



Memorandum

TO: Roxanne Tanemori, City of Santa Monica
CC:
FROM: Margarita Wuellner, Preservation Consultant
RE: **PRELIMINARY HISTORIC ASSESSMENT: 2001-2003 MAIN STREET**

DATE: December 05, 2006

As requested by City staff, PCR has conducted a site visit of 2001 Main Street, the subject property, and has also reviewed archival data relevant to the residence. The one-story stucco commercial building is located on the northeast corner of Main and Bay Streets. The subject property has not been previously identified in the City's Historic Resources Inventory (2003) or in any earlier surveys. However, the property is situated within the boundaries of the Main Street District. The Main Street District was first identified and recorded as part of the 1985-1986 Santa Monica Historical Resources Inventory. Contributing buildings in the district were given a National Register of Historic Places status code of 5D at the time (contributors to an eligible or locally designated historic district). The district was again surveyed after the Northridge earthquake. Three properties on Main Street within the Main Street District were reevaluated at the time, 2601 Main Street (NRHP Status code 3S), 2708 Main Street (NRHP Status code 5D), and 2804-2808 Main Street (NRHP Status code 5D).

Building permits indicate the first section of the subject property was built in 1922 for owner, E. C. Japs, by J. L. Schururs and Co., architect and contractor, at an estimated cost of \$2,000. According to the 1922 building permit, the size of the building erected at the time was 16 feet by 16 feet, and the building was 14 feet in height. It had a concrete foundation. The walls were constructed with concrete columns and filled in with brick tile which were covered with stucco. In 1972, the subject property was remodeled by owners, Lew G. Herrmann and Allan Jeffrey Ho, and co-founder Skip Engblom, for use as a retail surfboards and accessories store. The cost of the improvements was \$150. There has been a surf shop at 2001 Main since that time until the present (34 years). First it was the Jeff Ho/Zephyr Shop which was featured in the Dogtown and Z-Boys movie, a documentary about a group of street kids from the tough "Dogtown" neighborhood of Venice, California, who revolutionized skateboarding with an aggressive style carried over to skateboarding. The Z-Boys skateboarding team was started by the members of the Zephyr surf team, which was headquartered in the surf shop at 2001 Main. The subsequent Horizons West surf shop was owned by Nathan Pratt, one of the Z-Boys. About 1994, the mural on the front of the building which was associated with the Zephyr surf shop was painted over.¹ For the past 15 years the surf shop has been owned by Randy Wright. The shop has served the needs of three generations of ocean enthusiasts. As a result of movies, books and articles by photographer, Craig Stecyk, who defined the skateboarding movement, the site has become an international destination for skateboarding fans.

Sanborn maps from 1918 and 1950 were reviewed. The 1918 map shows that the site was vacant and the surrounding area was primarily a residential neighborhood of modest single-family homes. The 1950 Sanborn map shows that the site was occupied by a row of commercial establishments including a

¹ *Interview with Randy Wright, current owner.*

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restaurant on the corner of Bay and Main, and three stores. There was a storage building behind the stores. A machine shop was located on the adjacent lot to the east that manufactured artificial limbs. The map shows the commercial corridor that had been established along Main Street by that time.

The subject property consists of a long rectangular block which contains two adjacent stores. The block is covered by a hipped roof sheathed in rolled composition asphalt. The exterior elevations are covered in stucco. The entrances to the two stores are flanked by large plate glass display windows. The smaller store at the corner of Bay and Main was formerly occupied by the skateboard shop. The larger store adjacent on the east was formerly occupied by Jeff Ho's surfboard shaping room and surfboard shop. There are no distinctive or character defining features still extant that are clearly associated with the Zephyr surf shop, aside from the two shop spaces. According to the current store owner, Randy Wright, visitors come to see the place where the Z-boys movement started. The place is also locally associated with the area's cultural identity, which was characterized by a rough, aggressive, urban attitude and aesthetic.

As an individual resource, the property does not possess sufficient architectural merit to warrant designation as a contributor to the Main Street District or as an individual landmark. The building is a modest, undistinguished commercial structure. However, for its historical association as a significant place associated with the founding of the Z-Boys skateboarding movement, the property appears to merit further evaluation as a potential contributing resource and individual landmark. In applying the City's significance criteria for individual recognition and recognition as a potential contributor to the Main Street District, the subject property appears to rise to the threshold of significance for Landmark designation as a significant place associated with the origin of the international skateboarding movement that gave birth to such skate boarding stars as Tony Alva, who later established his own skateboard manufacturing company. Other members of the Z-Boys team went on to win national and international championships and were the founders and leaders of the "extreme" skateboarding style of the 1970s. The Z-Boys movement has been well documented in movies, magazine articles and books by Craig Steyck. The primary historical value of the subject property is the sense of place associated with the store spaces where the skateboarding movement originated. There are no other extant material or physical remains on the exterior or interior of the building associated with the Zephyr surf shop other than the actual interior spaces of the two stores.

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ATTACHMENTS

Sanborn Map 1918

Sanborn Map, paste-up 1950

Photographs

BELMOR PL

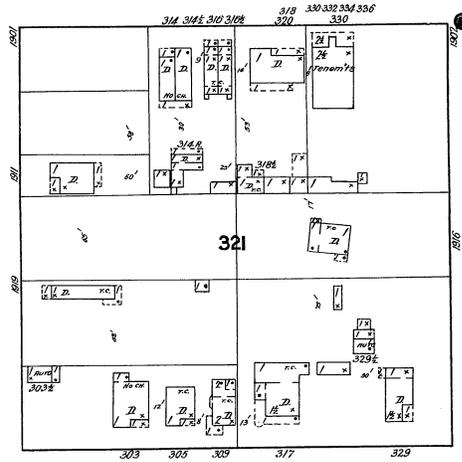
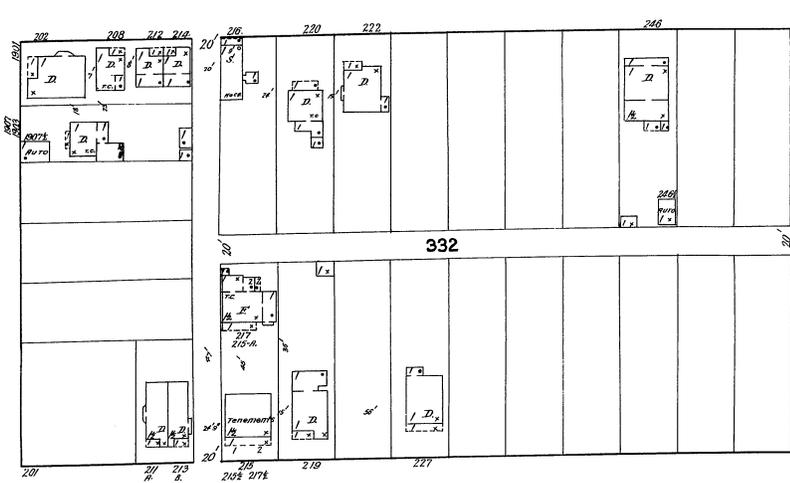
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SANTA MONICA, CAL.

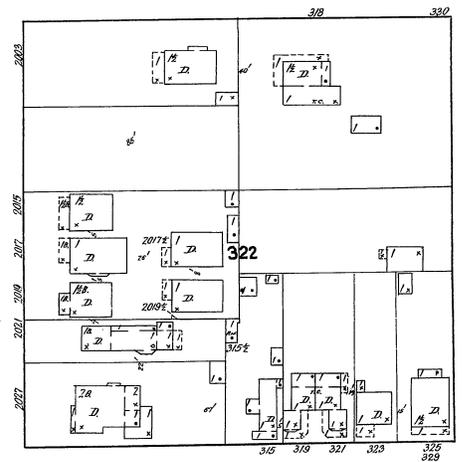
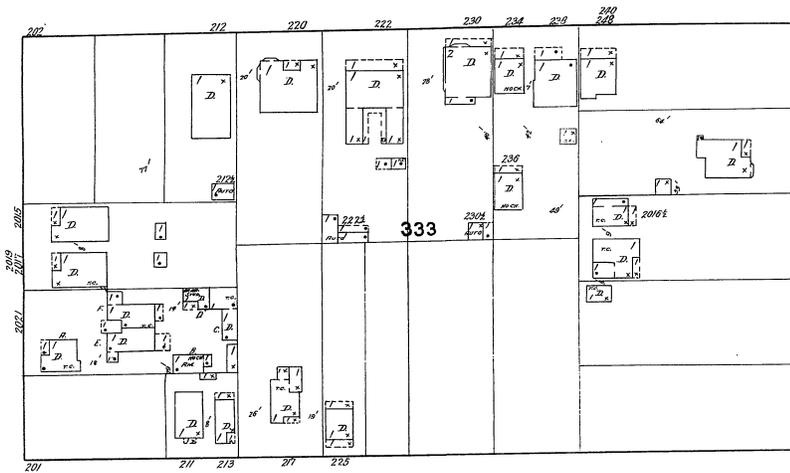
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PICO BLVD.

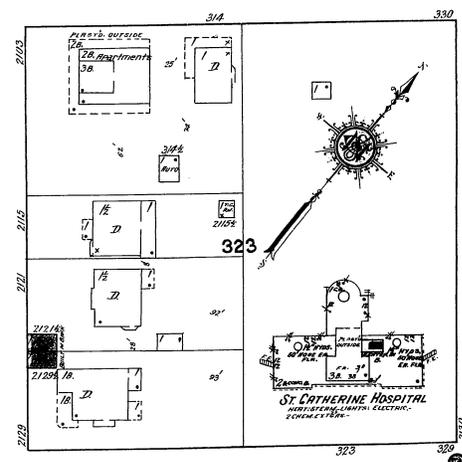
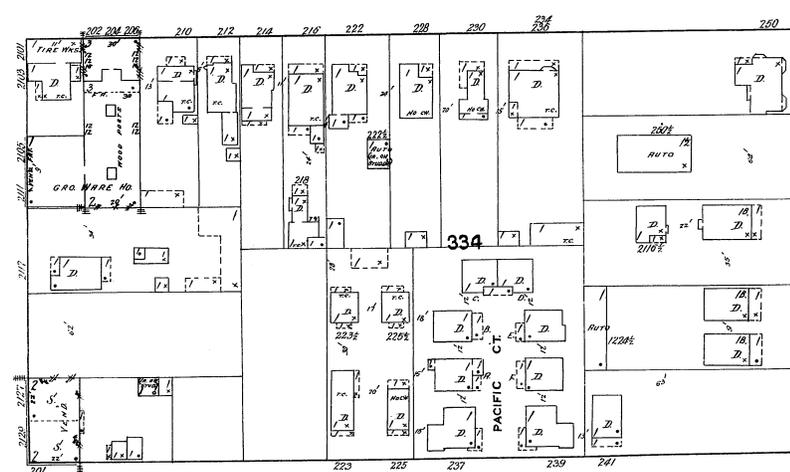
4th Prec. Comm. Map



BAY



BICKNELL AV.



PACIFIC

31

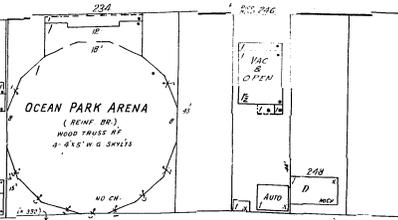
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 Copyright 1938 by the Sanborn Map Co.

ST. CATHERINE HOSPITAL
 HOSPITALS - CENTRAL ELECTRIC
 CONTRACTORS

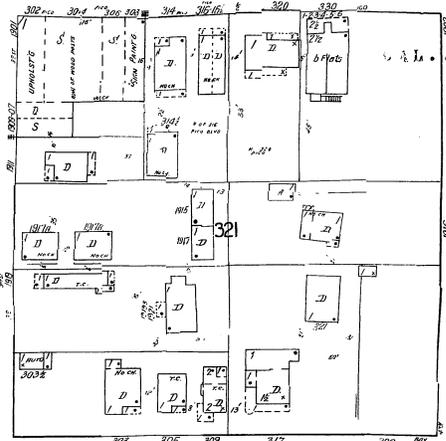
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SANTA MONICA, CAL. 22

PICO BLVD.

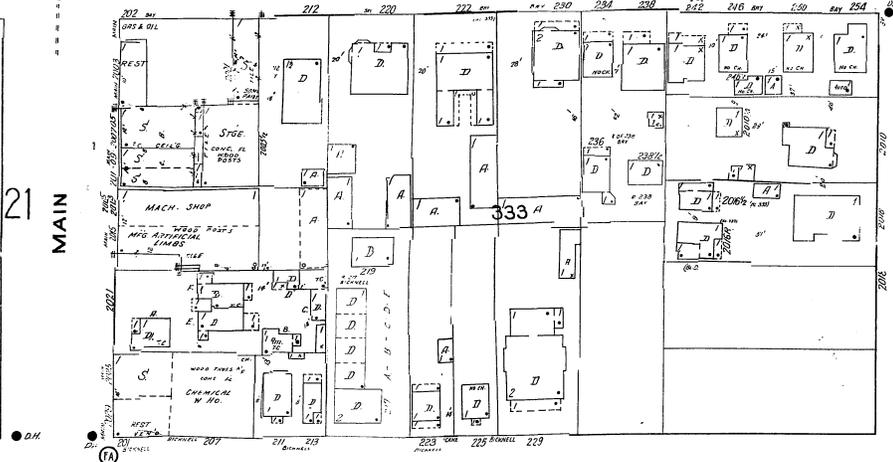


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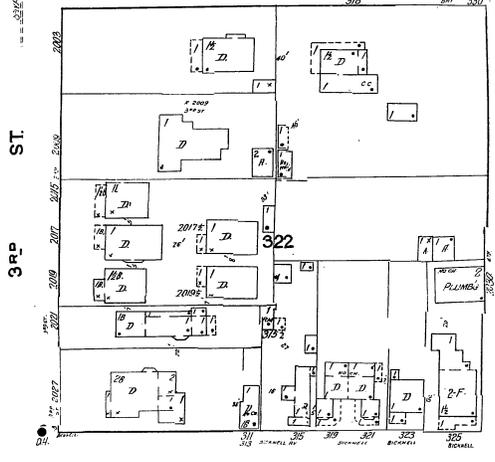


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BAY

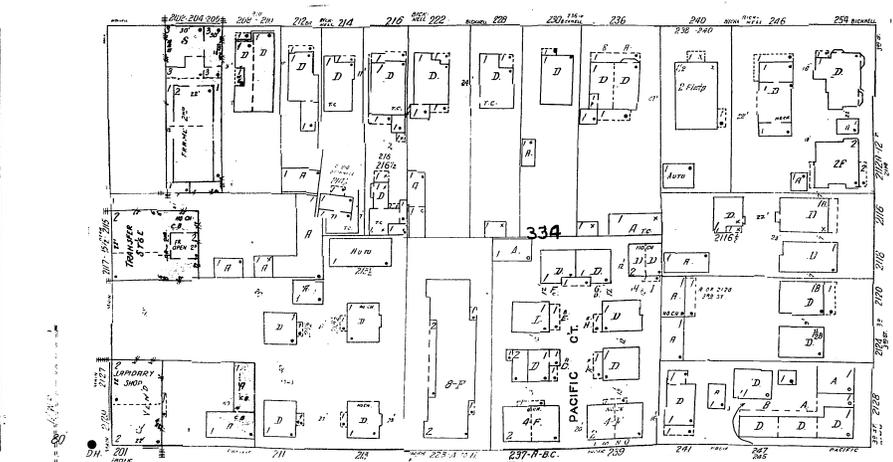


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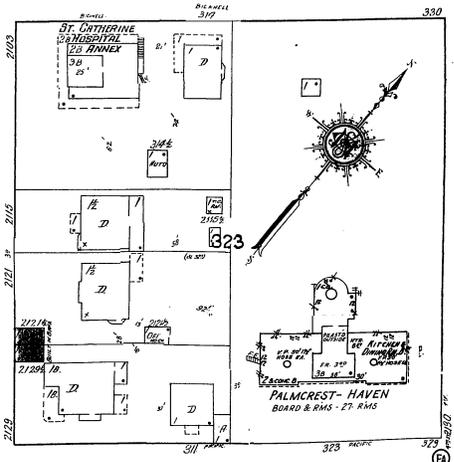


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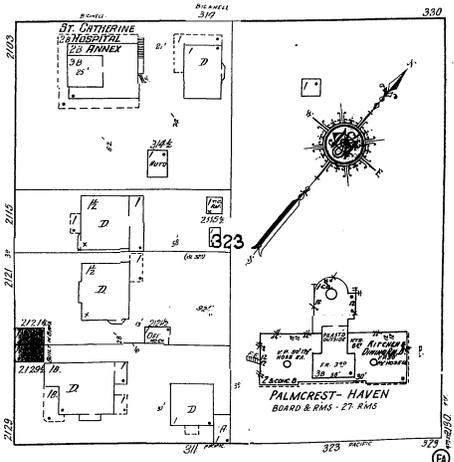
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Scale of Feet. 50 100 150

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1. Skateboard Shop, View to Northeast

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2. Surf Shop, View to Northeast

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3. Storefronts Along Main Street, View to West.

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4. Entrance to Surf Shop

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5. Rear View, View to Southeast.

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6. Large Warehouse Behind Surf Shop, View to East

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7. Small Warehouse Behind Skateboard Shop, View to Northeast.