

RECONNAISSANCE SURVEY

**THE FIVE POINTS AREA IN LA SIERRA
CITY OF RIVERSIDE
RIVERSIDE COUNTY, CALIFORNIA**

LSA

June 30, 2008

RECONNAISSANCE SURVEY

THE FIVE POINTS AREA IN LA SIERRA

CITY OF RIVERSIDE

RIVERSIDE COUNTY, CALIFORNIA

Prepared for:

Erin Gettis, Historic Preservation Officer
City of Riverside
Community Development Department, Planning Division
3900 Main Street
Riverside, California 92522

Prepared by:

Casey Tibbet, M.A.; Tanya Sorrell, M.A.; and Bill Bell
LSA Associates, Inc.
1500 Iowa Avenue, Suite 200
Riverside, California 92507

LSA Project No. CTR533

LSA

June 30, 2008

EXECUTIVE SUMMARY

LSA Associates, Inc. (LSA) is under contract to the City of Riverside (City) to conduct a reconnaissance-level survey of the Five Points area in the western part of the City of Riverside, Riverside County, California. The survey area includes the “Five Points” intersection at Hole Avenue, Pierce Street, La Sierra Avenue, and Bushnell Avenue, as well as the primarily residential neighborhoods to the north and northwest of the intersection. It is bounded by Gramercy Place on the north; the La Sierra Hills and Valley View School to the west; Pierce Street, Whitford Avenue, and Hole Avenue on the south; and Mitchell and La Sierra Avenues on the east. Encompassing approximately 1,400 parcels, the survey area is within Sections 10, 11, and 15, Township 3 South, Range 6 West, San Bernardino Baseline and Meridian.

The purpose of the survey, completed in cooperation with the City of Riverside, was to identify, document, and evaluate, at the reconnaissance level, all historic-period (i.e., 45 years of age or older) resources in the survey area under the provisions of Section 106 of the National Historic Preservation Act (16 USC 470f), the California Environmental Quality Act (CEQA; PRC 21000, et seq.), and the City of Riverside’s Cultural Resources Ordinance (Title 20, Riverside Municipal Code) to facilitate future planning considerations.

In order to accomplish this, in the fall of 2007, the survey team conducted a systematic field survey and historical background research and drafted a report that was presented to the City in February 2008. In June 2008, in cooperation with the City of Riverside, a series of oral history interviews with various people associated with the Five Points area was held and information from those interviews was incorporated into this final report. Of the approximately 1,400 properties within the survey area, 1,025 were digitally photographed and documented on the California State Department of Parks and Recreation (DPR) historic resources inventory forms using the City’s Historic Resources Database. Survey maps showing the location of each documented property are attached as Appendix A. Although dates of construction have not been ascertained for all of the documented properties, the vast majority of them were 45 years of age or older (1962 or earlier) when the survey was conducted. With the exception of properties that were determined not to date to the historic period, each of the documented properties was assigned a California Historical Resources status code according to level of significance.

Of the 1,025 properties documented, 26 were later determined to be modern (i.e., built after 1962) and were not evaluated and 263 require additional property specific research before they can be evaluated (California Historical Resources [CHR] status code 7). Of the remaining properties, none appear to be eligible for listing in the National Register of Historic Places (National Register) or the California Register of Historical Resources (California Register). A total of 37 appear to be individually eligible for designation as either City Landmarks or Structures of Merit (CHR status code 5S2) and an additional 65 appear to contribute to two potential historic districts or Neighborhood Conservation Areas (CHR status code 5D2). The other 634 properties were determined not to be significant (CHR status codes 6Z and 6L) and although not “historical resources” under CEQA, 31 of them may warrant special consideration in local planning efforts. Subsequent to the survey, two of the 6Z properties were demolished (4872–98 and 4915 La Sierra Avenue).

A master table, summarizing the results of the survey and listing the 1,025 properties documented in order by address, is attached to this report as Appendix B. This table was created from the City’s Historic Resources Database and can be recreated and sorted in various ways by the City once the

information is downloaded into the City's Database. DPR forms (Primary and Building, Structure, Object [BSO] records) for individual properties can also be printed from the database and Primary records for the 37 properties that appear to be individually eligible under the City's ordinance have been printed and attached to this report in Appendix C. In addition, the survey information, including photographs and maps, can be made available to the general public through the City's website. As previously mentioned, maps of the survey area showing all of the properties documented and evaluated are attached to this report as Appendix A. These maps were created by City staff.

All properties assigned a status code of 5S2, 5D2, or 7 are considered to be "historical resources" for CEQA compliance purposes and Title 20 of the City's Municipal Code. Those properties assigned a status code of 6Z or 6L do not constitute "historic properties" (Section 106) or "historical resources" (CEQA) and require no further cultural resources considerations.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	i
TABLE OF CONTENTS	iii
FIGURES	v
INTRODUCTION	1
PROJECT METHODOLOGY	1
FIELD SURVEY	1
HISTORICAL RESEARCH	4
ORAL HISTORY INTERVIEWS	5
HISTORIC CONTEXT	6
HISTORICAL OVERVIEW	6
SETTLEMENT	7
TRANSPORTATION	8
SCHOOLS	9
SEVENTH-DAY ADVENTISTS	10
POST-WORLD WAR II DEVELOPMENT	10
FIVE POINTS SURVEY AREA TIMELINE	13
IDENTIFICATION OF HISTORICAL THEMES AND ASSOCIATIVE PROPERTY TYPES	15
HOLE RANCH, 1909–1922	15
SEVENTH-DAY ADVENTISTS IN LA SIERRA, 1922–1962	17
RESIDENTIAL DEVELOPMENT IN THE SURVEY AREA, 1922–1962	19
INDUSTRIAL DEVELOPMENT IN LA SIERRA, 1938–1962	32
COMMERCIAL DEVELOPMENT IN THE SURVEY AREA, CIRCA 1930–1962	34
SIGNIFICANCE CRITERIA	40
NATIONAL REGISTER OF HISTORIC PLACES	41
CALIFORNIA REGISTER OF HISTORICAL RESOURCES	41
CITY OF RIVERSIDE CULTURAL RESOURCES ORDINANCE	42
SURVEY RESULTS	44
NATIONAL REGISTER OF HISTORIC PLACES	45
CALIFORNIA REGISTER OF HISTORICAL RESOURCES	45
CITY LANDMARKS OR STRUCTURES OF MERIT (CHR STATUS CODE 5S)	45
CITY HISTORIC DISTRICTS OR NEIGHBORHOOD CONSERVATION AREAS CHR STATUS CODE 5D)	45
SPECIAL CONSIDERATION IN LOCAL PLANNING (CHR STATUS CODE 6L)	45

NOT SIGNIFICANT (CHR STATUS CODE 6Z)	47
NOT EVALUATED (CHR STATUS CODE 7)	47
RECOMMENDATIONS	47
REFERENCES	49

APPENDICES

- A: Survey Maps
- B: Master Table of Resources Surveyed
- C: DPR 523 Primary Records for Individually Significant Properties
- D: Oral History Information

FIGURES

Figure 1:	Regional Location Map	2
Figure 2:	Survey Boundary Map.....	3
Figure 3:	La Sierra Chamber of Commerce Promotional brochure circa 1960	11
Figure 4:	Aerial photograph of the Five Points intersection circa 1960	11
Figure 5:	La Sierra Chamber of Commerce Promotional brochure circa 1960	12
Figure 6:	1938 Aerial Photograph.....	21
Figure 7:	5010 Alta Mira Way	23
Figure 8:	4973 Golden Avenue	23
Figure 9:	11791 Hazeldell Drive.....	24
Figure 10:	4954 Hollyhock Lane	24
Figure 11:	4953 Rose Street.....	25
Figure 12:	11284 Mountain Avenue	26
Figure 13:	11789 Quiet Lane	27
Figure 14:	11621 Val Verda Avenue	27
Figure 15:	11657 Carmine Street	28
Figure 16:	5208 Peacock Lane	29
Figure 17:	11247 Rogers Street.....	30
Figure 18:	11680 Richmond Street	30
Figure 19:	5226 Peacock Lane	31
Figure 20:	5221 Chesley Court	31
Figure 21:	5270 Dresden Place	31
Figure 22:	Loma Linda Food Company advertisement 1947	32
Figure 23:	11503 Pierce Street.....	34
Figure 24:	1953 Aerial Photograph.....	36
Figure 25:	1959 Aerial Photograph.....	37
Figure 26:	1967 Aerial Photograph.....	38
Figure 27:	Promotional sheet for La Sierra and its businesses, circa 1960.....	39
Figure 28:	5901-03 La Sierra Avenue	40
Figure 29:	11075 Hole Avenue	40
Figure 30:	Potential Historic Districts or Neighborhood Conservation Areas	46

INTRODUCTION

LSA Associates, Inc. (LSA) is under contract to the City of Riverside (City) to conduct a reconnaissance-level survey of the Five Points area in the western part of the City of Riverside, Riverside County, California (Figure 1). The survey area includes the “Five Points” intersection at Hole Avenue, Pierce Street, La Sierra Avenue, and Bushnell Avenue, as well as the primarily residential neighborhoods to the north and northwest of the intersection (Figure 2). There are approximately 1,400 properties in the survey area, which is generally bounded by Gramercy Place on the north; the La Sierra Hills and Valley View School to the west; Pierce Street, Whitford Avenue, and Hole Avenue on the south; and Mitchell Avenue and La Sierra Avenue on the east, within portions of Sections 10, 11, and 15, Township 3 South, Range 6 West (U.S. Geological Survey 1967).

The purpose of the survey is to identify, document, and evaluate, at the reconnaissance level, all historic-period (i.e., 45 years of age or older) resources in the survey area under the provisions of Section 106 of the National Historic Preservation Act (NHPA; 16 USC 470f), the California Environmental Quality Act (CEQA; PRC 21000, et seq.), and the City of Riverside’s Cultural Resources Ordinance (Title 20, Riverside Municipal Code). In addition, a historic context was developed to provide a framework within which to evaluate the resources.

The western part of the City is currently underrepresented in the City’s Historic Resources Inventory Database and most of the City’s survey information for this part of the city was gathered during a citywide reconnaissance completed in the late 1970s. There are currently three potential (not formally designated) Neighborhood Conservation Areas (NCA) in the Arlington area a few miles southeast of the current survey area, but no potential or formally designated historic districts or NCAs in the La Sierra area.

The majority of the survey area is developed with single-family residences, but there are also multiple-family residences, commercial and industrial properties, a church, and vacant parcels. The small commercial businesses centered at the Five Points intersection along Hole and La Sierra Avenues and Pierce Street are a mix of historic and modern development with no particular stylistic theme or character. Several of the residential areas maintain a semi-rural character, while others convey a more suburban feeling. Most of the buildings in the survey area have been extensively altered.

PROJECT METHODOLOGY

Field Survey

Prior to beginning this project, LSA Project Manager Casey Tibbet and City of Riverside Historic Preservation Officer Erin Gettis completed a driving tour of the Five Points area, including several of the residential neighborhoods. As a result of that tour, a general survey boundary was determined. That boundary was further refined by research that focused on subdivisions that were recorded between 1909 and 1962.

Once the survey boundaries were defined, City staff prepared field maps that included street names, parcel boundaries, addresses, Assessor’s Parcel Numbers (APNs), and dates of construction (where available). The LSA survey team then used these maps to conduct the reconnaissance-level field survey. Since dates of construction were not available for a number of the properties in the survey

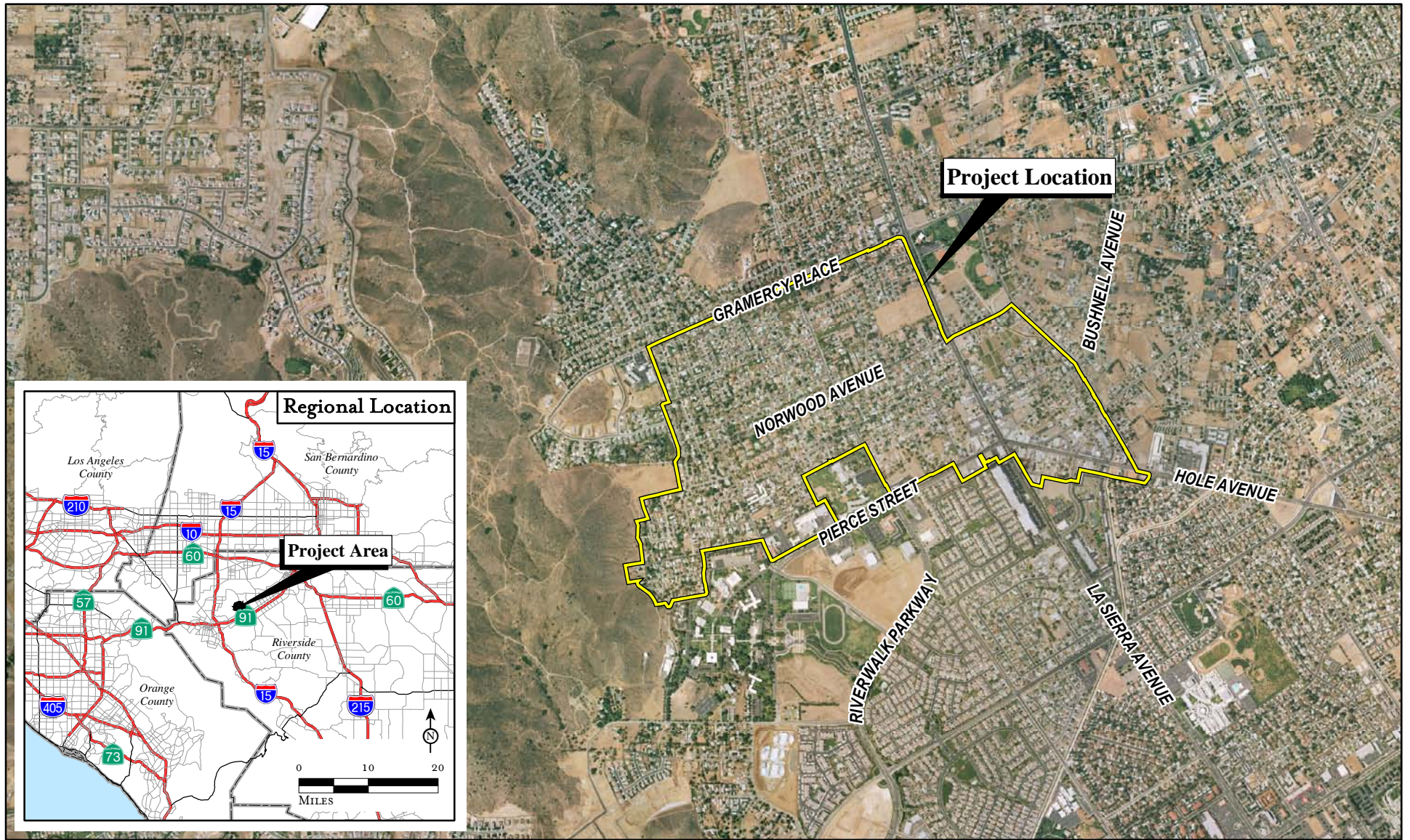
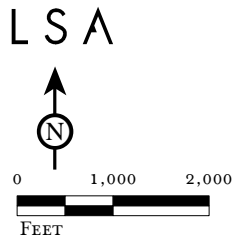
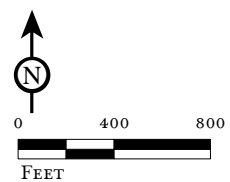


FIGURE 1





LSA



SOURCE: Air Photo USA (2007); Thomas Bros. (2007).
I:\CTR533\Reports\Cultural\Survey_Boundary.mxd (02/07/08)

FIGURE 2

Five Points Survey
Survey Boundary Map

area and some of the dates that were provided did not appear to be accurate, the survey team documented and photographed all properties that appeared to be 45 years of age or older regardless of the information provided on the maps.

To facilitate the survey, LSA staff created field sheets listing architectural information such as roof, siding, and window types, common architectural styles, and a comment space to note integrity and condition considerations. These abbreviated field check sheets, along with photograph logs and the field maps, were used during the pedestrian survey of the buildings. Notes were made when properties were not visible from the public right-of-way, appeared to warrant additional research, or appeared to be potentially significant either individually or as part of a potential historic district.

Upon completion of the field survey, the photographs were downloaded and renamed by address and the information from the maps and field sheets was input into the City of Riverside's Historic Resources Database. Using the database, LSA staff was able to create various forms and tables to assist in the analysis of the survey results, including a master table listing by address all of the resources surveyed and their dates of construction (where available), APNs (where available), architectural styles (except for a few properties that were not visible from the public right-of-way), and preliminary significance evaluations using the California Historical Resources (CHR) status codes. In addition, the City can use the database to create and print Department of Parks and Recreation (DPR) 523 forms (Primary and Building, Structure, Object [BSO] records) automatically for each of the properties surveyed.

Historical Research

Because of the large number of properties in the survey area, it was understood from the outset that each property would not be researched in depth. Instead, research focused on developing a historic context for the area. In order to be significant, a resource "must represent a significant historic context in the history, architecture, archaeology, engineering, or culture of an area and it must have the characteristics that make it a good representative of properties associated with that context" (Lee and McClelland 1999). The key elements of the context include a narrative that discusses important concepts and themes, time periods, and geographical areas, followed by information regarding the relevant property types (Ibid.).

To develop a historic context that has sufficient depth to be used as a unifying thematic framework for evaluating the significance of individual properties and potential districts in the survey area, LSA assisted in oral history interviews conducted by the City and completed extensive research at various repositories utilizing both primary and secondary sources. Some of the resources used to develop the context are listed below. A complete list of references is provided at the end of this report.

- Historic maps, including General Land Office (GLO) and United States Geological Survey (USGS) maps;
- Aerial photographs of the survey area 1938–2007;
- Original subdivision maps 1909–1962;
- Riverside County Real Property Ownership Records;
- United States Census Bureau data;

- Newspaper articles (*Press-Enterprise* and *Arlington Times*);
- City directories;
- Books on local history found at the Riverside Public Library (Main, Arlington, and La Sierra branches);
- Chamber of Commerce statistics and brochures;
- Yearbooks, newsletters, and other information found at the La Sierra University archives and library;
- La Sierra Land Use Maps (1964) and various City documents on file at the City of Riverside Planning Division; and
- Oral history interviews with long-time area residents and others.

Oral History Interviews

On June 12, 2008, the City and LSA staff conducted oral history interviews with four long-time area residents. The purpose of these interviews was to help identify places that are important to the community but may not be obvious during a field survey; to give voice to representative community groups; to provide additional information that may not be available through typical research sources; and to involve the community in preservation efforts in their area.

The interview participants included Marjorie von Pohle, Joan Breeding Letbetter, Arlene Hamilton, and David Ramos. These people were chosen for the interviews because they have an interest in the Five Points area and/or are well-known, long-time area residents who have been active in the community.

Interview questions were prepared by LSA and City staff using information collected in the background research and field survey. Because the interviews were intended to augment the historic context, questions typically focused on the development of the area, prominent people and businesses in the area, and social and cultural experiences within the community.

The interviews were conducted at City Hall in the Community Development Department Planning Division conference room. Each session began with introductions and a brief overview of the purpose and scope of the interviews. LSA and City staff took detailed notes during the interviews, which were also recorded by Marian Robinson and later transcribed. Each interview took approximately one hour to complete and included four participants.

Notes taken during the interviews were used to augment the historic context as appropriate. A list of the interview participants and summaries of the interviews is provided in Appendix D. Copies of the transcribed interviews are on file at the City of Riverside Community Development Department Planning Division and the La Sierra Branch Library.

HISTORIC CONTEXT

The historic context is divided into an overview of the history and development of the survey area and surrounding environment, a timeline listing key dates and events, and detailed discussions of specific, important themes and associated property types.

Historical Overview

The La Sierra Valley was originally inhabited by Native American peoples, including the Serrano, the Luiseño, the Cupeno, the Gabrieleno, and the Cahuilla. Because of seasonal water sources and a mild climate, the valley was conducive to early agriculture and hunting. Many descendants of these early inhabitants still reside in Riverside County. As Europeans began arriving in the late 1700s the area that would come to be known as Riverside County opened its passes and valleys to the expeditions of Don Pedro Fages in 1772 and Juan Bautista de Anza in 1774 and 1776. Captain Anza's "Anza Trail" became an important route in the colonization of California. Under Spanish rule, missions began developing in southern California. Those affecting the Riverside and La Sierra areas were the Mission San Luis Rey and the Mission San Gabriel, with the land between being used for grazing by the mission's herds of cattle and sheep. After California became the property of Mexico in 1821, the missions were secularized into land grants called "ranchos" (Lech 2004).

The La Sierra Ranchos were not officially mission ranchos by land grant; however, they were connected historically with the large Santiago de Santa Ana grant in Orange County. Brothers Bernardo and Tomas Yorba pastured their herds on land bordering the eastern edge of the massive Santiago de Santa Ana land grant owned by their father, Jose Antonio Yorba. As their herds moved farther east, they began calling this area La Sierra, probably so named because of the hill and mountain views (Lech 2004). La Sierra is Spanish for "the mountain range" (Salley 1977). Their first neighbor to the east was Juan Bandini who in 1838 established Rancho Jurupa, the first officially recognized Mexican land grant within what would become Riverside County (Lech 2004). Rancho Jurupa was originally owned by the Mission San Gabriel before Bandini's purchase. In 1843, Benjamin Wilson, who had arrived in the area from New Mexico, became the first American to hold land in the vicinity when he purchased 6,700 acres of the 32,000-acre Rancho Jurupa from Juan Bandini (Johnson 2005). In 1844 or 1847, Louis Robidoux purchased Wilson's portion of the Jurupa Rancho and it became known as the Robidoux Rancho (Johnson 2005 and 2007).

Near the end of the Mexican period of rule (1848) Bernardo Yorba petitioned Governor Pio Pico for the La Sierra Rancho grant, claiming continual land usage for more than 20 years as justification for being awarded the grant. Bernardo's widowed sister-in-law, Maria Vicenta Sepulveda, had other ideas for the land and filed a separate petition on her behalf and in protest of Bernardo's request. A compromise was reached by the Governor, splitting the rancho into two equal ranchos of approximately 17,500 acres each (Lech 2004). The La Sierra (Yorba) Rancho covered the western portion and the La Sierra (Sepulveda) Rancho covered the eastern portion (Lech 2004). It is the La Sierra (Sepulveda) Rancho that covers present-day La Sierra. Vicenta Sepulveda sold a portion of the La Sierra (Sepulveda) Rancho to Abel Stearns, son-in-law of Juan Bandini, who eventually owned "five or six" Mexican land grants (Patterson 1999). Before his death in 1871, Stearns sold his land to a corporation later called "Stearns Rancho," which eventually sold off portions of the acreage until going out of business in the 1920s (Patterson 1999).

Settlement

The completion of the transcontinental railroad in 1869, connecting the east and west coasts of the United States, was followed by throngs of land speculators and investors who flooded California with the dream of colonization and a variety of potential land usages. Although railroad service was initially brought to northern California, plans were being implemented to establish railroads between northern and southern California, which resulted in prospective capitalist ventures (Lech 2004). In the mid-1860s, Louis Prevost immigrated to the San Jose area from his native France with the intention of developing successful silk production (sericulture) in the United States. His eventual successes in San Jose and Los Angeles brought him further east to Riverside, where he combined his ideas for silk production with Thomas Wells Cover's ability to invest the needed capital. The two men formed the Silk City Land Association on June 17, 1869 (Ibid.). After obtaining water rights, members of the Association filed possessory claims for land totaling 4,320 acres. Thomas Cover purchased an additional 2,600 acres of the Jurupa/Robidoux Rancho and the Association purchased 3,169.88 more acres, bringing the Association's land holdings to nearly 10,100 acres (Ibid.). Although the Association had acquired water rights, it was unable to complete the canal it had planned to bring irrigation water needed in the planting of the mulberry trees, which provided food for the silkworms. Before finding another solution, the Association was dealt a blow when Prevost contracted typhoid fever in July 1869 and died on August 16, 1869 (Ibid.). Left without anyone with expertise in silk production, the Association incorporated as the California Silk Center Association (CSCA) on November 19, 1869, and soon began selling some of its land holdings (Ibid.).

The Southern California Colony Association (SCCA), formed in September 1870, was looking for land that would fulfill its promise to investors as "A Colony for California" (Lech 2004). Under the guidance of Judge John W. North and Dr. James P. Greves, the SCCA purchased approximately 8,600 acres of land being sold by the CSCA (Gunther 1984). The name Riverside was chosen by the stockholders on December 14, 1870. The newly purchased land was platted with 10 acre parcels to the north and south of a one-square mile town site (Patterson 1996). The commercial core of the Mile Square began developing along Main Street, which was the center of the Mile Square area, while residential areas developed to the north, south, and east.

Closely following the development of Riverside, a 13-square mile area south of Riverside's current Arlington Avenue was purchased by Benjamin Hartshorn, who soon sold a portion of his land to investors William T. Sayward and Samuel C. Evans. Evans and Sayward established the New England Colony in 1874 and a year later, merged with the Southern California Colony and the Santa Ana Colony, forming the Riverside Land and Irrigating Company (Gunther 1984). Evans bought out Sayward's interest in the land and established it with the name of "Arlington" by "vote of the people" in 1877 (Patterson 1996). Arlington, located approximately two-and-one-half miles southeast of the survey area, was considered the second townsite in the Riverside area and developed around the intersection of Magnolia Avenue and Van Buren Boulevard. The Santa Fe Railroad was completed through Arlington in September 1886. Based on numerous newspaper advertisements, La Sierra was generally considered a part of Arlington before its annexation into the City of Riverside in 1964.

Early agricultural crops grown successfully in the Riverside area were vineyards of raisin grapes, alfalfa, hay, and deciduous fruits, such as apricots and peaches. These agricultural successes were soon supplanted by citrus production (Bynon and Son 1893). After the arrival of the Washington navel orange, brought to Riverside by pioneers Eliza and Luther Tibbets in 1873, it soon became apparent that the ideal crop had been found for the climate and soil of Riverside. All that was needed was ample irrigation and

transportation to fulfill the promises being offered settlers arriving from the eastern portions of the United States. With the completion of a canal system and the beginnings of a railroad infrastructure, Riverside rapidly became an economic boomtown. Problems with irrigation kept Arlington from advancing as rapidly as Riverside in citrus production, but citrus groves and packinghouses gradually progressed into the Arlington and Arlington Heights areas (Lech 2004). The Arlington Heights Exchange was organized in 1900 and became a part of the California Fruit Growers Exchange (Patterson 1996).

Willits J. Hole, a developer who was one of the founders of La Habra in 1896, relocated to the La Sierra area in the early 1900s (City of La Habra 2006). In his capacity as a sales agent for the Stearns Rancho group, who at the time owned the La Sierra (Sepulveda) Rancho, he acquired personal ownership of 20,000 acres, which included the entire 17,500-acre La Sierra (Sepulveda) Rancho in 1909 (Gunther 1984). After selling off portions of the rancho land, Hole improved 11,550 acres for agriculture and established Hole Ranch, composed of four specialized farms all located either within the survey area or within a few miles of the survey area (Pruett 1973). Mr. Hole contracted with William E. Pedley, the well-known waterworks engineer, to construct a dam and reservoir. They connected the dam to the West Riverside Canal, extended irrigation canals from the reservoir to the high ground, and drained the low ground with a network of underground pipes. With proper drainage and irrigation developed, Hole was able to grow vegetables, fruit, alfalfa, walnuts, and citrus fruits (Gunther 1984). Over the next few decades Hole sold off portions of the ranch for both agricultural and residential development. This led to the La Sierra community's first period of residential development, with the earliest subdivision maps recorded in 1911, 1924, and 1925.

Transportation

Key to the development of the community of La Sierra was the various transportation routes expanding into the area, most originating in Riverside and Arlington. Major roads, railroads, and later highways and freeways all played important roles in the changing landscape of La Sierra, from agricultural uses to commercial and residential uses.

One of the main streets designed in the early history of Riverside was Magnolia Avenue located a few miles south of the survey area. Dating to as early as 1876, a "square" centering on the intersection of Magnolia Avenue and Van Buren Boulevard was reserved as a future business district and eventually this intersection became the main intersection in Arlington (Patterson 1996). Magnolia Avenue was extended as a one-lane street to Corona before the northerly extension from Arlington Avenue to Main and Market Streets, which took place in 1913. In 1924, Magnolia also became the route of the state highway connecting U.S. Highway 60 to the south coast region (Ibid.). North of the survey area, Arlington Avenue was extended into the La Sierra Hills area as one of the main east-west routes.

The Pacific Electric Railroad, which ran from Riverside through Arlington to Corona, began as the Riverside and Arlington Railway Company, which incorporated in California on August 13, 1887. Grading began in October of 1887 along Main Street and then Magnolia Avenue (Electric Railway Historical Association of Southern California n.d.). By March 1888, grading was complete and the laying of the track was finished by December. On December 11, 1888, the Riverside and Arlington Railway Company began pulling tiny cars by mules (Ibid.). The tracks ran approximately 6½ miles between Riverside and Arlington. More track was extended 3.61 miles to the Santa Fe station at Alvord, but soon that track was dismantled due to operating costs. In 1915, the Pacific Electric

Railway Company completed an extension of its lines from Riverside to Corona, linking Hole Ranch and potential residents with the outside world by rail (Ibid.).

The first railroad to be built through the La Sierra area was the Santa Fe, under charter of the Riverside, Santa Ana and Los Angeles Railway Company. Through-service from San Bernardino to Los Angeles via this route began on August 12, 1888 (Gustafson 1992). As the tracks were laid in a southwesterly direction, stations and stops were added along the way. The first rudimentary station at Arlington was built in 1886 and, in 1887, the station from Elsinore was dismantled and moved to Arlington where it was rebuilt (Ibid.). The station was located near Magnolia Avenue and Van Buren Boulevard, approximately 2.5 miles southeast of the survey area. A railroad spur was added in La Sierra at Taylor Street (previous name for La Sierra Avenue southeast of Magnolia Avenue) in March of 1943 (Ibid.).

Pacific Electric Railway built and maintained a railroad siding at the northwest corner of Magnolia and La Sierra Avenues for Hole's ranch and warehouse. After Hole's death in 1936, and the subsequent sale of most of the ranch property, the railroad siding tracks were removed. The large warehouse was dismantled in December 1978 (Gunther 1984).

In the late 1940s, a special railroad spur, more than a mile long, was added from the Union Pacific Railroad to Camp Anza.¹ The spur ran southwest from the track along Jurupa Avenue, near Nichols Park. It ran west of the airport and had its terminus near what would later be the Rohr Corporation in the heart of Arlanza, approximately two-and-one-quarter miles northeast of the survey area (USGS 1967). Because of its function as a staging area or embarkation point, men from all over the United States were brought by train to Camp Anza. Even with the increased access by rail through La Sierra the area grew slowly at first. Longtime Hole Ranch employee Rex Baker related when he and Mrs. Baker "settled in the area in 1916 there were just six houses in the valley" (*Riverside Press* 1953).

Schools

With only six residences in the La Sierra area in 1916, there was not a huge demand for schools. A one-room Alvord School had been established in 1896 on Pierce Street in conjunction with the proposed Alvord Townsite (Alvord Unified School District 2006). The townsite, which had various boundaries but was basically located on either side of Magnolia Avenue between Pierce and Buchanan Streets southwest of the survey area, was named after William Alvord, president of the Bank of California and director of both the San Jacinto Tin Company and the Santa Ana Colonization Company (Alvord Unified School District 2006; Gunther 1984). Although the proposed townsite was supported by, among others, S.C. Evans, early pioneer and investor of Riverside, it never actually developed into the intended separate-from-Riverside townsite envisioned by its planners (Gunther 1984).

In July 1908, the Riverside County Board of Trustees established the Alvord School District, but by December, the Alvord community, frustrated by the treatment it received from the City of Riverside, voted to separate from the city and took the school district with it (Alvord Unified School District 2006). In the 1960s when residents voted to become a "unified" school district, the number of grades and schools was expanded proportionate to the growth of the area (*Riverside Press-Enterprise* 1991).

¹ For more information about Camp Anza, please refer to City of Riverside Camp Anza/Arlanza 2006–2007 Certified Local Government Grant Historic Resources Inventory and Context Statement, prepared by Galvin Preservation Associates, September 2007. On file at the City of Riverside Community Development Department, Planning Division.

Seventh-Day Adventists

In 1922, the Pacific Union Conference of Seventh-day Adventists (SDA) purchased more than 300 acres from Hole for the campus of a new school, which became a two-year college in 1927 (Patterson 1996; Historic Resources Group 1996). The college, which is located just outside the survey area, became the major component in the development of La Sierra as faculty, students, and alumni settled in nearby residential communities. Over the years, La Sierra College built up its curriculum and facilities and became accredited as a two-year college in 1927 and a four-year university in 1939 (Patterson 1996; Historic Resources Group 1996). As the college expanded, stores and services were established that reflected the SDA community's interests, including a natural food processing plant, a primary school, a bindery (von Pohle 2008), and an off-campus church. When asked during oral history interviews what impact La Sierra College had on the community of La Sierra, long-time residents Marjorie von Pohle and Arlene Hamilton both responded, "the college *was* the community" (von Pohle 2008; Hamilton 2008).

One important industry related to the SDA community was Loma Linda Foods, a natural foods processing plant established in 1938 on the north side of Pierce Street in the survey area on land donated by the college (Patterson 1964; Shurtleff and Aoyagi 2004). The food plant had a reciprocal relationship with the community, drawing the majority of its employees from students on campus (von Pohle 2008; Hamilton 2008). Following its early success, Loma Linda Foods was able to capitalize on the growing popularity of soy foods in America and continued adding to its product line from the 1940s through the 1980s (Soyinfo Center 2006).

Post-World War II Development

As elsewhere in southern California during and after World War II, La Sierra experienced a boom in residential and commercial development. Fueled by new economic opportunities made available by the area's proximity to Camp Anza (1942), which later became Arlanza, and Rohr Aircraft Corporation (1952), local businessmen expanded their existing services and established new stores and offices along La Sierra Avenue, Pierce Street, and Hole Avenue, particularly in the area where these streets intersected with Bushnell Avenue to form the "Five Points" intersection. In 1950, La Sierra was included in the United States Census for the first time (*Riverside Press* 1953). In 1953, La Sierra and Arlanza led other unincorporated communities in Riverside County for rapid growth (*Riverside Press* 1953). The Riverside County Supervisors paid special attention to the communities around Riverside in a series of meetings that year aimed at developing a new zoning plan in an attempt to discourage "unplanned, piecemeal growth" (*Riverside Press* 1959b). Once the zoning plan passed in 1953, developers reportedly built the first Federal Housing Administration (FHA) approved subdivisions in unincorporated Riverside County (*Arlington Times* 1953). During the first eleven months of 1953, the County approved permits for 67 new single-family homes in the La Sierra area collectively valued at \$451,195 (*Riverside Press* 1953).

The completion of State Route 91 in the late 1950s allowed for an even greater connection with commerce and jobs in Riverside, San Bernardino, and Orange Counties, which made it easier for people to live in La Sierra and commute to work. By the late 1950s, La Sierra had become an established independent community with its own Chamber of Commerce to advertise the town's attractions (Figures 3, 4, and 5).



Figure 3. La Sierra Chamber of Commerce Promotional brochure circa 1960 (Local history file, La Sierra Branch Library).

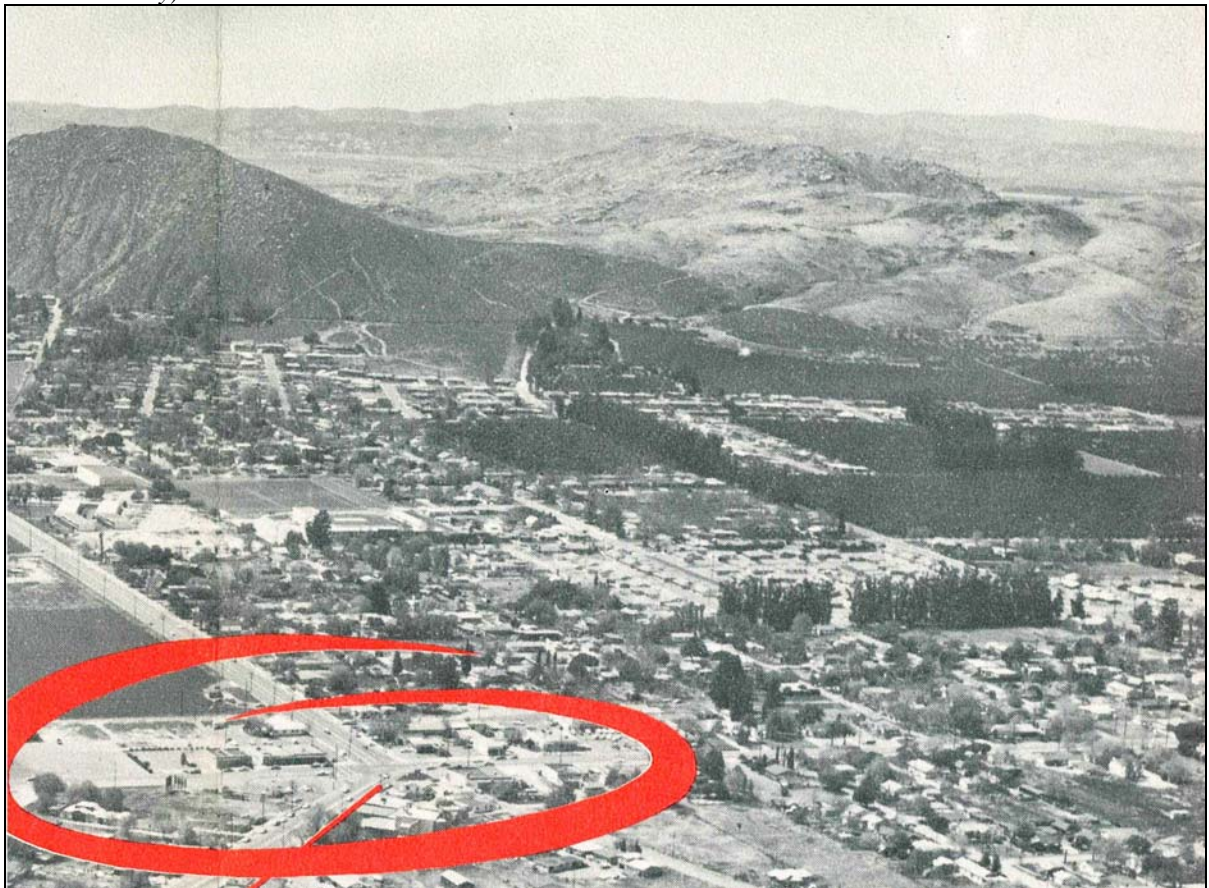


Figure 4. Aerial photograph of the Five Points intersection circa 1960 (Local history file, La Sierra Branch Library).

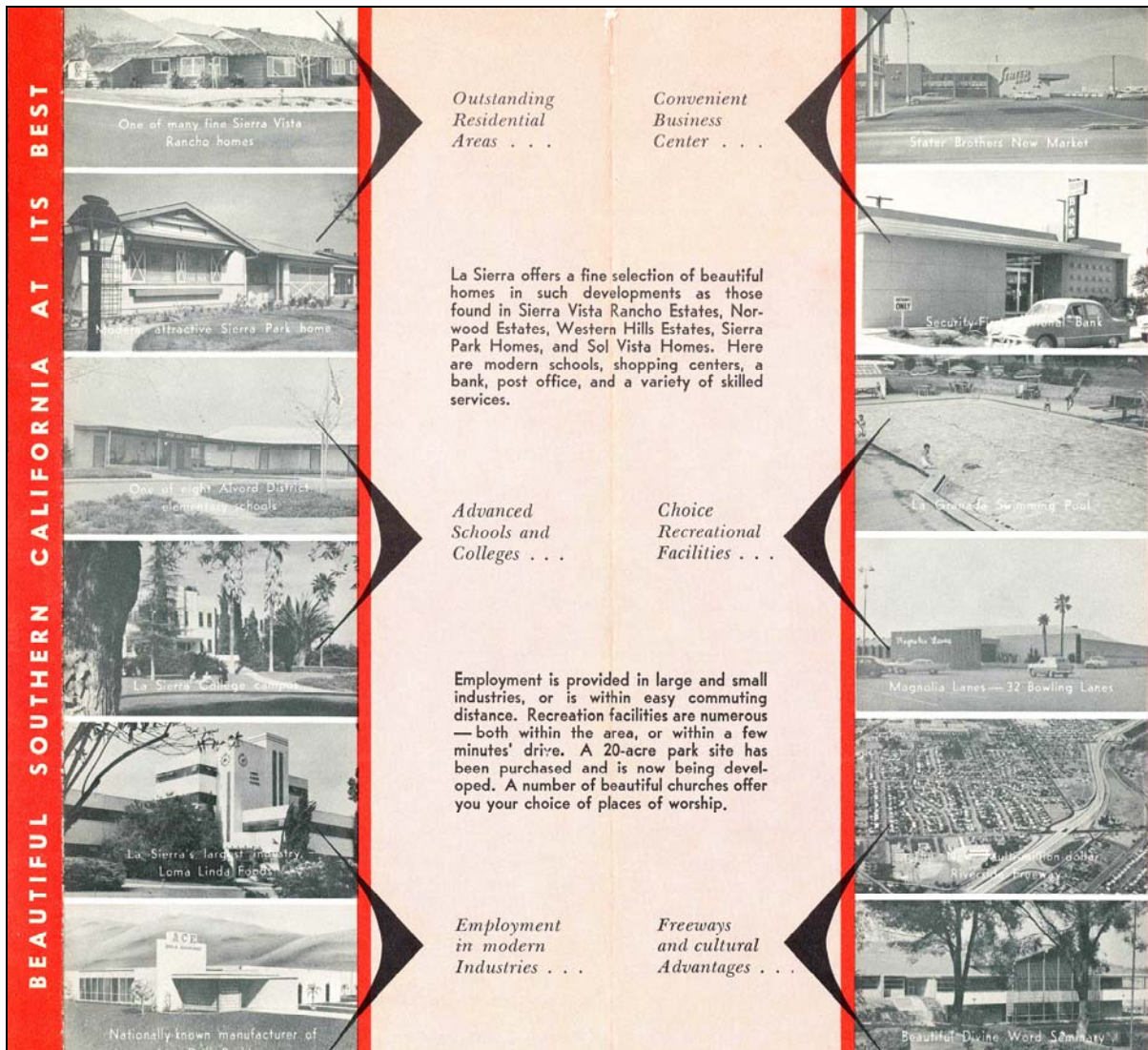


Figure 5. La Sierra Chamber of Commerce Promotional brochure circa 1960 (Local history file, La Sierra Branch Library).

By the early 1960s, La Sierra had grown so large that residents sought more sophisticated local governance. In 1961, the La Sierra Community Services District commissioned a study to determine the best option out of four possible actions: annexation to the City of Corona, annexation to the City of Riverside, incorporation, or remaining unincorporated. In 1964, the City of Riverside annexed the community of La Sierra. Subsequent to annexation, the City developed a master plan for the 16-square mile Arlanza/La Sierra area, which included the survey area. The associated land use plan showed the Five Points intersection being a center of commercial and office development with multiple-family and single-family housing developing in the surrounding areas (La Sierra Land Use Maps 1964). In addition, 700 acres were allocated for industry in two main areas, one near the Rohr Aircraft plant (northeast of the survey area) and the other in the vicinity of Pierce Street and the State Route 91 (southwest of the survey area). The plan also included a system of “arterials” and “collectors,” to control traffic in the area (*Riverside Press* 1964).

In 1969, a study found that three of nine areas in Riverside with “dilapidated, deteriorating housing were located in La Sierra” (*Riverside Press-Enterprise* 1974). In 1974, Planning Department officials estimated that nearly 70 percent of the land in La Sierra was either undeveloped or underdeveloped, while at the same time old time residents expressed regrets at the changing landscape and loss of a rural atmosphere (*Ibid.*). The largest employer in the area was La Sierra University with 2,000 students and a staff of about 250 (*Ibid.*). Other noteworthy businesses at the time included Loma Linda Foods with about 150 employees, Ace Drill Bushings, Versi Tron Industries, and a branch of the Seventh-day Adventist General Conference Insurance Company (*Ibid.*). The University had more than 200 acres mostly in rolling farm or pasture land and Rancho La Sierra had nearly 1,200 acres (*Ibid.*). Although Rancho La Sierra leased most of its land to the Yamano Brothers Farms of Corona for row crop farming, it planned to eventually sell the land to residential and commercial developers (*Ibid.*).

In 1986, the Riverside City Council approved a plan to “help sharpen up the Five Points commercial zone through low-interest loans” (*Riverside Press Enterprise* 1986). More currently, in 2005 the Riverside City Council designated the Five Points area as a potential redevelopment opportunity with a high priority (Riverside Redevelopment Agency 2005). “Five Points is envisioned as a mixed-use village of up to 30 acres serving the surrounding residential neighborhoods and students at La Sierra University. It is located near the new, highly successful Riverwalk mixed-use development by Turner Development within five minutes of the 91 Freeway and ten minutes of the Galleria at Tyler Super regional mall” (Riverside Redevelopment Agency 2005).

Five Points Survey Area Timeline

Before 1825	Survey area consisted of vacant land used by Antonio Yorba as pasture.
1833	Bernardo and Tomas Yorba (Antonio Yorba’s sons) use the rancho and consider applying for grant of Rancho La Sierra as it was named.
1845	Tomas Yorba dies. Bernardo petitions for grant of part of the rancho. Vicenta Sepulveda, widow of Tomas Yorba, petitions for grant of her part.
1846	Grants awarded to Bernardo and Vicenta, each to have one-half of the rancho. Vicenta builds on her half, which includes the Five Points survey area.
1852	Petition to the Land Commission. Vicenta’s ownership confirmed.
1854	Bernardo Yorba dies.
1857	Vicenta Sepulveda sells land to Able Stearns.
1869	Transcontinental railroad completed.
1870	Southern California Colony Association founds the town of Riverside.
1873	Washington navel orange is brought to Riverside.
1875	Arlington Village founded about three miles east of the survey area.
1877	Patent to Vicenta for 17,774 acres. Vicenta sells her La Sierra rancho to a group of Riverside businessmen.
1883	City of Riverside incorporates and annexes Arlington Village.
1885	Riverside is the wealthiest city per capita in the country due to the success of the Washington navel orange and the citrus industry.

1896	Alvord School established.
1908	The Alvord School District is established and the Alvord community separates from the City of Riverside.
1909	Willits J. Hole purchases approximately 20,000 acres of Rancho La Sierra (Stearns), including the survey area.
1911	First major subdivision that includes portions of the survey area (Tract No. 2 of La Sierra Heights).
1916	Only six houses in the La Sierra Valley.
1922	W.J. Hole sells more than 300 acres of land to the Seventh-day Adventist Church for construction of a secondary school, named La Sierra Academy.
1924–1925	Nine residential subdivisions are recorded with approximately 400 of the lots located in the survey area.
1927	La Sierra Academy converts to Southern California Junior College, a two-year college.
1929	The Great Depression begins.
1936	W.J. Hole dies and leaves ranch land to daughter and son-in-law, Agnes and Samuel Rindge.
1937	A post office is established in La Sierra as a rural station of Arlington.
1938	Loma Linda Food Company is built on Pierce Street in the survey area.
1939	Southern California Junior College becomes a four-year institution and is renamed La Sierra College.
1940	La Sierra Academy, an elementary school, is separated from the college campus.
1941	Pearl Harbor is attacked and the United States enters World War II.
1942	More than 1,200 acres of Hole Ranch are sold to the U.S. Government for the establishment of Camp Anza located approximately two miles northeast of the survey area.
1946	Camp Anza is dismantled and sold to P.H. Philbin.
1946–1962	Numerous residential subdivisions are recorded in the Five Points survey area.
1950	First U.S. Census is taken of the La Sierra area.
1952	Rohr Aircraft Corporation is built approximately two miles northeast of the survey area. La Sierra Shopping Center at the southwest corner of Pierce Street and La Sierra Avenue is under construction.
1953	Los Angeles “Syndicate” purchases remaining 3,500 acres of the Hole Ranch, eventually selling parts to the Society of the Divine Word, as well as private developers.
Late 1950s	State Route 91 is completed through the Riverside area.
1960	Alvord “Unified” School District is established.
1964	La Sierra, including the Alvord Unified School District, is annexed to the City of Riverside. The Arlanza/La Sierra Community Plan is adopted.
1967	La Sierra College and Loma Linda University join to form a two-campus university.

- | | |
|------|--|
| 1974 | City estimates nearly 70 percent of the land in La Sierra is either undeveloped or underdeveloped. Old-time La Sierra residents lament the loss of the rural atmosphere. |
| 1986 | The City Council approves a plan to improve the Five Points commercial zone through low-interest loans. |
| 1991 | La Sierra campus separates from Loma Linda University and becomes La Sierra University. |
| 2005 | The City Council designates the Five Points area as a high priority for redevelopment and envisions a 30-acre mixed-use village. |

IDENTIFICATION OF HISTORICAL THEMES AND ASSOCIATIVE PROPERTY TYPES

This section provides detailed discussions of important contexts related to the survey area and identifies property types associated with each. In addition, it provides guidance for judging integrity for the purpose of evaluating historic significance. The major contexts include Hole Ranch (1909–1922), Seventh-day Adventists (1922–1962), residential development (1922–1962), industrial development (1938–1967), and commercial development (circa 1930–1962).

Hole Ranch 1909–1922

In 1909, a subdivision of the Rancho La Sierra consisting of approximately 20,000 acres “as finally confirmed to Vincente (sic) Sepulveda by U.S. Patent ... [and] also a portion of the southerly part of the Rancho Jurupa as finally confirmed to Abel Stearns by U.S. Patent” was recorded at the request of W.J. Hole (Subdivision Maps 1909). After selling off portions of the rancho, Hole improved 11,550 acres for agriculture and established Hole Ranch, which included the survey area as well as portions of present-day Riverside, Norco, and Corona. The ranch included farming operations and a large residence (circa 1912) that was designed by Arthur Benton, the primary architect of the Mission Inn, and is located at what is now the west end of Cypress Avenue about one mile northwest of the survey area (Pruett 1973; City of Riverside 1996–2006). Until his death in 1936, Hole made many improvements to his land that facilitated his agricultural enterprises and ranch lifestyle.

One of Hole’s greatest accomplishments “was to rehabilitate a section of lowlands which had been known as ‘starvation acres’ because it was so frequently flooded by irrigation and storm waters” (*Riverside Press* 1953). The flatter, valley land of Hole Ranch was prone to flooding from water that rose from underground during the rainy season. In order to make this land productive, Hole contracted with William E. Pedley, the well-known waterworks engineer, to construct a dam and reservoir. They connected the dam to the West Riverside Canal, extended irrigation canals from the reservoir to the high ground, and drained the low ground with a network of underground pipes. The drain line was laid out with one long trunk line with small, lateral lines coming into it from both sides. The lines were laid from five to six feet underground, starting near the intersection of Arlington and Mitchell avenues and continuing through La Sierra to Magnolia Avenue, near the Home Gardens area. The water emptied into a ditch that carried it back to the Santa Ana River, northwest of Corona. With proper drainage and irrigation, these 1,500 acres, located near the intersection of Pierce and Collett streets approximately one mile southwest of the survey area, became “rich valley land that

was very productive” and Hole was able to grow vegetables, fruit, alfalfa, walnuts, and citrus (Pruett 1973; Gunther 1984).

The dam built over an arroyo between Arlington Avenue on the north and Van Buren Boulevard on the west, captured runoff from neighboring groves and fields. The reservoir held 75 acres of water, 35 feet deep (Gunther 1984). In addition to providing needed irrigation for Hole Ranch, the reservoir was stocked with game fish for the benefit of Hole’s friends and ranch employees. Because of the terrain, the lake was difficult to spot from the busy roads bordering it and it later became known as Hidden Lake. After several drownings and near-drownings the City of Riverside condemned the lake property in 1975, draining the lake and destroying the earthen dam (Ibid.).

Hole Ranch was highly organized and was divided into four specialized farms: A, B, C, and D (Pruett 1973). The ranch was supervised by Mr. Voris, but there was a foreman for each section of the ranch as well (Ibid.). “A” Ranch was for fruits and nuts and was located at the north end of McKinley Street, west of the survey area. It consisted of about 800 acres of rolling hills used for raising lemons, grapefruit, oranges, English walnuts, and some cashew nuts. This land was also used for cattle and sheep grazing. Mr. Councilman was the foreman (Ibid.).

“B” Ranch was located at Pierce and Collett streets, southwest of the survey area and consisted of the 1,500 acres that had been drained by Hole. This area was used for sugar beets, alfalfa, corn, beans, and grain. It was the main headquarters for the entire ranch and where all the oats and barley hay were stacked (Pruett 1973). There was a large corral for 35 horses and silos for the processing of corn into silage for the cattle (Ibid.).

“C” Ranch was located at the west end of Cypress Avenue and included Hole’s two-story home as well as lemons, oranges, and grapefruit groves.

“D” Ranch was located northeast of the survey area at Arlington Avenue and Van Buren Boulevard and was divided further into three parts. Its 3,000 acres lay on both sides of Arlington Avenue, extending north to the Santa Ana River, and were used for farming beans, alfalfa, figs, oats, and barley. A portion of this land was later sold to the government for Camp Anza.

The first major subdivision of Hole Ranch was recorded by the Riverside Groves and Water Company (Myron and Marshall Tilden) in 1911 on property they owned in conjunction with the German American Savings Bank for which W.J. Hole was a signatory (Subdivision Maps 1911). This subdivision, Tract No. 2 of La Sierra Heights, consisted of approximately 126 residential lots ranging from approximately 7 to 27 acres in size and included most of the survey area (Subdivision Maps 1911). Development of the new lots was apparently slow to occur, as there were reportedly just six houses in the valley in 1916 (*Riverside Press* 1953). However, things began to change in 1922, when the Pacific Union Conference of Seventh-day Adventists purchased from Hole more than 300 acres in the southwest portion of the ranch for development of a secondary school (Patterson 1996).

Willits J. Hole died in 1936, leaving his ranch land to his daughter and son-in-law, Agnes and Samuel Rindge for whom Rindge Road (now Golden Avenue) was likely named. In 1953, Mr. Rindge sold 3,500 acres to a development company from the Los Angeles/Beverly Hills area and subsequently Hole Ranch became known as Rancho La Sierra (Pruett 1973). Rindge also sold the land at the east end of Sierra Vista Street to Burt Tilden who recorded a total of 50 residential lots as part of the

Sierra Vista Rancho Subdivisions (1952–1959) in the survey area (Pruett 1973; Subdivision Maps 1952c; 1954c; 1956; and 1959b). Rindge also sold 325 acres of land on the east side of La Sierra Avenue to various sub-dividers and 475 acres on the west side of La Sierra Avenue to the L & N Company, Incorporated reportedly for development as residential and industrial uses (Pruett 1973). By 1973, Hole Ranch had been reduced from 11,550 acres to the Rancho La Sierra holdings of about 2,100 acres, including 600 acres north of Arlington Avenue and 1,500 acres in the La Sierra Hills (Ibid.).

The Hole Ranch residence was sold to the Society of the Divine Word in 1956 and has since been used as a sanctuary and meeting facility (Hall 2005). The seminary facilities became an accessible meeting place for local activist groups in the 1970s concerning various land issues in the La Sierra area (Letbetter 2008). Today the Society remains active in the community and the residence is a designated City Landmark.

Property Types, Integrity Thresholds, and Eligibility Requirements. Property types that are historically associated with the settlement of Hole Ranch and Tract No. 2 of La Sierra Heights include farmhouses, outbuildings, barns, irrigation pipes, drainage works, and single-family residences. To be significant, these property types or resources must be able to convey their period of significance (1909–1922). To do this, they must retain integrity of several, if not all of the following: location, design, setting, materials, workmanship, feeling, and association, to the degree that a person from that era would be able recognize the property. A resource that has retained a high degree of integrity, conveys its period of significance, and is historically associated with Hole Ranch or Tract No. 2 of La Sierra Heights may be eligible for designation under the City of Riverside’s local ordinance or for listing in the National Register or Historic Places (National Register) or California Register of Historical Resources (California Register).

No buildings or features that appear to be associated with Hole Ranch were observed within the survey area; however, it is possible that some remnant features may exist in areas that were not visible from the public right-of-way. In addition, historic irrigation features and other archaeological artifacts may be underground and may be revealed by digging or grading operations. Only 11 residences in the survey area date to the 1909–1922 period and most of them have been extensively altered.

Seventh-Day Adventists in La Sierra, 1922–1962

The Seventh-day Adventist (SDA) community in La Sierra had its beginnings in 1922, when the Pacific Union Conference of Seventh-day Adventists purchased more than 300 acres (part of B Ranch) from Willits J. Hole (Patterson 1996). That same year, La Sierra Academy was established to replace an SDA school that the community had outgrown in the San Fernando Valley (Historic Resources Group 1996). The Adventists founded La Sierra Academy as a preparatory high school with a mission to “train our young people to render efficient service in their stewardship to God, whether in public or private life” (Historic Resources Group 1996). As part of this emphasis on service, administrators required students to devote twelve hours per week to campus maintenance and working on the school farm (Historic Resources Group 1996). In its first year, the school had an enrollment of 74 students taught by a staff of 9 teachers (*Riverside Press* 1953).

A few years later, the administration decided to expand La Sierra Academy's curriculum to include courses in teacher training and commerce and, in 1925, La Sierra Academy became La Sierra Academy and Normal School (*Riverside Press* 1953). That same year, the school recorded a subdivision map for a portion of its land located partly within the survey area on the southwest corner of Pierce Street and La Sierra (then Holden) Avenue consisting of 16 7,500-square foot lots fronting on Holden Avenue (Subdivision Maps 1925c). However, by 1938, only two buildings had been constructed within the subdivision boundaries (Aerial Photographs 1938). With the addition of post-secondary coursework, La Sierra Academy earned accreditation as a two-year college in 1927 and was renamed Southern California Junior College (Historic Resources Group 1996). In 1928, the college constructed an elementary school on the campus to serve as a demonstration school for its teacher-training program and to accommodate a growing community of Adventists (Historic Resources Group 1996).

Shortly after being accredited as a two-year academic institution, the Southern California Junior College sought accreditation as a four-year institution. In the early 1930s, an accreditation committee visited the campus and suggested expanding the school's science curriculum (Historic Resources Group 1996). In response, the college built San Fernando Hall, a state-of-the-art science facility (Ibid.). The college built two new dormitories in the late 1930s, and increased its course offerings to include pre-medical, dental, and nursing classes (Ibid.). In 1939, the school earned the right to confer Bachelor degrees and changed its name to La Sierra College (Ibid.). In 1940, La Sierra College separated its demonstration school from the college and relocated the elementary school to new facilities on the northwest corner of Rindge Road (now Golden Avenue) and Pierce Street outside the survey area (Ibid.).

In the years after World War II, La Sierra College's enrollment increased substantially as servicemen returned home from overseas (Historic Resources Group 1996; LSU History Room var.). Some were returning students who had interrupted their studies to enlist in the military, while others were just beginning college, using government grants like the G.I. Bill to fund a college education. Many servicemen returning to school were married and demand increased for more independent housing arrangements like apartments and houses rather than gender-exclusive dorms. The La Sierra College Board of Trustees responded by authorizing a series of building projects along Raley Drive west of Pierce Street and less than one-half mile south of the survey area (LSU History Room var.). The projects were aimed at accommodating married students and housing additional teaching staff, but according to yearbooks and newsletter articles, students and alumni continued to live "around the village" in residences off-campus (Ibid.).

In response to the school's increased community presence, a new sanctuary and community center were constructed on the northeast corner of Sierra Vista Avenue and Pierce Street, in the survey area, in the early 1950s (Historic Resources Group 1996; Aerial Photographs 1953). Also in the 1950s, the college opened La Sierra Market, a natural foods grocer located on the south side of Pierce Street just outside the survey area, and a dairy market at 11144 Pierce Street (demolished) (*Arlington Times* 1959a; City of Riverside 1964).

In the 1960s, the SDA community in La Sierra gradually became outnumbered by new residents from Orange and Los Angeles Counties who settled in new developments and commuted to work (*Riverside Daily Enterprise* 1964). Even so, Adventists continued to serve on the La Sierra

Community Services District Board, the Alvord School District Board of Trustees, and led an effort to establish a community park (Ibid.).

La Sierra College joined with Loma Linda University in 1967 to form a two-campus university, renaming the institution the La Sierra Campus of Loma Linda University (Historic Resources Group 1996). In 1991, La Sierra College separated from Loma Linda University and became La Sierra University (Historic Resources Group 1996).

Property Types, Integrity Thresholds, and Eligibility Requirements. Property types historically associated with the SDA community include classroom, administrative, and vocational (including agriculture) buildings constructed by La Sierra College on and off campus, private Adventist schools such as La Sierra Academy (outside the survey area), SDA churches such as the La Sierra University Church, stores and industries owned by or operated for the benefit of the SDA community such as La Sierra Market and La Sierra Foods, and single-family and multiple-family residences constructed by or specifically for use by La Sierra University for faculty or students.

To be significant these property types or resources must be able to convey their period of significance (1922–1962). To do this, they must retain integrity of several, if not all of the following: location, design, setting, materials, workmanship, feeling, and association, to the degree that a person from that era would be able recognize the property. A resource that has retained a high degree of integrity, conveys its period of significance, and is historically associated with the SDA community in La Sierra may be eligible for designation under the City of Riverside’s local ordinance or for listing in the National Register or California Register.

Only a few resources associated with the SDA community were identified during the survey; however, individual property research may reveal more.

Residential Development in the Survey Area 1922–1962

In 1924 and 1925, nine residential subdivisions (excluding the La Sierra Academy subdivision 1925) were recorded in the survey area (Subdivision Maps 1924a–d; 1925a, 1925b, and 1925d–f). With one exception, each of these subdivisions had fewer than 55 lots that were typically 50 feet wide and ranged in area from approximately 5,000 square feet to just under one acre (Subdivision Maps 1924a–d; 1925a, 1925b, and 1925d–f). The exception was the La Sierra Gardens subdivision (1924), which was a re-subdivision of Tract No. 2 of La Sierra Heights and included a total of 538 lots (Subdivision Maps 1924c). Unfortunately, the original subdivision map is mostly illegible, but it appears that approximately 195 lots are located in the southeastern section of the survey area along Whitford, Hole, Wells, Bushnell, Doane, Hiers, and Mitchell Avenues (Subdivision Maps 1924c). These lots were typically 50 feet wide and 7,500 square feet in size, while the lots outside the survey area but still within the La Sierra Gardens subdivision tended to be two acres or larger (Subdivision Maps 1924c). Homes built in the survey area during this early period of development tended to be variations of the Craftsman, Tudor Revival, and Spanish Colonial Revival architectural styles.

Following the crash of the stock market in 1929, construction slowed considerably across the nation. The crash, followed by devastating droughts in the Midwest and the inability of the federal government to stimulate the economy led to the Great Depression. Many people lost their livelihoods

and, as a result, lost their homes due to non-payment of mortgage or back taxes. Southern California was not immune to the economic downturn; property ownership records show that homeowners from Palmdale to Riverside, sometimes several on a block, lost their homes to the state or mortgage banks (Los Angeles County Assessor 1919–1957; Riverside County Assessor 1927–1933; 1932–1938).

During this period, the tracts that were subdivided in the mid-1920s developed very slowly and most of the survey area maintained its rural character until the post-World War II period (Riverside County Assessor 1920–1925; 1926–1932; 1932–1938; 1937–1942). An aerial photograph of the area from 1938 shows that only about 20 percent of the lots were developed in the tracts north of La Sierra College and along Rose and Hollyhock Streets (Figure 6). Only a handful of lots had been developed in the triangular area east of La Sierra Avenue that was a part of the La Sierra Gardens subdivision. This sparse development led to considerable infill development in the post-World War II era, resulting in very few areas with contiguous groupings of early 20th century residences. The highest concentration of these pre-1940 residences was identified in a small area north of La Sierra University along Linn, Carmine, Hazeldell, and Quiet Streets. However, only a few of the early 20th century residences in the survey area have retained their historic architectural integrity.

As the Depression continued, construction in southern California revived somewhat due to a continual stream of people migrating from other parts of the country. Between 1930 and 1940, the population of Riverside increased by 5,000 people, Corona added almost 2,000, and the City of Los Angeles rose by 300,000 to roughly 1.5 million people (Beaumont Library District 2006). This influx made new construction in the region a necessity, but no new subdivisions were recorded in the survey area between 1926 and 1946 (City of Riverside 1996–2008). There was, however, some infill construction in the survey area with about 105 new homes being constructed from 1930 through 1945 (City of Riverside 2007). The opening of Loma Linda Foods in 1938 may have stimulated some residential construction in the area as new employees moved to be close to the plant.

As might be expected, the residences constructed during the Depression tended to be very simple in design with minimal decorative details. These homes are typically categorized as Minimal Traditional. There are a number of Minimal Traditional style residences in the survey area, including a few with decorative variations that suggest a Moderne influence.

After World War II, southern California experienced an unprecedented development boom brought on primarily by the resettlement of returning soldiers. In Riverside, the population increased 250 percent from 1940 to 1960, mainly in the southern and eastern parts of the City (Beaumont Library District 2006; La Sierra Chamber of Commerce ca. 1960). The La Sierra community, which remained unincorporated, more than doubled its population during this time, from 3,802 residents in 1950 to about 11,000 residents in 1960 (Beaumont Library District; La Sierra Chamber of Commerce ca. 1960). Between 1946 and 1961, developers drawn to the area by its proximity to two growing cities (Riverside and Corona), a college, and relatively level topography, recorded more than 20 new subdivision maps in the survey area with more than 450 lots (Subdivision Maps 1946a–c; 1947; 1949; 1950; 1951; 1952a–c; and 1953). The extension of State Route 91 through western Riverside County in the late 1950s, less than two miles south of the Five Points intersection, provided another benefit to locating in the area (*Riverside Press-Enterprise* 1957b; 1957d). As stated in a 1960 promotional street map produced by the La Sierra Chamber of Commerce, the La Sierra area had several amenities for new residents, including proximity to a “beautiful freeway ... convenient business center ... advanced



LSA

 Project Boundary

SOURCE: GeoSearch (2007)

I:\CTR533\Reports\Cultural\1938_Aerial_11x17.mxd (02/04/08)

FIGURE 6

Five Points Survey
1938 Aerial Photograph

schools and colleges ... choice recreational facilities ... employment in modern industries” and “outstanding residential areas.”

In 1964, the residents of La Sierra voted for the area’s annexation to the City of Riverside. Just two years later, in 1966, Johnson and Myerscough Builders won four Concrete Industry Awards, three of which were for developments in the La Sierra area, and may have been in the survey area near Norwood Avenue and Hallmark Street (*Los Angeles Times* 1966). Since then, La Sierra has continued to expand with more residential development north of the survey area and an extension of commercial activities south along La Sierra Avenue.

Residential Property Types, Integrity Thresholds, and Eligibility Requirements. Property types historically associated with residential development in the survey area between 1922 and 1962 are typically one and two-story, detached single-family homes, as well as a few multiple-family buildings. Styles that are represented in the survey area include Craftsman, Tudor Revival, Spanish Colonial Revival, Minimal Traditional, California Ranch, and variations of those styles.

To be significant, residential property types or resources must retain all or most of their character-defining architectural features, such as original windows, doors, and wall and roof cladding materials (discussed in detail below). They should also retain their original scale and massing, with no additions visible from the public right-of-way. Because of the large numbers of residences in Riverside that date to the 1945–1962 period, homes from that period must retain a very high level of integrity to be considered significant. A resource that has retained a high degree of historic architectural integrity may be eligible for designation under the City of Riverside’s local ordinance or for listing in the National Register or California Register.

Associated Architectural Styles. Styles that are represented in the survey area include Craftsman, Tudor Revival, Spanish Colonial Revival, Minimal Traditional, and California Ranch, as well as variations of those styles as discussed in detail below.

Craftsman. The Craftsman style evolved from the Arts and Crafts Movement, an aesthetic movement that originated in England in the 1850s and was largely a reaction to the industrial revolution and later to the ornate and eclectic decorative and architectural styles of the Victorian era. Led by furniture maker Gustav Stickley, architects Charles and Henry Greene and others, the movement emphasized handcrafted simplicity, exposed joinery, and visual compatibility with the natural environment (Whiffen and Koeper 1990). Several notable examples of this style were built in southern California, including the famous Gamble House in Pasadena by the Greene brothers. By the 1910s and 1920s, the style had become very popular and designs for more modest Craftsman bungalows proliferated in pattern books and house kit catalogs that were available throughout the United States.

Character-defining features of the Craftsman style include an overall horizontal orientation, exposed rafter tails, decorative knee braces under wide overhanging eaves, full or partial width front porches, wood siding (typically clapboard or ship-lap) and wood-framed, double-hung windows, frequently with multi-light upper sashes (McAlester 1984). A few intact examples of the Craftsman style, including the residences at 5010 Alta Mira Way and 4973 Golden Avenue



Figure 7. 5010 Alta Mira Way, view to the northwest of Craftsman residence (2007).



Figure 8. 4973 Golden Avenue, view to the east of Craftsman bungalow (2007).

were noted in the survey area (Figures 7 and 8). Overall, the field survey found 21 recognizable examples of the Craftsman style.

Spanish Colonial Revival. The Spanish Colonial Revival style of architecture gained popularity following the 1915 Panama-California International Exhibition held at Balboa Park in San Diego, which showcased several ornate examples of Spanish Colonial and Mediterranean influenced buildings. In southern California and the Riverside area in particular, the style was also influenced by Mission Revival architecture, which was made popular by Frank Miller's 1902 Glenwood Mission Inn in downtown Riverside (Gellner and Keister 2002; McMillian 2002). In

the 1920s, the Spanish Colonial Revival style became a popular choice for southern California residences, rivaling the Craftsman style for its prevalence in pattern books.

Character-defining features of the Spanish Colonial Revival style include a low-pitched or flat tile roof, usually with little or no eave overhang and frequently with parapet walls, stucco or plaster wall surface, decorative wrought-iron grilles, arches over porches and entryways, and wood-frame double-hung or casement windows. In the survey area, intact examples include the residences at 11791 Hazeldell Drive and 4954 Hollyhock Lane (Figures 9 and 10). Overall, the field survey found seven recognizable examples of the Spanish Colonial Revival style.



Figure 9. 11791 Hazeldell Drive, view to the north of Spanish Colonial Revival residence (2007).



Figure 10. 4954 Hollyhock Lane, view to the west of Spanish Colonial Revival residence (2007).

Tudor Revival. Eclectic period-revival styles gained popularity in the late 19th and early 20th centuries largely because of the 1893 Chicago World's Fair, Columbian Exposition, where historical interpretations of European architectural revival styles, including medieval and Tudor, were encouraged for contemporary American homes. Servicemen returning from Europe after World War I brought home pictures and memories of rural cottages and old European villages and their interest in old world charm combined with the often fanciful movie culture of southern California resulted in the demand for and construction of many Tudor Revival style tracts throughout the region (Gellner and Keister 2001). The Tudor Revival style became particularly popular for suburban homes in the 1920s and popular one-story and two-story designs proliferated in pattern books alongside modest Craftsman, Colonial Revival, and Spanish Colonial Revival style designs (Kidney 1974; McAlester 1984).

Character-defining features of the style include a high pitched gable roof on the front elevation, stucco siding, rolled eaves, decorative half-timbering and/or patterned brickwork surrounding entryways, windows and on chimneys, prominently placed chimneys, and wood-frame, double-hung windows or diamond-paned casement windows. One intact example of the Tudor Revival style located at 4953 Rose Street was found in the survey area (Figure 11). No other recognizable examples of this style were noted in the survey area.



Figure 11. 4953 Rose Street, view to the east of Tudor Revival residence (2007).

Minimal Traditional. The Minimal Traditional style developed during the Depression to meet the minimum threshold in space and amenities required by the Federal Housing Administration (Hise 1997). It is a compromise style that reflects the forms of Eclectic and traditional styles without the decorative detailing (McAlester 1984). Residences in this style are typically one story and demonstrate an economy of materials and design with lower roof pitches and narrower eaves and are relatively small. Many suggest styles that were popular in prior decades such as Tudor Revival, while others are modest versions the California Ranch style that gained favor in the post-World War II period. Minimal Traditional residences frequently have an attached garage, but detached garages are also common, especially where the residence is an infill construction among early 20th century styles. Construction of homes in this style commonly overlap with the post-World War II era, creating a broad transition from the Craftsman and Eclectic styles of the early 20th century to the tracts of California Ranch homes of the post-WWII period. Minimal Traditional residences were constructed in the survey area through 1955.

Character-defining features of the Minimal Traditional style include a rectangular or L-shaped massing topped by a low-pitched hipped or cross-gable roof with narrow eaves featuring a variety of simple decorative treatments (exposed rafter tails, boxed eaves, plain fascia), stucco wall cladding, and, less commonly, wood clapboard, wood-framed double-hung windows, and a front stoop entry (as opposed to a full or partial-width porch). Intact examples of the Minimal Traditional style in the survey area include the residences at 11789 Quiet Lane, 11284 Mountain Avenue, and 11621 Val Verda Avenue (Figures 12 through 14).



Figure 12. 11284 Mountain Avenue, view to the south of Minimal Traditional residence (2007).



Figure 13. 11789 Quiet Lane, view to the south of Minimal Traditional residence (2007).



Figure 14. 11621 Val Verda Avenue, view to the north of Minimal Traditional residence (2007).

A small number of Minimal Traditional residences in the survey area borrow from the Moderne style, which was influenced by the Modern movement as were the Art Deco and International styles. The Moderne-influenced Minimal Traditional residences commonly exhibit a curved front stoop with semicircular steps and canopy, curved corners with smooth wall surfaces, concrete brick construction, and ribbons of casement windows arranged at the building corners. The residence at 11657 Carmine Street is an example of the Minimal Traditional Style with a Moderne influence (Figure 15).



Figure 15. 11657 Carmine Street, view to the north of Moderne-influenced Minimal Traditional residence (2007).

California Ranch. Although most often associated with the post-World War II period, the Ranch house existed before the 20th century “in California’s haciendas, Texas dogtrots, and Montana log cabins” (Hess 2004:27). It is an amalgam of trends including government housing policies, a fascination with the Old West as promoted by books, songs, and Hollywood westerns, new technologies that made home building faster and household chores easier, and more casual lifestyles that called for informal house plans (Ibid.).

As early as the late-1920s, architects were designing Ranch style homes. The actor Will Rogers had a Ranch style home built circa 1927 that conveyed a strong sense of the Old West through its sprawling design, wide overhanging eaves, board-and-batten wall cladding, rustic finishes, and balconies and patios that connected interior and exterior spaces (California State Parks 2008). In 1927, William Wurster designed the Gregory Farmhouse in Santa Cruz, which made the cover of *Sunset Magazine* in 1930 and was photographed as an authentic piece of Western life with a cowboy and cowgirl in the foreground.

During the 1930s, the myth of the west became firmly embedded in popular culture and the popularity of minimal Ranch style homes grew. Initially, many of the Ranch houses in California developments mirrored the FHA’s guidelines for the minimum house, which encouraged blending rooms and functions. In 1940, David Bohannon developed the Hillsdale subdivision in the San Francisco area (Hess 2004). Because the project was so large, Bohannon had to develop new cost-effective approaches, such as the cutting yard, to streamline construction. The cutting yard was a staging and preparation area for materials that were delivered in large quantities. When there was no longer any use for the cutting yard, it was developed as a commercial setting (Ibid.). In addition to construction innovations, the Hillsdale project included changes to the standard Ranch house such as the inclusion of a front hall to improve the circulation pattern (Ibid.). In sales brochures, these houses were identified as California Ranch houses (Ibid.).

In the 1940s and 1950s, southern California architects who had been designing high-style residences in the Modern idiom attempted to make these styles more accessible to the general public. Their most successful and well-known attempt was the Case Study house program,

presented by *Arts and Architecture* magazine. The magazine commissioned modern architects such as Richard Neutra, Raphael Soriano, and Craig Ellwood to design efficient and inexpensive modern homes. With the exception of Joseph Eichler's post-and-beam, glass-walled homes in Thousand Oaks, Granada Hills, and Orange, the program met with limited success. Other builders such as Cliff May articulated the style through *Sunset Magazine*, and developers such as Henry J. Kaiser and Fritz Burns showcased variations of the style in their suburban developments.

While the architects did not succeed in converting the masses to a wholly Modern look, they had considerable success with injecting Modern design elements into the California Ranch style. Lower rooflines, ribbons of windows, decorative wood and concrete block screens, and blocky geometric shaping of chimneys and window framing began to mix with traditional decoration in southern California housing tracts, and the Modern Ranch remained popular in housing tracts through the 1960s. In the survey area, the California Ranch was also a popular choice for infill construction, and a few owners opted for unique Modern style variations.

Character-defining features of the California Ranch style include a one-story configuration; sprawling layout, often laid out in an L or U shape that creates backyard privacy; low-pitched hip, gable, or gable-on-hip roof with wide eaves; a variety of wood, brick, and stucco siding, often in combination; wood-frame double-hung windows, often with multiple lights or diamond-panes; a large picture window in the façade, often flanked by narrower windows; and an attached two-car garage. Decorative features include scalloped vergeboards, false cupolas and dovescotes, extended gable eaves, and turned porch supports. Later examples of the style incorporate aluminum-framed vertical-slider windows instead of wood-framed double-hung windows. There are a number of intact examples of the California Ranch style in the survey area, including the residences at 5208 Peacock Lane and 11247 Rogers Street (Figures 16 and 17).



Figure 16. 5208 Peacock Lane, view to the west of California Ranch house (2007).



Figure 17. 11247 Rogers Street, view to the north of California Ranch house (2007).

The Modern Ranch subtype seeks to convey a cleaner look with an emphasis on horizontal planes. It is further characterized by a low-pitched hipped or flat roof with wide eaves; a variety of sidings, many with board-and-batten and/or brick wainscot; ribbons of wood or metal-framed windows, often placed high on the wall; prominent rectangular chimneys that intersect with the façade; recessed entryways; and wood or concrete block privacy screens. There are several intact examples of the Modern Ranch, including the residence at 11680 Richmond Street. The residence at 5226 Peacock Avenue is a somewhat unique example of the style (Figures 18 and 19).

While there are a number of examples of the California Ranch and Modern Ranch styles in the survey area, there are also houses that reference traditional styles but do not have enough character-defining features of any particular style to clearly define them. In many cases, these houses seem to be an extension of traditional styles, such as Tudor Revival, Cape Cod, or Ranch with postwar amenities like larger attached garages and various wall claddings (Figures 20 and 21). The Myerscough tracts in particular appear to incorporate these variations.



Figure 18. 11680 Richmond Street, view to the southwest of a Modern Ranch residence (2007).



Figure 19. 5226 Peacock Lane, view to the northwest of a Modern Ranch residence (2007).



Figure 20. 5221 Chesley Court, view to the east of residence with Cape Code influence (2007).



Figure 21. 5270 Dresden Place, view to the northwest of residence with Ranch influence (2007).

Industrial Development in La Sierra, 1938–1962

In the early 20th century, economic activity in La Sierra was limited to the agricultural activities of Hole Ranch. However, as La Sierra College expanded, the school sought vocational opportunities for its students outside of agriculture and developed the Loma Linda Food Company located at 11503 Pierce Street in the survey area.

Loma Linda Foods began as a food processing facility circa 1905 to support the Sanitarium Food Company, the bakery created to serve Loma Linda's growing Medical School and the original Loma Linda Sanitarium, established in 1905 (*Riverside Press* 1959b). The business prospered and sold its product line to health food stores and through mail orders (Shurtleff and Aoyagi 2004). In 1933, the name of the company was changed to Loma Linda Food Company and, in 1935, it became a "perpetual nonprofit corporation" owned and operated by the General Conference of Seventh-day Adventists (Shurtleff and Aoyagi 2004). The success of the Loma Linda Food Company progressed until demand for its products required a larger production facility.

The Southern California Junior College (now La Sierra University) brought the Loma Linda Food Company to the La Sierra area by offering to donate land with enough space for their new facility (Shurtleff and Aoyagi 2004). Construction of the new plant, located on the north side of Pierce Street in the survey area, began in November 1937, and the four-story facility began operations on July 16, 1938 (Figure 22; *Ibid.*). Their most popular product was Ruskets, a whole-wheat biscuit cereal. Other meatless products, principally soy-based, were added and hundreds of college students became part-time employees at Loma Linda Food Company (*Ibid.*).



Figure 22. Loma Linda Food Company advertisement 1947 (Local history file, La Sierra Branch Library).

The popularity of soy foods grew in America, during and after World War II and the Loma Linda Food Company continued to expand its product line by taking over the business of Dr. Harry Miller's International Nutrition Laboratories, Inc. at Mt. Vernon, Ohio (Shurtleff and Aoyagi 2004). The company expanded its plant in 1953 by constructing a research and development building just west of the production facility (*Riverside Press* 1953). In 1959, a *Riverside Press* article described the Loma Linda Food Company "doing a multi-million dollar business annually throughout the United States with 38 food products, best known of which are Ruskets breakfast food and Gravy-Quik" (*Riverside Press* 1959b).

In 1966, the Loma Linda Food Company celebrated its 60th anniversary and had 300 workers and 100 salesmen producing and distributing more than 36 products under the Loma Linda Foods label (Shurtleff and Aoyagi 2004). Through the 1970s, the Loma Linda Food Company continued expanding its product line, using new technologies in the processing of soy. In April 1980, management of the Loma Linda Food Company was taken over by an Adventist-run Australian company, Sanitarium Health Foods Company (SoyInfo Center 2006).

Loma Linda Foods was not the only industry in the area. In February 1959, the Ace Drill Bushing Company broke ground on a 25,000-square foot, concrete tilt-up expansion facility on 10 acres donated by La Sierra College at the corner of Pierce Street and Rindge Road (now Golden Avenue) (*Arlington Times* 1959b). The Ace Drill Bushing Company started its operations in 1950 at a plant in nearby Arlington and, by 1959, was serving thousands of customers and distributors throughout North America (Ibid.). Company president Alen A. Fisher cited two reasons for the new plant: to expand production capability through greater efficiency and to continue fostering the vocational ties between the plant and La Sierra College (Ibid.). By 1959, Ace had already worked with 700 students (Ibid.). To the *Arlington Times*, Fisher stated, "Many former employees are now operating businesses of their own, a number of them in the La Sierra and Arlington communities" (Ibid.).

Industrial Property Types, Integrity Thresholds, and Eligibility Requirements. Property types historically associated with industrial development typically include factories, warehouses, and offices that employ standardized, mass-produced components. These buildings are functional and utilitarian often with very little adornment, although they may be influenced by architectural styles in vogue at the time of their construction.

Industrial property types or resources in the survey area may be significant for their associations with the growth and development of the La Sierra area or the SDA community and/or for their architecture. If they are significant for their associations with the community, they should retain enough architectural integrity to convey their period of significance. If they are significant only for their architecture, they must retain a high enough level of architectural integrity to be a representative example of a particular architectural style or type of construction. A resource that meets these criteria may be eligible for designation under the City of Riverside's local ordinance or for listing in the National Register or California Register.

In the survey area, the only industrial property identified was Loma Linda Foods Company (now Heritage Foods) (Figure 23).



Figure 23. 11503 Pierce Street, view to the northeast (2007)

Commercial Development in the Survey Area, Circa 1930-1962

Because the survey area was part of Hole Ranch until at least 1922, commercial development in the area is relatively recent compared to that in other parts of Riverside. The majority of the commercial businesses in the survey area are centered at the Five Points intersection and along short segments of each of the streets that make up that intersection. The earliest maps found showing this intersection date to 1924 and 1927 (Subdivision Maps 1924c; Riverside County Assessor 1927–1933). In 1924, the La Sierra Gardens subdivision showed the intersection of Holden (now La Sierra), Hole, and Bushnell Avenues, which make up the easterly part of the Five Points intersection (Subdivision Maps 1924c). In 1927, an Assessor’s map showed the entire intersection, but records indicate only sparse improvements in the area until 1928, when most of the nine lots at the corner of Bushnell and Hole Avenues were developed (Riverside County Assessor 1926–1931; 1927–1933; and 1929). It is unclear whether this development was residential, commercial, or a mix of the two.

According to longtime resident George Allen, “La Sierra started out with one small grocery store, one feed store, and a small barber shop” (Pruett 1973). In 1937, Allen operated a barber shop on Holden (La Sierra) Avenue, in the survey area (Pruett 1973). A 1938 aerial photograph of the survey area reveals scattered residential development throughout the area and a few buildings at or near the Five Points intersection with most of the survey area used as farmland (refer to Figure 6). A little more than 10 years later, the area surrounding the Five Points intersection appears to include some commercial buildings along the north side of Hole Avenue and possibly on the south side of Pierce

Street near the intersection, but the remainder of the area appears to be used for either residential or agricultural purposes (Aerial Photographs 1949).

Throughout the 1950s, more businesses were established in La Sierra and the area around the Five Points intersection, with the exception of the south side of Pierce Street, steadily developed as well (Figures 24 and 25; Aerial Photographs 1953 and 1959; La Sierra Chamber of Commerce circa 1960). In 1952, the second section of the new La Sierra Shopping Center opened at Holden Avenue and Pierce Street (*Arlington Times* 1952c). The offices of project manager George Bowes (Bowes Real Estate) were located there along with La Sierra Preferred Insurance agency and there were plans for a banking service and supermarket (*Arlington Times* 1952c). Other businesses in the area during the 1950s and early 1960s include the College Dairy Store on Pierce Street near La Sierra Avenue, Lorenz Broom and Mop Company, Lorenz Sponge Company, and Ray Knoefler Honey Company (Figures 26 and 27; *Arlington Times* 1959a; *Riverside Press* 1959b). The La Sierra Chamber of Commerce was formed out of the Arlington Chamber of Commerce (von Pohle 2008). Businesses in the survey area that are listed in the City Directories during the 1950s and/or early 1960s include the following:

- **Hiers Avenue**
 - 4768 – La Sierra Press.
- **Hole Avenue**
 - 10834 – Esquire Barber Shop.
 - 11004 – Hersey’s Welding and Machine Shop.
 - 11009 - Beryl’s Texaco Service.
 - 11037 – Village Cleaners.
 - 11056 – Carlin’s TV Center.
 - 11093 – Voochen Real Estate.
- **La Sierra Avenue (formerly Holden Avenue)**
 - 4812 – La Sierra Chamber of Commerce.
 - 4876 – La Sierra Pharmacy.
 - 4898 – Whitfield’s Shoe Box.
 - 4901 – Belongia Variety Store.
 - 4916 – La Sierra Hardware and Building Supply.
 - 4922 – Sierra Fountain Lunch.
 - 4936 – Lucky’s Market.
 - 4966 – Allen’s Barber Shop/Notary Public.
 - 5051 – La Sierra Rest Home.
- **Pierce Street (formerly Pierce Place)**
 - 11211 – Virgil W. Morton, Realtor – “Sierra Vista Rancho Developments.”
 - 11503 – Loma Linda Foods.