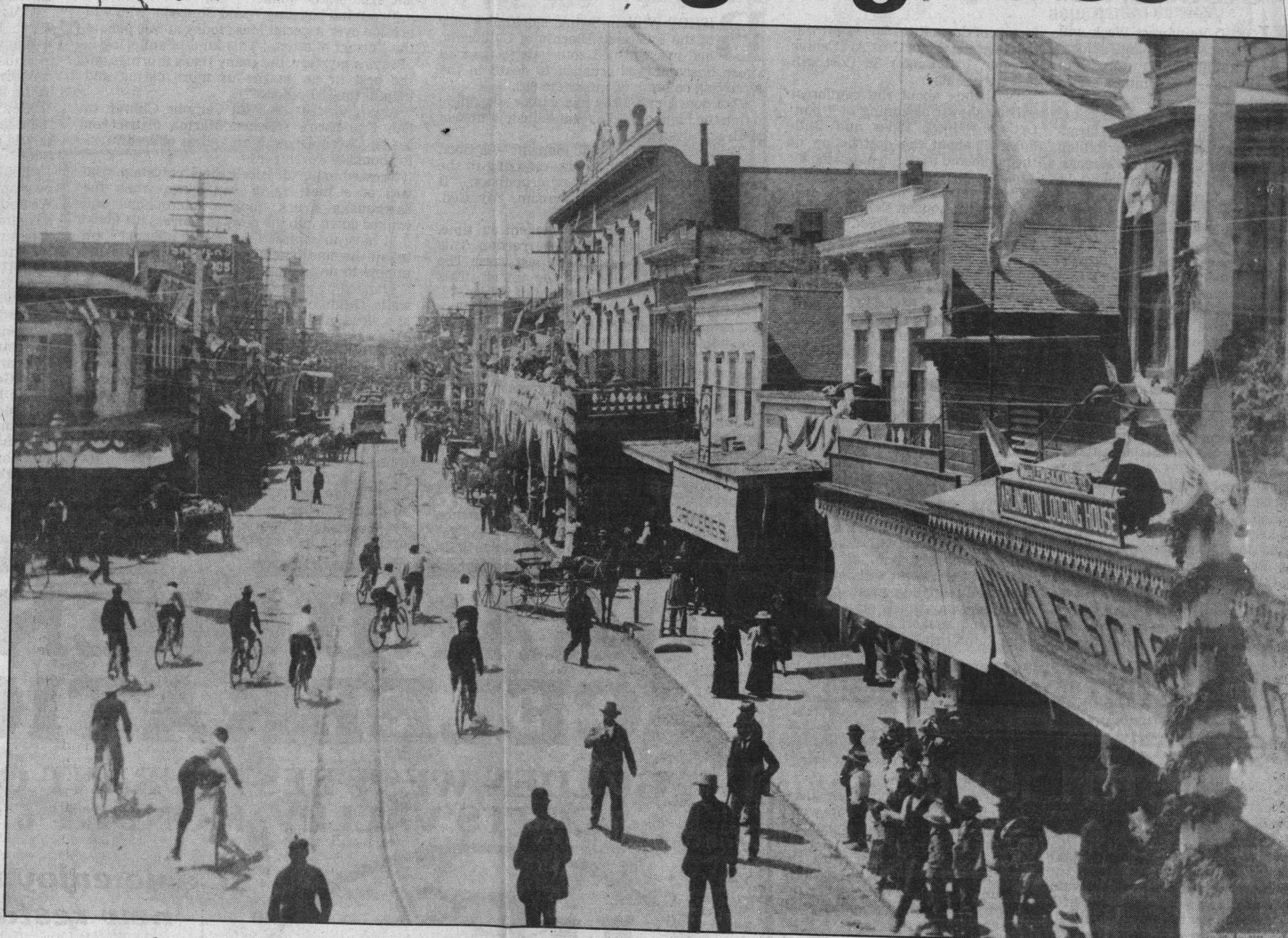


# The town's changing face

Earthquake 1989 — City of Santa Cruz

Through its many years, Pacific Avenue has seen constant change at the heart of Santa Cruz. Some changes were intentional, some — like floods, earthquakes and fires — unplanned. Above, a turn-of-the-century view down Pacific Avenue toward the beach starts, at right, with Hinkle's Cash Store, then a smaller building which later became Plaza book store, then a record shop and finally the Santa Cruz Coffee Roasting Company, which collapsed in Tuesday's big earthquake. The third through fifth buildings now are the large, brick Williamson and Barnett building, which houses Bookshop Santa Cruz.



Photographs/  
Margaret Koch collection

By MARGARET KOCH  
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**EDITOR'S NOTE:** Historical material in this account is compiled from Santa Cruz Sentinel reports.

**W**ELL, THE San Andreas has done it again. They told us it would. We didn't want to believe it, but down deep in our hearts we knew they were probably right. If it had to happen, we hoped it would be a middling kind of quake. Not the 6.9 jolt we got at 5:04 p.m. on Tuesday, Oct. 17, 1989.

On April 18, 1906, at 5:14 a.m., it was 8.25 on the Richter scale, which goes up to 10, and it was the most violent earthquake in California history up to that time.

The cause of all this is the 650-mile long San Andreas Fault, which runs from Cape Mendocino down along the California coast through the western edge of San Francisco and further down into the Santa Cruz mountains, where about 10 miles northeast of Santa Cruz it veers east toward Watsonville and Hollister.

Other smaller fingers, or branches, reach out in several directions along the route. The San Andreas ends somewhere in the desert.

Like all earthquake faults, she is unpredictable.

Aptos, a hillside shook loose and came rumbling down over a bunkhouse, burying 13 woodsmen alive.

Another earth slide covered two men at a shingle mill site above Boulder Creek. They were James Dollar and James Franklin.

Downtown damage was mainly broken windows, cracked brick walls and fallen chimneys, other than the court house and one or two buildings which were more seriously damaged.

No lives were lost in the town of Santa Cruz in 1906. San Francisco had 452 dead. San Jose had 6. Salinas, 2. And Hollister, 1.

Santa Cruz set up two receiving depots for blankets, tents, clothing and medical supplies, all desperately needed in San Francisco and in the surrounding area.







Intersection of Pacific Avenue and Lincoln Street. Far right, Duncan House eventually became Morris Abrams, then Lily Wong's. Across the street, the forerunner to today's Medico-dental building, which was heavily damaged Tuesday.

The San Andreas has a long history of roaring and shaking like a caged tiger. She performed in 1838, 1868 and the major production in 1906. In Santa Cruz in 1906, the Pilot Hose Company sprang into action, noting with dismay as they did so that their own brick building had a large, diagonal crack. The south brick wall of the Farmers' Union fell over onto the Unique Theater (near the corner of Soquel and Pacific avenues). But the big damage was to the County Courthouse, which is Cooper House today. The 10-year-old building originally had a tower, which had to be removed because of structural damage. The tower had settled and walls had cracked. The Southern Pacific railroad tunnels in the Santa Cruz Mountains between Santa Cruz and Los Gatos were damaged and closed by slides. At Loma Prieta Lumber Camp in the hills behind

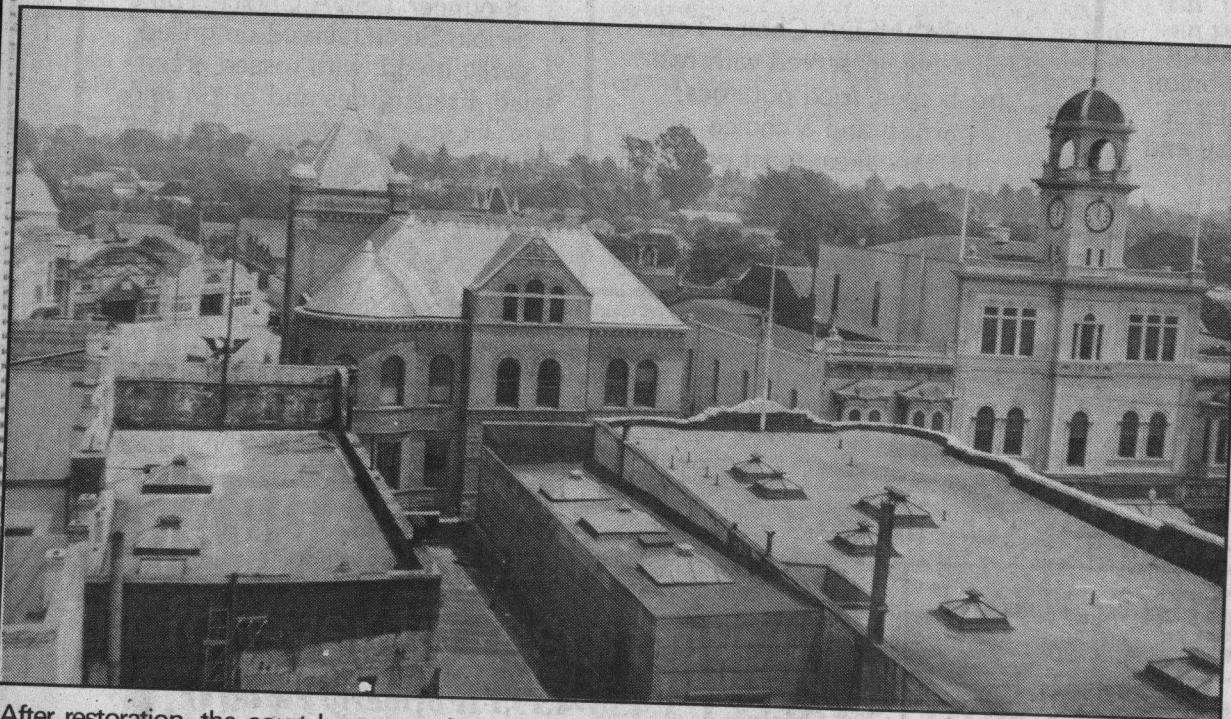
down but was burned down when water mains broke and fires got out of control. A freight-car load went from Santa Cruz to Watsonville by rail, then north to the Bay Area. Twenty members of the Santa Cruz Naval Reserve went along to help San Francisco police and fire fighters. In 1954 (April again), the San Andreas groaned a bit and produced a 5.2 on the Richter scale, enough to block Chittenden Pass Road with slides and a 3-inch crack in the pavement, which extended for 50 feet. Chimneys fell. Aptos homes and stores were shaken up. On March 2, 1959, at 3:30 p.m., San Andreas shook again, a 5.5 intensity. A series of aftershocks followed at 11:30 p.m. and 10:30 the next morning. That time, 50 quarts of wine were smashed in an Aptos market, some windows shattered, plaster fell, dishes crashed and books bounced off shelves, but damage was reported as light. This time, we weren't so lucky.



McHugh-Bianchi store, right, was demolished 1976 to make way for World Savings at the head of the mall. Next door, Sun Stereo earlier was Play Books and later became Santa Cruz Coffee Roasting Company, which collapsed in Tuesday earthquake.



The 1906 earthquake destroyed the County Courthouse — now the Cooper House, which was severely damaged Tuesday.



After restoration, the court house regained stature on Pacific Avenue. Next door, the IOOF building.



The Bernheim Block (1878) later became the Rittenhouse Building, across from the Palomar Hotel. Tuesday, damage was devastating.