

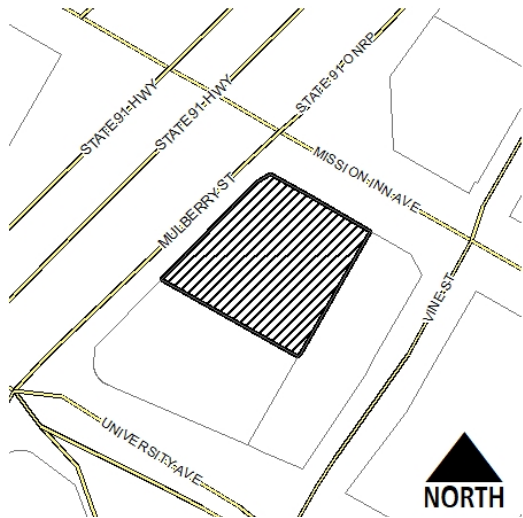


Community & Economic Development Department
3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5371 | RiversideCA.gov

Planning Division

CULTURAL HERITAGE BOARD MEETING DATE: MAY 20, 2020
AGENDA ITEM NO.: 3

PROPOSED PROJECT

<i>Case Numbers</i>	P20-0074 (Historic Designation)	
<i>Request</i>	To consider a Historic Designation request to designate the former Freeland Tractor Company Showroom building as a City Landmark	
<i>Applicant</i>	Naomi Avila	
<i>Project Location</i>	3252 Mission Inn Avenue, on the southeast corner of Mulberry Street and Mission Inn Avenue	
<i>APN</i>	213-291-013	
<i>Ward</i>	2	
<i>Neighborhood</i>	Eastside	
<i>Historic District</i>	Seventh Street	
<i>Historic Designation</i>	City Structure of Merit #4	
<i>Staff Planner</i>	Scott Watson, Historic Preservation Officer 951-826-5507 swatson@riversideca.gov	

RECOMMENDATIONS

Staff recommends that the Cultural Heritage Board recommend that the City Council:

1. **DETERMINE** that Planning Case P20-0074 (Historic Designation) for the designation of the former Freeland Tractor Company Showroom building as a City Landmark, is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to Sections 15061(b)(3) (Common Sense Rule) and 15308 (Actions by Regulatory Agencies for Protection of the Environment), as the proposal will have no significant effect on the environment, identifies the structure as a cultural resource, and preserves the historic character of a cultural resource; and
2. **APPROVE** Planning Case P20-0074 (Historic Designation), based on the facts of findings, and designate the Freeland Tractor Company Showroom building as a City Landmark.

BACKGROUND/PROJECT DESCRIPTION

The former Freeland Tractor Company Showroom building was constructed in 1929 as a tractor and farm equipment showroom for Frank A. Tetley, a prominent local developer. The building was occupied by the Freeland Tractor Company and distributed Caterpillar equipment throughout Riverside and San Bernardino counties. After the Freeland Tractor Company moved its operation to the corner of Eighth (today University Avenue) and Mulberry Streets, the building was purchased by different owners including:

- 1935 - California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV)
- 1950s -1980s – Several tenants: Service Auto Supply Company, Riverside Boat & Marine Supply, Hunter Boat Sales, and McMahan Business & Office Furniture
- 2000 - Sevilla Restaurant and Club (built a rear addition)
- 2020 - Avila's Historic 1929

The former Freeland Tractor Company Showroom was designated as City of Riverside Structure of Merit #4 by the Cultural Heritage Board in 1980. The building is a contributor to the Seventh Street Historic District. A Cultural Resources Overlay Zone has been applied to this property for these reasons.

The applicant is requesting approval of a Historic Designation to designate the former Freeland Tractor Company Showroom building as a City Landmark.

ANALYSIS

The applicant has provided an architectural description, statement of significance, photographs documenting the architecture and setting of the industrial building, and copies of primary and secondary sources (Exhibit 2) as summarized below.

Architectural Description

The industrial building consists of a one-story Spanish-Mediterranean Revival style building. The building was constructed of exposed board-formed concrete. Original building features include: a rectangular floor plan; a medium-pitched side gable roof topped with red clay tile in the front portion; and a barrel-shaped roof behind a parapet in the rear portion of the building.

The main design features of the building are the arched wood storefronts on the north and east elevations. The lower portion of the storefronts consists of either a tripartite window or a double door flanked by a window on each side. The upper portion of the storefronts consists of a semicircular multi-pane transom. Decorative spindles are mounted on the vertical mullions of the lower portion of the storefronts. The area below the storefront windows is enhanced with a tile clad bulkhead.

The rear addition to the building was approved by the Cultural Heritage Board in 1998 and constructed in 1999. The addition is compatible with original building and does not diminish the integrity of the historic building.

Statement of Significance

The former Freeland Tractor Company Showroom building is historically significant as an example of the work of G. Stanley Wilson, a prominent local architect. Wilson is known for his work on the Mission Inn Hotel as well as various civic, religious, commercial and residential structures in the City and other surrounding communities. The building is significant as an agricultural related industrial building that provided necessary services and support to the City's booming agricultural industry in the early 20th Century, and for its association with the development of the State Highway System because of use as offices for the CHP and DMV.

The former Freeland Tractor Company Showroom building retains the high degree of integrity required for Landmark designation and is eligible for City Landmark designation

TITLE 20 EVALUATION

Under Title 20 (Cultural Resources), "Landmark" means: "Any improvement or natural feature that is an exceptional example of a historical, archaeological, cultural, architectural, community, aesthetic or artistic heritage of the City, that retains a high degree of integrity". Pursuant to the applicable Landmark criteria in Chapter 20.50, the Freeland Tractor Company Showroom is eligible for designation under Criterion 1 and 4 based on the following facts:

FINDING: Criterion 1: Exemplifies or reflects special elements of the City's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history.

FACTS: The agricultural industry in Riverside was instrumental to the economic development, culture, and prosperity of the City from the late-19th century to the early-20th century. The Freeland Tractor Company is an example of a company that supported and serviced the agricultural industry. Many of the agricultural related companies, such as the Food Machinery Company, the Freeland Tractor Company, and citrus processing and packing companies, were located in the Eastside along the railroad tracks.

The large arched windows on the front and east elevations of the building showcase the building as a tractor showroom. In the mid 20th century, the building was occupied by the California Highway Patrol and Department of Motor Vehicles. The building was chosen to house these offices because it was proximate to State Routes 91 and 60, which originally intersected near this site. The building is part of the history of the early development of the highway system in the City which was important to the City's economic boom in the mid 20th century. For this reason, the former Freeland Tractor Company Showroom represents a special element in the City's cultural and economic history.

FINDING: Criterion 4: Represents the work of a notable builder, designer, or architect, or important creative individual.

FACTS: The former Freeland Tractor Company Showroom building was designed by prominent local architect G. Stanley Wilson, who is most known for this work on the Mission Inn Hotel. Wilson worked with architect Myron Hunt on the design of the Spanish Wing and later served as the architect of the St. Francis Chapel and the rotunda at the Mission Inn Hotel. Several of Wilson's buildings are listed in the National Register of Historic Places, including Soldier's Memorial Auditorium (Riverside Municipal Auditorium – 3485 Mission Inn Ave), Riverside-Arlington Heights Fruit Exchange (Heroes Restaurant - 3397 Mission Inn Ave), and M. H. Simon's Mortuary (3410 11th St).

The former Freeland Tractor Company building embodies Wilson's unique integration of the Spanish Colonial and Mediterranean Revival styles of architecture, prominent in the 1910s through the 1930s. With most of its original design still intact, the Freeland building is a good representation of Wilson's work.

PUBLIC NOTICE AND COMMENTS

A public hearing notice was mailed to property owners within 300 feet of the site. As of the writing of this report, no responses have been received by Staff regarding this proposal.

EXHIBITS LIST

1. Aerial/Location Map
2. Historic Designation Application
3. Historic Photos
4. Current Photos

Prepared by: Scott Watson, Historic Preservation Officer

Reviewed by: Patricia Brenes, Principal Planner

Approved by: Mary Kopaskie-Brown, City Planner