CHAPTER 1
OBJECTIVES AND METHODS

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The objectives of the project are defined as the following:

1. To prepare a fully developed context statement focusing on economic development, architecture and institutions in the City of Santa Cruz during the period from 1850 to 1950. This document will provide the basis for evaluating all previously surveyed and unsurveyed historical properties within the City;

2. To develop goals and priorities for preservation planning in the City of Santa Cruz;

3. To provide a work plan outline for the update of the City's Historic Building Survey.

METHODS

Research Plan

Before beginning the process of developing themes for the fully developed context, the consultant prepared a list of sources to be utilized. These included secondary sources used for the Santa Cruz County Context, as well as references specific to the City. The on-line catalog for both the Santa Cruz Public Library and the University of California Santa Cruz Library were used to compile the list. In addition, primary sources such as City directories, Sanborn and other City maps and photo collections were located. An outline for each of the three contexts was created and source materials for all of the contexts were compiled. The use of this source material is discussed below.

Secondary Sources

Because of the wide scope of the project, it was necessary to rely heavily on secondary sources for the text. This can be problematic due to the varying degrees of accuracy inherent in local histories. When possible, the author used documented research papers available from the public and university libraries. The local histories produced in the 19th and early 20th centuries (so called "mug books") were used for general statements and "local color." The indexed edition of W.W. Elliott's, *Santa Cruz County, 1879*, produced by the Museum of Art and History at the McPherson Center, was especially useful. Carefully annotated and corrected, this is the best of the resources available for that time period. Several later histories that cover both the City and the County provided general background and overview information. Donald Clark's, *Santa Cruz County Place Names*, was especially useful in providing locations and information about various sites and is impressively comprehensive in scope. Articles from a number of sources including the Santa Cruz Public Library web site were also used and are cited in the bibliography. Sources for Context II (Architecture) are cited in that section.

Primary Sources

The limits of time and budget made extensive use of primary sources an unfortunate impossibility. The Sanborn Fire Insurance maps are a virtual treasure trove of information on

specific buildings and Santa Cruz is fortunate to have a full set available on slides at the UCSC map library. Numerous City and County maps are available, as are a collection of aerial photographs. It is the recommendation of the author that these sources be used extensively in the preparation of the survey update and she regrets that the constraints of the present project made them beyond its scope. Other primary sources such as City directories and property records are also a valuable resource. The fact that the City has re-numbered and changed street names over the years, however, makes it very easy to make erroneous assumptions based on what is contained in the early editions of the various directories. For that reason, the information contained in them was used to make general statements about businesses downtown and other locations rather than using them to provide specific addresses.

Photo Archives

In the past, historians researching local history were essentially limited to documents found in area libraries, historical societies and private collections. Other sources such as the Library of Congress, National Archives and even the collections at the Bancroft Library at the University of California, Berkeley, required travel and an appropriate budget. Photo collections posed significant problems since enormous amounts of time searching through uncatalogued material was required. In addition, the expense and restrictions placed on copies made these archival resources very difficult to access and use efficiently as primary material. With the advent of the internet, many collections containing invaluable visual information about structures and landscapes within a given study area are now readily available.

Using the internet as a resource makes it possible to access selected Library of Congress collections, many Historic American Building Survey photographs, thousands of photographs at the Bancroft and hundreds of images from the Santa Cruz Public Library's photo collection. The sheer number collected for this project brought about a new kind of frustration. Choices had to be made to illustrate both the historic narrative and the property types included in the report. For every image used, many others were put aside, so as not to make the finished product overwhelming. It is the hope of the author that the use of this new resource will enliven the text and provide an additional tool to those who will be charged with the task of evaluating historic structures and landscapes in the future.

In addition, the private photo collection of Santa Cruz resident Harry Mayo provided a number of images that were unavailable from other sources. In some cases, Mr. Mayo provided copies which he made of the photographs, in others he permitted direct scanning of images from old photo albums. In all cases the images were invaluable in conveying a sense of place and time that are impossible to communicate with words alone.

Reference Citations

Because of the extensive use of secondary sources and the fact that the information contained in them generally was the same in all, a decision was made to provide a general bibliography of all information used at the end of the document. When a particular source was utilized extensively, as in the case of Chinatown, that source is cited in the body of the text.

Photographs too were found in a number of sources. For the sake of brevity, citations were shortened to SCPL (for the Santa Cruz Public Library), H. Mayo for the Harry Mayo collection, Bancroft for the Bancroft Library California Heritage Collection, Library of Congress for Library of Congress American Memory Collection and HABS/HAER for the Historic American BuildingSurvey/Historic American Engineering Record collections. Those photographs with no attributions were taken by John and Susan Lehmann from January through September 2000.