

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT OFFICE
725 FRONT STREET, SUITE 300
SANTA CRUZ, CA 95060-4508
VOICE (831) 427-4863 FAX (831) 427-4877



APPEAL FROM COASTAL PERMIT DECISION OF LOCAL GOVERNMENT

Please Review Attached Appeal Information Sheet Prior To Completing This Form.

SECTION I. Appellant(s)

Name: ROSS ERIC GIBSON
Mailing Address: 1168 WEST CLIFF DRIVE
City: SANTA CRUZ Zip Code: 95060 Phone: (831) 423-1932

SECTION II. Decision Being Appealed

- 1. Name of local/port government:
2. Brief description of development being appealed: DEMOLITION OF THE PLEASURE POINT ROADHOUSE
3. Development's location (street address, assessor's parcel no., cross street, etc.): 2-3905 EAST CLIFF DRIVE SANTA CRUZ 95062
4. Description of decision being appealed (check one.):
[] Approval; no special conditions
[X] Approval with special conditions: DEMOLITION APPROVED WITH PROVISION IT WAS NEVER HISTORI
[] Denial

RECEIVED
JUL 17 2008
CALIFORNIA COASTAL COMMISSION
CENTRAL COAST AREA

Note: For jurisdictions with a total LCP, denial decisions by a local government cannot be appealed unless the development is a major energy or public works project. Denial decisions by port governments are not appealable.

TO BE COMPLETED BY COMMISSION:
APPEAL NO: A-3-SCD-08-036 CCG Exhibit 4 (page 1 of 41 pages)
DATE FILED: July 17, 2008
DISTRICT: Central (page 1 of 1 pages)
CCG Exhibit 000

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5. Decision being appealed was made by (check one):

- Planning Director/Zoning Administrator
- City Council/Board of Supervisors
- Planning Commission
- Other

6. Date of local government's decision: JUNE 13, 2008

7. Local government's file number (if any): 08-0090

SECTION III. Identification of Other Interested Persons

Give the names and addresses of the following parties. (Use additional paper as necessary.)

a. Name and mailing address of permit applicant:

LEILA NASLUND
19301 Bear Creek Road
LOS GATOS, CA 95030

b. Names and mailing addresses as available of those who testified (either verbally or in writing) at the city/county/port hearing(s). Include other parties which you know to be interested and should receive notice of this appeal.

(1)

SEE CONTACT SHEET

(2)

(3)

(4)

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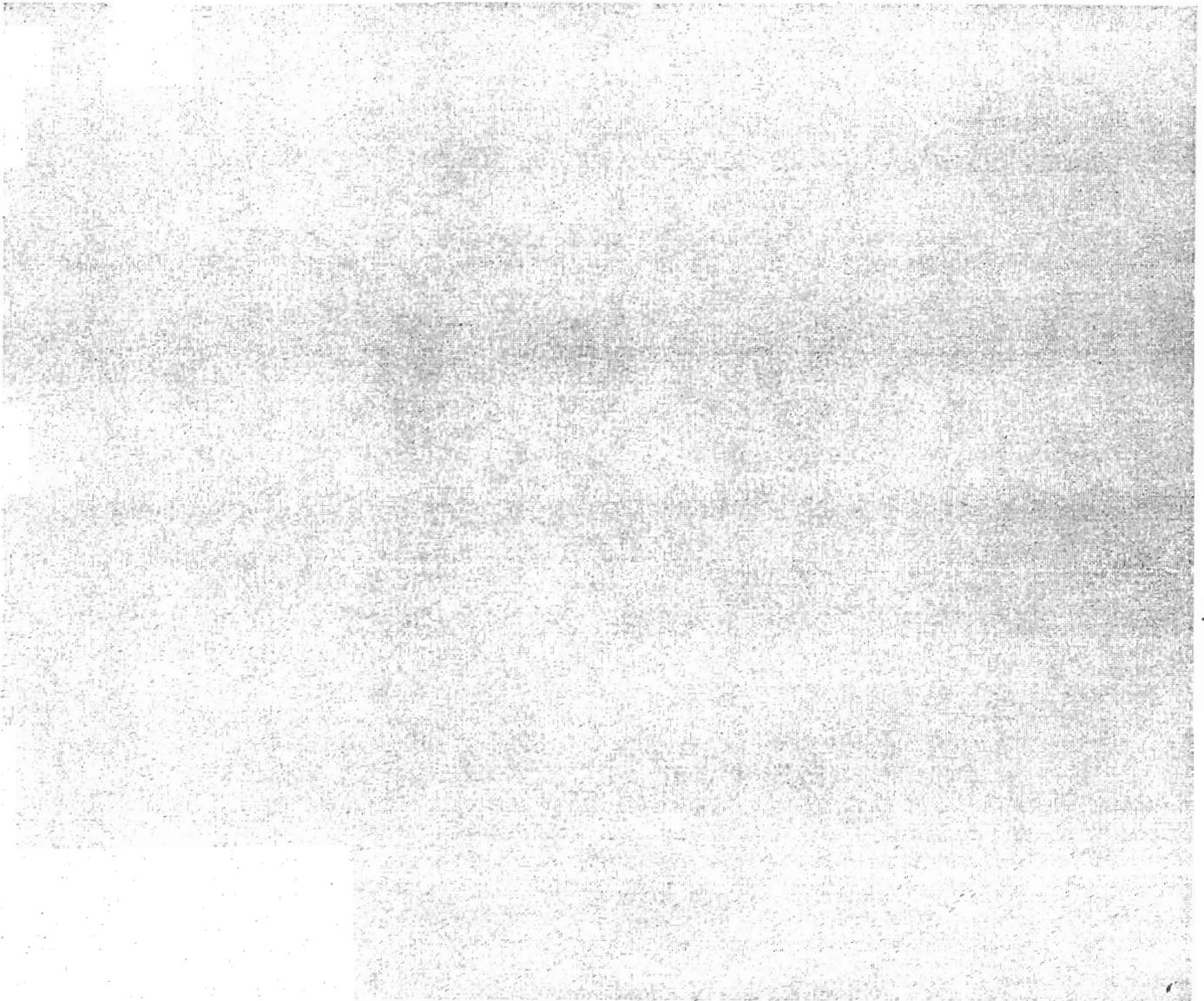
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SECTION IV. Reasons Supporting This Appeal

PLEASE NOTE:

- Appeals of local government coastal permit decisions are limited by a variety of factors and requirements of the Coastal Act. Please review the appeal information sheet for assistance in completing this section.
- State briefly **your reasons for this appeal**. Include a summary description of Local Coastal Program, Land Use Plan, or Port Master Plan policies and requirements in which you believe the project is inconsistent and the reasons the decision warrants a new hearing. (Use additional paper as necessary.)
- This need not be a complete or exhaustive statement of your reasons of appeal; however, there must be sufficient discussion for staff to determine that the appeal is allowed by law. The appellant, subsequent to filing the appeal, may submit additional information to the staff and/or Commission to support the appeal request.



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SECTION V. Certification

The information and facts stated above are correct to the best of my/our knowledge.

Ross Eric Gibson
Signature of Appellant(s) or Authorized Agent

Date: JULY 17 2008

Note: If signed by agent, appellant(s) must also sign below.

Section VI. Agent Authorization

I/We hereby authorize _____
to act as my/our representative and to bind me/us in all matters concerning this appeal.

Signature of Appellant(s)

Date: _____

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Appeal to the Coastal Commission on
THE PLEASURE PT. ROADHOUSE PROCESS
From Ross Eric Gibson
Member of the Live Oak History Project subcommittee
of the Santa Cruz County Historic Resources Commission

SURVEY: On June 13, 2008, a permit to demolish the Pleasure Point Roadhouse was issued, pending Coastal Commission approval. In 2003, there was community outcry in the unincorporated Live Oak district lying between Santa Cruz and Capitola, over landmarks lost to development because they hadn't been formally listed, and monster homes destroying the historic nature-oriented character of coastal neighborhoods. This prompted the Santa Cruz County Historic Resources Commission to appoint a subcommittee called the Live Oak History Project. It was composed of Live Oak historians Phil Reader & Norm Poitevin, Pleasure Point activist Charles Paulsen, and professional surveyors Carolyn Swift (Capitola Museum curator) and Ross Gibson (Santa Cruz Historic Preservation Commissioner). The group was chaired by Elizabeth Schilling of the Live Oak Family Resource Center.

MISSING LANDMARKS: An NR6 is a "National Register [category] 6" historic resource, being an entry-level local landmark, requiring either the restoration of improper alterations, or better documentation, to raise it to an NR5 (local landmark). Our Subcommittee reviewed all listed NR6 landmarks for possible advancement to NR5 status, only to discover the County Planning Department had never informed the County Historic Resources Commission they had demolished a number of NR6 buildings without historic review or delisting, because the Planning Department doesn't regard an NR6 listing as a protected category. Indeed, an NR6 rating seems a pre-approval for later condemnation, a hazard of almost getting a landmark on the NR5 list.

ENDANGERED: The subcommittee surveyed 75 historic Live Oak structures as potential new landmarks, prioritizing 25 the county could afford to process, as being the most eligible for an NR5 listing. We were warned by staff not to include the Pleasure Point Roadhouse, the county-owned Merriman House (with its Hemingway tie-in), the Skyview Drive-In (one of Northern California's last), and East Cliff Village (a Spanish village shopping center) because there *could be* development projects for those sites in about a decade (although nothing was on file at the time). We informed staff that possible development plans don't render a structure non-historic, and endangered landmarks were the reason the subcommittee was formed in the first place. We included both the Pleasure Point Roadhouse and the Merriman House on our

final list, but excluded the Drive-In for lack of unanimous Subcommittee support, and East Cliff Village (although a Local Coastal Plan *Special Community*) which didn't make the top 25. CIRCA consultant Shelia McElroy drew up 25 DPR 523 landmark forms based on the Live Oak History Project's research.

HISTORY: The Roadhouse is the last nearly intact resort complex on Pleasure Point, once known as Cozy Beach Cottages. It consisted of the Roadhouse, a carriage house of similar grandeur, three small cottages, and across the street two cliff cottages with windmill-shaped towers, above its privately-owned beach. (Only one cliff cottage survives today, under separate ownership). The roadhouse and carriage house are Pleasure Point's earliest surviving Brownshingle Craftsman structures (a nature-oriented rustic style unique to the Central Coast), with a grocery that was a center for the community and its formative surf culture. It had similar details to the nearby A.D. Houghton Home, which was Pleasure Point's first Brownshingle structure, that burned in 1916. Norm Poitevin's research suggests the Roadhouse may have been designed by John D. Rockefeller's architect A.D. Houghton, and/or his son-in-law Lee Dill Esty who also designed the Brownshingle "Pogonip Clubhouse" landmark north of Santa Cruz (a State Monument). Unlike the now-gone Breaker's Resort to the west, the Cozy Beach area around the Roadhouse retains much of its forested setting.

CIRCA FORM: But CIRCA's 2-page Roadhouse DPR form garbled our information, then based on CIRCA's own mistakes (saying events from the 1920s occurred in the 1970s), concluded the 1902 building is an Historic Resource (NR6) but not a local landmark (NR5). None of the Live Oak History Project members agreed with this conclusion, unanimously calling it an NR5 landmark based on the *correct* information. With my name on the garbled CIRCA DPR form, I felt a personal stake in correcting the information. I drew up a corrected DPR form, and supported my findings with a Roadhouse report combining the research of myself and the History Project. But no corrections were made, and the County left the CIRCA Roadhouse DPR form *officially incorrect*.

CONFUSION: At the County Historic Resources Commission vote on which landmarks to forward to the Board of Supervisors, several landmarks were grouped together into a few motions, so the Commission's debate of NR5 and NR6 for several listings at a time, and referring to the properties by their address instead of their historic name, caused the Subcommittee to lose track of what was voted to be what. So I telephoned the members of the County Historic Resources Commission to ask

what category they voted for the Roadhouse. The commissioners stated they were as confused as we were, and were uncertain what the final motion phrasing or vote had been. I asked if they personally believed the Roadhouse was an NR5 or an NR6, and the majority told me on the phone they felt NR5. This was reconfirmed at a recent Historic Resources meeting.

PARK STUDY: The Board of Supervisors regarded the Roadhouse site one of the last pieces of openspace left in the Pleasure Point Neighborhood, an LCP Special Community which the county stated has an openspace deficit. Most of the lots are small, former tent and cabin sites, making it one of the most densely packed neighborhoods. "The Hook" park at East Cliff & 41st Avenue has exceeded its use capacity, and therefore the Supervisors considered zoning the Roadhouse site as a Park overlay, and considered the site for eventual purchase. The property owner objected, saying a delay of several months to study the viability of such a move would prevent her from demolishing the Roadhouse. None-the-less, the study was conducted. The roadhouse would be kept as part of the park, and the Supervisors solicited ideas for use of the Roadhouse. These ranged from a (surf)board and breakfast inn, to a community hall (there are no meeting places in Pleasure Point), with local hostel society Vice President Peter Pethoe saying it would make an excellent hostel, being in far better condition than other structures they have renovated. (See attached letter). In the end, the supervisors found the Roadhouse owner's price excessive, and discontinued park acquisition proceedings. Yet the study made the point that Pleasure Point Neighborhood is in openspace deficit, and this is one of the last pieces of openspace.

CONDITION: The Subcommittee was invited to tour the Roadhouse by its tenants, and one could see that, while told the owner never did maintenance, there was only cosmetic damage to the exterior shingles, but the building was structurally sound, with some select areas for dry-rot repairs. A DVD of the interior and exterior was made and shown on TV. The owner evicted the tenants, placed a cyclone fence around the property, and had a pest report done, which she used as her reason to seek the demolition of the building. Yet the pest report *didn't* conclude the building needed demolition, but rather tent-fumigation, and repairs for dry-rot, wood-on-soil contact, etc., which are rather standard findings for even 30-year-old county homes.

HRG REVIEW: The absentee homeowner hired Anthony Kirk, known locally as "Dr. Demo." for his career of getting landmarks demolished by turning historic

preservation laws *against* preservation. He skewed the Live Oak History Project's research into a one-sided DPR form, with glaring errors and omissions to reach a negative conclusion. He seemed to judge the Roadhouse exclusively by standards for an NR1 national landmark rather than for a local landmark. The board of supervisors said with competing DPR forms drawing different conclusions (CIRCA's, Gibson's, & Kirk's), they didn't know who to believe. So to determine if the Live Oak History Project was right, or Kirk was right, they sent the *erroneous* CIRCA DPR form (but *didn't* include the corrected Gibson DPR form & report), plus the skewed Kirk DPR form, to San Francisco's Architectural Resources Group (ARG), hoping they could figure it out. With ARG only allowed to see the two forms drawing negative conclusions, and kept ignorant of much of the landmarks background or context (fully detailed in the Gibson report), it almost seems the ARG consultation was set-up to reach a preordained negative conclusion. It would have been a miracle to conclude otherwise, based just on the two forms pitting error vs. bias.

RESULTS: The ARG consultant wasn't even admitted behind the chain-link fence (which sits a distance from the structure), nor saw inside the building. Even so, the Architectural Resources Group found both the CIRCA and Kirk forms full of errors, and criticized the Kirk form for false statements about the application of the Secretary of the Interior Standards for preservation, plus his lack of any context statement. Based on only negative reports, the Architectural Resources Group still concluded the Roadhouse was at least an NR6 historic resource. What might they have concluded with all the information?

BACKGROUND: Kirk said he was once chairman of the Santa Cruz Historic Preservation Commission, but no one seemed to wonder why he never asks those commissioners to support his work, or do peer review. The reason is, he was a minority voice on the commission, mostly due to his theories that additions to landmarks must look modern and draw attention to themselves (a theory contradicted at conferences on Award Winning National Trust Restoration Projects). He had the Santa Cruz Historic Preservation Commission hire a consultant from Washington DC to show the rest of us the proper way to apply the national standards, but Kirk was disappointed to learn these are *guidelines*, not hard-and-fast rules (except for Federally funded restorations), and local commissions are allowed to decide what is most appropriate for local landmarks. The consultant said landmarks are too varied in styles and character-defining features, to be considered on anything but a case-by-case basis. The NR5 category exists so structures important on the local level can be

listed, even if they fail to meet state or national standards.

WIDE SUPPORT: The Roadhouse is perhaps the most qualified building in Pleasure Point to be a landmark, and interpret neighborhood history. It is emblematic of the Brownshingle movement's slogan to "Build With Nature." The purpose of the Subcommittee in listing Live Oak structures is to protect the character of neighborhoods and aspire to the best examples of its heritage. The overwhelming majority of the public attending each Roadhouse hearing supported making it an NR5 landmark, and at the Feb. 12 meeting where the Supervisors voted against it being a NR5 landmark, only the property owner opposed NR5 listing. The vote was close, as the Roadhouse needed only one extra Supervisor's vote to gain its listing. The Santa Cruz City Historic Preservation Commission (Kirk's former commission) sent a letter unanimously declaring it was qualified to be an NR5 landmark. Had Pleasure Point been annexed by Capitola or Santa Cruz, the Roadhouse would likely already be protected. But unfortunately, three County Supervisors didn't side with Live Oak's Supervisor Jan Beautz and Scotts Valley Supervisor Mark Stone to make it a local landmark, one citing the applicant's pest report and ARG report swaying his findings.

DEMOLITION PERMIT: At the June 13, 2008, hearing before the Zoning Administrator, residents of the condo that replaced a neighboring Cotswold cottage, came to speak in favor of the Roadhouse demolition. They said they were new to the neighborhood, being there only a year or two, and one said he felt it a shame Pleasure Point's coastal properties with such views were being tied-up with tiny old structures, which should all be replaced with big luxury homes and condos. (However, the new condo complex where they live has yet to sell most its units). This opinion isn't representative of long-time residents, who feel what amounts to affordable housing along the coast is rare in Santa Cruz County, and should not be just the private domain of the rich.

CONCLUSION

The Roadhouse demolition permit must be denied. There was a breakdown in the process at so many levels along the way, the findings at the end cannot be trusted. The following issues need to be resolved at the local level before a demolition permit can be seriously entertained.

■ **Send the Roadhouse issue back to the Santa Cruz County Historic Resources Commission for review.** The disparity between the phone survey and the confusion of what was being voted on by the Commissioners needs clarification.

■ **If the ARG report is to be used as an authority,** it must be allowed to review the *correct* information, and not an "official" but erroneous DPR form.

■ **If my name is to appear on a DPR form as a source,** that form must reflect the information I and my co-researcher submitted, and not information at odds with the general knowledge of our entire subcommittee.

■ **If the applicant's pest report is to be used as an authority,** then the confusion of what it is actually saying needs to be independently verified and analyzed. Does it require demolition? What does a preservation expert say?

■ **The cyclone fence has been a hindrance to the process.** The ARG consultant only saw the landmark at a distance behind the cyclone fence, and didn't go inside. Notice for the last hearing was posted at the Roadhouse site, but residents complained it was too far back from the cyclone fence to be read, which is *improper noticing of a public hearing*.

LOCAL COASTAL PLAN REASONS TO DENY THE ROADHOUSE DEMOLITION PERMIT

PLEASURE POINT SPECIAL COMMUNITY

The Santa Cruz County Local Coastal Plan (LCP) designated Pleasure Point to be one of six *Special Communities*, 1. Davenport (with its whaling & cement history), 2. the Yacht Harbor (maritime & historic religious retreats), 3. East Cliff Village (candy & flower farm history), 4. *Pleasure Point (camping, flower farms, rum-running & surfing history)*, 5. Seacliff Beach (the Cement Ship landmark), and 6. Rio Del Mar (resort & golf course). {LCP p.6-8 to 6-12}. Each of these areas is a combination of *scenic natural topography, grove canopy, and historic structures*.

PLEASURE POINT: The LCP designated the most significant area on Pleasure Point to be the stretch of coast and buildings fronting the two former camps, called Breakers Beach Resort, and Cozy Beach Resort (see Gibson map). This stretch of East Cliff Drive is located between two surfer staging areas purchased as parks on the recommendation of the LCP, "Pleasure Point Park" on East Cliff between 32nd & 33rd Streets, and "The Hook" Park at East Cliff & 41st Avenue. {LCP p.5-18}. East Cliff Drive through this section is part of a designated *County Scenic Highway*, stretching from 41st Avenue west to the Yacht Harbor {LCP p.6-2, policy 6.1.1 c., p.6-13}. The road also includes a major bike and pedestrian pathway that is part of the *California Pacific Coast Bicycle Route* founded in 1976 as the Bicentennial Route. {LCP 1b., p.4-67}. Thus, Pleasure Point "...is unique as the only place in the unincorporated urban portion of Santa Cruz County where the roadway/bikelane is immediately adjacent to the ocean with few structures blocking the view." {LCP p.6-10}. Pleasure Point is one of the county's two top surfing areas (the other being Steamer Lane in Santa Cruz), continuing Pleasure Point's long history of recreational use of its natural resources. {LCP p.5-1}. The LCP Sensitive Habitats map, show kelp beds off the coast of Pleasure Point, "rare and endangered flower species" in this vicinity, and

Moran Lagoon bordering west Pleasure Point. {LCP, Map p.1-86}.

PROTECTED RESOURCES: "The basic goals of the Coastal Act...are [first] to protect, maintain, and where feasible enhance and restore the overall quality of the Coastal Zone environment and its natural and man-made resources." And second is the "...conservation of Coastal Zone resources..." {Public Resources Code, Section 30001.5}. A Special Community has "...physical and visual assets..." {LCP p.6-3}, and "the scenic and visual qualities of coastal areas *shall be considered and protected as a resource of public importance*." {LCP, section 30251, p.6-1}. This protection is enhanced at Pleasure Point, where these *protected natural and man-made resources* are part of a designated *Scenic Corridor*. This *triple qualification* for Scenic Corridor status stems from Pleasure Point being a designated Special Community, a designated County Scenic Highway, and a major Beach Viewshed. {LCP policy 6.1.2 p.6-13, p.6-1}.

MAN-MADE RESOURCES

LANDMARKS: The designated Special Community includes the buildings along East Cliff Drive from 32nd Street to 41st Avenue. {LCP Visitor Serving Facilities map, p.5-12}. Not all structures are protected in a combined Special Community/ Scenic Highway/Scenic Corridor, so significance is determined through a *Special Community* evaluation, using LCP questions such as: "Does the area have focal points? Landmarks?" {LCP, p.6-3}. Beyond its obvious natural setting of beaches, rocky shoreline, and high cliffs topped with groves of cypress and eucalyptus trees, there are eleven notable landmarks and focal points (although one was demolished in 2006). The four notable structures in the Breakers Resort section are: the campground's former *Bonanza Grocery* (corner of 34th Avenue), the *Log Cabin* (corner of 45th Avenue), the *O'Neil Cliffhouse*—home of wetsuit

inventor Jack O'Neil (between 36th & Madrone), and the *Nightfighters Clubhouse*—a surf club named after the early Pleasure Point volunteer fire company (between 37th & Manzanita). There are/were five notable structures in the Cozy Beach Resort section: the *Cozy Cove Cotswold Cottage*—demolished 2006 (near 38th Avenue), the *Cozy Beach Cliffhouse*, the *Cozy Beach Roadhouse*, the *Cozy Beach Carriage House*, and the cobblestone park *Bathhouse*—built to LCP standards (at 41st Avenue). In addition, "Pleasure Point Park" has two focal points, which are a carved *Tiki pole*, and a metal *Surfer Silhouette* sculpture.

RATING: The Live Oak History Project subcommittee of the County Historic Resources Commission, evaluated the Pleasure Point structures as follows: *Bonanza Grocery*—well maintained and beautifully shingled, but altered from its historic look. *The Log Cabin*—a good candidate, but ranked below the top 25 Live Oak Landmarks. *The O'Neal Cliffhouse*—important for its historic association, but less than 50 years old. *The Nightfighter's Clubhouse*—important to surfing history, but architecturally uninteresting. *The Cozy Cove Cotswold*—like the log cabin, a good candidate, but ranked below the top 25 Live Oak Landmarks. *The Cozy Cove Cliffhouse*—a high ranking example of distinctive modest architecture, with Holland overtones recalling the nearby flower farms. The subcommittee chose not to list it, because nothing would be permitted on the site if the building were lost. *The Cozy Cove Roadhouse*—the most important surviving structure in Pleasure Point, with architectural ties to the earlier Houghton House. *The Cozy Cove Carriage House*—second to the Roadhouse in importance, and was combined with the Roadhouse listing as part of the oldest Pleasure Point resort complex that is still mostly intact. *The Hook Bathhouse*—an excellent example of rustic architecture, but too new for historic consideration. (The Pleasure Point Park sculptures were not reviewed).

ROADHOUSE DEVELOPMENT

TOP LANDMARK: These findings show that in the Cozy Beach section of the Pleasure Point

Special Community, all the surviving *heritage* landmarks are part of the Cozy Beach Roadhouse resort, the other two structures being a demolished neighboring Cotswold Cottage, and a modern cobblestone Bathhouse at The Hook. Any demolition of the Roadhouse would include its Carriage House (and three minor row cottages as well), which would remove not one, but two of the three chief landmarks/focal points from this section of the *LCP Special Community/Scenic Highway/Scenic Corridor, and Beach Viewshed*. The third is the Cozy Beach Cliffhouse, protected only because it's no longer part of the Roadhouse property. Demolition is not only contrary to the LCP protection of these scenic man-made resources {Coastal Plan, stated in Public Resources Code, Section 30001.5, LCP p.0-1}, but is a loss of some of the last and best examples of Pleasure Point's rustic nature-oriented architecture, that integrates the natural setting with unimposing structures of natural materials. For the LCP "...require[s] use of natural materials where feasible...,"{LCP policy 6.2.4 a, p.6-14}.

UNIFYING STYLES: But the trend for new development in Pleasure Point is headed in another direction, as when the neighboring Cotswold Cottage was replaced in 2006 with a more urban and formal Spanish Colonial style, replacing the rural aesthetic that once typified this resort area. This shift away from leading heritage genres in Pleasure Point, only worsens a problem the LCP noted in 1981, that the county's six Special Communities "*lack...any cohesive architectural theme...All of the areas have unique characteristics; however, each needs overall design improvements to unify the area and realize its potential as a Special Community. ...The historical aspects of [one] area are not signed or otherwise utilized....*"{LCP p.6-8}. The unifying architectural theme of Pleasure Point *had* been nature-oriented architecture with craftsman details, such as Brownshingle, Thatchite genres, California Craftsman, and Rustic (log or stone) construction. These elements helped promote the nature resorts and flower farms, and created an atmosphere similar to Asilomar.

NEW DEVELOPMENT: LCP policy states

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"New development shall...where appropriate, protect Special Communities and Neighborhoods which, because of their unique characteristics, are popular visitor destination points for recreational uses." {Section 30253, LCP, p.6-1}. So what is being protected by placing new development in place of a Special Community's leading scenic man-made resources?

"New development in highly scenic areas...shall be subordinate to the character of its setting," {Section 30251, LCP 6-1}, and be visually compatible with the surrounding area {LCP Land Use policy 1.6}. Yet the Roadhouse resort represents the types of architecture *to be emulated by new construction*, and without these structures, compatibility defaults to lesser examples. Restoring the Roadhouse and Carriage House in no way prevents the property-owner from developing the site. In fact, it gives the new development an important aesthetic, scale, and nature-oriented craftsmanship with which to be compatible. {LCP Land Use Policy 1.6}.

RECREATION: The Roadhouse was named for Cozy Beach across the street, that was once part of the resort, and now known in surfer parlance as "The Wild Hook" after a cliff formation. This made the roadhouse grocery a popular meeting place during the formative surfing era in the 1960s, when Jack O'Neil invented the wetsuit and bought a Pleasure Point home on the cliff, where the film-makers of "Endless Summer" stayed. A proposal to make the roadhouse a (surf)Board and Breakfast Inn, would reinforce Coastal Act Policy, section 30220: "Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses." {SC-LCP, p.5-1}. And converting the Roadhouse into a hostel would

not only continue the low-cost visitor accommodations historically associated with this site, but also fulfill Coastal Act Policy, Section 30213 (part). "Lower cost visitor and recreational facilities...shall be protected, encouraged, and where feasible, provided. Developments providing public recreational opportunities are preferred." {SC-LCP, p.5-1}.

CONCLUSION

The Roadhouse complex is part of a protected Special Community, {LCP p.6-8 to 6-12} a designated County Scenic Highway {LCP p.6-2, policy 6.1.1 c., p.6-13} & State Bike Route {LCP 1b., p.4-67}, a Scenic Corridor {LCP policy 6.1.2 p.6-13}, a major Beach Viewshed, from a beach once belonging to the Roadhouse resort {LCP policy 6.1.2 p.6-13}, and one of the county's top two Surfing Spots. {SC-LCP, p.5-1}. Out of eleven Pleasure Point landmarks and focal points in the Special Community zone, the Roadhouse was judged by the Live Oak History Project to be the most significant, and even ranked in the top 25 (out of 75) for all of Live Oak, as a candidate for an historic listing. The Roadhouse is part of a rustic-craftsman *unifying style* that is being lost in Pleasure Point {LCP p.6-8}, and is expressive of natural materials and a nature-oriented aesthetic. {LCP policy 6.2.4 a, p.6-14}. The Coastal Act goal is to "Protect, maintain...and restore...manmade resources," {Public Resources Code, Section 30001.5}, for "the scenic and visual qualities of coastal areas *shall be considered and protected as a resource of public importance.*" {LCP, section 30251, p.6-1}.

Santa Cruz Hostel Society

PO Box 1241 Santa Cruz, CA 95061 321 Main Street Santa Cruz, CA 95060
Tel/Fax: 831-429-8541 www.santacruzhostel.org

Santa Cruz, CA
July 15, 2008

Dear Commissioners,

We hope you reverse the Santa Cruz County demolition permit for the historic "Roadhouse" (as well as the adjoining structures) located at 2-3905 East Cliff Drive in the Santa Cruz's Live Oak/Pleasure Point area.

The property was poorly maintained so most recently used as low-cost rental units. The owner owns two other parcels in this County also not well maintained, as well as several in nearby Santa Clara County. Apparently the parcel's owner wishes to demolish one of the oldest houses in this area and construct high priced beach-front townhouses, most likely for summer rental or time-share occupancy.

Many neighbors in the Pleasure Point area wish to save the historic "Roadhouse". The Santa Cruz County Board of Supervisors directed County Redevelopment staff to negotiate purchase of the one acre property for development into a much needed County Park. Apparently negotiations stalled on account of price. Most of the Pleasure Point area consists of former small "Beach Cottages" on tiny lots. There are few County Parks in the area available for resident's recreational needs, save several County beaches. Most beaches are not accessible for wheelchairs due to steep stairwells or soft sand. County purchase of the property would expand the recreational opportunities of the neighbors and the general visiting public.

The main recreational use suggested by most 75 neighbors attending a public meeting (organized by the County RDA about six months ago) suggested the building be converted into a "youth hostel" similar to the HI affiliated Santa Cruz Hostel at the Carmelita Cottages on Beach Hill.

Both properties would be quite similar, being close to the Beach, on public land, used as hostel at night and as a public park during the day. The three buildings, three cottages and two utility sheds at Carmelita are also historic, some of the oldest buildings on Beach Hill pre-Victorian dating to the 1870s. The entire site including buildings and historic plants, trees and shrubbery are listed on the National Historic Register. Over the last dozen years all the buildings, save one, have been refurbished and brought up to current building and safety standards. The Santa Cruz Hostel was cited by the State Parks and Rec. as one of the twelve best restoration projects. Three buildings are accessible including bathrooms and showers. The last building to be renovated is the residential unit for hostel staff and is slated to start prior to October 2008. Plans have been approved by the Historic Preservation Commission and City Council. The estimated cost will be about \$400,000, funds raised by hostel overnight income.

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*"To Help All, Especially the Young, Gain a Greater Understanding of the
World and its People through Hostelling."*

Santa Cruz Hostel Society

PO Box 1241 Santa Cruz, CA 95061 321 Main Street Santa Cruz, CA 95060
Tel/Fax: 831-429-8541 www.santacruzhostel.org

Without the financial aid of the Calif. Coastal Conservancy this project would never have been started. The Conservancy granted the Santa Cruz Hostel Society over \$420,000 which paid for the rehabilitation of 2.5 larger buildings. The remainder of the total \$800,000 invested in the Cottages has been generated by hostel overnight fees, memberships, foundations and private contributions. No City funds have been used, save for some help in tree pruning by City Parks and Recreation personnel. Since the property is owned by the City, the Hostel Society has no equity and has difficulty borrowing funds for rehabilitation. Frugal operation, low salaries, much volunteer help and high visitor occupancy (as well as many satisfied repeat customers) has allowed the Society to refurbish these buildings without borrowing funds.

Carmelita Cottages Hostel is a busy place. The hostel has 45 beds and cannot expand on this site. There are 5 private rooms for couples, families and small groups. The summer overnight fee is \$25, much less for those under 18 and even less for fewer than 12. This year we will exceed 10,000 overnights, one of the busiest smaller HI hostels in the US.

HI- Hostelling International (formerly American Youth Hostels-AYH) is a non-profit that oversees 80 hostels in the States and over 4000 affiliated hostels around the world. Due to high demand many potential guests are turned away every summer night for lack of beds. Santa Cruz Carmelita Cottages HI Hostel is the sole hostel in the County. The nearest hostels are at Pigeon Point Lighthouse 25 miles, Monterey Hostel 42 miles and Sanborn Park Hostel (open only weekends) outside Saratoga, about 40 miles. A future area hostel at the former Fort Ord recently received a perpetual lease from the City of Seaside, but years of work are needed before opening. This hostel will house large school groups visiting the Monterey Peninsula and the Aquarium.

With the large influx of young foreign visitors, steeply rising motel prices (particularly on weekends) another hostel in the Santa Cruz area is desperately needed. There are no other reasonably priced accommodations (save camping) for individual travelers in the area.

The "Roadhouse" on East Cliff Drive will serve this hostel function very well. The main building, (early Craftsman style, with beautiful stone fireplace, hardwood floors and large windows with terrific views) is in relatively good shape compared to Carmelita Cottages that were condemned with all single wall construction on mud sills without foundation. The half dozen auxiliary buildings would be used for family rooms or small groups; one would incorporate a small kitchen while the main building is used by neighborhood groups during the week. Unlike Carmelita Cottages which has no onsite parking (except for staff use) there is plenty of parking on the one acre site for guests and to augment the nearby County parking area used by surfers. There is room on site to eventually move other abandoned small historic cottages on site for expanded hostel use. However this hostel would most likely never exceed sixty beds and would not detract the small town atmosphere of the area.

Two nearby stairs allow easy access to secluded "Cozy Beach" (also known as "Eva's Beach") and favored surfing spots.

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*"To Help All, Especially the Young, Gain a Greater Understanding of the
World and its People through Hostelling."*

Santa Cruz Hostel Society

PO Box 1241 Santa Cruz, CA 95061 321 Main Street Santa Cruz, CA 95060
Tel/Fax: 831-429-8541 www.santacruzhostel.org

The hostel will attract many surfers and help nearby businesses such as restaurants, corner grocery stores, several surf shops, a bicycle shop and the 41st Ave. Mall. The Metro Bus #68 and #68Night is just one long block away. (#68Night would directly connect Carmelita with the "Roadhouse" Hostels without transfer).

Barry Swenson's Green Valley Corporation and the Charles Canfield's Seaside Corporation propose to convert historic La Bahia Apartments (also located on Main St., very near the Santa Cruz Hostel) into a large 7-story, ocean-front 125 room luxury hotel, financed mostly by time-share owners. This controversial project will soon appear before your Commission. Large mitigation fees will most likely be imposed. Another nearby proposed hotel project to convert three lower cost motels into one large multi-story luxury Marriott Hotel will soon surface.

The mitigation fees imposed on these two luxury hotel projects could very well help finance the County purchase of the "Roadhouse" thus providing affordable, safe, friendly accommodations to not only young foreign visitors but school groups, scouts, seniors, bicyclists, hikers, athletes, physically challenged, affinity groups and all Californians.

But first, the "Roadhouse" has to be saved from destruction!

Sincerely,



Peter Pethoe, Vice Pres., Santa Cruz Hostel Society, a 501(c)3 organization.
321 Main St.,
Santa Cruz, CA 95060

CCC Exhibit 4
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*"To Help All, Especially the Young, Gain a Greater Understanding of the
World and its People through Hostelling."*

GIBSON - 1

SUBMITTED PREVIOUSLY
TO BOARD OF SUPERVISORS
ON
PLEASURE POINT ROADHOUSE

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 nearly 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.

SHOULD READ "HISTORIC"

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 five 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) 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

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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

ADDENDUM ON THE KIRK REPORT

August 7, 2007

P.S.: The meeting this material was prepared for was postponed, so the Roadhouse owner could hire Anthony Kirk to prepare a counter argument against making the Roadhouse a listed landmark, which were the findings of both the Live Oak History Project researchers, and the County Historic Resources Commission. The Live Oak History Project was started in response to Kirk's report for another demolisher, which pretended the founder of Twin Lakes, Schwan Lake, and Schwan Station was not locally important, nor his nephew Seabright Castle-builder Scholl, and that a simple cupola addition had rendered Schwan's 1890s house supposedly too altered to be historic. The County ~~Cultural~~ Cultural Resources Commission established the Live Oak History Project to "make sure we don't lose another landmark due to lack of a listing."

HISTORIC

Since our requirement was to write up histories for the approximately 75 possible buildings that we later narrowed down to the top 25, we didn't realizing which of our leading candidates might become controversial and need additional research. After the Merriman House and Roadhouse became separate issues, we gathered what we could to meet the deadline for those meetings, the Road-house meeting being postponed. Unlike our unpaid researchers who started from scratch, Kirk no doubt started with the research we'd already submitted, and expanded on it with some additional information (some of which Norm Poitevin had already discovered after our last submissions). People have said they were unwilling to cooperate with Kirk when they found out his purpose was to get the century-old Roadhouse demolished. The majority of the early Cozy Beach resort photos are either in the Peterson or Gibson collections. As a result, the only early photo Kirk uses is credited to Norm Poitevin of the Live Oak History Project. Even so, the reduction of this photo losses resolution, so the Grocery signage is somewhat obscured, leading Kirk to misidentify the Roadhouse as a gas station, instead of a Grocery with a gas station in front. Without other photographs, he doesn't even get the name of the resort correct, calling it "Cosy Cottages" when all the site signage and captioned homemade postcards read "Cozy Beach Cottages" and "Cozy Beach."

Kirk responded to my revision of the DPR 523 form to prepare his report as a DPR form, only written to support the wishes of a property owner who doesn't want the Roadhouse to be historic. His material doesn't challenge the basic thrust of our work, although eliminating important associations and context that didn't meet his mission to make the property unimportant. Oddly, only the uncorrected CIRCA DPR form and the Kirk DPR form were submitted to the Architectural Resources Group for analysis, along with Carolyn Swift's Roadhouse chronology (according to Katherine Petrin of ARG).

I had the impression it was my DPR revision that prompted the desire to assess which version of the DPR form was accurate. Yet neither my DPR form, nor the information I provided to place the Roadhouse in context, nor the issues I raised about the project, were included in the analysis, even though my name appeared on the uncorrected DPR form, placing me in a position to have a legitimate stake in how my information was being presented. Kirk's report was submitted after mine, so mine wasn't late for consideration. I was part of the County Historic Resources Commission's subcommittee, so this wasn't a submission from outside the process. Both Carolyn Swift and I have experience filling out DPR forms. In 1997, the Architectural Resources Group and I were both praised for our separate work on the Beach Area Master Plan, so my work is not outside the realms of professionalism. While I haven't been able to see a copy of ARG's findings by this date, I'm guessing that if my report is too persuasive, then by submitting only the two DPR forms that oppose listing the Roadhouse as ARG's only exposure to the Roadhouse issues, would simply preordain the outcome. The Kirk Report has some notable shortcomings (see analysis p. 14). Thus, an independent evaluation of a defective report without full information, means nothing.

"Acknowledgements" in Beach & South of Laurel Comprehensive Area Plan, 1997

The technical expertise of this report is based on the excellent studies commissioned by the City of Santa Cruz during the past decade, and in particular upon the extensive analytical work prepared for this Plan by the following consulting firms:

Transportation Analysis

ALTA, Michael G. Jones
Fehrs & Peers Associates

Urban Design Analysis

Lettieri-McIntyre & Associates
Wallace, Roberts & Todd
Thacher & Thompson, Architects

Housing Analysis

Freitas + Freitas

Preservation Analysis

Ross Eric Gibson
Architectural Resources Group

Finally, we wish to thank the City Manager for all his invaluable direction, the Director of Planning for her continuing confidence, and last but not least - Liz Camarie, Administrative Assistant III, Department of Planning, who typed many of the reports and scheduled all the meetings.

THE PHIPPS GROUP

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

Page 1 of 2

*Resource Name or #: #005

P1. Other Identifier: Pleasure Point Road House

*P2. Location: Not for Publication Unrestricted

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

*b. USGS 7.5' Quad: _____ Date: T ; R ; _ of _ of Sec ; M.D. B.M.

c. Address: 2-3905 East Cliff Dr. City: Santa Cruz Zip: 95062

d. UTM: Zone: mE/ mN (G.P.S.)

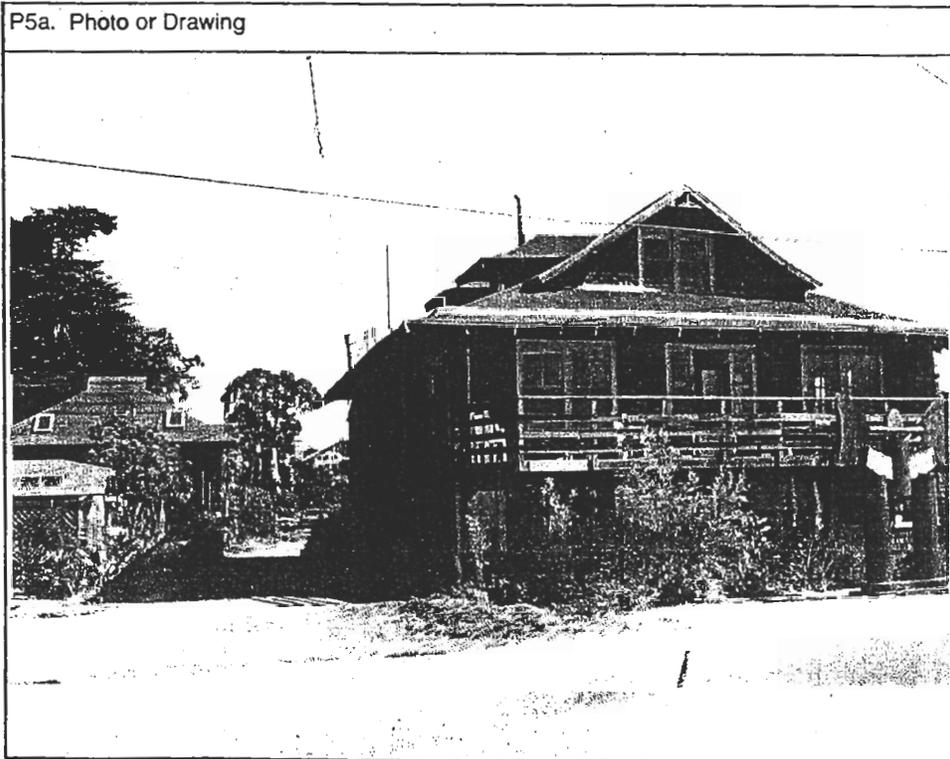
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)
APN 032-181-08

*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 purported tavern, then grocery with gas pumps), with residential above, made tourist rentals along with three 1926 cabins and an office/restroom in the driveway, and two 1920s cliff cottages (now separately owned) overlooking Cozy Beach. 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 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 Drive
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 Millage Record Rock Art Record
 Artifact Record Photograph Record Other (List):

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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: NA
 (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 38th and 41st 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 lots in 1897 & 1902. The property included what became Cozy Beach Cove. In 1902, Henchy built the Roadhouse with a second floor residence over what became ground-floor commercial, plus a two story carriage house in back. The Roadhouse was one of the first in a trend for local Brownshingle structures, possibly by noted local architects A. Houghton &/or L.D. Esty.. The Henchy's lived in nearby Capitola, and the Roadhouse was purchased by N. Neary in 1908, then J. Menzel in 1921, and was a purported speak-easy during Prohibition, with rumrunners burying their bootleg booze at Cozy Beach. In 1926, Danish native Anton V. Peterson bought the Roadhouse, and installed a grocery, with gas pumps out front. He built three cottages and restrooms along the driveway, and two shingle cottages on the cliff with towers resembling Dutch windmills, recalling the flower farms along 38th 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 Ida 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. Idea 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 five 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; NRS

*B12. References:

Deed Book 143, p402, 2/20/1902; RL Polk Street Directories Santa Cruz Co. 1910-1946, San Francisco Co. 1880-1881; US Census San Francisco Co. 1880, Soquel Dist., 1900, Santa Cruz Co. Brancifortre 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.

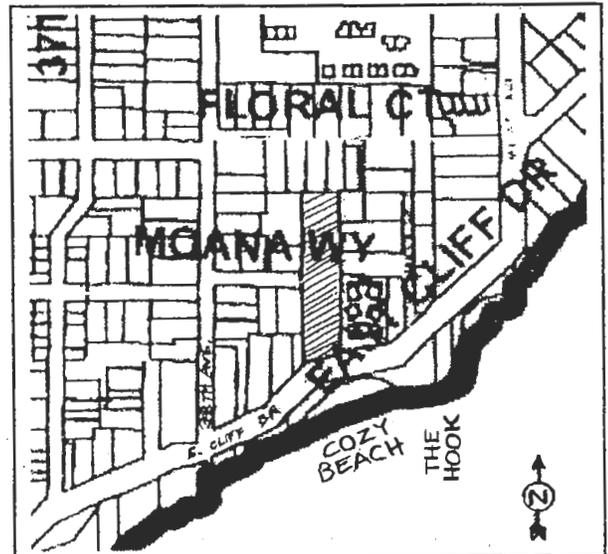
B13. Remarks:

*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.)



HISTORIC SIGNIFICANCE OF THE PLEASURE POINT ROADHOUSE

by
Ross Eric Gibson

(Based on research by
the *Live Oak History Project* historians:
Ross Gibson, Norm Poitevin,
Phil Reader, & Carolyn Swift)

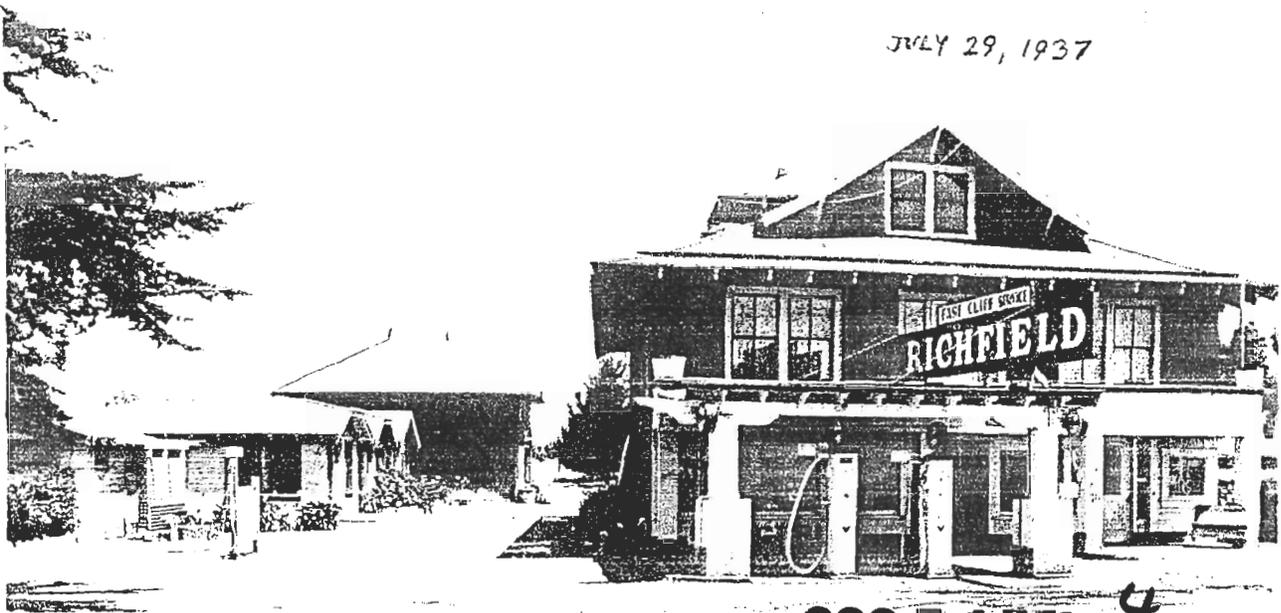
HISTORY & CONTEXT

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 a long strip of property there Oct. 2, 1897, from Walter and Emma Morgan. It ran along 41st Ave. from the cliffs to the railroad track. In the 1898 voter register, he's listed as a Saloon Keeper in the Soquel area, which included Soquel Point (Pleasure Point) where he appeared to be living. Henchy purchased an additional lot next to his Soquel Point holdings in 1902, which gave him the entire waterfront between 38th and 41st avenues.

CONSTRUCTION: The 52-year-old Henchy constructed the Brownshingle-style Roadhouse in 1902 (or a year or two later), with a residence upstairs, and (as Live Oak historian Phil Reader

believes) a saloon downstairs. (Sources disagree over the earliest time the downstairs was used for commercial space). The shingles for the buildings 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, after which the Roadhouse was named, being Cozy Cove Beach, or Cozy Beach for short (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. Henry Cowell Lime & Cement Company was a ready supply of concrete for the floor of the carriage house, and (if laid with the house) for the main house as well.

TREND-SETTER: Henchy appears to have started a trend in brownshingle construction, which

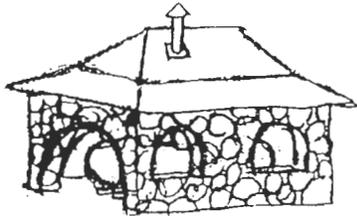


CCC Exhibit 4
(page 25 of 41 pages)



Gibson
20046

A.D. HOUGHTON
ESTATE BUILDINGS ON
PLEASURE POINT
1903

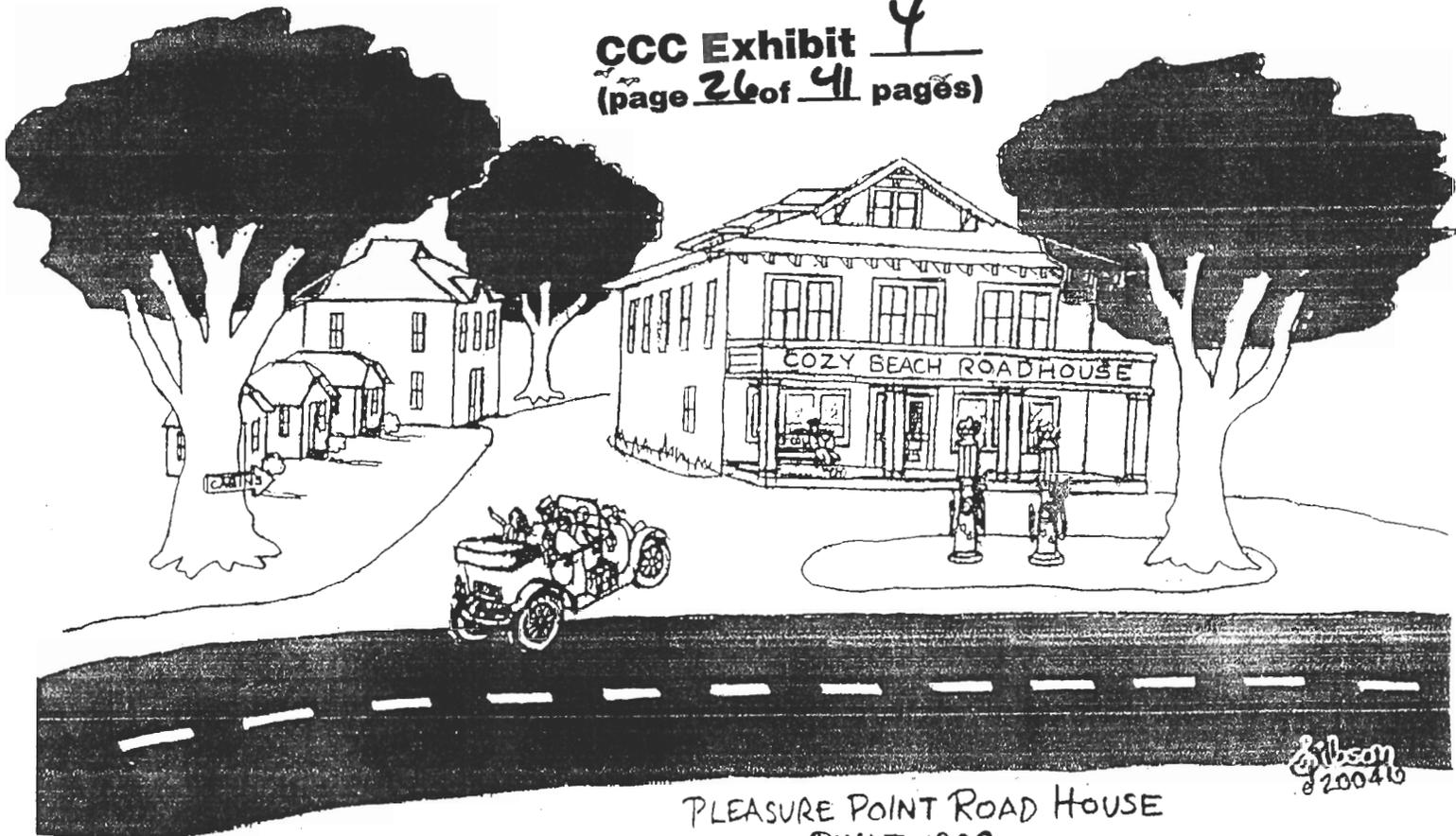


ACETYLENE GAS-MAKING
PLANT



TANK & CARRIAGE HOUSE
WITH SERVANTS QUARTERS

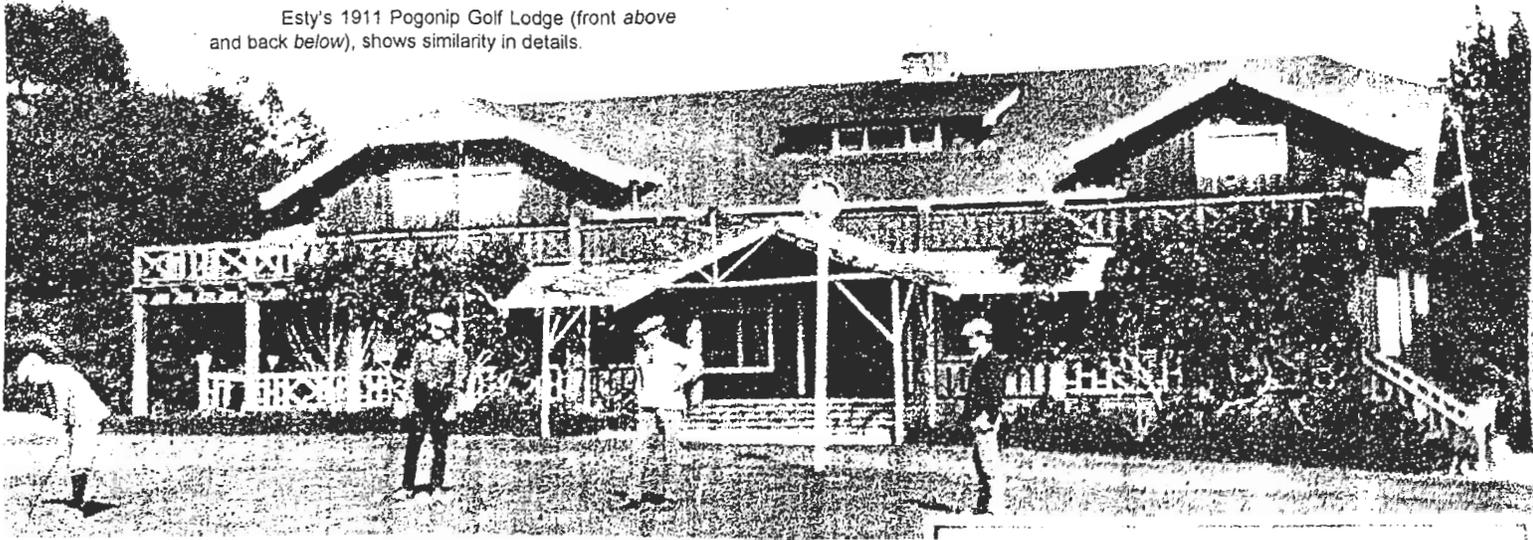
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PLEASURE POINT ROAD HOUSE
BUILT 1902

Gibson
20046

Esty's 1911 Pogonip Golf Lodge (front above and back below), shows similarity in details.



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 the negro colleges endowed by John D. Rockefeller, having taught industrial arts as well. Houghton's parents lived in Soquel and attended the Congregational Church, and when his father died in January 1903, it brought Houghton to the county soon after. He bought 100 acres nearby on Soquel Point, then designed and built a brownshingle house (very 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'd previously owned the Roadhouse site.)

ARCHITECT HOUGHTON: The Owls and Cozy Beach Roadhouse were the two largest founding structures and defining features of the Soquel Point area. The fireplaces in both homes seem to be identical, and most likely by the same mason (1916 photo of chimney surviving "The Owls" house conflagration), 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. If Henchy didn't build until a year-or-two after he bought the lot, it could have been that Houghton was architect for both of these historic structures. Houghton was a noted drinker, which may have been his introduction to saloon-keeper Henchy. Houghton soon established a construction and firewood supply yard in Santa Cruz.

ARCHITECT ESTY: However, another possible architect was Lee Dill Esty, a fellow member of Houghton's Soquel Congregational Church, who became Houghton's son-in-law by 1903. Esty was a Maine native (like Houghton) settling in the county in 1879 at age four, attending Soquel Grammar School, and graduating from Santa Cruz High School in 1893. His father was a Soquel farmer/merchant who served several terms on the Santa Cruz County Board of Supervisors. Esty tended the farm, and likely started in construction with basic farm buildings, a good background for his simple rustic-inspired styles.

Esty's architectural career was just starting around the time of his marriage, and these Pleasure Point houses may have been among his first jobs, possibly in collaboration with his architect father-in-law Houghton. The Roadhouse is similar to Esty's rustic 1911 Pogonip Golf Lodge (a State Landmark), which is a Brownshingle-style building with log porches, bracketed gables on a clipped-gable roof, bullnose-over-wedge rafter tails, and a massive stone fireplace. Esty also designed the 1923 Santa Cruz County Hospital, the 1926 Soquel Oddfellows Lodge, the 1930 Chamanade school, and the 1930 Cement Ship conversion to an amusement pier. In 1931, Esty joined with Julia Morgan's one-time employee C.J. Ryland, plus D.M. McPhetres in a new firm, which constructed the Santa Cruz Mission Replica, and Santa Cruz and Monterey city halls. (Gibson's 1994 "Early Architects of Santa Cruz County," John Chase's 2005 "Sidewalk Companion to Santa Cruz Architecture," Norman Poitevan 2007 research for a History Journal article, etc.)

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 in 1902, 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 Beach. 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 30th to 38th Avenues, creating a floral grand entrance to those visiting Cozy Beach Resort, the Breakers Resort, and Pleasure Point.

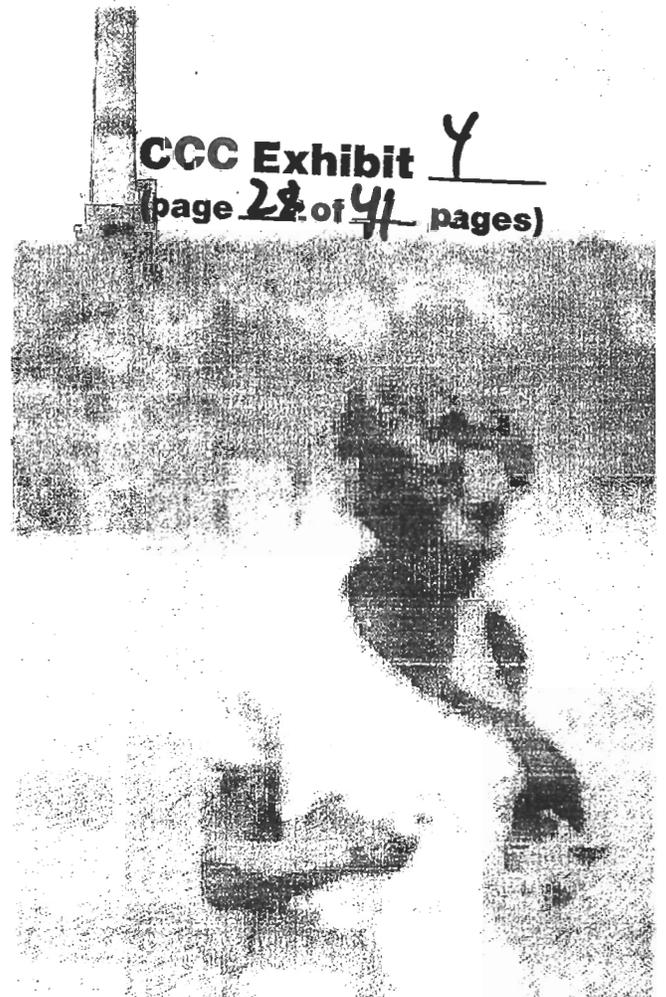
BASEBALL: Cozy Beach Resort was well served by 38th Avenue (originally Breakers Avenue), which had The Breakers trolley stop at Portola Avenue, and The Breakers Railroad Station a few blocks further north. It also included Breakers Ballpark south of the station. Here could be seen Boston Red Sox star 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.

NEARY: In 1908, Henchy sold the Roadhouse and beach to Nicholas and Mary Neary, fellow Irish ex-patriots living in San Francisco. They made some of the early alterations to the building prior to World War I. A 1920 map shows Henchy was still owner of the neighboring lot to the east of the Neary's Roadhouse. Prohibition became law in 1920, and when Mary Neary died in 1921, Nicholas sold the Roadhouse property to German-born Merced farmer John Menzel and his wife Elizabeth.

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 became a Speak-Easy, with rum-runners bringing booze ashore and burying it at Menzel's Cozy Cove



HOUGHTON'S FIREPLACE LIKE THAT IN ROADHOUSE

Beach. John Henchy had retired in 1920, 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.

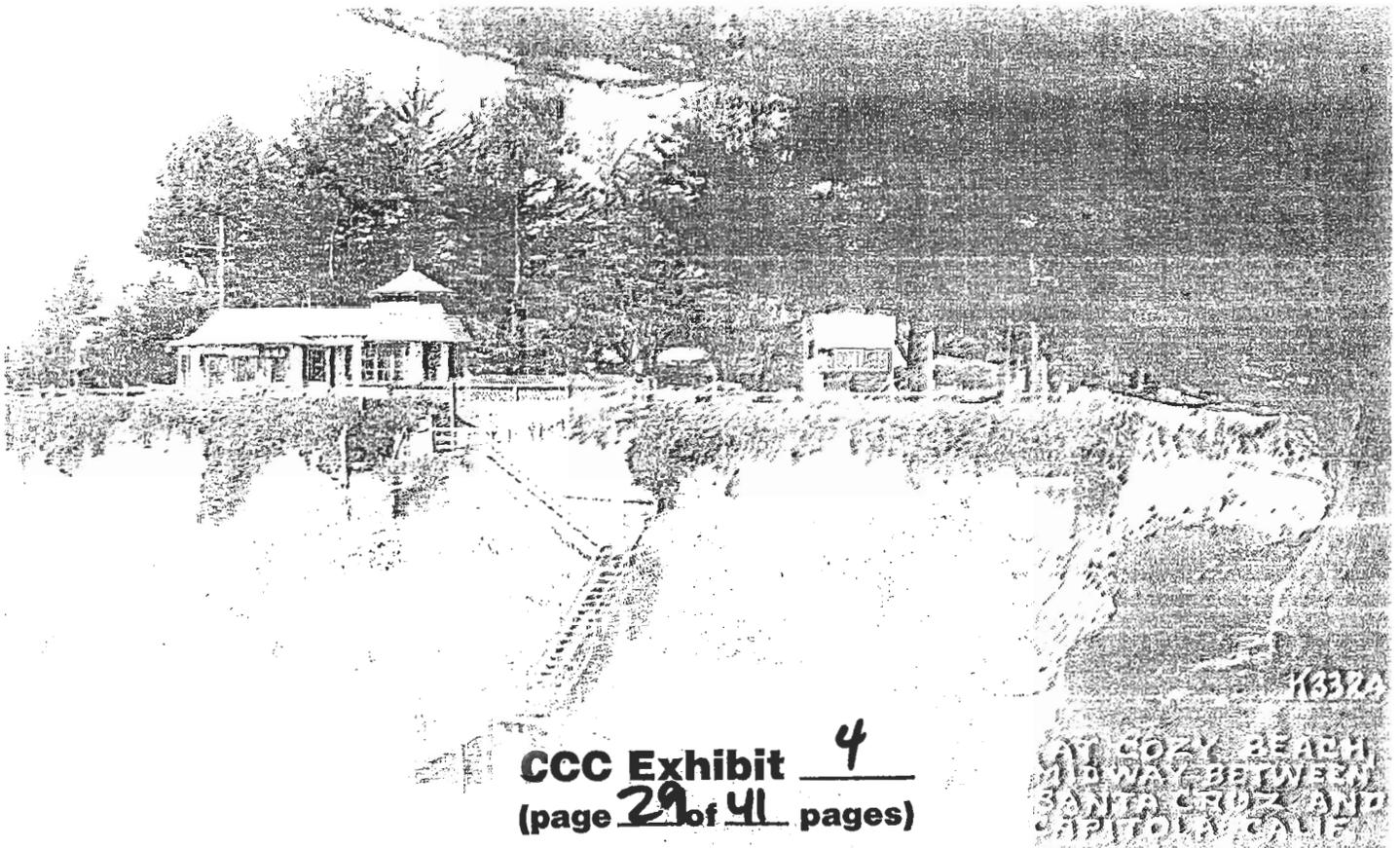
COTTAGES: In 1926, Menzel sold the Roadhouse and beach to Anton Vilhelm Peterson, a Denmark native who spent his boyhood in Michigan, and his married life on the West Coast. He established the Cozy Beach Grocery and Cottages in 1926 (photo), only four years after the Breakers Grocery (now Elizabeth's) 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 restrooms. Across the street, he built two shingle-style cottages on the cliffs with towers reminiscent of windmills, recalling the flower farms one passed along 38th 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 his wife Ida 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.

NASLUND: 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 she 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 Brownshingle 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.



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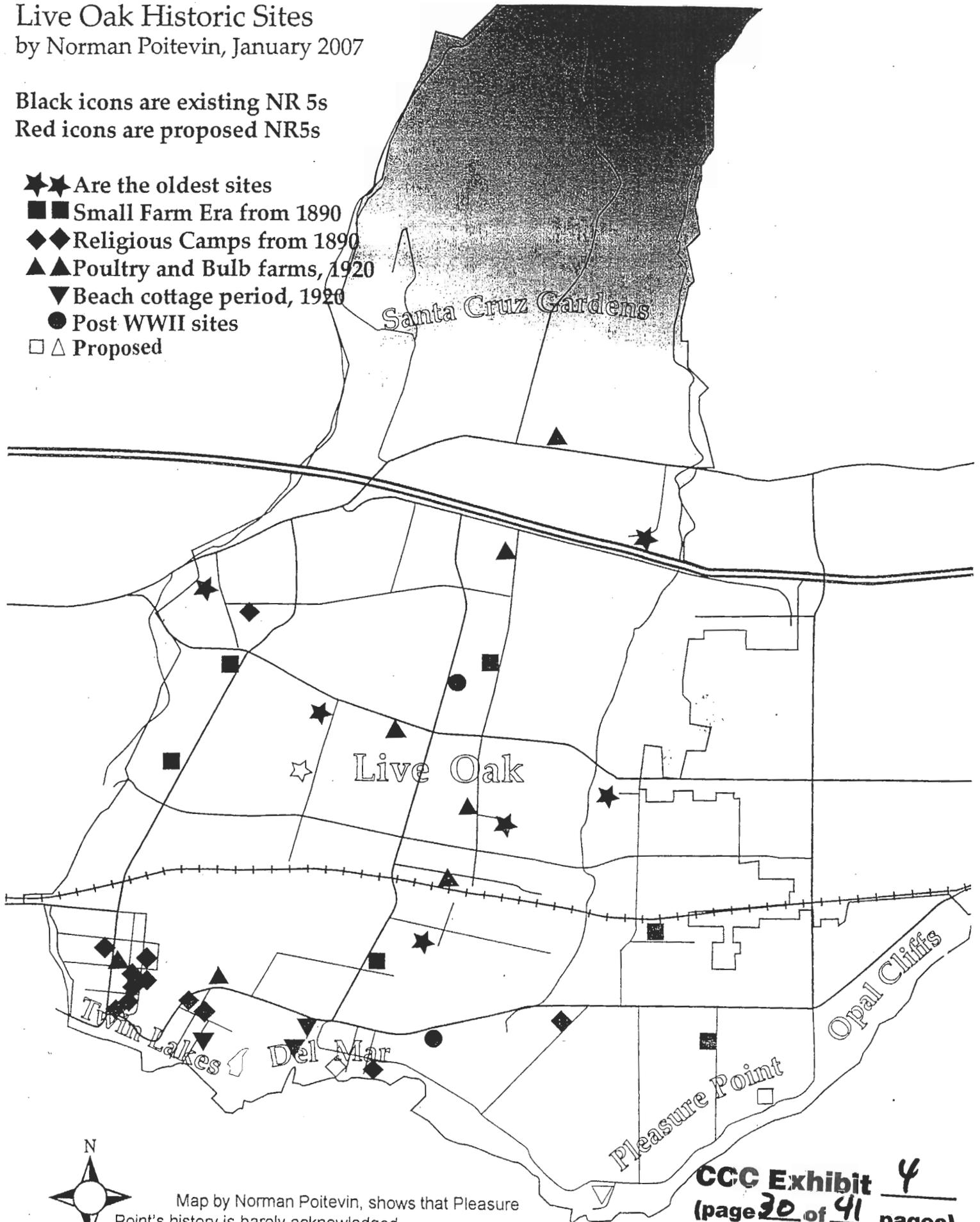
H332A
AT COZY BEACH
1/2 WAY BETWEEN
SANTA CRUZ AND
CAPITOLA CALIF

Live Oak Historic Sites

by Norman Poitevin, January 2007

Black icons are existing NR 5s
Red icons are proposed NR5s

- ★ ★ Are the oldest sites
- ■ Small Farm Era from 1890
- ◆ ◆ Religious Camps from 1890
- ▲ ▲ Poultry and Bulb farms, 1920
- ▼ Beach cottage period, 1920
- Post WWII sites
- △ Proposed



Map by Norman Poitevin, shows that Pleasure Point's history is barely acknowledged.

1926



ANALYSIS

DPR INACCURACIES: California's historic landmarks are governed under the *State Department of Parks and Recreation* (or DPR). The DPR 523 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, except for recent 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 within a year or so, 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. it's 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 World War I. 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 ca. 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 its 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, having finished woodwork that has never been painted.

1929 view of Cozy Beach Resort in its lush cypress forest setting, during change-over from General brand gas to a Richfield station.

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ERRORS IN THE KIRK REPORT

P.1 (P3a): "...a one-and-a-half-story...[on a raised basement...]" A rowhouse consisting of a garage with second floor residence entered by an indoor staircase, is not called a one story building, but a two story building. A raised basement is usually the area below the front door, as with the Houghton House (the Owls) where a front exterior stairway leads to what is the second level. While the ground-floor may have originally been unfinished, we don't call the carriage house a one-and-a-half-story for its non-residential ground floor, because both of these buildings present a two-story facade below the eave-line.

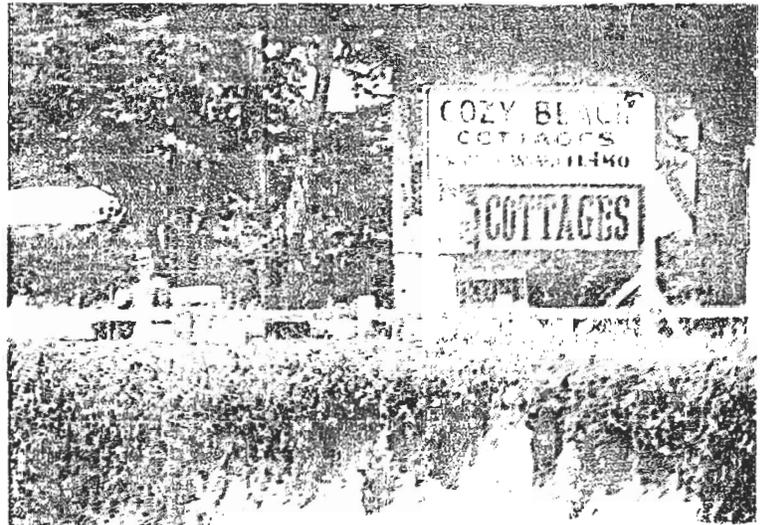
P.2 (B10): "Neither the house...nor the surrounding complex...appear to be eligible for listing...in the Santa Cruz County Survey of Historic Resources." The County Historic Resources Commission voted that it is eligible for a local listing, and named it an NR5.

P.2 (B10): "The property is not significant within any national, state, or local historical context..." This statement is unsupported by either evidence or supposition.

P. 2 (B10): "...nor is it associated with any person known to be noteworthy in California or Santa Cruz annals." By this, he means John Henchy, Nicholas Neary, John Menzel, Anton and Ida Peterson, Leila Naslund, and the structure's architects. Yet this hardly takes into account Henchy being one of the first to establish the Brownshingle style in the community, a structure now the last early example of it on Pleasure Point. And the Peterson's era when this was one of only a few community

crossroads where visitors and residents and later the fledgling surfing community met to buy groceries and gas, or rent rooms. (The possible architects are addressed below.)

P.2 (B10): "Architecturally, none of the buildings rises to a level of distinction and none is the work of a master architect or builder." His definite knowledge of who its architects were is never shared with us, so the statement is unsupported by evidence or supposition. Perhaps he means Austin D. Houghton and/or Lee Dill Esty, the leading candidates as architects for the Roadhouse due to architectural similarities to their work and their personal proximity. But dismissing Houghton (John D. Rockefeller's architect) and Esty (an associate of Julia Morgan architect C.J. Ryland) as not master architects (if they're the one's he's not naming but claims he knows) would be his personal opinion, in conflict with



accepted standards for an historic landmark.

P.4 (B10): Something is either missing here or poorly explained.

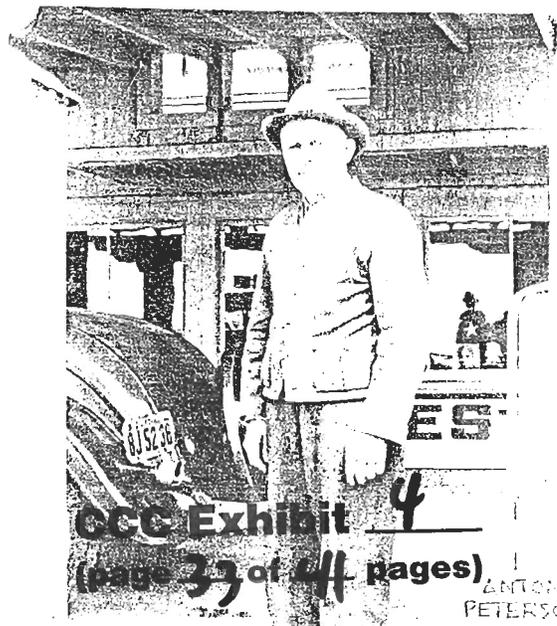
P.5 (para.5): "...and a cottage situated across East Cliff Drive, built by a previous property owner [to Peterson]." Two Cozy Beach Cottages were built at the same time on the cliff across from the Roadhouse, although only one remains today (the other was lost in the 1970s or '80s).

P.6 (para.2): Kirk assumes the name is "Cosy Cottages" from street directory listings. But directory entries are often taken orally, so spelling is not always reliable, even when repeated in more than one edition. In contrast, all the photographs that show signs erected by the Roadhouse owners are spelled "Cozy Beach Cottages" and "Cozy Beach," and all the homemade postcards issued by the Roadhouse owners are captioned "Cozy Beach Cottages" and "Cozy Beach."

P.6 (para.5): "Tourism, an industry with which the [Roadhouse] was associated for some twenty odd years or more...." If he's chosen 1926 as the origin of the Roadhouse tourism, he's assuming nothing happened after 1946. If we date its tourist era to the Roadhouse cottages prior to Peterson, and when the grocery and cottages ended in 1971 as most residents suggest, this is 45 years minimum to a half-century or more. It seems like this "20-odd-years" figure is intended to minimize its period as a public establishment.

P.6 (para.5, emphasis added): "Tourism...has been important to the economic development of Santa Cruz County since at least the 1860s, when Samuel Alonzo Hall opened the beachfront east of Soquel Creek to campers in what came to be known as Camp Capitola." Even though Kirk acknowledges the importance of tourism as established in the Capitola resort, there are far less distinguished-looking structures on the Capitola historic inventory, against which the Roadhouse appears magnificent. Yet humble cottages of rustic beauty were the nature of the historic housing stock in these ocean-front resort towns, as Carolyn Swift of the Capitola Museum has often stated in developing their historic building inventory. If Capitola is offered as the first important resort, yet the finest and earliest surviving Brownshingle building in Pleasure Point is not worth saving according to Kirk, then nothing is, and the message being sent is that the entire Pleasure Point neighborhood should be demolished.

P.7 (para.1): "Because the cabins were situated in two discrete locations, however, the physical plan of Cosy Cottages was unlike any of the building layouts usually associated with cabin camps, such as a single row, an L, a U, a crescent, or a cluster. Moreover, because of the relatively narrow lot on which the house stood, the complex lacked one of the characteristics invariably associated with cabin camp complexes: a parking place, a carport, or a garage adjacent to each cabin for the traveler's automobile." This statement appears to contradict

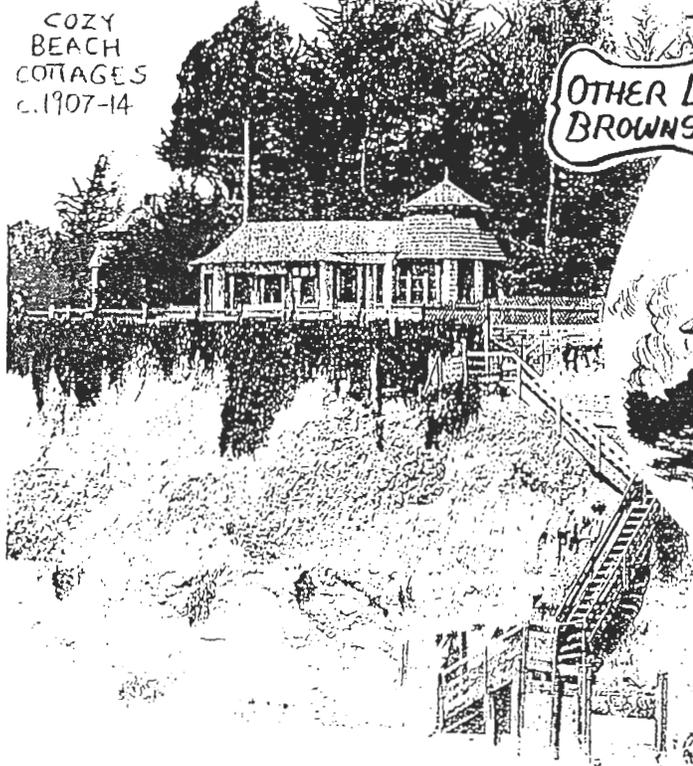


itself, as the cabins are in a row, with two across the street. The row cabins were located at the front of the lot to overlook Cozy Beach. Also, a narrow lot (and this lot seems wider than most) doesn't rule out roadhouse uses, and the purported lack of parking on the site is entirely unsupported. Every tiny lot in the early Beach Flats resort neighborhood had a collection of cabin rentals, and the variety of layouts was wherever one could fit them in. They appeared in Beach Flats as early as the 1870s, were popular in the Boardwalk's opening decades, became a popular revenue source during the Depression, then accommodated the host of visiting soldiers during WWII, and the family vacation resurgence of the post-war Baby Boom.

P.7 (para.3): Refers to the business only as a service station, ignoring the attached grocery store. The storefront show windows are visible in the 1926 photo when the first pumps were installed, and signs for "GROCERIES" and "Coca Cola" are evident in all subsequent photos. These signs are visible in the only early historic photo he includes in his report, a 1937 photo he attributes to Norm Poitevin of the Live Oak History Project.

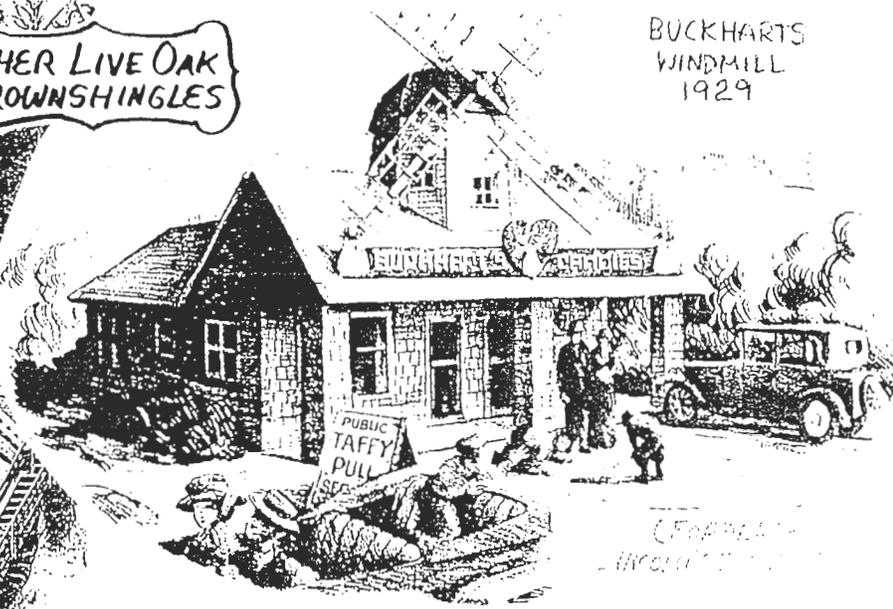
P.7 (para.5): Kirk tries to shoehorn the architecture into the definition of the Craftsman Bungalow style, then says "...its an extremely modest example...lacking several of the most important characteristics associated with the design mode..." and argues at length how little it fits this style. But this failure is not the architect's, but his own misclassification, in not recognizing the regional Brownshingle genre, part of the Craftsman school, but predating the bungalow genre and having all the differences he can't squeeze into the bungalow model. Brownshingle style would be even more supported if Esty is confirmed as the Roadhouse architect, a man who studied in Berkeley, the center of the brownshingle movement. The style's rarity and its originators Bernard Maybeck, Julia Morgan, Willis Polk and Ernest Coxhead, are not insignificant.

COZY
BEACH
COTTAGES
c.1907-14



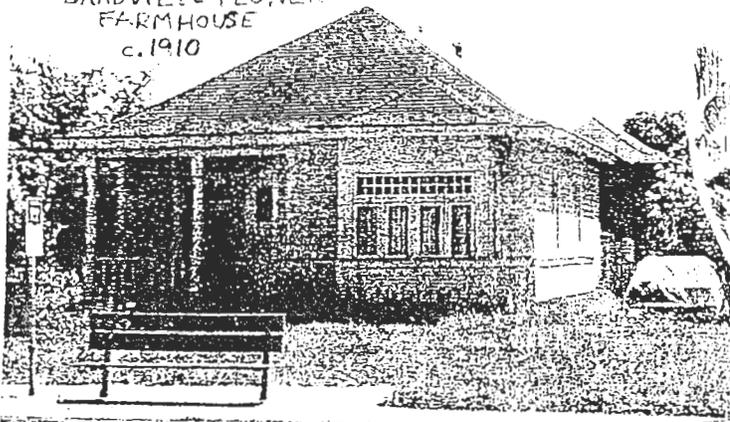
GIBSON - 16

OTHER LIVE OAK
BROWNSHINGLES



BUCKHARTS
WINDMILL
1929

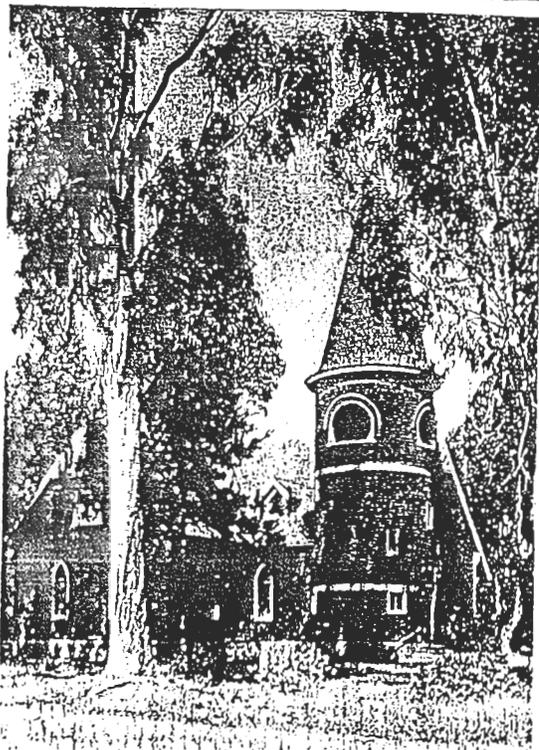
BARDWELL FLOWER
FARMHOUSE
c.1910



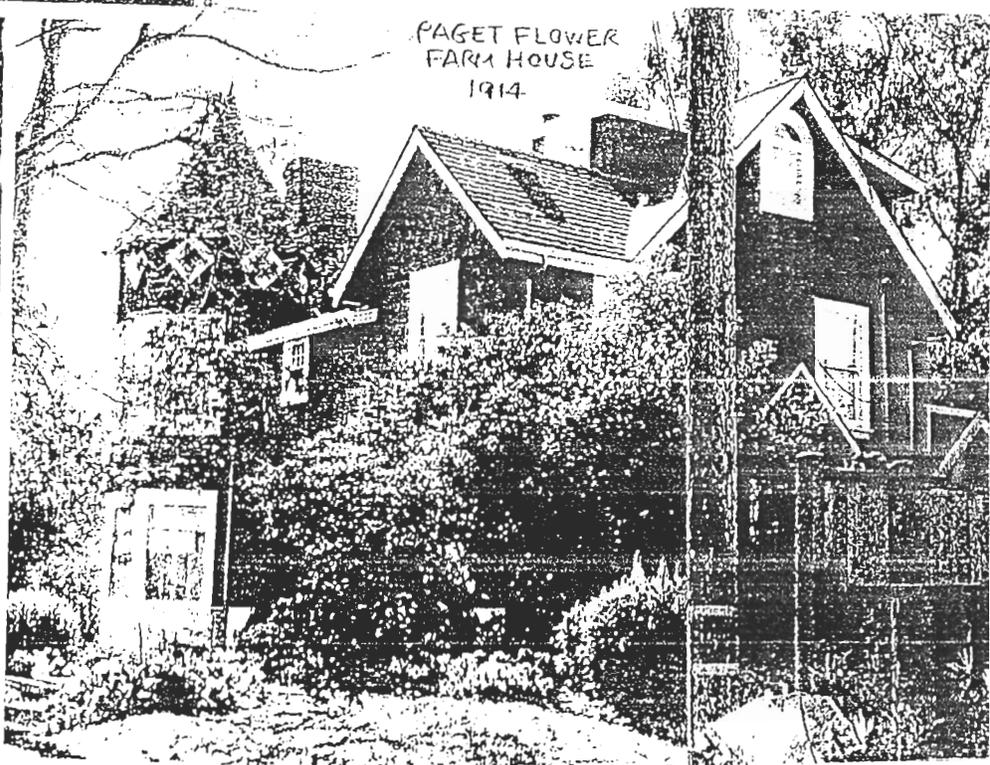
FRAZIER LEWIS
HOUSE
1900



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1891



PAGET FLOWER
FARM HOUSE
1914

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.

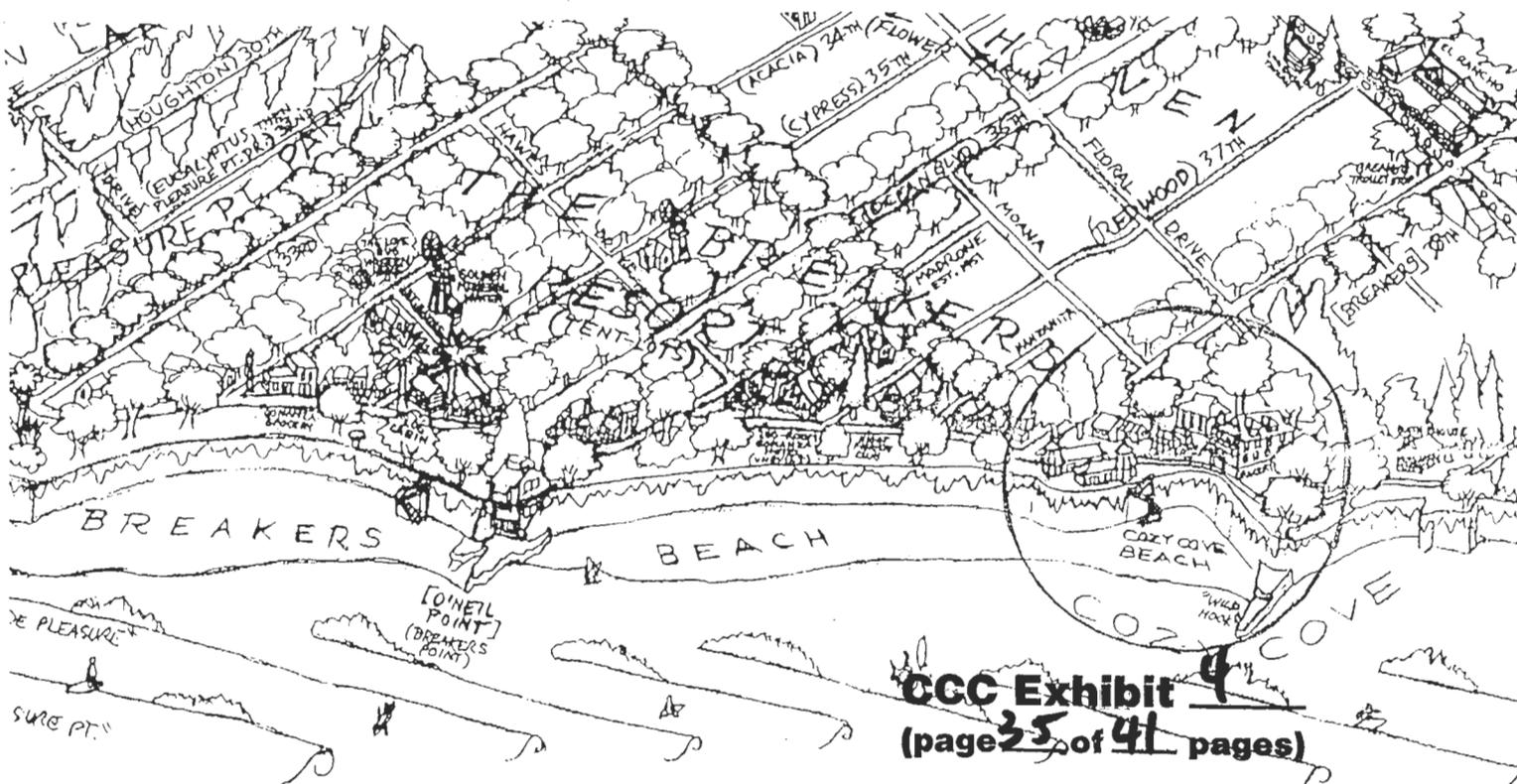
CONCLUSION

Possible new uses for the Roadhouse:

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

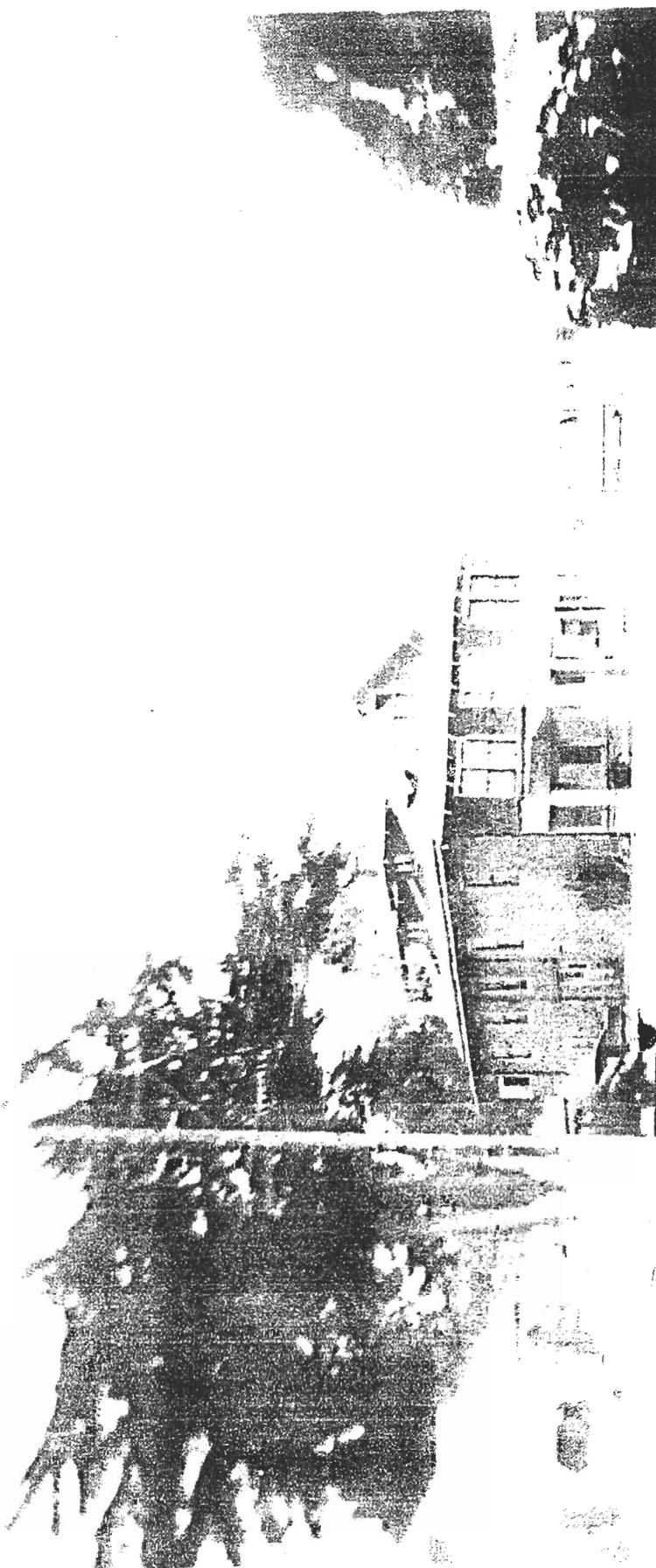
DESIGNATION IMPORTANT:

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.





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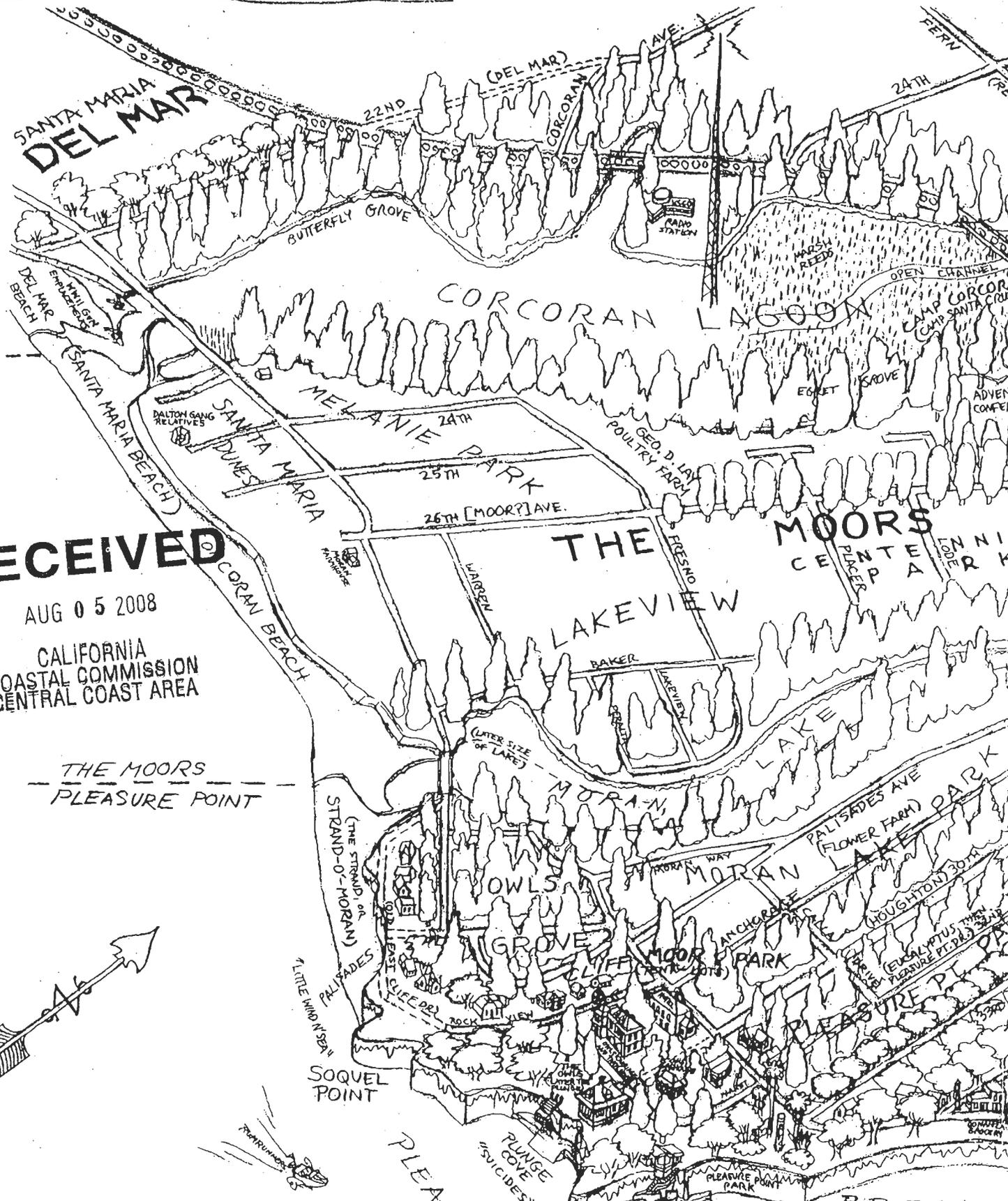


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LEFT SIDE OF PLEASURE POINT MAP

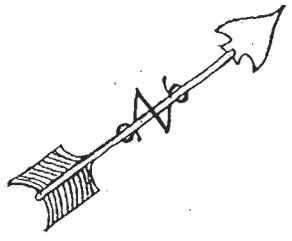


RECEIVED

AUG 05 2008

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

THE MOORS
PLEASURE POINT



KEY
 LARGE PRINT: AREA NAME
 (PARENTHESES): FORMER NAME
 QUOTES: SURFER LINGO
 [BRACKETS]: ORAL SOURCES

Gibson
2004

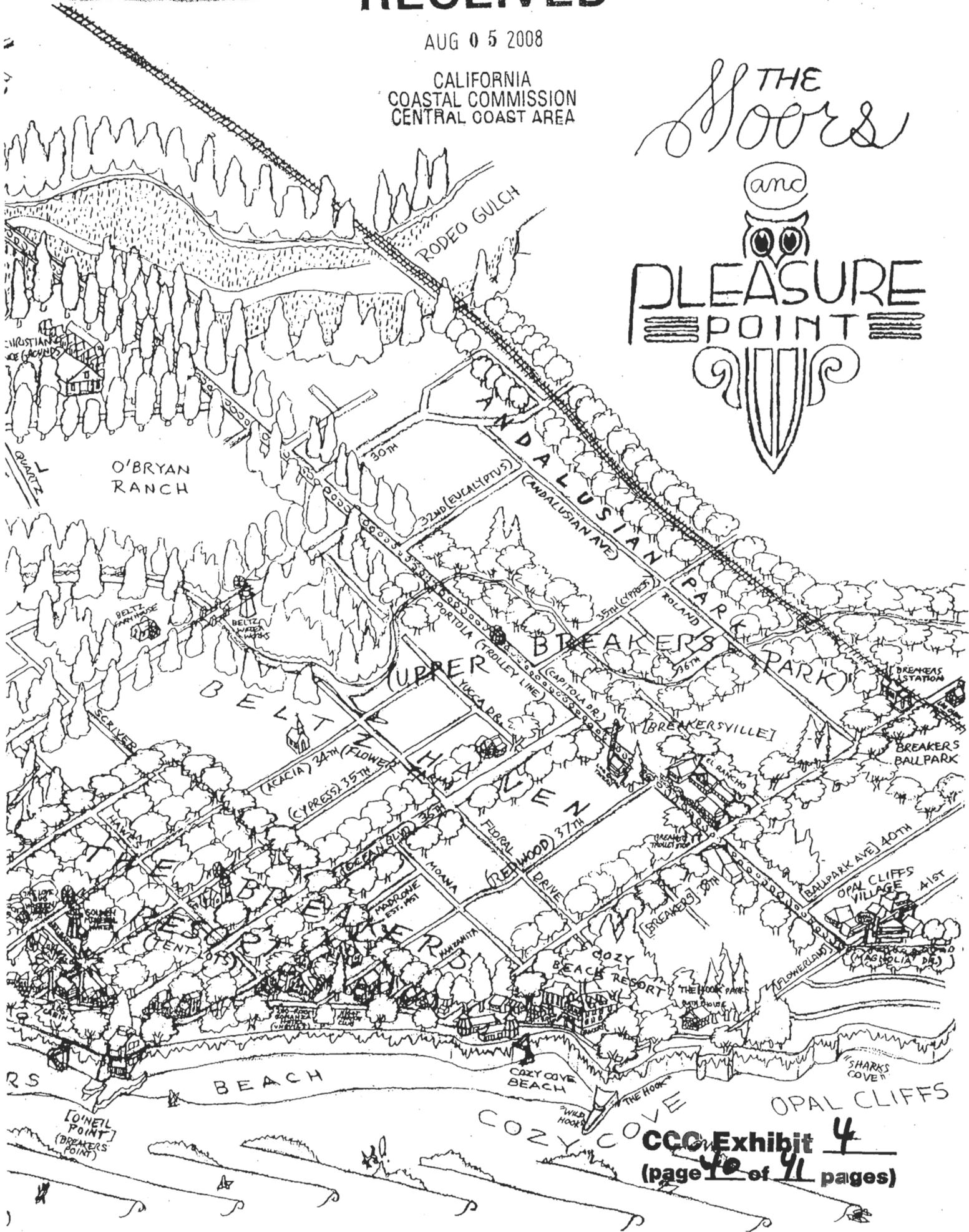
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"INSIDE PLEASURE"
 "OUTSIDE PLEASURE PT."

RIGHT SIDE OF PLEASURE POINT AND
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COASTAL COMMISSION
CENTRAL COAST AREA



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