

Cultural Resources Nomination Application

<input checked="checked" type="checkbox"/> City Landmark	<input type="checkbox"/> Structure of Merit
Please check the Designation for which you are applying	

IDENTIFICATION

1. Common name: Avila's Historic 1929
2. Historic Name: Freelanders Tractor Company Showroom
3. Street address: 3252 Mission Inn Ave
City Riverside State CA Zip 92507
4. Assessor Parcel number: 213291001 APE Map L-1
5. Present Legal Owner: Charles & Naomi Avila
City Riverside State CA Zip 92506
6. Present Use: _____
7. Original Use: Tractor Company Showroom

Date form prepared: _____

Preparer: _____

Sponsoring Organization (if any): _____

Address: _____

City, State and Zip: _____

Phone: _____

Naomi Avila

3252 Mission Inn Ave
Riverside CA 92507

SIGNIFICANCE

18. Historical Attributes:

- | | | |
|---|--|--|
| <input type="checkbox"/> Unknown | <input type="checkbox"/> Government Building | <input type="checkbox"/> Folk Art |
| <input type="checkbox"/> Single Family | <input type="checkbox"/> Educational Building | <input type="checkbox"/> Street Furniture |
| <input type="checkbox"/> Multiple Family | <input type="checkbox"/> Religious Building | <input type="checkbox"/> Landscape Architecture |
| <input type="checkbox"/> Ancillary Building | <input type="checkbox"/> Railroad Depot | <input type="checkbox"/> Trees/Vegetation |
| <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Train | <input type="checkbox"/> Urban Open Space |
| <input type="checkbox"/> Bridge | <input type="checkbox"/> Rural Open Space | <input type="checkbox"/> Canal/Aqueduct |
| <input type="checkbox"/> Farm/Ranch | <input checked="" type="checkbox"/> Industrial Building | <input type="checkbox"/> Dam |
| <input type="checkbox"/> Military Property | <input type="checkbox"/> Public Utility Building | <input type="checkbox"/> Lake/River/Reservoir |
| <input type="checkbox"/> CCC/WPA Structure | <input type="checkbox"/> Theater | <input type="checkbox"/> Ethnic Minority Prop. |
| <input type="checkbox"/> Engineering Structure | <input type="checkbox"/> Highway/Trail | <input type="checkbox"/> Civic Auditorium |
| <input type="checkbox"/> Amusement Park | <input type="checkbox"/> Woman's Property | <input type="checkbox"/> Monument/Mural/Gravestone |
| <input type="checkbox"/> Cemetery | <input type="checkbox"/> Hospital | <input type="checkbox"/> Stadium |
| <input type="checkbox"/> Mine | <input type="checkbox"/> Community Center/Social Hall | |
| <input type="checkbox"/> Commercial Building, 1-3 stories | <input type="checkbox"/> Commercial Building, over 3 stories | |
| <input type="checkbox"/> Other: | | |

19. Architectural Description

20. Statement of Significance

21. Bibliography

22. Photographs

23. Letter from property owner (if other than applicant)

see attached

DESCRIPTION

8. Legal property description: APN: 213291001, APE Map L-1
Site Number 3. Also part of Seventh Street
- Include approximate property size (in feet): Street Frontage 139.79 Depth 175.70
9. Architectural Style: Spanish - Mediterranean style
10. Construction Date: Estimated 1929 Factual _____
Source of Information: _____ Assessor's Records _____ Building Permit _____ Sanborn Map
_____ Publications _____ Oral Interviews
11. Architect's Name: E Stanley Wilson Builder's Name: _____
12. Condition: ☒ Excellent _____ Good _____ Fair _____ Deteriorated
_____ No longer in existence
13. Alterations: _____

14. Surroundings:
_____ Open Land ☒ Scattered Buildings _____ Densely Built-Up
15. Use type:
_____ Residential _____ Industrial ☒ Commercial _____ Civic
_____ Other
16. Is the structure on its original site?
☒ Yes _____ No _____ Unknown
If moved, approximate year _____
17. Related features and/or out-buildings: _____

PRIMARY RECORD

Other Listings
Review Code

Reviewer

Primary #
HRI #

Trinomial
NRHP Status Code 3B

Date

Page 1 of 3

*Resource Name or #: (Assigned by Recorder) 3252 MISSION INN AV

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 3252 MISSION INN AV

City: Riverside Zip

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

Zone 11 ; 466010 mE/ 3759840 mN

e. Other Locational Data: APN: 213291001, APE Map L-1. Site Number 3. Also part of the Seventh Street Historic

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

This is a one-story rectangular plan commercial building in the Spanish-Mediterranean style. The front facade facing Mission Inn Avenue is filled by three arched windows under a medium gable tile roof. The left side has two arched windows of the same proportions. In the gable on the left side of the structure is a small arched window recessed into the wall. The other side of the building is blank. The entrance is in the center of the middle arched window. The arched windows have three sashes divided vertically, the bars of which match the bars of the arched windows. The bars are turned spindles. The bar dividing the transom is continuous and even with tops of the piers which support the arches. An addition was made to the rear of the structure in 2000.

*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: 1929

Age and Sources: ☒ Historic

☐ Prehistoric ☐ Both

*P7. Owner and Address:

Riverside CA

*P8: Recorded by: Krystal Marquez

Erin Gettis & Krystal Marquez

City of Riverside Community Development

3900 Main St.

Riverside, CA 92522

*P9. Date Recorded: 10/19/2011

*P10. Survey Type: (Describe)

Intensive/Section 106 Compliance

*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)

Page 3 of 3

*Resource Name or #: (Assigned by Recorder) 3252 MISSION INN AV

*Recorded By: Krystal Marquez

*Date 10/19/2011

☒ Continuation

☐ Update

B10. Significance (continued):

The former Freeland Tractor Company Showroom was designated City of Riverside Structure of Merit #4 by the Cultural Heritage Board and is a contributing feature of the Seventh Street Historic District. Seventh Street during this period was one of the most important east-west arterials in this city, linking the railroad stations and citrus packing houses near historic North Park with the Mission Inn and numerous prominent public buildings. Built in 1929 this Spanish style one story poured concrete building was designed by local architect G. Stanley Wilson and commissioned by Frank A. Tetley, a local real estate agent and developer, who had it designed as a showroom for tractors and farm equipment. According to Joan Hall, "...wooden forms were used to enclose the steel reinforcement bars as the concrete hardened into sturdy walls. When the forms were removed, horizontal impressions remained on the facade. A red tiled roof and three tall arched windows across the front added to the Spanish appearance." The Freeland Company distributed Caterpillar equipment exclusively in Riverside and San Bernardino counties and the president of the company was James E. Freeland. The Freeland Tractor Company moved its operation in 1935 to the corner of Eighth and Mulberry Streets and California Highway Patrol took over the building. By the 1950's the Department of Motor Vehicles inhabited the building and the California Highway Patrol had also moved on to Eighth Street; then by 1963 Riverside Boat and Marine Company had moved into the building. In 2000, after long periods of vacancy Sevilla Restaurant and Club moved into the building and built an addition on the rear while retaining the character defining features of the structure. The building maintains a high degree of architectural integrity and was built by well known Riverside architect G. Stanley Wilson who also worked on the NHL Mission Inn as well as various civic, religious, commercial and residential architecture in the Riverside area as well as surrounding communities. Due to the property's architectural integrity as well as being the work of a notable architect the structure appears to qualify for local Landmark designation.

Biography on G. Stanley Wilson, Architect of Freeland Tractor & Equipment Building

Born in Bournemouth, England in 1879, he came to Riverside with his family in 1895 at age 16.

G. Stanley Wilson began his career as a carpenter in 1901 Riverside. He worked with Donald J. McLeod on some of Riverside's finest homes and also began to work on his own, building a number of small houses near Mission Inn Avenue and Park Avenue.

His first important commission was a house for C.O. Evans, in 1908, at 4622 Indian Hill Road. The huge 10-room, two-story house was constructed of redwood, brick, and concrete, with a double-gabled roof and half-timbered walls. Wilson used a photograph of the house in his advertising and many commissions followed.

In 1909, he opened his own office and began to work on projects for Frank Miller at the Mission Inn. He worked under architect Myron Hunt on the Spanish wing including the dining room and Spanish Art Gallery.

In 1915, he built his own home, a five-room bungalow on the southwest corner of Market and Fourth streets. He lived there with his wife, Mildred, and growing family. In 1926, they added a second story and in 1927, the Casa De Anza Hotel with several apartments was added next door. After World War II, the original home was removed to make room for a swimming pool and additional single story rooms. The hotel is now called the Santa Cruz Inn.

Wilson obtained his architect's license in 1923 from the International Correspondence School. He employed the best draftsmen and also employed Riverside architects Peter Weber, Albert Haight, and Randall D. Weaver.

Wilson became Frank Miller's architect at the Mission Inn and designed and built the Rotunda and the St. Francis Chapel. In 1927, Wilson designed a major Mission Revival renovation of Rouses Inc., one of Riverside's signature department stores.

In 1929, Wilson designed and built a state of the art showroom for Freeland Tractor & Equipment Company that provided a progressive approach to tractor showcasing and purchasing. The Mediterranean Revival style structure with its reinforced concrete walls were a signature of Wilson design and has aesthetic and material similarities to that of the Mission Inn.

Wilson also built many other notable buildings in Riverside that can still be seen. These include the Park Avenue Baptist Church built of adobe in 1925 (3878 Fourteenth), Simmons Mortuary in 1925 (3610 Eleventh Street), the Aurea Vista Hotel in 1927 (3480 University Avenue), Palm Elementary School in 1927 (6735 Magnolia Avenue), the J.R. Willis Building in 1927 (4336 Market Street), the Riverside City College Quadrangle from 1923 to 1950 (Terracina Avenue), the Soldier's Memorial Auditorium in 1929 (3485 Mission Inn Avenue, started by Arthur Benton competed by Wilson), Grant Elementary School in 1935 (4011 Fourteenth Street), St. Francis de Sales Catholic Church Convent and School in 1938 (3360 Twelfth Street), and All Saints Episcopal Church in 1948 (3847 Terracina Avenue).

Uses & Owners Timeline of Freeland Tractor Company Building

1929 Architect G. Stanley Wilson commissioned by F.A. Tetley to design building (see article from 5/30/1929)

1929-1936 James E. Freeland leases building for first of its kind tractor showroom (see article from 5/30/1929)

1936-1953 California Highway Patrol and Department of Motor Vehicles dual office (see article from 11/23 & 11/27/1936)

1954-1960 Service Auto Supply Company

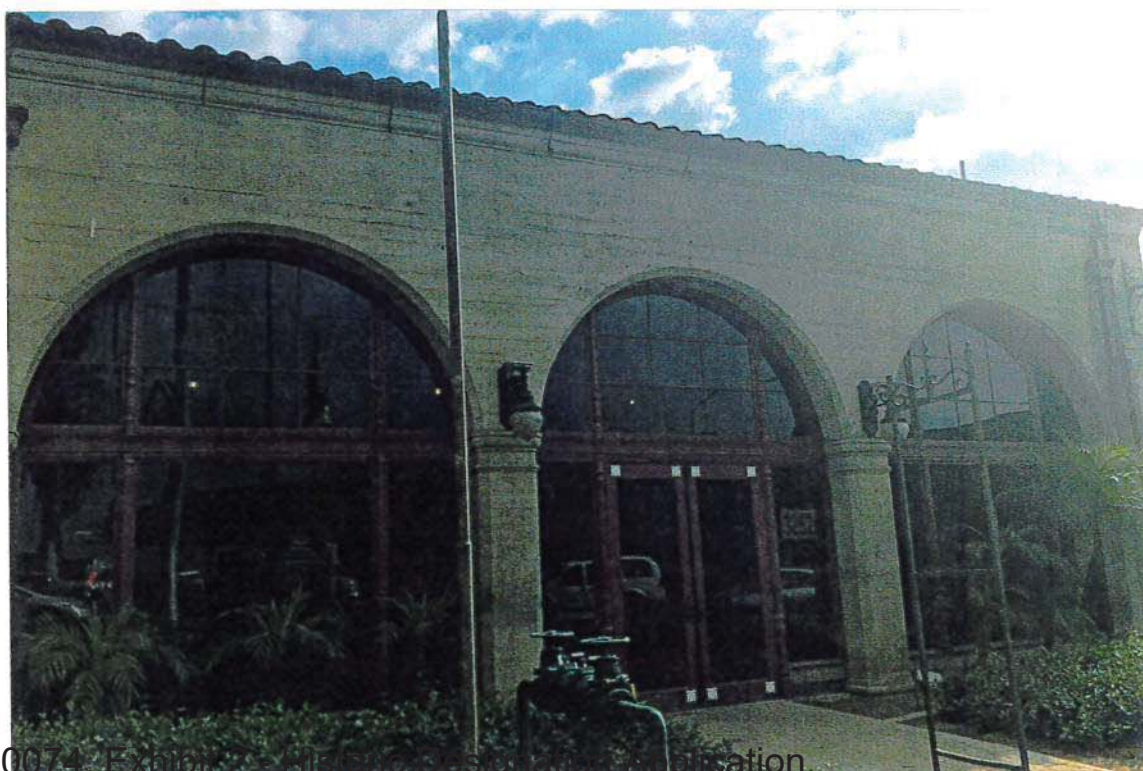
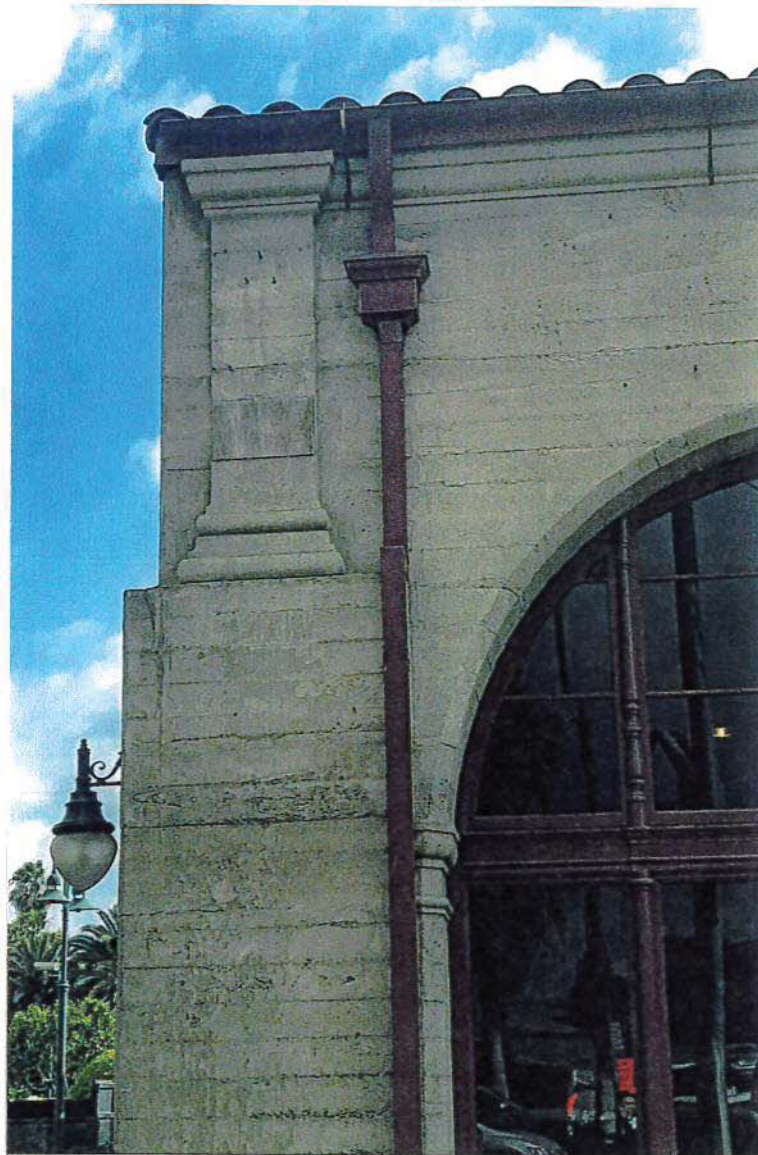
1963-1980 Riverside Boat & Marine Supply (see architectural survey from 2/26/1977)

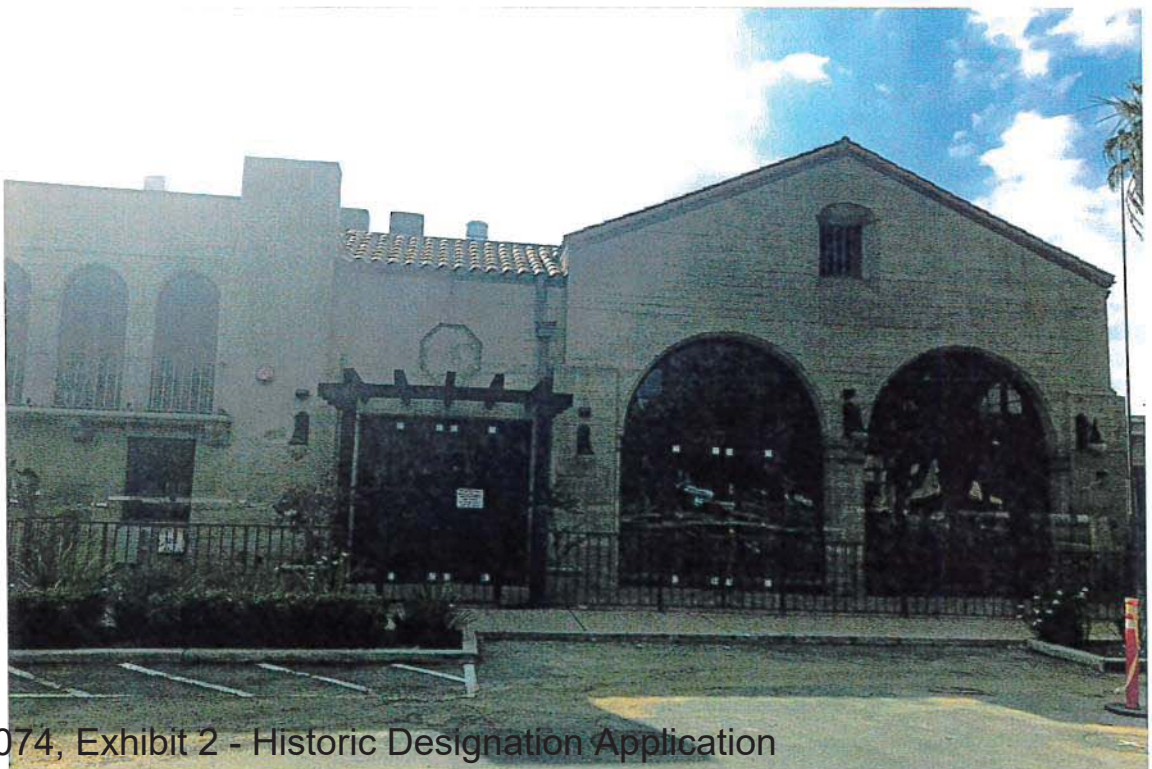
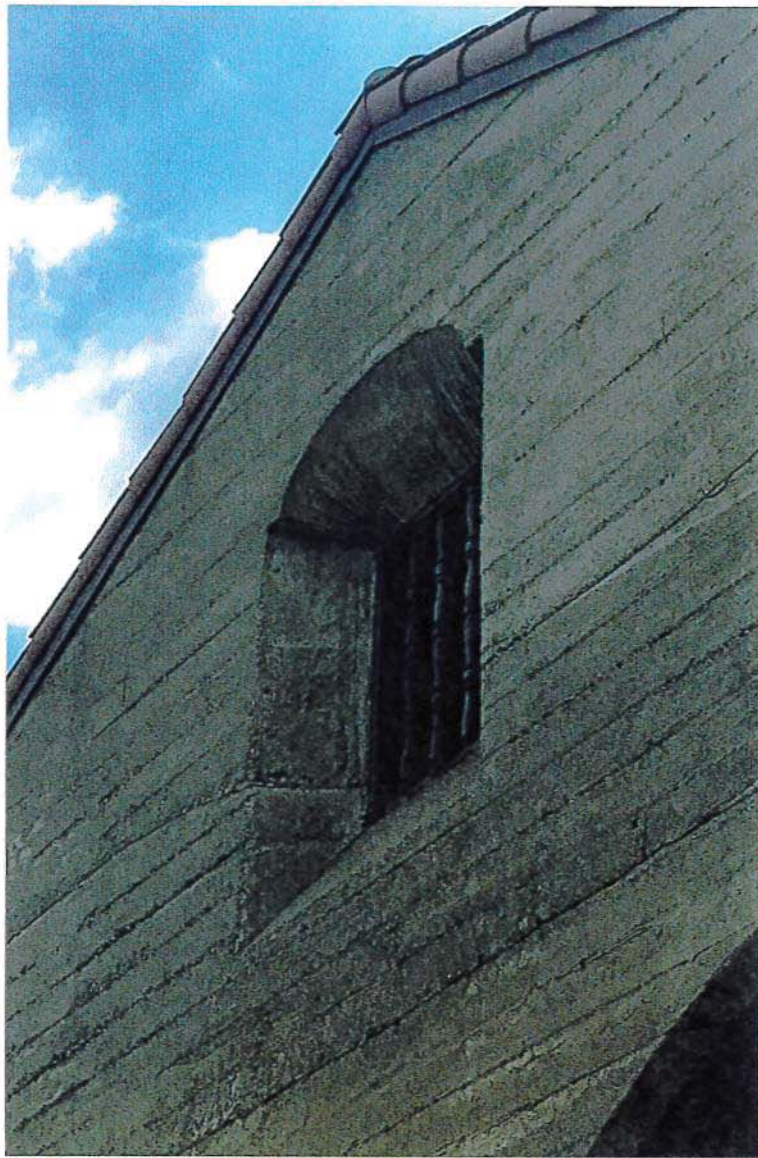
1980-1981 Hunter Boat Sales

1981-1986 McMahan Business & Office Furniture

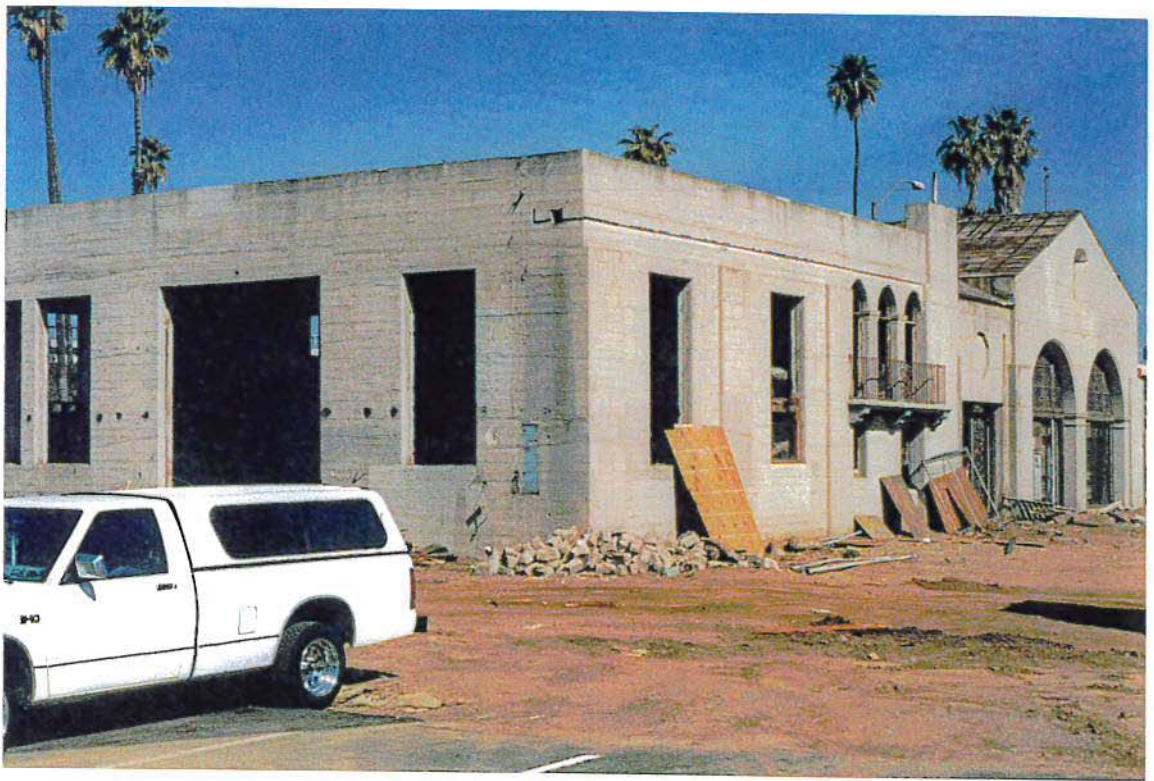
1986-1997 Building remained vacant (see chapter 65 from J. Hall 2003 book)

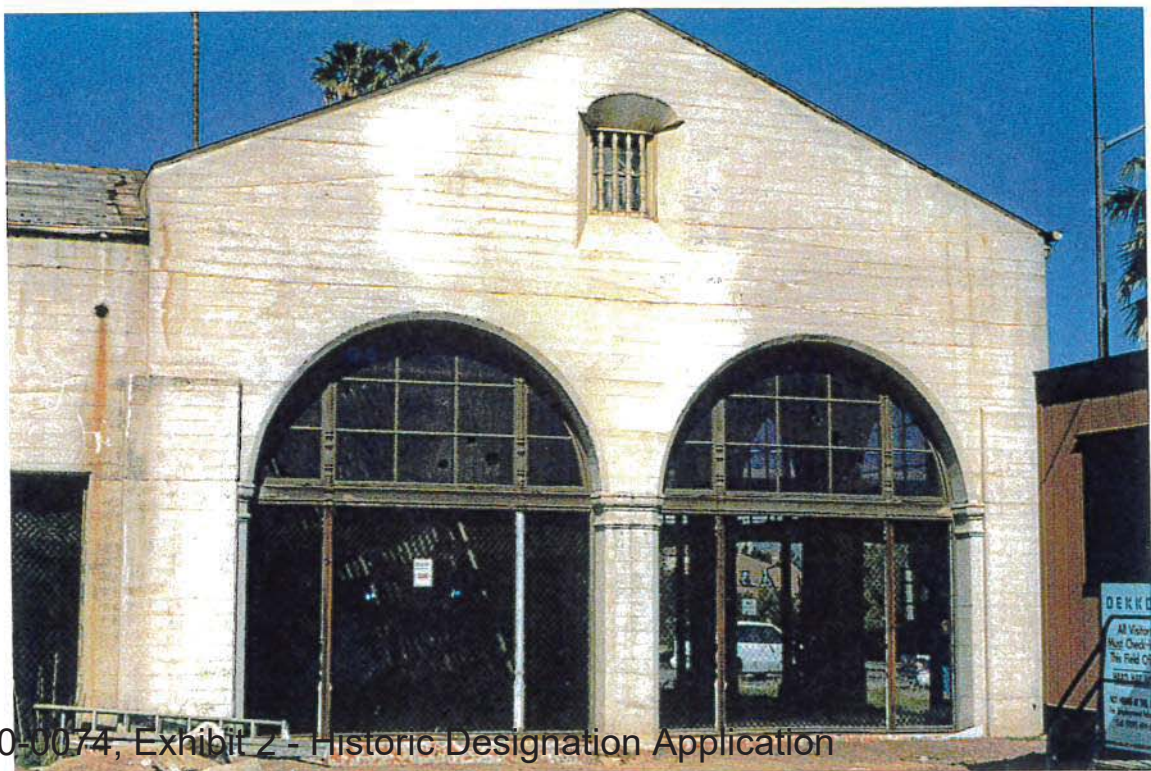
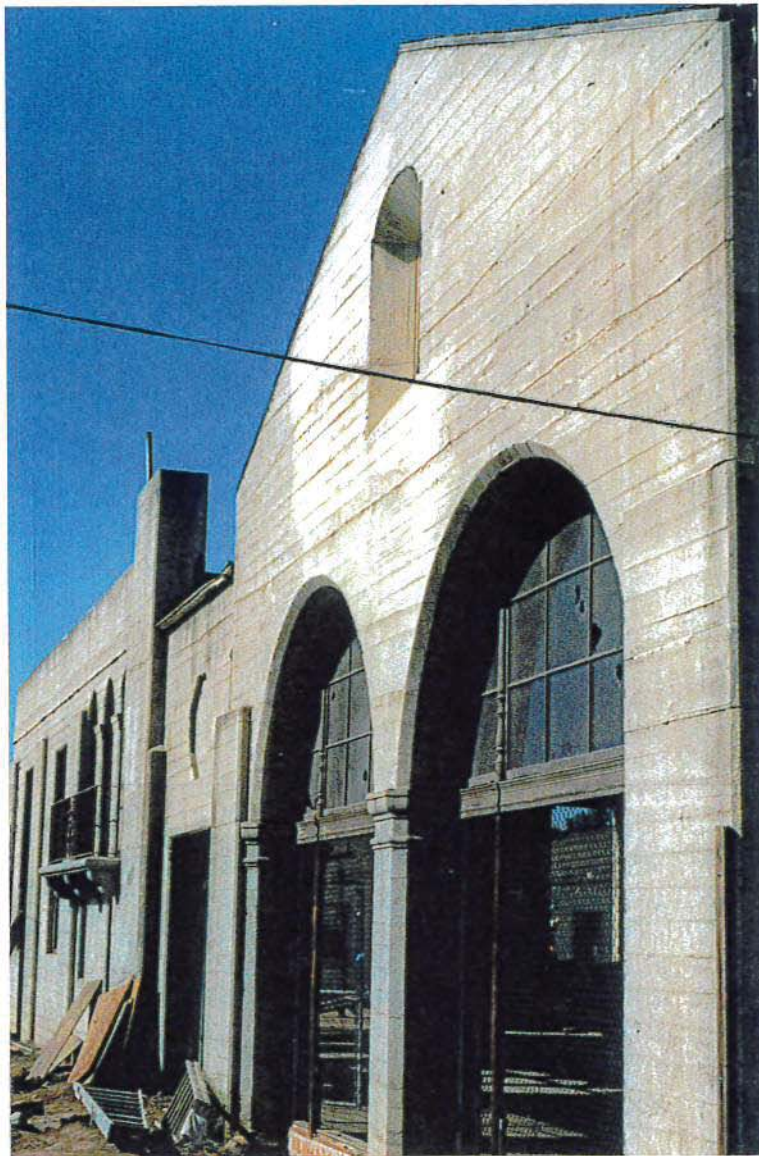
1997-2019 Sevilla Restaurant and Tapas Bar



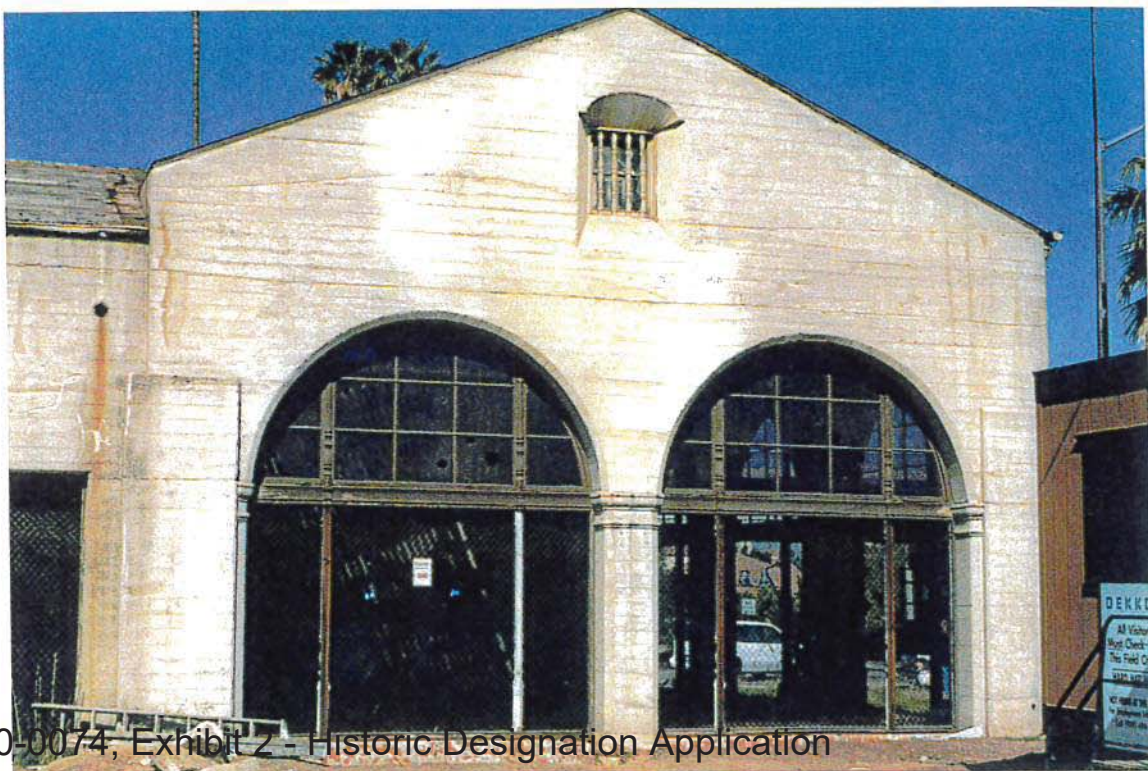
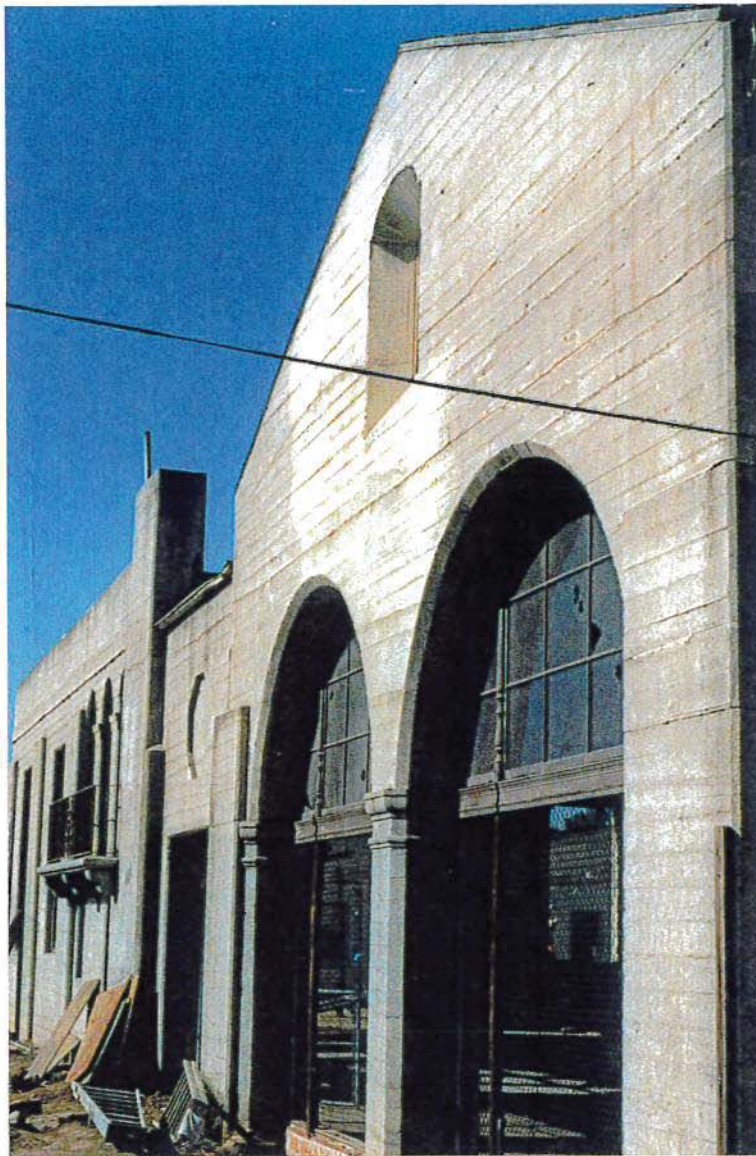


P20-0074, Exhibit 2 - Historic Designation Application

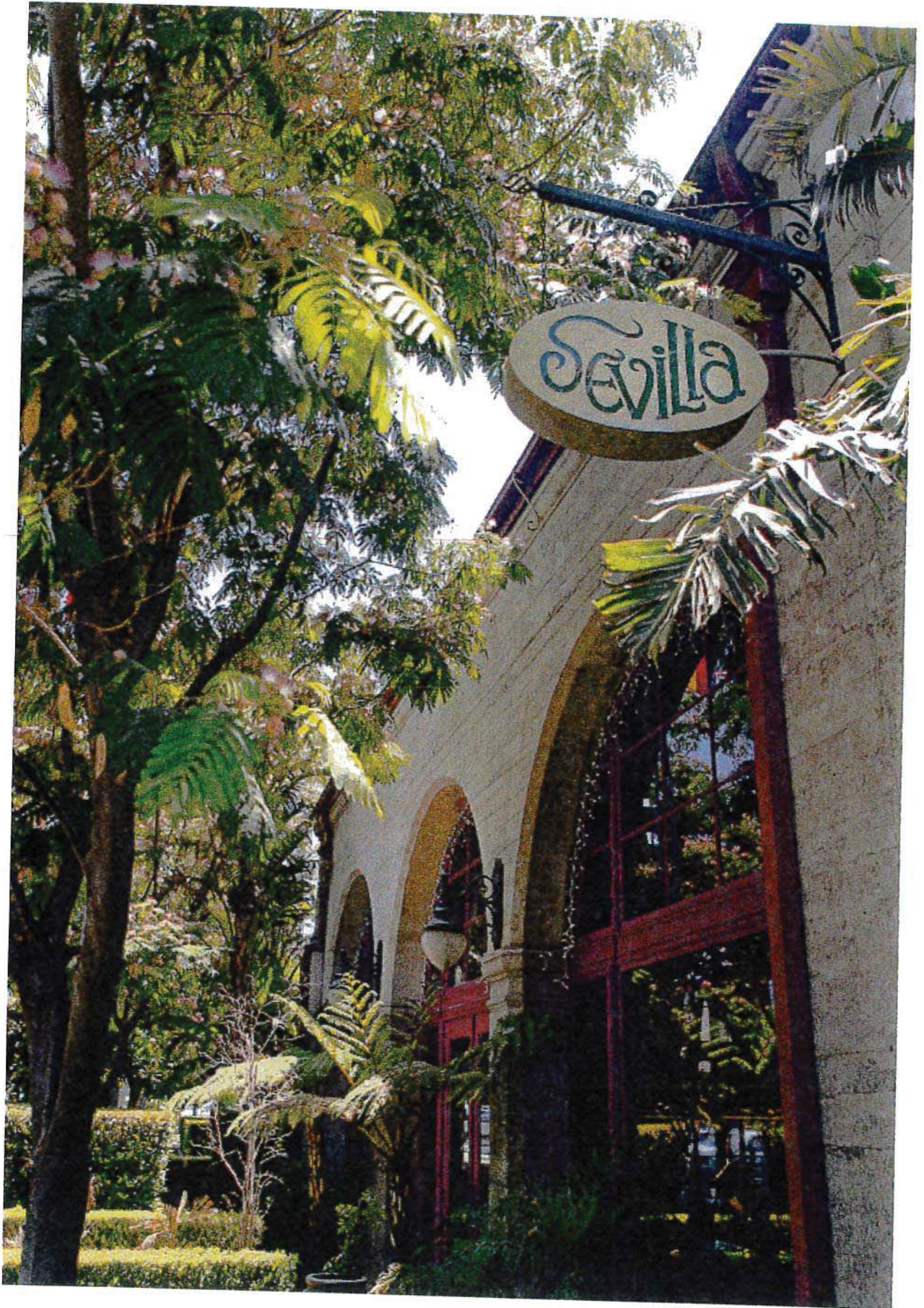




P20-0074, Exhibit 2 - Historic Designation Application



P20-0074, Exhibit 2 - Historic Designation Application



Cafe Sevilla in Riverside, shown here in 2007, has closed. The restaurant was part of a chain that includes P20-0074, Exhibit 2, Historic Designation Application
locations in Escondido, San Diego and Long Beach. Owners plan to open a new location in Orange County.
(File photo by Tyler Orsburn)



Designation Application

The Freeland Tractor & Equipment Company
3252 Mission Inn Avenue
1929

Frank A. Tetley was a local real estate agent and developer who built commercial buildings for long-term tenants. In 1929, he commissioned noted Riverside architect G. Stanley Wilson to design a business showroom for farm equipment and heavy tractors. The Freeland Tractor Company was located on Seventh Street (Mission Inn Avenue), west of the railroad tracks and stations. The high ceiling room was tailored to accommodate oversized tractors and machinery. In May, the Spanish-style building was dedicated with an open house designed to attract the farming community.¹

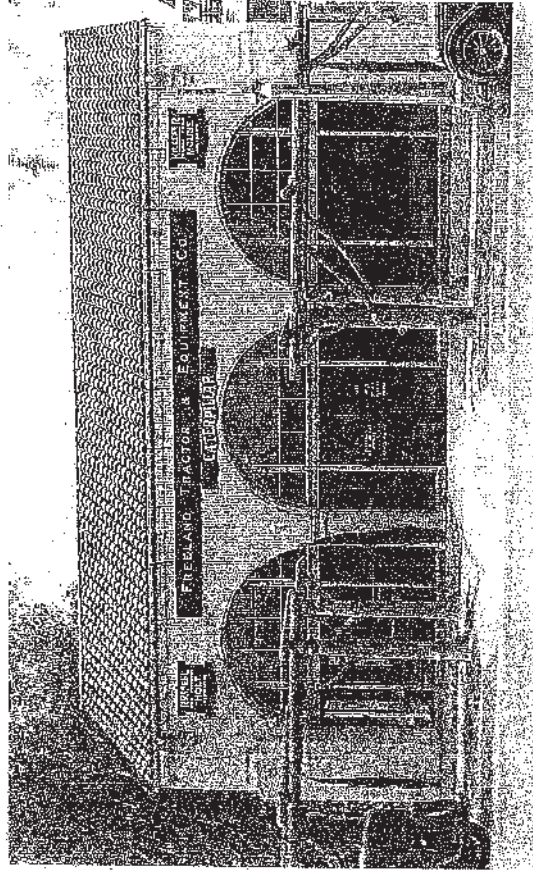
The one-story building was constructed of poured concrete similar to the successful technique applied at the recently completed Riverside Municipal Auditorium, two blocks away. Wooden forms were used to enclose the steel reinforcement bars as the concrete hardened into sturdy walls. When the forms were removed, horizontal impressions remained on the facade. A red tile roof and three tall arched windows across the front added to the Spanish appearance.

The Freeland Company was the exclusive distributor of Caterpillar equipment in Riverside and San Bernardino counties. James E. Freeland, president of the company, also maintained an inventory of other lines, including road machinery, harvesters, farm implements, and special tools. He recognized that farm implement dealerships were often housed in outmoded rural buildings and wanted to offer customers a more professional alternative. He advertised, "We count the more progressive ranchers as our potential customers and we want them to feel at home in our new facility."

Along the sidewalk in front of the building were evenly spaced rows of connected poles, covered in cement to resemble tree trunks. They were the framework of the Spanish Art Society's (later Association) pergola project, intended to ultimately cover the sidewalks from the train stations to the Pacific Electric streetcar depot on Seventh and Market streets.² Local garden clubs planted wisteria

and ivy at the base of each tree trunk. Although never fully implemented, the arbors provided welcome shade for most of the three-block walk to the Mission Inn and embellished the entrance of the Freeland Tractor Company building.

In 1935, the company moved to larger quarters on the corner of Eighth and Mulberry streets and the California Highway Patrol took possession of the building. A \$1,000 permit was issued for interior alterations and the building was remodeled to serve the needs of the state agency. Car registrations, driver's licenses, and other services required ample public parking and convenient access to the building. By 1939, the population in Riverside reached 37,494 and it was estimated that one in five families owned an automobile.³ Despite the depression years, the Seventh Street building remained a busy place serving motorists and overseeing highways.

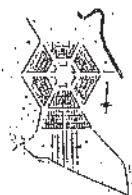


Freeland Tractor Company ca. 1929
3252 Mission Inn Avenue

During the 1950s, the Department of Motor Vehicles occupied the building and the California Highway Patrol moved to Eighth Street. The functions of each agency had evolved and changed during the ensuing years and required separate offices. The Riverside Freeway (91), a major north-south artery, was also completed with convenient access to the Seventh Street building.

By 1963, the building was the home of the Riverside Boat Marine Company where luxury pleasure crafts were displayed. There were long periods when the large building remained unoccupied and served as a hangout for unwanted vagrants.⁴

In 2000, the building had an addition built on the rear under a renovation for the Sevilla Restaurant and Club. A new entrance and parking area, however, did not alter the three arched front windows where new tractors were once admired.



CHARLES HALL PAGE & ASSOCIATES, INC.

Urban & Environmental Planning & Design/Architecture

364 Bush Street • San Francisco, California 94104 • (415) 362-5154

HISTORICAL/ARCHITECTURAL SURVEY FORM

Street Address: 3252 7th

Corner: SW of Mulberry & 7th

Name of Structure:

Occupant(s): Riverside Boat & Marine Supply

Present Use: Commercial

Original Use: Same

Additions & Alterations none evident.

Ground Floor: -

Windows: -

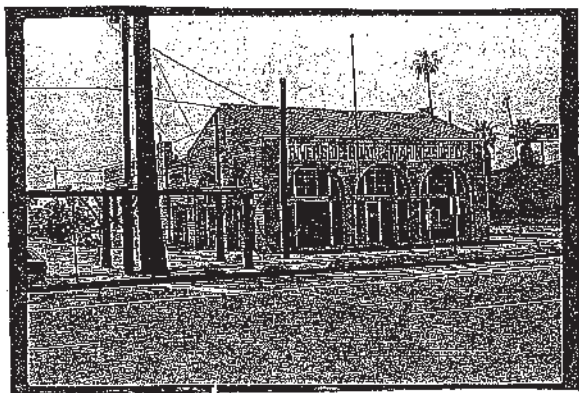
Siding: -

Other: -

Significant Ancillary Structures:
none

Adjacent Land Use(s):

Left - U.P. Depot, right - Mulberry St & Freeway
opposite - commercial



Date of Construction: CA 1925-1930 estimate

Architect/Builder:

Style: Spanish Colonial - Mediterranean

Significant Architectural Features

Roof Type: ^{front - medium gable}
rear - flat

Stories/Structural Type: 1 1/2 - 2 stories, ^{poured, masonry} concrete

Plan: rectangle

Porch: none

Exterior Material(s): concrete, spanish red tile,
wrought iron & wood details

Exterior Detail(s): poured concrete w/ mold marks,
wrought iron balcony rails, arched display window
arched 2nd story windows w/ balcony doors,
recessed gable opening w/ wooden details,
rear windows: high multi-paned, metal frame with

Relationship to Neighborhood

Scale: relates to U.P. depot & packing house

Set-back: ca. 5' from corner

Style: relates well to adjacent structures

Landscaping: minimal, palms relate

Other: possible use in present form as
ancillary structure of U.P. depot.

Grounds & Landscaping Features: contains Cultural
Heritage Board object - section of 7th St. Pergola
to left w/ corresponding palms.

Physical Condition: Excellent, good, fair, poor

Building: good

Grounds: good

Photo No.

84383 #3

Date: 2-26-77

By:

RAWITSCH
HEBARD

Evaluation:

Excellent

--	--	--	--	--	--	--	--

History:

Summary and Analysis:

Additional Comments:

natural poured concrete exterior has been painted
turquoise on 3 sides.

Could be considered as integral part of proposed RTD
travel center/rapid transit facility.

PRIMARY RECORD

Primary #

HB#

Trinomial

NHP Status Code 3D

Other Listings LOCAL City of Riverside SOM #4, Part of City Landmark #40

Review Code

Reviewer

Date / /

Page 1 of 2

*Resource Name or #: Freeland Tractor Company Showroom: McMahan's Desks

P1. Other Identifier: Contributing resource of the Seventh Street Historic District

*P2. Location: ☐ Not for Publication ☒ Unrestricted a. County Riverside

b. USGS 7.5' Quad Date T R 1/4 of 1/4 of Sec B.M.

c. Address 3252 7th Street City Riverside Zip 92501

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

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

APE Map L-1, Site Number 3. Also part of the Seventh Street Historic District (Site Number 1). South side of Seventh Street, east of State Route 91. Riverside County Assessor's Parcel Number 213-291-001.

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

This one-story commercial structure is designed in the Mediterranean Revival style of architecture. It features a low pitched roof across the front and a flat roof on the back of the structure. There are boxed eaves, a symmetrical front facade, and stucco exterior wall surface. A series of arches enclosed by full-length, recessed Roman thermas windows dominate the front facade. Significant alterations have been made to the interior and some windows have been removed. The rectangular shaped structure is placed on a flat, corner lot adjacent to the freeway off-ramp. The property boundary of this building, which is a contributing feature of a National Register eligible district, is coincident with that of Riverside County Parcel No. 213-291-001. The parcel is entirely contained within the larger Seventh Street Historic District boundary. To the northeast of the building, just outside the property boundary, is one of the series of Citrus Tree Pergolae (Site Number 4).

*P3b. Resource Attributes: (List attributes and codes) HP6. 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, etc.)

Photo Number: E-30

Facing southwest; Date: 02/17/92

*P6. Date Constructed/Age and Sources:

☐ Prehistoric ☒ Historic ☐ Both

1929 Factual

*P7. Owner and Address:

SLGH INV INC

14724 VENTURA BL

SHERMAN OAKS CA 91403

P--Private

*P8. Recorded by: (Name, affiliation, address)

Richard Starzak, Lora Zier

Myra L. Frank & Assoc., Inc.

811 West 7th Street, Suite 800

Los Angeles, CA 90017

*P9. Date Recorded: 09/02/1996

*P10. Survey Type: (Describe)

Intensive survey effort

Section 106 Eligibility Findings

P--Project Review

*P11. Report Citation: (Cite survey report/other sources or "none") RCTC/I-215 Improvement Project, Riverside County Historic Architectural Survey Report. FHWA, RCTC, Caltrans--May 1996

*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 2

*NRHP Status Code 3D

*Resource Name or #: Freelander Tractor Company Showroom: McMahan's Desks

B1. Historic Name: Freelander Tractor Co. Showroom: McMahan's Desks

B2. Common Name: _____

B3. Original Use: Commercial

B4. Present Use: C--Commercial

*B5. Architectural Style: Mediterranean Revival

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

Significant alterations to interior. Windows removed

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

*B8. Related Features:

One of the series of Citrus Tree Pergolae (Site Number 4) located to northeast along sidewalk.

B9a. Architect: _____

b. Builder: _____

*B10. Significance: Theme Civic Architecture and Development Area Riverside

Period of Significance 1929 A.

Property Type Mediterranean Rev.

Applicable Criteria C and A

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

The former Freelander Tractor Company Showroom was designated City of Riverside Structure of Merit #4 by the Cultural Heritage Board and is a contributing feature of the Seventh Street Historic District. The district appears eligible for inclusion in the National Register of Historic Places under Criterion C, as it embodies the distinctive characteristics of architectural types constructed in Riverside during the period of 1888-1924. Seventh Street during this period was one of the most important east-west arterials in this city (also eligible under Criterion A), linking the railroad stations and citrus packing houses near historic North Park with the Mission Inn and numerous prominent public buildings. The Seventh Street Historic District has been designated as a portion of City of Riverside Landmark #40, and is located along either side of Seventh Street from the Santa Fe Depot to the Fox Theater. The Freelander Tractor Company served as a display room for large agricultural equipment, and was located in a prominent pedestrian corridor near the train depots and North Park. It has a citrus tree pergola associated with it along the north elevation. If the Seventh Street district is determined eligible for the National Register with this building as a contributing resource, then the Freelander Tractor Company would also qualify for the California Register of Historical Resources.

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

*B12. References:

Riverside Dept. of Building & Safety, December 22, 1987
- Interior removed.

Sanborn Insurance Co. Maps, 1952 (updated 12/1965)

B13. Remarks:

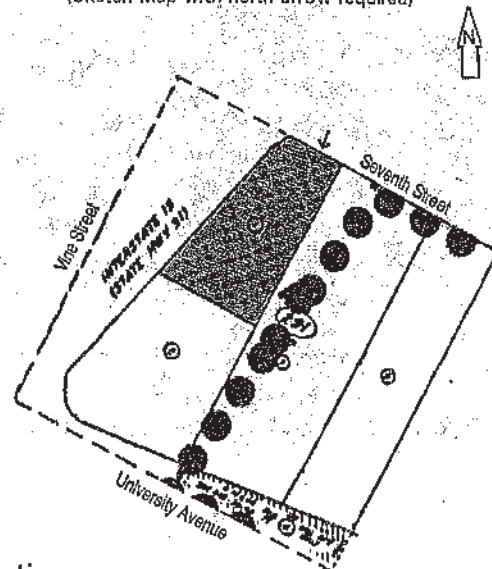
Zoning: M2; Threats: Project Related--Seventh Street
would be lowered slightly at this location.

*B14. Evaluator: Richard Starzak, MFA, Inc.

Date of Evaluation: 11/20/1992

(This space reserved for official comments.)

(Sketch Map with north arrow required)



P20-0074, Exhibit 2 - Historic Designation Application

State of California - The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD		Primary # HRI #
Other Listings Review Code	Trinomial NRHP Status Code	3B
Reviewer	Date	

Page 1 of 3

*Resource Name or #: (Assigned by Recorder) 3252 MISSION INN AV

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 3252 MISSION INN AV City: Riverside Zip _____
d. UTM: (Give more than one for large and/or linear resources) Zone 11; 466010 mE/ 3759040 mN
e. Other Locational Data: APN: 213291001, APE Map L-1, Site Number 3. Also part of the Seventh Street Historic

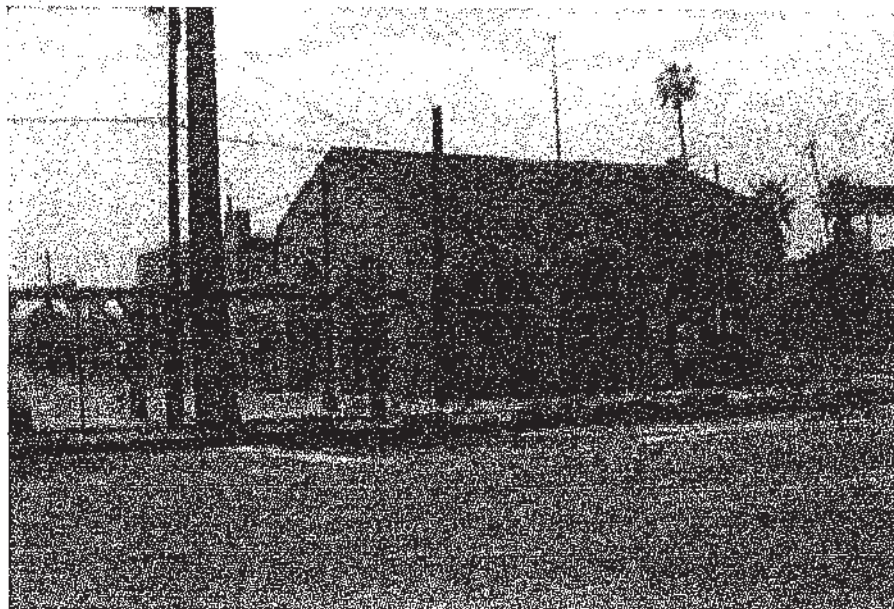
*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This is a one-story rectangular plan commercial building in the Spanish-Mediterranean style. The front facade facing Mission Inn Avenue is filled by three arched windows under a medium gable tile roof. The left side has two arched windows of the same proportions. In the gable on the left side of the structure is a small arched window recessed into the wall. The other side of the building is blank. The entrance is in the center of the middle arched window. The arched windows have three sashes divided vertically, the bars of which match the bars of the arched windows. The bars are turned spindles. The bar dividing the transom is continuous and even with tops of the piers which support the arches. An addition was made to the rear of the structure in 2000.

*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: 1929
Age and Sources: ☒ Historic
☐ Prehistoric ☐ Both

*P7. Owner and Address:

Riverside CA
*P8: Recorded by: Krystal Marquez
Erin Gettis & Krystal Marquez
City of Riverside Community Development
3900 Main St.
Riverside, CA 92522

*P9. Date Recorded: 10/19/2011

*P10. Survey Type: (Describe)

Intensive/Section 106 Compliance

*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: 3B

*Resource Name or #: (Assigned by Recorder) 3252 MISSION INN AV

B1. Historic Name: Freelander Tractor Co. Showroom; McMahan's Desks

B2. Common Name: _____

B3. Original Use: Commercial

B4. Present Use: _____

*B5. Architectural Style: Mediterranean Revival

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

Construction Date: 1929*B7. Moved? ☐ Date Moved: _____ Original Location: _____

*B8. Related Features: _____

*B9a. Architect: Wilson, G. Stanley

b. Builder: _____

*B10. Significance: Theme: ArchitectureArea City of Riverside

Period of Significance _____

Property Type CommercialApplicable Criteria: C A

(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.

City of Riverside, Planning Department Address Files.

City of Riverside City Directories

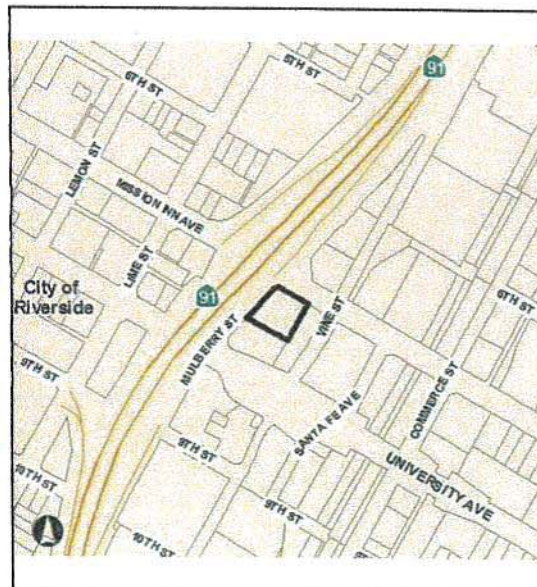
Digital Sanborn Maps.

Hall, Joan H. Cottages, Colonials, and Community Places of

B13. Remarks:

*B14. Evaluator: Erin Gettis & Krystal MarquezCity of Riverside Community Development Depart3900 Main St.Riverside, CA 92522*Date of Evaluation 10/19/2011

(This space reserved for official comments.)



Page 3 of 3

*Resource Name or #: (Assigned by Recorder) 3252 MISSION INN AV

*Recorded By: Krystal Marquez

*Date 10/19/2011

☒ Continuation ☐ Update**B10. Significance (continued):**

The former Freeland Tractor Company Showroom was designated City of Riverside Structure of Merit #4 by the Cultural Heritage Board and is a contributing feature of the Seventh Street Historic District. Seventh Street during this period was one of the most important east-west arterials in this city, linking the railroad stations and citrus packing houses near historic North Park with the Mission Inn and numerous prominent public buildings. Built in 1929 this Spanish style one story poured concrete building was designed by local architect G. Stanley Wilson and commissioned by Frank A. Tetley, a local real estate agent and developer, who had it designed as a showroom for tractors and farm equipment. According to Joan Hall, "...wooden forms were used to enclose the steel reinforcement bars as the concrete hardened into sturdy walls. When the forms were removed, horizontal impressions remained on the facade. A red tiled roof and three tall arched windows across the front added to the Spanish appearance." The Freeland Company distributed Caterpillar equipment exclusively in Riverside and San Bernardino counties and the president of the company was James E. Freeland. The Freeland Tractor Company moved its operation in 1935 to the corner of Eighth and Mulberry Streets and California Highway Patrol took over the building. By the 1950's the Department of Motor Vehicles inhabited the building and the California Highway Patrol had also moved on to Eighth Street; then by 1963 Riverside Boat and Marine Company had moved into the building. In 2000, after long periods of vacancy Sevilla Restaurant and Club moved into the building and built an addition on the rear while retaining the character defining features of the structure. The building maintains a high degree of architectural integrity and was built by well known Riverside architect G. Stanley Wilson who also worked on the NHL Mission Inn as well as various civic, religious, commercial and residential architecture in the Riverside area as well as surrounding communities. Due to the property's architectural integrity as well as being the work of a notable architect the structure appears to qualify for local Landmark designation.

JOHNSON TRACTOR CO.

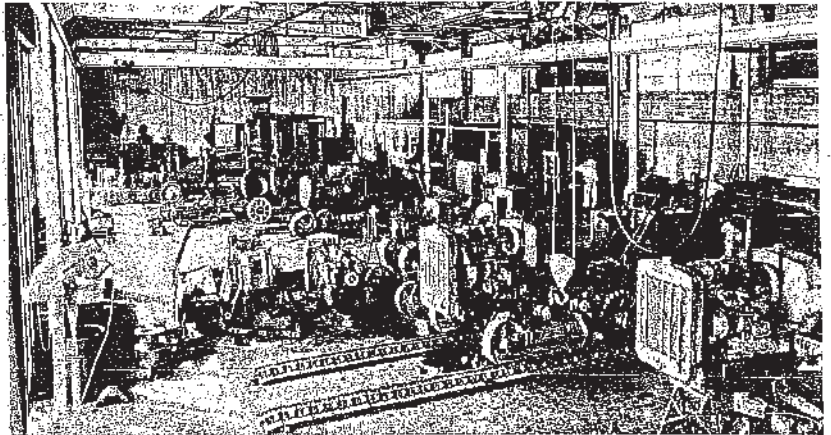
When Jim Freeland decided to take over part of a Caterpillar Tractor dealer's arca, he was motivated by poor health and the vision of the Inland Empire's expanding citrus groves and vineyards. The year was 1928. Freeland had been an accountant with Price Waterhouse before setting up his Freeland Tractor & Equipment Co. on Seventh Street in Riverside.

His sales and service to the agricultural market grew rapidly, so that in 1937 the dealership moved to larger quarters on Eighth Street.

By 1940 Freeland was ready to retire. W. Ruel Johnson, a Caterpillar finance man, was fascinated with the idea of owning a dealership. In December 1940 he saw a golden opportunity and purchased the firm with its fifteen employees and guaranteed service to the orange growers, viticulturists, and dry farmers of the Inland Empire.

A year later the United States entered World War II, and Johnson found himself with parts in short supply, new equipment unavailable, and skilled mechanics enlisted in the war effort. With only six employees, he assembled machines out of parts. The company continued to grow, and by 1945 had moved to new facilities on Seventh Street and added stores in Coachella and Ontario.

Revolutionary changes occurred in all types of machinery after the war. Caterpillar had moved into the heavy-duty earth-moving equipment and engine power fields. It was none too soon for the Inland Empire. Large numbers of military personnel stationed in the area during the war returned to create a population boom that needed homes, businesses, major thoroughfares, and a new water system. The mountains and desert were rich in ores and minerals and their extraction also demanded heavy equipment. Johnson Tractor Co. found itself in the hub of activity, in



This 1942 photo shows the Johnson Tractor Co. service shop.

the fastest-growing area in California; it was ready to meet the challenge. In 1963 W. Ruel Johnson chose a 48-acre site on the corner of La Cadena and Citrus for the location of his fourth plant.

Johnson retired in 1969. He had worked seven days a week for twenty-nine years. He had treated his customers and employees with honesty and integrity and his business had thrived on his goodwill. Now he passed it on to his son, who had been working in the business since age thirteen.

Freeland Tractor & Equipment Co. moved to this Eighth Street store in 1937. The firm was purchased by W. Ruel Johnson in 1940.

Bill Johnson took over a concern in which agricultural tractors then represented only one percent of its business. The area had changed and so had Johnson Tractor. In 1976 the firm began to add other lines of equipment, including forklifts and hydraulic cranes.

The future holds yet further changes for this forward-looking enterprise. New machinery designed for refurbishing crumbling metropolitan infrastructures, and for maintaining highways and recycling materials, will eventually be added to Johnson Tractor's growing inventory.



The former Freeland Tractor Company Showroom was designated City of Riverside Structure of Merit #4 by the Cultural Heritage Board and is a contributing feature of the Seventh Street Historic District. Seventh Street during this period was one of the most important east-west arterials in this city, linking the railroad stations and citrus packing houses near historic North Park with the Mission Inn and numerous prominent public buildings. Built in 1929 this Spanish style one story poured concrete building was designed by local architect G. Stanley Wilson and commissioned by Frank A. Tetley, a local real estate agent and developer, who had it designed as a showroom for tractors and farm equipment. According to Joan Hall, "...wooden forms were used to enclose the steel reinforcement bars as the concrete hardened into sturdy walls. When the forms were removed, horizontal impressions remained on the facade. A red tiled roof and three tall arched windows across the front added to the Spanish appearance." The Freeland Company distributed Caterpillar equipment exclusively in Riverside and San Bernardino counties and the president of the company was James E. Freeland. The Freeland Tractor Company moved its operation in 1936 to the corner of Eighth and Mulberry Streets and California Highway Patrol took over the building. By the 1950's the Department of Motor Vehicles inhabited the building and the California Highway Patrol had also moved on to Eighth Street; then by 1963 Riverside Boat and Marine Company had moved into the building. In 2000, after long periods of vacancy Sevilla Restaurant and Club moved into the building and built an addition on the rear while retaining the character defining features of the structure. The building maintains a high degree of architectural integrity and was built by well-known Riverside architect G. Stanley Wilson who also worked on the NHL Mission Inn as well as various civic, religious, commercial and residential architecture in the Riverside area as well as surrounding communities. Due to the property's architectural integrity as well as being the work of a notable architect the structure appears to qualify for local Landmark designation.

Riverside Daily Press (RDP) Newspaper research:

- Freeland Tractor & Equipment Company incorporated in November 1928. Old address was (752) Lime Street until about May 23, 1929, when they had moved into their new purpose-built showroom at 3252 (old 252) West Seventh Street. RDP May 30, 1929, incl photo of building with pergolae in front of it.
- January 8, 1936, article that alterations were underway and permit issued for Freeland Tractor Company headquarters at 3751 Mulberry Street.
- February and March 1936, ads for rent of 3252 7th street, continuing ads for Freeland Tractor & Equipment Co. (FT&EC) there as well.
- Last ad for FT&EC at 3252 7th street on March 13, 1936. March 16, 1936 ad for FT&EC is "8th & Mulberry," their new headquarters. Later ads state this address as 3301 8th Street.
- November 23, 1936, RDP article noting CHP had moved to their new headquarters at 3252 Seventh Street, "a location formerly occupied by the Freeland Tractor Company." Their old headquarters were too small to handle all the license plate issuance and vehicle registration that CHP had been put in charge of. RDP article November 1937, Sacramento sent a new employee to take over driver

exams and driver's license renewals. By January 1938, also being referred to as the "office of the division of registration."

- RDP July 12, 1939, article references 3252 Seventh Street as dual CHP and DMV office. Still dual purposes in 1944 and 1949 articles.
- Freeland Tractor Co ads appear in RDP at 3301 Eighth St through November 1940, then Johnson Tractor Co ads begin in October 1942 at the 3301 Eighth Street address.
- 1945 RDP article notes Johnson Tractor Co. plans to move next year to a new building they were building on property acquired from Santa Fe and Union Pacific RR at 3133 Seventh Street (Mission Inn Avenue, now County of Riverside Department of Facilities Management).

CATERPILLAR SCHOOL ATTRACTS BIG CROWD

Freeland Co. Stages Annual Event at 3252
Seventh Street

More than 100 men and women from Riverside, San Bernardino, Orange and Los Angeles county are guests of the Freeland Tractor & Equipment company today and tomorrow at the annual Caterpillar school at 3253 Seventh street.

The school is under the direction of L. C. Allenbrand of the Caterpillar factory at Peoria, Ill., and lectures are being given through the medium of talking pictures.

Road machinery and other equipment is being exhibited and the county and state have department heads in the class of school students.

The Freeland company served lunch to the students today and the same program will be carried out tomorrow, to which the public is invited.

TRACTOR VOLUME GOOD BUSINESS BAROMETER

That the number of tractors sold in a given territory is one of the best gauges of prosperity in that section, is the statement made by J. E. Freeland, president of the Freeland Tractor and Equipment company, distributors of Caterpillar tractors for Riverside and San Bernardino counties.

"We have all listened to a lot conflicting predictions as to what 1930 has in store for the farmer," said Mr. Freeland. "These forecasts ranged from the most pessimistic forebodings of the dyed-in-the-wool calamity howlers to the over enthusiastic guesses of the super-optimists. But now that 1930 is well under way we have been able to get definite indications as to what conditions are to be for the rest of the year, so that we don't need to depend on guess work.

"It seems to me that one of the best indications of prosperity on the part of a farming community is the number of tractors purchased by the farmers in that territory. In times when conditions are unfavorable farmers naturally have to retrench, and fewer tractors are bought. On the other hand, when times are good, when farmers have money to spend and when there are strong indications that farming is going to be especially profitable in the subsequent months, one of the first things the sensible farmer thinks of is buying more tractors so his work will be taken care of properly.

"Using our sales of tractors as a basis for our predictions, I think we can safely say that 1930 is going to be a very satisfactory year to the farmers of Riverside and San Bernardino counties."

Freeland Tr

CATERPILLAR TO BE DISPLAYED IN WORTHY BUILDING

Will Distribute Heavy Farm, Road Machinery Over Two Counties

Among the new business buildings which have marked Riverside's progress in 1929 thus far is the home of the Freeland Tractor and Equipment company, 252 West Seventh street. F. A. Tetley, owner of the building and G. Stanley Wilson, architect, are to be congratulated along with the Freeland Tractor company, for this beautifully designed building.

For the display of heavy farm machinery the Freeland building is decidedly new in architectural design. Although this modern Spanish type is far from new in Southern California, use of a building of such structural design is unique, a compliment to the progressive spirit of the customers with whom the company will be dealing.

J. E. Freeland, president of the Freeland Tractor company, considers successful California ranchers not simply as farmers but as wide-awake business men who through their own ability and energy, are solving their problems without depending on Uncle Sam to do it for them.

"Yes, this building is something

"Yes, this building is something of an innovation as a sales place for farm machinery," remarked Freeland to a representative of the Press. "While many residents of Southern California who have come from other parts of the country have been accustomed to seeing farm implements displayed and sold in sheds and tumble-down buildings, we believe they will welcome our effort to dignify our business and their business by a legitimate show of pride in it. We count the more progressive rancher as our potential customer and we want him to feel at home with us."

The Freeland Tractor and Equipment company is distributor for all Riverside and San Bernardino counties for "Caterpillar" tractors and allied lines of heavy ranch, road and contracting equipment, including Holt combined harvesters, Russell road machinery, Killefer tillage tools and Moline implements.

The Freeland company is now fully established in the new home with display of tractors and equipment and a service department functioning efficiently.

Freeland Tr

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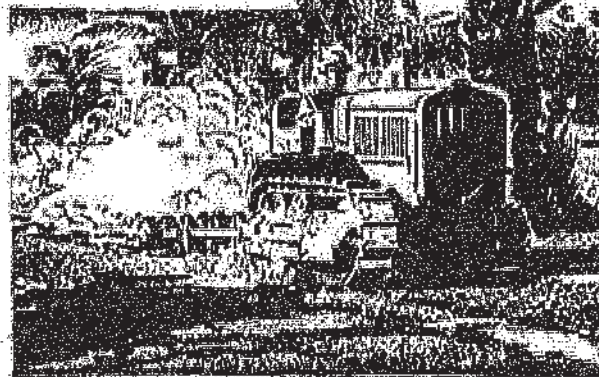
"Yes, this building is something



From Mile-High Cold

to

**Below
Sea Level
Heat**



CATERPILLAR REG. U.S. PAT. OFF. **TRACTORS**

DURING the same week, not long ago, we sold one "Caterpillar" Tractor to be used for removing snow from mile-high roads at Lake Arrowhead, and another "Caterpillar" for cultivating dates grown below sea level, in Coachella Valley. In other parts of Riverside and San Bernardino Counties, hundreds of other "Caterpillar" Tractors are busy cultivating orchards, tilling fields, moving dirt and doing all kinds of work under all kinds of conditions.

But, no matter how hard the job may be—no matter how tough the going and how unfavorable the conditions—the tireless "Caterpillar" Tractors always make good. For unbelievably long periods they keep lifting the ball without need for service—through cold and heat, through sand and mud, uphill and downhill, in fair weather and foul.

"Caterpillar" tracks are built to last for many years. But if new ones are ever needed, they, like all other "Caterpillar" replacement parts, may be obtained at very low cost. Superior Freeland service is your guarantee that your "Caterpillar" will be kept on the job with few or no interruptions and with maximum efficiency.

*Phone, Write or Call for a Convincing
"CATERPILLAR" Demonstration*

FREELAND

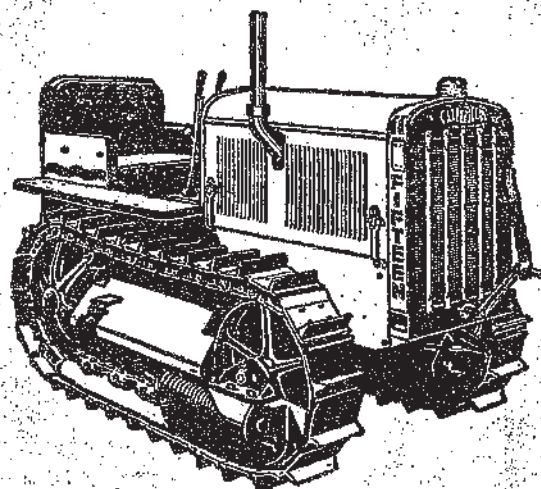
TRACTOR & EQUIPMENT CO.

Chino Champion April 24, 1931, Friday



For Every User of Tractors— Important News

Throughout the Inland Empire hundreds of Ranchers, Contractors and Purchasing Agents will welcome this announcement. The long-awaited and eagerly-wanted Caterpillar "Fifteen" is HERE. And we are prepared to make delivery right NOW.



the
NEW
"15"

EASIEST RIDING AND STEERING of All Tractors

It has "Caterpillar Quality" in every detail, every good feature of former "Caterpillars," and new features that will win friends on sight. Write or phone for descriptive booklet, or for a demonstration on your own land.

NEW  HOME

SERVICE

Our service department is complete in every respect. It offers expert mechanical service and replacement parts for every "Caterpillar."

NOW

We have just moved to our new building, which was specially designed to display and to service the "Caterpillar" lines. Come in and get acquainted. It will be a pleasure to show you our New Home!

Freeland Tractor & Equipment Co.

252 West
Seventh St.

RIVERSIDE

(Seventh Street at Union Pacific)

Phone
3408



Montgomery Ward & Company Opens Riverside Store June 7

SPRIT OF PATRIOTISM PROMOTED BY NEW MONTGOMERY WARD STORE IN RIVERSIDE

First Store of Famous Retail Chain in Southern California
At 101 North Main Street, Riverside, California
Montgomery Ward & Company, Inc.

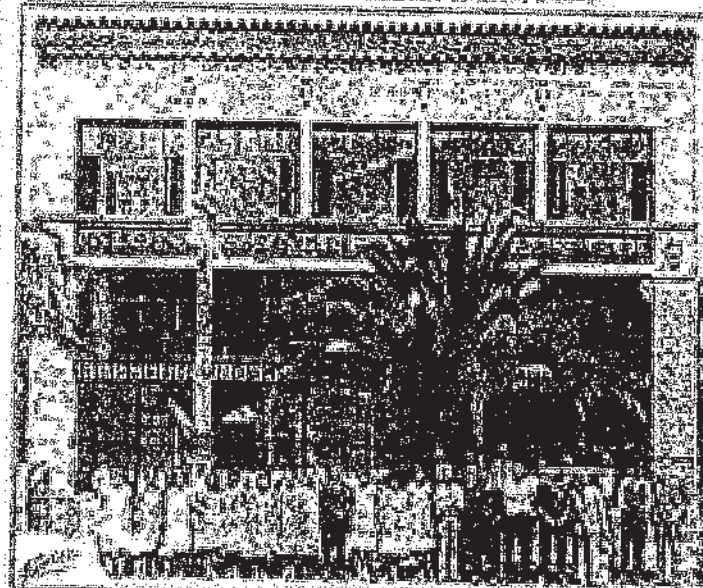
The spirit of patriotism and the desire to support the local industry are the two main reasons why the new Montgomery Ward store in Riverside is so popular. The store, which opened on June 7, is the first of its kind in Southern California. It is a large, modern building, and it is well-stocked with a wide variety of goods. The store is open from 10:00 a.m. to 9:00 p.m. every day, and it is always ready to serve its customers. The store is a great place to buy everything you need, from food to clothing to furniture. It is a place where you can find everything at a low price, and where you can get the best of service. The store is a great addition to the Riverside community, and it is a place where everyone can find what they need.



Miss [Name], representative of the store.

The store is a great place to buy everything you need, from food to clothing to furniture. It is a place where you can find everything at a low price, and where you can get the best of service. The store is a great addition to the Riverside community, and it is a place where everyone can find what they need.

New Venture Has Staff of Merchants to Serve Public



Ward's Merchants of Riverside

Meet Our Merchants Who Stopped in 1934

The new Montgomery Ward store in Riverside is a great place to buy everything you need, from food to clothing to furniture. It is a place where you can find everything at a low price, and where you can get the best of service. The store is a great addition to the Riverside community, and it is a place where everyone can find what they need.

Personal Movies are as good as their projection!

Personal Movies are as good as their projection!

See the new movie "The Great Dictator" at the Riverside Theatre. The movie is a masterpiece of comedy and drama, and it is a must-see for everyone. The movie is being shown at the Riverside Theatre, and it is a great place to see it. The movie is a great example of the power of personal movies, and it is a must-see for everyone.

CATERPILLAR

The "TEN"

The Smaller Rancher's Friend

Freeland Tractor & Equipment Co.

RIVERSIDE

CATERPILLAR

FURNITURE

NEW USED

Largest Furniture Stock in Riverside—Lowest Prices

<p>Bedroom Sets</p> <p>4-piece bedroom set \$10.00</p> <p>5-piece bedroom set \$12.00</p> <p>6-piece bedroom set \$15.00</p>	<p>Dining Room Sets</p> <p>4-piece dining room set \$8.00</p> <p>5-piece dining room set \$10.00</p> <p>6-piece dining room set \$12.00</p>	<p>Living Room Sets</p> <p>3-piece living room set \$15.00</p> <p>4-piece living room set \$20.00</p> <p>5-piece living room set \$25.00</p>
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25% OFF RUGS

10 Days in Stock

Salt Lake Transfer & Storage Co.

101 North Main Street



VINTAGE ITEM RIVERSIDE CA MEMORABILIA FREELAND TRACTOR CO. CATERPILLAR c.1929

\$149.99 + \$3.99 Shipping

Guaranteed by **Saturday, Jul 06**

30-day returns

Ships from United States

Buy It Now

Add to cart

Make Offer

Watch

About this item

Condition

Used

CONSTRUCTION IN RIVERSIDE SOARS

Building Permits to a Total of \$16,890 Are Issued

Building permits totaling \$16,890, and including the construction of four major projects, were issued today.

Ray L. Sandefur has started the erection of an eight-room residence at 3545 Beechwood Place, at an estimated cost of \$6100. Plans filed with Building Supt. Frank C. Ryerson disclosed that the project will be two-stories high, 39x48 feet in dimensions, of frame-stucco, with a shingle roof. Old English type of architecture will be followed.

The plans include living and dining room, kitchen, breakfast room, a bedroom and bath on the first floor, and three bedrooms and two baths on the upper elevation. A large fireplace is planned for the living room, and a cement terrace at the rear, as well as a two-car garage.

Enlarge Packing House

Workmen are engaged in the construction of an addition to the Southern Pacific packing house on Sierra Vista street, to cost \$3500, according to a building permit.

The addition will be 20x120 feet in dimensions, one-story high, of frame, with a composition and shingle roof. The new space will be used for storage.

Alterations are under way at the headquarters of the Freeland Tractor company, 3751 Mulberry street. An addition is being erected for tractors and other rooms provided in the main building. Plumbing is being installed throughout. The project has been estimated at \$2000.

A permit has been issued D. I. Fluke for the remodeling of his store building at 3233 Eighth street, at a cost of \$5000.

FOR RENT

Building occupied by Freeland Tractor Co., 3252 7th St. Very fine reinforced concrete building. Can be used for many purposes, good for tractors and farm equipment, wholesale distributing point, groceries, furniture store, poultry supplies, eggs and other merchandise. Splendid automobile show room and for many other occupancies. Also some well located smaller store buildings. SEE

F. A. TETLEY & SON

4344 Market St.

Miscellaneous 7

USED TRACTORS. all makes, re-built and otherwise, honestly priced. Freeland Tractor & Equipment Co. 3252 7th St. Riverside, Calif. —

HIGHWAY PATROL IN NEW QUARTERS

**Road Officers Will Now Be
Located on Seventh
Street, Riverside**

Providing the local branch with the necessary added space to accommodate the thousands of motor car owners in the approaching re-licensing period, the California Highway Patrol today moved its headquarters from 4380 Market street to 3252 Seventh street, a location formerly occupied by the Freeland Tractor company.

The old quarters of the patrol were found inadequate last year when the organization was given the task of handling the combined task of issuing license plates and receiving the automobile taxes collected by the state, according to Lyle Sanard, inspector of the 17th district with headquarters here.

More Grills Provided

At the new location additional grills have been provided to care for the various vehicles and license needs of the motoring public. The office space is commodious, with room in the rear for the parking and repairing of motorcycles and automobiles used by the patrol personnel.

The building has been newly decorated and painted inside.

The telephone number of the patrol will remain unchanged. It is 434.

California Highway Patrol In Spacious New Quarters

The Riverside county division of the California Highway Patrol is now located in spacious quarters at 3252 Seventh street.

The floor space in the new quarters provides ample room for the general office, squad room and the private office of Capt. J. R. King on the ground floor.

On the mezzanine floor is the private office of Inspector Lyle Sanard and an ammunition reloading room.

In the rear of the building is a garage large enough to park all motorcycles and automobiles in the service of the patrol. Back of the building is a parking space large enough to accommodate 25 or 30 cars.

INSPECTION RECORD

City of Riverside CALIFORNIA

DATE 10.17.77 CENSUS TRACT _____

JOB ADDRESS 3252 7th St

LEGAL DESCRIPTION _____

DESCRIPTION
☐ NEW BLDG. ☒ SIGN
☐ ADDITION ☐ DEMOLISH
☐ ALTERATION ☐ SWIM POOL
☐ ROOFING ☐ OTHER

DESCRIPTION OF WORK
REMOV. EXISTING
ROLE SIGN
INSTALL. 150 R
ROLE SIGN 48" HIGH

USE OF BUILDING Commercial

Owner NAME _____

Address _____

City _____ Phone _____

NAME _____

Address _____

City _____ Phone _____

STATE LIC. _____ CITY LIC. _____

FEE BASIS \$ _____

SIZE BLDG. SQ. FT. _____ USE ZN. _____ FIRE ZN. CONST. _____ OCCUP. _____

FAM. _____ STORIES _____ PARKING _____ FNT SB _____ LFT SB _____ RGT SB _____ REAR SB _____

SIGNATURE OF APPLICANT _____

FINALED 10/17/77 OK EXPIRED _____

W/C _____ SQ. FT. _____ PL. CLK _____

TUG _____ SQ. FT. _____ PERMIT _____

SHR _____ SERV. _____ S. D. _____

LAV _____ TP _____ A.C. FEE _____

SINK _____ S.C. FEE _____

DISP. _____ U.B. FEE _____

DW _____ RES. DE. _____

WM _____ BACKUP _____

GAS _____ PERMIT FEE _____

WHI _____ 01-9-224 \$ _____

HT. PAU. _____

DL, A/C. _____

U & D _____

PLNG. _____

PERMIT FEE _____

01-9-223 \$ _____

01-9-223 \$ _____

APPROV. BY _____

TOTAL \$ 30.00

Form No. 211-1

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2/15/80

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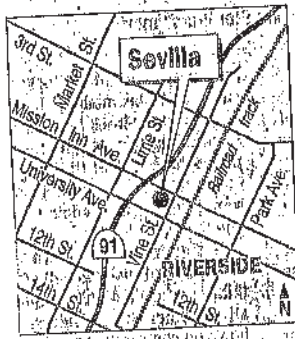
A taste of

Spain



Carlos Puma / The Press-Enterprise

The elegant setting of Sevilla's main dining area features floor-to-ceiling windows and a tapas bar serving drinks and appetizers.



► Finally open after years of planning, Sevilla hopes to help reshape Riverside's downtown nightlife.

By Orlando Ramirez
The Press-Enterprise 12-1-00

Sevilla Restaurant and Tapas Bar

Where: 3252 Mission Inn Avenue, Riverside
Information: (909) 778-0611
Reservations: Accepted
Credit cards: All
Hours: Daily, 5 p.m.-midnight
Entree prices: \$14.50-\$21.50
Alcoholic beverages: Full bar
Handicapped access: Yes
Vegetarian: Several items
Prices subject to change

The calls started months ago. "When is that Sevilla place opening?" Who could say? The remodeling of the building on Mission Inn Avenue, just off the 91 freeway, took a year, tantalizing restaurant hounds throughout the Inland area and beyond with the hope of a new fine dining restaurant. That was followed by simple ads that said Sevilla was coming soon. "How soon is soon?" the anxious diners asked. At long last, the Sevilla Restaurant

► Boogie on Down: Hot Latin nights at Club Sevilla. AA-3G.

and Tapas Bar opened in late October after three years of planning and building. There were a few preview invitation-only events, then a grand opening weekend. Then the restaurant was suddenly closed. Then open again. Then closed again.

Meeting requirements made by city building inspectors prompted the delays, says Erik Vandenhage, chief operating officer of the Sevilla chain. The Sevilla folks only have themselves to blame for the excess anticipation. They'd been priming the pump for months and no doubt they knew the area's restaurant-going community was looking for another restaurant to supplement the handful of local eateries that match the sophisticated dining found in Palm Springs, Los Angeles, Orange County and San Diego.

Does Sevilla satisfy such heightened expectations?

It's doubtful any restaurant could. The Riverside Sevilla is the third restaurant for the Sevilla group. The original, open since 1987 in San Diego's Gaslamp Quarter, has built a loyal following with its mix of Spanish cuisine and flamenco. The second restaurant opened in Carlsbad last year.

The menu is the beneficiary of 13 years of trial and error, says Vandenhage.

It is made up of items that have been tried and tried again. The menu has been a slow evolution.

Cafe Sevilla was one of the first restaurants in San Diego's Gaslamp Quarter, a success story of how a downtown district can be transformed into a lively city center through restaurants and nightlife.

"Riverside has much to offer," says Vandenhage. Please see SEVILLA, AA-

SEVILLA

Continued from AA-3
Vandenhaeghe. "We want Sevilla to be a catalyst for a downtown Riverside where people walk from place to place."

That plan seems to track with the eventual move by Mario's Place to its new location on Mission Inn Ave. With Duane's Prime Steaks in the Mission Inn, the Pacific Cafe on Ninth Street and the Riverside Brewing Co., downtown Riverside will finally have the foundation of its restaurant row.

Housed in the old Freeland Tractor Building on Mission Inn Ave. (and very freeway accessible), Vandenhaeghe says the restaurant took three years from inception to completion. Essentially a ruin, he says they kept the roof and three of the four walls of the old building. Everything else is new.

The result is a grand space that is dazzling at first glance.

Rather than go with the clichéd bullfight-poster-and-blood-red style

of "Spanish" decor, Sevilla's main dining room is a two-story affair with floor-to-ceiling windows. The main room defines the idea that dining is ultimately theater, and this stage is dramatic enough for just about any performance.

The kitchen is somewhat visible behind a main floor bar, while at the top of a grand staircase on the second floor is the tapas bar, a much more intimate space with a long serving bar and cafe tables to better appreciate the highly flamenco guitar performances.

Tapas are essentially appetizers. But that is too narrow a definition. These small servings are part of Spanish tradition. Spaniards love to dine, often not enjoying dinner until late in the evening — 10 p.m. to midnight is common. To get them through the early part of the evening, Spaniards like to gather and share tapas. They can be as simple as a few slices of ham with bread and a tomato sauce, or last night's leftover paella.

The tapas menu at Sevilla is broad enough to satisfy both the curious and the connoisseur. The menu is divided into five categories: *ensaladas* (salads), *sopas* (soups), *tapas/frías* (cold tapas), *bocadillos* (small bites) and *tapas calientes* (hot tapas).

Priced mostly in the \$3 to \$5 range, the idea is to order several of these tapas dishes, some sangria, and share them with others at your table. A mixture of salads, hot and cold tapas, and a *bocadillo* or two is a good way to put together a satisfying yet light lunch or dinner.

The tapas can be simple like *Acéitunas* (\$3.95), simply a mixture of black and green olives with anchovy paste, to the more complicated tapas like the *Linguisa*

Flameada en Brandi (\$5.50) — cured sausage flambeed in brandy.

Other tapas to consider include the *Empanada Barcelona* (\$6.95) — salmon mousse, sautéed spinach, rice, raisins and pine nuts baked in puff pastry and served with a port wine/cranberry sauce — or the classic *Tortilla Española*, which is a potato and onion fritata served either hot or cold.

We tried the *Platter of 4 Tapas* (\$22.95) and it was more than enough for a light meal for two. The highlight of these four dishes was the *Potatas a la Brava*, potatoes sautéed in a spicy tomato sauce, which had a definite and delicious kick.

The fried calamari were tender and crisp, not in the least rubbery as fried squid can be in less skilled hands, and the *Gambas a la Plancha* (pan-seared shrimp) had a citrusy flavor. Beware, though, these shrimp still had their shells. The *Pinchos Morunos* (grilled pork on a skewer) was tender but not as tasty as the other three tapas.

There is a lengthy collection of Spanish and California wines both by the glass and bottle, as well as a long list of mixed drinks. We sampled the sangria and were disappointed by the mixture of wine and fruit juices that was pale instead of robust.

Service on that night was confused, which was to be expected given the restaurant had only been officially open for a few days. Our server, however, was friendly and well-versed in explaining the many items on the menu. He made an extra effort to overcome the minor glitches to make our dining experience as gracious as possible.

He didn't, however, have control on the volume knob on the

sound system. Although appropriate in setting the mood, the music was too loud in the high-ceilinged room, particularly once the tables filled and the talkers had to shout to be heard over the din. Sure, the noise level creates a sense of excitement, but it was near impossible to hear my dining companion seated just across the table. For those who prefer a more traditional dining experience, Sevilla has a long list of entrees with a particular emphasis on seafood. There are a few items outside the main of most local menus, such as the *Conejo ala Catalana* — rabbit baked in a wine sauce.

The seafood choices range from broiled salmon seared over a spinach tortilla and dressed with tomatoes, basil, garlic and black olives to pan-seared ahi tuna with Portobello mushrooms, rosemary

potatoes and garlic sauce. We tried the *Mero Cantabrico* (\$19.50) — Chilean sea bass that came with a buttery garlic-thyme sauce and saffron rice. The fish was cooked perfectly and the sauce did not overpower the delicate fish.

Paella Valenciana (\$18.95 for one, \$32.95 for two) is the Spanish national dish, and Sevilla also serves a vegetarian version at \$15.50 for one. Beautifully arranged around the rim of the bowl was a collection of clams and mussels. Mixed in the saffron rice inside the bowl were good chunks of tender chicken breast meat, shrimp, scallops, calamari and cured chorizo sausage. The only drawback to this dish was the rice, which had a weak flavor.

Also, it would have been nice to have had more than a single paper

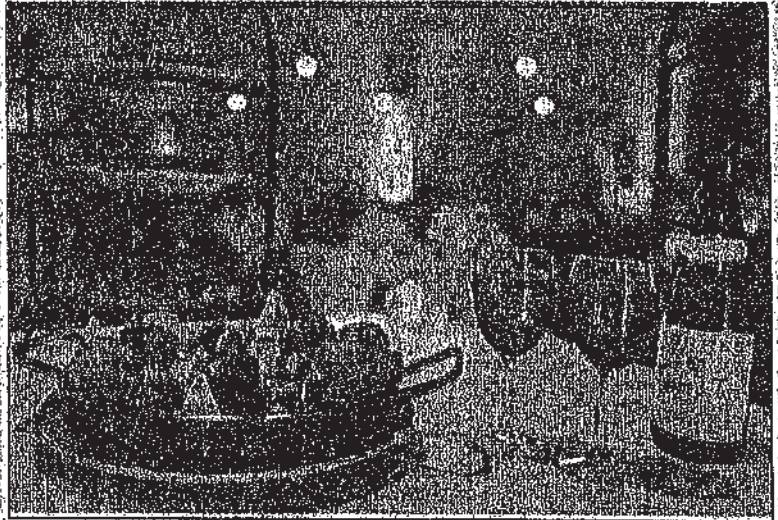
napkin with a dish like the paella, which requires quite a bit of manual dexterity to eat. Dessert, though, made up for the missteps. Again, we went for the four-dessert sampler. The flan was smooth and unctuous. The bread pudding was served in three generous slices. The real standouts were the cinnamon ice cream and the *creme brulee* with bits of chocolate at the bottom.

Although Sevilla didn't meet all the grand expectations in its opening week, there is definitely plenty on the menu to inspire repeat visits. And as the kinks get worked out, it seems safe to say that Sevilla will become a frequent stop for inland diners for years to come.

All review meals are paid for by The Press-Enterprise.

A waiter walks through the dining area at Sevilla Restaurant.

Carlos Puma / The Press-Enterprise



Carlos Puma / The Press-Enterprise

Paella Valenciana with Sangre de Toro Calientes is one of various meals served at Sevilla Restaurant and Tapas Bar in Riverside.

{ Dining }

LADY OF SPAIN



Proving it was worth waiting for, Sevilla opens in downtown Riverside, bringing the traditional flavors of Spanish cuisine to the Inland Empire

BY PENNY SCHWARTZ

There's always a sense of excitement when dining at a new restaurant. Will it be good? Will I want to eat there again? Can I recommend it to friends?

The answer to all these questions is yes for the new Sevilla restaurant that finally opened after months of anticipation in downtown Riverside.

Featuring the cuisine of Spain, Sevilla makes a definite statement in the Inland Empire dining scene with its dashing good looks. A huge old building that served as a tractor equipment store in the 1930s has been renovated to resemble an airy Spanish casita.

No expense has been spared to decorate the restaurant in style. Burnished wooden flooring, wrought iron scrollwork on banisters and railings, and a high, wood-beamed ceiling give the restaurant a contemporary appearance. Although the industrial look of metal ducting suspended from the ceiling seems a bit out of place, it somehow blends into the Spanish decor at second glance.

Located upstairs just off the tapas bar area is a private dining room that accommodates up to 16 guests in an attractive and secluded area. Windows from the private dining room look over the main floor. Railings and other upstairs windows give the whole restaurant the look and texture of a Spanish village.

Also located behind the bar area is an outdoor patio with tile-decorated fountain. From this balcony, the distant palm trees give even more of a Mediterranean feeling. On the lowest level is Club Sevilla, where salsa music and dance lessons are featured from 8 p.m. Thursday evenings. Flamenco and tango dinner shows are offered at 7:30 p.m. Friday and Saturday evenings.

Sevilla's menu draws on the traditional cuisine of Spain and its Mediterranean environs. The restaurant was born in downtown San Diego 13 years ago as a social club for expatriate Spaniards. It has since become a prime night spot in the Gaslamp area of San Diego, according to our waiter, George, an enthusiastic Sevilla cheerleader. A second location opened 18 months ago in Carlsbad.

Featured on the menu are the Spanish appetizers known as tapas. The menu explains that from the beginning of time, Spanish innkeepers were required to serve food with their wine or spirits, so they developed the custom of offering up morsels of ham, sausage, cheese or olives on small plates. These plates just covered the tops of the wine jugs like lids, or tops, or "tapas."

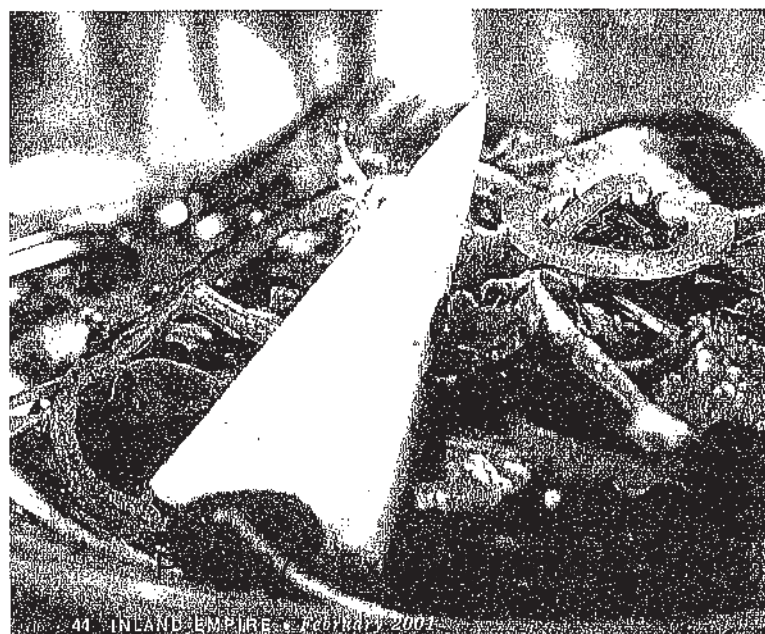
The cold tapas are usually in olive oil and red wine vinegar, while the hot tapas represent smaller portions of items that could serve as entrees. Indeed, eat enough of these little platefuls and you won't need an entree, which is the main idea here.

Somewhat overwhelmed by the number of menu choices, our party relaxed over glasses of a deliciously sweet and full-flavored sangria as we dipped slices of

SEVILLA

3252 Mission Inn Ave.
Riverside
(909) 778-0611

Lunch daily from 11 a.m.
Dinner: Mon. - Sat. from 5:30 p.m.
Entree price range: \$14.50 - \$21.50
Tapas price range: \$3.95 - \$8.95 each



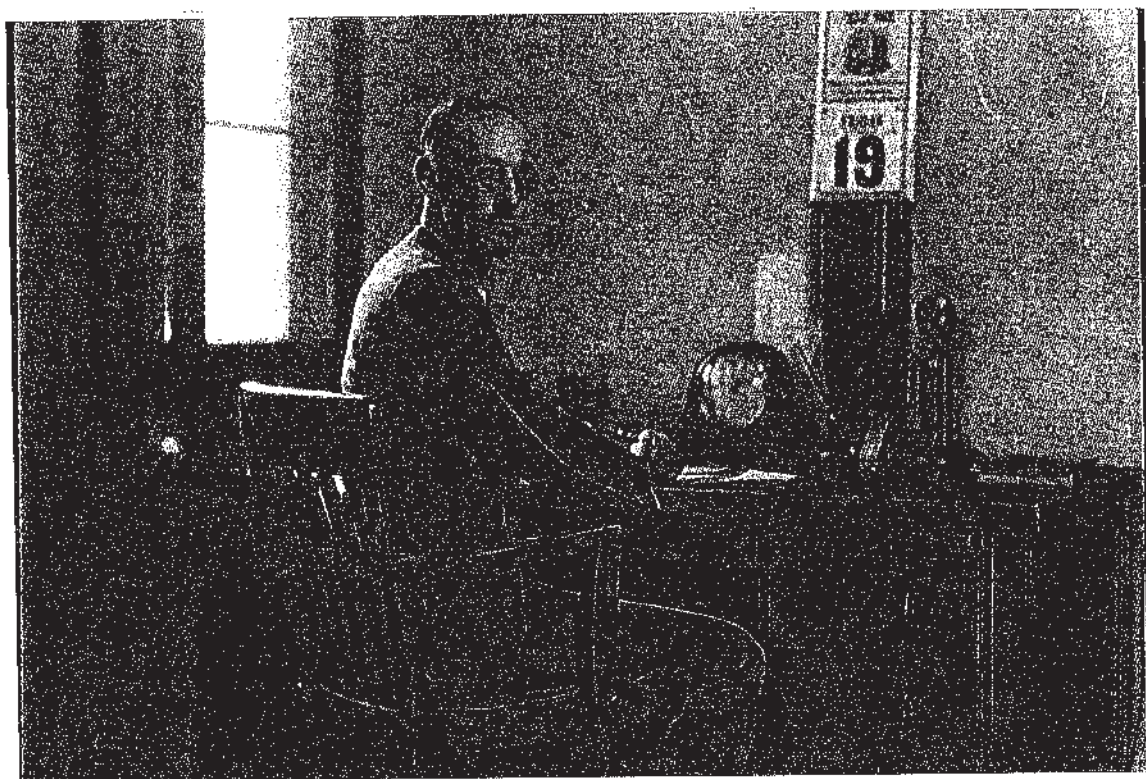
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The Freeland Family

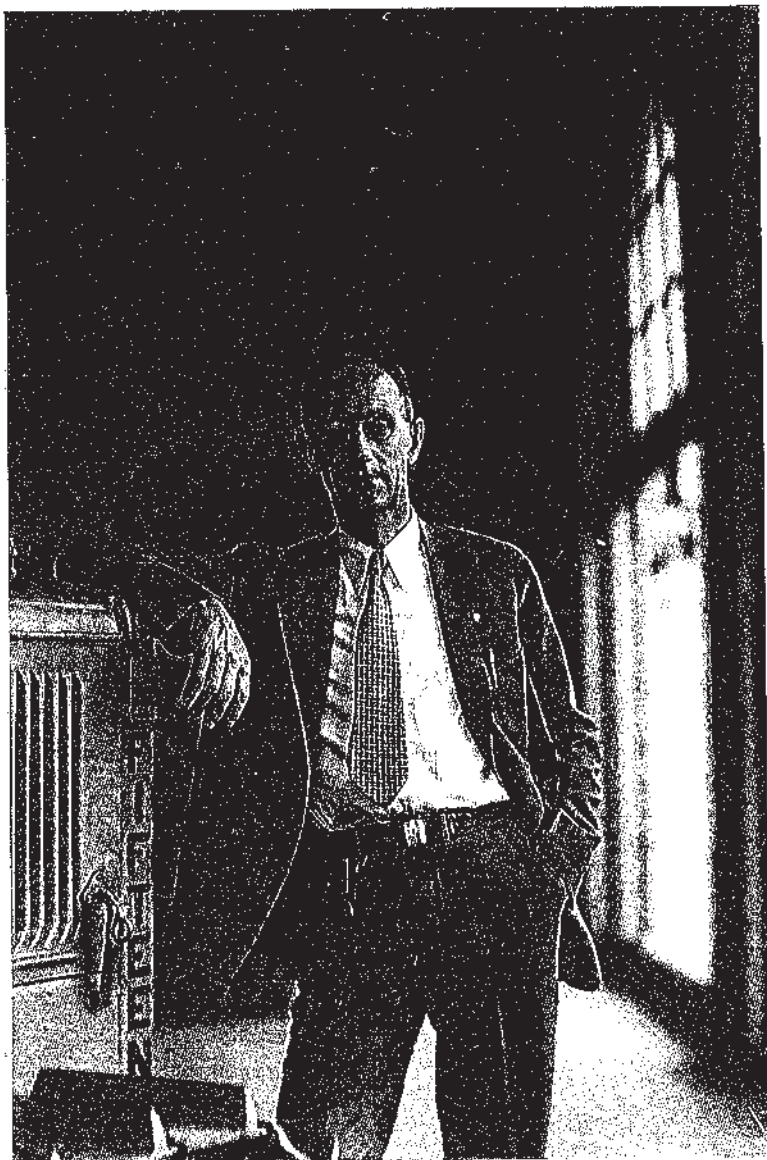
James E. Freeland

Lena R. Freeland Jolliffe, wife

Jack R. Freeland, son













Funeral Rites for J. E. Freeland Held

Funeral services for James E. Freeland, well-known Riverside business man, were conducted Friday in Calvary Presbyterian church. Dr. Ezra James Egly, pastor, and Dr. W. W. Catherwood of the First Baptist church, officiated.

The church was banked with flowers from hundreds who had formed close friendships with Mr. Freeland during his 12 years in Riverside.

At the time of his sudden death Mr. Freeland was proprietor of the Freeland Tractor and Equipment company. He was an active member of the Kiwanis club, having served on the board of directors and many committees.

Pallbearers included Dr. Harry Ratliff, Eugene Best, Dr. George Dehler, C. O. Evans, Ernest Orser and A. E. Thurman.

Mrs. LaRoy Simms was at the organ.

At Olivewood cemetery a brief committal service preceded entombment in the mausoleum.

James E. Freeland Called by Death

James E. Freeland, 4630 Aurora Drive, proprietor of the Freeland Tractor and Equipment company, died very suddenly of a heart attack yesterday afternoon.

Mr. Freeland had apparently been in normal health up to the time of the fatal attack. He had worked all morning at the office and returned to his home for lunch. Following luncheon he fell asleep in his chair and never awakened.

Mr. Freeland had lived in Riverside for about 12 years, coming here from Los Angeles.

While in Riverside he was active in the Kiwanis club, serving on the board of directors and on various committees.

He leaves his wife, Mrs. Lenz R. Freeland; a son, Jack R. Freeland of Riverside; a brother and sister, Dr. El. O. Freeland of Riverside and Mrs. John Widen of Colton, Mich., and a nephew, Robert W. Freeland of Riverside.

Funeral services will be conducted in Calvary Presbyterian church Friday at 2 p.m. by Acheson & Graham. Dr. Ezra James Egly and Dr. W. W. Catherwood will officiate. Interment will be in Olivewood cemetery.

The body will lie in state in the Acheson & Graham chapel for viewing by friends on Thursday, between the hours of 2 and 5 p.m. The casket will not be opened at the funeral rites at the church.

