



City of Arts & Innovation

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Planning Division

CULTURAL HERITAGE BOARD LANDMARK DESIGNATION STAFF REPORT

AGENDA ITEM NO.: 2

WARD: 1

CULTURAL HERITAGE BOARD HEARING DATE: OCTOBER 21, 2015

I. CASE NUMBER: P15-0679

II. PROJECT SUMMARY:

- 1) **Proposal:** Historic Designation request to designate 4135 Market Street as a City Structure of Merit
- 2) **Location:** 4135 Market Street
- 3) **Applicant:** Michael Ennabe, of Ennabe Properties Inc.
- 4) **Case Planner:** Erin Gettis, Historic Preservation Officer
(951) 826-5371
egettis@riversideca.gov

III. RECOMMENDATION:

That the Cultural Heritage Board recommend that the City Council:

1. **DETERMINE** that P15-0679, City Structure of Merit Designation, is categorically exempt from the California Environmental Quality Act (CEQA) per Sections 15061(b)(3) and 15308 of the CEQA Guidelines as it can be seen with certainty that there is no possibility that the activity will have a significant effect on the environment, said action is intended to preserve the historic character of the building and site, and to provide notice of the historic status; and,
2. **APPROVE** Planning Case P15-0679 based on the facts for findings outlined below and thereby the designation of 4135 Market Street as a City Structure of Merit.

FACTS FOR FINDINGS: (From Sections 20.20.030 and 20.50.010(FF) of the Riverside Municipal Code)

FINDINGS: Criterion 2: Is an example of a type of building which was once common but is now rare in its neighborhood, community or area.

FACTS: 4135 Market Street meets Criterion 2 as a Structure of Merit because it contributes to the broader understanding of the historical, architectural and community heritage of the City, retains sufficient integrity, and is an extant auto-related building from the 1930s that still reflects the integration of the automobile in Mile Square commercial design and is a representative example of an auto-related building that reflects both Art Deco architecture and the small-scale property type that would have been compatible with the adjacent residential neighborhood to the northwest.

IV. BACKGROUND/HISTORY:

In 2013, the former property owner submitted a Certificate of Appropriateness (P13-0465) for the restoration of the 2,116 square foot historic former tire store, demolition of a 1,265 square foot non-contributing building, and a 554 square foot addition to a 2,640 square foot non-contributing building. The intent of the project was to adaptively re-use the subject site for retail and restaurant uses. The project was approved because it was consistent with the Secretary of the Interior's Standards for the Treatment of Historic Buildings with Guidelines for Rehabilitation since it would restore the main historic building, included appropriately designed addition to the other building, and included only minor modifications to the rest of the site.

In accordance with the Downtown Specific Plan (DSP) Section 16.2.4, Parking Requirements, Exemptions, only designated historic sites or contributors are exempt from providing additional parking spaces required under the DSP for adaptive re-use projects except for expanded portions of existing structures. Due to the removal of some square footage, and only a small addition proposed, the project resulted in a net decrease in square footage on the site. The project was approved with a total of 20 parking spaces. However, the restaurant and retail project could have been required to provide up to 35 parking spaces at the time tenant improvement plans are submitted if the site is all leased as restaurant space. In order for the project to take advantage of the DSP exemption from parking and not have to provide up to 15 additional spaces, the property owner agreed to designate the site which was required through a condition of approval. The property has since changed hands, but the new owner desires to proceed with the project as entitled and has submitted the Structure of Merit designation application in accordance with the project's condition of approval.

What is often referred to as the former Winston Tire site contains an original Art Deco style building at the far left of the site arranged perpendicular to Market Street. It was constructed in 1936. An original building in 1934 was noted as a service station for General Petroleum on the building permit; according to contemporary newspaper articles, this building was "all steel." Then in 1936, a "brick" building was added to the service station according to building permit records. The 1934 steel building was later removed when the rear, non-historic tire service building was added to the site in 1961. The brick building extant today is referred to as the "original" building throughout the rest of this report.

The original building was found to be a major contributor to the historic streetscape in a 1992 survey, and continuing to add to the streetscape in the 2003 "Downtown Specific Plan and West Side Update/Reconnaissance Survey." A draft Auto Context survey begun in 2010 found that the building is eligible for local designation. A survey update prepared at the time the project P13-

0465 was processed confirmed the finding that the site is eligible for designation as a City Structure of Merit.

V. ARCHITECTURAL DESCRIPTION:

The original Art Deco building is a single-story, masonry showroom and service building that is approximately 2,116 square feet in area. It is distinguished by decorative masonry trim work. The raised parapet is divided from the main wall by a heavy belt course, and a cornice molding graces the top edge of the parapet. At each corner and dividing the side bays are brick pilasters with a recessed, center vertical panel. Each pilaster carries a continuation of the belt course and cornice molding. The front façade has three large, recessed display windows with triple-pane transoms. The north façade contains three bays containing entries to a showroom/storeroom, an office, and a large service bay. These bays are divided by four pilasters. The first bay has an aluminum storefront and boarded-up door beneath a transom. The next bay has a glazed panel wood door and small boarded-up window beneath a transom. The third bay has a metal roll-up service bay door and integral man-door. At the rear is a shed roofed addition containing restrooms. The primary character-defining features of the building include the parapet roof; brick construction material that has been painted; fixed pane windows above raised bulkheads with tripartite transoms; and decorative brick work at the columns, belt course and cornice moldings.

The 1961 building located along the rear of the site is approximately 2,640 square feet, built for US Royal Tires. It does not contribute historically to the site (although the fact that it sits along the rear of the site with a large asphalt area in front of it is part of the character of development of the original service station site). The lefthand portion of this building is an approximately 1,265 square foot addition that was constructed in 1981 when the site was owned by Winston Tire Company, and is also not a contributing building.

The site layout has been similar since 1936 according to Sanborn Fire Insurance maps, with buildings generally in an L shape down the left side and across the rear property lines and service/parking in front. There have been various parking space layouts on the site over the years, with 18 spaces as of 1981. In 1961, there were two driveway openings to the site on Market Street, as well as two on Eleventh Street which were closed off in 1981. A limited amount of landscaping has existed on the site over the years and none of the existing landscape is historic. The planters extant today have been present since 1981. The existing site parking lot and landscaping are not in good condition.

VI. STATEMENT OF SIGNIFICANCE:

According to the attached DPR evaluation form prepared for the site in 2013, the site derives its significance as an auto-related site in the decade before World War II as follows:

Amid the post-WWI population-driven demand for housing in the second decade of the 20th century, Riverside's economic landscape was also changing. Vacant lots, particularly along the arterials in the downtown core, were eyed for commercial development. This geographic concentration of commercial enterprise in Riverside was linear as it was associated with major arterials or highways and generally focused first on the streetcar, and later motoring, patron, in addition to the neighborhood pedestrian. Eventually, use shifted to mainly auto- or travel-related uses like auto courts, motels, service stations or related auto services, and roadside eateries. At first, the automobile

was assimilated into the whole structure without much change in the exterior design or scale. Extant auto-related buildings from the 1920s and 1930s still reflect the integration of the automobile in Mile Square commercial design near and along Market Street where the majority of auto-related commercial activity was headquartered. With the emergence of “streetcar suburbs” and other outlying developments, this method of incorporating commercial buildings into, or adjacent to, neighborhoods had become common throughout the country as residents pushed for small-scale, compatible construction even for buildings that accommodated automobiles. In accommodating automobile-related uses, local builders chose to make subtle changes within leading architectural forms and styles, which persisted through the 1930s. The design intent, which was heavily influenced by the Art Deco style within the Modernistic styles popular from roughly 1920 to 1940, is apparent in this building’s façade. The site’s setting and feeling has changed since the 1934 steel structure that would have reflected the original service station use of the site is no longer extant. However, the site is still a representative example of an auto-related building that reflects both Art Deco architecture and the small-scale property type that would have been compatible with the adjacent residential neighborhood to the northwest.

The site is eligible for local listing as a Structure of Merit because it contributes to the broader understanding of the historical, architectural and community heritage of the City, retains sufficient integrity, and is an example of a type of building which was once common but is now rare in the community. The status code that represents the site’s eligibility for designation has been assigned in the DPR evaluation form: **5S2, individual property that is eligible for local listing or designation.** It is not eligible for listing in the National Register or California Register because the quality of significance in American or state history, architecture, archeology, engineering, and culture at a national level is not present. The property does not retain enough integrity to be listed as a City Landmark since the other original companion building from 1934 was removed, but it does retain sufficient integrity for designation as a Structure of Merit.

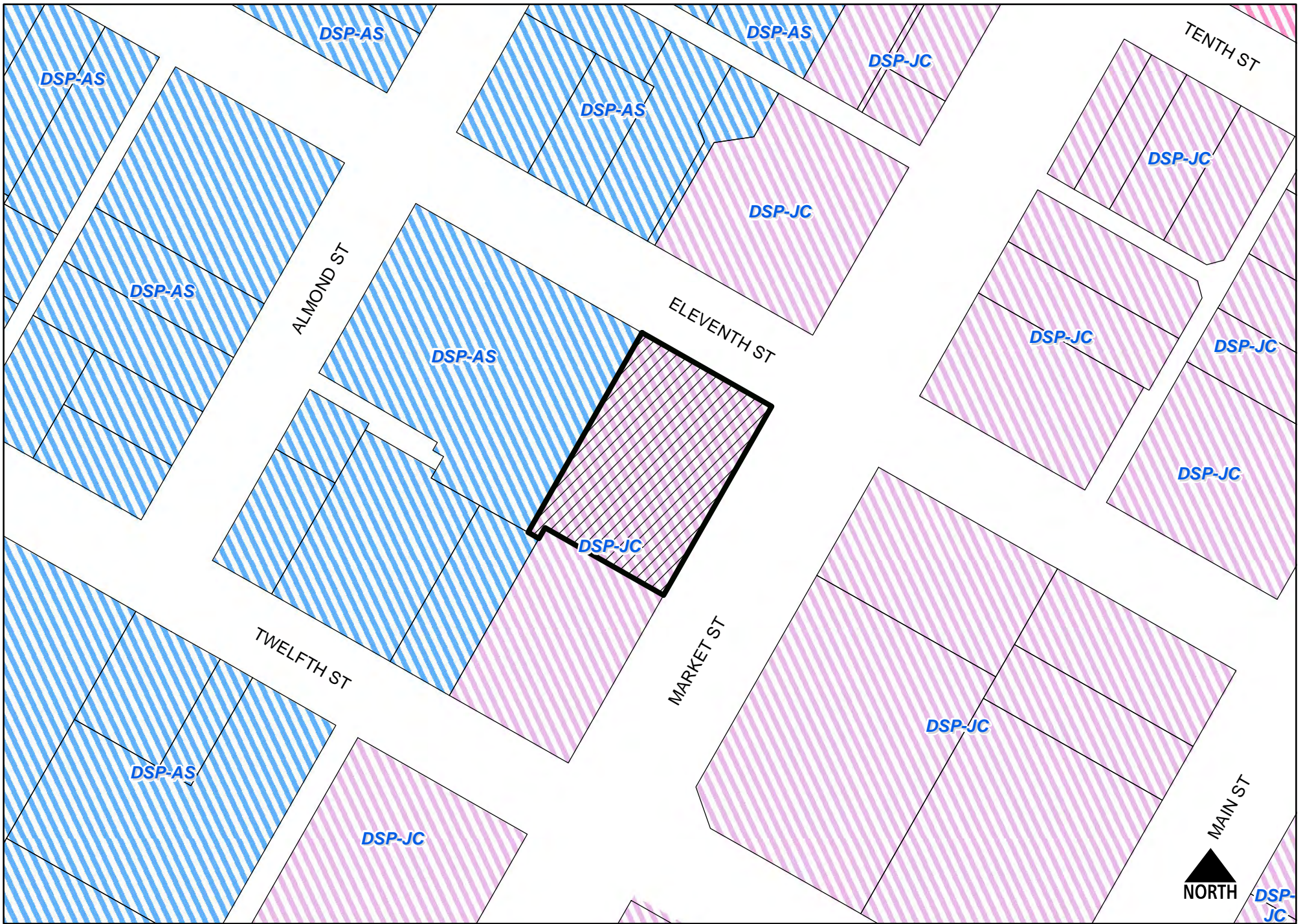
Based on the evaluation, 4135 Market Street appears to be eligible for local listing as a City Structure of Merit under one designation criterion in Section 20.50.010(FF) of the Municipal Code as described in the facts for findings above. A detailed statement of significance and additional information are provided in the attached Designation Application and DPR evaluation form (Exhibits 3 and 4).

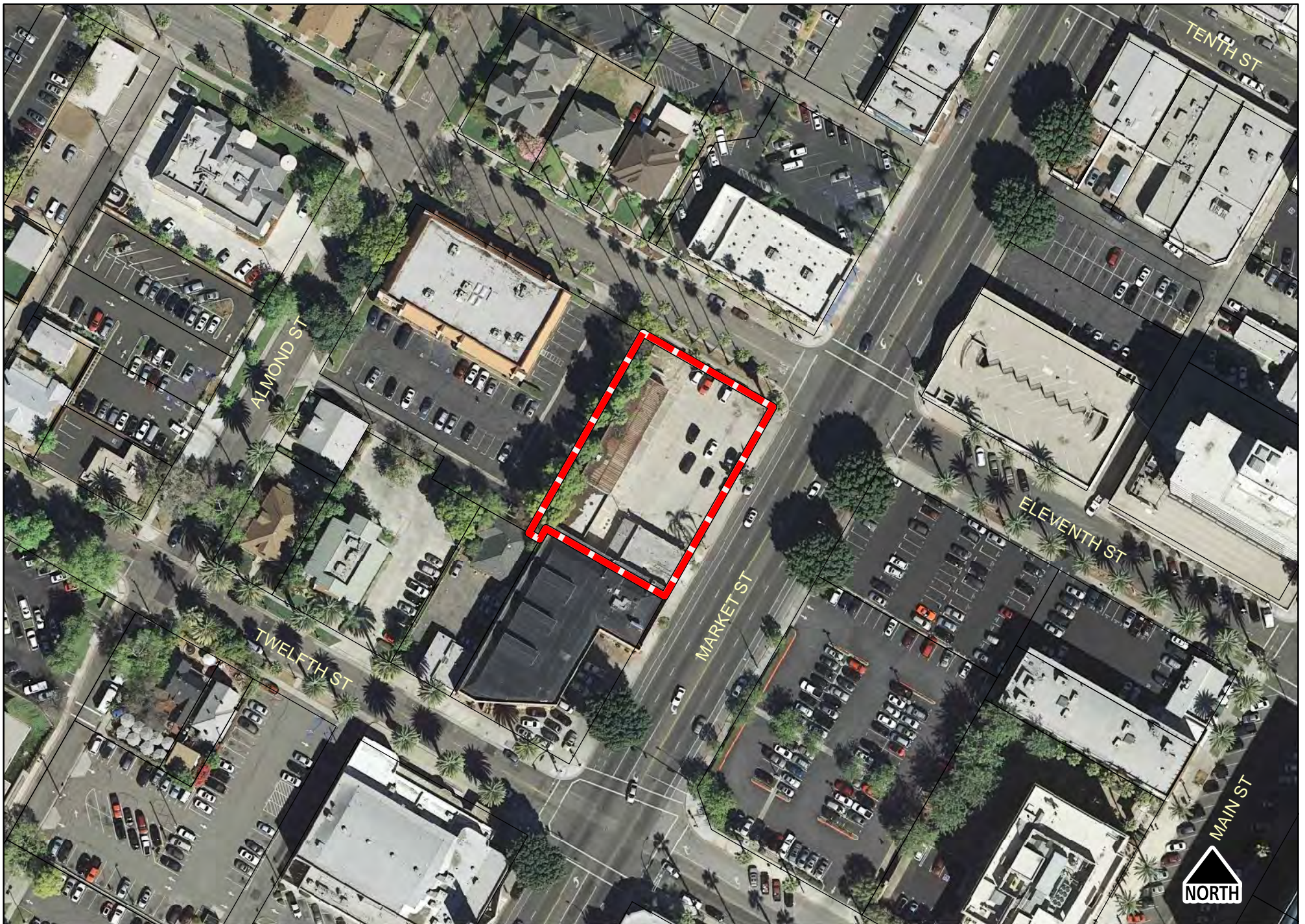
VII. PUBLIC NOTICE AND COMMENTS:

Public notices were published in one newspaper of general circulation within the City, and mailed to property owners and occupants within 300 feet of the site, at least ten (10) days prior to the scheduled hearing. No responses were received to date.

VIII. EXHIBITS:

1. Location / Zoning Map
2. Aerial Photograph
3. Designation Application with Photographs
4. Cultural Resources DPR Evaluation Form





P15-0679, Exhibit 2 - 2012 Aerial Photo

Landmark & Structure of Merit Cultural Resources Nomination Application

<input type="checkbox"/> City Landmark	<input checked="" type="checkbox"/> Structure of Merit
<i>Please check the appropriate designation</i>	

IDENTIFICATION

1. Common name: Winston Tire Building
2. Historic Name: Winston Tire Building
3. Street address: 4135 Market Street
City Riverside State CA Zip 92501
4. Assessor Parcel number: 215-251-004-0
5. Legal Owner: Ennabe Properties, Inc.
City Los Angeles State CA Zip 90010
6. Present Use: Vacant
7. Original Use: Automotive Repair

Date form prepared: _____

Preparer: _____

Sponsoring Organization (if any): _____

Address: _____

City, State and Zip: _____

Phone: _____

DESCRIPTION

8. Legal property description: That portion of Block 11, Range 8 of the town of Riverside, in the city of Riverside, County of Riverside, State of California, as shown by map on file in Book 7, of maps, at Page 17 thereof, records of San Bernardino County, California.

Include approximate property size (in feet): Street Frontage 185 Depth 120

9. Architectural Style: _____

10. Construction Date: Estimated _____ Factual 1936
Source of Information: ☒ Assessor's Records ☒ Building Permit ☒ Sanborn Map
_____ Publications _____ Oral Interviews

11. Architect's Name: Not Known Builder's Name: Not Known

12. Condition: ☐ Excellent ☐ Good ☒ Fair ☐ Deteriorated
☐ No longer in existence (for site of)

13. Alterations: Shed roof building at rear of property

14. Use type:
☐ Residential ☐ Industrial ☒ Commercial ☐ Civic
☐ Other

15. Is the structure on its original site?
☒ Yes ☐ No ☐ Unknown
If moved, approximate year _____

16. Related features and/or outbuildings: Two other buildings at rear of property

17. Architectural Description Art deco masonry building

SIGNIFICANCE

18. Statement of Significance The original building was found to be a major contributor to the historic streetscape in a 1992 survey, and continuing to add to the streetscape in the 2003 "downtown Specific Plan and West Side Update/Reconnaissance Survey".

**Cultural Resources Nomination Application
Historic District and Neighborhood Conservation Area**

1. District Name: _____

2. NCA Name: _____

APPLICANT INFORMATION

Preparer: Michael Ennabe

Sponsoring Organization (if any): _____

Address: 3807 Wilshire Blvd. Suite 1100

City, State and Zip: Los Angeles, CA 90010

Phone/EMAIL: Michael @ Ennabe.com

Signature of Applicant (s): 

Date form prepared: 06-03-15

(Attach additional sheets as necessary)

DESCRIPTION

3. Boundary Description: _____

4. Boundary Justification: _____

5. Physical Description: _____

SIGNIFICANCE

6. Theme: _____

7. Period of Significance: _____







PRIMARY RECORD

Other Listings
Review Code

Reviewer

Primary #
HRI #

Trinomial
NRHP Status Code 5S2

Date

Page 1 of 3

*Resource Name or #: (Assigned by Recorder) 4135 MARKET ST

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 _____ Date _____ T _____ ; R _____ ; 1/4 of _____ 1/4 of Sec _____ ; B.M. _____

c. Address 4135 MARKET ST

City Riverside

Zip _____

d. UTM: (Give more than one for large and/or linear resources)

Zone _____

mE/ _____

mN _____

e. Other Locational Data: APN: 215251004,

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

This Art Deco building is a tall, one-story, reinforced masonry showroom and service building with a composition roof. It is approximately 2,116 square feet in area. It is distinguished by ornate masonry trim work. The raised parapet is divided from the main wall by a heavy belt course, and a cornice molding graces the top edge of the parapet. At each corner and dividing the side bays are brick pilasters with a recessed, center vertical panel. Each pilaster carries a continuation of the belt course and cornice molding. The front façade has three large, recessed display windows with triple-pane transoms. The north façade contains three bays containing entries to a showroom/storeroom, an office, and a large service bay originally intended for tires, batteries and other accessories. These bays are divided by four pilasters. At the rear is a shed roof addition containing restrooms.

The first building built in 1934 was an all-steel building per newspaper articles. It was removed in 1961. The extant historic building was constructed in 1936. The building located at the rear of the site that is approximately 2,640 square feet dates to 1961, built for US Royal Tires. An addition to this building was constructed in 1981 for Winston Tire Co.

*P3b. Resource Attributes: (List Attributes and codes) HP06 1-3 Story Commercial Building

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



P5b. Description of Photo:
(View, date, accession #)

*P6. Date Constructed: 1936

Age and Sources: ☒ Historic

☐ Prehistoric

☐ Both

*P7. Owner and Address:

Riverside CA

*P8: Recorded by: Teri Delcamp

Teri Delcamp

City of Riverside

3900 Main Street

Riverside, CA 92522

*P9. Date Recorded: 08/21/2013

*P10. Survey Type: (Describe)

Intensive Survey

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

*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 3

*NRHP Status Code: 582

*Resource Name or #: (Assigned by Recorder) 4135 MARKET ST

B1. Historic Name General Petroleum Service Station

B2. Common Name

B3. Original Use: Service Station

B4. Present Use: Vacant

*B5. Architectural Style: Art Deco

*B6. Construction History: (construction date, alterations, and date of alterations) Construction Date: 1936

1934 Original Permit #B-15218, not extant

1936 Original Permit #17637, brick "addition" to service station

1961 Original Permit #36067, 2,664 SF new bldg for US Royal Tire Service

1981 Addition #C-18614, 1,265 SF for Winston Tire Co.

*B7. Moved? ☐ Date Moved: Original Location:

*B8. Related Features:

*B9a. Architect: unknown

b. Builder: General Petroleum

*B10. Significance: Theme: Auto-related Development & Area

Period of Significance 1936

Property Type Auto Repair

Applicable Criteria:

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

See Continuation Sheet

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

*B12. References:

City of Riverside Building Permits

Riverside Daily Press, March 17, 1934; September 11, 1936

"Draft The Assimilation of the Automobile in Riverside's Mile Square 1900-6519," JMRC October 2010

B13. Remarks:

*B14. Evaluator: Teri Delcamp

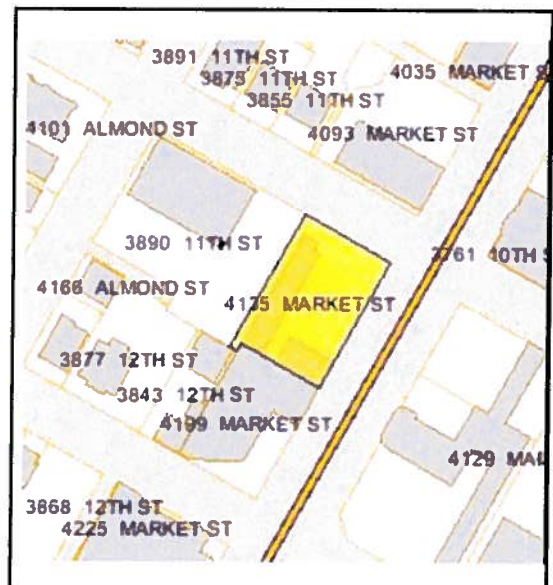
City of Riverside

3900 Main Street

Riverside, CA 92522

*Date of Evaluation 08/21/2013

(This space reserved for official comments.)



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary #
HRI #
Trinomial

Page 3 of 3

*Resource Name or #: (Assigned by Recorder) 4135 MARKET ST

*Recorded By: Teri Delcamp

*Date 08/21/2013

☒ Continuation ☐ Update

B10. Significance (continued):

Amid the post-WWI population-driven demand for housing in the second decade of the 20th century, Riverside's economic landscape was also changing. Vacant lots, particularly along the arterials in the downtown core, were eyed for commercial development. This geographic concentration of commercial enterprise in Riverside was linear as it was associated with major arterials or highways and generally focused first on the streetcar, and later motoring, patron, in addition to the neighborhood pedestrian. Eventually, use shifted to mainly auto- or travel-related uses like auto courts, motels, service stations or related auto services, and roadside eateries. At first, the automobile was assimilated into the whole structure without much change in the exterior design or scale. Extant auto-related buildings from the 1920s and 1930s still reflect the integration of the automobile in Mile Square commercial design near and along Market Street where the majority of auto-related commercial activity was headquartered. With the emergence of "streetcar suburbs" and other outlying developments, this method of incorporating commercial buildings into, or adjacent to, neighborhoods had become common throughout the country as residents pushed for small-scale, compatible construction even for buildings that accommodated automobiles. In accommodating automobile-related uses, local builders chose to make subtle changes within leading architectural forms and styles, which persisted through the 1930s. The design intent, which was heavily influenced by the Art Deco style within the Modernistic styles popular from roughly 1920 to 1940, is apparent in this building's façade. The site's setting and feeling has changed since the 1934 steel structure that would have reflected the original service station use of the site is no longer extant. However, the site is still a representative example of an auto-related building that reflects both Art Deco architecture and the small-scale property type that would have been compatible with the adjacent residential neighborhood to the northwest. The site is eligible for local listing as a Structure of Merit because it contributes to the broader understanding of the historical, architectural and community heritage of the City, retains sufficient integrity, and is an example of a type of building which was once common but is now rare in the community.