

Original O'Neill surf shop to be celebrated

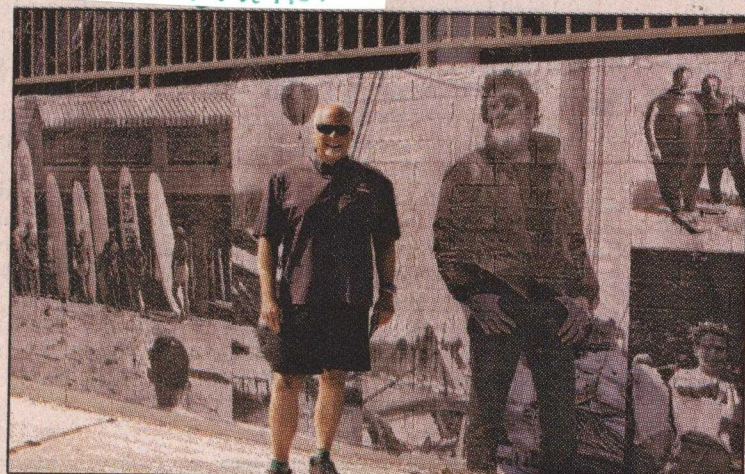
By J.M. BROWN

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SANTA CRUZ — Jack O'Neill's influence on the throngs of surfers who can brave the cold waters off Cowell Beach thanks to his wetsuit invention will be celebrated with the designation of his original Surf Shop as a California Historical Point of Interest.

The ceremony at 5 p.m. March 25 will unveil a permanent plaque marking the site of his 1959 shop, which was moved a few years later to build the Dream Inn. Visitors will also get a look at the temporary mural that city officials hope to replace later with permanent interpretive signs.

City Councilman David Terrazas organized the effort to have California State Parks' Office of Historic Preservation designate the site as an point of interest, which happened in May 2012. He said he got the idea to apply for the designation after thinking



CONTRIBUTED

City parking worker Ted Donnelly stands in front of the temporary mural honoring Jack O'Neill's original Surf Shop's designation as a California Point of Historical Interest.

about ways to reactivate public spaces while also recognizing their history.

For Terrazas, that includes honoring the community contributions of O'Neill and members of his family. The O'Neill

Wetsuits founder also established the O'Neill Sea Odyssey, an ocean education program for school children.

"Most importantly, this recognition pays tribute to the fact that Jack O'Neill was a family

man who chose to build his business and raise his kids, who have all been active in making the company the worldwide success that it is, in Santa Cruz," Terrazas said.

Terrazas said he believed members of the O'Neill family

SEE O'NEILL ON B3

IF YOU GO

O'NEILL SURF SHOP CEREMONY

WHAT: Unveiling of a plaque and temporary mural at Cowell Beach marking the California Point of Historical Interest designation for Jack O'Neill's original Surf Shop in Santa Cruz.

WHEN: 5 p.m. March 25

WHERE: Cowell Beach, between the Santa Cruz Municipal Wharf and Dream Inn

DETAILS: www.facebook.com/scsurfshop



DAN COYRO/SENTINEL FILE

Jack O'Neill suits up in the Santa Cruz Small Craft Harbor before windsurfing off Santa Cruz in this Aug. 5, 1982 photo.

O'NEILL

Continued from B1

will attend Monday's ceremony. O'Neill, who began his company in 1952 in San Francisco, eventually moved to Santa Cruz, where the nearly 90-year-old legend still lives in a home precariously perched above the 38th Avenue surf break.

Studio Holladay of Santa Cruz designed the temporary mural featuring images of O'Neill and the town's surfing life. The paper-based mural was pasted on a retaining wall near Cowell Beach on Sunday by Santa Cruz artist Mariah Roberts, members of the Sunrise Rotary Club and other volunteers, including Terrazas and Mayor Hilary Bryant.

Among factors that make a site eligible for designation as a Point of Historical Interest is that it be the first, last or only significant one of its type within a region, or be associated with a person or group with "profound influence on the history of a local area," according to the California State Parks website.

"By every criteria, O'Neill's Surf Shop had a profound effect on the region's culture and economy," said Bonnie Lipscomb, the city's economic development director.

A host of private donors funded the project, which was organized by the city's arts division.