



City of Santa Barbara
Planning Division

Memorandum

DATE: October 29, 2015

TO: Historic Landmarks Commission

FROM: Nicole Hernandez, City Urban Historian

SUBJECT: **Addition to Potential Historic Resources List**

ADDRESS: **29-37 East Victoria Street**

The 1922 Spanish Colonial Revival commercial building was designed by the noted Santa Barbara architectural firm of Soule, Murphy and Hastings. The owner requested to have the structure added to the Potential Historic Resources List. In order to qualify to use the State Historic Building code, the City of Santa Barbara requires the building to be listed on the Potential Historic Resources List, or be a designated Structure of Merit or City Landmark. This Listing allows the Historic Landmarks Commission to treat the building as a historic resource.

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. In my professional opinion, the commercial building at 29-37 East Victoria Street is eligible to qualify as a Structure of Merit per the following criteria:

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

The building embodies distinguishing characteristics of the Spanish Colonial Revival style that is an important architectural style of Santa Barbara. Its smooth stucco walls, arched door entrances, and red clay tile roof are character-defining features of the building's Spanish Colonial Revival style. Between 1922 and 1925, several buildings within the downtown core, were built using the architectural motif of the City's Colonial and Mexican past. As a result, when the earthquake occurred in 1925, the Community Arts Association viewed the disaster as an opportunity to rebuild the downtown in Spanish Colonial Revival, Mediterranean and Mission styles that reflect the heritage of the city. As this building is one of the authentic, original Spanish Colonial Revival buildings in El Pueblo Viejo, it qualifies under criterion D.

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;

Soule, Murphy and Hastings was the noted architectural firm of the building. They designed many Spanish Colonial Revival Buildings in Santa Barbara in the 1920s. Through their architectural designs in Santa Barbara, they made a significant contribution to the heritage of the City that qualifies the building under criterion F.

DESIGNATION SUBCOMMITTEE RECOMMENDATION: The designation subcommittee reviewed the qualifications of the structure at their meeting on October 21, 2015 and recommends that the HLC make a motion to add the 1922 building at 29-37 East Victoria Street to the Potential Historic Resources List.



