

State of California — The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
 HRI #  
 Trinomial  
 NRHP Status Code NR5

Other Listings  
 Review Code

Reviewer

Date

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\*Resource Name or #: #039

**P1. Other Identifier:** KSCO Radio Station

**\*P2. Location:**  Not for Publication  Unrestricted

**\*a. County:** Santa Cruz County and (P2b and P2c or P2d. Attach a Location Map as necessary.)

**\*b. USGS 7.5' Quad:** \_\_\_\_\_ **Date:** T ; R ; \_ of \_ of Sec ; M.D. B.M.

c. Address: 2300 Portola Drive

City: Santa Cruz

Zip: 95062

d. UTM: Zone: mE/ mN (G.P.S.)

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)  
 APN 028-441-03

**\*P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)  
 The Streamline Moderne style radio station is irregular in plan with a rectilinear stucco main body with zigzag cornice. The curved front facade is metal frame and glass with a deep projecting metal overhang. The entry door most likely replaced. The original painted metal and neon signs remain. The interior also retains Streamline Moderne styling. The building is sited overlooking the beach.

**Significance:** The property retains the original features including material, elements, forms and setting of Streamline Moderne design and meets the County of Santa Cruz criteria for a historic resource NR5.

**\*P3b. Resource Attributes:** (List attributes and codes) HP6; NR5

**\*P4. Resources Present:**  Building  Structure  Object  Site  District  Element of District  Other (Isolates, etc.)

P5a. Photo or Drawing



P5b. Description of Photo: (View, date, accession #) 9/04; side view

**\*P6. Date Constructed/Age and Sources:**  Historic  Prehistoric  Both

1947

**\*P7. Owner and Address:**

Zwerling, Michael L.  
 2300 Portola Drive  
 Santa Cruz, CA 95062  
 with Ross gibson

**\*P8. Recorded by:** (Name, affiliation, and address)

Sheila McElroy  
 Circa: Historic Property Development  
 One Sutter St. # 910  
 San Francisco, CA 94104

**\*P9. Date Recorded:** 7/29/04

**\*P10. Survey Type:** (Describe)  
 Reconnaissance Survey

**\*P11. Report Citation:**

**\*Attachments:**  NONE  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (List):

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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\*NRHP Status Code NR5

\*Resource Name or # (Assigned by recorder) 039

- B1. Historic Name: KSCO Radio Station  
B2. Common Name: KSCO Radio Station  
B3. Original Use: Radio Station and Studio  
B4. Present Use: Same

\*B5. **Architectural Style:** Streamline Moderne

\*B6. **Construction History:** (Construction date, alterations, and date of alterations)  
1947

\*B7. **Moved?** No Yes Unknown **Date:** **Original Location:**

\*B8. **Related Features:**

B9a. Architect: C. J. Ryland

b. Builder:

\*B10. **Significance: Theme:** Architectural Design/Radio Station **Area:** Santa Cruz Co.

**Period of Significance:** 1947-present

**Property Type:** Radio Station and Studio

**Applicable Criteria:** SC C2&3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The studio of KSCO Radio Station is one of the few remaining examples of the Streamline Moderne design of architecture in Santa Cruz Co. In August 1946, three men applied to the Federal Communications Commission for a license to operate a broadcasting station. The group called "Radio Santa Cruz" consisted of Vernon Berlin, a radio engineer, Fred and Mahlon McPherson, two brothers associated with the Santa Cruz Sentinel newspaper. On May 3, 1947, the F.C.C. granted a license and construction began. C. J. Ryland was hired as architect for the project. Originally only two towers were constructed, a third tower was added a few years later. On September 20, 1947, KSCO radio, with a dial setting of 1080, first hit the airwaves of Monterey Bay. Over the years, the ownership of the station, and the nature of the programming changed but KSCO continues as the major source in local advertising and news. Columbus J. Ryland was born in San Jose, California, on December 6, 1892. He studied at the Western Normal California School of Arts and Crafts. He joined the Fresno firm of Swartz & Swartz, later Swartz & Ryland. During the mid-1930s Ryland established a practice in Monterey and designed Monterey City Hall (1936) and Santa Cruz City Hall (1937). Significance: The property retains the original features including material, elements, forms and setting of Streamline Moderne design and it's association as a continuous radio station (thematic activity) and meets the County of Santa Cruz criteria for a historic resource NR5.

B11. Additional Resource Attributes: (List attributes and codes) HP6

\*B12. **References:**

*Santa Cruz Sentinel*, 8/7, 5/3, 9/20 1947; *RL Polk Street Directories*, Santa Cruz Co., 1947-1985; *A Field Guide to American House*, McAlester and McAlester, 1997

B13. Remarks:

\*B14. **Evaluator:**

Sheila McElroy

Circa: Historic Property Development

One Sutter St. # 910

San Francisco, CA 94104

\*Date of Evaluation: 8/18/05

(This space reserved for official comments.)

