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BERKELEY
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SAN LUIS OBISPO

January 29, 2016

Mr. Greg Lukosky, Vice President of Development
Peninsula Retail Partners/Hanover – PRP Madison, LLC
417 29th Street
Newport Beach, California 92663

Subject: Historic Impacts Assessment for the Madison Plaza Commercial Project at 3490 Madison Street (LSA Project No. PRP1501)

Dear Mr. Lukosky:

LSA Associates, Inc. (LSA) is under contract to Peninsula Retail Partners/Hanover–PRP Madison, LLC (PRP) for the preparation of a historic resources impacts assessment for the Madison Plaza Commercial Project located at 3490 Madison Street (Assessor's Parcel Numbers [APN] 230-090-002, -003, -004, and -005), City of Riverside (City), California (Attachment A, Figure 1). The approximately 8-acre Project Area includes commercial buildings, parking, landscaping, and a large dirt area (Attachment A, Figure 2). The proposed project involves construction of new commercial buildings and installation of related parking and landscaping (Attachment B). To facilitate this development, the existing buildings, with the exception of the Denny's restaurant, are proposed to be demolished. Proposed changes to the Denny's restaurant are all interior improvements with the exception of a walk-in freezer, which will require exterior access from the rear of the building. On January 25, 2016, the City's Cultural Heritage Board staff tentatively approved a Certificate of Appropriateness for installation of the walk-in freezer (Attachment C).

The Denny's restaurant has been evaluated as a "historical resource" as defined by the California Environmental Quality Act (CEQA). Therefore, in compliance with CEQA and the City's Cultural Resources ordinance (Title 20 of the Municipal Code), the City has required an impacts assessment as part of the environmental review process for Madison Plaza. The purpose of the assessment is to determine whether the proposed project will result in any substantial adverse changes to the significance of the historical resource (Denny's).

BACKGROUND

The Denny's restaurant at 3530 Madison Street in Riverside was built in 1967 (Chiang 2009). It was designed by renowned architecture firm Armet & Davis in the Googie style, which was popular in the 1950s and 1960s. Denny's was founded in 1953 in Lakewood, California, under the name Danny's Donuts (Lazzaretto 2013). Armet & Davis' early designs for Danny's Donuts were adapted to the first Denny's prototype in 1958 (Ibid.). That design was then "used for the first 400 Denny's across the country, cementing Armet & Davis' reputation as premier coffee shop architects. They developed the second prototype featuring a folded plate roof in 1965" (Lazzaretto 2013:2). The Denny's in the project area is an example of the second prototype.

In 2009, this restaurant was evaluated as eligible for listing in the California Register of Historical Resources (California Register) at the local level under Criterion 3 for its architecture (Chiang 2009). It was also determined eligible for designation under the local ordinance. A subsequent evaluation in 2013 reaffirmed its California Register and local Landmark eligibility, stating that it is “an excellent and rare intact example of Googie roadside architecture” (Lazzaretto 2013:3). The 2013 evaluation also noted that the interior has been altered and the building does not appear eligible for listing in the National Register of Historic Places under any criterion.

A field survey completed in January 2016 did not identify any changes to the exterior of the restaurant since 2013 and there have been no changes to its use. It remains a historical resource for the purposes of CEQA.

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). It is important to identify character-defining features of a historical resource because the alteration or removal of these features could result in substantial adverse changes to the significance of the resource. This is especially important for historical resources that derive their significance from their architecture, such as the Denny’s restaurant in the project area.

According to the previous evaluations and the 2016 field survey, the Denny’s restaurant exhibits significant character-defining features of the Googie style and the second Denny’s prototype by Armet & Davis (Attachment A, Figures 3 through 7). These include:

- Rectangular shape with pointed northwest and southeast ends (roof and to a lesser degree the building walls);
- One-story, low-pitched, folded plate roof that extends over the walls to form a wide stucco soffit;
- Battered, zig-zag, shingled equipment screen (roof-mounted) with pointed ends;
- Roof-mounted sign consisting of channel letters spelling out “Denny’s”;
- Entry (southeast end of the building) including:
 - Aluminum-framed glass door and windows,
 - Concrete column,
 - Partial-height, trapezoidal stone accent wall set perpendicular to the entry, and
 - Round planter located in the walkway southeast of the entry;
- Nearly full-height aluminum-framed windows and the related columns;
- Scored concrete block walls;
- Stone accent walls and columns;
- Zig-zag concrete curbs between walkways and planters on all sides of the building; and

- Location in a commercial setting visible from the street.

The features that do not contribute the significance of the building include:

- The mechanical enclosure with a shed roof at the south end of the building; and
- The patio including the metal railing, low curb, and canvas awning.

Ideally, the character-defining features should be preserved in place and any damaged features should be restored or replaced in a manner as similar as possible to their original appearance. Non-character-defining features can be removed or altered, but if altered it would be preferable for the alterations to be compatible with the Googie style and similar in design and materials to the existing character-defining features. This is most important on the façade and elevations that are visible from the street.

IMPACTS ASSESSMENT

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.” Because the Denny’s restaurant in the project area is a historical resource under CEQA, the potential project impacts must be analyzed.

Project Description

The project area consists of 8.21 acres currently developed with a few modern commercial buildings, the Denny’s restaurant, and related parking and landscaping. The project proposes to demolish the modern buildings to facilitate construction of two new commercial/retail buildings and a drive-through restaurant and installation of an infiltration basin (Attachment B, Site Plan). The Denny’s restaurant will be preserved in place and parking and landscaping will be reconfigured to accommodate the new buildings and infiltration basin.

Proposed changes to the Denny’s restaurant include interior remodeling that will incorporate new kitchen equipment, new interior dining furniture, and upgraded restrooms (Attachment B pages A2.0-2.2). A new freezer storage area will also be installed and will result in a new exterior opening at the back of the building (Attachment A page A4.1). The freezer storage opening is the only exterior change to the restaurant aside from new exterior paint. The only site design change directly related to Denny’s is the proposed installation of seven new parking spaces, including two handicapped accessible spaces, at the south end of the building near the main entrance (Attachment B, Site Plan). Because the Denny’s walkway and the parking area are at the same grade in this location, only striping for handicapped access is proposed.

Project Analysis

The *Secretary of the Interior’s Standards (SOIS) for the Treatment of Historic Properties* are typically used to analyze project impacts. Projects that meet the SOIS are considered to be mitigated to a level that is less than significant. The SOIS are divided into four categories: preservation,

restoration, rehabilitation, and reconstruction. Although the Denny's is being preserved in place, it will also be undergoing some interior remodeling in order to improve its ability to operate as a restaurant. Therefore, application of the *Standards for Rehabilitation* is most appropriate.

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.*

The Denny's restaurant will continue operating as a Denny's restaurant and will continue to be located within a larger commercial center. Therefore, the project is in compliance with this Standard.

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.*

The historic-character of the building, including the related features (landscape curbs, walkways, planters) will be retained and preserved. Removal of historic materials or alteration of features and spaces that characterize the property are not proposed. Therefore, the project is in compliance with this Standard.

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.*

No elements that create a false sense of historical development are proposed. The only proposed exterior change is to the rear of the building where a pre-manufactured aluminum opening is proposed to be installed to access an interior freezer storage area. The opening will be painted or otherwise colored to match the building, but will be generally nondescript and devoid of any stylistic references. Therefore, the project is in compliance with this Standard.

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

Not applicable. The building was constructed in 1967 and there are no historic-period alterations to it.

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

A new opening will be installed at the rear of the building. This will necessitate the removal of a small section of the scored concrete block wall at the rear of the building. However, this minor alteration will not result in the loss of this character-defining feature (scored concrete block) since considerable scored concrete block will remain not only in the rear wall, but other parts of the building as well. For this reason, the loss of this small portion of the wall will not diminish the historic significance of the resource. Therefore, the project is in compliance with this Standard.

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.*

There is no indication that any of the historic features are in need of repair and the proposed project plans do not indicate any repair or replacement of those features. However, to ensure compliance with this Standard, it is recommended that the following note be added to the plans:

Any deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a character-defining 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.

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.*

No chemical or physical treatments such as sandblasting are proposed. The exterior surface will be painted using common preparation and painting techniques. However, to ensure compliance with this Standard, it is recommended that any materials are damaged during the painting or any construction process be repaired. If they cannot be repaired, they will be replaced in-kind to match the existing materials and design pursuant to the note recommended under Standard 6.

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

The historical resource within the project area is a 1967 building that does not include any archaeological resources. In addition, based on the related archaeological report prepared for the proposed project, sensitivity for archaeological resources within the project area is negligible.

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.*

The only proposed exterior change is to the rear of the building where a pre-manufactured aluminum opening is proposed to be installed to access an interior freezer storage area. Although this will result in the removal of a small section of scored concrete block, which is a character-defining feature of the building, a considerable amount of block will remain. The proposed opening will be painted or otherwise colored to match the building, but will be generally nondescript and devoid of any stylistic references, making it temporally ambiguous and generic. For these reasons, the project is in compliance with this Standard.

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.*

The only exterior change is the addition of a new opening in the rear wall. This will not change the essential form or integrity of the building. The setting consists of a parking lot and other commercial buildings. Although the configuration of the parking and buildings will be different from the current configuration, it will not diminish the integrity of the setting. Therefore, the proposed project is in compliance with this Standard.

RECOMMENDATIONS

Based on the foregoing analysis, the proposed project is in compliance with the SOIS (Rehabilitation) and will not result in a substantial adverse change to the historical resource. However, LSA recommends that the following note be added to the project plans as a precautionary measure:

Any deteriorated or damaged historic features shall be repaired rather than replaced. Where the severity of deterioration or damage requires replacement of a character-defining 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.

With the addition of this note to the plans, LSA recommends to the City a finding of *No Impact* with regard to the historical resource (Denny's restaurant) in the project area. No further historical resources analysis is recommended for the project unless the development plans change in a manner that might result in potential impacts not covered by this study.

If you have any questions, please contact me at Casey.Tibbet@lsa-assoc.com or by telephone at (951) 781-9310. It has been a pleasure working with you on this project.

Sincerely,

LSA ASSOCIATES, INC.



Casey Tibbet, M.A.
Senior Cultural Resources Manager
Historian/Architectural Historian

Attachments:

- References
- A. Figures
- B. Proposed Project Plans (5 pages)
- C. Tentative Approval Letter from the City
- D. DPR 523 Forms (2013 and 2009)

REFERENCES

Chiang, Christina

- 2009 State of California Department of Parks and Recreation Primary Record for Denny's (3530 Madison Street). On file at the City of Riverside Community and Economic Development Department.

Lazzaretto, Christine

- 2013 State of California Department of Parks and Recreation Primary Record for Denny's (3530 Madison Street). On file at the City of Riverside Community and Economic Development Department.

Nelson, Lee H., FAIA

- 1988 Preservation Brief 17, Architectural Character-Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving their Character. Technical Preservation Series, National Park Service. Accessed online in January 2016 at: <http://www.nps.gov/tps/how-to-preserve/briefs/17-architectural-character.htm>.

Related Report

Austerman, Gini, M.A.

- 2016 Cultural Resources Assessment for Madison Plaza Commercial Project, 3490 Madison Street, City and County of Riverside, California. Prepared by LSA Associates, Inc. for Greg Lukosky, Peninsula Retail Partners/Hanover-PRP Madison, LLC.

ATTACHMENT A

FIGURES



FIGURE 1

LSA



0 500 1000
FEET

SOURCE: Bing Aerial, 2015; County of Riverside, 2015.



FIGURE 1

LSA



 Project Boundary

0 60 120
FEET

SOURCE: Bing Aerial, 2015; County of Riverside, 2015.

Exhibit 9 - Initial Study

*Madison Plaza
Impacts Assessment*

Regional and Project Location



Figure 3: Southeast and northeast elevations. View to the northwest (1/14/16).



Figure 4: Façade (northeast elevation). View to the southwest (1/14/16)



Figure 5: Façade and north elevation. View to the south (1/14/16)



Figure 6: Northwest elevation. View to the southeast (1/14/16).



Figure 7: Southwest elevation (rear). View to the northeast (1/14/16).

ATTACHMENT B

PROJECT PLANS

Exhibit 9 - Initial Study



MADISON PLAZA

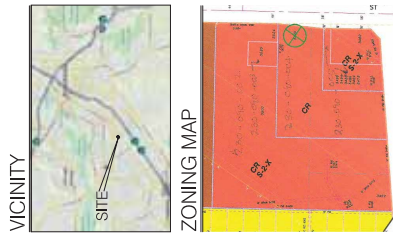
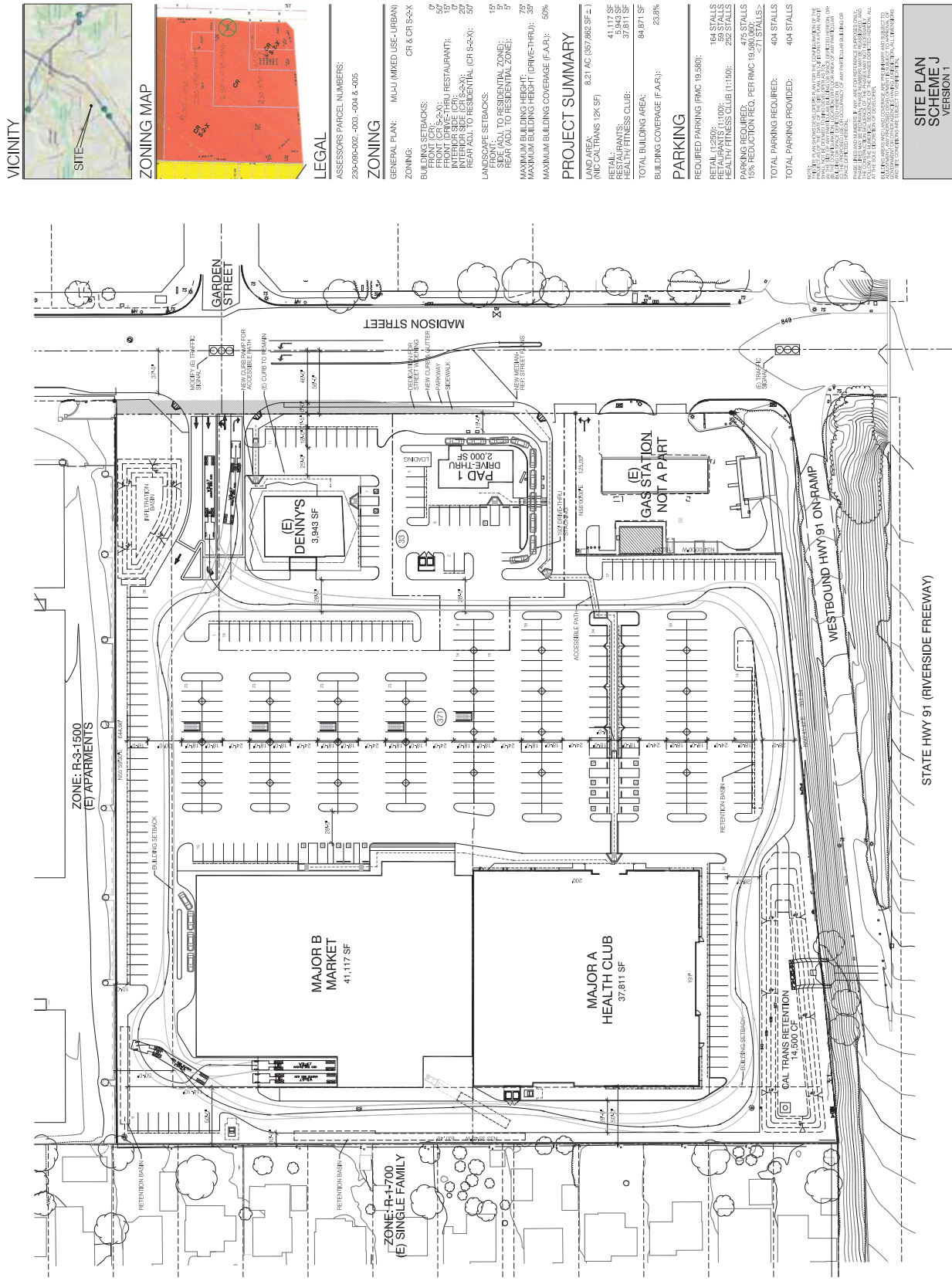
RIVERSIDE, CALIFORNIA

HANOVER: PRP PROPERTIES
(RIVERSIDE)
417 28TH STREET
NEWPORT BEACH, CA 92663
949.723.5500

PIERCE
ARCHITECTS
LOVELAND, CALIFORNIA
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**SITE PLAN
SCHEME J
VERSION 1**

MADISON PLAZA
RIVERSIDE, CA
GPA PROJECT #151220
2 DECEMBER 2015



ZONING MAP



LEGAL

ASSESSORS PARCEL NUMBERS:
293-090-002 -003 -004 & -005

ZONING

GENERAL PLAN: M-LU (MIXED USE-URBAN)
CR & CR 5-X
BUILDING SETBACKS:
FRONT (CR 5-X): 50'
SIDE (CR 5-X): 10'
REAR (CR 5-X): 10'
INTERIOR SIDE (CR 5-X): 20'
REAR ADJ. TO RESIDENTIAL (CR 5-X): 50'
LANDSCAPE SETBACKS:
SIDE ADJ. TO RESIDENTIAL ZONE: 10'
SIDE ADJ. TO RESIDENTIAL ZONE: 5'
MAXIMUM BUILDING HEIGHT (DRIVE-THRU): 20'
MAXIMUM BUILDING HEIGHT (DRIVE-THRU): 20'
MAXIMUM BUILDING HEIGHT (DRIVE-THRU): 20'
MAXIMUM BUILDING HEIGHT (DRIVE-THRU): 20'

PROJECT SUMMARY

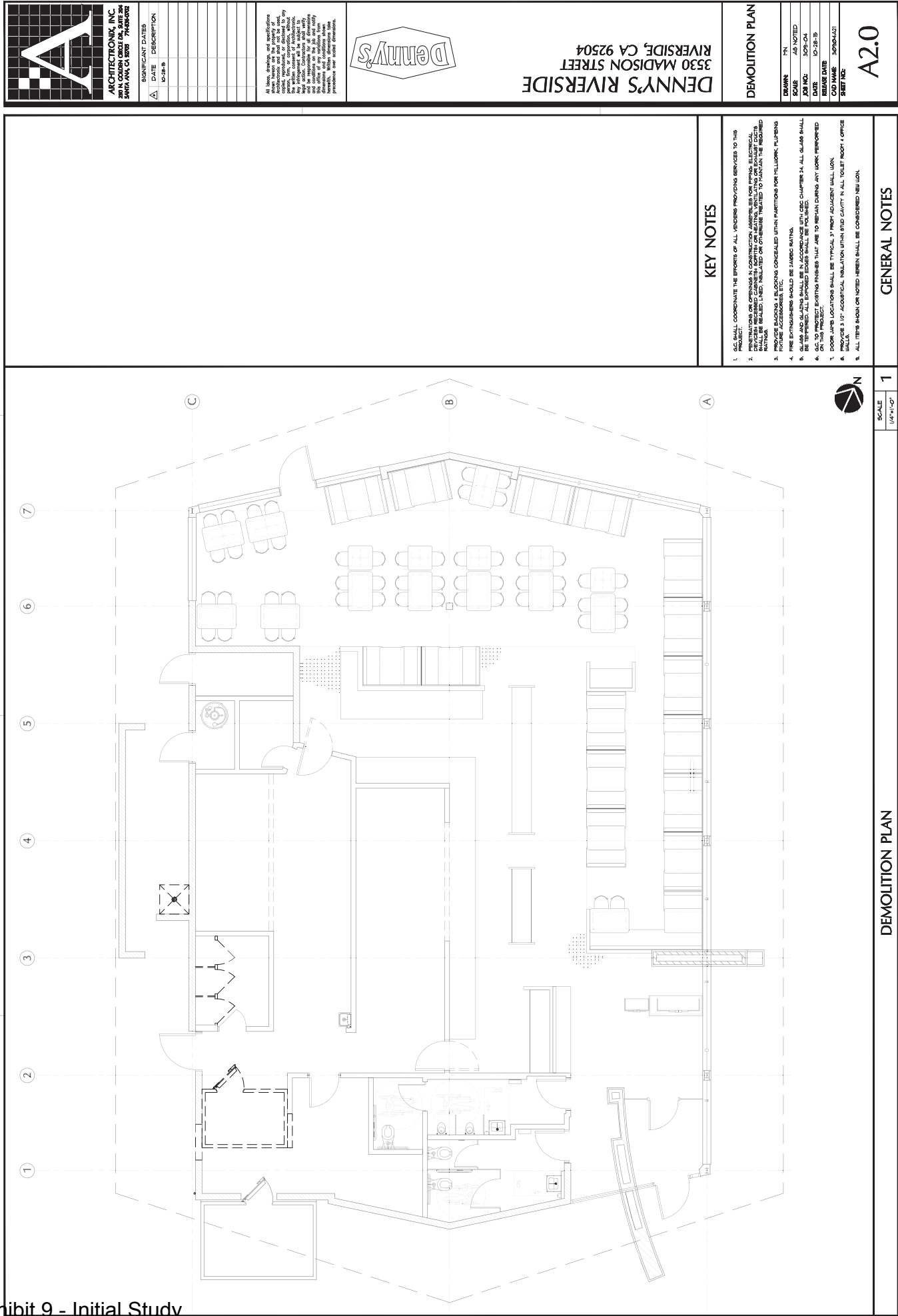
LAND AREA: 8.21 AC (567,862 SF ±)
(MC CALTRANS 12K SF)
RETAIL: 41,117 SF
RESTAURANTS: 37,811 SF
HEALTH & FITNESS CLUB: 37,811 SF
TOTAL BUILDING AREA: 54,871 SF
BUILDING COVERAGE (F.A.R.): 23.8%

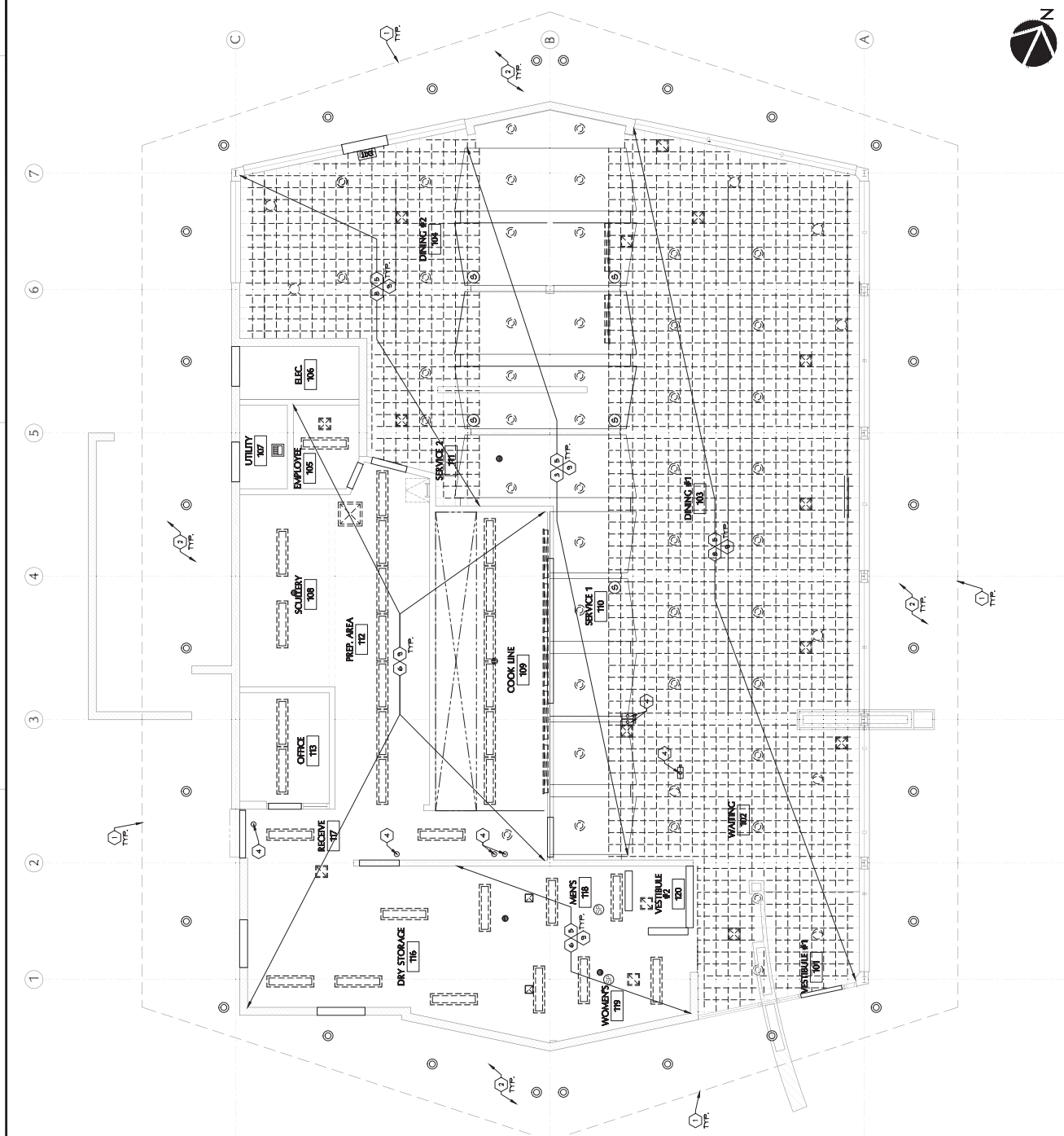
PARKING


REQUIRED PARKING (RMC 19,580):
RETAIL (1:250): 164 STALLS
RESTAURANTS (1:100): 59 STALLS
HEALTH & FITNESS CLUB (1:150): 255 STALLS
PARKING REQUIRED: 478 STALLS
RPA RECOMMENDATION: PER RMC 19,580 STALLS
< 71 STALLS
TOTAL PARKING REQUIRED: 404 STALLS
TOTAL PARKING PROVIDED: 404 STALLS

NOTES: 1. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA BUILDING CODE (CBC) AND THE 2015 CALIFORNIA FIRE CODE (CFC). 2. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA PLUMBING CODE (CPC) AND THE 2015 CALIFORNIA ELECTRICAL CODE (CEC). 3. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA MECHANICAL CODE (CMC) AND THE 2015 CALIFORNIA GAS CODE (CGC). 4. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA LAND DEVELOPMENT CODE (CLDC). 5. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA). 6. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA HISTORIC PRESERVATION ACT (CHPA). 7. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA CULTURAL HERITAGE ACT (CHCA). 8. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA ANTI-SLURDGE ACT (ASLA). 9. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA ANTI-SLURDGE ACT (ASLA). 10. ALL BUILDINGS SHALL BE CONSTRUCTED IN ACCORDANCE WITH THE 2015 CALIFORNIA ANTI-SLURDGE ACT (ASLA).

Exhibit 9 - Initial Study




[illegible]



ARCHITECTRONIX, INC.
10000 S. RIVERVIEW AVE. SUITE 100
SAN ANTONIO, TX 78247-3402

SIGNIFICANT DATES
DATE 1-0-19
PLANNING INITIALS

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Denny's Riverside
3530 Madison Street
Riverside, CA 92504

CEILING
DEMOLITION PLAN


DRAWN	T.M.	
SCALE	AS NOTED	
JOB NO.	2007-04	
ISSUE DATE	1-0-19	
CADD NAME	3090-0432	
SHEET NO.		

A 22

EXTERIOR FINISH LEGEND	GENERAL NOTES	KEYNOTES

NORTH EXTERIOR ELEVATIONS		WEST EXTERIOR ELEVATIONS	
SCALE 1/8"=1'-0"	4	SCALE 1/8"=1'-0"	3
<p>Architectural drawing of the North Exterior Elevations. The drawing shows a long, low profile with a flat roof and a series of vertical fins or louvers. The elevation is divided into several sections, each labeled with a callout number (1 through 11) and a material specification (EP-02 (TYP) or EP-03 (TYP)). A 'LODGE SCREEN' is indicated on the left side. The drawing is oriented with a north arrow pointing towards the top right.</p>		<p>Architectural drawing of the West Exterior Elevations. The drawing shows a long, low profile with a flat roof and a series of vertical fins or louvers. The elevation is divided into several sections, each labeled with a callout number (1 through 11) and a material specification (EP-02 (TYP) or EP-03 (TYP)). A 'LODGE SCREEN' is indicated on the left side. The drawing is oriented with a north arrow pointing towards the top right.</p>	

SOUTH EXTERIOR ELEVATIONS		EAST EXTERIOR ELEVATIONS	
SCALE 1/8"=1'-0"		SCALE 1/8"=1'-0"	
2		1	

	ARCHITECTONIK, INC. 10000 WILLOW CREEK DRIVE SUITE 1000 • DALLAS, TEXAS 75243		SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGNATURE 	DATE 	DESCRIPTION 	PLANNING MATERIAL 	SIGNIFICANT DATES 	SIGN
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ATTACHMENT C

TENTATIVE APPROVAL LETTER FROM THE CITY



Community Development
Department
Planning Division

City of Arts & Innovation

January 25, 2016

Frank Nin
Mancha Development Company
24422 Avenida de la Carlota, Suite 330
Laguna Hills, CA 92653

SUBJECT: Certificate of Appropriateness for the property at 3530 Madison Street –
P15-0703

Dear Mr. Nin:

The Cultural Heritage Board staff has tentatively approved your request for the above-referenced Certificate of Appropriateness for the addition of a walk-in freezer and repainting of the Denny's at 3530 Madison Street. All changes must be made according to the submitted plans. Any further changes are required to be reviewed by Historic Preservation staff.

There is now a 10 day appeal period ending at 5:00 p.m. on February 3, 2016. Appeals by any person aggrieved or affected by this decision must be received in writing along with the required appeal fee. If appealed, you will be notified when the case has been scheduled for review on the Cultural Heritage Board agenda. If not appealed, the Cultural Heritage Board staff's decision is final.

If you have any questions, please contact me at gadame@riversideca.gov or 951-826-5933.

Sincerely,

Gaby Adame
Assistant Planner
Historic Preservation Division

Cc: John M. Rix, jrix@architectonix.com

ATTACHMENT D

DPR FORMS (2013 AND 2009)

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

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

Other Listings
Review Code

Reviewer

Date

Page 1 of 5

*Resource Name or #: Denny's

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 West

Date: May 17, 2012

c. Address: 3530 Madison Street

City: Riverside

Zip: 92504

e. Other Locational Data: APN 230-090-003-3

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

This property is located on the west side of Madison Street and contains a one-story commercial building constructed in 1967 for Denny's restaurant. The building is set back from the sidewalk and is surrounded by a large surface parking lot. It is Googie style with a rectangular plan and a folded plate roof that extends over the walls to form a wide stucco soffit. The roof is clad in asphalt composition roofing edged with a fascia of standing seam metal, and is topped with a battered zig-zag equipment screen clad in synthetic wood shakes, on which are mounted channel letters spelling out DENNY'S. The principal (east) façade is composed of full-height aluminum storefront, which partially wraps the north and south facades. A portion of the north façade is clad in random stone, and the remaining walls are constructed of scored concrete block. The primary entrance is located at the southeast corner and consists of a single, fully glazed metal storefront door. It is marked by a freestanding, angled, partial height wall clad in random stone. There is a patio on the principal (east) façade enclosed with a metal railing and covered with a canvas awning. There is a concrete block trash enclosure on the rear (west) façade and a stucco-clad mechanical enclosure with a corrugated metal shed roof on the south façade.

***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 (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #) View looking East (May 2013)

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

☐ Prehistoric ☐ Both
1967, 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:**

May 8, 2013

***P10. Survey Type:**

Intensive

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

Christopher A. Joseph & Associates, *City of Riverside: Modernism Context Statement*, November 2009.

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 5

*NRHP Status Code 3CS, 5S3

*Resource Name or # Denny's

B1. Historic Name: Denny's

B2. Common Name: Denny's

B3. Original Use: Commercial/restaurant

B4. Present Use: Commercial/restaurant

***B5. Architectural Style:** Googie

***B6. Construction History:** (Construction date, alterations, and date of alterations)
Completed in 1967. The interior was altered in 1991.

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

Original Location:

***B8. Related Features:**

B9a. Architect: Armét & Davis

b. Builder:

***B10. Significance: Theme:** Modern Architecture & Architects of Modernism

Area: Riverside

Period of Significance: 1967

Property Type: Commercial/restaurant

Applicable Criteria: 3/c,d

The Denny's restaurant at 3530 Madison Street is an excellent example of Googie roadside architecture. It was completed in 1967 and is an example of the second Denny's prototype developed by the architectural firm Armét & Davis. Denny's was founded in 1953 in Lakewood, California. It was originally called Danny's Donuts before the name was changed to Denny's in the late 1950s. Armét and Davis' early designs for Danny's were adapted into the first Denny's prototype in 1958. This prototype was used for the first 400 Denny's across the country, cementing Armét and Davis' reputation as premier coffee shop architects. They developed a second prototype featuring a folded plate roof in 1965.

During the 1950s and 1960s, a unique form of roadside architecture developed that made dynamic use of a variety of building materials, structural forms, and spectacular signage. Such innovative architecture was utilized in cities throughout the nation, but the style gained a particular dominance in Southern California and today is referred to as Googie. The term Googie was coined after the boldly-designed *Googie's* coffee shop designed by John Lautner that once graced the Sunset Strip in Los Angeles. The term "Space Age" has also been applied to examples of Googie architecture in which futuristic shapes and forms utilized for buildings and signage were inspired by the optimism engendered by the popularity of the Space Age itself and the proximity of the aerospace industry in Southern California. With space travel so much a part of the national consciousness, architects decided to give the people a taste of the future. The Googie, or Space Age style, was characterized by designs that depicted motion, such as boomerangs, flying saucers, atoms, starbursts, and parabolas. These shapes were boldly applied to over-scaled roofs and signs. Materials typically included glass, steel, and neon.

See Continuation Sheet.

B11. Additional Resource Attributes:

***B12. References:**

See Continuation Sheet.

B13. Remarks:

***B14. Evaluator:** Christine Lazzaretto

***Date of Evaluation:** May 8, 2013

(This space reserved for official comments.)



*Recorded by: Historic Resources Group

*Date: May 8, 2013

■ Continuation

□ Update

Significance Statement Continued.

The Denny's at 3530 Madison Street exhibits significant character-defining features of Googie architecture and the second Denny's prototype. These include the distinctive folded plate roof and zigzag shingled parapet and the lava rock walls.

Louis L. Armét (1914-1981) and Eldon C. Davis (1917-2011) founded Armét and Davis in 1947. They worked together until 1972 designing churches, banks, bowling alleys, schools, and more. They are best known for their many Googie-style coffee shops including Clock's in Inglewood (1951), Norm's on South Figueroa in Los Angeles (1954), Huddle's Cloverfield in Santa Monica (1955), Pann's in Westchester (1956), and the Holiday Bowl and Coffee Shop in Los Angeles (1957). There is a former Denny's in Riverside located at 1995 University Avenue, which is an example of the 1958 prototype.

Although the interior has been altered, the Denny's at 3530 Madison Street retains sufficient integrity to convey its historic significance. It appears eligible for listing in the California Register at the local level of significance, and as a local landmark. It is eligible under the Modern Architecture theme as an excellent and rare intact example of Googie roadside architecture, and as an example of the second prototype developed for Denny's restaurants. Many of the original Denny's restaurants have been substantially altered or demolished. It is eligible under the Architects of Modernism theme as the work of renowned architects Armét and Davis. It does not meet National Register Criterion Consideration G of "exceptional importance" required for properties that are less than fifty years old, and it has been altered on the interior; therefore it does not appear eligible for listing in the National Register of Historic Places.

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.

Hess, Alan. *Googie Redux*. Vancouver, Canada: Raincoast Books, 2004.

"Obituary: Eldon Davis," *The Architect's Newspaper*, May 11, 2011. Available online:
<http://archpaper.com/news/articles.asp?id=5346>. Accessed March 2013.

Riverside County Land Information System (LIS).



View looking Northwest (May 2013)



Detail of Entry (May 2013)



View looking Northeast (May 2013)

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

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 3CS/5S3

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3 *Resource Name or #: (Assigned by recorder) Denny's

P1. Other Identifier: _____

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County Riverside and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad _____ Date _____ T _____ R _____ of _____ of Sec _____ B.M.

c. Address 3530 Madison Street City Riverside Zip 92504

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

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

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

Denny's is a Googie style coffee shop building surrounded by concrete walkways and then surface parking. It is one story in height and covered by roof with a zigzag, shingled parapet. The roof is covered by different shingles than the parapet, has a wide overhang, and is thick with coping at the top edge. It has a folded plate on the main (east) and west facades. Signage letters are attached to the parapet. The plan is rectangular-shaped with pointy ends at the shorter sides (north and south). At these pointy ends, the roof follows the angle of the walls at a low-pitch. The walls are mostly glazed from floor to ceiling with some lava rock expanses on the pointy ends. The entrance on the southeast side is marked by a column and a low, round concrete planter.

*P3b. Resource Attributes: (List attributes and codes) HP6-Commercial Building, 3 stories and under

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



P5b. Description of Photo: (view, date, accession #) Northeast elevation
May 3, 2009

*P6. Date Constructed/Age and Source: ☒ Historic ☐ Prehistoric
☐ Both

1967, Building Permit

*P7. Owner and Address: _____

*P8. Recorded by: (Name, affiliation, and address) Teresa Grimes and Christina Chiang; CAJA
523 W. 6th Street, Suite 1134
Los Angeles, CA 90014

*P9. Date Recorded: April 20, 2009

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Modernism Context Statement for the City of Riverside, Certified Local Government Grant

*Attachments: ☐ NONE ☐ Location 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

*NRHP Status Code 3CS/5S3

Page 2 of 3

*Resource Name or # (Assigned by recorder) Denny's

B1. Historic Name: Denny's Restaurant

B2. Common Name: Denny's

B3. Original Use: Restaurant

B4. Present Use: Restaurant

*B5. Architectural Style: Googie

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

1967 constructed, 1999 interior remodel

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

*B8. Related Features:

B9a. Architect: Armét and Davis

b. Builder: E. W. Hahn

*B10. Significance: Theme Architecture

Area Riverside

Period of Significance 1967

Property Type Commercial

Applicable Criteria 3

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

Denny's is eligible for listing in the California Register under Criterion 3. It is significant at the local level in the context of modern architecture in Riverside as a good example of the Googie style and is still used as a Denny's today. The most distinctive feature is the folded plate roof and zigzag shingled parapet. Other special design elements include the zigzag walls for the landscaping, the signage on the parapet, the floor-to-ceiling glazing and lava rock walls. This Denny's is of the second prototype designed by Armét and Davis for Denny's Restaurants. Louis L. Armét and Eldon C. Davis founded Armét and Davis in 1947. They worked together until 1972 designing churches, banks, bowling alleys, schools, and more. They are best known for their many Googie-style coffee shops including Clock's in Inglewood (1951), Norm's on South Figueroa in Los Angeles (1954), Huddle's Cloverfield in Santa Monica (1955), Pann's in Westchester (1956), and the Holiday Bowl and Coffee Shop in Los Angeles (1957).

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

*B12. References:

Building Permits; Alan Hess, Googie Redux, San Francisco: Chronicle Books, 2004.

B13. Remarks:

*B14. Evaluator: Christina Chiang and Teresa Grimes

*Date of Evaluation: 4/20/09

(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) Denny's

*Recorded by: Christina Chiang and Teresa Grimes

*Date 5/4/09

☒ Continuation ☐ Update

Description continued:

There are low concrete planter walls zigzag around the north, south, and east sides of the building. The west elevation is solid concrete block with a plain, open box of concrete screen, and block wall west of it and one palm tree. The interior has been remodeled.

Significance continued:

They used commonplace materials to make eye-catching shapes, like refrigeration insulation cork and egg crating on the ceiling. Armét and Davis designed a few Danny's Restaurants before they became Denny's, which adopted their style of design for their restaurants. The designs used by Denny's spread the ideas of Armét and Davis around the country. There is one other Denny's in Riverside, which was the first prototype designed by Armét and Davis. It is not a Denny's anymore. The exterior of this building retains a high level of integrity; however, the interior was remodelled in 1999.