



# City of Riverside Latino Historic Context Statement

*Prepared for:*  
**City of Riverside Community and Economic Development Department**  
3900 Main Street, 3<sup>rd</sup> Floor, Riverside, California 92522

*Prepared by:*  
**Rincon Consultants, Inc.**  
**Contact: Debi Howell-Ardila, MHP**  
250 East 1<sup>st</sup> Street, Suite 301, Los Angeles, California 90012

**September 2018**

**COVER PHOTOS, FROM TOP LEFT, CLOCKWISE:**

- (1) Church of Our Lady of Guadalupe Shrine, 1929-present, Eastside
- (2) Anita Avila with three of her nieces, daughters of Jess and Lupe Avila (Catherine Avila-Sanchez, Stella Avila-Sanchez, and Mary Lou Avila de la Torre), circa 1945 in Riverside
- (3) Cinco de Mayo in Casa Blanca, 1910
- (4) Dario and Ysmael Villegas, before service in World War II in the Philippines

**PLEASE CITE THIS STUDY AS FOLLOWS:**

Howell-Ardila, Debi. "City of Riverside Latino Historic Context Statement." August 2018. Prepared by Rincon Consultants, Inc., Los Angeles, CA. Rincon Consultants Project No. 18-05607. Prepared for the City of Riverside Community and Economic Development Department, Riverside, CA.

## **CERTIFIED LOCAL GOVERNMENT GRANT DISCLAIMERS**

This historic context statement has been financed in part through Federal funds from the National Park Service, US Department of the Interior, through the California Office of Historic Preservation. The contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the California Office of Historic Preservation, nor does mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the California Office of Historic Preservation.

The Certified Local Grant program receives federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, and the Age of Discrimination Act of 1975, as amended, the US Department of the Interior prohibits discrimination on the basis of race, color, national origin, disability, or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity, or facility as described above, or if you desire further information, please write to:

Office of Equal Opportunity  
National Park Service  
1849 C Street, NW  
Washington, DC 20240

*This page intentionally left blank.*

# Table of Contents

---

1	Introduction .....	1
	Report Contents .....	2
	Data Gaps, Challenges, and Future Opportunities for Research.....	3
1.1	Acknowledgements .....	4
1.2	Personnel .....	5
1.3	Methodology .....	5
	Terms and Definitions .....	6
2	Regulatory Setting.....	7
2.1	California Environmental Quality Act (CEQA).....	7
2.2	National Register of Historic Places .....	7
	Integrity .....	8
2.3	California Register of Historical Resources.....	8
2.4	City of Riverside.....	9
	Landmark Criteria .....	9
	Structure of Merit Criteria.....	9
	Historic District Criteria .....	10
3	Built Environment Overview .....	11
	Previous Historic Resource Surveys .....	11
	Summary of Riverside’s Earliest Latino Neighborhoods .....	12
	Construction Chronologies, Casa Blanca, Eastside, Arlanza and Northside.....	15
4	Themes of Significance.....	21
4.1	Theme #1: Making a Home and a Nation.....	21
	Subtheme #1: Immigration and Settlement.....	21
	Subtheme #2: Community Building and Mutual-Assistance Organizations.....	51
4.2	Theme #2: Making a Living.....	65
	Subtheme #1: Citrus and Agriculture Workers .....	65
	Subtheme #2: Pioneers in Commerce, Business, and Education .....	77
	Subtheme #3: Latinos in the Military .....	93
4.3	Theme #3: Making a Life .....	101

**Latino Historic Context Statement**

	Subtheme #1: Religion and Spirituality.....	101
	Subtheme #2: Recreation and Sports .....	117
	Subtheme #3: Cultural Development .....	131
4.4	Theme #4: Making a Democracy: Latino Struggles for Inclusion.....	157
	Subtheme #1: Community Responses to Segregation and Discrimination .....	157
	Subtheme #2: Housing.....	165
	Subtheme #3: Education.....	177
	Subtheme #4: Building the Civil Rights Movement .....	203
	Subtheme: Latinos in Labor History.....	221
5	Associated Property Types .....	227
5.1	Theme #1: Making a Home and a Nation .....	228
	Property Types Associated with Immigration and Settlement.....	228
5.2	Theme #2: Making a Living .....	231
	Property Types Associated with Agricultural Labor and Citrus Industry .....	231
	Property Types Associated with Business and Commerce .....	232
	Property Types Associated with Military History .....	235
5.3	Theme #3: Making a Life.....	238
	Property Types Associated with Religion and Spirituality .....	238
	Property Types Associated with Sports and Recreation.....	240
	Property Types Associated with the Arts.....	242
5.4	Theme #4: Making a Democracy: Latino Struggles for Inclusion.....	247
	Property Types Associated with Struggles for Inclusion.....	247
6	Summary and Recommendations .....	253
7	Timeline and Milestones .....	255
8	Bibliography.....	259
	Governmental Studies, Exhibits, and Other Documents .....	259
	Oral Histories and Interviews.....	261
	Books .....	261
	Journal Articles and Dissertations.....	262
	Newspaper and Magazine Articles .....	263
	Websites and Online Articles.....	266
9	Endnotes.....	267

## Figures

Figure 1	Construction Dates, 1880-2000, Casa Blanca Neighborhood .....	16
Figure 2	Construction Dates, 1880-2000, Eastside Neighborhood .....	17
Figure 3	Construction Dates, 1880-2000, Arlanza Neighborhood .....	18
Figure 4	Construction Dates, 1880-2000, Northside Neighborhood .....	19
Figure 5	Trujillo Adobe, ca. 1909 (left); Trujillo Adobe Historic Landmark signage (right) .....	21
Figure 6	Riverside citrus and agricultural fields, circa 1890 (left) and 1910 (right) .....	23
Figure 7	“Village of Casa Blanca” map, 1886, and Casa Blanca Depot, 1897 .....	24
Figure 8	Velazquez family, ca. 1915 (left), Martinez family member in citrus fields, ca. 1925 (right) .....	26
Figure 9	Arlington Heights Superfine citrus label (left); citrus worker irrigating crops, 1904 (right) .....	27
Figure 10	Wedding of Jesus and Maria Chavez, Saint Anthony’s Church, 1926 (left); local baseball team, sponsored by the LV Brown Packinghouse, 1928 (right) .....	28
Figure 11	Maria Victoria Cisneros (far left) and friends, dressed up for festival queen competition, ca. 1925, Porfirio Fuentes and family members on his wedding day, 1927 (right) .....	29
Figure 12	Casa Blanca residents, Elisa Rodriguez and infant (left); Pete Hernandez and children, in front of Casa Blanca Elementary School (right), 1935 .....	30
Figure 13	Saint Anthony’s Church wedding, Isidro and Leonor Diaz, 1936 (left); Maria Chavez and family member at their Samuel Street home, Casa Blanca (right) .....	33
Figure 14	Photos, Riverside Latino families, 1920s through 1950s .....	33
Figure 15	Casa Blanca students support US troops through sales of War Savings Stamps, ca. 1944 .....	34
Figure 16	Latino veterans of World War II, Our Lady of Guadalupe, circa 1945 .....	35
Figure 17	Bracero point of entry at Rio Vista Farm, El Paso County, Texas. Bracero workers awaiting processing (left) and completing work contracts (right) .....	36
Figure 18	Bracero Work Camp in Riverside, 1956 (left) and two years after its 1971 closure (right) .....	37
Figure 19	New bracero work camp announced at Jurupa and Van Buren Boulevards, 1956 .....	37
Figure 20	Returning veterans parade in Eastside, circa 1945 .....	39
Figure 21	Ramona Sotelo, at the family home in the Streeter Tract, 2427 Pennsylvania Ave., 1952 .....	39
Figure 22	Arlington resident, Mrs. Basilia Alvarez, “Mexican Mother of the Year,” 1960 (left); Wedding of Johnny Carrillo and Sally Soliz, Our Lady of Guadalupe Shrine, 1952 (right) .....	40
Figure 23	Diaz family, ca. 1955 (left); Candelaria and Clementine, Casa Blanca, ca. 1950 (right) .....	41
Figure 24	Agricultural fields give way to housing tracts and development in the postwar period, as shown in aerial photographs of Casa Blanca (enclosed in red), in 1938 (top) and 1967 (bottom) .....	43
Figure 25	1938 aerial photograph shows agricultural fields and groves around the Eastside neighborhood .....	44
Figure 26	1966 aerial photograph shows new construction and housing tracts in the place of former groves in Eastside .....	45

**Latino Historic Context Statement**

Figure 27 1948 aerial photograph of Arlanza, with Camp Anza as one of the neighborhood’s earliest built resource environments ..... 46

Figure 28 1959 aerial photograph shows Arlanza transformed by postwar housing boom ..... 47

Figure 29 1938 aerial photograph shows a sparsely developed Northside neighborhood ..... 48

Figure 30 1967 aerial photograph shows Northside neighborhood transformed by postwar housing and construction boom ..... 49

Figures 31 and 32 Riverside Alianza Hispano Americana chapters, circa 1925 ..... 53

Figure 33 John Valero, president, and Chapter 26 of the Sociedad Progresista Mexicana ..... 54

Figure 34 Casa Blanca Home of Neighborly Service, 1957 ..... 56

Figure 35 Casa Blanca Home of Neighborly Service, circa 1956 ..... 56

Figure 36 Casa Blanca Community Services Center and Simona Valero, 1972 ..... 57

Figure 37 Community Settlement House, 1917 (left) and 1920 (right) ..... 58

Figure 38 Cinco de Mayo at the Community Settlement House, ca. 1935 (left); Gregory Avila and community member building the new Community Settlement House building in 1947 (right) ... 59

Figure 39 Jesse R. Ybarra, decorated World War II veteran, community leader, and Community Settlement House director, shown in ca. 1975 (left) and ca. 2006 (right)..... 60

Figure 40 Architect G. Stanley Wilson’s Community Settlement House, 1947 ..... 62

Figure 41 Jesse Ybarra, his wife Velia, and their two daughters, Luana and Azalia, 1959 ..... 62

Figure 42 Jesse Ybarra profile in *La Semana*, 21 October 1982 ..... 63

Figures 43 and 44 Arlington Heights groves (top) and citrus workers in Riverside (bottom), ca. 1910 ..... 66

Figure 45 Riverside citrus packinghouse, ca. 1910 (left); citrus packers, Victoria Avenue Packinghouse, 1928 (right) ..... 67

Figure 46 National Orange Company Packinghouse, 3604 Commerce Street, Riverside ..... 68

Figure 47 Jameson Packing Plant, Riverside, ca. 1940 ..... 69

Figure 48 Members of the Venegas, Lozano and Vasquez families, working the apricot season in Hemet, ca. 1940 (left); Manuel and Robert Venegas, 2018 (right) ..... 70

Figure 49 The family of Henry Bermudez, before leaving Mexico for Riverside in the 1910s (left); Henry Bermudez at work in Riverside citrus industry, ca. 1950 ..... 71

Figure 50 Long-time Riverside agricultural worker, Ilaria (Lala) Alfaro (b. 1930, d. 2012) ..... 72

Figure 51 Riverside citrus workers, ca. 1940 ..... 73

Figure 52 Mary Bermudez and coworkers at Riverside packinghouse, ca. 1950 ..... 74

Figure 53 Casa Blanca’s Victoria Avenue Citrus Association, citrus labels ..... 76

Figure 54 Victor Mendoza and his wife Lola, owners of Mendoza Market ..... 78

Figure 55 Frank Lozano Service Station, ca. 1925 ..... 79

Figure 56 Riverside’s “Mexican Problem” and employment restrictions, 1931 ..... 80