



City of Arts & Innovation

City Council Memorandum

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: SEPTEMBER 1, 2020

FROM: COMMUNITY & ECONOMIC DEVELOPMENT WARD: 1
DEPARTMENT

SUBJECT: PLANNING CASE P20-0161 – REQUEST BY MARCO MCGUIRE OF RIVERSIDE
PACKING HOUSE, LLC TO DESIGNATE THE E.T. WALL PACKING HOUSE #2
BUILDING, LOCATED AT 3230 VINE STREET, AS A CITY LANDMARK

ISSUE:

Adopt a Resolution to designate the E.T. Wall Packing House #2 building, located at 3230 Vine Street, as a City Landmark.

RECOMMENDATIONS:

That the City Council:

1. Determine that Planning Case P20-0161 (Historic Designation) for the designation of the E.T. Wall Packing House #2 building as a City Landmark, is categorically exempt from the California Environmental Quality Act, pursuant to Sections 15061(b)(3) (Common Sense Exemption) 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;
2. Approve Planning Case P20-0161 (Historic Designation) based on, and subject to, the Cultural Heritage Board facts for findings outlined in the attached Cultural Heritage Board Staff Report;
3. Adopt the attached Resolution designating the E.T. Wall Packing House #2 building as a City Landmark;
4. Approve the attached findings for the Zoning Code Map Amendment to apply the CR — Cultural Resources Overlay Zone to the subject property; and
5. Introduce, and subsequently adopt, the attached Ordinance to rezone 3230 Vine Street from the BMP-Business and Manufacturing Park Zone to the BMP-CR - Business and Manufacturing Park and Cultural Resources Overlay Zones.

CULTURAL HERITAGE BOARD RECOMMENDATIONS:

On July 15, 2020, the Cultural Heritage Board (CHB) unanimously voted (9 ayes and 0 noes) to recommend that the City Council approve Planning Case P20-0161 and designate the E.T. Wall Packing House #2 building as a City Landmark (Attachments 4 and 5).

LEGISLATIVE HISTORY:

A “Landmark” is defined in Section 20.50.010 (U) of Title 20 of the Riverside Municipal Code as follows:

“Any improvement or natural feature that is an exceptional example of a historical, archaeological, cultural, architectural, community, aesthetic or artistic heritage of the City, retains a high degree of integrity, and meets one or more of the following criteria:

1. Exemplifies or reflects special elements of the City's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history;
2. Is identified with persons or events significant in local, state or national history;
3. Embodies distinctive characteristics of a style, type, period or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship;
4. Represents the work of a notable builder, designer, or architect, or important creative individual;
5. Embodies elements that possess high artistic values or represents a significant structural or architectural achievement or innovation;
6. Reflects significant geographical patterns, including those associated with different eras of settlement and growth, particular transportation modes, or distinctive examples of park or community planning, or cultural landscape;
7. Is one of the last remaining examples in the City, region, State, or nation possessing distinguishing characteristics of an architectural or historical type or specimen; or
8. Has yielded or may be likely to yield, information important in history or prehistory.”

DISCUSSION:

Property owner, Marco McGuire of the Riverside Packing House, LLC., is requesting approval of a Historic Designation request to designate the E.T. Wall Packing House #2 property as a City Landmark.

The packing house was originally constructed in 1923 as a one-story citrus industrial building, designed in a Mission Revival architecture, for the Los Angeles and Salt Lake Railroad by the Cresmer Manufacturing Company, a prominent local builder at that time. The building was part of a development, undertaken by the railroad company, which also included a new railroad spur line and construction of other industrial buildings in the area. The building is historically significant as it represents a distinct and important relationship between the citrus industry and railroad

transportation, which contributed to the economic development patterns in Riverside during the 1920's.

The building is eligible for City Landmark designation under Criterion 1 of Section 20.50.010 (U) of Title 20, as it showcases the prominence of the citrus industry in Riverside and the unique role the railroad played in promoting the distribution of Riverside's citrus products across the country. The building is also eligible for designation under Criterion 3, as its style characteristics represent the popular architecture of the early 1920s, and it embodies a distinctive building type and method of construction found in Riverside and elsewhere in Southern California during that era.

Overall, the E.T. Wall Packing House #2 building retains the high degree of integrity required for Landmark designation.

FISCAL IMPACT:

There is no fiscal impact to the General Fund resulting from the Landmark designation.

Prepared by: David Welch, Community & Economic Development Director
Certified as to availability of funds: Edward Enriquez, Chief Financial Officer/City Treasurer
Approved by: Rafael Guzman, Assistant City Manager
Approved as to form: Gary G. Geuss, City Attorney

Attachments:

1. Resolution for Historic Designation
2. Recommended Findings for CR Overlay Zone
3. Ordinance
4. Cultural Heritage Board Staff Report – July 15, 2020
5. Cultural Heritage Board Minutes – July 15, 2020
6. Presentation