

PH0693031

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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DEC 5 1978
JAN 19 1979

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

Wasserman House

AND/OR COMMON

Poulsen House

2 LOCATION

STREET & NUMBER

930 Mendocino Avenue

NOT FOR PUBLICATION

CITY, TOWN

Santa Rosa

CONGRESSIONAL DISTRICT

001

VICINITY OF

STATE

California

CODE

06

COUNTY

Sonoma

CODE

097

3 CLASSIFICATION

CATEGORY

___DISTRICT

BUILDING(S)

___STRUCTURE

___SITE

___OBJECT

OWNERSHIP

___PUBLIC

PRIVATE

___BOTH

PUBLIC ACQUISITION

___IN PROCESS

___BEING CONSIDERED

STATUS

OCCUPIED

___UNOCCUPIED

___WORK IN PROGRESS

ACCESSIBLE

___YES: RESTRICTED

YES: UNRESTRICTED

___NO

PRESENT USE

___AGRICULTURE

COMMERCIAL

___EDUCATIONAL

___ENTERTAINMENT

___GOVERNMENT

___INDUSTRIAL

___MILITARY

___MUSEUM

___PARK

___PRIVATE RESIDENCE

___RELIGIOUS

___SCIENTIFIC

___TRANSPORTATION

___OTHER:

4 OWNER OF PROPERTY

NAME

Dan and Geraldine Peterson

STREET & NUMBER

1435 Brookside Drive

CITY, TOWN

Santa Rosa

VICINITY OF

California

STATE

95405

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Sonoma County Register

STREET & NUMBER

2555 Mendocino Avenue

CITY, TOWN

Santa Rosa

STATE

California

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

State Historic Resources Survey, Santa Rosa

DATE

May 1977

___FEDERAL ___STATE ___COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

State of California Office of Historic Preservation

CITY, TOWN

Sacramento

STATE

California

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Wasserman House is a large two story shingle style bungaloid with rather simple design features. The long gable roof of the front facade contains an extensive dormer composed of multi-paned wood casement windows. A simple eave overhang supported by long brackets runs the length of the front facade. The side facade presents two broad gables to the street, the gable of the porte-cochere in front being echoed by that of the body of the house behind and to one side. The larger gable is pierced by a series of casement windows which extend the length of this gable and echo the dormer in the front facade. These windows are embellished with flat stickwork. The porte-cochere has a small room contained within the structure.

The house is situated within its original setting which contains such exotics as the Monkey Puzzle tree, several Alexander palms, and a large cedar tree. Valley oaks and shrubbery complete the original setting. The interior of the building expresses the same simple design features in its trim, the open stair in the living room, built-in seats at the stair and front bay, and the sun porch at the rear.

There is also a detached garage to the rear of the house which reflects the same design characteristics as the house using the shingles and multi-paned windows. The rolling doors on the front are shingled.

The house was constructed for Milton Wasserman about 1915. This was the first house built on this property which is part of the John Isaac Parsons Addition.

6 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1915

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

The Wasserman House is both architecturally and historically significant. Its architectural significance is enhanced by its original setting. The house and setting together convey a fine sense of the turn-of-the-century California Arts and Crafts ethic. The low-pitched rooflines and open plan of the simple shingle style building within its lush setting embody the image of "California as Eden." The large "Araucaria Araucana" (Monkey Tree) is unique to Santa Rosa. The tree is well known in the community and is a landmark. This is the only one in Santa Rosa and most prominent in Sonoma County. The Cedar is a large example of its species and does provide a strong feature in the overall significance of the building and its site.

Mr. Milton T. Wasserman had the house built in 1915. He sold the house to Dana Poulsen and his parents in 1923. Poulsen was a noted merchant in Santa Rosa and owned a large merchant store on Fourth Street. His son, Dana Poulsen, owned and operated Jobbers Electric Company for many years which was located in the Poulsen Building/Elks Hall, an historic building which was demolished for urban renewal.

(see continuation sheet*)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Sanborn maps

California's Architectural Frontier, Harold Kirker.

The Shingle Style and the Stick Style, Vincent J. Sculley, Jr.
Press Democrat, Jan. 9, 1908.

Interview with horticulturist expert, Sally Joy.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 1/3 acre

QUADRANGLE NAME Nw/4 Santa Rosa 15'

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A

1	0	5	2	4	7	5	0	4	2	5	5	5	4	0
ZONE			EASTING				NORTHING							

B

ZONE			EASTING				NORTHING						

C

ZONE			EASTING				NORTHING						

D

ZONE			EASTING				NORTHING						

E

ZONE			EASTING				NORTHING						

F

ZONE			EASTING				NORTHING						

G

ZONE			EASTING				NORTHING						

H

ZONE			EASTING				NORTHING						

VERBAL BOUNDARY DESCRIPTION

see tax map. J.S.T.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

Dan Peterson, AIA

ORGANIZATION

DATE

July 18, 1978

STREET & NUMBER

TELEPHONE

930 Mendocino Avenue

707-545-0895

CITY OR TOWN

STATE

Santa Rosa

California

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

Knowlton

TITLE

DATE

11-28-78

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

DATE

1-19-79

ATTEST:

[Signature]
KEEPER OF THE NATIONAL REGISTER

DATE

1-18-79

[Signature]
CHIEF OF REGISTRATION

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES
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WASSERMAN HOUSE

CONTINUATION SHEET

ITEM NUMBER 8 PAGE 2

Mr. Milton T. Wasserman was an important figure in the Hops industry in Santa Rosa from approximately 1910 to 1930, and was one of the largest dealers in the area. He was the main dealer/manager for the F&S Ulman of New York where apparently a great amount of Hops were shipped and auctioned for sale. He leased a large ranch with four Hops Kilns west of town. (The Shea Brothers Ranch; Sept. 17, 1914 Press Democrat)

The importance of the Hops industry in Sonoma County is depicted in a Press Democrat article (Aug. 10, 1912) which indicates that Sonoma County was the basis for market quotations throughout the world with a price average of \$.14/lb. during the period of 1895 to 1910. In 1911 the price jumped to \$.42½ plus, and was the height of the market. Sonoma County was responsible for 50% of the total California output. The value of Hops sold from Santa Rosa in an average year amounted from \$2,000,000. to \$2,500,000. California, Oregon and Washington were the only areas in the nation growing Hops for the Beer industry.

An October 19, 1913 Press Democrat article announces a Wednesday afternoon card club affair in Mrs. Milton Wasserman's new home and a later article (April 1, 1914) Mr. Wasserman joined the Chamber of Commerce.

An August 19, 1913 Press Democrat article shows that Milton Wasserman shipped Hops from the Rafford Peterson Madrone Hop Ranch near Forestville to Uhlman & Co.

By 1925, Mr Wasserman had become the first buyer of the New Year which was a most prestigious task because the buyer's name would go out on the New York Exchange, Jan 1, 1925 and Jan 2, 1925 Press Democrat. The Hops sold for \$.15/lb that year.

Other miscellaneous articles in the Santa Rosa Press Democrat showed his presence in the community, such as the time he lost a diamond stick pin in Guerneville and an article of interest regarding his daughter.