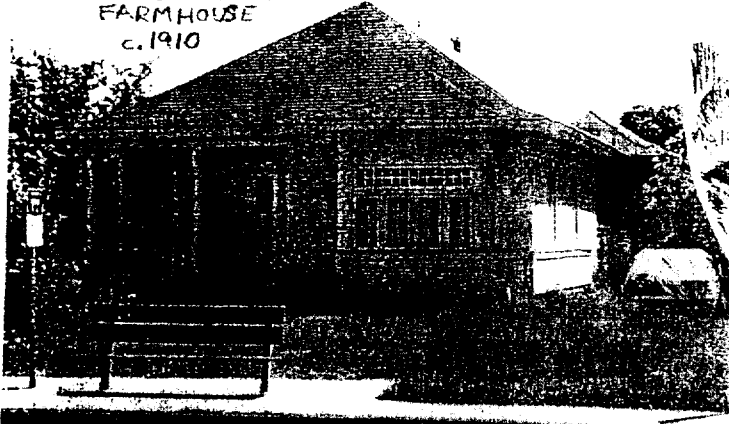
OTHER LIVE OAK  
BROWNSHINGLES

3372  
BUCKHARTS  
WINDMILL  
1929



(FORMERLY  
- LINCOLN FLOWER)

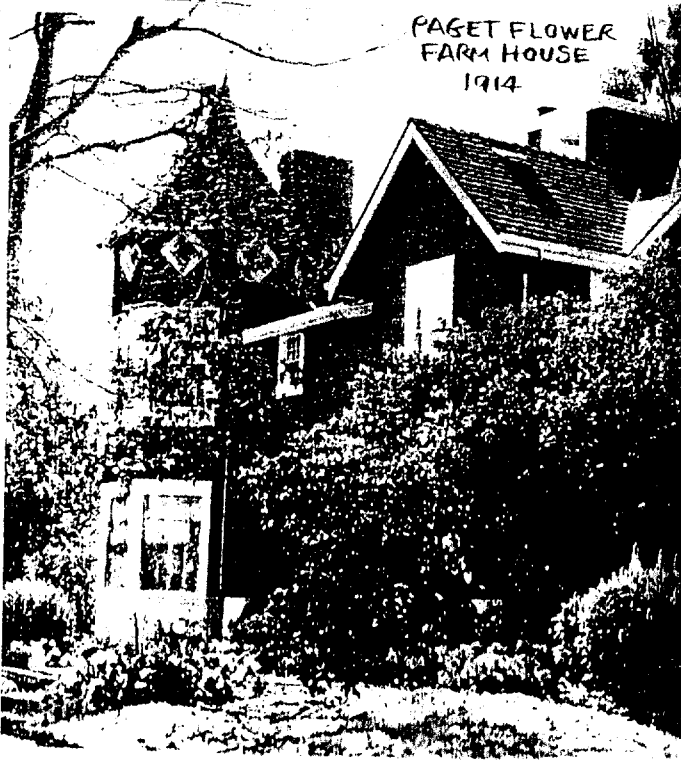
BARDWELL FLOWER  
FARMHOUSE  
c.1910



FRAZIER LEWIS  
HOUSE  
1900

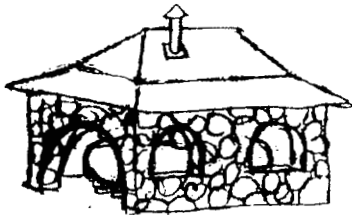


PAGET FLOWER  
FARM HOUSE  
1914





A.D. HOUGHTON  
ESTATE BUILDINGS ON  
PLEASURE POINT  
1903



ACETYLENE GAS-MAKING  
PLANT



TANK & CARRIAGE HOUSE  
WITH SERVANTS QUARTERS



PLEASURE POINT ROAD HOUSE  
BUILT 1902

Gibson  
© 2004

**CBD BOSMAIL**

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**From:** CBD BOSMAIL  
**Sent:** Monday, May 14, 2007 2:51 PM  
**To:** CBD BOSMAIL  
**Subject:** Agenda Comments

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**Meeting Date** : 5/15/2007**Item Number** : 55**Name** : people for the Preservation of Pleasure Point**Email** : Not Supplied**Address** : Not Supplied**Phone** : Not Supplied**Comments :**

Item 55

We are commenting on the historic preservation of the Pleasure Point Roadhouse, Item 65. The material under item 55 would be more appropriately listed there as well.

The listing of the Property at NR-5 transcends the wonderful plan to buy it for much needed park.

We cannot buy every historic site, yet they are still listed.

Please encourage the listing now, and continue with your park designation

3 Chris Stanger This land and structure should be preserved for its historic significance to this area called pleasure point. I am a General Contractor and have the network of financial backers to make this dream a reality for generations to come as a multi use community structure.

4 Jean Brocklebank Our present is richer with some of our community's past. Let's save some for our children, their children and ourselves as well!

9 cindi massei hello, i live on the point on 30th avenue and i would love to see the roadhouse saved. thanks :) cindi

11 Jill Perry Few buildings in this area have a history. This one has loads of history. Please don't allow it to be lost.

19 Kees Briggs protect SC from developers.

20 David A Barnes good luck

21 Steven Shepard With so much change along the pleasure point coastal area I think it is important to the community, with deep attachments to this local, to preserve some important structures. What makes Santa Cruz unique is it's ability to maintain it's special character and

5/14/2007

55

that cannot be compromised. Here is a wonderful opportunity to once again do so and it should not be passed up. I whole-heartedly add my support to this petition.

22 Phil Reader Let me help save this special building.

You are right, A good start for the New Year!

24 Anonymous <http://www.mcpost.com/article.php?id=570&PHPSESSID=bd55dc5206a2d1c2c8c2d4b532e784ca>

good info. It seems important to save for the things we might learn about our past.

26 Bradley Douglas SAVE THE PLEASURE POINT ROAD HOUSE

.....

32 Carolyn Swift From my viewpoint, this roadhouse is a rare and well-preserved example of the themes of transportation and tourism in Santa Cruz County history. It's role was particularly important to the county economy in the era of the 1920s, when transportation was transitioning from rail to automobile traffic. The building's exterior, particularly in the front, appears to have changed little, and other elements that have been altered can probably be restored without damage to the historic integrity of the structure. Its location in Live Oak makes it even more significant as an architectural example of how tourism was linked between Santa Cruz and Capitola.

33 Liz Girvin I think this is an important part of the history and charm of Santa Cruz. Any one can go to Southern California and see a lot of huge new (usually empty most of the year) structures near the beach. It's wonderful to have an original area with all of it's old unique character. Please save the Road House and the rest of Santa Cruz, that hasn't already been ruined. Thank you, Liz Girvin

39 George "Tony" Jack

40 Kristen Raugust Save It!

41 Captian Paul Clark This historic area must be preserved for future generations!

42 Harry Conti This historic resource must be saved at all costs!

44 kevin butler keep it real ...keep it santa cruz

45 Anonymous Save Pleasure Point Roadhouse for all to enjoy !

46 Laura Kasa As the Executive Director of a local non-profit whose mission is environmental conservation, I believe that preserving our coast also means protecting non-living things that add value to our coast. The Pleasure Point Roadhouse is one of these important treasures.

47 Anonymous Gnarley dude!

49 Jim Littlefield Pleasure Point is a well-known surf neighborhood and community, centered around the excellent surf breaks accessible for many ages and abilities in the waters, and sorely needs a site for community meetings and to focus attention and respect on the neighborhood's long presence in the surf community. The PP Roadhouse is appropriate for this purpose and will serve untold numbers of community people in this capacity.

50 Marion Morris This structure is not only an important part of the Santa Cruz heritage but an

historical edifice.

51 William W Grandy Please save this historic building for many future generations to enjoy. Let's strengthen the Pleasure Point area as a legitimate and desirable place for all to enjoy by hanging on to such historical buildings.

52 Ashleigh Lyman Please save the Pleasure Point Roadhouse! It's a historical piece of our Santa Cruz culture!

55 Jacqueline Davidow Let's keep our historic treasures. Santa Cruz is a unique community. Preserve our environment for posterity.

60 Ward Smith We need to preserve what we have left.

63 Diana Hogue save our history! we need it to remember all those that came before and all those that remain to be seen.

66 Roberta Bristol I agree with the stated purposes of this petition, and I trust it will be considered and implemented. R. Bristol

69 Paula Dall This is a very good idea, but if for some reason the Roadhouse cannot be designated an historical site and community center for Pleasure Point, then a viable alternative should definitely be identified and considered.

71 Karen Kaplan Dear Supervisors: Please save the Roadhouse at Pleasure Point for its historical significance and potential community benefits. I have been a resident of Santa Cruz County since 1974 and appreciate Santa Cruz because it honors and tries to preserve historical architecture whenever possible. Stories from the past give us a sense of roots in our unique and special community. Santa Cruz is NOT "Anytown U.S.A." Let's keep the tradition. Thank you for your consideration. Sincerely, Karen Kaplan

74 Michelle Newman The Roadhouse is an important icon on Pleasure Point! The neighborhood wants it to stay! Neighborhood synergy is so necessary in this age of corporate thinking, when local properties are owned by out-of-town; out-of-state & out-of-country. What more reason is there to keep the neighborhood together around an icon like this? Keep the roadhouse Local!!

78 LisaHolly Reader The history of this building is special and it brings an amazing aura and richness to Santa Cruz. Treasuring things from the past is so important.

79 Dennis P. Davie Please save the Roadhouse!

82 Howard "Boots" McGhee Changes all around me. Save a piece of history for the generations to come

84 Betty Bullaro I wholeheartily support the preservation of the Roadhouse.

89 Aaron Cohick SAVE SANTA CRUZ FROM BECOMING THE NEXT ORANGE COUNTY!

92 Lynda Lewit We have an unique opportunity to save and restore an important building that

was part of Santa Cruz/Pleasure Point history.

93 Anonymous I'm a 5th generation Santa Cruz'n... I've seen Live Oak lose it's oaks, i've seen Pleasure Point become Unpleasure Point, i've seen Parks turned to Condo's and dirt paths turn to busy intersections. Please let my children have a place that they can visit to see how there family lived prior to the overpopulation of our town. Save the Roadhouse.

95 Jordan Schreiber We need to preserve what's left of the local flavor and character at the Point.

96 Lori (Rain) Urbanski I lived in this house for two years. I am expressing my deep interest in maintaining this property as a historical landmark, and to preserve the amazing property that the house sits upon. It is a geniune mark of the past, the history is rich and the land in itself is worth saving. It would make a great park. I feel deeply sad and discouraged with the prospect of the house being torn down to make way for huge town houses. Preserve the land that is left, it is rare and meaningful. This site speaks to the present and will hopefully exist into the future.

98 Dan & Rene Denevan Please preserve this Pleasure Point landmark.

105 Eduardo Waller We should preserve Pleasure Point history!

106 Thadd Liszkowski I would support a community center and affordable housing on the site.  
107 tree plant

108 Pete Reiter The first house at Pleasure Point and the namesake of Pleasure Point.

109 Anonymous save this historical property

110 Bradley Douglas My name is Bradley. I live and surf on the central coast and have done so for a number of years. I can say for my part that Pleasure Point has been and always will be the center of my surfing love, as well as the unforgettable rich history that is involved with it. SAVE THE ROADHOUSE!! THIS HAS GONE FAR ENOUGH! Thank You!

112 deborah larkins i lived on the point from 1972 until 1994 and believe that the roadhouse should stay.

114 Bradley Douglas Save it! Save it! SAVE IT! "The Roadhouse" one of the last icons of the point! And probably the only piece of history left that pleasure point has going for it. Do not let the ----ing Condos go up. It's bad enough that those asshole contractors from San Jose came to screw up the 38th Av. area. PLEASE DO NOT LET THE MONEY AND RED TAPE TAKE OVER THE .....

116 Derek Scranton It would be sad to lose this Santa Cruz landmark to greed or neglect :  
( Let's do all we can to save it!

117 Elizabeth Anne Sell What a shame it would be to allow this house to fall. It is a beautiful and interesting part of Santa Cruz history. Save the Roadhouse!

118 Anonymous Our past is our link to our future.

119 Jessica Alcalá Please Save the House!!

124 Robert and Nancy Van Antwerp As some who has lived on the eastside for more than 40 years and has never lived farther than two blocks from the coast line in all that time, I feel very strongly about saving what's left of "Old Santa Cruz". My property is now surrounded on all sides by the new trend in SC, build as big a house as the powers that be will let you get away with and screw the people that used to have ocean views. The time to stop this trend is now!!!!

125 Anonymous Please do what is right and save this house from being destroyed.

128 Sandra Scranton As one who lives in an eastern US community in NJ full of Revolutionary War era historical homes and buildings I know how important it is to preserve history even when the temptation to raze it, "...pave Paradise and put in a parking lot.." looms large. The past is worth preserving - for it is through its experience and guidance that we mold our futures. Please think seriously about declaring Pleasure Point aka Casa del Mar an historical property.

129 Robin Taylor God speaks through this beautiful landmark.

130 Tara Leigh Scranton This house holds in it memories of the past as well as a place for MANY to enjoy in the present. Please consider making it possible for many people instead of 1 lucky person to enjoy its quaint charm and natural beauty, overlooking the Pacific. The people that inhabit the home are warm and welcoming people, that understand the pleasure of sharing. Please meet the people past and present who can tell you what a wonderful place it is to live. Consider the affect of displacing peaceful people who earn a simply living in favor of people that simply earn a higher income. This place has brought pleasure to many in the past, brings pleasure to those there now, and can continue this as long as you vote to SAVE THIS HOUSE!

134 E Craig Scranton Greed, Greed, Greed are the ONLY things that motivate the owners to level this landmark, and kick out people who have agreed to pay more rent and help with repairs. The colorful and interesting history of this piece of land will be crushed by machines in less than a day's work. The owners WILL make MILLIONS on the land, and could care less about even ONE of the tenants.

135 Denise This house is very special that has brought a lot of very special people together. I would hate to see it destroyed

137 Adam Gibbons I think it would be a REAL shame to tear yet another piece of culture and history down for the sake of the almighty \$\$\$....

140 Vera Brown please keep the Pleasure Point Roadhouse. please. what a wonderful building for our community to support.

142 Anonymous This is a rare opportunity for our community. I support the preservation of the roadhouse.

148 scott kinkaid save the roadhouse

149 james Johnson this is a very cool place, keep it the way it is

150 Blue Cobalt Please! Save the Roadhouse

152 Anonymous My family has lived on the Point for almost 40 years. It's a unique place with an eclectic character that's worth saving. The Roadhouse is a landmark that should be preserved.

153 Manuel Maqueda Please save Pleasure Point Roadhouse for the enjoyment of present and future generations.

154 Anonymous Please save and use this old property to enhance the historic ambience of Pleasure Point.

155 Yetta Lippman I support saving and revitalizing this historic site.

156 Kimberly Kelly Goddard What a wonderful site for a park. It would be very charming for the community to have the old site restored and accessible. Pleasure Point is a beautiful local spot that is often used by both residents and visitors.

159 Eric Janecka Please approve the roadhouse to become a historical site. The community needs to hold on to its history, especially as development has been consuming the area.

160 Alice Daubenbis I agree with Historian Carolyn Swift; the Pleasure Point Roadhouse IS historic.

161 Anonymous Please save this house...

162 Jack Lawton The roadhouse is one of the few historic houses left in the area. Santa Cruz is very weak on such monuments and needs more.

163 caroline boussenot It would be a shame to destroy such a beautiful and historic site.

164 Corri Jimenez I support the preservation of this community landmark! The Pleasure Point Roadhouse is significant to historical events that shaped the tourist industry along the ocean shoreline of Santa Cruz County and the small community of Live Oak between 1900-1930, in addition to the countywide transportation and tourism themes of the 1970s. Architecturally, the Craftsman main house and its outbuildings are beautiful buildings, and hold much historic fabric that should not be erased. Adaptive reuse to this building is perfect and should be an option instead of eminent demolition! Again, I encourage you to save these buildings and protect them from development. I thank you for your ears.... Corri Jimenez

170 Anonymous I've said it before and I will say it again. This house is HISTORIC and home to a lot of Point locals of whom have a lot of respect for the memories of this place! Remember that we will have children that should be a part of its history!

171 roberta Bristol I support this petition requesting that the Pleasure Point roadhouse and property be preserved as a historic treasure for use of the citizens of Santa Cruz.

172 Anonymous If the surfers want it, they should pay for it. Too often people want to preerve something and want others to pay for it. If the surfriders really want to save this, then let them start a fund raising effort to buy it.

175 Lily Denevan Save the roadhouse !

176 Alexander Lichtblau lets save our history, and not always just make place for new things when the old things make us what we are today'!!!

181 Joaquin Munoz A rare opportunity to preserve a structure so indicative and representative of the community's history! Please consider this over dollar amounts as some things are indeed priceless!

182 Ronald Peterson I am a grandson to the previous owners of the roadhouse, Anton and Ida Peterson. I visited the roadhouse every weekend for more than 12 years until 1971. I would like to see the roadhouse saved as a historical building.

183 Corri Jimenez Please save the Pleasure Point Roadhouse! The Pleasure Point Roadhouse is significant to historical events of the tourist industry and the small community of Live Oak between 1900-1930. These structures need to be preserved because of their rich history as a community landmark from the old Henchy House to the Richfield gas station-market. Development from the 1970s to the present has destroyed much of the historic neighborhoods in the Live Oak area invasively interfering in older neighborhoods. Preservation of this local landmark would protect the Pleasure Point Roadhouse, its outbuildings, and its land from development. The potential for reuse of these buildings, as a park site and/or historical museum would be great for this small neighborhood and promote the rich history of the Live Oak area. I again urge the county to save this important Live Oak landmark from its looming development! Sincerely, Corri Jimenez

184 Davina Hostetter I passionately believe that the roadhouse in pleasure point should be saved as a historical site. This is truly an amazing structure and should absolutely not be demolished. This would be the perfect structure for a pleasure point community ctr. I know many others who feel the same way.

185 steve walker What a shame it would be to see the beautiful pleasure point roadhouse torn down. The roadhouse, i feel, has been and should continue to be an asset to the santa cruz community. It is the only remaining original structure along the coast of pleasure point and therefore, in my eyes, a historical landmark. The roadhouse could be turned into a surf museum or a community center, anything other than torn down would do. Let us not go the way of orange county condos, let us, the people of Santa Cruz protect our history and our heritage. save the roadhouse.

186 Julie Cho Save the authenticity of Santa Cruz. Don't erase our icon of the past, it provides the truth and history of what this town is all about.

187 Anonymous Please preserve The Roadhouse for community use -- what a great resource for bringing people together ! Pleasure Point seriously needs this landmark as a neighborhood treasure and gathering place.

188 Liz Girvin My family and I have been vacationing in and around Santa Cruz for over 40 years. We have many friends and relatives who enjoy it as well. One of the major attractions and charm come from the fact that old and unique properties have continued to be a part of the community. It is very sad to see homes and landmarks being destroyed without consideration of the unique character that draws so many to your town. Please allow future generations to experience some diversity and recognize the value in saving and appreciating things from the past. We can see condos and lot-to-lot homes anywhere in Southern California, Bakersfield, and many other new communities. Your value is in preserving your sense of history and not in becoming another "second home" community. History is very important to all of us in understanding the present and the future. Please allow your part of it to remain as a reminder to all of a simpler, possibly friendlier and more compassionate time. We need that in our lives. Thank you for your consideration, Liz Girvin

190 Jay Gilliland Does out of town interests trump local interests?

191 Charmaine Ryan This would make an excellent community center and or museum. Keep history alive!

192 Valerie Steward Save the Roadhouse!!

199 Andrew Hansen the history and character of Santa Cruz are part of what makes it such a great place to live. The last thing we should be doing is destroying unique buildings such as this one to make room for more Orange County beach condos.

Joshua Server We don't need any more condos on Pleasure Point. Keep the history here and let all of the old tenants back into the house!

203 Stepheni Ceperley please keep our money in our community- no more million dollar homes, no more vacation rentals. None of us who live here, love it here, or are from here can afford it, and we don't want it.

206 Edith Lentz the coast of California, especially around Santa Cruz, is the most beautiful coastline in the world. Do not ruin it with "modern" high rise and other monstrosities.

210 James Oakden I lived at Pleasure Point in the past, and now own a house on Warren St.

211 John Leopold

213 Brandice Bryant Lets keep this beautiful plot of land and the Roadhouse historical so it can be enjoyed by the whole community.

214 Steven Grubb Was there as a teen some 35 years ago now. Seems as though there is nothing out of reach of development today. Our historic buildings are quickly being replaced faster than we can save them. This is another one worth saving. Steve

216 Sonia Burke So much of old California is going away. We must save what we can now!!

217 Shasta Criss I lived on 38th and Floral from when 10 til I was 19 and have watched Pleasure Point turn into Million Dollar homes for out of towners. I think a community center would be a perfect for the Roadhouse. Thanks for your time.

219 Ingrid Hostetter Please preserve the Pleasure Point Roadhouse. We need to preserve the character of our quaint Santa Cruz. There are already too many mansions and giant condominiums that are destroying the character of our town. Please preserve this rare landmark on Eastcliff.

223 Linda Aron Let's not forget why tourists come to Santa Cruz and bring money to our economy-- because it DOESN'T look like every other urban area in California. Keep the roadhouse intact and protected!

224 Edward Gunzelmann The landscape and culture of Santa Cruz County is one of its great assets. Selling those assets to developers will forever alter both! Suburban sprawl and homogenous tract housing is not Santa Cruz. Please don't erect another condo on the point at the expense of a historic building that is a part of the landscape and history of this community. There is a certain point when a building, space, or artifact becomes communally owned, even if the legal ownership is private.

225 Lindsay Harman Please preserve the roadhouse. **As** a resident I feel the Pleasure Point and Live Oak community is in need of more park space and culture settings. Using this historic building for a community center and park is a rare opportunity to preserve a piece of Santa Cruz history while creating a much needed gathering place for residents and local groups.

**CBD BOSMAIL**

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**From:** CBD BOSMAIL  
**Sent:** Monday, May 14, 2007 9:03 PM  
**To:** CBD BOSMAIL  
**Subject:** Agenda Comments

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**Meeting Date :** 5/15/2007

**Item Number :** 65

**Name :** Charles Paulden

**Email :** Not Supplied

**Address :** Not Supplied

**Phone :** Not Supplied

**Comments :**

It has come to my attention that much of the information on the Historic designation has been listed under Item 55

[http://sccountyO1.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non\\_legacy/agendas/2007/20070515/PDF/055.pdf](http://sccountyO1.co.santa-cruz.ca.us/bds/Govstream/BDSvData/non_legacy/agendas/2007/20070515/PDF/055.pdf)

I would hope that this Property be listed as NR-5 today and that the County designate it as a park site. We have a need for parks to meet the needs of our Countys growing population.

The historic designation can stand on its own,

The Lawyers asked for this meeting to decide its listing.

Other properties that were in the Historic Survey have gone forward. See item 40.

Continued delay of the process is unfair to the people who must take time off work to come to these meetings.

When we plan for months and get our work in on time, it is not right to delay the obvious.

The lawyers and historians for the developers are paid to come.

They will still be paid to try and delist it after it is designated NR-5. Please be fair an list it NR-5 today.

Help to preserve what cannot be replaced.

Thank you

**CBD BOSMAIL**

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**From:** CBD BOSMAIL  
**Sent:** Monday, May 14, 2007 3:59 PM  
**To:** CBD BOSMAIL  
**Subject:** Agenda Comments

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**Meeting Date :**

**Item Number :**

**Name :** Tara Ireland

**Email :** taraireland@yahoo.com

**Address :** 529 36th Ave.  
Santa Cruz CA 95062

**Phone :** 831-239-7736

**Comments :**

Dear Board of Supervisors,

I am writing in support that the Pleasure Point Road House be listed as a historical landmark of Santa Cruz County. I am close friends with many of the ten residents who were wrongly evicted on April 15, 2007 from the Roadhouse for "structural" reasons. Anyone who sets foot on the Roadhouse property can see and feel the historical significance of the house and land. Please preserve this property for Santa Cruz residents and visitors to enjoy!  
Thank you,  
Tara Ireland