

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*

Type all entries—complete applicable sections

1. Namehistoric Santa Cruz Beach Boardwalk Roller Coaster ("The Big Dipper") and Carousel

and/or common

2. Locationstreet & number along Beach Street not for publicationcity, town Santa Cruz vicinity ofstate California code county Santa Cruz code**3. Classification**

Category	Ownership	Status	Present Use	
☐ district	☐ public	☒ occupied	☐ agriculture	☐ museum
☐ building(s)	☒ private	☐ unoccupied	☐ commercial	☐ park
☒ structure	☐ both	☐ work in progress	☐ educational	☐ private residence
☐ site	Public Acquisition	Accessible	☐ entertainment	☐ religious
☒ object	☐ in process	☐ yes: restricted	☐ government	☐ scientific
	☐ being considered	☒ yes: unrestricted	☐ industrial	☐ transportation
		☐ no	☐ military	☒ other: Recreation

4. Owner of Propertyname Mr. Charles Canfield, Presidentstreet & number Santa Cruz Beach Boardwalk, Inc., 400 Beach Streetcity, town Santa Cruz vicinity of state California 95060**5. Location of Legal Description**courthouse, registry of deeds, etc. Recorder's Office, County Courthousestreet & number 701 Ocean Streetcity, town Santa Cruz state California 95060**6. Representation in Existing Surveys**title See Page entry in bibliography has this property been determined eligible? ☐ yes ☐ nodate ☐ federal ☐ state ☐ county ☒ local

depository for survey records

city, town state

7. Description

Condition		Check one	Check one
☒ excellent	☐ deteriorated	☐ unaltered	☒ original site
☐ good	☐ ruins	☒ altered	☐ moved
☐ fair	☐ unexposed		date _____

Describe the present and original (if known) physical appearance

Summary

The Santa Cruz Beach Boardwalk, which contains a variety of amusement facilities, occupies a generally rectangular plot that stretches along the beach in downtown Santa Cruz from the vicinity of the Municipal Pier to the Beach Street bridge over the San Lorenzo River. The complex has undergone changes to fit its facilities to succeeding generations of fashion, as have practically all extant amusement parks. Within the Boardwalk complex two elements have sufficient age and historic integrity to suggest them for National Historic Landmark designation in recognition of the Boardwalk's historic significance: the carousel, which is the oldest ride on the Boardwalk, and the "Big Dipper," the park's roller coaster. Two major early structures in the complex, the Casino and the Natatorium, have been sufficiently altered over the years to effectively rule them out of consideration for designation. The other elements of the Boardwalk are less than 50 years old, and will not be inventoried here.

Carousel

The Santa Cruz Beach Boardwalk Carousel, in place since 1911, features 70 hand-carved horses. It is one of the handful of carousels that feature a ring dispenser. Although not all the horses in place are original, a careful restoration effort, in 1980-82, replaced some 11 horses that had been substituted over the years with original Loeff horses, obtained from carousels in Myrtle Beach, South Carolina, and Belmont Park, in San Diego. Loeff's horses are characterized by long flowing manes, imitation jewel-studded bridles, highly muscular legs, and smiling expressions. The carousel's music is provided by a 342-pipe Ruth band organ that dates from 1894. This German-made machine is one of the last of its type that survives.

The carousel is housed in a modern shelter, erected in 1967, that does not contribute to its historic significance. It is uncertain whether or not the carousel has remained fixed on this precise spot since it arrived in Santa Cruz, but, contrary to many of its brethren that have been moved repeatedly, it has remained at the Santa Cruz Boardwalk since it arrived.¹

Roller Coaster

The "Big Dipper" or "Giant Dipper" dates from 1924. It is a classic wooden "twister"-type coaster with sweeping fan curves, providing a half-mile ride. Its arches reach a maximum height of 75 feet. Its basic structure and form are intact, although some wood has been incrementally replaced for safety reasons. Approximately 327,000 board feet of lumber was used in its construction. A replacement loading platform, put up in 1976, features a Victorian-style facade. The roller coaster's cars have also been replaced, most recently in 1984; those now in service have been designed to appear similar to those that operated in the 1920s.²

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The Casino

The Casino at the Santa Cruz Beach Boardwalk was one of several buildings constructed in 1907. As first built, it was a large 2-story wooden structure with "onion" domes reminiscent of Russian architecture. On the ocean front, it possessed a large twelve-sided feature on both floors that protruded toward the sea and ranges of arcades that sprang from both its sides and paralleled the beach front. The arcades covered the wooden boardwalk. Above the arcades, on the second level, were offices and storage rooms.

The Cocoanut Grove Ballroom and lobby of the Casino building were carefully restored in 1981 to a facsimile of their 1907 appearance. Large rooms were also added in a more modern design. Earlier, about 1950, the exterior had been altered extensively. The west, or ballroom, end of the complex received major concrete additions in a modern style. They displaced the arcaded section on that end, and totally altered the structure's external appearance. The twelve-sided section was done over in a stripped-down style that matched the modern additions to its west and its fenestration was altered. The arcaded section to the east, however, retained its original configuration, although much of it has been rebuilt. The boardwalk was done over in concrete at an unknown date.³

The Natatorium

This large 1907 structure with a great bowed roof retains a fair measure of exterior integrity. It is behind the eastern arcaded section of the casino complex. Its swimming pool has, however, been filled in with concrete and the structure now serves as a miniature golf course.

FOOTNOTES

- 1 Santa Cruz Beach Boardwalk, "Boardwalk Features Classic Carousel," Santa Cruz Beach Boardwalk News, pp. 1-3; National Carousel Association, National Carousel Association Census (Los Angeles: National Carousel Association, 1983), p. 6; "The Loeff at Santa Cruz, California," Merry-Go-Round, 5, 1 (Winter 1978), p. 29.
- 2 Santa Cruz Beach Boardwalk, "Giant Dipper to Celebrate 60th Birthday," Santa Cruz Beach Boardwalk News, pp. 1-3.
- 3 Santa Cruz Beach Boardwalk, "The Cocoanut Grove: From Nostalgic Ballroom to Modern Conference Center," Santa Cruz Beach Boardwalk News, pp. 1-4.

8. Significance

Period	Areas of Significance—Check and justify below			
..... prehistoric	 archeology-prehistoric	 community planning	 landscape architecture	 religion
..... 1400-1499	 archeology-historic	 conservation	 law	 science
..... 1500-1599	 agriculture	 economics	 literature	 sculpture
..... 1600-1699	 architecture	 education	 military	 social/
..... 1700-1799	 art	 engineering	 music	 humanitarian
..... 1800-1899	 commerce	 exploration settlement	 philosophy	 theater
<u>X</u> 1900-	 communications	 industry	 politics government	 transportation
		 invention		<u>X</u> other (specify)
				Recreation
Specific dates	Carousel (1911)	Builder Architect	Carousel (Charles I. D. Looff)	
	Roller Coaster (1924)		Roller Coaster (Arthur Looff)	
Statement of Significance (in one paragraph)				

Summary

The Santa Cruz Beach Boardwalk is the last major operating seaside boardwalk-amusement park on the Pacific Coast. It is a mixture of past and present amusement attractions that reflect 77 years of evolution of this aspect of recreation. Its intact historic remains are a carousel and a roller coaster by members of the Looff family, one of the major early manufacturers of carousels, who later built notable roller coasters. The carousel is one of the six Looff carousels that survive in the United States.¹ The "Big Dipper," or "Giant Dipper," roller coaster is one of the two large wooden scaffolded roller coasters that remain on the West Coast, and is slightly older than the other, that at Mission Beach in San Diego by Frank Prior and Fred Church. The "Big Dipper," however, was built using Prior and Church patents. The Santa Cruz coaster is the only one on the West Coast that remains the centerpiece of an active amusement park.

History

Although Santa Cruz, with its mild climate and attractive beaches, became something of a resort as early as 1865, when the first public bathhouse was built in the town, it did not attract amusement park development until after the turn of the century. In 1904, Fred W. Swanton, a great promoter, laid plans for a casino and boardwalk patterned after those at Coney Island. His Neptune Casino operated only until 1906, when it was destroyed by fire. Undeterred, Swanton retained architect William W. Weeks, who drew plans that included a new casino, an indoor swimming pool or natatorium, a "pleasure" pier, and a boardwalk. The new facilities opened in June 1907. The next year, the first "thrill" ride at the Santa Cruz Boardwalk opened; it was the L.A. Thompson Scenic Railroad, a miniature train with small "hills" of a roller coaster type that ran through the area presently occupied by the "Big Dipper."²

In 1911, the Boardwalk acquired its carousel from the Long Beach, California, "factory" of Charles I.D. Looff, one of the nation's foremost carousel carvers. The carousel, which remains at the Boardwalk, has been one of its primary attractions over the years and has carried some 60 million passengers.³

Charles I.D. Looff was one of the earliest manufacturers of carousels in the United States. He built his first carousel at Coney Island, New York, in 1876 and was probably the first person in the United States to carve carousel horses

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and to make their frames. Although he did not build nearly the number of carousels that other manufacturers did, his work was noted for its quality. His early work was done in the East but at the turn of the century he moved to Long Beach and thereafter executed nearly all of his work in the West.

In 1924, Charles I.D. Loeff's son, Arthur Loeff, persuaded the Boardwalk's owners to replace the Scenic Railway with the "Giant Dipper" roller coaster. Since its opening, the coaster has carried more than 25 million riders and remains one of the most popular attractions at the Boardwalk. That same year, the first Miss California Pageant was held at the Boardwalk, and the winner went on to become Miss America.

During the 1930's Depression and 1940's wartime travel restrictions, the Boardwalk's business went into eclipse. The Natatorium, which had featured water shows including daredevil diving and water ballet (and served as a location for swimming instruction) also drew fewer patrons, especially after 1942, when local officials curtailed the more spectacular stunts for safety reasons. The Casino, with its Cocoanut Grove Ballroom, however, was at the height of its popularity, attracting celebrity performers of the "big band" era.

In the 1930s, names such as Paul Whiteman, Artie Shaw, Benny Goodman, Buddy Rogers, Xavier Cugat, Vincent Lopez, and Glen Gray adorned the marquee. In the 1940s, Gene Krupa, Dick Jurgen, Tommy Dorsey, Freddy Martin, Russ Morgan, Merv Griffin, Lawrence Welk, Kay Kyser, and Harry Owens packed in large crowds of servicemen from nearby military installations, drawing up to almost 4,000 people in an evening.

Although the big band era faded in the 1950s, orchestras such as those led by Billy May, Les Elgart, Hal McIntyre, and Si Zentner continued the dances at the Cocoanut Grove. The emphasis switched to teen dances in the 1960s, with a few contemporary artists; vocalists, including Nat "King" Cole, Sonny and Cher, the New Christy Minstrels, and the Four Freshmen, appearing. Following a renovation in 1965, the ballroom was used mostly for private events with very few public dances, but did enjoy something of a renaissance during the "big band" revival of the late 1970s.⁴

The Santa Cruz Beach Boardwalk remains a popular "family-style" attraction and includes an array of facilities that permit visitors to sample several generations of amusements. It is a rare survivor of a vanishing breed, the old-style amusement park.

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FOOTNOTES

- 1 This conclusion was reached by study of the Loeff-related entries in National Carousel Association, National Carousel Association Census (Los Angeles: National Carousel Association, 1983), passim.
- 2 Santa Cruz Beach Boardwalk, "Behind-The-Scenes Facts," pp. 1-2.
- 3 Santa Cruz Beach Boardwalk, "Boardwalk Features Classic Carousel," Santa Cruz Beach Boardwalk News, pp. 1-3.
- 4 Santa Cruz Beach Boardwalk, "The Cocoanut Grove: From Nostalgic Ballroom to Modern Conference Center," Santa Cruz Beach Boardwalk News, pp. 1-3.

9. Major Bibliographical References

SEE CONTINUATION SHEET

10. Geographical Data

Acreage of nominated property Approximately 24

Quadrangle name Santa Cruz

Quadrangle scale 1:24,000

UTM References

A

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5	8	7	2	5	0
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4	0	9	1	1	3	0
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Zone Easting Northing

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Zone Easting Northing

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4	0	9	1	0	1	0
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Verbal boundary description and justification

SEE CONTINUATION SHEET

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
-------	------	--------	------

state	code	county	code
-------	------	--------	------

11. Form Prepared By

name/title James H. Charleton, Historian

organization History Division, National Park Service date October 15, 1984

street & number 1100 "L" Street, NW telephone (202) 343-8165

city or town Washington state DC 20240

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

☐ national ☐ state ☐ local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature

title _____ date _____

For NPS use only

I hereby certify that this property is included in the National Register

date _____

Keeper of the National Register

Attest:

date _____

Chief of Registration

United States Department of the Interior
National Park Service

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Bibliography

Chase, John. The Sidewalk Companion to Santa Cruz Architecture. Santa Cruz, California: 1976.

MacLean, Pamela A. "Santa Cruz Amusement Park Outlives Others, Now in Its 75th Year," Los Angeles Times, August 8, 1982.

National Carousel Association. National Carousel Association Census. Los Angeles: National Carousel Association, 1983. (Mimeographed.)

Page, Charles Hall and Associates, Inc. Santa Cruz Historic Buildings Survey. San Francisco, 1976.

"Santa Cruz," Merry-Go-Roundup, (October 1978), pp. 9-11.

"Santa Cruz Beach Boardwalk," Amusement Park Journal, 4,3 (Fall 1982), pp. 22-23.

Santa Cruz Beach Boardwalk. "Behind-the-Scenes Facts." 2 pp. (Fact sheet, ca. 1983.)

_____. "Boardwalk Features Classic Carousel," Santa Cruz Beach Boardwalk News. 3 pp. (Press release, 1984.)

_____. "The Cocoanut Grove: From Nostalgic Ballroom to Modern Conference Center," Santa Cruz Beach Boardwalk News. 4 pp. (Press release, 1984.)

_____. "Giant Dipper to Celebrate 60th Birthday," Santa Cruz Beach Boardwalk News. 3 pp. (Press release, 1984.)

_____. "The Santa Cruz Beach Boardwalk: California's Only Remaining Beachside Amusement Park," Santa Cruz Beach Boardwalk News. 6 pp. (Press release, 1984.)

_____. "Santa Cruz Beach Boardwalk Fact Sheet," Santa Cruz Beach Boardwalk News. 3 pp. (Press release, 1984.)

"The Looff at Santa Cruz, California," Merry-Go-Roundup, 5, 1 (Winter 1978), pp. 29-31.

"The West Coast Boardwalk," Amusement Park Journal, 2, 1 (March 1980), pp. 35-37.

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National Park Service**

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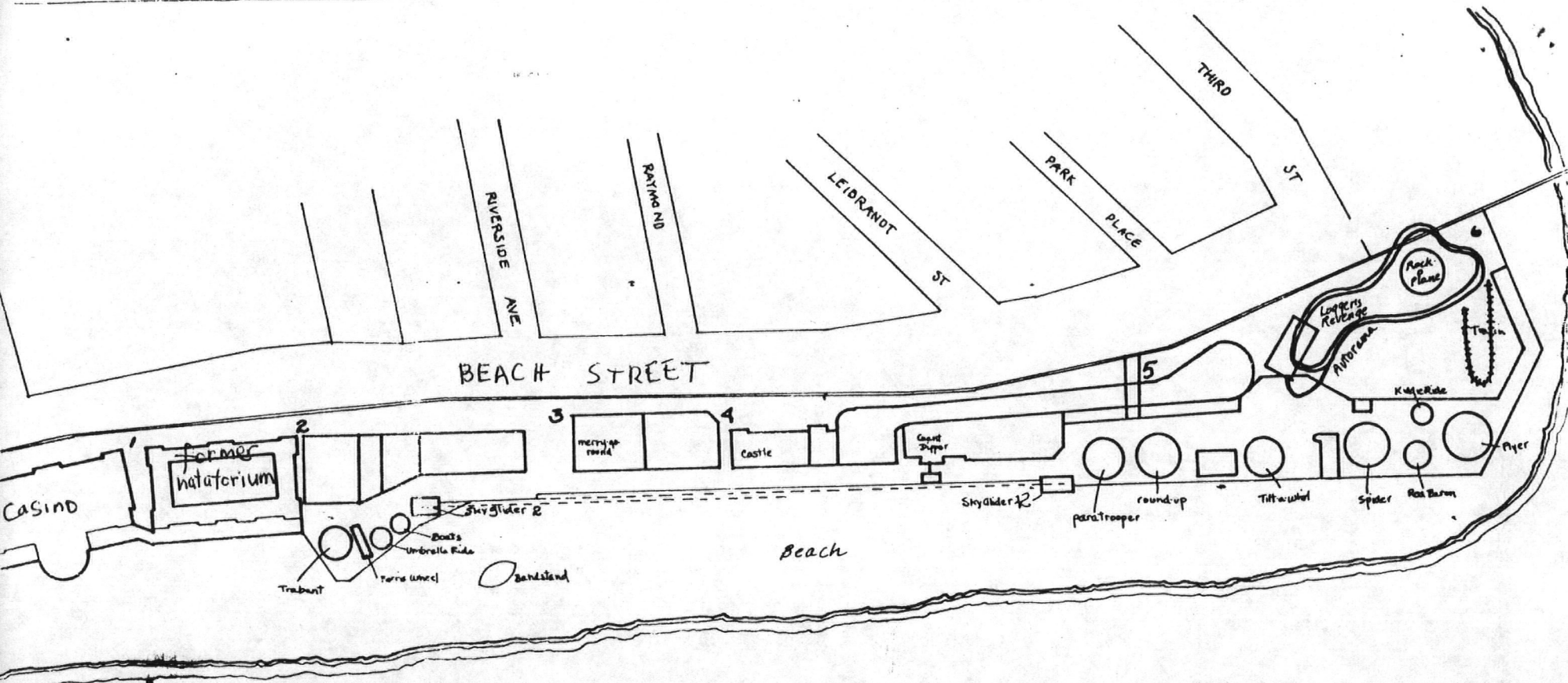
10

Page

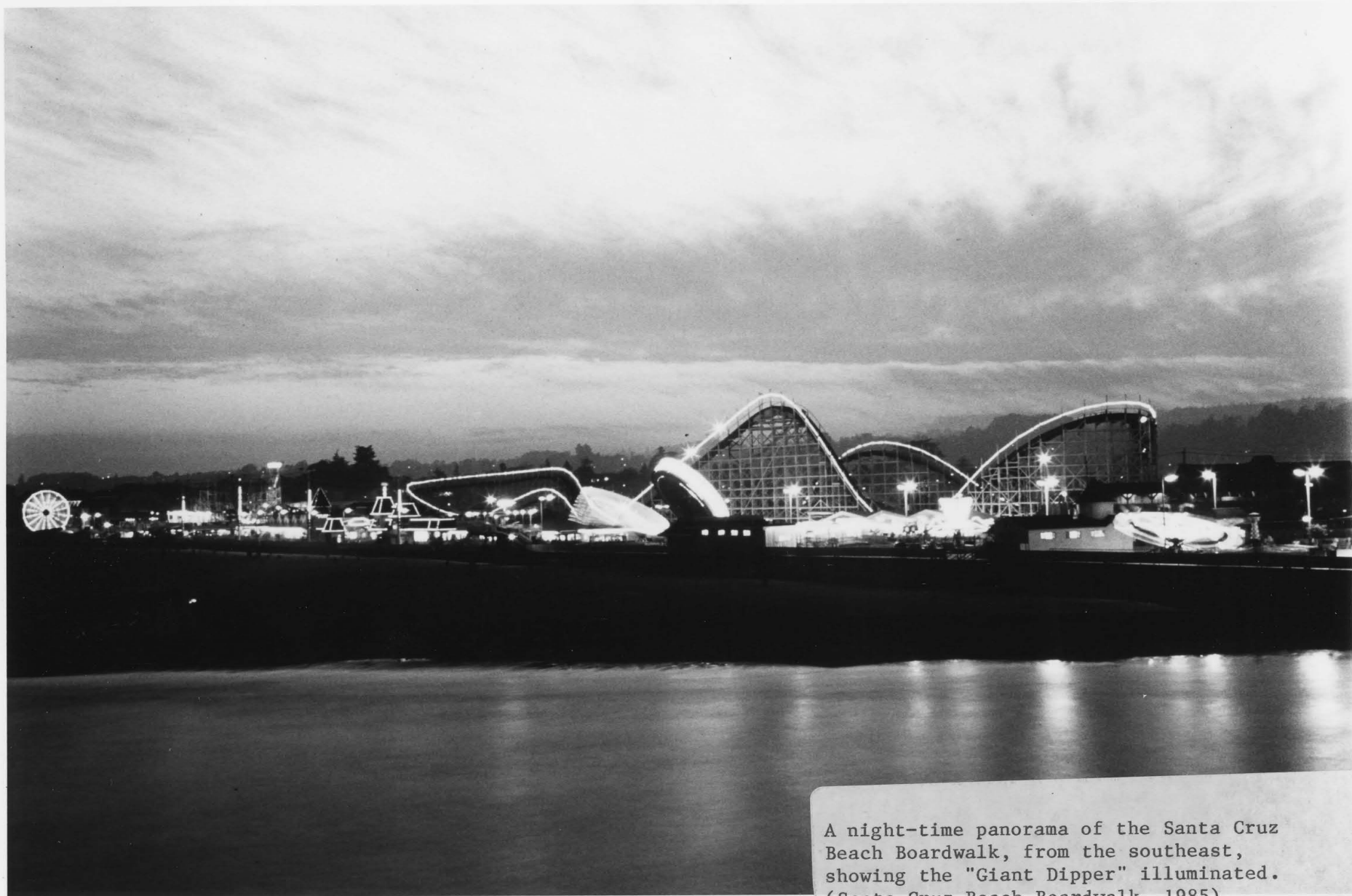
1

Verbal Boundary Description and Justification

Because of the proximity of the roller coaster to other amusement facilities, some movable, at the Santa Cruz Beach Boardwalk, it is not easy to draw a boundary that would exclude impinging on other resources. The carousel, which is not adjacent to the roller coaster, is housed in a non-historic structure and may not historically have remained on its present precise site, although it has remained within the amusement zone since it was brought to the Boardwalk in 1911. Therefore, for convenience's sake, the boundaries assigned are those indicated on the attached map, which are those of the entire amusement zone at the boardwalk. These boundaries are, roughly speaking, Beach Street, on the north; the San Lorenzo River, on the east; the sea, on the south; and the east edge of the the Boardwalk's parking lot, on the west. The only structures that are presently judged to contribute to the historic significance of the property, however, are the "Giant Dipper" roller coaster and the 1911 Looff carousel.



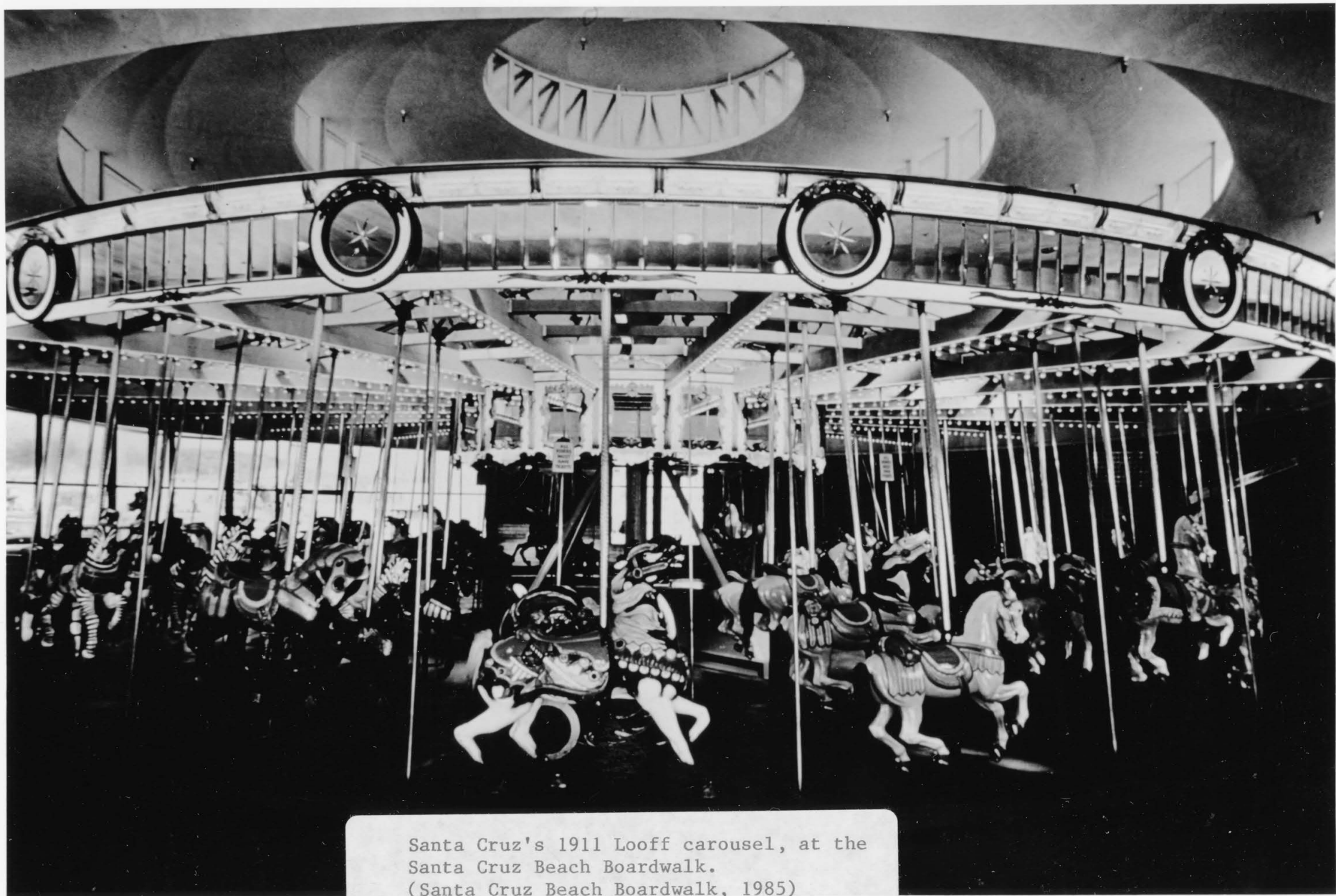
SANTA CRUZ SEASIDE COMPANY



A night-time panorama of the Santa Cruz Beach Boardwalk, from the southeast, showing the "Giant Dipper" illuminated. (Santa Cruz Beach Boardwalk, 1985)



"Grand Dipper" from the southeast.
(Santa Cruz Beach Boardwalk, 1985)



Santa Cruz's 1911 Looff carousel, at the
Santa Cruz Beach Boardwalk.
(Santa Cruz Beach Boardwalk, 1985)











25¢

Quarters Only

BREAKERS

No food or
beverages
allowed on
ride.
Not
responsible
for damaged
or lost articles.

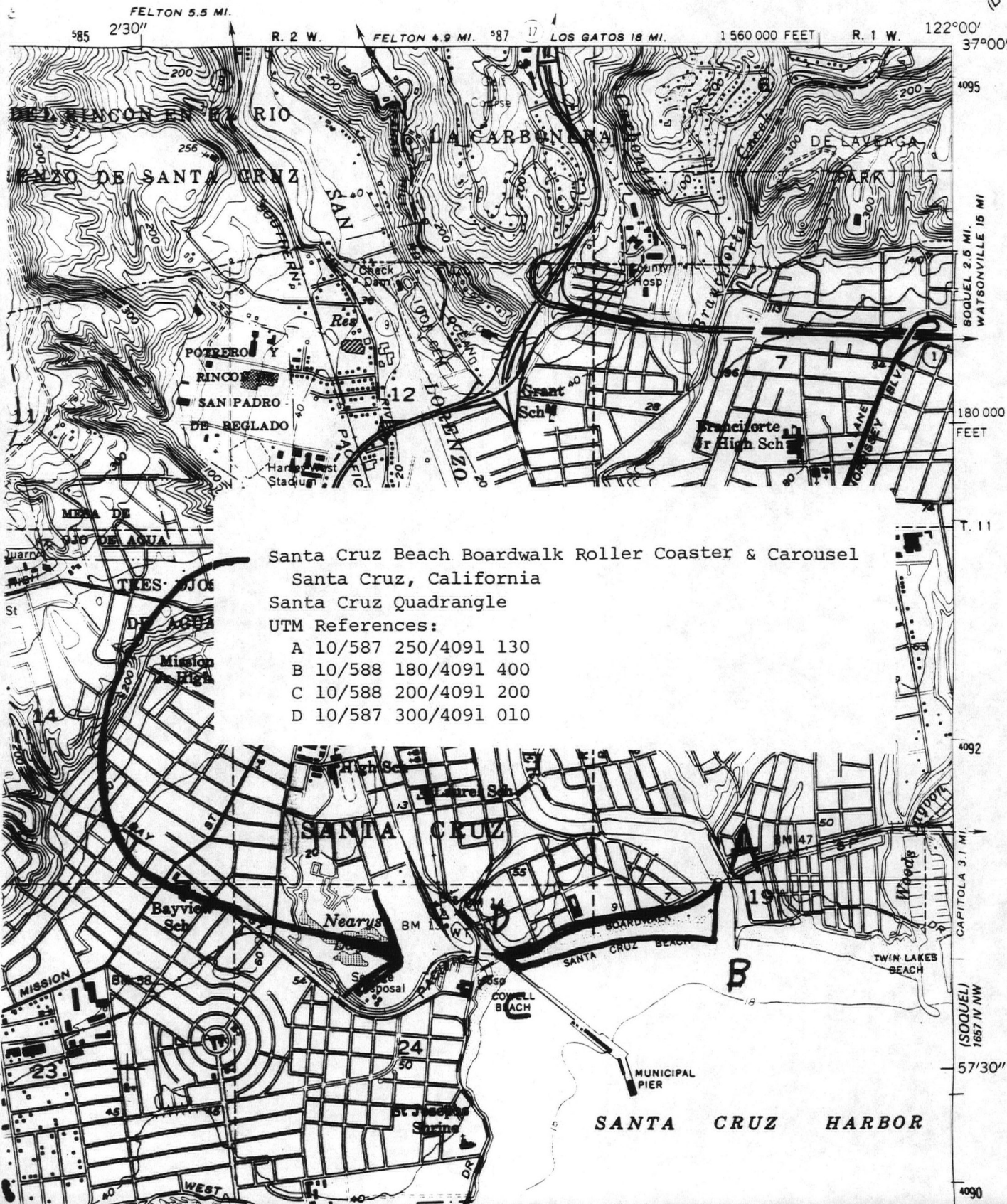
EXIT





SANTA CRUZ QUADRANGLE
CALIFORNIA-SANTA CRUZ CO.
5 X 11 MINUTE (TOPOGRAPHIC)

1588 III SW
(LAUREL)



Santa Cruz Beach Boardwalk Roller Coaster & Carousel
Santa Cruz, California
Santa Cruz Quadrangle

UTM References:

- A 10/587 250/4091 130
- B 10/588 180/4091 400
- C 10/588 200/4091 200
- D 10/587 300/4091 010

SANTA CRUZ HARBOR



City of Santa Cruz

CITY HALL • 809 CENTER STREET • ROOM 206
SANTA CRUZ, CALIFORNIA 95060

**PLANNING AND COMMUNITY
DEVELOPMENT**

TELEPHONE (408) 429-3555

May 18, 1984

Mr. James Charleton
History Division (418)
National Park Service
Washington, D.C. 20240

Dear Mr. Charleton:

On behalf of the City of Santa Cruz Historic Preservation Commission, I would like to thank you for the materials you sent regarding the possible designation of the Santa Cruz Boardwalk as a National Historic Landmark. The Commission would like to go on record as fully supportive of the designation. The City treasures its unique history and is appreciative of the possible national status of one of its most prominent structures. This year the Commission will be considering the establishment of a local historic district in the Beach Hill/Boardwalk area; national landmark status of the Boardwalk will certainly help in that effort.

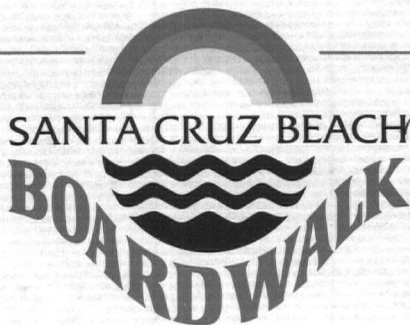
Please feel free to contact me if I may be of service in your study of the Boardwalk.

Sincerely,

Valerie Young

Valerie Young
Assistant Planner
Secretary to the Historic
Preservation Commission

cc: Mayor John Laird



October 7, 1985

Mr. Jim Charlton
History Division
National Park Service
Washington, DC 20013-7127

Dear Jim:

It was nice talking with you recently.

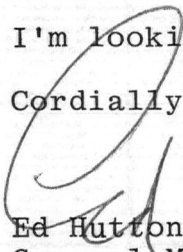
As discussed, I am enclosing some photographs and a very simple plot plan.

If you need additional photos, we would be happy to have the work done per your instructions and bill the National Park Service.

There is no charge for the enclosed photos.

I'm looking forward to talking with you soon.

Cordially,


Ed Hutton
General Manager

EEH/ma

Encls.

SANTA CRUZ BEACH BOARDWALK
400 BEACH ST., SANTA CRUZ, CA 95060
PHONE (408) 423-5590

CALIFORNIA'S FINEST SEASHORE PLAYLAND



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:

H34(418)

Honorable Leon E. Panetta
House of Representatives
Washington, DC 20515

Dear Mr. Panetta:

We are pleased to inform you that the National Park Service has completed the studies of the properties identified on the enclosed sheet for the purpose of nominating them for possible designation as National Historic Landmarks. We enclose copies of the study reports. The National Park System Advisory Board will consider the nominations during its next meeting at the time and place indicated on the enclosure. The Board will make its recommendations to the Secretary of the Interior based upon the criteria of the National Historic Landmarks Program.

You have 60 days before the meeting of the Advisory Board to submit your views in writing if you so desire. After the 60-day period, we will submit the nominations and your comments to the Advisory Board and then inform the Secretary of the Board's recommendations for his final action.

To assist you in considering this matter, we have enclosed a copy of the regulations that govern the National Historic Landmarks Program. They describe the criteria for designation (Sec. 65.4), the effects of designation (Sec. 65.2), and specify how you may comment on a proposed designation (Sec. 65.5(d)(4-5)). Should you wish to comment, please send your comments to Mr. Edwin C. Bearss, Chief Historian, National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127.

Sincerely,

/Sgd/Jerry L. Rogers

Associate Director

Enclosures

Green

PROPERTIES STUDIED FOR NATIONAL HISTORIC LANDMARK DESIGNATION

Asilomar Conference Grounds, Pacific Grove, California
Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California

☐ As a private owner of the properties identified above you may concur in or object to designation. Your comments may govern whether or not the properties will be designated. You can find guidance for your comments in Section 65.5(d)(4-5) of the enclosed regulations.

☒ In commenting on the possible designation of the above indicated properties you can find guidance in Section 65.5(d)(4) of the enclosed regulations.

The above properties will be considered for possible designation as National Historic Landmarks by the National Park System Advisory Board at its meeting on September 17, 1986, at 1 p.m., at the Lake Hotel in Yellowstone National Park, Wyoming. Should you wish to obtain information about the meeting, or about the National Historic Landmarks Program, please contact Ben Levy at the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127, (202)343-8164 or FTS: 343-8164.

If you have questions about the study reports, you may contact Jim Charleton at the same address, 202-343-8165 or FTS-343-8165.

cc: Regional Director (WRO) (8000)
Pepin-Donat (WRO) (8000)
Houston (WRO) (8000)
190-Congressional Liaison
001 Reading File
400 Reading File
418-Asilomar Conference Grounds, Pacific Grove, California (NHL Pending)
418-Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster,
California (NHL Pending)
JHCharleton:pt:6/27/86



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:
H34(418)

JUL 3 1986

Honorable Pete Wilson
United States Senate
Washington, DC 20510

Dear Senator Wilson:

We are pleased to inform you that the National Park Service has completed the studies of the properties identified on the enclosed sheet for the purpose of nominating them for possible designation as National Historic Landmarks. We enclose copies of the study reports. The National Park System Advisory Board will consider the nominations during its next meeting at the time and place indicated on the enclosure. The Board will make its recommendations to the Secretary of the Interior based upon the criteria of the National Historic Landmarks Program.

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Sincerely,

/Sgd/Jerry L. Rogers

Associate Director

Enclosures

Green

PROPERTIES STUDIED FOR NATIONAL HISTORIC LANDMARK DESIGNATION

Administration Building, Golden Gate International Exposition, Treasure Island, San Francisco, California
Asilomar Conference Grounds, Pacific Grove, California
Avalon Casino, Avalon, California
Mission Beach Roller Coaster, San Diego, California
Pan-Pacific Auditorium, Los Angeles, California
R.M.S. Queen Mary, Long Beach, California
The Rose Bowl, Pasadena, California
San Francisco Civic Center, California
Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California
Santa Monica Looff Hippodrome, California

☐ As a private owner of the properties identified above you may concur in or object to designation. Your comments may govern whether or not the properties will be designated. You can find guidance for your comments in Section 65.5(d)(4-5) of the enclosed regulations.

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If you have questions about the study reports, you may contact Jim Charleton at the same address, 202-343-8165 or FTS-343-8165.

IDENTICAL LETTERS HAVE BEEN SENT TO THOSE PEOPLE LISTED ON THE ATTACHED SHEET

cc: Regional Director (WRO) (8000)
Pepin-Donat (WRO) (8000)
Houston (WRO) (8000)
190-Congressional Liaison
001 Reading File
400 Reading File
418-Administration Building, Golden Gate International Exposition,
Treasure Island, San Francisco, California (NHL Pending)
418-Asilomar Conference Grounds, Pacific Grove, California (NHL Pending)
418-Avalon Casino, Avalon, California (NHL pending)
418-Mission Beach Roller Coaster, San Diego, California (NHL Pending)
418-Pan-Pacific Auditorium, Los Angeles, California (NHL Pending)
418-R.M.S. Queen Mary, Long Beach, California (NHL Pending)
418-San Francisco Civic Center, California (NHL Pending)
418-[Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster,
California (NHL Pending)
418-Santa Monica Looff Hippodrome, California (NHL Pending)
418-The Rose Bowl, Pasadena, California (NHL Pending)

JHCharleton:pt:6/27/86

[A] California

Honorable Pete Wilson "Senator Wilson"
United States Senate
Washington, DC 20510

[A] California

Honorable Alan Cranston "Senator Cranston"
United States Senate
Washington, DC 20510

H34(418)

JUL 3 1986

Mr. Charles Canfield, President
Santa Cruz Beach Boardwalk, Inc.
400 Beach Street
Santa Cruz, California 95060

Dear Mr. Canfield:

We are pleased to inform you that the National Park Service has completed the study of the property identified on the enclosed sheet for the purpose of nominating it for possible designation as a National Historic Landmark. We enclose a copy of the study report. The National Park System Advisory Board will consider the nomination during its next meeting, at the time and place indicated on the enclosure. The Board will make its recommendation to the Secretary of the Interior based upon the criteria of the National Historic Landmarks Program.

You have 60 days before the meeting of the Advisory Board to submit your views in writing, if you so desire. After the 60-day period, we will submit the nomination and your comments to the Advisory Board and then inform the Secretary of the Board's recommendations for his final action.

To assist you in considering this matter, we have enclosed a copy of the regulations that govern the National Historic Landmarks Program. They describe the criteria for designation (Sec. 65.4), the effects of designation (Sec. 65.2), and specify how you may comment on a proposed designation (Sec. 65.5(d)(4-5)). Should you wish to comment, please send your comments to me, at the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127.

Sincerely,

s/Edwin C. Bearss

Edwin C. Bearss
Chief Historian

Enclosures

PROPERTY STUDIED FOR NATIONAL HISTORIC LANDMARK DESIGNATION

Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California

☒ As a private owner of the property identified above you may concur in or object to the designation. Your comments may govern whether or not the property will be designated. You can find guidance for your comments in Section 65.5(d)(4-5) of the enclosed regulations.

☐ In commenting on the possible designation of the property identified above you can find guidance in Section 65.5(d)(4) of the enclosed regulations.

The above property will be considered for possible designation as a National Historic Landmark by the National Park System Advisory Board at its meeting on September 17, 1986, at 1 p.m., at the Lake Hotel in Yellowstone National Park, Wyoming. Should you wish to obtain information about the meeting, or about the National Historic Landmarks Program, please contact Ben Levy at the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127, (202) 343-8164 or FTS: 343-8164.

If you have questions concerning the study, you may contact Jim Charleton at the same address, 202-343-8165 or FTS-343-8165.

CC: REGIONAL DIRECTOR (WRO) (8000)

PEPIN-DONAT (WRO) (8000)

HOUSTON (WRO) (8000)

001 READING FILE

400 READING FILE

418-SANTA CRUZ BEACH BOARDWALK LOOFF CAROUSEL AND ROLLER COASTER,
CALIFORNIA (NHL PENDING)

JHCHARLETON:PT:7/1/86



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127
WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:

H34(418)

JUL 3 1986

Mrs. Kathryn Gualtieri
State Historic Preservation Officer
Office of Historic Preservation
Department of Parks and Recreation
P.O. Box 2390
Sacramento, California 95811

Dear Mrs. Gualtieri:

We are pleased to inform you that the National Park Service has completed the studies of the properties identified on the enclosed sheet for the purpose of nominating them for possible designation as National Historic Landmarks. We enclose copies of the study reports. The National Park System Advisory Board will consider the nominations during its next meeting at the time and place indicated on the enclosure. The Board will make its recommendations to the Secretary of the Interior based upon the criteria of the National Historic Landmarks Program.

You have 60 days before the meeting of the Advisory Board to submit your views in writing if you so desire. After the 60-day period, we will submit the nominations and your comments to the Advisory Board and then inform the Secretary of the Board's recommendations for his final action.

To assist you in considering this matter, we have enclosed a copy of the regulations that govern the National Historic Landmarks Program. They describe the criteria for designation (Sec. 65.4), the effects of designation (Sec. 65.2), and specify how you may comment on a proposed designation (Sec. 65.5(d)(4-5)). Should you wish to comment, please send your comments to me at the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127.

Sincerely,

7/5/ Benjamin Levy

for Edwin C. Bearss

Edwin C. Bearss
Chief Historian

Enclosures

Green

PROPERTIES STUDIED FOR NATIONAL HISTORIC LANDMARK DESIGNATION

Administration Building, Golden Gate International Exposition, Treasure Island, San Francisco, California
Asilomar Conference Grounds, Pacific Grove, California
Avalon Casino, Avalon, California
Mission Beach Roller Coaster, San Diego, California
Pan-Pacific Auditorium, Los Angeles, California
R.M.S. Queen Mary, Long Beach, California
The Rose Bowl, Pasadena, California
San Francisco Civic Center, California
Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California
Santa Monica Looff Hippodrome, California

☐ As a private owner of the properties identified above you may concur in or object to designation. Your comments may govern whether or not the properties will be designated. You can find guidance for your comments in Section 65.5(d)(4-5) of the enclosed regulations.

☒ In commenting on the possible designation of the above indicated properties you can find guidance in Section 65.5(d)(4) of the enclosed regulations.

The above properties will be considered for possible designation as National Historic Landmarks by the National Park System Advisory Board at its meeting on September 17, 1986, at 1 p.m., at the Lake Hotel in Yellowstone National Park, Wyoming. Should you wish to obtain information about the meeting, or about the National Historic Landmarks Program, please contact Ben Levy at the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127, 202-343-8164 or FTS-343-8164.

If you have questions about the study reports, you may contact Jim Charleton at the same address, 202-343-8165 or FTS-343-8165.

cc: Regional Director (WRO) (8000)
Pepin-Donat (WRO) (8000)
Houston (WRO) (8000)
001 Reading File
400 Reading File
418-Administration Building, Golden Gate International Exposition,
Treasure Island, San Francisco, California (NHL Pending)
418-Asilomar Conference Grounds, Pacific Grove, California (NHL Pending)
418-Avalon Casino, Avalon, California (NHL pending)
418-Mission Beach Roller Coaster, San Diego, California (NHL Pending)
418-Pan-Pacific Auditorium, Los Angeles, California (NHL Pending)
418-R.M.S. Queen Mary, Long Beach, California (NHL Pending)
418-San Francisco Civic Center, California (NHL Pending)
418-Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster,
California (NHL Pending)
418-Santa Monica Looff Hippodrome, California (NHL Pending)
418-The Rose Bowl, Pasadena, California (NHL Pending)

JHCharleton:pt:6/27/86

H34(418)

JUL 3 1986

Honorable John Laird
Mayor, City of Santa Cruz
Room 10, 809 Center Street
Santa Cruz, California 95060

Dear Mayor Laird:

We are pleased to inform you that the National Park Service has completed the study of the property identified on the enclosed sheet for the purpose of nominating it for possible designation as a National Historic Landmark. We enclose a copy of the study report. The National Park System Advisory Board will consider the nomination during its next meeting, at the time and place indicated on the enclosure. The Board will make its recommendation to the Secretary of the Interior based upon the criteria of the National Historic Landmarks Program.

You have 60 days before the meeting of the Advisory Board to submit your views in writing, if you so desire. After the 60-day period, we will submit the nomination and your comments to the Advisory Board and then inform the Secretary of the Board's recommendations for his final action.

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Sincerely,

s/Edwin C. Bearss

Edwin C. Bearss
Chief Historian

Enclosures

PROPERTY STUDIED FOR NATIONAL HISTORIC LANDMARK DESIGNATION

Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California

☐ As a private owner of the property identified above you may concur in or object to the designation. Your comments may govern whether or not the property will be designated. You can find guidance for your comments in Section 65.5(d)(4-5) of the enclosed regulations.

☒ In commenting on the possible designation of the property identified above you can find guidance in Section 65.5(d)(4) of the enclosed regulations.

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If you have questions concerning the study, you may contact Jim Charleton at the same address, 202-343-8165 or FTS-343-8165.

CC: MR. RICHARD WILSON, CITY MANAGER
CITY OF SANTA CRUZ
809 CENTER STREET
SANTA CRUZ, CALIFORNIA 95060

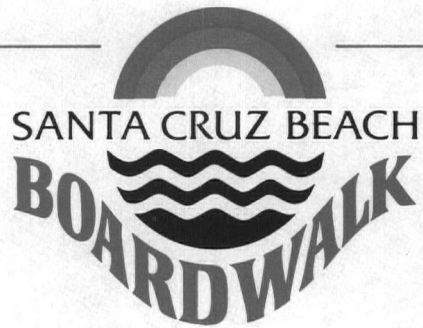
BCC: REGIONAL DIRECTOR (WRO) (8000)
PEPIN-DONAT (WRO) (8000)
HOUSTON (WRO) (8000)

001 READING FILE

400 READING FILE

418-SANTA CRUZ BEACH BOARDWALK LOOFF CAROUSEL AND ROLLER COASTER,
CALIFORNIA (NHL PENDING)

JHCHARLETON:PT:7/1/86



August 7, 1986

Mr. Edwin C. Bearss
Chief Historian
National Park Service
History Division (418)
P.O. Box 37127
Washington, DC 20013-7127

Dear Mr. Bearss:

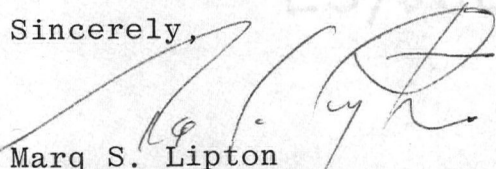
We are pleased to have our Merry-Go-Round and Roller Coaster considered for designation as National Historical Landmarks.

The designation as a National Historical Landmark should be for these two rides and not, as noted on your Nomination Form (page 455), "for convenience's sake ... the entire amusement zone at the boardwalk."

An additional concern, our coaster is named the "Giant Dipper" (not Big Dipper).

Enclosed are the commemorative posters for the recent anniversaries of these two rides.

Sincerely,



Marq S. Lipton
Director of Marketing

MSL/skw
enclosures

cc: Charles Canfield

SANTA CRUZ BEACH BOARDWALK
400 BEACH ST., SANTA CRUZ, CA 95060
PHONE (408) 423-5590

NHL



City of Santa Cruz

CITY HALL • 809 CENTER STREET • ROOM 206
SANTA CRUZ, CALIFORNIA 95060

PLANNING AND COMMUNITY
DEVELOPMENT

TELEPHONE (408) 429-3555

SEP 10 1986

September 3, 1986

Edwin C. Bearss
National Parks Service
Historic Division (418)
Post Office Box 37127
Washington, D.C. 20013-7127

RE: National Historic Landmark Designation - Santa Cruz Beach Boardwalk
Looff Carousel and Roller Coaster, California

Dear Mr. Bearss:

The City of Santa Cruz has received your notice regarding the proposal to designate the Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster as national historic landmark. The City of Santa Cruz has had an active historic preservation program for many years. It was one of the first California cities to adopt a historic preservation element to its general plan in 1974.

The Historic Preservation Commission is therefore in whole-hearted support of the proposed landmark designation. At its regular meeting of August 13, 1986, the Historic Preservation Commission adopted the attached resolution supporting the designation of the Boardwalk carousel and roller coaster as national historic landmarks.

Sincerely,

A handwritten signature in dark ink, appearing to read "Peter K. Katzlberger". The signature is fluid and cursive, written over the printed name.

PETER K. KATZLBERGER
Director of Planning and
Community Development

Attachments

-- Historic Preservation Commission resolution

PK:PC
LM 2
1030-20.47

N42

RESOLUTION NO.

RESOLUTION OF THE HISTORIC PRESERVATION
COMMISSION OF THE CITY OF SANTA CRUZ
ENDORING THE NOMINATION OF THE
BOARDWALK CAROUSEL AND ROLLER COASTER
AS NATIONAL HISTORIC LANDMARKS.

WHEREAS, the City of Santa Cruz has adopted a Historic Preservation Element in 1974, and updated it in 1981; and

WHEREAS, the City has adopted a Historic Building Survey which lists buildings and structures of historic and cultural significance, architectural significance, and of important neighborhood setting; and

WHEREAS, buildings on the Historic Building Survey are recognized for their importance to the historic heritage of the community and are historic structures of special quality; and

WHEREAS, the Boardwalk carousel and roller coasters are included within the Historic Building Survey.

NOW, THEREFORE, BE IT RESOLVED, by the Historic Preservation Commission of the City of Santa Cruz that the Historic Preservation Commission endorses the designation of the Boardwalk roller coaster and carousel as National Historic Landmarks.

BE IT FURTHER RESOLVED, that the recommendation of the Historic Preservation Commission be forwarded to the National Parks System Advisory Board when it considers the nomination of the Boardwalk carousel and roller coaster as National Historic Landmarks.

PASSED AND ADOPTED this 13th day of August, 1986, by the following votes:

AYES: Members - Tunheim, Kimbro, LaFrank, Perry

NOES: Members -

ABSENT: Members

APPROVED Doni Tunheim
Chair

ATTEST Rita LaFrank
Secretary

HPC #1



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:

H34(418)

Mrs. Kathryn Gualtieri
State Historic Preservation Officer
Office of Historic Preservation
Department of Parks & Recreation
P.O. Box 2390
Sacramento, California 95811

Dear Mrs. Gualtieri:

I am pleased to inform you that the properties identified on the enclosed sheet have been found to possess national significance in the history of the United States. As a result, the Secretary of the Interior has designated them National Historic Landmarks.

The purpose of landmark designation is to identify and recognize nationally significant sites and to encourage their owners to preserve them. Landmarks are chosen after careful study by the National Park Service. They are evaluated by the National Park System Advisory Board and designated by the Secretary of the Interior in accordance with the Historic Sites Act of 1935 and the National Historic Preservation Act of 1966.

Designation as a National Historic Landmark automatically places a property in the National Register of Historic Places, if it is not already so listed, and extends to it the safeguards and benefits provided by the National Historic Preservation Act of 1966 and other Federal laws protecting historic properties.

We are pleased to include these properties on the roll of National Historic Landmarks as significant representatives of our nation's heritage.

Sincerely,

Edwin C. Bearss

Edwin C. Bearss
Chief Historian

Enclosure

1

The Secretary of the Interior recently designated the following properties National Historic Landmarks:

- (1) Asilomar Conference Grounds, Pacific Grove, California
- (2) Mission Beach Roller Coaster, San Diego, California
- (3) The Rose Bowl, Pasadena, California
- (4) San Francisco Civic Center, California
- (5) Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California
- (6) Santa Monica Looff Hippodrome, California

☐ Certificates attesting to the national significance of the properties and the Secretary's designation of them as National Historic Landmarks will be sent to you, as the owner of the properties. You are also eligible to receive bronze plaques to commemorate their designation. Copies of the plaque application form are enclosed. If you wish to request the plaques, please complete the forms in triplicate for each property and return two copies to the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127. You may retain the third copies for your records. Each certificate and plaque will bear the name of each property as it appears above. If you have questions about the certificates or plaques, please contact James Charleton at the above address, or by telephone (202)343-8165 or FTS: 343-8165.

☒ Owners of Landmarks receive certificates of designation, and, upon application, will also be awarded bronze plaques. We are notifying the owners of the designations and providing the appropriate forms.

cc: Regional Director (WRO)(8000)

Houston (WRO)(8000)

400 Reading File

418 MISSION BEACH ROLLER COASTER (NHL)

418 SANTA CRUZ BEACH BOARDWALK LOOFF CAROUSEL & ROLLER COASTER (NHL)

418 SANTA MONICA LOOFF HIPPODROME (NHL)

Pepin-Donat (WRO)(8000)

001 Reading File

418 ASILOMAR CONFERENCE GROUNDS (NHL)

418 SAN FRANCISCO CIVIC CENTER (NHL)

418 THE ROSE BOWL (NHL)

JHCharleton:sd:11-10-86

DISC NO. 19



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:

JAN 30 1987

Memorandum

To: The Secretary

Through: Deputy Assistant Secretary for Fish and Wildlife and Parks

From: Acting Director, National Park Service

Subject Summary: Designations of National Historic Landmarks--Request for Secretarial Action

/Sgn/ P. Daniel Smith
FEB 11 1987

DISCUSSION: The National Park System Advisory Board, at a meeting on September 17, 1986, recommended designation of the following properties as National Historic Landmarks:

- (1) The Rose Bowl, Pasadena, California
- (2) Yale Bowl, New Haven, Connecticut
- (3) Grant Park Stadium (Soldier Field), Chicago, Illinois
- (4) Harvard Stadium, Boston, Massachusetts
- (5) Butler Fieldhouse, Indianapolis, Indiana
- (6) Germantown (Manheim) Cricket Club, Philadelphia, Pennsylvania
- (7) Merion Cricket Club, Haverford, Pennsylvania
- (8) Newport Casino, Newport, Rhode Island
- (9) Indianapolis Motor Speedway, Speedway, Indiana
- (10) Boston Common, Boston, Massachusetts
- (11) Boston Public Garden, Boston, Massachusetts
- (12) San Francisco Civic Center, San Francisco, California
- (13) Washington University Hilltop Campus Historic District, vicinity of St. Louis, Missouri
- (14) Buffalo and Erie County Historical Society Building, Buffalo, New York
- (15) Mission Beach Roller Coaster, San Diego, California
- (16) Looff Carousel and Roller Coaster on the Santa Cruz Beach Boardwalk, Santa Cruz, California
- (17) Santa Monica Looff Hippodrome, Santa Monica, California
- (18) Philadelphia Toboggan Company Carousel #6, Burlington, Colorado
- (19) Broad Ripple Park (Children's Museum) Carousel, Indianapolis, Indiana
- (20) Spencer Park Dentzel Carousel, Logansport, Indiana
- (21) Lander Parker Carousel, Abilene, Kansas
- (22) Flying Horses Carousel, Oak Bluffs, Massachusetts
- (23) Highland Park Dentzel Carousel, Meridian, Mississippi
- (24) Playland Amusement Park, Rye, New York

Prepared by: Laura Feller ext.: 343-8167

Green

- (25) Kennywood Park, West Mifflin, Pennsylvania
- (26) Crescent Park Looff Carousel, East Providence, Rhode Island
- (27) Flying Horse Carousel, Westerly, Rhode Island
- (28) Wallace Circus Winter Headquarters, vicinity of Peru, Indiana
- (29) Cincinnati Zoo Historic Structures, Cincinnati, Ohio
- (30) Boat House Row, Philadelphia, Pennsylvania
- (31) Asilomar Conference Grounds, Pacific Grove, California
- (32) West Baden Springs Hotel, West Baden Springs, Indiana
- (33) Canfield Casino and Congress Park, Saratoga Springs, New York
- (34) Saratoga Spa State Park, Saratoga Springs, New York
- (35) Hotel Breakers, Sandusky, Ohio
- (36) Adler Planetarium, Chicago, Illinois
- (37) Shedd Aquarium, Chicago, Illinois
- (38) Atlantic City Convention Hall, Atlantic City, New Jersey
- (39) Adak Army Base and Adak Naval Operating Base, Aleutian Islands, Alaska

In accordance with National Historic Landmarks Program regulations, the Board reviewed the studies nominating the above properties for Landmark status, and found that they meet National Historic Landmarks Program criteria. None of the parties required to be notified of Landmark nomination proposals objected to the designation of the above properties as specified by regulations. Most of them heartily endorse the proposed designations.

The Board also reviewed other Landmark nominations on September 17. Private owners of the following properties objected to designation of these properties as National Historic Landmarks. Their objections are stated in attachments. Under Section 101.(a)(6) of the National Historic Preservation Act, you may not designate private properties over the objections of their owners. The Act does provide that, in the case of an objection by a private owner, you shall make a determination as to the nominated property's eligibility for National Historic Landmark designation. The Board has recommended that the following privately owned properties be determined eligible for designation as National Historic Landmarks:

- (1) Comiskey Park, Chicago, Illinois
- (2) Wrigley Field, Chicago, Illinois

In addition, the Board reviewed nomination studies of the following properties and, on the basis of the Landmarks Program criteria of historical significance and integrity, ~~did not recommend~~ that they be designated as National Historic Landmarks:

- (1) Cleveland Municipal Stadium, Cleveland, Ohio
- (2) League Park, Cleveland, Ohio
- (3) University of Michigan Stadium, Ann Arbor, Michigan
- (4) St. Petersburg Lawn Bowling Club, vicinity of St. Petersburg, Florida
- (5) Administration Building, Golden Gate International Exposition,
San Francisco, California

- (6) Pan-Pacific Auditorium, Los Angeles, California
- (7) Armitage-Herschell Carousel, Minden, Nebraska
- (8) Mapes Hotel and Casino, Reno, Nevada
- (9) Mill Grove, Audubon, Pennsylvania

The attached letters from the parties who have commented on the Landmark nominations are provided for your information. They are arranged in the order in which they are discussed in this memorandum.

I recommend that you approve each of the recommendations outlined above concerning National Historic Landmark designations and determinations of eligibility.

s/ Denis P. Galvin

Attachments

Approve Donald Paul Hodel

Disapprove _____

Date FEB 27 1987

Date _____

bcc: ES (8) FW (2)

001 Mott

190 Congressional Liaison

418 Levy

418 Feller

418 Charleton

001 Reading File

400 Reading File

418 DESIGNATIONS (NHL General)

418 ~~NHL~~ ~~DESIGNATIONS~~ (XEROXED COPY OF SIGNED MEMO SHOULD GO IN THE FILE OF EACH PROPERTY LISTED IN THIS MEMO)

LFeller:sar:01-13-86 Revised:01-13-87

DISC NO. 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:
H34(418)

MAR 11 1987

Honorable Pete Wilson
United States Senate
Washington, DC 20510

Dear Senator Wilson:

I am pleased to inform you that the properties identified on the enclosed sheet have been found to possess national significance in the history of the United States. As a result, the Secretary of the Interior has designated them National Historic Landmarks.

The purpose of landmark designation is to identify and recognize nationally significant sites and to encourage their owners to preserve them. Landmarks are chosen after careful study by the National Park Service. They are evaluated by the National Park System Advisory Board and designated by the Secretary of the Interior in accordance with the Historic Sites Act of 1935 and the National Historic Preservation Act of 1966.

Designation as a National Historic Landmark automatically places a property in the National Register of Historic Places, if it is not already so listed, and extends to it the safeguards and benefits provided by the National Historic Preservation Act of 1966 and other Federal laws protecting historic properties.

We are pleased to include these properties on the roll of National Historic Landmarks as significant representatives of our nation's heritage.

Sincerely,

/Sgd/Jerry L. Rogers

~~For~~

William Penn Mott, Jr.
Director

Enclosure

The Secretary of the Interior recently designated the following properties National Historic Landmarks:

- (1) Asilomar Conference Grounds, Pacific Grove, California
- (2) Mission Beach Roller Coaster, San Diego, California
- (3) The Rose Bowl, Pasadena, California
- (4) San Francisco Civic Center, California
- (5) Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster, California
- (6) Santa Monica Looff Hippodrome, California

☐ Certificates attesting to the national significance of the properties and the Secretary's designation of them as National Historic Landmarks will be sent to you, as the owner of the properties. You are also eligible to receive bronze plaques to commemorate their designation. Copies of the plaque application form are enclosed. If you wish to request the plaques, please complete the forms in triplicate for each property and return two copies to the National Park Service, History Division (418), P.O. Box 37127, Washington, DC 20013-7127. You may retain the third copies for your records. Each certificate and plaque will bear the name of each property as it appears above. If you have questions about the certificates or plaques, please contact James Charleton at the above address, or by telephone (202)343-8165 or FTS: 343-8165.

☒ Owners of Landmarks receive certificates of designation, and, upon application, will also be awarded bronze plaques. We are notifying the owners of the designations and providing the appropriate forms.

IDENTICAL LETTERS HAVE BEEN SENT TO THOSE PEOPLE LISTED ON THE ATTACHED SHEET

cc: Regional Director (WRO)(8000)

Pepin-Donat (WRO)(8000)

Houston (WRO)(8000)

190 Congressional Liaison

~~001 Mott~~

001 Reading File

400 Reading File

418 ASILOMAR CONFERENCE GROUNDS (NHL)

418 MISSION BEACH ROLLER COASTER (NHL) 418 SAN FRANCISCO CIVIC CENTER (NHL)

418 SANTA CRUZ BEACH BOARDWALK LOOFF CAROUSEL & ROLLER COASTER (NHL)

418 SANTA MONICA LOOFF HIPPODROME (NHL) 418 THE ROSE BOWL (NHL)

JHCharleton:sd:11-10-86

DISC NO. 19

[A] California

Honorable Pete Wilson "Senator Wilson"
United States Senate
Washington, DC 20510

[A] California

Honorable Alan Cranston "Senator Cranston"
United States Senate
Washington, DC 20510



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127

WASHINGTON, D.C. 20013-7127

IN REPLY REFER TO:

H34(418)

MAR 11 1987

Honorable Leon E. Panetta
House of Representatives
Washington, DC 20515

Dear Mr. Panetta:

I am pleased to inform you that the properties identified on the enclosed sheet have been found to possess national significance in the history of the United States. As a result, the Secretary of the Interior has designated them National Historic Landmarks.

The purpose of landmark designation is to identify and recognize nationally significant sites and to encourage their owners to preserve them. Landmarks are chosen after careful study by the National Park Service. They are evaluated by the National Park System Advisory Board and designated by the Secretary of the Interior in accordance with the Historic Sites Act of 1935 and the National Historic Preservation Act of 1966.

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We are pleased to include these properties on the roll of National Historic Landmarks as significant representatives of our nation's heritage.

Sincerely,

/Sgd/Jerry L. Rogers

FOR:

William Penn Mott, Jr.
Director

Enclosure

The Secretary of the Interior recently designated the following properties National Historic Landmarks:

- (1) Asilomar Conference Grounds, Pacific Grove, California
- (2) Santa Cruz Beach Broadwalk Looff Carousel and Roller Coaster, California

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cc: Regional Director (WRO)(8000)

Houston (WRO)(8000)

001 Mott

400 Reading File

418 ASILOMAR CONFERENCE GROUNDS (NHL)

418 SANTA CRUZ BEACH BOARDWALK LOOFF CAROUSEL & ROLLER COASTER (NHL)

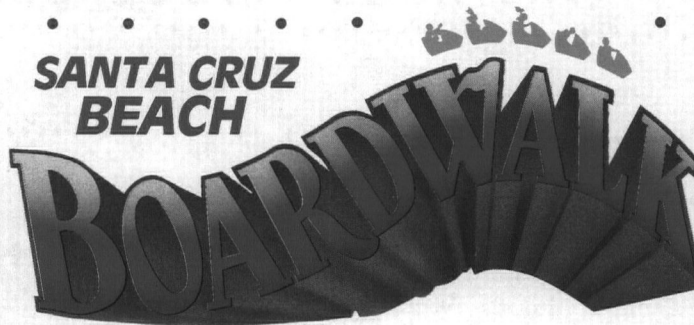
JHCharleton:sd:11-10-86

DISC NO. 19

Pepin-Donat (WRO)(8000)

190 Congressional Liaison

001 Reading File



MAR 17 1987

March 13, 1987

Chief
Division of History
National Park Service
P.O. Box 37127
Washington, DC 20013-7127

Dear Sir or Madam:

The management of the Santa Cruz Beach Boardwalk is extremely pleased to have had two of its properties recently designated National Historic Landmarks.

In a recent discussion with Jim Charleton, he thought it appropriate that since we do have two properties involved, that I apply for a separate bronze plaque for each landmark that we could install at the entrance of each facility.

Thus, I have submitted one request for each property. I look forward to hearing from you.

Sincerely

Glenn LaFrank
Public Relations Manager

GLF/skw
enclosures

March 13, 1987

(Date)

Chief
Division of History
National Park Service
P.O. Box 37127
Washington, DC 20013-7127

Dear Sir:

As the owner(s) of The Santa Cruz Beach Boardwalk Merry-Go-Round

located in Santa Cruz, Santa Cruz, California
(City) (County) (State)

(I, We) hereby make application for a bronze plaque identifying the property as a National Historic Landmark.

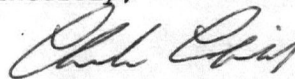
1. Fully conscious of the high responsibility to the Nation that goes with the ownership and care of a property classified as having national significance and worthy of National Historic Landmark status, (I, we) agree to preserve, so far as practicable and to the best of (my, our) ability, the historical values of the site that satisfy the criteria for national significance.

2. (I, We) agree to permit periodic inspection of the property by a representative of the National Park Service for the purpose of monitoring its integrity and the nature and degree of any threats thereto.

3. (I, We) agree that, should the Landmark designation ever be revoked in accordance with the procedures outlined in the National Historic Landmarks regulations, the bronze plaque and the certificate of designation will be surrendered upon request to the National Park Service.

4. (I, We) further agree to affix the plaque for public view and in an appropriate manner.

Sincerely,



Charles Canfield
President

March 13, 1987

(Date)

Chief
Division of History
National Park Service
P.O. Box 37127
Washington, DC 20013-7127

Dear Sir:

As the owner(s) of The Giant Dipper
located in Santa Cruz Beach Boardwalk
Santa Cruz, Santa Cruz, California
(City) (County) (State)

(I, We) hereby make application for a bronze plaque identifying the property as a National Historic Landmark.

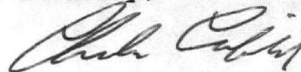
1. Fully conscious of the high responsibility to the Nation that goes with the ownership and care of a property classified as having national significance and worthy of National Historic Landmark status, (I, we) agree to preserve, so far as practicable and to the best of (my, our) ability, the historical values of the site that satisfy the criteria for national significance.

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4. (I, We) further agree to affix the plaque for public view and in an appropriate manner.

Sincerely,



Charles Canfield
President

CULTURAL RESOURCES ROUTE SHEET
HISTORY DIVISION - 418

EDWIN C. BEARSS
CHIEF HISTORIAN

Benjamin Levy
Senior Historian

Berry Mackintosh
Bureau Historian

Harry Butovsky
Staff Historian

Carolyn Potts
Architectural Historian

James Charleston
Historian

Laura Feller
Historian

Patty Milner
Historian

Sharon Diggs
Secretary

Priscilla Thomas
Clerk-Typist

Wahidah Abdullah
Clerk-Typist

BT
Jim
Is there perhaps some confusion on their part? There is only one NHL, no. 2 will they have 2 plaques w. 2 different names? Does that not signify 2 NHL's?
B

COMMENTS

1. FOR YOUR INFORMATION _____
2. FOR YOUR INFORMATION AND FILE _____
3. FOR YOUR INFORMATION AND FILE 13 _____

ADDITIONAL COMMENTS

for action



City of Santa Cruz

CITY HALL • 809 CENTER STREET, ROOM 10
SANTA CRUZ, CALIFORNIA 95060

MAYOR AND CITY COUNCIL

TELEPHONE (408) 429 - 3550

MAR 23 1987

March 17, 1987

Mr. Edwin C. Bearss
Chief Historian
United States Department of the Interior
National Park Service
P. O. Box 37127
Washington, DC 20013-7127

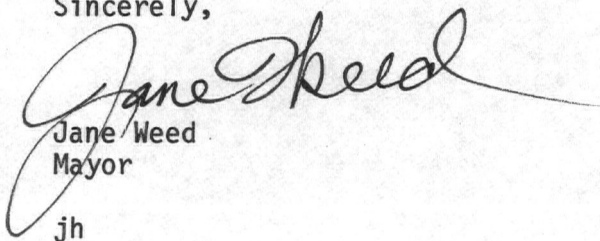
Dear Mr. Bearss:

I am responding to your letter of March 4 written to former Mayor John Laird. Since I am currently serving as Mayor, he forwarded the letter to my office.

We were delighted to hear that the carousel and roller coaster at the Boardwalk have received the designation as a National Historic Landmark.

Thank you for notifying the Mayor's office.

Sincerely,


Jane Weed
Mayor
jh

MAY 20 1987

H34(418)

Memorandum

To: Regional Director, Western Region
Attention: National Historic Landmark Coordinator

From: Director s/ William Penn Mott, Jr.

Subject: National Historic Landmark Plaque Applications

Single copies are attached of the applications by the owners of the Asilomar Conference Grounds, ~~The Mission Beach Roller Coaster~~, The Mission Beach Roller Coaster, The Rose Bowl, and the Santa Cruz Beach Boardwalk Looff Carousel and Roller Coaster (The Giant Dipper), all in California, and the Truk Lagoon Underwater Fleet, Federated States of Micronesia (FSM), for the plaques identifying these National Historic Landmarks.

We ask you to contact the owners and arrange to order and provide the plaques from the Regional budget. We will provide the requisite National Historic Landmark certificates.

The Department would appreciate being advised of arrangements made to present the National Historic Landmark plaques and certificates. Every effort should be made to coordinate ceremonies with the availability of high-level Departmental staff and to secure the participation of Members of Congress who represent the localities. Please contact Mr. Kelly Sinclair, Special Assistant to the Director, at FTS 343-3453, for assistance in arrangements.

In addition to the items specified above, we have received signed applications (also attached) for plaques for the Dublin World War II Reminiscence and Sapuk Lighthouse, both in Truk State, FSM. Neither of these properties has been designated a National Historic Landmark. We ask your advice on communicating this information to the parties concerned, for whom no addresses were supplied in the incoming correspondence.

In the interim, we have written to Mr. Joe N. Suka, Director, Department of Resources and Development, Truk State, FSM, to inform him of the status of the three properties. That letter has been copied to you.

Attachments

cc: Sinclair (400)

001 RF

400 RF

418-PLAQUES AND CERTIFICATES

418-THE ASILOMAR CONFERENCE GROUNDS (NHL)

418-THE ROSE BOWL (NHL)

418-THE SANTA CRUZ BEACH BOARDWALK LOOFF CAROUSEL AND ROLLER COASTER (THE
GIANT DIPPER) (NHL)

418-DUBLON WWII REMINISCENCE (OSC)

418-SAPUK LIGHTHOUSE (OSC)

418-TRUK LAGOON UNDERWATER FLEET (NHL)

JHCharleton:pt:04/29/87

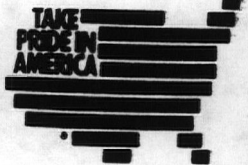
Thomas Disk 23: Item #10



United States Department of the Interior

NATIONAL PARK SERVICE

P.O. BOX 37127
WASHINGTON, D.C. 20013-7127



IN REPLY REFER TO:

H34(418)

AUG 11 1989

Memorandum

To: National Historic Landmark Coordinator, Western Regional Office

From: Chief Historian

Edwin C. Bearss

Subject: National Historic Landmark Certificates

The certificates listed below are herewith delivered to you for forwarding to the owners. Please advise Jim Charleton, at FTS: 343-8165, of any concerns regarding these items.

Arizona

Desert View Watchtower
El Tovar
Hermit's Rest
Hopi House
Lookout Studio
The Painted Desert Inn
Pueblo Grande
Tumacacori Museum

California

The Ahwahnee
Aquatic Park Historic District
The Giant Dipper,
Santa Cruz Beach Boardwalk
Parsons Memorial Lodge
Rangers' Club
The Rose Bowl
Santa Cruz Beach Boardwalk
Looff Carousel
Santa Monica Looff Hippodrome
Space Launch Complex 10,
Vandenberg Air Force Base
Wawona Hotel and Thomas Hill Studio

Federated States of Micronesia

Truk Lagoon Underwater Fleet

Oregon

Oregon Caves Chateau

Attachments

cc: 001 RF
400 RF
418 Charleton
418 Desert View Watchtower (NHL)
418 El Tovar (NHL)
418 Hermit's Rest (NHL)
418 Hopi House (NHL)
418 Lookout Studio (NHL)
418 The Painted Desert Inn (NHL)
418 Pueblo Grande (NHL)
418 Tumacacori Museum (NHL)
418 Truk Lagoon Underwater Fleet (NHL)
418 The Ahwahnee (NHL)
418 Aquatic Park Historic District (NHL)
418 Plaques and Certificates (Subject File)
418 The Giant Dipper,
 Santa Cruz Beach Boardwalk (NHL)
418 Parsons Memorial Lodge (NHL)
418 Rangers' Club (NHL)
418 The Rose Bowl (NHL)
418 Santa Cruz Beach Boardwalk Looff Carousel (NHL)
418 Santa Monica Looff Hippodrome (NHL)
418 Space Launch Complex 10,
 Vandenberg Air Force Base (NHL)
418 Wawona Hotel and Thomas Hill Studio (NHL)
418 Oregon Caves Chateau (NHL)

JCharleton:gmg:8/08/89
waIVI, item 9

NEWS

Santa Cruz Beach Boardwalk
400 Beach Street
Santa Cruz, CA 95060
Phone (408) 423-5590

SANTA CRUZ BEACH



NEWS

Additional Information:
Glenn La Frank: (408) 423-5590
After 6 p.m.: (408) 427-2465

FACT SHEET

- Description:** The Santa Cruz Beach Boardwalk, located on Santa Cruz's clean, mile-long beach, is the West Coast's only remaining beachside amusement park. A traditional amusement park, the Boardwalk features a mixture of thrilling rides, children's rides, arcades, restaurants, an indoor miniature golf course and entertainment for the entire family. Admission to the Boardwalk is free.
- The Cocoanut Grove Ballroom plays host to big bands every month, and is the site of a champagne brunch, served each Sunday in the Sun Room. In addition to many public events, the Grove hosts hundreds of banquets, wedding receptions, company parties and trade shows during the year.
- New for 1984:** Cap'n Jack Flint's Pirate Ship, the new boat swing ride, will give riders an exciting feeling of weightlessness. After they board the ship, a smooth back and forth pendular motion begins. As this motion increases, it creates the the sensation of being on a giant playground swing. During the peaks, riders will reach heights of 60 feet, as the ship swings to near-vertical positions.
- Cap'n Jack Flint's Pirate Ship is located on the Boardwalk near Walkway Two. This 13,000-square-foot area was completely renovated during the winter, as part of the Boardwalk's policy of constant upgrading.
- The children's ride, Bulgy the Whale, will reappear in 1984. A continuous circular ride with mild ups and downs, Bulgy will be a popular attraction for children up to age seven.
- Location:** The Santa Cruz Beach Boardwalk is located right on California's central coast, 40 miles north of Monterey, and 70 miles south of San Francisco. Take highway 17 or 1 to Santa Cruz, and follow the signs to Santa Cruz Beach.
- Schedule:** The Boardwalk is open daily during the summer; weekends and holidays in the spring, winter and fall. The park is closed December 22 and 23 for the Christmas holiday.
- Amusement Rides:** The Boardwalk features 20 major rides and 5 kiddie rides. The most popular ride remains the Giant Dipper, rated one of the world's top ten roller coaster rides. The oldest ride is the classic 1911 Looff Merry-Go-Round, with 70 hand-carved, wooden

more

Santa Cruz Beach Boardwalk
General Fact Sheet
Page 2 of 3

horses. The newest ride is Cap'n Jack Flint's Pirate Ship, added in 1984.

Restaurants: The Boardwalk has 16 restaurants and fast food outlets serving hamburgers, hot dogs, pizza, chicken and dessert items, including giant ice cream cones, funnel-cakes and Marini's famous salt water taffy.

The Cocoanut Grove also serves a champagne brunch every Sunday in the Sun Room. You can choose from a variety of entrees served buffet style or a la carte. Reservations are helpful.

Shopping: More than 15 unique specialty shops are located along the half-mile strand. Shoppers will find a variety of items ranging from bathing suits, towels, old-time photos, hats, hand-carved candles, jewelry, sportswear, posters and hand-made candy.

Games & Arcades: Three arcades house more than 300 of the most popular video and pinball games, including Dragonslayer, Pac-Man and Centipede. These modern inventions rub shoulders with vintage arcade machines that date back to 1898. Uncle Charlie's Electrified Shooting Gallery is also located in the main arcade.

There are more than 17 games of skill, including Skee Roll, Milk Bottle Toss, Balloon Races, Dime Pitch and Fascination.

Other Attractions: The Boardwalk's dixieland band performs a variety of ragtime, dixieland and popular music throughout the park during the spring, summer and fall. Also, costume characters, Wellington the Pelican and Captain Carefree, appear at the park to the delight of visiting children.

The Cocoanut Grove: Built in 1907, the Cocoanut Grove played host to most of the big bands during the swing era of the '40s. In 1981, the ballroom received a \$10 million Victorian-style renovation, which transformed it into a banquet and convention center. It features an expanded kitchen, capable of preparing 2,500 meals at one time, and the new Sun Room, which sports a moveable glass ceiling, allowing open-air dining. The Sun Room and Grove are the site of many wedding receptions, company banquets and conventions, trade shows, concerts and dinner-dances.

Annual Events: The Second Annual Clam Chowder Cook-Off, on Saturday, February 25, will help determine who makes the best clam chowder in northern California.

Bring your own crawdads, and race to win, at the Grand International Crawdad Crawl, Thursday, June 21.

The Fourth Annual Brussels Sprout Festival, on October 13 and 14, will celebrate the Santa Cruz Central Coast's status as the sprout capitol of the nation. Brussels Sprout food items, free sprouts for those who like them, and a sprout toss for those who don't.

Additional
Services:

Group Services and Discounts
First Aid Station
Locker Rentals
Wheelchair
Information Center
Lost Children Center
Check Cashing
Lost & Found Department
Picnic Area

Nearby parking is available in one of the Boardwalk's four large parking lots. Additional street parking is also available.

Owners:

The Boardwalk and the Cocoanut Grove are owned by the Santa Cruz Seaside Company, a private corporation. The Seaside Company's president is Laurence Canfield. The Vice-President is Charles Canfield, and Edward Hutton is the General Manager. Although locally owned and operated, the Seaside Company is not affiliated with the City of Santa Cruz.

Employees:

The Seaside Company and its concessionaires employ about 400 people in the fall and winter. During the summer, this number increases to roughly 1,100, to accommodate the additional visitors to the park. Roughly 80 per cent of its summer employees are students.

Attendance:

Annual attendance is approximately 1.8 million visitors.

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NEWS

Santa Cruz Beach Boardwalk
400 Beach Street
Santa Cruz, CA 95060
Phone (408) 423-5590

SANTA CRUZ BEACH



NEWS

Additional Information:
Glenn La Frank: (408) 423-5590
After 6 p.m.: (408) 427-2465

BOARDWALK FEATURES CLASSIC CAROUSEL

There is no generation gap at the Santa Cruz Beach Boardwalk. Having celebrated its 75th anniversary in 1982, the sea-side amusement park continues to blend popular vintage attractions with modern entertainment for the entire family.

Cap'n Jack Flint's Pirate Ship, the Boardwalk's newest thrill ride, constructed this year, has one of the park's oldest rides located just off its starboard bow.

Whirling around with its brightly-painted horses and multi-colored lights, the Boardwalk's Merry-Go-Round allows both children and adults to ride a jewel-bedecked white charger into a fantasy sunset.

This carousel, however, is not merely a ride that pleases children of all ages. It is also an irreplaceable antique, with a strong connection to the past.

In 1911, Danish woodcarver, Charles I.D. Looff, delivered the shiny new merry-go-round with 70 hand-carved horses to the Boardwalk. A furniture maker by trade, Looff began carving carousel animals as an after-work hobby.

After placing his first complete merry-go-round at Coney Island in 1875, he went on to become one of the finest carousel

more

carvers of all time.

Looff's horses are characterized by long, flowing manes, jewel-studded bridles, muscular legs, and expressions implying that the steeds are "smiling at the world".

Carousel horses were made to last forever, and some of them have. Unfortunately, the art of carving them pretty much died with Looff. Due to their scarcity, remaining carousel animals have become very collectable, and extremely valuable.

Over the years, some of the original Looff horses were removed, some lost to the ravages of time and wear, and replaced with modern, less imposing carvings.

After much effort, the Boardwalk was able to reinstate its collection of Looffs, with the acquisition of horses from Myrtle Beach, South Carolina and Belmont Park, San Diego.

Because of their value (each horse would sell to a collector for between \$4,000 and \$12,000), and to insure their long wear, the Boardwalk carefully restored many of the carousel animals in the winters of 1980 and '81.

Each charger was sent to a Bay Area shop to be chemically stripped of all paint. Upon its return, any broken legs, knees, surface holes or cracks in the wood were repaired with dowels and wood fillers.

In addition, the seats and knees, areas which are subject to rough wear, were fibreglassed for added protection. Worn down

more

detailing, such as decorated saddles and manes, were built back up with wood putty before the horse was sanded.

Once smooth, the horse received two coats of primer, which were sanded smooth, before a final coat of color was applied.

When the paint dried, the park's art department hand-painted all the trappings, teeth, and manes. Each horse required about 50 hours of work from start to finish.

An expensive process costing more than \$1,200 per horse, this was as much a preservation of history as the rebuilding of an amusement park ride.

In addition, the Boardwalk's carousel is only one of a handful of carousels still featuring a brass ring dispenser (although the rings are now metal).

Music for the carousel is provided by a 342-pipe Ruth band organ which was built in 1894. The German-made music machine is one of the last of its kind in the world. When it was renovated in 1979, many of the parts had to be handmade, a process which took months.

This classic merry-go-round is one of more than 40 rides and attractions at the admission-free Boardwalk. The seaside amusement park is located 35 miles south of San Jose, and 40 miles north of Monterey. The Boardwalk is open daily during the summer; weekends in the spring, fall, and winter.

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NEWS

Santa Cruz Beach Boardwalk
400 Beach Street
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SANTA CRUZ BEACH



NEWS

Additional Information:
Glenn La Frank: (408) 423-5590
After 6 p.m.: (408) 427-2465

GIANT DIPPER TO CELEBRATE 60TH BIRTHDAY

What has 327,000 board feet of lumber, received two brand new trains in March and turns 60 years old in May?

The answer is the Santa Cruz Beach Boardwalk's Giant Dipper roller coaster.

Few people may remember the year 1924. Calvin Coolidge was president. "Yes, We Have No Bananas" was the number one song, and the Miss California Pageant was just being formed.

That same year, the plans of a forward-thinking Santa Cruz resident named Arthur Looff came of age, and the Giant Dipper roller coaster opened to the public on May 17.

Before the Dipper was built, the ups and downs of a Boardwalk visit were pretty much limited to the L.A. Thompson Scenic Railway. A duplicate of a similar ride located in Coney Island, the Railway was the original roller coaster on the Santa Cruz Beach.

Looff envisioned a giant wooden roller coaster which would be a "combination earthquake, balloon ascension and aeroplane drop".

The result was the Giant Dipper roller coaster, built in 47 days, at a cost of \$50,000. In 1976, a structural paint job alone cost \$80,000.

In 1924, the fare for the half-mile ride was 15 cents, today it is \$1. How things change in 60 years.

More than 25 million people have ridden the Dipper, and it

more

is still the King of the Boardwalk. A classic wooden "twister" type coaster, its graceful arches and sweeping fan curves are surpassed only by the terror of the 70-foot drop and 55 mile-per-hour speeds.

At night, 3,150 incandescent light bulbs set up on a chaser, provide added excitement.

The Dipper has never had an accident due to mechanical or structural failure, a record that the Seaside Company credits to an excellent maintenance program.

Many times each day, the tracks are walked and inspected along with the coaster trains, and X-ray tests are taken periodically of the trains to check for any signs of metal fatigue.

Major renovations have taken place over the years, including a new Victorian-styled facade and structural paint job in 1976. This year, two new roller coaster cars were built by Morgan Manufacturing in Scotts Valley.

Built at a cost of \$145,000, the new trains have a sleek, "woodie" look similar to roller coaster cars of the 1920s.

The many renovations have kept the coaster up-to-date and well-maintained, but have not tempered any of its thrills.

It is still recognized as one of the top ten roller coasters in the world by coaster aficionados including Robert Cartmell (AP - 1978), and members of the international organizations, "American Coaster Enthusiasts" and "Roller Coaster Buffs, International".

While rendering many of its riders breathless, the Dipper

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has developed an ever-increasing popularity among television and film directors.

The wooden coaster has been featured in television commercials for Vitalis, Ford Motor Company, Levi's, Coor's Light, and the National Association of Credit Unions.

Most recently, Universal Studios filmed several scenes on the Dipper for the major motion picture, "Sting II" starring Mac Davis, Jackie Gleason and Karl Malden.

Now the last wooden roller coaster on the Pacific Coast, the Giant Dipper rubs elbows with more modern rides on the Boardwalk, including the Jet Star, Logger's Revenge and Cap'n Jack Flint's Pirate Ship, which opened this month.

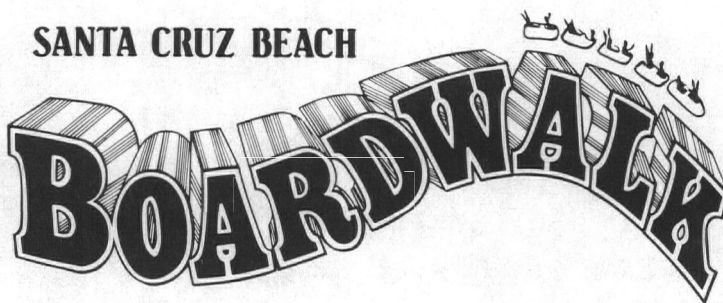
And while technology continues to produce ultra-modern thrill rides, they have yet to dethrone the Giant Dipper from its position as one of the world's top ten roller coasters.

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NEWS

Santa Cruz Beach Boardwalk
400 Beach Street
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SANTA CRUZ BEACH



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Additional Information:
Glenn La Frank: (408) 423-5590
After 6 p.m.: (408) 427-2465

THE SANTA CRUZ BEACH BOARDWALK: CALIFORNIA'S ONLY REMAINING BEACHSIDE AMUSEMENT PARK

Once, the Pacific Coast sported a whole string of boardwalks and amusement piers. Then, one by one, they disappeared.

Names such as the Pike in Long Beach, Whitney's Playland in San Francisco, Pacific Ocean Park in Santa Monica, and parks in Venice, Ocean Park and San Diego, have all become part of California history.

Some were lost to housing developments, while others gave way to the ravages of time and wear. The smell of popcorn and the laughter of excited children is a memory everywhere but one last west coast holdout.

The Santa Cruz Beach Boardwalk, one of the first beachside amusement parks, is the lone survivor, having found a way to blend the vintage and modern attractions.

One perfect example of this blend is the park's new thrill ride, Cap'n Jack Flint's Pirate Ship, which opened in April, located opposite the classic Looff carousel, built in 1911.

This mixture of nostalgia and innovation, along with an aggressive policy of constant renovation, are key reasons the Santa Cruz facility has outlived its counterparts.

"Every year we paint, rebuild and upgrade various sections of the Boardwalk in order to maintain a clean, safe family amusement park," said General Manager, Ed Hutton.

Keeping one step ahead of the public's changing tastes is also

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something the Boardwalk has done since its opening 77 years ago, in 1907.

Santa Cruz became a tourist attraction in 1865, when John Leibrandt built a public bathhouse near the mouth of the San Lorenzo river.

Several bathhouses followed, and to attract tourists, according to Boardwalk historian, Warren W. "Skip" Littlefield, the owners preached the healthiness of bathing in salt water. Scores of tourists began visiting Santa Cruz to use these facilities for changing into swimsuits to enjoy this "natural medicine."

"Women in those days wore woolen swimsuits that covered everything from their necks to their ankles," said Littlefield, "It's a wonder they didn't all drown, because the suits weighed about 20 pounds when wet."

Shortly thereafter, several concessions sprang up nearby, including restaurants, curio shops and photo stands.

Toward the end of the century, Fred W. Swanton, considered one of the greatest promoters of his time, laid plans for a casino and boardwalk patterned after the Coney Island and Atlantic City parks.

The Casino opened in 1904, but operated for only 22 months, until June 22, 1906, when it was destroyed by a fire, which originated in the kitchen. The building was uninsured.

Before the last wisps of smoke had drifted away, Swanton was on the phone lining up financing and ordering materials to rebuild. By the end of summer, architect William H. Weeks was drawing up the plans, and in October the foundation was laid for the new Cocoanut Grove ballroom, along

more

with an indoor swimming pool, a pleasure pier and a boardwalk. These attractions opened in June of 1907.

Later in the year, construction began on the Boardwalk's first thrill ride, the L.A. Thompson Scenic Railway, which opened in 1908.

In 1911, world-renowned Danish woodcarver, Charles I.D. Looff, delivered a new merry-go-round with 70 hand-carved horses to the Boardwalk. That carousel is now an antique, still operating today along with its original 342-pipe Ruth band organ, which was built in 1894.

After convincing the Boardwalk owners to replace the Scenic Railway ride, Arthur Looff (son of the carousel carver) directed the construction of the Giant Dipper roller coaster in 1924. Celebrating its 60th anniversary this year, the Dipper has carried more than 25 million riders since its opening.

The first Miss California Pageant was also held in 1924 at the Boardwalk. Winner Faye Lanphier went on to become Miss America the following year.

During the 1930s and '40s, business at the amusement park declined slightly, but the Cocoanut Grove ballroom was in its prime, featuring dance-concerts with some of the biggest names of the big band era.

Artie Shaw, Benny Goodman, Xavier Cugat, Lawrence Welk and Merv Griffin performed in the ballroom during these years.

Several renovations were set in motion during the 1950s, including a \$200,000 face-lift to the Grove, and the addition of the Wild Mouse, an exciting thrill ride.

Continually updating its attractions, the Boardwalk added several more thrill rides during the 1960s, such as the Autorama, miniature gas-powered cars on a kid-sized freeway, and the Paratrooper ride.

Faced with major reconstruction costs and a steady decline of indoor swimming, the Plunge swimming pool made way for a new miniature golf course in 1963, spelling the end of its famous era of indoor water carnivals.

More renovation followed during the early '70s, with new rides such as the Super Round-Up, the Red Baron kiddie ride, and a new Bumper Car ride.

Innovations in the ski lift industry led to the development of more compact ski lifts. As a result, in 1967 the Boardwalk was able to install the Sky Glider, a scenic overhead ride that fit into the park's limited area. Five years later, a wild, mini-coaster ride called the Jet Star was added.

Replacing the Wild Mouse in 1977 was the Logger's Revenge, a log flume ride costing \$1.2 million. Second in popularity to the Giant Dipper roller coaster, the flume ride takes patrons on a winding run 55 feet above the Boardwalk, climaxing in a breath-taking descent down the chute into the millpond below.

The year of 1977 also marked the return of the big bands to the Grove. After a \$30,000 remodeling of the ballroom, Les Brown and His Band of Renown reopened the monthly big band dance series, which continues today.

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The most extensive renovation project occurred in 1981, with the renovation and restoration of the Cocoanut Grove. The project transformed the Grove from an old-fashioned ballroom into a multi-use convention and banquet facility.

The thrust of this \$9.5 million undertaking was to modernize the Grove's kitchen and interior, while returning the building's exterior to its 1910 Victorian look through extensive decorative plaster and woodwork.

The most visible feature of the project was the Sun Room, a 6,000 square foot banquet room, with a massive retractable glass ceiling that allows open-air use.

Shortly after completion, the Cocoanut Grove began offering a champagne brunch every Sunday in the Sun Room. Within weeks, the brunch became so popular that reservations are now recommended.

On the Boardwalk itself, the 1981 renovation saw the completion of new gift shops, along with a new candy store and kitchen, where Marini's famous salt water taffy is made.

Today the Boardwalk has just completed its latest in a continuous string of renovation projects.

A 13,000 square foot area of Boardwalk was restructured to support the Pirate Ship, a thrilling new boat swing ride. According to Hutton, the cost of the ride and the reconstruction is \$500,000. In addition, Bulgy the Whale, a kiddie ride will round out the park's collection of family attractions for 1984.

Today, the Boardwalk offers 19 major rides and five kiddie rides,

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three arcades featuring vintage machines and modern video games, 26 games of skill such as Skee Roll and Milk Bottle Toss, 15 refreshment stands, five restaurants, an electronic shooting gallery, an indoor miniature golf course, and 13 gift shops filled with everything from clothing and beachwear to hand-carved candles and jewelry.

Today, the Cocoanut Grove complex hosts a myriad of events including conferences, trade shows, public dances, business meetings, conventions, banquets, wedding receptions, and the Boardwalk's Sunday brunch program.

There's also the clean, white, mile-long beach, cleaned and sifted during the year by the Boardwalk's army of maintenance people.

California's only remaining boardwalk is open daily from Memorial Day to Labor Day, and weekends and holidays during the spring, fall and winter. There is no admission charge.

The Santa Cruz Beach Boardwalk is located on Santa Cruz beach, 35 miles south of San Jose, and 40 miles north of Monterey. Take Highway 1 or 17 to Santa Cruz, then follow the signs to the beach.

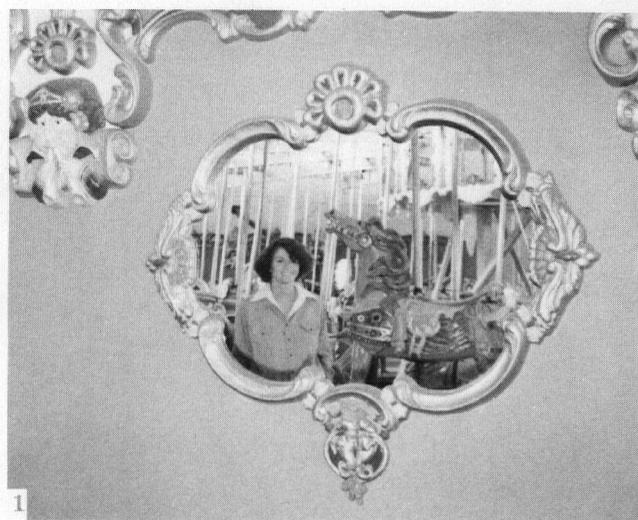
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Kim reflects on the LOOFF at:

SANTA CRUZ california

photos courtesy of Kimberly MacLoud
currently restoring this 1911 machine.



ABOUT THIS MGR:

It makes 9 revolutions per minute and turns 270 per hour with a daily run of 3,240 circuits.

It operates more than 200 days per year.

Looft's horses have made over 60 million circuits at the beach.

In 64 years almost 54 million people have ridden this device.

Use of the gold ring, "free ride", was discontinued at the start of World War II here at Santa Cruz. However, it was revised again several years ago due to popular demand.

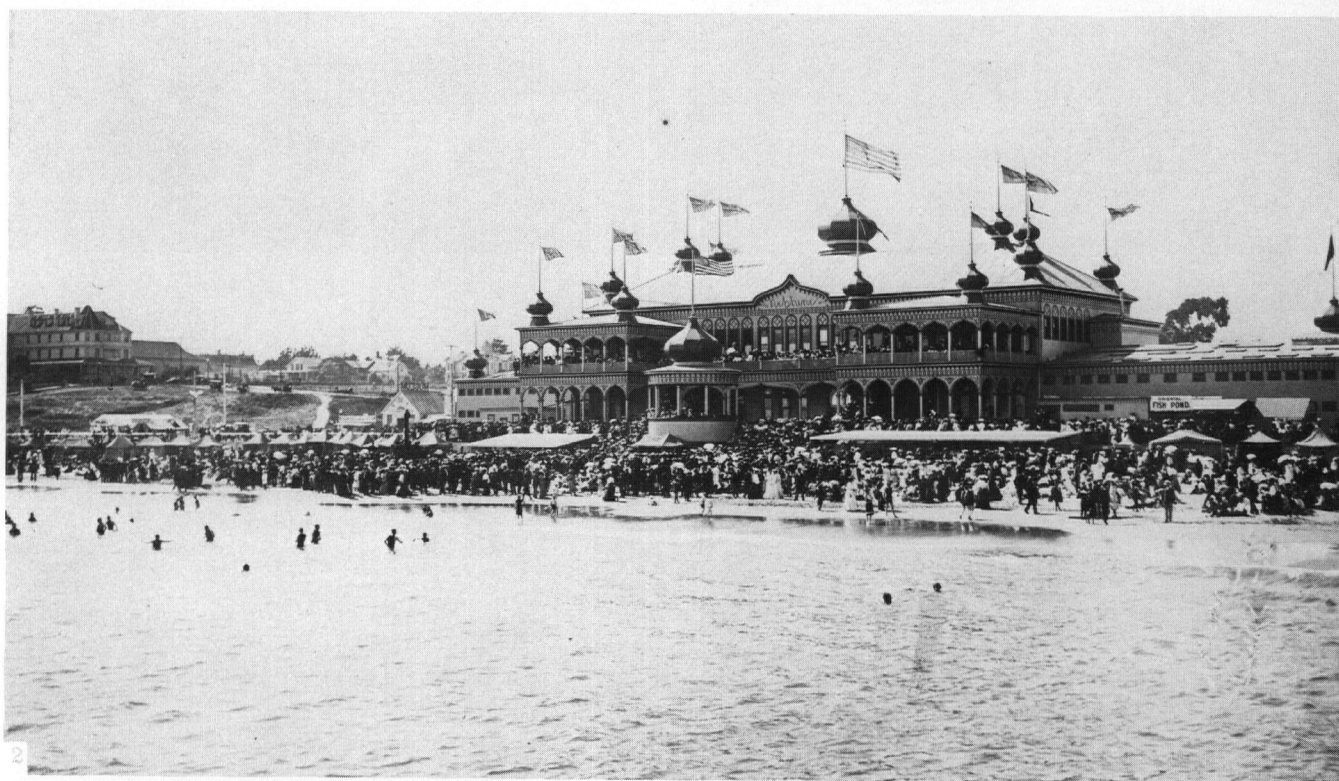
Original cost of the MGR was \$18,000.00. At that time you could buy a T-bone steak with mushrooms for 25 cents.

A new building in 1967, at a cost of \$150,000.00 was erected to safely house and display the MGR for the fun of future generations.

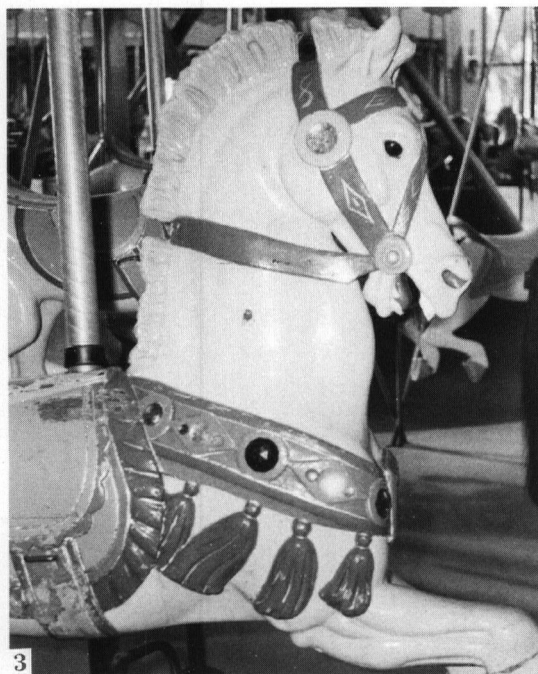
This Looft MGR is equipped with a Ruth Band Organ which was built in Germany in 1894. The music-maker has 342 pipes.

The "stand-by" Organ is a Wurlitzer.

Eleven of the inside horses are STEIN & GOLD-STEINS some of the outside row having been sold or traded off years ago.



Built in 1904, burned in 1905 - the original structures where now one can find the Looft MGR in Santa Cruz. From the photographic library of Rand & Openshaw.



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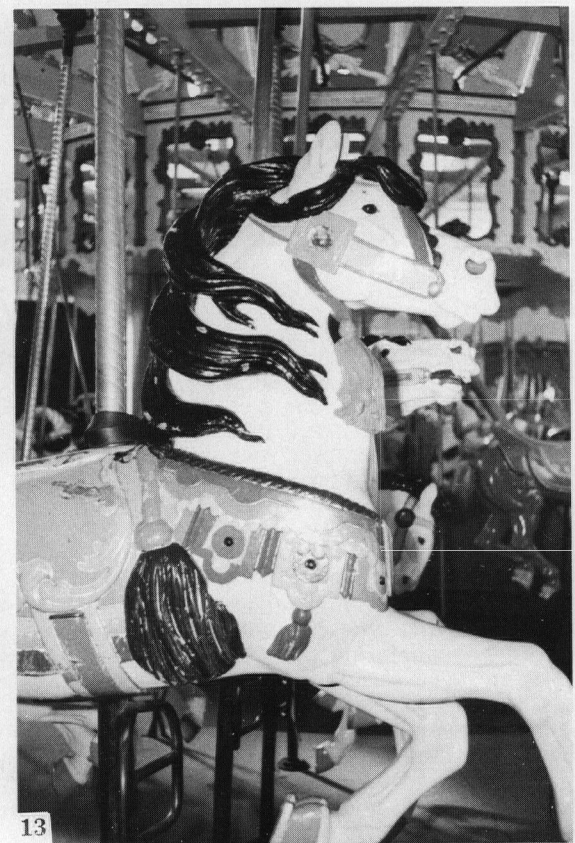
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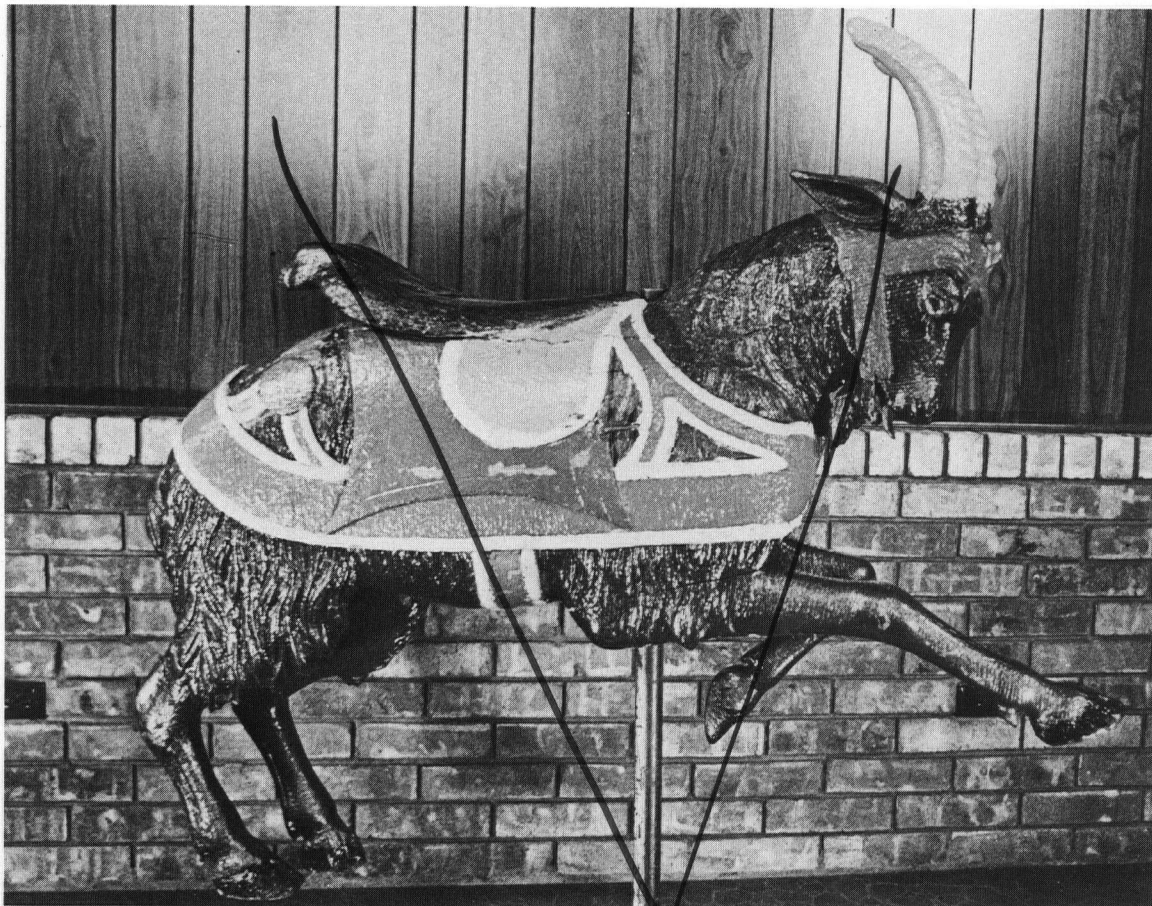
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LOOFF GOAT with bird head saddle (c.1896) from the collection of The Wooden Horse., Inc.
Photo courtesy of Jim Hughes & Brinkman Randle.

continued from page 2

achieving change peacefully is unique in the majority of us.

Stu Gottdenker did an excellent job of depicting the attributes of Marianne Stevens, and his sentiments in her behalf match my sentiments insofar as her qualifications.

But let's get right down to the business of Carousels and parks, band organs, collecting selling, restoration, parts manufacturing, convention, etc., but most important - our general purpose, the CONSERVATION OF OPERATING CAROUSELS.

Yes, Stu, to answer your question, Mayor Daley is dead, let's let him stay that way; and may you and yours and our entire membership have a very prosperous and wonderful New Year.

...Charles (Chuck) Rutter

Dear Marge: I have just received the "October 1977" issue of the Merry-Go-Roundup, with enclosures. It is very disappointing to me in a number of ways.

You were entrusted with both a privilege and a responsibility as editor of the National Carousel Association's newsletter. You appear to be unaware of that responsibility, as reflected in the following ways:

You are apparently ignorant of the provisions of the Constitution and Bylaws of the NCA. Article V, Section 3 holds that the ballots in each election shall be returned for tabulation to the Secretary. This provision is written in for the protection of the membership from the effects of arbitrary determinations on the part of individuals. Neither you nor anyone else has the authority to override this provision of our duly ratified constitution. Therefore you are

advised to forward the ballots, unopened, to the legally elected secretary for tabulation.

You have opened the pages of the newsletter to blatantly partisan commentary by individual members. Not only is this not in keeping with the non-partisan conservationist ethic of the association, but it is patently unfair and ill-advised. Especially for a non-profit organization it is a particularly unwise step.

Your delay in getting the newsletter distributed (received by me nearly two months after the date printed on it, and eight days before the arbitrary date you have set for ballots to be in) makes it impossible to have a fair election. In effect, you will have illegally disenfranchised a large part of the membership living in the eastern United States. I understand that some personal problems made it impossible for you to get the newsletter out on time, but it would have been a simple matter to mail the ballot separately when it should have gone out. Kindly attempt to rectify this matter by forwarding to the Secretary all ballots received through the end of January 1978.

This is a very painful letter for me to write to you. I believe you to be a person of integrity and good will. I think you have been very badly advised, and it has cost the organization greatly. I have confidence that you would not knowingly be a party to violation of the constitution and bylaws, or to cheating members of their right to participate in the election. Had you been at the Atlantic City meeting, I am confident that your view of the proceedings would have varied substantially from the one you allowed to be put forth in the recent issue of the newsletter.

Please do what you can to put things right by

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Los Angeles Times

Sunday, August 8, 1982

Cir. 1,234,114

Santa Cruz Amusement Park Outlives Others, Now in Its 75th Year

By PAMELA A. MacLEAN, *United Press International*

SANTA CRUZ—The last relic of the Coney Island-style seaside amusement parks that once dotted the West Coast has survived 75 years of economic hard times, tidal waves and fickle public taste.

The Santa Cruz Cocoanut Grove ballroom and boardwalk, built in 1907 during a gracious Victorian era of seaside bathhouses for "healthful ocean dips," has outlived a dozen amusement parks from San Diego, Venice and Santa Monica to San Francisco's Playland and up to Oregon and Seattle.

The Giant Dipper roller coaster, its white wood skeleton arching above the city skyline, has filled the sea air since 1924 with the squeals of delighted riders. The smell of hot dogs and cotton candy floats in the air along with the revived harmonies of the by-gone age of big bands.

All the seaside parks but Santa Cruz have fallen victim to a public constantly looking for bigger and bigger thrills. Skyrocketing coastal land prices and the demise of big bands that once drew record crowds have also been blamed for the death of many of the parks.

But Santa Cruz has thrived; in fact, the family-run enterprise has just made \$10 million in renovations to the Cocoanut Grove ballroom and rides for the 75th anniversary of the park. An estimated 1.5 million to 2 million visitors stroll along the wooden boardwalk each year.

In a back office, just off the velvet-wallpapered grand ballroom of the Cocoanut Grove, Warren (Skip) Littlefield, the resort's historian, described his experiences since 1927 when he began watching the year-to-year evolution of the boardwalk.

Littlefield was the first lifeguard hired by the Boardwalk company in 1927.

"I had just graduated from Stanford," he said. "I was also the Pacific Coast swimming champion at the time and there had been a few drownings on the beach that year. The company wanted to give people a sense of security, so I was elected," Littlefield said.

The walls of Littlefield's office are covered with mementos and photos of famous visitors from the past such as Hawaiian Olympic swimming star Duke Kahanamoku who visited the boardwalk in the 1930s. He introduced surfing to the West Coast, Littlefield said.

Redwood Surfboards

"He astounded and flabbergasted the world with his (swimming) speed," he said. "The Duke had surfboards made out of redwood and had the boys here taking it up before they ever heard of surfing in Southern California."

During the heyday of the Grove from 1935 until the early 1950s, audiences swayed to the rhythms of Artie Shaw, Benny Goodman, Jimmy and Tommy Dorsey and Lionel Hampton.

The pinnacle was the March, 1941, concert by Kay Kyser and his "Kollege of Musical Knowledge," which drew the Grove's record crowd of 3,894 people.

Originally the Grove played to formal balls with military bands, Littlefield said. Later that gave way to jazz and in 1924, the Isham Jones Jazz Band played for the first Miss California Coronation Ball at the Grove.

Thousands of Bay Area tourists flocked to the warm seaside resort 100 miles south of San Francisco, over the mountains on the Southern Pacific railroad's "Suntan Special" between 1932 and 1949. The trains stopped outside the front gate of the boardwalk and a 300-room hotel across the street.

Water Extravanzas

Under the guidance of Littlefield, years of Busby Berkeley-style extravaganza water shows became the rage in a heated saltwater pool known as The Plunge.

Trapeze artists, water ballets and high divers worked in choreographed shows that included a 70-foot dive through a hole cut in the rafters of the 50-foot-high ceiling of The Plunge into a mere eight feet of water.

The daredevil stunts were ordered to a halt by the city in 1942 because of the danger, Littlefield said.

"In the early days the pool was called a Natatorium and swimming instructors had the glorified title of professors of aquatic natation," Littlefield said.

But the Grove and boardwalk have had to overcome catastrophes as well as enjoying the good times. For two weeks in 1925, torrential

For 2 weeks in 1925, torrential rains and high tides pounded the park.

rains and massive high tides pounded the ornate pillars of the beachfront Cocoanut Grove and boardwalk promenade.

"That kind of thing happened just about every 10 years, but 1925 was the worst," Littlefield said.

During World War II, the fear of Japanese submarines off the California coast forced a blackout that required owners to close the boardwalk each night. But soon canvas curtains were strung along the walks and lower lights allowed the resort to reopen.

Years of Disrepair

There were years of decline and disrepair through the 1960s when there was little money invested for upkeep. The Grove was closed to public dances and band music, catering instead to private groups, because it could not accommodate the massive rock music crowds.

The antique carousel horses had become so worn it cost nearly \$1,800 per horse to meticulously restore the animals, hand-carved in 1911 by Danish woodcarver Charles Loof, said boardwalk director Marq Lipton.

"Most people don't realize how valuable they are," Lipton said. "Just the horse alone cost more than the car they drove in. Each is worth \$4,000 to \$10,000," he said.

Then there is the systematic replacement of wood framing on the park's most popular ride, the half-mile-long Giant Dipper roller coaster, built in 1924. The Giant Dipper boasts a 55 m.p.h. "white knuckle" drop 70 feet over the first hill.

Although the Giant Dipper is not the biggest, among roller coaster buffs it is rated one of the top 10 such rides in the world, LaFrank said.

Along with the spectacular ride, the boardwalk today consists of a covered arcade with shops and snack stands overlooking an expanse of white beach, 34 other amusement park rides, the refurbished ballroom and a nearby recreational pier reaching seaward across the gentle Pacific surf.

"For seaside amusement parks, the mortality rate has been very high," LaFrank said. "The Santa Cruz Beach Boardwalk is the lone survivor; I think that makes us very special."

SANTA CRUZ BEACH BOARDWALK



ORIGINAL GIANT DIPPER TRAIN .. Constructed in Santa Cruz by Arthur Looff, 1924. Trains were replaced in 1956 by Laurence Canfield, Seaside Company president, and again in 1984 for the Giant Dipper's 60th Anniversary.



APRIL

SLIDE FOR LIFE .. From Casino dome to end of
Pleasure Pier. Pre-season practice session in 1940
with Don "Mighty Bosco" Patterson and Harry
"Little Sandow" Murray.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7 Boardwalk Open Weekends
8	9	10	11	12	13	14
15 Palm Sunday	16 Easter Week Boardwalk Open	17 Passover	18	19	20 Good Friday	21
22 Easter Sunday	23	24	25	26	27	28
29	30	MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				





