



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

Planning Division

CULTURAL HERITAGE BOARD MEETING DATE: JULY 17, 2024
AGENDA ITEM NO.: 7

PROPOSED PROJECT

Case Numbers	DP-2024-00845 (Certificate of Appropriateness)	
Request	To consider a Certificate of Appropriateness for project plans to demolish a non-original addition and a vehicular service building; construct a 30-unit multi-family residential development, consisting of a 45,207 square-foot four-story building; and adaptively reuse the 1,702 square foot former Winston Tire Store Building, designated as a Structure of Merit, as a recreation room.	
Applicant	Linda Ennabe of Ennabe Properties, Inc	
Project Location	4135 Market Street, situated on the southwest corner of Eleventh and Market Streets	
APN	215-251-004	
Ward	1	
Neighborhood	Downtown	
Historic District	Not Applicable	
Historic Designation	Structure of Merit #1002	
Staff Planner	Scott Watson, Historic Preservation Officer 951-826-5507 swatson@riversideca.gov	

RECOMMENDATIONS

Staff recommends that the Cultural Heritage Board:

- DETERMINE** that the project is exempt from the California Environmental Quality Act (CEQA) review pursuant to Sections 15331 (Historic Resource Restoration/Rehabilitation) and 15332 (In-fill Development), as it constitutes rehabilitation and in-fill construction within an urbanized area that is consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties; and

2. **APPROVE** Planning Case DP-2024-00845 (Certificate of Appropriateness), based on the facts for findings outlined and summarized in the staff report, and subject to the recommended conditions of approval (Exhibit 1).

BACKGROUND

The 0.48-acre project site (Exhibit 2) was developed in 1936 with an Art Deco style, single-story brick service station building for General Petroleum. The original building is approximately 1,702 square feet. A restroom addition with a shed roof was constructed at the rear of the building in 1952 and later expanded at an unknown date. In 1961, an approximately 2,640 square foot concrete block vehicular service building was constructed along the west property line, when the property was operated by Winston Tire Company. The property was designated as Structure of Merit #1002 on December 8, 2015 (Exhibits 3 & 4)

Character-defining features of the original building include: a rectangular ground plan; brick construction; a flat roof with a flat parapet divided from the main wall by a heavy belt course, and cornice molding along the top edge of the parapet; brick pilasters with a recessed, center vertical panel at each corner and dividing the bays on the north elevation; three large, recessed display windows with triple-pane transoms on the east elevation; and three bays on the north containing entries to a showroom/storeroom, an office, and a large vehicular service bay.

The 1952 addition and 1961 building are utilitarian in design and do not contribute to the historic significance of the structure.

On October 5, 2021, the City Council adopted the 2021-2029 6th Cycle Housing Element Implementation Program that rezoned approximately 200 properties across the City to allow for multifamily and mixed-use development, to comply with the State Housing Element Law. The project site was identified as a Housing Element Opportunity site and included in this citywide rezoning effort, which amended the Downtown Specific Plan to allow for mixed-use.

PROJECT DESCRIPTION

The project proposes to demolish the non-contributing 1952 addition and the 1961 vehicular service building to facilitate the construction of a four-story, approximately 45,207 square foot multi-family residential building. Project components include:

- Rehabilitation and adaptive reuse of the original 1936 building into a recreation room, consisting of:
 - Removal of paint using an appropriate chemical stripper and followed by the application of a penetrating sealer to safeguard the integrity of the brick.
 - Rehabilitation of existing windows and doors as needed.
 - Infill of service bay opening with metal siding and a door.
- Construction of a four-story, approximately 45,207 square foot, multi-family residential to the side and rear of the historic structure. The new construction features:
 - An approximately 3-foot glass skylight and wing wall between the north elevation of the historic structure and the new construction.
 - Decorative elements including:

- References to the Art Deco style, such as pilasters, recessed vertical elements, combination of multiple types of material, and geometric shapes.
- Flat roof with parapet and cornice line.
- Spandrel glass windows on the first floor with transoms similar in design to the windows on the historic structure.
- Transoms over the balcony doors that reference the fenestration on the historic structure.
- Articulated massing to create visual interest and reduce the impact on the historic structure.
- Recessed, wood clad, single-hung windows, with simulated divided light top sashes, on the upper floors
- Materials include:
 - Textured stucco cladding
 - Brick veneer
 - Tongue and groove aluminum siding
 - Fiberglass-framed windows
 - Aluminum framed doors
 - Perforated metal screen panels with a botanical motif
 - Metal balconies with cable railing balustrades or perforated metal balustrades

The applicant has submitted a compatibility assessment completed by Jen Mermilliod of JMRC. The report finds, “the proposed project will not materially impair the 1936 former General Petroleum service station building as it will not be compromised in its ability to exhibit its character-defining features.”

As a matter of information, a Design Review (DP-2022-01150) application will be considered by the Development Review Committee on July 24, 2025. The Design Review will cover the projects consistency with development standard in Title 19 (Zoning) of the Riverside Municipal Code.

PROJECT ANALYSIS

FACTS FOR FINDINGS

Pursuant to Chapter 20.25.050 of Title 20 (Cultural Resources) of the Riverside Municipal Code (RMC), the Cultural Heritage Board and Historic Preservation Officer must make applicable findings of specific Principles and Standards when approving or denying a Certificate of Appropriateness. For proposed projects involving individually significant Cultural Resources (i.e. City Landmarks, Structures of Merit, eligible Landmarks, etc.), the project should demonstrate:

**Chapter 20.25.050.A – Principles and Standards of Site Development and Design
Review for Individually Significant Resources**

Consistency or compatibility with the architectural period and the character-defining elements of the historic building, such as colors, textures, materials, fenestration, decorative features, details, height, scale, massing, and method of construction.	N/A	Consistent	Inconsistent
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Facts:

- The proposed project makes use of materials and architectural features found in the historic structure, including brick veneer on the first floor, pilasters, window and door transoms, and recessed vertical elements.
- Although taller in height than the historic structure, the proposed new construction will be setback from the façade between 10-feet and 19-feet, with the largest setback directly adjacent to the historic structure; therefore, the historic structure will remain a prominent feature along Market Street.
- The new construction also includes an articulation of massing to reduce the visible impact on the historic structure. As stated in the report by JMRC, “Varied articulation avoids monolithic massing that would intimidate the smaller historic service station building while providing visual distinction, interest, and depth.”
- The perforated metal screens make use of a botanical motif, which is common in the Art Deco style.
- The service bay opening on the historic structure will be infilled with metal siding to reference the roll-up garage door.
- Existing doors on the historic service station will be rehabilitated or replaced to match existing.

The proposed project does not destroy or pose a substantial adverse change to an important architectural, historical, cultural or archaeological feature or features of the Cultural Resource.	N/A	Consistent	Inconsistent
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Facts:

- The structure and addition to being demolished are not original; therefore, the demolition will cause no adverse change to important architectural features.
- All architectural features of the historic service station will be retained and repaired as needed, including but not limited to brick construction, fixed windows with transoms, flat roof with parapet, and pilasters.
- There are no known archaeological features on the property; therefore, there is a less than significant potential to impact any important archaeological features.

Chapter 20.25.050.A – Principles and Standards of Site Development and Design Review for Individually Significant Resources			
Compatibility with context considering the following factors: grading; site development; orientation of buildings; off-street parking; landscaping; signs; street furniture; public areas; relationship of the project to its surroundings.	N/A	Consistent	Inconsistent
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Facts: <ul style="list-style-type: none"> • The proposed project will not alter the orientation of the site. The structures, both historic and new construction, will continue to front onto Market Street. • Proposed landscaping will be low scale, creating a separation from the new construction and the public right-of-way; therefore, allowing the historic structure to remain prominent at the property line. • Off-street parking will be incorporated into the interior and rear of the project, allowing a continuous streetscape that reflects the area with buildings fronting onto the sidewalk. • The proposed project will not alter the historic structure's relationship to the surrounding area. 			
Consistency with the principles of the Secretary of the Interior's Standards for the Treatment of Historic Properties.	N/A	Consistent	Inconsistent
	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Facts: A complete Secretary of the Interior's Standards Analysis is including the report by JMRC, which finds the project consistent with the Standard. Staff concurs with the consistency finding. In summary, the project is consistent with the Secretary of the Interior's Standard for Rehabilitation as follows: <ul style="list-style-type: none"> • The project will facilitate the reuse of the historic structure and includes minimal changes to its distinctive materials, features, spaces and spatial relationships. • The historic character of a property will be retained and preserved. No distinctive materials will be removed, and the project will not alter features, spaces and spatial relationships that characterize a property. • Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. • Paint on the historic structure will be removed by the gentlest means possible. • The construction will be connected the historic structure by approximately 3-foot small glass wing wall and glass skylights, creating a visual separation. • The project will be compatible yet differentiated from the historic service station. As stated in the report by JMRC, "Use of brick veneer cladding on first floor and for elevation accent. Where stucco cladding is used, a smooth stucco finish would be more compatible; however, a standard stucco finish provides differentiation." 			

**Chapter 20.25.050.A – Principles and Standards of Site Development and Design
Review for Individually Significant Resources**

As applicable, consistency with other federal, state, and/or local guidelines.	N/A	Consistent	Inconsistent
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Facts:

- No additional federal, state, and/or local guidelines apply to this project.

AUTHORIZATION AND COMPLIANCE SUMMARY

Regulatory Codes	Consistent	Inconsistent
<p><i>Historic Preservation Code Consistency (Title 20)</i></p> <p>The proposed project is consistent with Section 20.25.050 of the City of Riverside Municipal Code. The proposed adaptive reuse and in-fill project is compatible with the massing, size, scale, materials, and use of architectural features of former Winston Tire Store building.</p> <ul style="list-style-type: none"> • The adaptive reuse of the historic structure as a recreation room will include only minor alterations to the building, including the infill of the vehicular service bay opening with metal siding and a glass wing wall and skylight connection to the new construction. • Proposed materials and design features on the new construction, such as brick veneer, pilasters, and vertical recesses will be similar in design to the former service station. • The proposed new construction will be setback from the street and features articulation of massing that will allow the historic structure to remain a prominent feature of the streetscape. 	<input checked="" type="checkbox"/>	<input type="checkbox"/>

ENVIRONMENTAL REVIEW

The proposed rehabilitation of the former Winston Tire Store and in-fill project are consistent with the Secretary of the Interior's Standards for the Treatment of Historic Properties and therefore is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Sections 15331 (Historic Resource Restoration/Rehabilitation) and 15332 (In-Fill Development Projects) of the CEQA Guidelines.

PUBLIC NOTICE, COMMUNITY MEETINGS, AND COMMENTS

Public notices were mailed to property owners within 300-feet of the site. As of the writing this report, no comments have been received by Staff.

APPEAL INFORMATION

Actions by the CHB, including any environmental finding, may be appealed to City Council within ten calendar days after the decision. Appeal filing and processing information may be obtained from the Planning Division by calling 951-826-5371.

STRATEGIC PLAN

This item contributes to the Envision Riverside 2025 City Council Strategic Priority 5 – High Performing Government (Goal 5.3 – Enhance communication and collaboration with

community members to improve transparency, build public trust, and encourage shared decision-making).

This item aligns with the following Cross-Cutting Threads:

1. Community Trust: The application for a Certificate of Appropriateness is being reviewed at a public meeting of the CHB and notices were sent to property owners within a 300-foot radius of the property, providing an opportunity to comment on the project.
2. Equity: The application for a Certificate of Appropriateness will be discussed at a CHB meeting meetings which is available to all residents and can be viewed both in person and virtually.
3. Fiscal Responsibility: The application for a Certificate of Appropriateness has no impact on City General Funds.
4. Innovation: The application for a Certificate of Appropriateness makes use of historic design principle with new construction to eliminate potential impacts to the historic resource.
5. Sustainability and Resiliency: The application for a Certificate of Appropriateness provides an opportunity to increase the housing stock within the City.

EXHIBITS LIST

1. Staff Recommended Conditions of Approval
2. Aerial Photo/Location
3. City Council Staff Report 12-08-2015
4. Resolution No 22935
5. Site Photos
6. Project Plans (Site plan, demolition plan, floor plans, elevation, materials sheet)
7. Compatibility Assessment by JRMC, July 10, 2023

Prepared by: Scott Watson, Historic Preservation Officer
Approved by: Maribeth Tinio, City Planner



CITY OF RIVERSIDE

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT PLANNING DIVISION

EXHIBIT 1 – CONDITIONS OF APPROVAL

PLANNING CASE: DP-2024-00845

MEETING DATE: June 17, 2024

CASE SPECIFIC CONDITIONS

1. All applicable conditions of related Planning Case DP-2022-001150 (Design Review) shall apply. Action by the Development Review Committee, or Planning Commission, upon appeal, on the related planning entitlement case that results in significant modifications to the project may require submittal and review of a revised Certificate of Appropriateness application.
2. Treatment of historic materials shall use the gentlest means possible. Painted brick shall be chemically stripped and sealed, and physical repairs such as mortar repointing and the repair or restoration of windows, shaped cornice, or other features and materials shall be completed in accordance with the guidance of applicable National Park Service preservation briefs.
3. *Prior to the issuance of Building Permit* - Submit the following to Historic Preservation Staff for review and approval:
 - a. Method of paint stripping from brick.
 - b. All exterior light fixtures for the historic structure.
 - c. Finalized design of perforated metal panels.
 - d. Finalized design of all fencing and gates.

Said designs shall be consistent with CHB approved plans, with materials that are equal to or better than approved plans.

GENERAL CONDITIONS

4. There is a one-year time limit in which to secure the necessary building permits required by this Certificate of Appropriateness. If unable to obtain necessary permits, a time extension request letter stating the reasons for the extension of time shall be submitted to the Planning Division. HP staff may administratively extend the term of a Certificate of Appropriateness for one year, no more than twice.

PLEASE BE ADVISED THAT THE APPLICANT WILL NOT BE NOTIFIED BY THE PLANNING DIVISION ABOUT THE PENDING EXPIRATION OF THE CERTIFICATE OF APPROPRIATENESS.

5. The project must be completed in accordance with the Cultural Heritage Board's (CHB) Certificate of Appropriateness approval, including all conditions listed. Any subsequent changes to the project must be approved by the CHB or HP staff.
6. This approval for the Certificate of Appropriateness is for design concept only and does not indicate the project has been thoroughly checked for compliance with all requirements of law. As such, it is not a substitute for the formal building permit

plan check process, and other changes may be required during the plan check process.

7. Granting this Certificate of Appropriateness shall in no way exclude or excuse compliance with all other applicable rules and regulations in effect at the time this permit is exercised.