

CULTURAL RESOURCES ASSESSMENT

**THE COMMONS COMMERCIAL HISTORIC RESTORATION & RESIDENTIAL
PROJECT**

CITY OF RIVERSIDE

RIVERSIDE COUNTY, CALIFORNIA



January 2021

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National Archaeological Data Base Information:

Type of Study: Records Search, Survey, Architectural Evaluation
USGS Quadrangle: Riverside East, California
Acreage: ~2.0 acres



January 2021

MANAGEMENT SUMMARY

LSA conducted a cultural resources assessment for The Commons Commercial Historic Restoration & Residential Project located in the City of Riverside (City), Riverside County, California. The assessment included a records search, archival research, field surveys, and this report. The subject property is approximately two acres and is currently developed with a historically significant 1936 gas station building (3102 Main Street, Assessor's Parcel Number [APN] 213-031-002). The proposed project involves adaptive reuse of the gas station building as a restaurant, construction of a new building, parking, and outdoor dining areas on the gas station property, and development of the adjacent vacant parcels (APNs 213-031-001 through 005 and 231-081-001 and 002) with a multifamily housing complex and related parking. The proposed housing consists of two five-story buildings with related amenities and parking. The project area is within the Downtown Specific Plan (Raincross District) and is adjacent to the locally designated Heritage Square Historic District. The City as Lead Agency for the project required this study as part of the environmental review process to comply with the California Environmental Quality Act (CEQA).

The purpose of the study is to provide the City with the necessary information and analysis to determine, as mandated by CEQA, whether the proposed project would cause substantial adverse changes to any historical/archaeological resources that may exist in or around the project area, such as the gas station, and the historic district. In order to identify and evaluate such resources, LSA conducted a historical/archaeological resources records search, pursued historical background research, and carried out intensive-level field surveys.

The former gas station was designed by the world renowned industrial designer Walter Dorwin Teague for the Texas Company (now Texaco) in 1936. It was evaluated in 2013 as eligible for listing in the National Register of Historic Places (National Register), the California Register of Historical Resources (California Register), and for designation as a local Landmark under the City's preservation ordinance. As such, it is a "historical resource" as defined by CEQA. Heritage Square Historic District (District; 33-011521) was originally designated by the City in 1988 and is also a "historical resource" under CEQA.

CEQA establishes that "a project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment" (PRC § 21084.1). "Substantial adverse change," according to PRC § 5020.1(q), "means demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired." In order to determine whether the proposed project will result in any substantial adverse changes to the significance of the historical resources (the former gas station and the District) in and adjacent to the project area, an impacts assessment was completed in compliance with the *Secretary of the Interior's Standards (SOIS) for the Treatment of Historic Properties (Rehabilitation)*. As a result of that analysis, the project appears to be in compliance with the SOIS and will not result in any substantial adverse changes to either the former gas station or the historic district. Projects that meet the SOIS are considered to be mitigated to a level that is less than significant; therefore, the City may reach a finding of *Less than Significant Impact* with regard to cultural resources.

Standard regulatory compliance measures regarding buried cultural resources are required in conformance with Section 15064.5(e) of the *CEQA Guidelines*, PRC Section 5097.98, and State Health and Safety Code Section 7050.5.

If buried cultural materials are encountered during earthmoving operations associated with the project, all work in that area should be halted or diverted until a qualified archaeologist can evaluate the nature and significance of the finds.

In the event human remains are encountered, State Health and Safety Code Section 7050.5 states that no further disturbance shall occur until the County Coroner has made a determination of origin and disposition pursuant to Public Resources Code Section 5097.98. The County Coroner must be notified of the find immediately. If the remains are determined to be Native American, the County Coroner will notify the Native American Heritage Commission (NAHC), which will determine and notify a Most Likely Descendant (MLD). With the permission of the landowner or his/her authorized representative, the MLD may inspect the site of the discovery. The MLD shall complete the inspection within 48 hours of notification by the NAHC. The MLD will have the opportunity to offer recommendations for the disposition of the remains.

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INTRODUCTION

LSA performed a cultural resources study on approximately two acres developed with a 1936 gas station in the City of Riverside (City), Riverside County, California (Figures 1 and 2). The subject property of the study, Assessor's Parcel Numbers (APNs) 213-031-002 through 005, is located at the south corner of Main Street and First Street (3102 Main Street) and extends south to Second Street, in Township 2 South, Range 5 West, San Bernardino Baseline and Meridian, as depicted on the United States Geological Survey (USGS) *Riverside East, California* 7.5-minute topographic quadrangle map. The study is part of the environmental review process for the proposed adaptive reuse of the gas station and construction of multifamily housing and related parking. The housing will consist of two five-story buildings with related amenities and parking. The City, as Lead Agency for the project, required the study in compliance with the California Environmental Quality Act (CEQA) (PRC § 21000, et seq.) and the City's Cultural Resources Ordinance (Title 20 of the Riverside Municipal Code).

LSA performed the present study to provide the City with the necessary information and analysis to determine, as mandated by CEQA, whether the proposed project would cause substantial adverse changes to any historical/archaeological resources that may exist in or adjacent to the project area. In order to identify and evaluate such resources, LSA conducted a historical/archaeological resources records search, pursued historical background research, and carried out intensive-level field surveys. This report is a complete account of the methods, results, and final conclusion of the study.

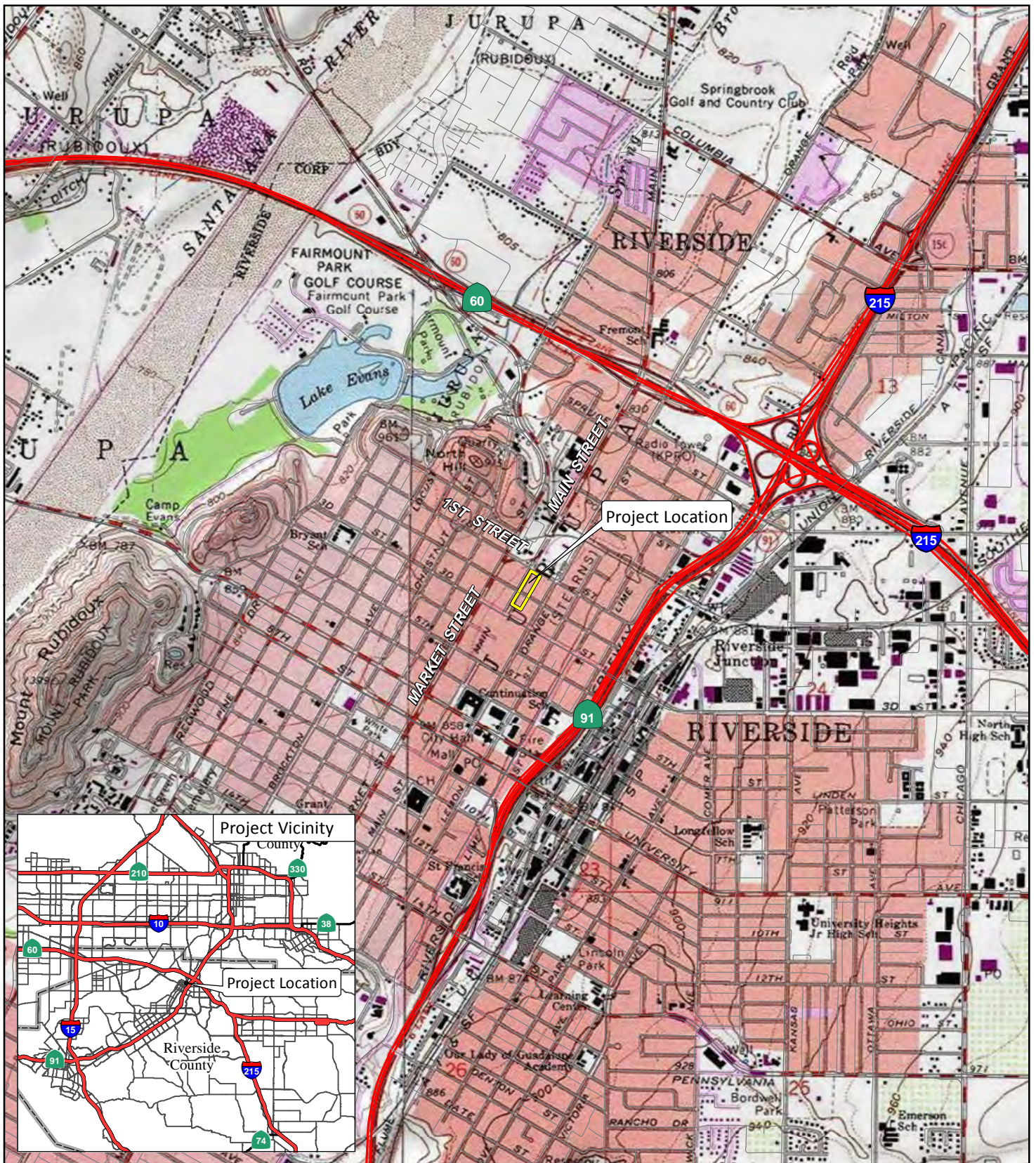
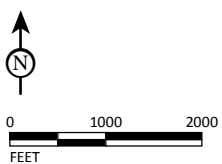


FIGURE 1

LSA



The Commons
Regional and Project Location

SOURCE: USGS 7.5' Quad - Fontana (1980), Riverside East (1980), Riverside West (1980), San Bernardino South (1980); ESRI Streetmap, 2013.

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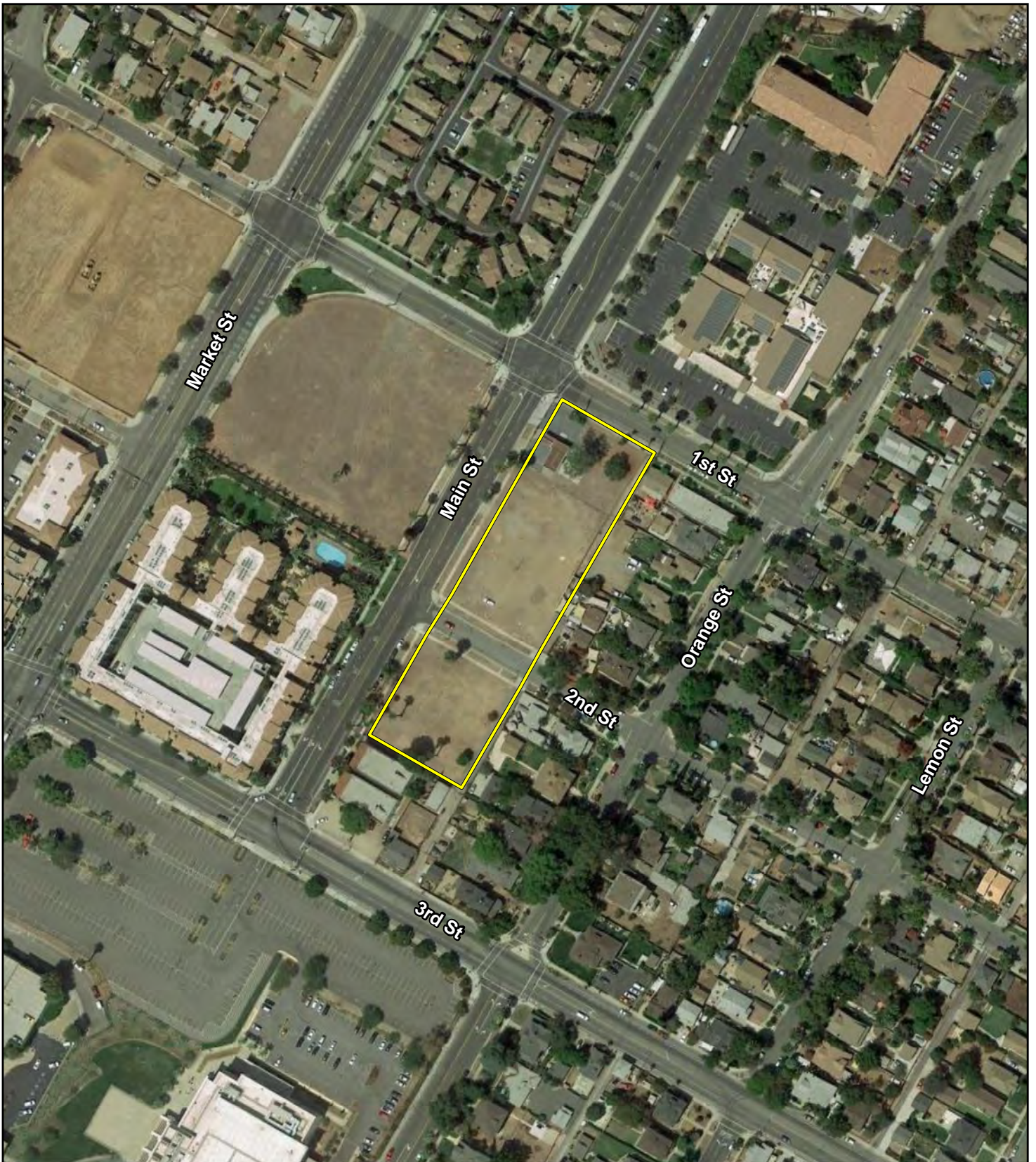


FIGURE 2

LSA

LEGEND

 Project Location



0 100 200
FEET

SOURCE: Google (2018)

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The Commons
Project Area

SETTING

NATURAL SETTING

Hydrology

The project region is characterized by a temperate climate, with dry, hot summers and moderate winters. Rainfall ranges from 12 to 16 inches annually (Beck and Haase 1974). Precipitation usually occurs in the form of winter rain, with warm monsoonal showers in summer. An ephemeral drainage was once approximately $\frac{1}{3}$ of a mile northeast of the project parcel and the nearest natural reliable source of water is the Santa Ana River (now channelized), which drains south approximately one mile west of the project.

Biology

At an average elevation of approximately 870 feet above mean sea level (amsl), the project is within the Lower Sonoran Life Zone of California (Schoenherr 1992), which ranges from below sea level to 3,500 feet amsl. Although the natural vegetation has been completely removed from the project by development and weed abatement disking, pioneer species such as cheeseweed mallow and xeric grasses along with California fan palm and eucalyptus trees were noted on the project parcels. Extensive fauna are known locally, including many endemic species of reptiles, birds, and insects.

Geology

The project area is located at the northern end of the Peninsular Ranges Geomorphic Province that extends from the Transverse Ranges to the tip of Baja California and includes the Los Angeles Basin (California Geological Survey 2002; Norris and Webb 1976). This region is characterized by a series of mountain ranges separated by northwest-trending valleys subparallel to faults branching from the San Andreas Fault. The geology of this province is similar to that of the Sierra Nevada, with numerous rock outcroppings useful to the Native Americans for resource milling, shelter, and ceremonial art.

CULTURAL SETTING

Prehistory

Chronologies of prehistoric cultural change in Southern California have been attempted numerous times, and several are reviewed in Moratto (2004). No single description is universally accepted as the various chronologies are based primarily on material developments identified by researchers familiar with sites in a particular region and variation exists essentially due to the differences in those items found at the sites. Small differences occur over time and space, which combine to form patterns that are variously interpreted.

Currently, two primary regional culture chronology syntheses are commonly referenced in the archaeological literature. The first, Wallace (1955), describes four cultural horizons or time periods: Horizon I – Early Man (9000–6000 BC), Horizon II – Milling Stone Assemblages (6000–3000 BC), Horizon III – Intermediate Cultures (3000 BC–AD 500), and Horizon IV – Late Prehistoric Cultures (AD 500–historic contact). This chronology was refined (Wallace 1978) using absolute chronological dates obtained after 1955.

The second cultural chronology (Warren 1968) is based broadly on Southern California prehistoric cultures and was also revised (Warren 1984; Warren and Crabtree 1986). Warren's (1984) chronology includes five periods in prehistory: Lake Mojave (7000–5000 BC), Pinto (5000–2000 BC), Gypsum (2000 BC–AD 500), Saratoga Springs (AD 500–1200), and Protohistoric (AD 1200–historic contact). Changes in settlement pattern and subsistence focus are viewed as cultural adaptations to a changing environment, which begins with gradual environmental warming in the late Pleistocene, continues with the desiccation of the desert lakes, followed by a brief return to pluvial conditions, and concludes with a general warming and drying trend, with periodic reversals that continue to the present (Warren and Crabtree 1986).

After AD 500, there was an influx of Native American groups from the eastern deserts into southern California. These groups brought changes in subsistence focus and associated technologies, as well as burial practices. These cultural changes along with the group migrations are known as the *Shoshonean Intrusion* or *Shoshonean Wedge* (Kroeber 1976; Koerper 1979) and the *Takic Wedge* (Bergin and Ferraro 1999). The term *Takic Wedge* refers to the wedge of Takic culture groups that moved to the coast, displacing tribes of the Hokan and Yuman language stocks to the north and south (Shipley 1978). The ethnographically recorded Luiseño, Juaneño, and Gabrielino are thought to be the descendants of prehistoric Takic populations that settled along the coast during the Late Prehistoric Period, or perhaps even earlier. The Serrano and Cahuilla, more distant from the coast, are also Takic-speaking tribes within this wedge.

Ethnography

The project area is near the intersection of the traditional cultural territories of the Cahuilla, Gabrielino, Luiseño, and Serrano. Tribal territories were somewhat fluid and changed over time (Kroeber 1976; Heizer 1968). The first written accounts of these Southern California tribes are attributed to the mission fathers, and later documentation was by others as indicated below.

Cahuilla

The territory of the Cahuilla ranged from the San Bernardino Mountains south to Borrego Springs and the Chocolate Mountains, from Orocopia Mountain to the east, to the San Jacinto Plain and Palomar Mountain to the west (Bean 1978). Cahuilla territory lies within the geographic center of Southern California and encompassed diverse environments ranging from inland river valleys and foothills to mountains and desert (Bean and Shippek 1978).

Cahuilla villages, generally located near water sources within canyons or near alluvial fans, comprised groups of related individuals, generally from a single lineage, and the territory around the village was owned by the villagers (Bean 1978). Like other Native American groups in Southern California, the Cahuilla were semi-nomadic peoples leaving their villages and utilizing temporary campsites to exploit seasonably available plant and animal resources (James 1960).

Cahuilla subsistence was based primarily on acorns, honey mesquite, screw beans, piñon nuts, and cactus fruit, supplemented by a variety of wild fruits and berries, tubers, roots, and greens (Kroeber 1976; Heizer and Elsasser 1980). Hunting deer, rabbit, antelope, bighorn sheep, reptiles, small rodents, quail, doves, ducks, and reptiles by means of bows, throwing sticks, traps, and communal drives is documented (James 1960).

The Cahuilla were documented by Barrows (1900), Hooper (1920), and Strong (1929) among others.

Gabrielino

The territory of the Gabrielino included portions of Los Angeles, Orange, and San Bernardino Counties during ethnohistoric times, and also extended inland into northwestern Riverside County (Kroeber 1976; Heizer 1968). It encompassed an extremely diverse environment that included coastal beaches, lagoons and marshes, inland river valleys, foothills and mountains (Bean and Shipek 1978).

The Gabrielino caught and collected seasonally available food resources, and led a semi-sedentary lifestyle, living in permanent communities along inland watercourses and coastal estuaries. Individuals from these villages took advantage of the varied resources available. Seasonally, as foods became available, native groups moved to temporary camps to collect plant foods such as acorns, buckwheat, chía, berries, and fruits, and to conduct communal rabbit and deer hunts. They also established seasonal camps along the coast and near bays and estuaries to gather shellfish and hunt waterfowl (Hudson 1971).

The Gabrielino lived in small communities, which were the focus of family life. Patrilineally linked, extended families occupied each village (Kroeber 1976; Bean and Smith 1978a). Both clans and villages were apparently exogamous, marrying individuals from outside the clan or village (Heizer 1968). Gabrielino villages were politically independent and were administered by a chief, who inherited his position from his father. Shamans guided religious and medical activities, while group hunting or fishing was supervised by individual male specialists (Bean and Smith 1978a).

The nearest historically known Native American village to the project area was the Gabrielino community of *Horuuvunga* (also known to the Serrano as *Jurupet* and described to Alfred Kroeber as *Hurumpa*, see below), purportedly located several miles to the west somewhere between the Jurupa Mountains and the Pedley Hills (see below) (Kroeber 1976; Kirkman 1938; McCawley 1996).

The Gabrielino were described by Johnston (1962), Blackburn (1962–1963), Hudson (1971), and others.

Luiseño

The territory of the Luiseño extended along the coast and was bounded by Agua Hedionda Creek to the south, Aliso Creek to the northwest, and the Elsinore Valley and Palomar Mountain to the east. It encompassed an extremely diverse environment that included coastal beaches, lagoons and marshes, inland river valleys, foothills, and mountains (Bean and Shipek 1978).

The Luiseño lived in small communities, which were the focus of family life. Patrilineally linked, extended families occupied each village (Kroeber 1976; Bean and Shipek 1978). Luiseño villages were politically independent and were administered by a chief who inherited his position from his father. Luiseño villages generally were located in valley bottoms along streams, or along coastal strands near mountain ranges sheltered in coves or canyons, near a water source and in a location that was easily defended.

The Luiseño took advantage of the varied resources available. Luiseño subsistence was based primarily on seeds (e.g., acorns, grass seed, manzanita, sunflower, sage, chía, and pine nuts) that were dried and ground to be cooked into a mush. Their diet also included game animals (e.g., deer, rabbit, jackrabbit, wood rat, mice, antelope, and many types of birds) (Bean and Shipek 1978). They established seasonal camps along the coast and near bays and estuaries to gather shellfish and hunt waterfowl; and they utilized fire for crop management and engaged in communal rabbit drives (Bean and Shipek 1978).

Additional documentation of the Luiseño was by Sparkman (1908), White (1963), Oxendine (1983), and others.

Serrano

The Serrano lived in the area generally north of Cahuilla territory (western Riverside County), occupying much of present-day San Bernardino County and northeastern Los Angeles County, but there is some overlap in the ancestral areas. The term Serrano is Spanish for “mountaineer” or “highlander” and is derived from *sierra*, meaning “mountain range” and was given to people who inhabited the areas of the San Bernardino Mountains that had no associated mission (Bean and Smith 1978b). The Serrano culture group actually incorporates two divisions, a mountain division (referred to as the Mountain Serrano) and a desert division, referred to as the Desert Serrano (Sutton and Earle 2017).

The Serrano were hunter-gatherers who exploited whatever flora was available in the area they happened to be, generally it was acorns, pinion nuts, honey, mesquite, yucca, and cactus fruits, in addition to various seeds, bulbs, and roots. Plants were consumed both raw and cooked. Food processing involved the use of manos, metates, mortars, and pestles. Antelope, deer, mountain sheep, rabbits, and rodents were hunted and captured, and the most common hunting implements were the bow and arrow, throwing stick, traps, snares, and deadfalls. Meat was prepared in earth ovens, by boiling in watertight baskets, or by parching (Bean and Smith 1978b).

The Serrano had a patrilineal society composed of clans and families linked by both ancestry and ceremony, and most lived in small communities near reliable sources of water (springs, perennial seeps, streams, and small lakes) (Benedict 1924). The basic settlement unit of the Serrano was a village with a number of small satellite resource-gathering camps. In the early 19th century, they are thought to have occupied the former Gabrielino village of *Horuuvunga*, which they knew as *Jurupet* (McCawley 1996).

The Serrano were described by Benedict (1924), Bright (1975), Strong (1929), and others.

With the Spanish intrusion came a drastic change in lifestyle for the natives of Southern California. Incorporation of the indigenous populations into the mission system led to the disruption of native cultures and changes in subsistence and land use practices. Mission San Gabriel, established in 1771, probably had a limited effect until the asistencia was established near Redlands, perhaps as early as 1819 (Harley 1988). Cattle ranch/farm settlements were established on or near Indian villages, primarily in the major drainages conducive to horticulture and animal husbandry. Within a short time, the missions controlled many ranchos where Indians lived and worked.

History

Prior to the founding of Riverside in 1870, the area had long been inhabited by three Native American groups including Gabrielino, Serrano, and Cahuilla. European explorers headed by Juan Bautista de Anza arrived in the Riverside area between 1772 and 1776, and the area soon came under Mission San Gabriel's sphere of influence. After the Mexican government secularized the missions in 1834, the mission lands were divided into several large land grants that were given to influential Mexican families including families headed by Juan Bandini and Lorenzo Trujillo. In turn, these grant holders sold portions of their lands to European ranchers like Louis Robidoux and Cornelius Jensen and to American real estate speculators like Abel Stearns and others. At one time, the project area was located within the Rancho Jurupa (Stearns) land grant.

The City of Riverside began as a colony created by real estate speculators James Greaves and John W. North, the latter also being an abolitionist and a temperance-minded judge. North and Greaves formed the Southern California Colony Association and attracted colonists from eastern and Midwestern cities eager to live in a warmer climate on inexpensive land. They created the Mile-Square in 1870, a plot of land where colonists would first settle and set up shops, churches, and offices. The project area is located at the northern boundary of the original Mile-Square area adjacent to one of Riverside's earliest residential neighborhoods now known as the Heritage Square Historic District.

In 1875, the Riverside Land and Irrigating Company headed by S.C. Evans succeeded the Southern California Colony Association, and that same year the City of Riverside was incorporated. During the Southern California land boom of the 1870s and 1880s, Riverside grew rapidly. The introduction of the navel orange in the mid-1870s gave the fledgling community's economy an important boost and led to the spread of citrus cultivation throughout southern California with Riverside at the forefront of the industry.

Over the next several decades, the downtown area continued to develop with a dense commercial core surrounded by single-family residential neighborhoods. The first expansion of the Mile-Square was a 100-acre triangle called White's Addition, which occurred in 1886 after construction of the Gage Canal brought water to the area (Huang 1992:11). Between 1887 and 1889, the area was subdivided by various people into smaller residential lots following a grid pattern along the railroad tracks on the east side of the original town site (PCR Services Corporation 2001:18). Beginning as early as 1890, this area, which became known as "the Eastside," was home to most of the City's minority groups including African-Americans, Mexicans, Japanese, Koreans, and Filipinos (Huang 1992:12).

"By the late 1880s-early 1890s, several streetcar companies operated in the city. Most of the routes were within the Mile-Square area, but there were also routes along Magnolia and Arlington Avenues to Van Buren Boulevard in the heart of the Arlington community; two companies offered hourly service from the Eastside to various destinations. These streetcars, which were originally pulled along their tracks by mules before going electric in 1899, encouraged relatively dense growth throughout the Mile-Square and Eastside areas and sparse, large lot growth along Magnolia and Arlington Avenues during the remainder of the nineteenth century. ... Although adjacent to a fairly densely developed residential neighborhood, the project area remained undeveloped except for one small residence located near the southern property line [Sanborn Fire Insurance Maps 1908]" (Tibbet 2005:4).

“By 1913, both Magnolia Avenue and Walnut Street (later Brockton Avenue) were extended allowing much easier access between Arlington and points beyond and the Mile-Square area” (Tibbet 2005:4; City of Riverside n.d.). The city continued to grow throughout the first half of the 20th century. The Woods Streets, a Mile-Square expansion with streets that included “wood” in their names, was probably the largest and densest area of growth during this period (Tibbet 2005).

During the post-World War II (WWII) boom years, suburban development resulted in the decentralization of the city and a decline in the downtown core. By 1951, the project area was developed with the D.E. Cozine gas station and L.J. Smith auto repair (3102 Main Street); Economy Market (3158 Main Street); D.N. Cicala barber and real estate businesses (3188 Main Street); three duplexes and a house (along Second Street); the Warrington Hotel and Chaney Photography (3216 Main Street); and a house (3250 Main Street) (Sanborn Fire Insurance Maps 1951; Ancestry.com var.). Surrounding properties were developed primarily with single-family and multifamily residences (Sanborn Fire Insurance Maps 1951). In 1953, Riverside was reportedly 14th among the fastest growing cities in the western United States (Christopher A. Joseph & Associates 2009:9). As Riverside’s population skyrocketed, agriculture gave way to urban expansion, which mostly occurred south of the original Mile-Square and downtown core. “Movement to the south of the Mile Square area caused a decrease in the number of people living within downtown. In later decades, various efforts were made to revitalize the downtown area, including the conversion of a portion of Main Street (one block south of the project area) to a pedestrian mall, the construction of several modern office buildings, designation of historic districts, and installation of public art as part of a renewed emphasis on art and culture” (The Arroyo Group 2002:6-4).

In 2002, the award-winning Downtown Specific Plan was adopted, which includes the project area within the Raincross District. According to the Specific Plan, “The Raincross District is the cultural, historic, and social center of both Riverside and the region beyond” with “an historic urban fabric that is unparalleled in the region” (The Arroyo Group 2002:6-4). Consistent with the intent of the Specific Plan, several properties around the project area have been or are being developed with multistory mixed-use (residential/retail or live/work) or commercial projects. However, the nearby residences within the Heritage Square Historic District continue to be a strong representation of the City’s earliest residential development.

METHODS

RECORDS SEARCH

On November 28, 2018, the cultural resources records search was conducted for the project area at the Eastern Information Center (EIC) located at University of California, Riverside. It included a review of all recorded historic and prehistoric archaeological sites within one mile of the project, as well as a review of known cultural resource survey and excavation reports. In addition, the California State Historic Property Data File (HPD), which includes the National Register of Historic Places (National Register), California Historical Landmarks (CHL), and California Points of Historical Interest (CPHI), was searched.

ADDITIONAL RESEARCH

Sanborn Fire Insurance Maps of the project parcels were reviewed in August 2019.

ARCHIVAL RESEARCH

LSA completed archival research that focused on the review of a variety of primary and secondary source materials relating to the history and development of the project area. Sources included, but were not limited to, online sources, published literature in local and regional history, news articles, historic aerial photographs, and historic maps. A complete list of all references is included at the end of this report.

NATIVE AMERICAN SCOPING

In accordance with the City requirement for discretionary Tribal notification (“scoping”), LSA requested a review of the Sacred Lands File (SLF) and a list of Native American contacts from the Native American Heritage Commission (NAHC) for the project on November 16, 2018.

ARCHAEOLOGICAL FIELD SURVEY

On July 17, 2019 LSA Archaeological Technician Allegría Garcia completed a pedestrian survey of the project parcels. The property was surveyed in systematic parallel transects spaced by approximately 10 meters (approximately 35 feet). Special attention was paid to areas of exposed soil for surface artifacts and features and rodent burrows for evidence of archaeosols. The purpose of this survey was to identify and document, prior to the beginning of ground-disturbing activities, any cultural resources and thus also to identify any area(s) that might be sensitive for buried cultural resources.

ARCHITECTURAL SURVEY

On January 8, 2019, LSA Architectural Historian Casey Tibbet conducted the intensive-level architectural survey. During the survey, she took numerous photographs of the exterior of the gas station building, as well as other features such as the pole sign and surrounding properties. In addition, she made detailed notations regarding the structural and architectural characteristics and current conditions of the building and associated features. She then conducted a brief reconnaissance survey of the vicinity to determine the condition and integrity of the adjacent properties in the Heritage Square Historic District and the potential impact a new multistory development might have on them.

RESULTS

RECORDS SEARCH

Results of the November 28, 2018, records search at the EIC indicate there have been 62 previous cultural resources studies conducted within a one-mile radius of the project, none of which included the project area. Although no cultural resources have been documented in the project area, two prehistoric (bedrock milling features and artifact scatter, 33-000677; and bedrock milling features, 33-004170) and four historic period archaeological resources (foundations, 33-008754 and 33-008755; refuse deposit 33-011006; water conveyance feature and minimal refuse, 33-019936) have been documented within one mile. In addition, 195 built environment resources have also been documented, one of which is the Heritage Square Historic District (33-011521). The nearest prehistoric resource is a 33-000677 (approximately 0.5 mile/2,800 feet northwest).

ADDITIONAL RESEARCH

Review of Sanborn insurance maps of the project area indicated commercial and residential development of the project parcels from the 1900s to the 1950s (Sanborn Fire Insurance Company 1908, 1951).

ARCHIVAL RESEARCH

The former gas station at 3102 Main Street, within the project area, was previously evaluated as part of the Citywide Modernism Intensive Survey 2013 (Appendix A). It was designed by Walter Dorwin Teague for Texaco and was built in 1936 (Historic Resources Group 2013). It is eligible for listing in the National Register at the local level and in the California Register of Historical Resources (California Register) at the local level, and for designation as a local Landmark (Ibid.). It is significant “under the Modern Architecture theme as a rare example of Streamline Moderne commercial architecture in Riverside, and as a rare, unaltered example of Texaco corporate architecture that was originally development in 1935” (Historic Resources Group 2013:3). It is also significant “under the Architects of Modernism theme as a local example of the work of internationally renowned industrial designer Walter Dorwin Teague” (Ibid.).

In 1988, the City formally designated Heritage Square Historic District (District; 33-011521), which is adjacent to the east of the project area (City of Riverside n.d.). In 1992, a portion of the District was evaluated as eligible for listing in the National Register under Criteria A, B, and C (Starzak 1992). Under Criterion A, it is significant for its association with the earliest residential development in Riverside; under Criterion B it is significant for its association with several pioneer families and historically significant individuals; and under Criterion C it is significant because it typifies the residential building types found in early architectural development of a major California city from early Anglo settlement through minority infusion, essentially the period from 1880 to 1910 (Starzak 1992:2). In 1993, after several historic-period homes were relocated to the District, the boundaries were expanded (Ibid.). The District includes 223 buildings and approximately 83 percent are contributors (City of Riverside n.d.).

NATIVE AMERICAN SCOPING

The NAHC responded on December 5, 2018, indicating that the SLF search failed to indicate the presence of Native American cultural resources within the project, and provided a list of 15 Native American representatives for notification (Appendix B). All of the designated representatives were notified of the project via mail on December 12, 2018. Lacy Padilla (Agua Caliente Band of Cahuilla Indians) responded on December 19, 2018, indicating the project is within the Tribe's traditional use area but deferred to the Soboba Band of Luiseño Indians. Destiny Colocho (Rincon Band of Luiseño Indians) responded on December 26, 2018, indicating the project is within the Tribe's territory and Rincon's specific area of historic interest, and that the Tribe does not have knowledge of cultural resources within or near the proposed project area. However, the results of an archaeological record search were requested. Mr. Travis Armstrong (Morongo Band of Cahuilla Indians) inquired on May 21, 2019, indicating the project is within an area of cultural concern, stated that the Tribe will provide additional comments to the lead agency during the AB 52 consultation process, and requested cultural documents associated with the project. Ms. Judy Stapp (Cabazon Band of Mission Indians) responded on January 8, 2019, indicating the project is within the Tribe's traditional use area but had no specific information regarding its sacred, religious, or traditional cultural status and had no concerns. Mr. Joseph Ontiveros (Soboba Band of Luiseño Indians) responded on January 9, 2019, indicating the project is within the Tribe's traditional use area and is culturally sensitive. He requested initiation and continuity of consultation with the project proponents and lead agency, timely transfer of information regarding project progress as new developments occur, Native American Monitor(s) from the Soboba Band of Luiseño Indians Cultural Resource Department to be present during any ground-disturbing activities, and that proper procedures be taken and requests of the Tribe be honored. No response was received from any of the other individuals contacted (see Appendix B).

ARCHAEOLOGICAL FIELD SURVEY

The July 17, 2019, survey encountered fair visibility at approximately 75 percent with some of the surface obscured by vegetation. The project parcels have been subjected to severe disturbance from development during the historic period and no original ground surface remains. Soils are silty alluvium. No archaeological resources were identified.

ARCHITECTURAL SURVEY

The purpose of the architectural survey was to determine the current condition and integrity of the former gas station, to verify that there are no other historic-period buildings or features within the project area, and to understand the relationship, if any, between the project area and the District.

The former gas station appears to be in fair condition and retains a high degree of integrity from 2013 when it was last evaluated (Figures 3 through 12). No other historic-period buildings or features were observed in the project area during the field survey.

Fences, walls, and/or alleys separate the project area from the rear and side yards of the adjacent residential properties within the District (Figures 13 and 14). Because none of the adjacent residences faces the project area, there is no sense of a connection between the two areas. In fact, development outside, but adjacent to the District includes a number of modern and multistory buildings, as well as the elevated State Route 91 freeway, and none of these features appears to have diminished the

cohesiveness, integrity, or significance of the District. The project area, which historically has included commercial uses, appears to have a stronger connection to the Main Street corridor (Figure 15).



Figure 3: Façade, view to the southeast. Source: Google street view March 2019.



Figure 4: Façade and southwest (side) elevation. View to the east (1/8/19).



Figure 5: Southwest (side) elevation. View to the northeast (1/8/19).



Figure 6: Southwest (side) and southeast (rear) elevations. View to the north (1/8/19).



Figure 7: Southeast (rear) elevation. View to the west (1/8/19).



Figure 8: Southeast (rear) and northeast (side) elevations. View to the southwest (1/8/19).



Figure 9: Northeast (side) elevation. View to the south (1/8/19).



Figure 10: Northeast (side) elevation and façade. View to the south (9/12/19).



Figure 11: Pump island canopy. View to the southeast (1/8/19).



Figure 12: Pole sign on the corner of First Street and Main Street. View to the northeast (1/8/19).



Figure 13: Looking northeast from the corner of Second Street and Main Street across the project area toward Heritage Square Historic District (1/8/19).



Figure 14: Looking south from the corner of Second Street and Main Street across the project area toward Heritage Square Historic District (left side of photo) and a two-story historic-period apartment building (1/8/19).



Figure 15: Looking southwest from the former gas station across the vacant portion of the project area toward the corner of Second Street and Main Street (1/8/19). Note the two-story historic-period apartment building and modern multistory buildings in the distance.

IMPACTS ASSESSMENT

As discussed in the previous section, the former gas station is eligible for listing in the National Register and California Register and for designation as a local Landmark. In addition, the project area is adjacent to the locally designated Heritage Square Historic District. Both the former gas station and the District are “historical resources” under CEQA. As such, the potential project impacts to both historical resources must be analyzed.

CEQA establishes that “a project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment” (PRC §21084.1). “Substantial adverse change,” according to PRC §5020.1(q), “means demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired.”

The *Secretary of the Interior’s Standards (SOIS) for the Treatment of Historic Properties* are typically used to analyze potential project impacts to historical resources. “The intent of the SOIS is to facilitate the long-term preservation of significant resources, in part by providing a process that makes possible an efficient contemporary use while preserving the features that are significant to its historic value” (National Park Service n.d.). The *SOIS* are intended to be flexible in order to balance change with preservation of the historic character and fabric that contribute to the property’s significance. Projects that comply with the *SOIS* or that can be mitigated so they do not substantially impair the historic significance of a historical resource are considered to have a less than significant impact for the purposes of CEQA. While mitigation typically focuses on ways to ensure the historic integrity of the resource is maintained, it can also incorporate a broader perspective geared toward promoting preservation in the community.

The *SOIS* treatments are divided into four categories: Preservation, Restoration, Rehabilitation, and Reconstruction. Because the subject property is proposed to be renovated and reused as a commercial business, application of the *SOIS* for Rehabilitation is most appropriate.

CHARACTER-DEFINING FEATURES

“Every old building is unique, with its own identity and its own distinctive character. Character refers to all those visual aspects and physical features that comprise the appearance of every historic building” and includes “the overall shape of the building, its materials, craftsmanship, decorative details, interior spaces and features, as well as the various aspects of its site and environment” (Nelson 1988:1). The same is true for historic districts. Therefore, it is important to identify character-defining features of these historical resources because the alteration or removal of these features or changes to their settings could result in substantial adverse changes to their significance.

The character-defining features (CDFs) of the former gas station are:

- Horizontal massing;
- Flat roofline and flat canopy;
- Smooth stucco exterior;

- Curved corners;
- Steel sash windows;
- Grooved moldings (or speedlines); and
- The pole sign.

According to the City of Riverside design guidelines for the Heritage Square Historic District, the District is characterized by the following (City of Riverside n.d.:5):

- A predominance of single-family residences.
- A variety of architectural styles, largely from the Victorian and Craftsman eras and Classical Revival movement.
- Scale typically one-story in height with prominent two-story residences punctuating the District throughout.
- Houses built at grade.
- An almost universal use of porches at the front elevation.
- Lot size typically 50 to 60 feet wide.
- Deeper setbacks and larger houses along north-south streets.
- Shallower setbacks and smaller houses along east-west streets.
- Front yards predominantly planted with lawns accented by trees and shrubs.
- Fencing typically low and open where present. Picket fences are common.
- Unimproved alleys dividing many blocks into tiers of houses.
- Detached garages with access from the alley, where present.
- Minimal curb cuts.
- Historic outbuildings, typically small-scale garages.
- Streets laid out in a grid pattern.
- Many mature trees, with various palm varieties the most common street tree.
- Historic style streetlights.
- Historic sidewalks and curbs.
- Curbside parkways with turf.

Whenever possible, the CDFs should be preserved in place and, where necessary, repaired/replaced in-kind.

PROJECT DESCRIPTION

The proposed project consists of the adaptive reuse of the former gas station, construction of a new building on the gas station property, and the construction of two five-story residential buildings with related amenities and parking on the adjacent vacant properties to the south (refer to Appendix C).

The gas station property is proposed to be adaptively reused as a café and brewery; however, tenants have not yet been identified. Project plans indicate that the existing approximately 1,000-square foot, 15 foot-tall former gas station building will be rehabilitated to house restrooms and a dining area. A new approximately 500-square foot, 18-foot tall building, proposed to be constructed southeast of (behind) the gas station building, will house the kitchen. The property will also include outdoor dining and activity areas, perimeter walls, landscaping, and parking. None of the existing openings in the former gas station building is proposed to be resized or filled-in and any windows that require replacement will be replaced in-kind.

More specifically, proposed changes to the former gas station building and its property include the following:

- Removal of all security bars and boards from openings.
- Repair and painting of exterior plaster/stucco, exterior colors to be off-white with green accents.
- Replacement of the two façade bay doors with garage doors with tempered glass and colored to match the window assembly.
- Replacement of the rear bay door with a pair of new hollow metal doors.
- Refurbishment of the existing pole sign and application of new signage.
- Replacement of the existing asphalt with new paving for outdoor dining and activity areas on both sides of the former gas station building.
- Construction of a new approximately 500-square foot, 18-foot tall, one-story building located southeast of (behind) the gas station along First Street. This building will have a flat roof with a parapet and use the same exterior colors and materials as the gas station.
- Construction of a 6-foot high masonry block trash enclosure near the First Street driveway at the east corner of the property.
- Installation of a 5-foot high glass wall along Main Street and at the corner of Main and First Streets to enclose the outdoor dining areas in front of the gas station building.
- Installation of new paving and striping for parking.
- Installation of a 6-foot high masonry wall along the property line adjacent to the historic district a 4-foot tall greenscreen fence adjacent to the proposed residential development, and a 4-foot-tall sliding gate to allow emergency access to the proposed residential development from First Street.

In addition to the adaptive reuse of the former gas station, the project proposes building two new five-story residential buildings (Buildings A and B) on approximately 1.44 acres along Main Street on

either side of Second Street (refer to Appendix C). The two buildings will be stepped back in height, with the five-story sections along Main Street and at-grade parking along the eastern property line (adjacent to the District). Building A will be located on approximately 0.81 acre north of Second Street adjacent to the gas station property and features a swimming pool and fitness center, as well as 48 residential units. Building B will be located on approximately 0.63 acre south of Second Street and has 37 residential units. Access to the parking for both residential buildings is from Second Street; however, there is an emergency access point from First Street.

PROJECT ANALYSIS

The project is analyzed for compliance with the SOIS below.

Standards for Rehabilitation

1. *A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.*

Former Gas Station. The building will not be used as a gas station, but instead will be given a new use that requires minimal changes to its character-defining features. The horizontal massing, flat roofline and flat canopy, stucco exterior, curved corners, speedlines, pump island, and pole sign will all be preserved. None of the door or window openings will be resized or filled-in and any necessary window replacements will be done in-kind. Minor exterior changes to facilitate the new use include installing two new garage doors with tempered glass in two bay openings in the façade that are currently boarded up, installing a pair of hollow core metal doors in a boarded up bay opening in the rear elevation, and refurbishing the related pole sign. None of these minor changes will substantially alter the character-defining features of the building or impair its historical significance.

Changes to the site and environment include constructing a new building southeast of (behind) the gas station, installing a transparent glass wall along the Main Street frontage and at the corner of Main and First Streets to provide security while maintaining visibility of the gas station, and creating outdoor patio/dining areas in front of the building. The areas where these changes are proposed are not character-defining features of the site and will not directly affect any historically significant elements. Similarly, by design the proposed new features allow the gas station to remain the prominent visual focal point and, therefore, will not compromise the historic character of the gas station.

Heritage Square Historic District. The proposed project will not change the historic use of the District.

2. *The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*

Former Gas Station. The historic character of the property will be preserved. As previously stated, none of the character-defining features is proposed to be removed or substantially altered.

Heritage Square Historic District. The proposed project does not propose the removal of any historic materials or alteration of any features or spaces that characterize the District.

3. *Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.*

Former Gas Station. The project does not propose construction of any conjectural features or architectural elements. The proposed outdoor dining areas, walls/fences, and paving have been designed as clearly modern features and will not create a false sense of historical development. The proposed new building is essentially a stucco box with modern design elements that are similar to and compatible with the gas station and unlikely to be mistaken for a historic-period feature.

Heritage Square Historic District. The project does not propose any changes to the District. All new construction will be outside the District boundaries, will be clearly modern, and will not create a false sense of historical development.

4. *Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.*

Former Gas Station. The period of significance for this property is 1936 and there are no changes that have occurred since then that have acquired significance in their own right.

Heritage Square Historic District. The period of significance for the District is 1880–1918 and there are no changes that have occurred since then that have acquired significance in their own right.

5. *Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.*

Former Gas Station. The character-defining features of the building, including the horizontal massing, flat roofline and flat canopy, stucco exterior, curved corners, speedlines, pump island, and pole sign will all be preserved. None of the door or window openings will be resized or filled-in.

Heritage Square Historic District. The proposed project is outside the District. It does not involve changes to any distinctive features, finishes, or examples of craftsmanship that characterize the District.

6. *Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.*

Former Gas Station. It should be noted that during its long vacancy, the building has suffered some damage and several windows and doors are either broken or boarded over. Replacement of these features will be done in a manner that is compatible with the historic character of the building; however, to ensure compliance with this Standard, a note has been included on the project plans stating:

Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials.

Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

Heritage Square Historic District. The proposed project does not include any work within the District.

7. *Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.*

Former Gas Station. No chemical or physical treatments such as sandblasting have been proposed; however, to ensure compliance with this Standard, a note has been included on the project plans stating that if surface cleaning of structures is required, it will be undertaken in the gentlest means possible.

Heritage Square Historic District. The proposed project does not include any work within the District.

8. *Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.*

Project Area. Despite negative archaeological survey results, development of the neighborhood began in the late-1900s and Sanborn maps show that several buildings were within the project area by the early 1950s creating some potential for subsurface features, deposits, and artifacts. In recognition of this, the project description and grading plan include the following statement: During the project's excavation and grading activities, an archaeologist will be present to monitor the project site and identify any archaeological resources that may require documentation or special treatment. This will ensure compliance with this Standard.

Heritage Square Historic District. The proposed project does not include any work within the District.

9. *New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*

Former Gas Station. As discussed under Standard 1 above, minor exterior changes include installing two new garage doors with tempered glass in two bay openings in the façade that are currently boarded up, installing a pair of hollow core metal doors in a boarded-up bay opening in the rear elevation, and refurbishing the related pole sign. None of these minor changes will destroy the historic materials that characterize the property and all will be clearly modern.

Changes to the site include constructing a new building southeast of (behind) the gas station, installing a transparent glass wall along the Main Street frontage and the corner of Main and First Streets to provide security while maintaining visibility of the gas station, and creating outdoor patio/dining areas in front of the building. The areas where these changes are proposed are not character-defining features of the site and will not directly affect any historically significant materials. The proposed new features are compatible with the massing, size, scale, and architectural features of the gas station and allow the gas station to remain the prominent visual focal point of the site. They will not impair the historic integrity of the property.

Heritage Square Historic District. The proposed project does not include any work within the District.

10. *New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

Former Gas Station. The proposed new windows and doors could be removed with little to no damage to the building or its historic character. Similarly, the other proposed construction (new building, walls/fences, and patios) could all be removed without impairing the essential form and integrity of the property.

Heritage Square Historic District. The proposed project includes construction of a five-story building and related features on properties outside of, but adjacent to the District. This new construction will not impair the essential form and integrity of the District, nor would its removal. Although the new construction will add a modern element to the larger environment around the District, it will not impair that environment or the significance of the District. There are already numerous buildings adjacent to and in the vicinity of the District that are modern and/or outside the District's period of significance (1880–1918). Similarly, removal of the proposed construction would not impair the environment surrounding the District.

RECOMMENDATIONS

Heritage Square Historic District, which is adjacent to the project area, and the former gas station located at 3102 Main Street (APN 213-031-002), which is a designated City Landmark within the project area, are both “historical resources” as defined by CEQA. In order to determine whether the proposed project will result in any substantial adverse changes to the significance of the historical resources, an impacts assessment was completed in compliance with the *Secretary of the Interior’s Standards (SOIS) for the Treatment of Historic Properties (Rehabilitation)*. That analysis indicates the project is in compliance with the SOIS and will not result in any substantial adverse changes to either the former gas station or the historic district. Projects that meet the SOIS are considered to be mitigated to a level that is less than significant; therefore, the City may reach a finding of *Less Than Significant Impact* with regard to cultural resources.

The following standard regulatory compliance measures regarding buried cultural resources are required in conformance with Section 15064.5(e) of the *CEQA Guidelines*, PRC Section 5097.98, and State Health and Safety Code Section 7050.5.

STANDARD CONDITIONS

In the event that archaeological materials are encountered during construction, all construction work should be halted and a qualified archaeologist consulted to determine the appropriate treatment of the discovery (California Code of Regulations, Title 14, Chapter 3, Section 15064.5(f)).

In the event human remains are encountered, State Health and Safety Code Section 7050.5 states that no further disturbance shall occur until the County Coroner has made a determination of origin and disposition pursuant to Public Resources Code Section 5097.98. The County Coroner must be notified of the find immediately. If the remains are determined to be Native American, the County Coroner will notify the NAHC, which will determine and notify a Most Likely Descendant (MLD). With the permission of the landowner or his/her authorized representative, the MLD may inspect the site of the discovery. The MLD shall complete the inspection within 48 hours of notification by the NAHC. The MLD will have the opportunity to offer recommendations for the disposition of the remains.

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APPENDIX A

CITYWIDE MODERNISM INTENSIVE SURVEY 2013

Gas Station Evaluation Forms

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

Primary #
HRI #
Trinomial
NRHP Status Code 3S, 5S3

Other Listings
Review Code

Reviewer

Date

Page 1 of 4

*Resource Name or #: Texaco Service Station (former)

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County: Riverside

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: Riverside East

Date: May 17, 2012

c. Address: 3102 Main Street

City: Riverside

Zip: 92507

e. Other Locational Data: APN 213-031-002-4

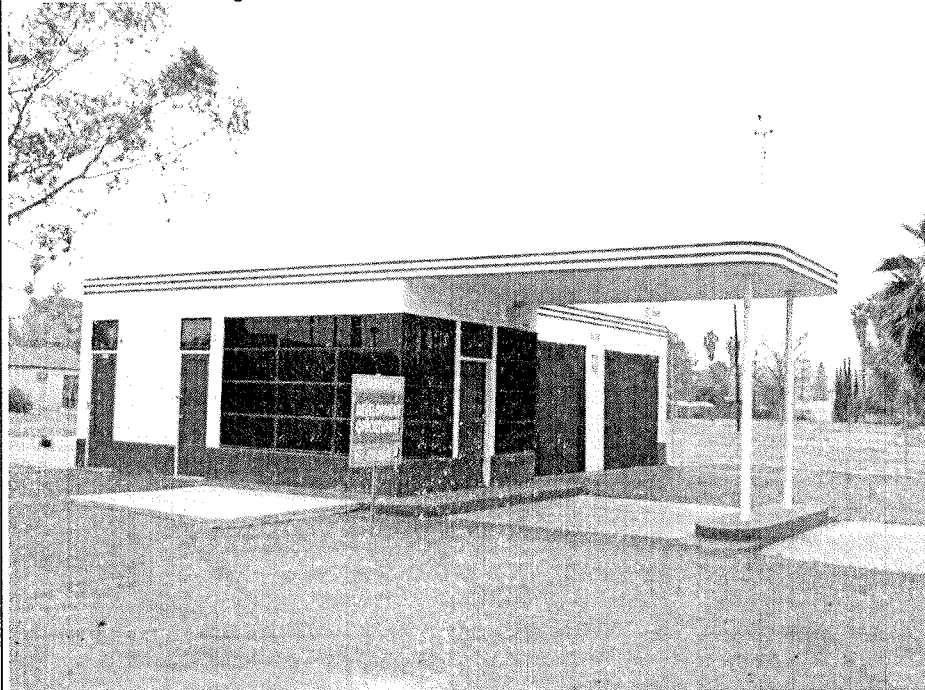
***P3a. Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This property is located on the southeast corner of Main Street and First Street and contains the one-story former Texaco Service Station constructed in 1936. The service station is oriented toward Main Street; it is set back from the sidewalk and surrounded on three sides by surface parking. The building is Streamline Moderne in style, rectangular in plan, with a flat roof and smooth stucco cladding. The green and white color scheme is part of the original design. The northern bay of the primary (west) façade has a flat, projecting canopy supported by metal posts, with rounded corners and speedlines that continue around all four façades of the building. The pedestrian entrance is contained in this volume, and consists of a single, wood slab door with transom. Fenestration consists of steel sash, divided light windows that wrap the corners; the glazing appears to have been replaced. The southern portion of the primary (west) façade contains two automobile service bays; the openings have been boarded over. The original, free-standing sign is at the northwest corner of the property at the sidewalk. The "Texaco" sign has been removed, but the standard, lighting, and signboard remain.

***P3b. Resource Attributes:** HP6 – 1-3 story commercial building

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

P5a. Photo or Drawing



P5b. Description of Photo: (View, date, accession #) View looking South (March 2013)

***P6. Date Constructed/Age and Sources:** ☒ Historic

☐ Prehistoric ☐ Both
1936, building permit

***P7. Owner and Address:**

***P8. Recorded by:**

Historic Resources Group
12 S Fair Oaks Ave, Ste 200
Pasadena, CA 91105

***P9. Date Recorded:**

March 20, 2013

***P10. Survey Type:**

Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.")

Historic Resources Group, *Citywide Modernism Intensive Survey*, September 2013.

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

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 4

*NRHP Status Code 3S, 5S3

*Resource Name or # Texaco Service Station (former)

B1. Historic Name: Texaco Service Station

B2. Common Name: None

B3. Original Use: Commercial/auto

B4. Present Use: Vacant/not in use

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

***B6. Construction History:**

The building was completed in 1936. The window glazing appears to have been replaced.

***B7. Moved?** ☒No ☐Yes ☐Unknown **Date:**

Original Location:

***B8. Related Features:**

B9a. Architect: Walter Dorwin Teague

b. Builder:

***B10. Significance:** Theme: Modern Architecture

Area: Riverside

Period of Significance: 1936

Property Type: Commercial/auto

Applicable Criteria: C/3/c,d

The former Texaco Service Station at 3102 Main Street is an excellent example of a Streamline Moderne service station in Riverside. It was designed by noted industrial designer Walter Dorwin Teague. Teague's revolutionary concept of corporate identity defined the course of modern industrial and commercial marketing. In 1935, Teague designed the entire Texaco brand system and the first rollout of service stations, which were soon built across the nation. Constructed in 1936, the building at 3102 Main Street is an example of one of the first wave of Teague Texaco Stations to appear on America's city streets, and is likely one of a handful remaining, unaltered, in the country today.

The Streamline Moderne architectural style emerged in the United States in the 1930s and is often considered to be an extension of Art Deco, although with a more pure expression of modernity. Where Art Deco was rich, brightly colored, and highly ornamented, Streamline Moderne was sparse, stripped down and monochromatic. Rounded corners, horizontal bands, and smooth surfaces give Streamline Moderne buildings the appearance of being smoothed and rounded by aerodynamic forces. The prime movers behind the Streamline Moderne style such as Raymond Loewy, Walter Dorwin Teague, Gilbert Rohde, and Norman Bel Geddes all disliked Art Deco, seeing it as falsely modern. The Texaco Station exhibits significant character-defining features of the Streamline Moderne architectural style, including horizontal massing, flat roofline and flat canopy, smooth stucco exterior, curved corners, steel sash windows, and grooved moldings (or speedlines).

See Continuation Sheet.

B11. Additional Resource Attributes:

***B12. References:**

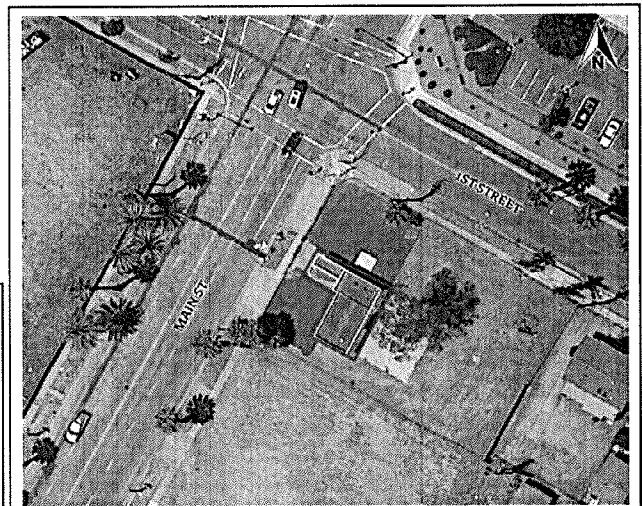
See Continuation Sheet.

B13. Remarks:

***B14. Evaluator:** Christine Lazzaretto

***Date of Evaluation:** March 20, 2013

(This space reserved for official comments.)



*Recorded by: Historic Resources Group

*Date: March 20, 2013 ■ Continuation □ Update

Significance Statement Continued.

Walter Dorwin Teague (1883-1960) was a world-renowned industrial designer. Born and raised in Indiana, he moved to New York City in 1902. He supported himself by painting signs and drawing for catalogue companies while attending the Arts Students League of New York. After touring Europe and working as a magazine illustrator, he joined a group of individuals interested in establishing industrial design as a separate occupation. As the first president of the American Society of Industrial Designers (now IDSA), Teague was a valued designer for companies such as Kodak, Ford, and Boeing, and is celebrated for his streamlined approach, which was concurrently reflected in modern architecture. He is known for pioneering designs in many industries, including photography, communications, transportation, fashion, building, automotive, and space exploration. Teague's, and later the Teague Corporation's, most well-known designs include: the Kodak Brownie and Bantam Special cameras; Polaroid's Land Camera - the first to develop its own film; passenger trains for New York Transit Association; the famous UPS truck design; the first sleeper cabin cross country truck; crew quarters for NASA; and the Boeing 777.

The Texaco Service Station retains sufficient integrity to convey its historic significance. It appears eligible for listing in the National Register of Historic Places at the local level of significance, the California Register, and as a local landmark. It is eligible under the Modern Architecture theme as a rare example of Streamline Moderne commercial architecture in Riverside, and as a rare, unaltered example of Texaco corporate architecture that was originally developed in 1935. It is eligible under the Architects of Modernism theme as a local example of the work of internationally renowned industrial designer Walter Dorwin Teague.

References.

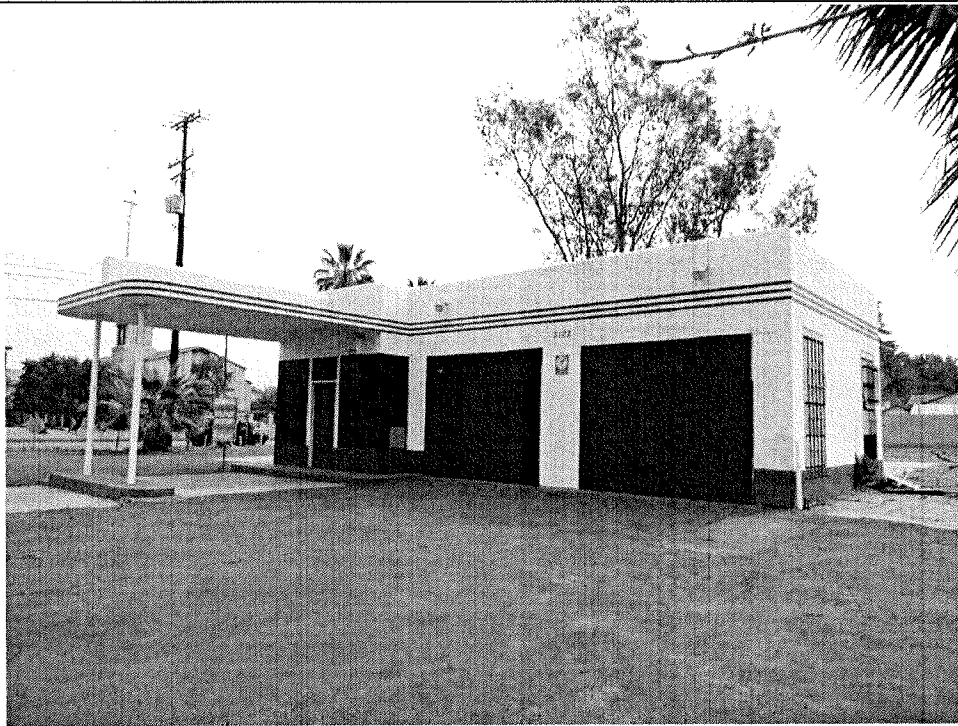
City of Riverside Building Permits.

City of Riverside Modernism Context Statement, prepared for the City of Riverside by Christopher A. Joseph & Associates, Los Angeles, CA, November 2009.

County of Riverside Property Information Center.

Mermilliod, Jennifer. "Cultural Resources Survey Preliminary Findings for 3102 Main Street," July 23, 2007.

Riverside County Land Information System (LIS).



View looking East (March 2013)



Detail of Signage