



*City of Arts & Innovation*

# City Council Memorandum

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

**FROM: COMMUNITY & ECONOMIC DEVELOPMENT      WARD: 2**  
**DEPARTMENT**

**SUBJECT: PLANNING CASE P20-0074 – REQUEST BY CHARLES AND NAOMI AVILA TO DESIGNATE THE FORMER FREELAND TRACTOR COMPANY SHOWROOM BUILDING, LOCATED AT 3252 MISSION INN AVENUE WITHIN THE SEVENTH STREET HISTORIC DISTRICT, AS A CITY LANDMARK**

**ISSUE:**

Adopt a Resolution to designate the former Freeland Tractor Company Showroom building, located at 3252 Mission Inn Avenue within the Seventh Street Historic District, as a City Landmark.

**RECOMMENDATIONS:**

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, 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 P20-0074 (Historic Designation) based on, and subject to, the Cultural Heritage Board facts for findings outlined in the attached Cultural Heritage Board Staff Report; and
3. Adopt the attached Resolution designating the Freeland Tractor Company Showroom building as a City Landmark.

**CULTURAL HERITAGE BOARD RECOMMENDATIONS:**

On May 20, 2020, the Cultural Heritage Board (CHB) unanimously voted (9 ayes and 0 noes) to recommend that the City Council approve Planning Case P20-0074 and designate the former Freeland Tractor Company Showroom building as a City Landmark (Attachments 2 and 3).

## **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 owners Charles and Naomi Avila are requesting approval of a Historic Designation to designate the Freeland Tractor Company Showroom building as a City Landmark, currently designated as a Structure of Merit within the Seventh Street Historic District.

The industrial building was originally constructed in 1929 as a tractor and farm equipment showroom for Frank A. Tetley, a prominent local developer during that time. It was designed in a Spanish-Mediterranean Revival architectural style by local architect G. Stanley Wilson, who is recognized for his contributions to the design of the Mission Inn Hotel as well as various civic, religious, commercial, and residential structures in the City. 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 20<sup>th</sup> Century. It was occupied by the Freeland Tractor Company until 1935. Through the mid-1950s, the building housed the local offices of the California Highway Patrol (CHP) and the Department of Motor Vehicles (DMV).

The building is eligible for City Landmark designation under Criterion 1 of Section 20.50.010 (U) of Title 20, as it is associated with a business that supported and serviced the agricultural industry in the City and the development of the State Highway System. The building is also eligible for designation under Criterion 4, as it represents the work of the prominent local architect G. Stanley

Wilson.

Overall, the former Freeland Tractor Company Showroom building retains the high degree of integrity required for Landmark designation.

**FISCAL IMPACT:**

There is no fiscal impact 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. Cultural Heritage Board Staff Report – May 20, 2020
3. Cultural Heritage Board Minutes – May 20, 2020
4. Presentation