



PERSPECTIVE 1



PERSPECTIVE 2

County of Santa Cruz
Historic Resources Commission Meeting
January 11, 2021



1500 Capitola Road: Strengthening Our Community







February 2018	HRC determines the Department of Parks & Recreation (DPR) 523 report for the Merriman House needs to be redone to correct inaccuracies in the existing report.
July 2019	New DPR report supports NR-6 designation. HRC requests that we honor Robert Merriman at the site through an interpretive historical installation.
November 2019	Land use entitlements approved by the Board of Supervisors. Condition of Approval III (T) requires a historical installation honoring Robert Merriman.
October 2020	Development team presents initial concepts to the HRC for feedback. A subcommittee (Pearlman, Merriam) is created to support the requested vision.
January 2021	Development team presents final panels to the HRC for approval.

Historical Resources Commission: Participation to Date





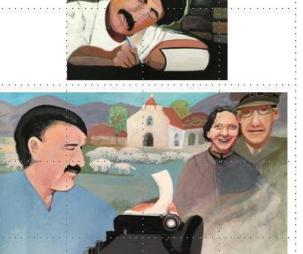


Historical Theme

Robert Merriman's story as an inspiration for

Hemingway's For Whom the Bell Tolls









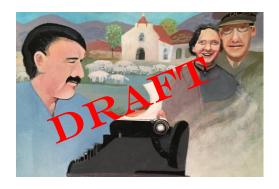


What we heard:



Focus the narrative:

Tell the story of Robert Merriman in a clear, accurate, and inspirational manner. Include the history of Live Oak *only* as it relates to Merriman.



De-emphasize Hemmingway:

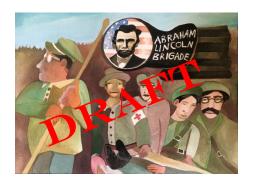
Limit references to Hemmingway in the narrative. Exclude Hemmingway from all visual representations.







What we heard:



Historical accuracy is essential:

Robert Merriman should be accurately represented in the narratives as well as in all images.



Use historical photos if possible:

The HRC requested that the development team consider using photographs in addition to the paintings.







Step 1: Crafting the Narratives

- Development team and HRC subcommittee met to discuss the vision for each of the three panels, including title, theme, and key information.
- HRC subcommittee provided the development team with hard copies of all source materials.
- Development team circulated suggested content for each of the three panels for review.
- Development team wrote multiple drafts of the narrative for revision and review.

PANEL ONE:

The Early Years, Live Oak, 1923-1928

Suggested Content for the Narrative, 250 Words

- Born in 1908, moved to Live Oak in 1922
- · Brief description of Live Oak at the time (
- Live Oak as hub of Innovation in Farming industries and co-op farming to support s
- Ranchettes and the cooperative farming interests (innovations in agriculture) and
- Years at Santa Cruz High School—yearbo
- Developing his political positions and value
- · Graduation at the Unitarian's Hackley Ha

Suggested Quote:

TBD—Commissioner Pearlman and Vanessa Diffe years, maybe in the yearbook.

Suggested Photographs:

- Robert Merriman's High School Portrait
- Historical Photograph of Santa Cruz High
- · Historical Photograph of Live Oak (includi





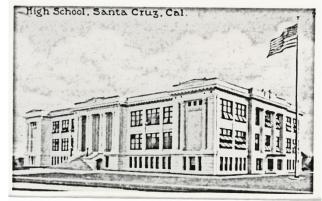


Step 2: Selecting the Photographs

- Development team and HRC subcommittee identified photographs that would best support the narratives on all three panels.
- The development team contacted the Santa Cruz Museum of Art and History, UC Berkeley, and the Abraham Lincoln Brigade Archives to request high quality images and to secure the rights to reproduce.













Step 3: Commissioning the Paintings

- Development team and HRC Subcommittee commissioned paintings to support the narratives on all three panels.
- Development team emphasized paintings that would add color, interest, and vibrancy to the life of Robert Merriman while still preserving historical accuracy.
- Artist Vanessa Stafford created gorgeous paintings under a very tight timeline!







Final Panel Design Process







Step 4: Design & Translation

- Development team met with county staff to verify deadlines and COA requirements.
- Development team hired a translation service to translate narratives into Spanish.
- Development team and HRC subcommittee worked with graphic designers on multiple drafts of the panels.
- Both the translators and the graphic designers worked hard to meet our timeline and deliver a final product on deadline.



Hi Vanessa,

I've attached revised layouts with all the changes include

I'm available to make any changes or corrections beforwe need to address.

Thanks so much for all your help and great ideas on thi: Shelly









The final designs:

- ✓ Are historically accurate
- ✓ Tell a focused, compelling story
- ✓ Compliment the building design and color palette
- ✓ Include original paintings and historical photographs
- ✓ Meet ADA and California State Parks sign guidelines

THE STORY OF ROBERT MERRIMAN

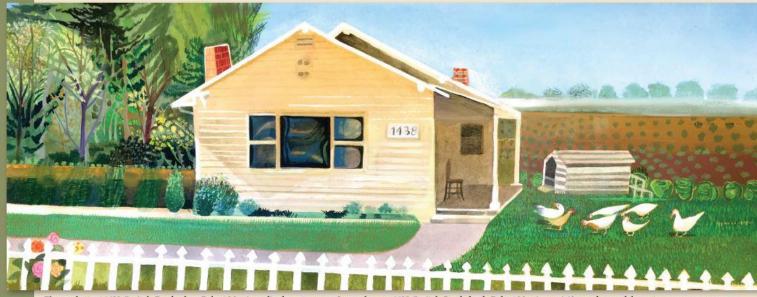
The Early Years

Los Primeros Años

Live Oak 1923-1928



Robert Hale Merriman
Photo Courtesy of Santa Cruz High School



The ranchette at 1438 Capitola Road, where Robert Merriman lived as a teenager. La ranchera en 1438 Capitola Road, donde Robert Merriman vivió cuando era adolescente. Painting by Vanessa Stafford

From 1923-1928, the American hero Robert Merriman lived at 1438 Capitola Road, in a small ranchette that once stood on this very site. Robert was born in 1908 and moved to Live Oak with his family in 1922. He enrolled in Santa Cruz High School, where he managed the yearbook, lead the football cheer squad, and represented the debate team in the state championship. These activities helped develop the leadership skills and social values he carried with him throughout his life.



Santa Cruz High School
Photo, Santa Cruz Museum of Art and History Archives

During this time, Live Oak and Santa Cruz High were hubs of innovation in farming. From the street, Live Oak looked like a typical suburban community, with houses and trees facing the road. However, each parcel was a 3-acre deep "ranchette," where families could raise poultry or flowers. This concept was born during the depression of the 1890s. The goal was to increase economic self-sufficiency and community collaboration, with individual farmers selling to a central co-op.

Robert was involved with his family's poultry ranchette, as well as with the experimental chicken farm at Santa Cruz High. This early exposure to the innovation of Live Oak's farming community influenced him greatly. He went on to study agricultural economics in the United States and abroad—a journey that would lead him to Berkeley, and then to Moscow, and finally to the front lines of the Spanish Civil War.

Entre 1923 y 1928, el héroe americano Robert Merriman vivió en 1438 Capitola Road, en un pequeño rancho que alguna vez estuvo en este mismo lugar. Robert nació en 1908 y se mudó a Live Oak con su familia en 1922. Se inscribió en Santa Cruz High School, donde dirigió el anuario, el equipo de animadoras de fútbol y representó al equipo de debates hasta llegar al campeonato estatal; actividades que lo ayudaron a desarrollar las competencias de liderazgo y los valores sociales que llevó consigo toda su vida.

En esa época, Live Oak y Santa Cruz High eran el centro de la innovación en ganadería. Desde afuera, Live Oak parecía la típica comunidad suburbana, con casas y árboles en las calles. Pero cada parcela era un "pequeño rancho" de 3 acres, donde las familias criaban aves de corral o cultivaban flores. Este concepto nació durante la depresión de la década de 1890. El objetivo era aumentar la autosuficiencia económica y la colaboración comunitaria, mediante las ventas de cada granjero a una cooperativa central.



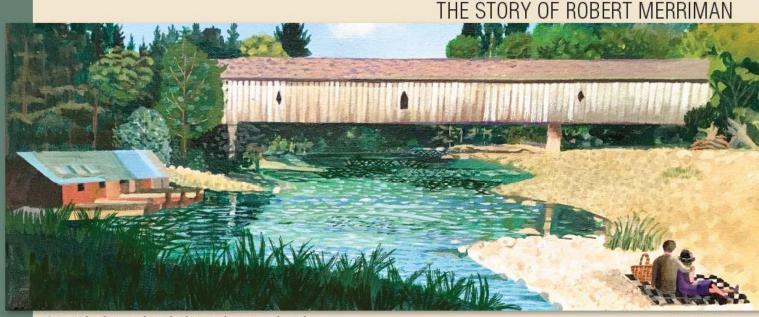
Live Oak Egg Laying Contest. Concurso de puesta de huevos de Live Oak. Photo, Santa Cruz Museum of Art and History Archives

Robert participaba trabajando en el pequeño rancho de aves de su familia y con la granja experimental de pollos de Santa Cruz High. Esta exposición temprana a la innovación en la comunidad granjera de Live Oak influyó mucho en él. Estudió economía agrícola en Estados Unidos y en el extranjero; un recorrido que lo llevaría a Berkeley, luego a Moscú y, finalmente, a las trincheras de la Guerra Civil Española.

The Education of an American Hero

La educación de un héroe americano

1928-1936



The Covered Bridge at Paradise Park. El puente cubierto en Paradise Park.

In 1928 Robert Merriman left Live Oak to enroll at the University of Nevada. There, he joined ROTC, studied Economics, and met his future wife, Marion Stone, at a dance hall. Robert and Marion graduated on May 9, 1932, and were married the same day. That summer, they returned to Live Oak to meet the Merriman family. The group enjoyed an outing to Paradise Park, located along the San Lorenzo River.

In the fall of 1932, they moved to Berkeley,

so that Robert could pursue a PhD in Economics at the University of California, Berkeley. Inspired in part by his teenage years on a ranchette in Live Oak, Robert studied agricultural economics. He won a scholarship to study Soviet collectivist farming in Moscow, where the Merrimans were living when the Spanish Civil War broke out.

The United States took a position of neutrality, but

Robert believed it was necessary to fight Hitler, Franco, and Mussolini in Europe, or the war would eventually come to America. Marion stayed in Moscow while Robert left for Spain, declaring himself an anti-Fascist and becoming one of the first Americans to join volunteers from 53 countries fighting the rise of Fascism in Spain.



The Merrimans' Berkeley Home. Casa de los Merrimans en Berkeley. Photo, Robert Kehlmann, Berkeley Historical Plaque Protect

En 1928, Robert Merriman dejó Live Oak para inscribirse en la Universidad de Nevada. Allí, se unió al Cuerpo de Entrenamiento de Oficiales de la Reserva (Reserve Officers' Training Corps, ROTC), estudió economía y conoció a su futura esposa, Marion Stone, en un salón de baile. Robert y Marion se graduaron el 9 de mayo de 1932, y se casaron el mismo día. Regresaron a Live Oak ese verano para conocer a la familia Merriman y disfrutar de Paradise Park, junto al río San Lorenzo.



Robert Merriman and Marion Stone Photo, courtesy Abraham Lincoln Brigade Archive

En el otoño de 1932, se mudaron a Berkeley, para que Robert hiciera su doctorado en economía en la Universidad de California, Berkeley. Inspirado en parte por sus años adolescentes en un pequeño rancho de Live Oak, Robert estudió economía agrícola. Obtuvo una beca para estudiar colectivismo agrario soviético en Moscú, donde los Merriman estaban viviendo cuando se desató la Guerra Civil Española.

Estados Unidos tomó una posición neutral, pero Robert creía que era necesario luchar contra Hitler, Franco y Mussolini en Europa, o la guerra con el tiempo llegaría a América. Marion se quedó en Moscú, mientras que Robert partió a España, se declaró antifascista y fue uno de los primeros americanos en unirse a los voluntarios de 53 países para luchar contra el ascenso del fascismo en España.

THE STORY OF ROBERT MERRIMAN

The First Hero of World War II

El primer héroe de la Segunda Guerra Mundial

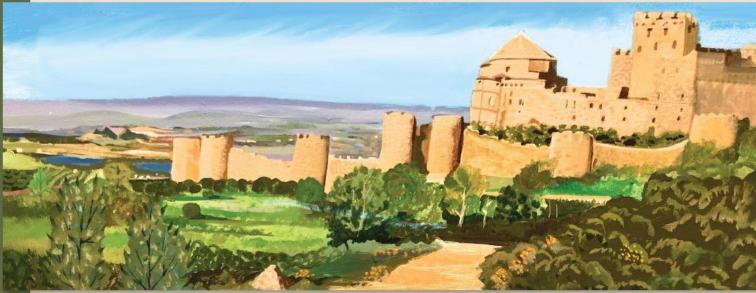
1936-1938



Robert Merriman

Photo Courtesy of the Abraha

Lincoln British Archive



The Ebro Valley in Spain, where Robert Merriman is presumed to have died. El Valle del Ebro en España, donde se presume que murió Robert Merriman.

Robert Merriman entered Spain by train to join the

International Brigade, becoming one of the first Americans to fight—and eventually die—in the battle against Fascism in Europe. With the ROTC training he received at the University of Nevada, Robert began to organize the volunteers and quickly rose to a leadership position.

When he was injured in battle in 1937, he sent a telegram to his wife, Marion: "Wounded. Come at once." His wife nursed him back to health, and Robert rose to command the Abraham Lincoln Brigade, a battalion of more than 3,000 men. Marion worked as his staff assistant, becoming the only woman to serve in the International Brigades.

Ernest Hemmingway, traveling to Spain to report on the war, met Robert, and was impressed by his commanding stature, his bravery, and his commitment in battle—so impressed, that many believe Robert Merriman inspired the iconic character of Robert Jordan in Hemmingway's classic novel, For Whom the Bell Tolls.

Robert went missing and is presumed to have died during a battle in the Ebro Valley in April, 1938. John Kenneth Galbraith, a fellow graduate student at UC Berkeley and later adviser to President Kennedy, called Robert "the first hero of WWII."



Cmdr. Robert Merriman Photo, Abraham Lincoln Brigade Archive

Robert Merriman llegó a España en tren para unirse a las Brigadas Internacionales y se convirtió en uno de los primeros americanos en combatir (y luego morir) en la batalla contra el fascismo en Europa. Con el entrenamiento del ROTC que recibió en la Universidad de Nevada, Robert comenzó a organizar a los voluntarios y rápidamente asumió una posición de liderazgo. Cuando lo hirieron en combate en 1937, envió un telegrama a su esposa, Marion: "Herido. Ven enseguida". Su esposa lo cuidó hasta que se recuperó. Luego, Robert comandó la Brigada Abraham Lincoln, un batallón de más de 3,000 hombres. Marion trabajaba como su asistente de personal y se convirtió en la única mujer miembro de las Brigadas Internacionales.

Ernest Hemingway, en su viaje a España como corresponsal de guerra, conoció a Robert y quedó impresionado por su estatura imponente, su valentía y su compromiso con la batalla;

tan impresionado quedó, que muchos creen que Robert Merriman inspiró el icónico personaje de Robert Jordan en la novela clásica de Hemingway, Por quién doblan las campanas.

Robert desapareció y se lo presumió muerto en batalla en el valle del Ebro, en abril de 1938. John Kenneth Galbraith, compañero de estudios en UC Berkeley y, más tarde, asesor del presidente Kennedy, apodó a Robert "el primer héroe de la Segunda Guerra Mundial."

Painting by Vanessa Stafford

The ideals that Robert
Hale Merriman fought for
live on in the organizations
who now occupy this site.
MidPen Housing, Dientes
Community Dental
Care, and Santa Cruz
Community Health share
a commitment to building
a healthy, prosperous,
equitable, and joyful
community for all people.

Los ideales por los que lucho Robert Hale Merriman siguen vivos en las organizaciones que ahora ocupan este lugar. MidPen Housing, Dientes Community Dental Care y Santa Cruz Community Health comparten el compromiso de crear una comunidad saludable, próspera, equitativa y alegre para todos.







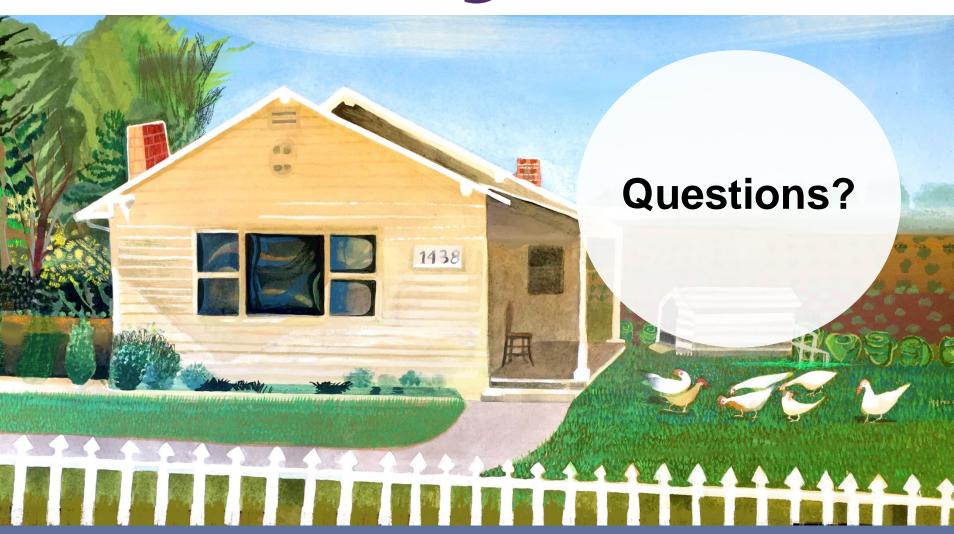


Proposed Location of Historical Panels









Thank you!