HISTORIC LANDMARKS COMMISSION
LANDMARK DESIGNATION
STAFF REPORT

THE SAN MARCOS BUILDING
1129 STATE STREET
SANTA BARBARA, CALIFORNIA
APN 039-231-037
JUNE 17, 2015

Above: San Marcos Building after 1926 reconstruction.
Robert Easton Collection, Santa Barbara Public Library

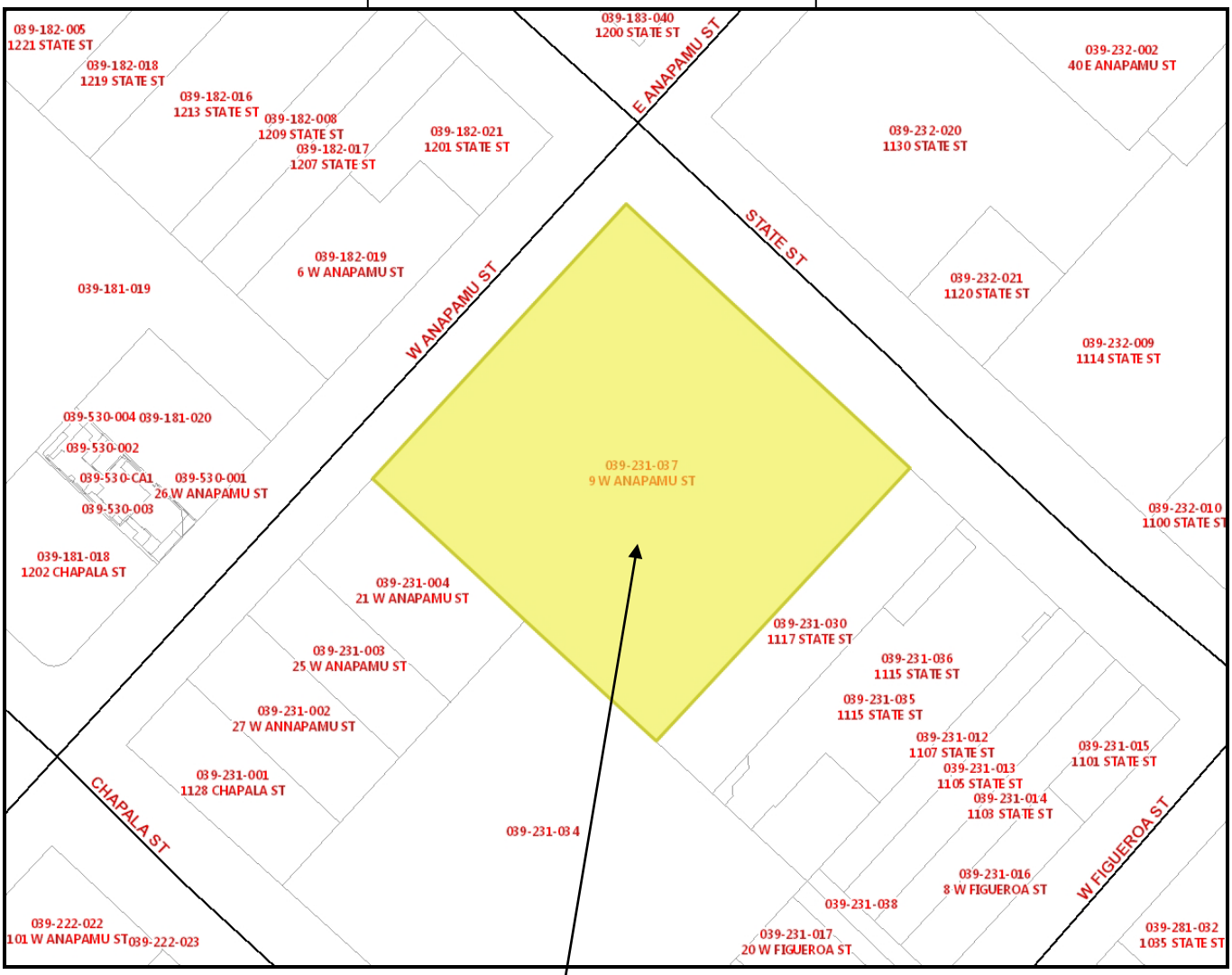
Above: San Marcos Building, December 2012.

Background:
The San Marcos building is composed of three phases of construction. The 1913 commercial building, whose storefronts are on the north side of State Street was added to in 1923 with storefronts on the west side of the Anapamu Street façade to form an L-shaped building. The section of the building at the corner of State Street and Anapamu Street was destroyed in the earthquake of 1925. In 1926, the corner of the building was reconstructed using the elaborate Spanish Churrigueresque style that was designed by noted architects Myron Hunt and Harold C. Chambers whose design efforts significantly influenced the heritage of the City. The 1926 building exemplifies the best example of Spanish Churrigueresque architecture on a commercial building within the downtown core while incorporating the character-defining fenestration patterns of the simpler 1913 and 1923 portions of the building. The building includes the storefront addresses of 1119-1137 State Street and 9-15 West Anapamu Street.

The Santa Barbara San Marcos Building, located within the El Pueblo Viejo Landmark District, has been on the California Inventory of Historic Resources and the City of Santa Barbara Potential Historic Resources List since 1978 because of the significance of both its history and its architecture. Since 1990, the Historic Landmarks Commission (HLC) has worked with the property owner on rehabilitating the property. Extensive historic and architectural research was completed for Historic Structures/Sites Reports submitted in 1990, 2002 and amendments to the reports in 2006 and 2008 were required to ensure alterations met the Secretary of the Interior Standards and were executed in a manner that is sensitive to the historic façade of the building. The report found that despite some alterations to the building, the unique and intricate Churrigueresque cast stone details remain virtually intact. Historic research in the form of a Historic Structures/Sites Report has determined that the San Marcos Building qualifies for historic designation as a City Landmark under City of Santa Barbara Master Environmental Assessment criteria. This staff report summarizes the extensive historic research and analysis of the Historic Structures Report.Projects have included the exterior alterations to storefronts, new exterior floor materials, courtyard landscaping and lighting, reintroduction of an arched paseo off of West Anapamu Street to the courtyard, and relocating historic transoms.

Due to the extensive effort the HLC has invested in ensuring the property retains its historic character, the HLC's Designation Subcommittee recommends designation of the property as a City Landmark to honor and recognize the structure as it contributes to the City's unique historical and architectural tradition. On January 16, 2013 the Historic Landmarks Commission's (HLC) held a public hearing to consider adoption of a resolution to recommend to City Council that the San Marcos building be designated a City Landmark. The adoption of the resolution was continued indefinitely for further research on the issues raised and referred back to the HLC designations subcommittee. The HLC designation subcommittee found that sufficient time has elapsed for the owner to propose an agreement regarding the specifics of the designation.

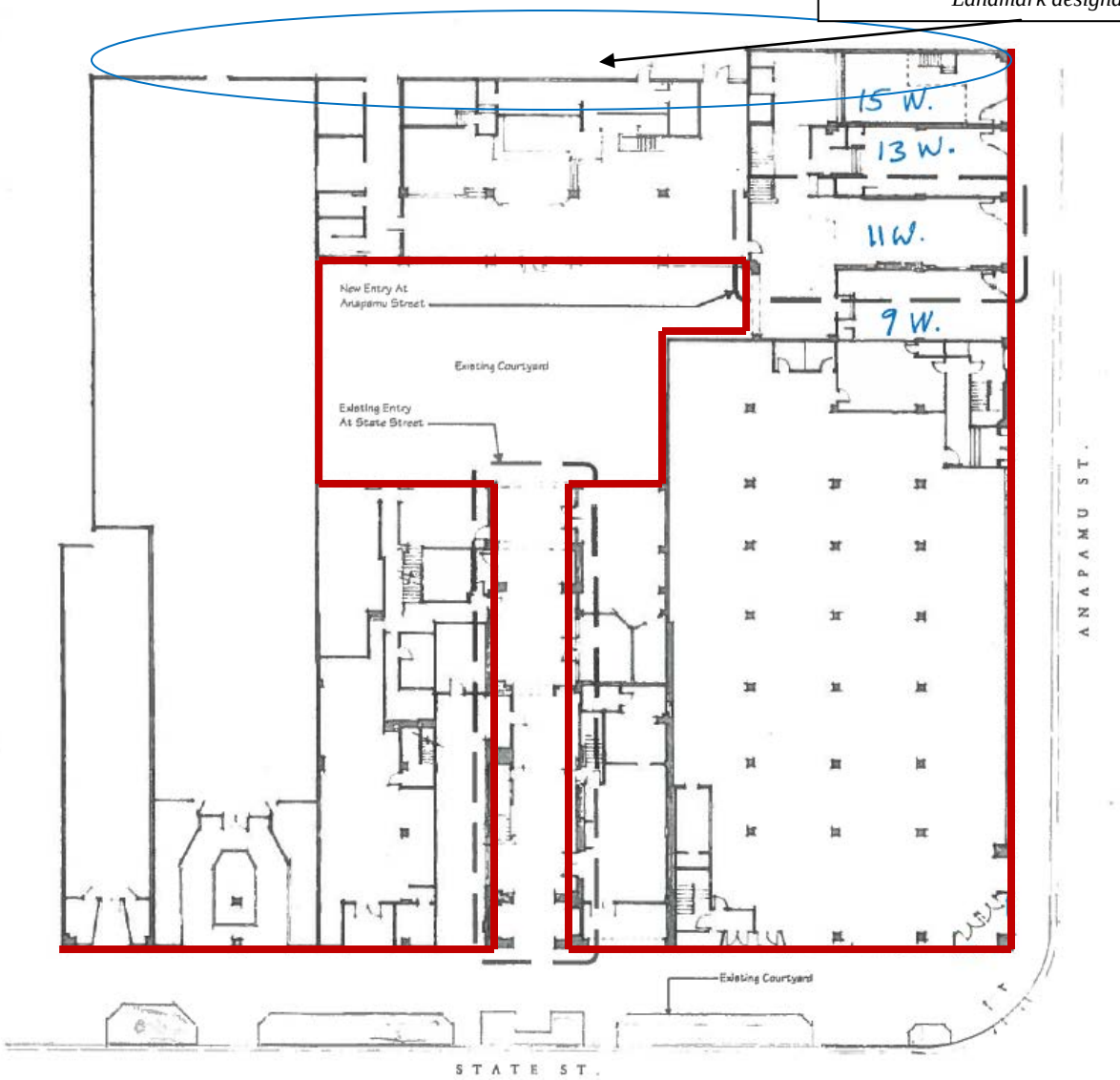
Vicinity Map, City of Santa Barbara Mapping Analysis and Printing System, 2012



San Marcos Building

Proposed Boundary of the City Landmark Designation will exclude the rear elevation that does not have historic integrity due to significant alterations

Rear elevation to be excluded from Cit y Landmark designation



Building Plan

Historic Context:

In 1913, architect J. Corbley Pool designed a rectangular-shaped commercial building for merchant banker John S. Hawley. In 1923, a four-story adjunct was added at the west side of the Anapamu Street façade to form an L-shape building. The 1925 earthquake razed the northeast corner of the building (see photo 3). The earthquake coincided with profound changes in the architectural expression in Santa Barbara, where the city could be unified through the Spanish Colonial Revival Style. Santa Barbara was looking for a visual image with which to link its Spanish past to future developments within the City. A Civic League of citizens hired the planner Charles Mulford Robinson to determine the City's assets and to offer plans for development. Robinson pointed to the City's Hispanic heritage as a focal point for a unifying architectural style. In 1926, noted architects Myron Hunt and H. C. Chambers incorporated the adopted standards of the Spanish Colonial Revival architecture into a design for the building reconstruction. They designed the corner section of the San Marcos Building to be reconstructed using extensive Spanish Churrigueresque cast concrete detailing, and arched paseos leading from State Street and Anapamu Street to an interior courtyard (See photos 1, 2 and 4).

Above: San Marcos Building after 1925 earthquake. The State Street and Anapamu Street elevations were reduced to two stories and the corner reconstructed in the Churrigueresque style in 1926.
Robert Easton Collection, Santa Barbara Public Library

The portions of the building that survived the earthquake were reduced to two-stories. The second floor triple sets of windows were left unaltered. The rectangular storefronts on Anapamu Street with glass tile transoms remained unchanged from their appearance before the earthquake. Although the San Marcos building was one unified structure, Hunt and Chambers created the illusion of three buildings fronting State Street by designing three separate and unique facades along State Street and the older portion on Anapamu. The older portions were differentiated from the 1926 construction because the roofline was slightly lower and Churrigueresque styling was absent (see photos 5 and 6).

Above: East elevation of San Marcos building illustrating Churrigueresque detailina around door and window.

In 1944, the property was sold and divided into separate shops. The 1129 State Street building Churrigueresque portion of the building was leased to F. W. Woolworth in 1949 at which time four of the five wide arched bays facing State Street were replaced by rectangular storefronts with glass display windows and recessed entrances with double doors. At this time, Woolworth's also expanded into a corner of the original courtyard. Woolworth's was an icon on the corner until it closed in the 1980s. Since at least 1980, the paseo to the courtyard from Anapamu Street had been filled with a tenant shop. The building was renovated in 1991 at which time scored stucco round arches were added to the storefronts on Anapamu Street to restore the original intent of the storefronts to the building. In 2008, the paseo to the courtyard was re-established at 9 West Anapamu. Although the original paseo was at the 5 West Anapamu Street bay in the Churrigueresque embellished entrance, this was the most feasible location for the reintroduction of paseo. The original multi-pane glass transom that was in 9 W. Anapamu was move to the bay on the far right of the Anapamu Street elevation to match the existing storefronts. At this time, the lower sashes of the 2nd story windows were replaced with two light fixed paned windows within the original casings. Because storefronts are particularly susceptible to alteration in response to changing marketing techniques, the San Marcos building is fortunate to have had the storefronts altered in consultation with the HLC to restore and ensure the design elements conform to the original style of the building and alterations are compatible with the scale, design, materials, color and texture of the historic building. Although changes have occurred on the structure, all of the ornate Churrigueresque ornamentation has survived and these striking architectural details still impart a sense of grandeur and firmly anchor the corner section of the building into Santa Barbara's Hispanic architectural tradition.

Above: Anapamu St. elevation of San Marcos building illustrating the 1923 section of the building reduced to 2 stories in 1926 with original storefront transoms. December, 2012.

Above: State St. elevation of San Marcos building illustrating the 1923 section of the building reduced to 2 stories in 1926. December, 2012.

Architects Myron Hunt and H. C. Chambers:
Myron Hunt studied at Northwestern University and at the Massachusetts Institute of Technology and spent time in Florence Italy. By the time he was 34, he had already designed 39 buildings in Massachusetts. Myron Hunt's solo architectural accomplishments include a impressive array of commercial and institutional buildings. His numerous projects included many noted landmarks in Southern California. Hunt was a contemporary of Frank Lloyd Wright and in 1903 he moved to Los Angeles, where he entered into a partnership with architect Elmer Grey (1871–1963). Opening an office in Pasadena, the firm of Hunt and Grey soon became popular. Some of the firm's Pasadena work was featured in the national magazine *Architectural Record* as early as 1906. They were soon designing large houses in communities throughout Southern California including the summer ranch home for cereal magnet Will Keith Kellogg. They also began receiving commissions to design larger projects, including hospitals, schools, churches and hotels. By 1912, Hunt was no longer in partnership with Elmer Grey, but had established a new firm with Los Angeles architect, Harold C. Chambers. In this partnership, Hunt designed a number of libraries, including the Faulkner Gallery in Santa Barbara, and libraries in Redlands, Palos Verdes Estates, and Pasadena. He also designed one of the three major civic buildings making up the Pasadena Civic Center. Hunt was the principal architect of all of Occidental College's buildings through 1940. In 1913, Hunt designed a new wing for the Mission Inn in Riverside, California. He designed the impressive Ambassador Hotel in Los Angeles, which opened in 1921. Hunt's association with Henry Huntington was established in 1909 when he designed his house in San Marino. With a large addition built in 1934, the house was to become the main art gallery of the cultural center built around the Huntington Library. In addition, Hunt also designed the Pasadena Rose Bowl.

Above: Churrigueresque detailing on the San Marcos Building. December, 2012.

Spanish Churrigueresque Style:
Churrigueresque architecture is from the Baroque style of Don Jose Churriguera (1650-1723) of Salamanca, Spain and his sons in late seventeenth century to early eighteenth century and later developed in Spanish Colonial architecture of Mexico. The style is characterized by elaborate decoration and picturesque assemblages as seen on the San Marcos Building (see photo 6). Architect Bertram Goodhue designed substantial Spanish Colonial buildings at Balboa Park in San Diego using elaborate cast stone detailing that defined Churrigueresque style. The more elaborate style was not particularly popular in Santa Barbara where the simpler forms of the Spanish Colonial Revival style were preferred. As a result, few examples of the Churrigueresque architecture are represented in Santa Barbara.

Significance:

The City of Santa Barbara establishes historic significance as provided by the Municipal Code, Section 22.22.040. Any historic building that meets one or more of the eleven criteria (Criteria A through K) established for a City Landmark or a City Structure of Merit can be considered significant. The San Marcos Building is significant per the following criteria:

Above: The original transoms over the storefronts on Anapamu Street feature small detailed divided lights . December, 2012.

Criterion A. Its character, interest or value as a significant part of the heritage of the City, the State or the Nation;

The building represents an early example of architecture that conforms to the adopted standards for Spanish Colonial architecture established by the City of Santa Barbara in the 1920s.

Above: View of the courtyard that demonstrates the ornate cast stone cornice and medallions. December, 2012.

***Criterion D, its exemplification of a particular architectural style or way of life important to the City, the State, or the Nation*;**

The building exemplifies the Spanish Churrigueresque architectural style that is important to the unique character of Santa Barbara.

Criterion E, Its exemplification as the best remaining architectural type in its neighborhood;

The building is the best example of elaborate Spanish Churrigueresque architecture on a commercial building within the downtown core of Santa Barbara despite other examples of this type in outlying areas of Santa Barbara and Montecito.

Criterion F, its identification as the creation, design, or work of a person or persons whose effort significantly influenced the heritage of the City, the State, or the Nation;

The San Marcos building is the design of Myron Hunt and Harold C. Chambers architects. Their noted design efforts significantly influenced the heritage of the City, State and Nation. They are recognized for their joint designs of several well-known public buildings and landmarks in Santa Barbara, Los Angeles and Pasadena Areas.

Criterion G, its embodiment of elements demonstrating outstanding attention to architectural design, detail, materials and craftsmanship;

The building demonstrates excellent attention to architectural detailing. The building is a striking example of Churrigueresque architectural design elements as it displays a low-pitched, hipped roof clad with clay tiles surrounded by a wide intricately embroidered cast stone cornice, intricate, highly embellished cast-stone corner pilasters and the original elaborate main entrances to the paseos, and details between the second story windows demonstrate outstanding attention to design, detail, materials and craftsmanship

Historical Integrity

In addition to determining significance, there are essential physical features that must be considered to evaluate the integrity of a significant building. The following seven criteria are used to evaluate integrity; location, setting, materials, design, workmanship, feeling and association.

1. Location: The building remains in its original location.
2. Setting: The building retains its integrity of setting as surrounded by Spanish Colonial Revival Commercial buildings in the El Pueblo Viejo Landmark District thus retaining its original setting.
3. Materials: The building has retained a high level of integrity of materials due to the character-defining Churrigueresque cast stone elements of the façade and in the interior courtyard remaining intact. The second story windows were originally one over one, double hung, wood windows. The lower sashes of the second story windows have been altered to have jalousie glass divided by a wood mullion, but remain in the original casing.
4. Design: The original design of 1926 storefronts included wide, arched, storefront openings that were altered in 1949. The arched intention has been restored to the storefront bays and filled with either glass or stucco. The storefronts on the west annex built in 1923 at 11 and 13 and installed in 15 West Anapamu Street have retained their original materials and design with the original glass tile transoms, recessed offset doorways and plate-glass display windows. The original paseo leading from Anapamu Street to the courtyard was re-installed,

although at 9 West Anapamu rather than in the Churrigueresque entrance at 5 W. Anapamu. The east elevation, including storefronts 1119-1127 which are part of the pre-Churrigueresque building, were altered as per HLC review in 2006 in a quest to return the State Street façade to its original appearance. There were modifications and additions done to the design of the interior courtyard space in 1949 by Woothworth's and to the storefronts for other tenants. The San Marcos building's integrity of design has been altered but not to the extent that it cannot convey significance with the massing and original cast stone Churrigueresque decorative elements, window openings, paseos and courtyard and reconstructed arched storefront bays. Because storefronts are particularly susceptible to alteration in response to changing marketing techniques, the San Marcos building is fortunate to have had the storefronts altered in consultation with the HLC with a design that is compatible with the scale, design, materials, color and texture of the historic building. Although changes have occurred on the structure, all of the ornate Churrigueresque ornamentation has survived and these striking architectural details still impart a sense of grandeur and firmly anchor the corner section of the building into Santa Barbara's Spanish Colonial Revival architectural tradition.

5. Workmanship: The integrity of workmanship of the original storefronts on State Street have been altered and lower sashes of the upper level windows have been altered. However, the dominant character-defining features of the building, the Churrigueresque cast stone elements, remain in good condition. The building retains integrity of workmanship in that the original character of the construction details are present and in good condition and have not been significantly diminished by the alterations.
6. Feeling: Although changes have occurred on the structure, all of the ornate Churrigueresque ornamentation has survived and these striking architectural details still impart a sense of grandeur and firmly anchor the corner section of the building into Santa Barbara's Spanish Colonial Revival architectural tradition.
7. Association: The building retains integrity of association as it has remained a Spanish Churrigueresque style commercial building since 1926.

Recommendation:

Staff Recommends that the HLC adopt a resolution to recommend to City Council that the San Marcos Building be designated as a City Landmark. The boundary of the City Landmark designation will exclude the rear elevation and will be limited to the State Street and Anapamu Street facades, Courtyard Façade and State Street Paseo.

Works Cited:

Denardo, Carole A. *Historic Architectural Survey Report for San Marcos Building.* October 2002. The report is on file with the City Planning Division.