



**REPORT TO THE HISTORIC
PRESERVATION COMMISSION**

AGENDA ITEM NO. VIA *11B*
HPC MEETING: 12/14/15

December 14, 2015

FROM: DANIEL ZACK, AICP, ASSISTANT DIRECTOR *DZ*
Development and Resource Management Dept.

APPROVED BY

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON, M.A. *KHD*
Historic Preservation Project Manager
Secretary, Historic Preservation Commission

SUBJECT: CONSIDERATION OF APPROVAL OF REQUEST BY STAFF TO
RECOMMEND TO THE CITY COUNCIL THE DESIGNATION OF THE
PARKSIDE/GOLDEN STATE COMPANY (CENTAL VALLEY CHEESE)
BUILDINGS LOCATED AT 450 E. BELMONT TO THE LOCAL REGISTER OF
HISTORIC RESOURCES, WITH ADOPTION OF FINDINGS NECESSARY TO
SUPPORT RECOMMENDATION PURSUANT TO FMC 12-1609 AND
GENERAL PLAN POLICY HCR-2-G (DEMOLITION REVIEW).

RECOMMENDATION

Staff recommends that the Commission find that the Mission Revival style masonry brick buildings constructed in 1929-1932 and located at 405-450 E. Belmont Avenue are eligible for listing on the Local Register of Historic Resources under Criterion iii. Staff further recommends that the properties be forwarded to the Fresno City Council for designation pursuant to FMC 12-1609. As required by the City's Historic Preservation Ordinance, the properties were publicly noticed in the *Fresno Bee* (published 4 December 2015).

EXECUTIVE SUMMARY

The representative of the property owners for the former Parkside Dairy/Golden State Company Buildings located at 404-450 E. Belmont Avenue has requested demolition review pursuant to the City's Fresno General Plan Policy HCR-2-G. The property owner, Producers Dairy, is proposing to remove these buildings to allow for additional truck parking on this 1.28 acre parcel. Historic Preservation Staff who meets the Secretary of the Interior's Professional Qualifications in both history and architectural history has prepared State of California survey forms for the buildings, first constructed in 1929. Staff finds that the original buildings meet the eligibility for the Local Register of Historic Resources under Criteria iii as a rare expression in masonry brick of the Mission Revival style in Fresno. These buildings form a unique streetscape and have intrinsic value for adaptive reuse.

BACKGROUND

The buildings fronting onto N. Roosevelt and E. Belmont are masonry brick construction designed in a Mission Revival style. The building wrapping the Belmont/Roosevelt corner was initially constructed in 1929 as a one story Milk Bottling Plant for the Parkside Dairy. A circa 1940 photo from a local high school yearbook depicts additional architectural detailing on the corner property which by that time served as an soda fountain. The one-story

complex to the south facing onto Roosevelt was initially constructed in 1932 as an ice cream plant. By 1932 both buildings were owned by Golden State Company Limited and by 1963 the complex was identified as the Golden State Division of Foremost Dairies, Inc. (1963 Sanborn Map). The vacant buildings are now owned by Producers Dairy, which was first incorporated in Fresno on December 22, 1932.

A representative of the property owners has requested that the City review the properties for their potential eligibility to the Local Register pursuant to the demolition protocol outlined in Fresno General Plan Policy HCR-2-G. The company proposes to remove the buildings in order to add truck parking that they will need due to a loss of parking from leased property further west because of the High Speed Rail corridor. In 2002 the City's Planning Department adopted a demolition review policy. This policy was also included in the 2025 General Plan. Policy HCR-2-g in the current Fresno General Plan adopted by the City Council in December 2014 states: "Review all demolition permits to determine if the resource scheduled for demolition is potentially eligible for listing on the Local Register of Historic Resources. Consistent with the Historic Preservation Ordinance, refer potentially eligible resources to the Historic Preservation Commission and as appropriate to the City Council." These buildings have previously been identified as having historic value by community members and are thus presented to the Commission for review.

Local Register Criteria and Protocols:

The City's Historic Preservation Ordinance is located at Chapter 12, Article 16. Section 1607 outlines the criteria for designation of a resource to the Local Register of Historic Resources. A "historic resource" is "any building, structure, object or site" which is generally more than fifty years of age and "possesses integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (i) Is associated with events that have made a significant contribution to the broad patterns of our history; or
- (ii) Is associated with the lives of persons significant in our past; or
- (iii) Embodies the distinctive characteristics of a type, period or method of construction, or represents the work of a master, or possesses high artistic values; or
- (iv) Has yielded or may be likely to yield, information in prehistory or history."

The City's criteria for assessing significance are patterned after the National Register of Historic Places (1966 as amended) which uses letters A-D for significance. Fresno's Local Register is also similar, although not equivalent, to the California Register of Historical Resources which uses a numbering system of 1-4 for criteria. Although the concept of "integrity" is not specifically defined in the City's Ordinance, it is implicitly understood to follow the National Register which defines "integrity" as "the ability of a property to convey its significance." "To retain integrity a property will always possess several and usually most, of the aspects." ("How to Apply the National Register Criteria for Evaluation" 1988:44).

The process for designating a historic resource is outlined in FMC 12-1609. In brief, a request to designate a resource to the Local Register may be made by the Council, the Commission, the Secretary to the Commission, the property owner, or an authorized

representative of the owner (12-1609(a)). Applications for listing use the state protocol for survey forms with both a DPR 523A (Primary) as well as a DPR 523B (Building, Structure, Object Form) (12-1609(a)(1-9)). A notice must be published in a local newspaper at least 10 days prior to the hearing and sent to the property owner as well. Commissioners must also physically visit the property prior to the Commission hearing (12-1609(c)(1)).

CONCLUSION

The brick masonry buildings at this location are 85 years of age and thus are far older than the minimum of 50 years required for listing on the Local Register. Although windows are boarded and some architectural treatment on the former 1929 corner building has been removed, the integrity of the buildings remains high. The buildings are a late expression of the Mission Revival style of architecture. Mission Revival developed first in California in the late 1890s as an attempt by architects and contractors to create an American style, based on an indigenous building tradition. Character-defining features include the curvilinear gables (roof parapet or dormer) red tile roof, visor roofs, coping at the cornice line, wide overhanging eaves and bell towers on larger commercial buildings or homes. Both the Santa Fe and Southern Pacific railways adopted the style for stations and resorts throughout the West. Mission Revival architecture faded from view following World War I as the Spanish eclectic style developed and spread.

There are relatively few commercial examples of the Mission style in Fresno: most striking is the 1896 Santa Fe Depot followed chronologically by the Bank of Italy (Chinatown, 1903), the San Joaquin Grocers Wholesale Warehouse (1913) and the Tinkler Mission Chapel (1917), located two blocks east of this complex. Notable residential examples in Fresno are the Helm Home (1901) and the Johnson Home (1921).

Producers Dairy has a long and colorful history in Fresno. However, these buildings have no particular association with that company as this parcel was not developed by Producers and apparently is used by the company only for storage. The original red brick bays (versus the loading sheds on the rear) are of particular architectural interest as a late and rare expression in masonry brick of the Mission Revival style in Fresno. The original buildings (1929/1930/1932) form a unique streetscape and appear to be eligible for listing on Fresno's Local Register of Historic Resources under Criterion iii.

Attachment: Exhibit A - State of California Survey Forms for the Parkside Dairy/Golden State Company Buildings located at 405-450 E. Belmont Avenue, Fresno
by Karana Hattersley-Drayton, M.A. for the City of Fresno,
30 November 2015.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

P1. Resource Name: Parkside Dairy/Golden State Company (Central Valley Cheese)

***P2. Location:** *a. County: Fresno

*b. USGS 7.5' Quad: Fresno North 1965 (Photo revised 1981)

c. Address: 450 E. Belmont, Fresno 93701

d. Assessor's Parcel Number: 459-032-23

***P3a. Description:** Two major building complexes are located on this parcel: a former Milk Bottling Plant (store and office) and an Ice Cream Plant.

The vacant **Milk Bottling Plant** is a 1-2 story brick masonry complex designed in a Mission Revival style. The 18,008 sf building is located on the southwest corner of N. Roosevelt and E. Belmont Avenues.

The oldest part of the building is two bays, one story and wraps the corner with what was once a store entrance on the diagonal and a former office (with signage "Central Valley Cheese") facing onto Roosevelt. The store entrance is solid wood with sidelights and a transom that have been in-filled. Directly above the door is a diamond pattern of brick created by alternating traditional red with darker/burned bricks (see photo on continuation sheet). The entrance is further demarcated by two engaged piers topped by a flat capital and a rounded cornice with a coping of brick. Two decorative tiled roof visors cantilever out on either side of this entrance and are supported by decorative wood brackets. Directly beneath the Roosevelt Avenue roof visor is a large window piercing and transom, now boarded. The former office bay faces Roosevelt and has a curvilinear parapet with brick coping. A boarded entrance offset to the south and five boarded windows with heavy brick lugsills are located on this elevation. A second story is set back from the

***P3b. Resource Attributes:** HP6 (Commercial building under 3 stories).

***P4. Resources Present:** ● Building



P5b Photo date: 24 November 2015

***P6. Date Constructed/Age and Sources:** 1929 Building permit #8074

***P7. Owner and Address:** Shehadey and Shehadey LP
250 E. Belmont Avenue, Fresno 93701

***P8. Recorded by:** Karana Hattersley-Drayton, M.A.
Historic Preservation Project Manager, City of Fresno

***P9. Date Recorded:** 24 November 2015

***P10. Survey Type:** Intensive

***P11. Report Citation:** "Demolition Permit Review of Former Golden State Company Buildings Located at 450 E. Belmont, Fresno"

***Attachments:** ● Building, Structure and Object Report ● Continuation Sheet

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

P1. Resource Name: Golden State Company Ltd. Ice Cream Plant Building

***P2. Location:** *a. County: Fresno

*b. USGS 7.5' Quad: Fresno North 1965 (Photo revised 1981)

c. Address: 404-450 E. Belmont Avenue, Fresno

d. Assessor's Parcel Number: 459-032-23

***P3a. Description:** To the south of the former Milk Bottling Building is a one story complex of nominally rectangular plan which is identified on early Sanborn maps as an Ice Cream Factory. The masonry brick structure is also designed in a simple Mission Revival style with an *espadaña* along the principle elevation and dark brick coping along the parapet, the window openings and the façade sign, now faded "Golden State Company Ice Creamery." The building's south elevation is plain with no windows or doors. The north elevation steps back to include a large opening for loading. A thick wood cornice cantilevers out from this wall. Four large windows are located on the façade; these are all in-filled with plywood. A single door is located on the south end of this elevation.

***P3b. Resource Attributes:** HP6 (Commercial building under 3 stories).

***P4. Resources Present:** ●Building



P5b Photo date: 24 November 2015

***P6. Date Constructed/Age and Sources:** 1932 Building permit #8930

***P7. Owner and Address:**
Shehadey and Shehady LP
250 E. Belmont Avenue, Fresno
93701

***P8. Recorded by:**
Karana Hattersley-Drayton M.A.
Historic Preservation Project
Manager, City of Fresno

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BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 5S3

*Resource Name: Parkside Dairy/Golden State Company

B3. Original Use: Commercial

B4. Present Use: Vacant

*B5. Architectural Style: Vernacular Mission Revival

*B6. Construction History: A building permit was issued for a "Milk Bottling Plant" (#8074) valued at \$12,000 on 16 September 1929. A new garage and workshop were added almost immediately in 1930. The permit for the Ice Cream Plant was issued on 21 April 1932. An unspecified addition of 16x35 was made to one of the buildings in 1945 (Larsen-Ratto Construction Co.). Alterations valued at \$38,000 were permitted in 1946. A permit for an addition to the creamery valued at \$30,000 was issued on 2 January 1953.

*B7. Moved? ☐ No

*B8. Related Features: The complex is located in a mixed residential commercial area of the south Tower District.

B9a. Architect: N/A

B9b. Builder: No information

*B10. Significance: Theme: Commercial development

Area: La Sierra Tract (now Tower District)

Period of Significance: 1929/1930-1965

Property Type: Commercial vernacular

Applicable Criteria: iii

This 1.28 parcel is located in the La Sierra Tract (lots 1-8, 35-42 of Block 1) which was annexed to the City in 1899. The buildings fronting onto N. Roosevelt and E. Belmont are masonry brick construction designed in a Mission Revival style. The building wrapping the Belmont/Roosevelt corner was initially constructed in 1929 as a one story Milk Bottling Plant for the Parkside Dairy. The one-story complex to the south facing onto Roosevelt was initially constructed in 1932 as an ice cream plant. By 1932 both buildings were owned by Golden State Company Limited and by 1963 the complex was identified as the Golden State Division of Foremost Dairies, Inc. (1963 Sanborn Map). The vacant buildings are now owned by Producers Dairy, which was first incorporated in Fresno on December 22, 1932.

The buildings are a late expression of the Mission Revival style of architecture. Mission Revival developed first in California in the late 1890s as an attempt by architects and contractors to create an American style, based on an indigenous building tradition. Character-defining features include the curvilinear gables (roof parapet or dormer) red tile roof, visor roofs, coping at the cornice line, wide overhanging eaves and bell towers on

*B12. References: City of Fresno building permits; Sanborn Fire Insurance Maps for 1919, 1948, 1950, 1963 and 1970; "Producers Dairy" in Rehart, The Valley's Legends and Legacies II, 1997; "Producers Dairy" in Hansen, Fresno Sketchbook, 1991; Carter and Goss, Utah's Historic Architecture, 1847-1940, 1988; Gellner, Red Tile Style: America's Spanish Revival Architecture, 2002; Cyril M. Harris, editor, Dictionary of Architecture and Construction, 2000; McAlesters, A Field Guide to American Houses, 1984.

*B14. Evaluator: Karana Hattersley-Drayton, M.A.
Historic Preservation Project Manager, Fresno CA

*Date of Evaluation: 30 November 2015

(This space reserved for official comments.)





Photo above, Roosevelt Streetscape composite, courtesy of Kiel Schmidt.

Continued from P3a, Milk Bottling Building:

Roosevelt Avenue elevation and features a prominent *espadaña* (curvilinear parapet) painted out in white. A circle on the center of the parapet is empty but may once have included a terra cotta ornament or emblem for the business. The north and south elevations of the complex are reinforced with stout pier buttresses of brick. A hefty bond beam runs along the Belmont Street façade. The rear of this building has cement cladding with a deep open section on the south corner for loading. A faded sign, "Central Valley Cheese" is still visible.

BSO continued:

larger commercial buildings or homes. Both the Santa Fe and Southern Pacific railways adopted the style for stations and resorts throughout the West. Mission Revival architecture faded from view following World War I as the Spanish eclectic style developed and spread.

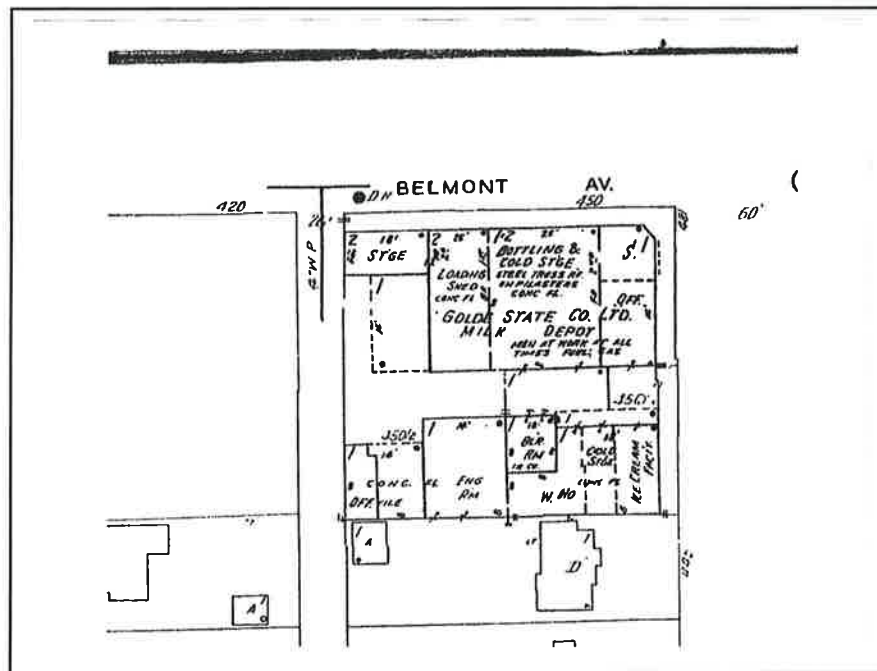
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Producers Dairy has a long and colorful history in Fresno. However, these buildings have no particular association with that company as this parcel was not developed by Producers or apparently are used by the company for anything more than storage. The original red brick bays (versus the loading sheds on the rear) are of particular architectural interest as a late and rare expression in masonry brick of the Mission Revival style in Fresno. The original buildings (1929/1930/1932) form a unique streetscape and appear to be eligible for listing on Fresno's Local Register of Historic Resources under Criterion iii.



*Recorded by: Karana Hattersley-Drayton *Date: 24 November 2015

■ Continuation



Sanborn Map 1948:257

Photo circa 1940, Courtesy John Rupe

