



**Cultural Heritage Board
Certificate of Appropriateness (CR) Staff Report**

AGENDA ITEM NO.: 1

WARD: 1

MEETING DATE: OCTOBER 19, 2011

PLANNING CASE P11-0138: Proposal by Craig Johnston of Mission Galleria for a Certificate of Appropriateness for exterior modifications to the Mission Galleria, City Structure of Merit City Structure of Merit #291, and contributor to the Mission Inn Historic and the Seventh Street Historic Districts situated on the Southeasterly corner of Main Street and Mission Inn Avenue at 3700 Main Street.

BACKGROUND:

The two-story Art Deco building has a rectangular groundplan and is constructed of concrete. The flat roof features stepped Art Deco molding at the edge. The Mission Inn Avenue elevation is divided into seven bays by rectangular superimposed pilasters. The structure features rectangular fenestration with the first story having large store-front windows and the second story having semi-opaque glass. The second story of the corner bay has a stepped rectangular open grill of an intersecting diamond pattern.

The building is identified as City Structure of Merit #291 and a contributor to the Mission Inn Historic District and the Seventh Street Historic District.

Mission Inn Historic District

The Mission Inn Historic District represents the core of Riverside's historic downtown and features a wide variety of commercial and civic architectural styles popular in Southern California and Riverside from the 1880s to the 1940s. It encompasses part of the Seventh Street Historic District (now Mission Inn Avenue) which is distinctive for its embodiment of the Mission Revival style. Other styles represented include Spanish Colonial Revival and Art Deco with a wide variety of building materials such as ceramic brick, terra cotta and rough-hewn granite.

Well-known architects who designed buildings in the district include Julia Morgan, G. Stanley Wilson, and Myron Hunt. Focal points include the Mission Inn, Riverside County Courthouse, First Congregational Church, and the Fox Theater. The district features numerous resources listed in the National Register of Historic Places.

As development proceeded in Riverside, nonresidential uses concentrated along Seventh (Mission Inn Avenue), Eighth (University Avenue), Market and Main Streets. This pattern continued and remains much the same today. Generally, residential areas were concentrated north of Fifth Streets, south of Tenth, along Mulberry and Vine to the east, and west of Market streets. Commercial and civic structures constructed in the historic downtown core reflected changing moods and opinions about architecture in the city of Riverside. Both the Mission Revival and Spanish Colonial Revival styles were heavily in the first decades of the twentieth century.

The Mission Inn Historic District encompasses many fine examples of these styles, which include the Mission Inn, the former YMCA, and the First Congregational Church. Other nationally recognized styles can also be found in the downtown area, as exemplified by the Riverside County Courthouse that was built in a high Beaux-Arts style. The appearance of downtown during the post -World War II period continued to change as some structures were demolished and replaced with modern architecture, or as owners remodeled their businesses to keep up with current trends in architecture. Modern styles were introduced, such as Art Deco and Streamline Moderne. Some of these structures are still extant, including the former De Anza Theater and the Goodyear Tire garage, both on Market Street.

Many commercial buildings were remodeled during the 1950s and 1960s. As a result, many facades were hidden behind aluminum and other metal siding, windows were covered over with plyboard and smooth surfaces were applied to storefronts. Often this gave the appearance that two or more structures were actually one larger building and architectural elements that identified the original style of the structure became obscured. Remnants of late-nineteenth century, modest brick (and sometimes wood frame) two-story structures can still be seen behind aluminum 1950s additions to the storefronts. The presence of the Pedestrian Mall (1967), which closed Main Street to vehicular traffic between Fifth and Tenth Streets, has continued to affect the character of the historic downtown core and the architecture in the area.

Seventh Street Historic District

The Seventh Street Historic District (Landmark #40) runs the entire length of Riverside's Mile Square, the familiar name for the original town site that John Goldsworthy, of the Los Angeles surveying and civil engineering firm Goldsworthy and Higbie laid out for the city in 1870. Seventh Street, with the Buena Vista Bridge greeting carriage and auto traffic from Los Angeles at the west and with the Union Pacific and Santa Fe depots represents the traditional gateway to Riverside, uniquely embracing every facet of Riverside's historic economic, social, and home atmospheres.

A broad range of civic, commercial, ecclesiastical and industrial architectural styles are represented along the length of the district corridor. The magnificent variety of styles presented along Seventh Street (Mission Inn Avenue) includes Pueblo, Mission Revival, Moorish, Churrigueresque, Renaissance Revival, Mediterranean, Classical Revival, and even Romanesque. Even the street furniture enhances the architectural gems along the corridor, as the streetlamps are designed in the Indian raincross symbol and several citrus tree pergola are distributed throughout. The dramatic assemblage of property uses and high degree of artistic merit found in the vast majority of designs creates a stunning and unique sense of time and place for the early development of commercial, civic, and industrial architecture in the City of Riverside.

The Seventh Street Historic District in Riverside appears eligible for inclusion in the National Register of Historic Places under Criteria C and A. Its eligibility under Criterion C is based on its embodiment of the distinctive characteristics of the Mission Revival and related styles, adapted for civic and commercial use. The Mission Revival style originated in Riverside with Arthur Benton's design of the Mission Inn, was vigorously promoted by Frank Miller and other civic leaders, and came to define the architectural character of downtown Riverside.

Its eligibility under Criterion A is based on the civic development of Riverside, as Seventh Street (Mission Inn Avenue) served as its major east-west arterial and gateway from the railroad stations and citrus packing houses near historic North Park (1871) to the civic and commercial heart of the community. The district is a portion of City of Riverside Landmark #40 and several of the district's contributing features have already been listed on the National Register of Historic Places, including: the Mission Inn; the San Pedro, Los Angeles & Salt Lake Railroad Depot; the Sutherland Fruit Company;

Riverside-Arlington Heights Fruit Exchange; former YMCA Building; and the Riverside Municipal Auditorium and Soldiers Memorial. In addition, North Park and the First Congregational Church are both State Points of Historical Interest and eight City of Riverside Landmarks are also within the district boundary, highlighting the significance of its contributors. If it is determined eligible for the National Register, it would also qualify for the California Register of Historical Resources.

PROJECT DESCRIPTION:

Background:

The applicant and City staff have been discussing this project for several months. Based on the most recent conversations, the proposed project has been modified significantly including proposed revised plans received the day before publication of this report. Simply put, planning staff has not had sufficient time to fully understand and analyze the most recent plans. Furthermore, this is a complex situation that involves close coordination between Planning, Building and Safety, Police and Fire Department personnel. Due to the late submittal, there has been insufficient time to fully review and analyze this proposal. However, the case has been duly advertised and continued specifically to this Cultural Heritage Board meeting. The applicant was advised that if the proposal is to go forward, that staff had no choice but to recommend denial. The alternative would be to continue the case for a minimum of 30 days to allow adequate time for a thorough review by all affected City Departments. The applicant has asked that the case go forward and be heard by the Cultural Heritage Board at its October 20, 2011 meeting.

While the applicant has the right to a hearing, staff is unable to support the proposed use at this time. There are still too many unknowns, gaps in information and there has been insufficient time to give the thorough analysis this proposal needs and deserves. Therefore, staff recommends that the Certificate of Appropriateness be DENIED. Should the Cultural Heritage Board wish to consider approving this project, staff would recommend that the Cultural Heritage Board could continue the matter for a minimum of 30 days to allow for adequate time to fully understand and analyze the proposal.

One final comment: Staff has received three letters in opposition to this proposal, generally citing land use compatibility concerns. While the consideration of land use compatibility is based on the MCUP and not the COA, staff is recommending denial of the MCUP in addition to the COA.

FACTS FOR FINDINGS: (From Section 20.30.060 of the Riverside Municipal Code)

FINDINGS: The proposed undertaking is consistent or compatible with the architectural period and the character-defining elements of the historic building.

FACTS: The project does not comply with this finding. There is insufficient information available for staff to fully evaluate the project for compliance.

FINDINGS: The proposed undertaking is compatible with existing adjacent or nearby landmark structures and preservation district structures and their character-defining elements.

FACTS: The project does not comply with this finding. There is insufficient information available for staff to fully evaluate the project for compliance. The subject site is located at the corner of Mission Inn Avenue and the Main Street Pedestrian Mall. The building is located adjacent to the Historic Mission Inn Hotel and Spa. The Mission Inn is identified as City Landmark #1, a contributor to the Mission Inn Historic District, the Seventh Street Historic District and the Mission Inn National Register Eligible Historic District.

In addition, the Mission Inn is one of only two National Historic Landmarks within the City. The project as it is shown today does not provide enough information to make an evaluation.

FINDINGS: The colors, textures, materials, fenestration, decorative features and details, height, scale, massing and methods of construction proposed are consistent with the period and/or compatible with adjacent structures.

FACTS: The project does not comply with this finding. There is insufficient information available for staff to fully evaluate the project for compliance. The project as it is shown today does not provide enough information to make an evaluation.

FINDINGS: The proposed change does not destroy or adversely affect an important architectural, historical, cultural or archaeological feature or features.

FACTS: The project does not comply with this finding. There is insufficient information available for staff to fully evaluate the project for compliance. The project as it is shown today does not provide enough information to make an evaluation.

ENVIRONMENTAL ASSESSMENT:

The proposed project is statutorily exempt from the California Environmental Quality Act Section 15270, Projects which are disapproved; if approved, the project is categorically exempt per Section 15331, Historical Resource Restoration/Rehabilitation of the CEQA Guidelines.

RECOMMENDATION:

That the Cultural Heritage Board **DENY** Planning Case P11-0138.

EXHIBITS:

1. Location Map
2. Aerial Photo
3. Project/Activity Description
4. Project Plans
5. Letters in Response to Public Notice
6. Site Photos

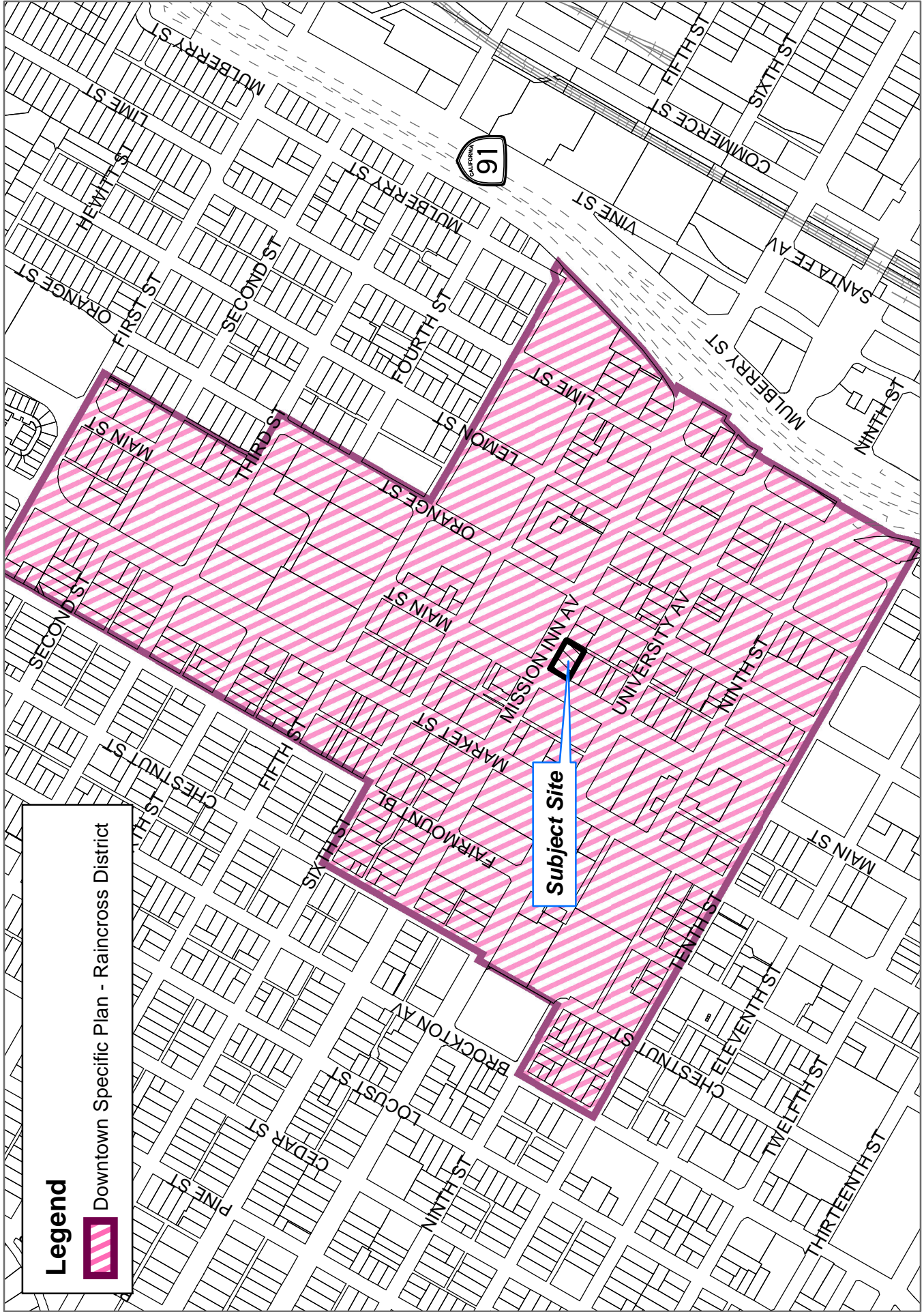
APPEAL INFORMATION

The Cultural Heritage Board's decision or any conditions of approval can be appealed to the City Council by the applicant or any interested person within ten days of this action. To appeal this decision, submit a letter stating what you wish to appeal and why, the General Application form and a check in the amount of \$1301.30, made payable to the City of Riverside to cover the appeal fee. The Planning Division offers a packet on filing an appeal that you might find helpful. Appeals may be delivered in person or mailed. The Planning Division's address is:

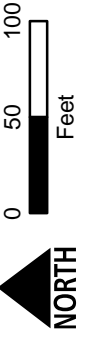
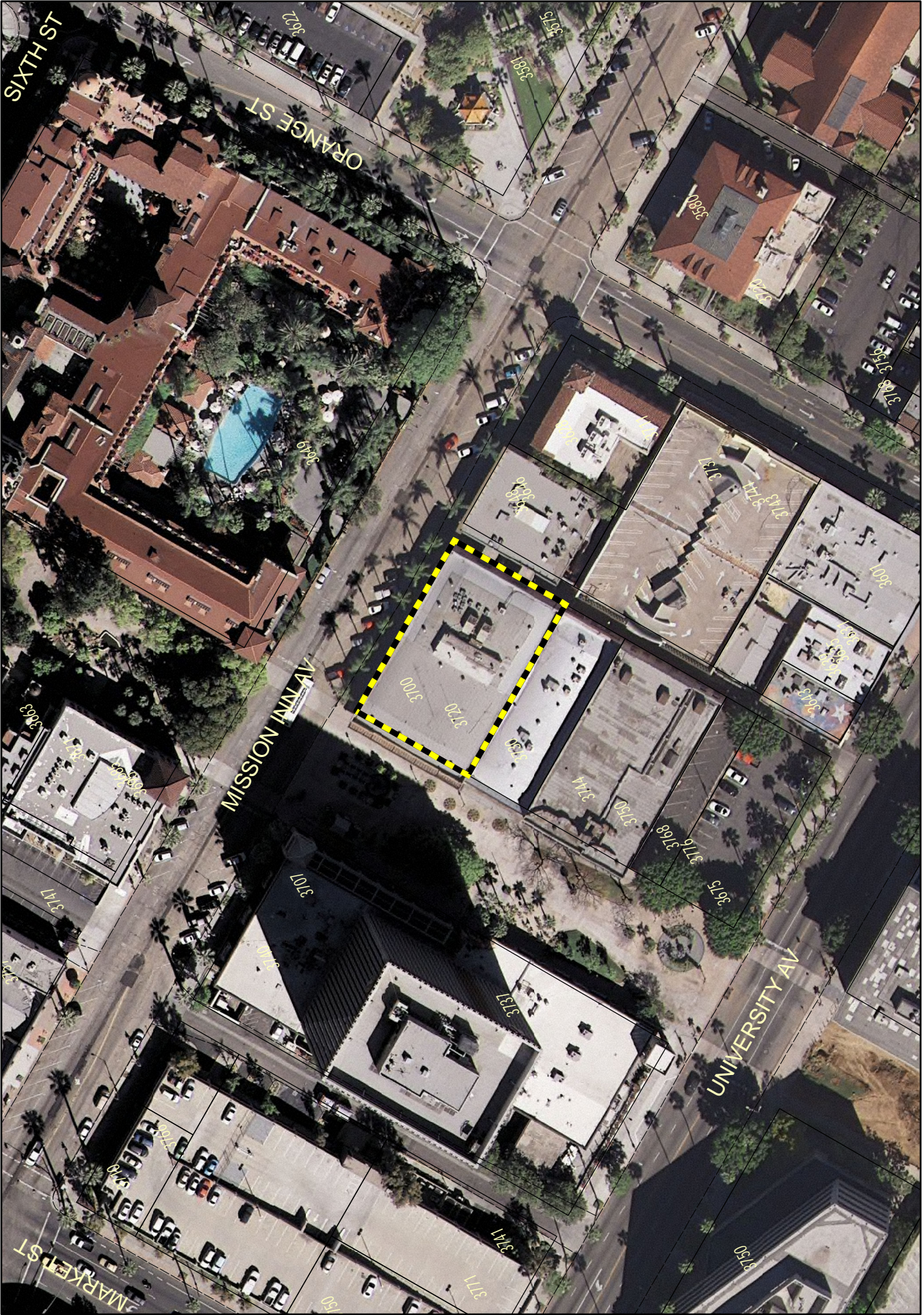
City of Riverside
Community Development Department
Planning Division
3900 Main Street, 3rd Floor
Riverside, CA 92522

Appeals will be considered by the City Council within thirty days of the end of the appeal period.

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Travis Randel



P11-0138, Exhibit 1 - Vicinity Map



P11-0138, Exhibit 2 - 2008 Aerial Photo

**Mission Galleria
Project Description**

Basement

Gross Area: 12,643 Square Feet

Uses: Bar serving beer and wine seating 130 people
Dining serving 170 people
Live Entertainment
Hours: 10:00 AM to 2:00 AM
Retail space of 4,783 Square Feet
Hours: 10:00 AM to 9:00 PM

First Floor

Gross Area: 14,700 Square Feet

Uses: Retail space of 10,471 Square Feet
Hours: 10:00 AM to 9:00 PM
Uses: Wine Tasting serving 58 people
Outdoor dining, beer and wine, serving 32
Hours: 10:00 AM to 2:00 AM

Mezzanine

Gross Area: 2700 Square Feet

Uses: Retail
Hours: 10:00 AM to 9:00 PM

Second Floor

Gross Area: 14,851 Square Feet

Uses: Banquet facilities serving 525 people or
Conference or meeting space for 840 people
Live Entertainment
Beer and wine
Hours: 10:00 AM to 2:00 AM

**MISSION GALLERIA
3700 MAIN STREET
RIVERSIDE, CA 92501
(951) 276-8000**



October 12, 2011

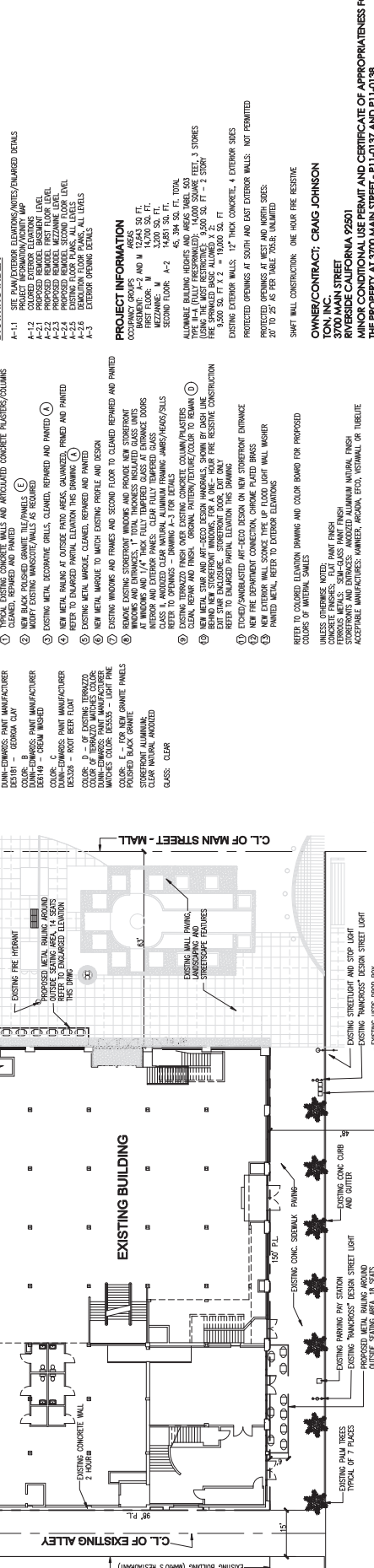
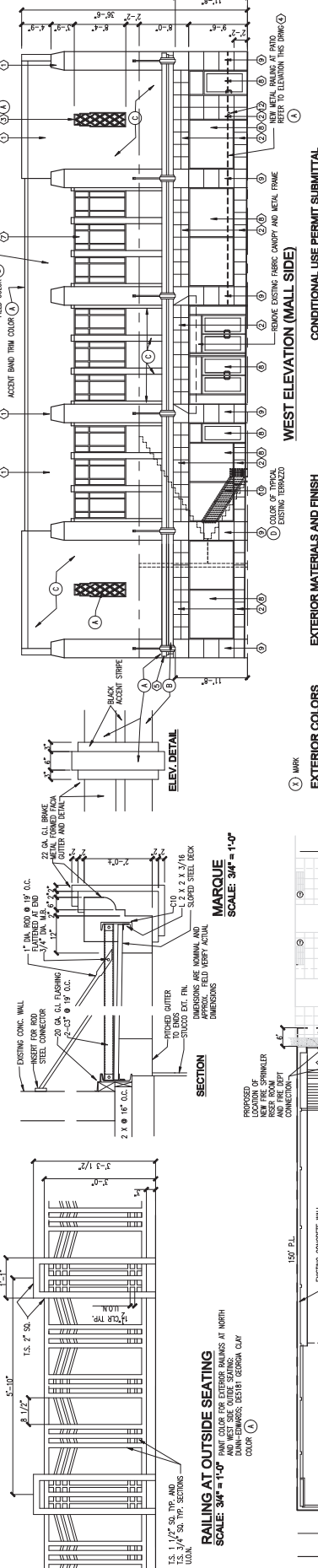
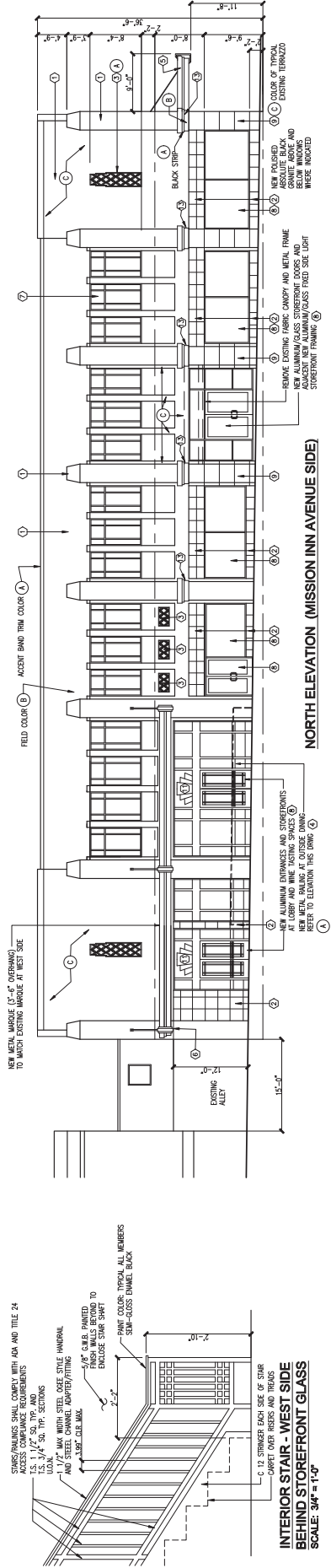
**Planning Department
Attention: Travis Randel**

1. Remove 2nd floor entertainment element from the C.U.P.
2. Add 1393 square feet on the first floor to provide for the Accessible Equivalency Requirement. The first floor will be served by monitors and speakers. No live entertainment will occur.
3. The basement restaurant & bar will be constructed in phases up to the maximum size shown on the documents.

Craig Johnston

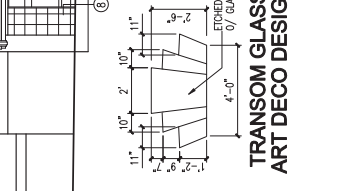
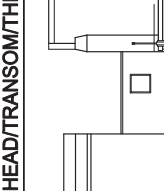
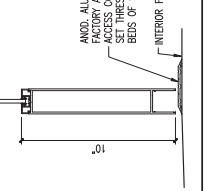
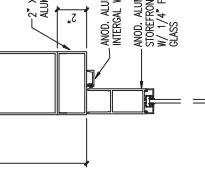
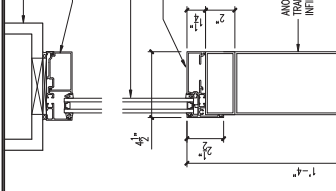
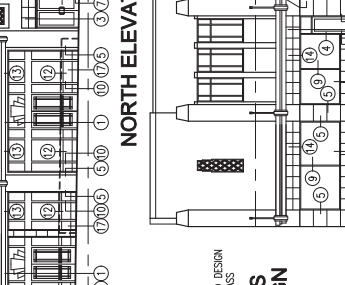
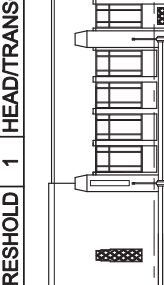
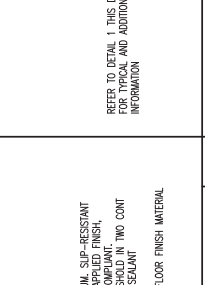
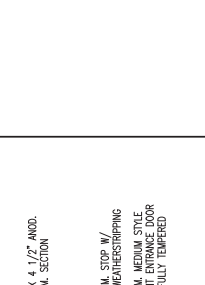
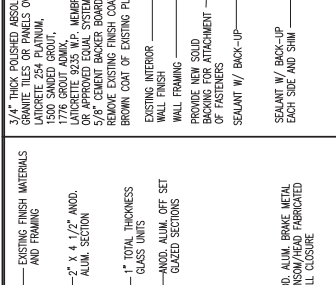
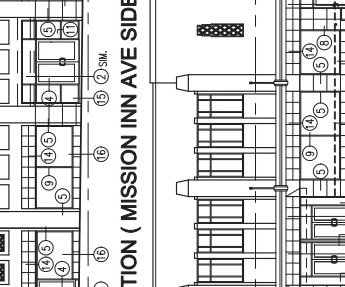
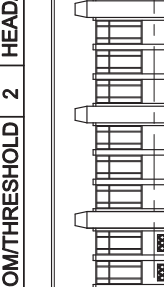
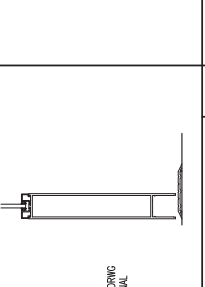
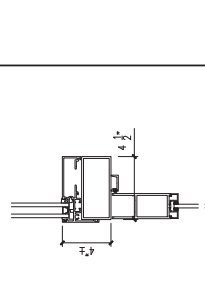
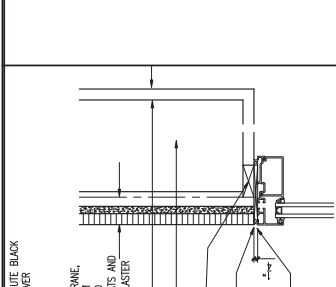
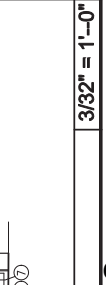
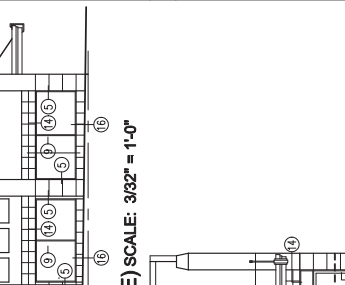
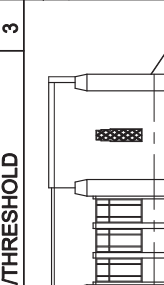
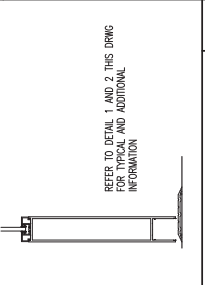
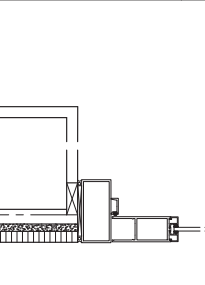
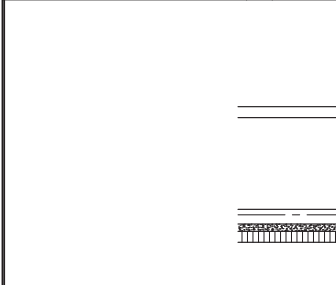
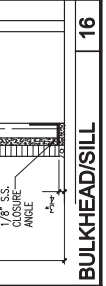
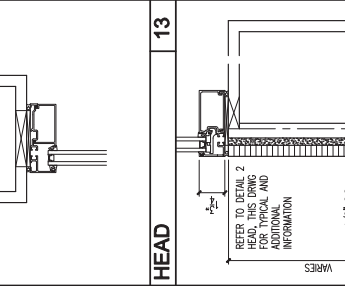
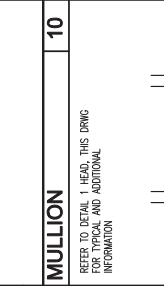
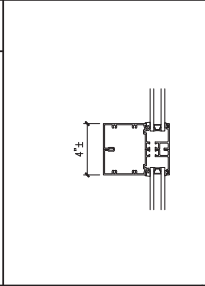
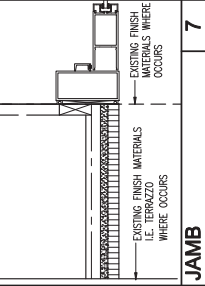
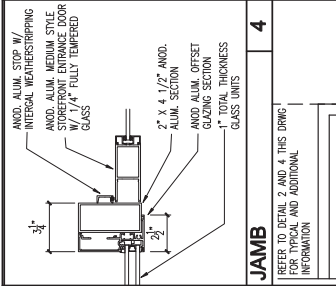
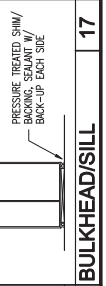
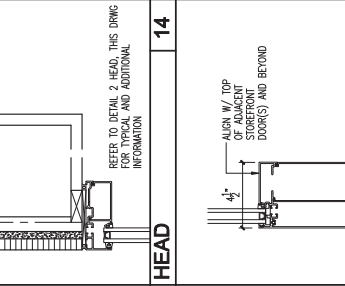
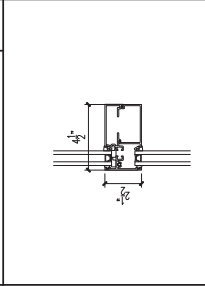
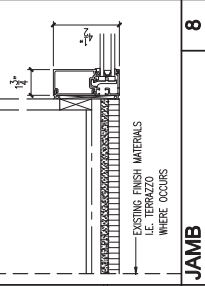
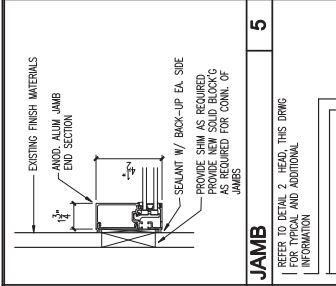
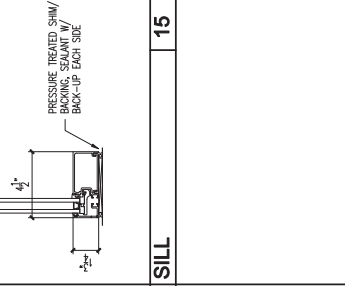
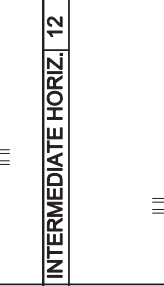
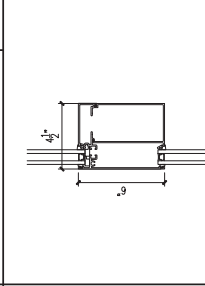
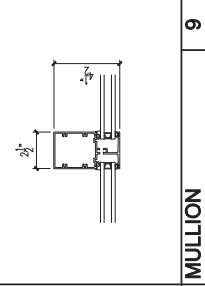
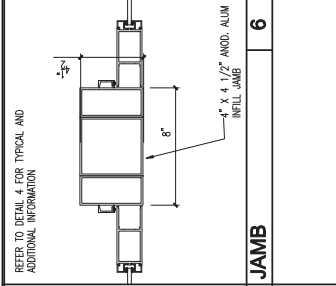


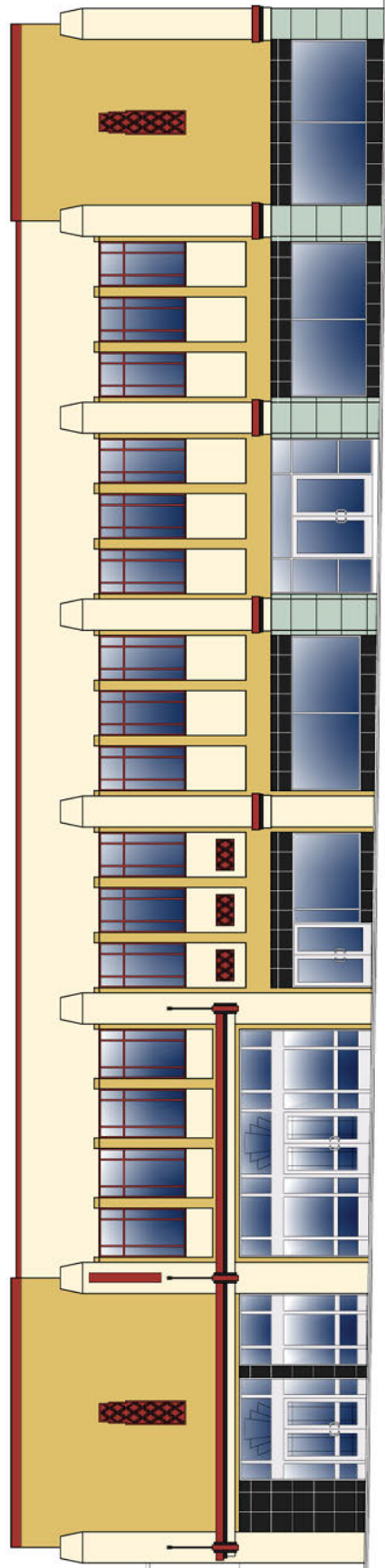
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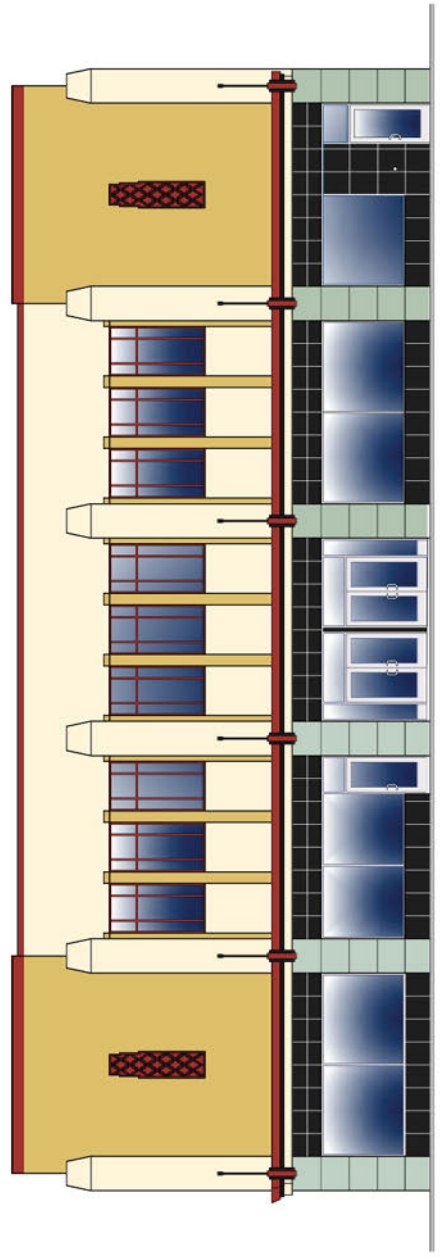
- EXTERIOR MATERIALS AND FINISH**
- TYPICAL CONCRETE WALLS AND REINFORCED CONCRETE PLASTER/COLUMNS CLEANED, REFINISHED AND PAINTED
 - NEW BLACK POLISHED GRANITE TILE/PANELS
 - EXISTING METAL DECORATIVE GRILLS, CLEANED, REFINISHED AND PAINTED
 - NEW METAL PAINTING AT OUTSIDE PAINT AREAS, QUANTIFIED AND PAINTED
 - EXISTING METAL MARQUEE CLEANED, REFINISHED AND PAINTED
 - NEW METAL MARQUEE TO MATCH EXISTING PROFILE AND DESIGN
 - EXISTING WINDOWS AND FRAMES AND SECOND FLOOR TO CLEANED REPAIRED AND PAINTED
 - REMOVE EXISTING STOREFRONT WINDOWS AND PROVIDE NEW STOREFRONT WINDOWS AND ENTRANCES, 1" TOTAL THICKNESS INSULATED GLASS UNITS AT WINDOWS AND 1/4" THICK FULLY LUPFERED GLASS AT ENTRANCE DOORS
 - NEW METAL STAR AND ART-DECO DESIGN HANDRAILS, SHOWN BY DASH LINE REFER TO OPENINGS - DRAWING A-3 FOR DETAILS
 - CLEAN, BEHIND AND FINISH ORIGINAL PATTERNS/TEXTURE/COLOR TO REMAIN
 - NEW METAL STAR AND ART-DECO DESIGN HANDRAILS, SHOWN BY DASH LINE REFER TO OPENINGS - DRAWING A-3 FOR DETAILS
 - BEHIND NEW STOREFRONT WINDOWS, FOR A ONE-HOUR FIRE RESISTIVE CONSTRUCTION REFER TO ENLARGED PARTIAL ELEVATION THIS DRAWING
 - ETCHED/SANDBLASTED ART-DECO DESIGN ON NEW STOREFRONT ENTRANCE
 - NEW FIRE DEPARTMENT CONNECTION, CHROME PLATED BRASS
 - NEW EXTERIOR WALL SYSTEMS, CHROME PLATED LIGHT WALL WISHER
 - PAINTED METAL REFER TO EXTERIOR ELEVATIONS
- EXTERIOR COLORS**
- COLOR: MARQUEE: PAINT MANUFACTURER
 BEH19 - GEORGIA CLAY
- COLOR: B - GRANITE: PAINT MANUFACTURER
 BEH19 - CREAM WASHED
- COLOR: C - GRANITE: PAINT MANUFACTURER
 BEH19 - CREAM WASHED
- COLOR: D - OF EXISTING TERRAZZO
- COLOR: E - FOR NEW GRANITE PANELS
- COLOR: F - POLISHED BLACK GRANITE
- COLOR: G - CLEAR
- EXTERIOR MATERIALS AND FINISH**
1. TYPICAL CONCRETE WALLS AND REINFORCED CONCRETE PLASTER/COLUMNS CLEANED, REFINISHED AND PAINTED
2. NEW BLACK POLISHED GRANITE TILE/PANELS
3. EXISTING METAL DECORATIVE GRILLS, CLEANED, REFINISHED AND PAINTED
4. NEW METAL PAINTING AT OUTSIDE PAINT AREAS, QUANTIFIED AND PAINTED
5. EXISTING METAL MARQUEE CLEANED, REFINISHED AND PAINTED
6. NEW METAL MARQUEE TO MATCH EXISTING PROFILE AND DESIGN
7. EXISTING WINDOWS AND FRAMES AND SECOND FLOOR TO CLEANED REPAIRED AND PAINTED
8. REMOVE EXISTING STOREFRONT WINDOWS AND PROVIDE NEW STOREFRONT WINDOWS AND ENTRANCES, 1" TOTAL THICKNESS INSULATED GLASS UNITS AT WINDOWS AND 1/4" THICK FULLY LUPFERED GLASS AT ENTRANCE DOORS
9. NEW METAL STAR AND ART-DECO DESIGN HANDRAILS, SHOWN BY DASH LINE REFER TO OPENINGS - DRAWING A-3 FOR DETAILS
10. CLEAN, BEHIND AND FINISH ORIGINAL PATTERNS/TEXTURE/COLOR TO REMAIN
11. NEW METAL STAR AND ART-DECO DESIGN HANDRAILS, SHOWN BY DASH LINE REFER TO OPENINGS - DRAWING A-3 FOR DETAILS
12. BEHIND NEW STOREFRONT WINDOWS, FOR A ONE-HOUR FIRE RESISTIVE CONSTRUCTION REFER TO ENLARGED PARTIAL ELEVATION THIS DRAWING
13. ETCHED/SANDBLASTED ART-DECO DESIGN ON NEW STOREFRONT ENTRANCE
14. NEW FIRE DEPARTMENT CONNECTION, CHROME PLATED BRASS
15. NEW EXTERIOR WALL SYSTEMS, CHROME PLATED LIGHT WALL WISHER
16. PAINTED METAL REFER TO EXTERIOR ELEVATIONS

- PROJECT INFORMATION**
- OCCUPANCY GROUPS
 GROUP 1: 46, 394 SQ. FT. TOTAL
 FIRST FLOOR: M AND H 14,700 SQ. FT.
 SECOND FLOOR: M 12,000 SQ. FT.
 MEZZANINE: M 12,000 SQ. FT.
- ALLOWABLE BUILDING HEIGHTS AND AREAS UNDER SOFT STOREFRONT: 12' THICK CONCRETE, 4 EXTERIOR SIDES
 (USING THE MOST RESTRICTIVE) 9,200 SQ. FT. ± 2 STORY
 FIRE SPRINKLER BASIC ALLOWED: 42,500 SQ. FT.
- EXISTING EXTERIOR WALLS: 12" THICK CONCRETE, 4 EXTERIOR SIDES
 PROTECTED OPENINGS AT SOUTH AND EAST EXTERIOR WALLS: NOT PERMITTED
 PROTECTED OPENINGS AT WEST AND NORTH EXTERIOR WALLS: 20' TO 25' AS PER TABLE 702.8 UNLIMITED
- SHFT WALL CONSTRUCTION: ONE HOUR FIRE RESISTIVE
 UNLESS OTHERWISE NOTED: 1-HOUR FIRE FINISH
 STOREFRONT AND ENTRANCES: ANODIZED ALUMINUM NATURAL FINISH
 ACCEPTABLE MANUFACTURERS: HANOVER, ARDOR, ECO, VISUMALOR OR TUBETITE
- OWNER/CONTRACT: CRAIG JOHNSON**
 3700 MAIN STREET
 RIVERSIDE CALIFORNIA 92501
 MINOR CONDITIONAL USE PERMIT AND CERTIFICATE OF APPROPRIATENESS FOR THE PROPERTY AT 3700 MAIN STREET - P11-0137 AND P11-0138
 APN 213-271-101





NORTH ELEVATION (MISSION INN AVENUE SIDE)

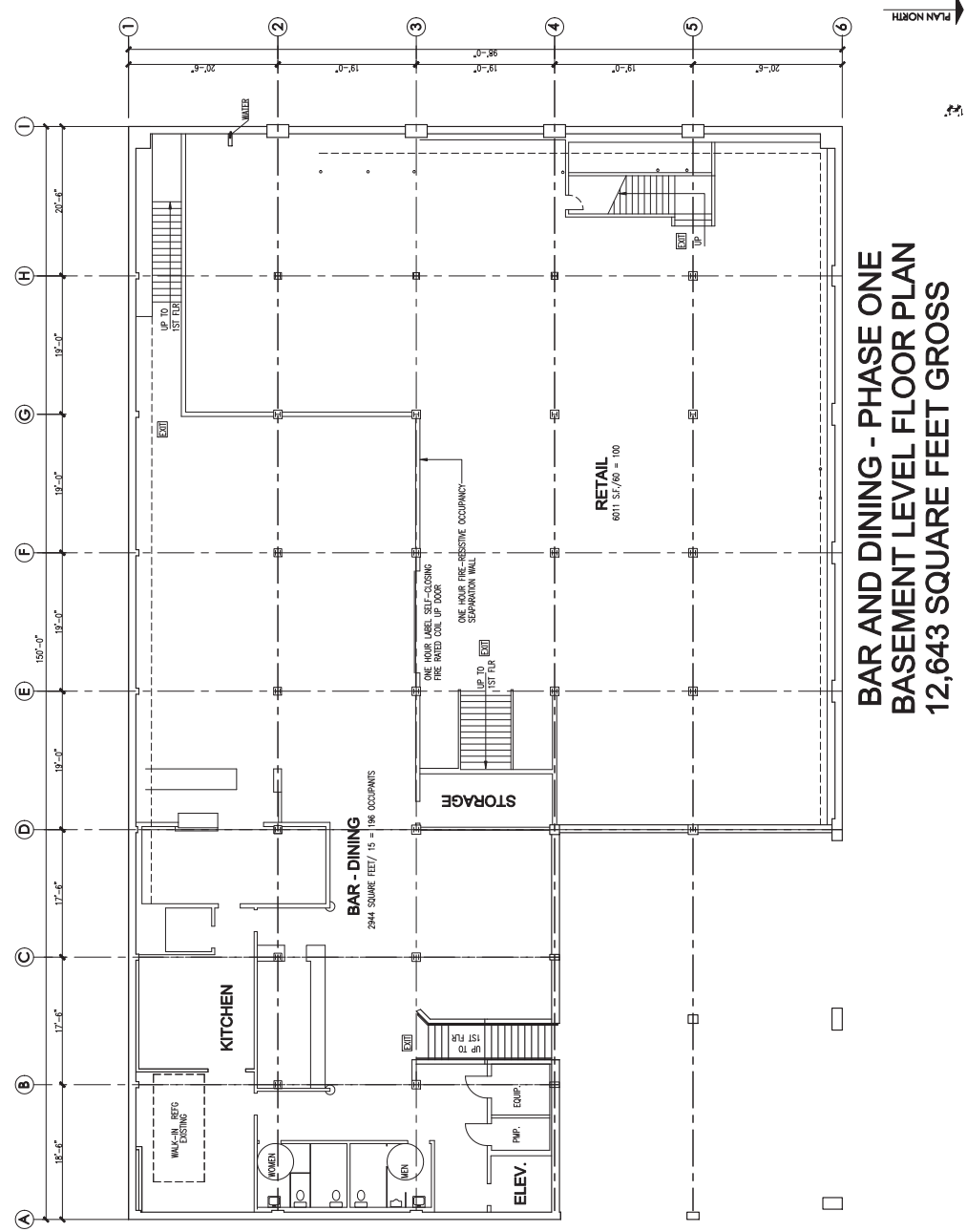


WEST ELEVATION (MALL SIDE)



JOB	MISSION GALLERIA
DATE	4/24/2011
SCALE	1/8" = 1'-0"

LEGEND/SYMBOLS
 EXISTING CONCRETE EXTERIOR WALLS
 TYPICAL INTERIOR PARTITIONS
 DENOTES EXIT DOORS AND/OR STAIRS AND STAIRS
 DENOTES 5' DIAMETER TABLE WITH 6 CHAIR SEATING

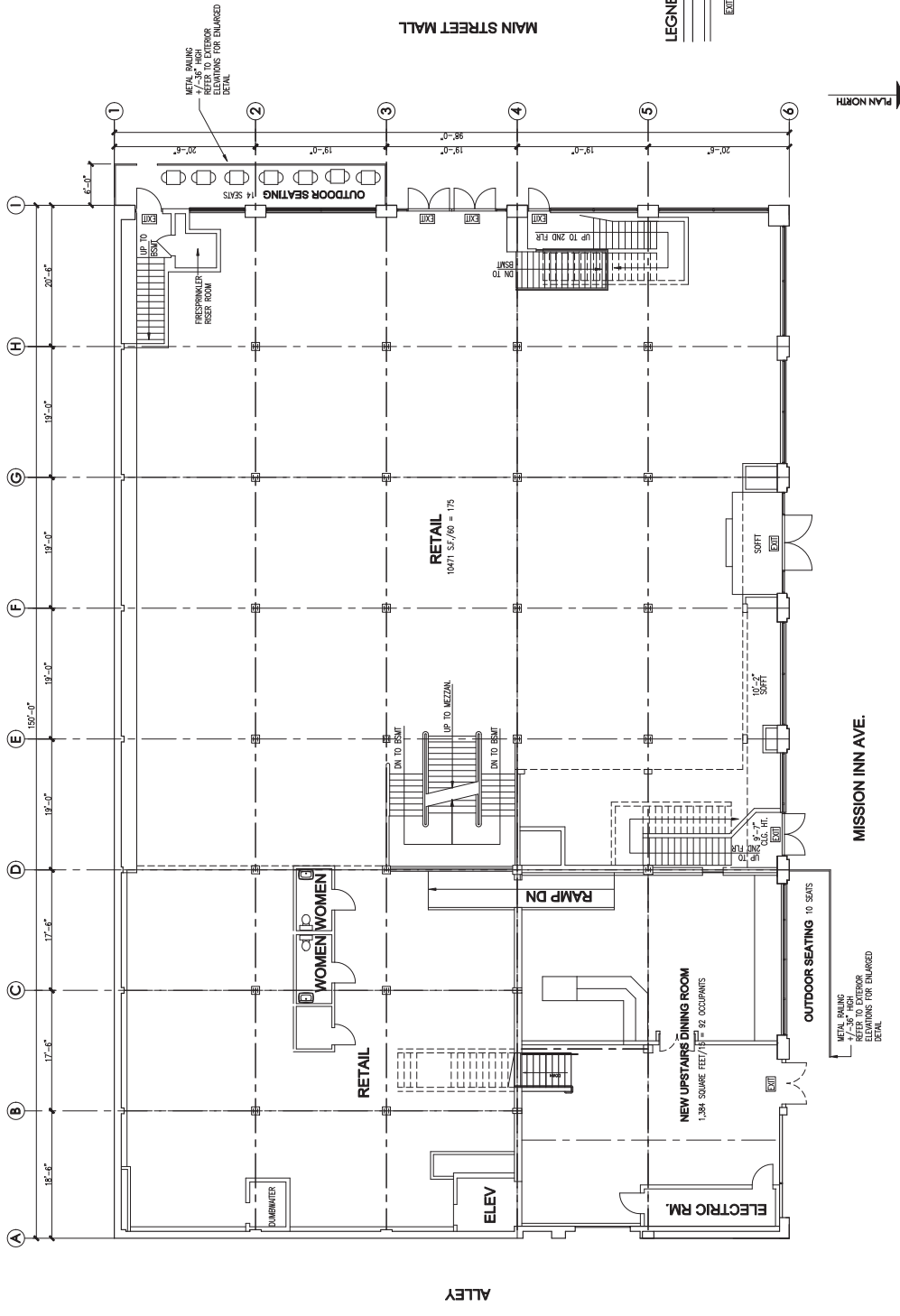


BAR AND DINING - PHASE ONE
BASEMENT LEVEL FLOOR PLAN
12,643 SQUARE FEET GROSS

OWNER/CONTRACT: CRAIG JOHNSON
 TON, INC.
 3700 MAIN STREET
 RIVERSIDE CALIFORNIA 92501
 MINOR CONDITIONAL USE PERMIT AND CERTIFICATE OF APPROPRIATENESS FOR
 THE PROPERTY AT 3700 MAIN STREET - P11-0137 AND P11-0138
 APR 218 - 271 - 001



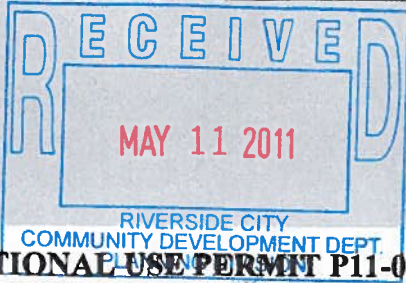
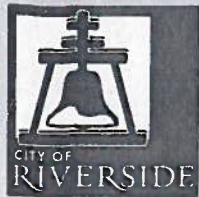
JOB	DATE	SCALE
	4/26/2011	1/8" = 1'-0"



LEGEND/SYMBOLS
 EXISTING CONCRETE EXTERIOR WALLS
 TYPICAL INTERIOR PARTITIONS
 EXIT
 DEVICES EXIT DOORS AND/OR STAIRS AND SIGNS

OWNER/CONTRACT: CRAIG JOHNSON
 TON, INC.
 3700 MAIN STREET
 RIVERSIDE, CALIFORNIA 92501
 MINOR CONDITIONAL USE PERMIT AND CERTIFICATE OF APPROPRIATENESS FOR
 THE PROPERTY AT 3700 MAIN STREET - P11-0137 AND P11-0138
 APN 219 - 271 - 001

FIRST FLOOR LEVEL FLOOR PLAN
14,700 SQUARE FEET GROSS



Response to Public Notice

MINOR CONDITIONAL USE PERMIT P11-0137 AND P11-0138

Please enter any comments you may have about this proposal below. (Please print or type all information):

COMMENTS: Other Public Safety & Security Concerns:

- ① No Sprinklers for fire coverage in building.
- ② Not enough Parking for Large Crowds
Nighttime Parking is overcrowded now
with Existing Bars/Entertainment Venues
- ③ Security on Mall & Alley is inadequate
for yet another venue. It is not the
Ambassadors from RDP's Job.
- ④ Not enough Bathrooms. Sewage Problems
for this block always start with this building.
- ⑤ Air Pollution from outside Smokers and
the refuse is bad now - Don't invite 500+
more people to Participate
- ⑥ Security is not being upheld in businesses already
in building - What makes you think anything will change!!

NAME: Business on University Ave

ADDRESS: Can not give Name APT/UNIT #:

CITY: Craig has retaliated STATE: before ZIP CODE:

DATE: for speaking out PHONE: against him.

This form is pre-addressed. Just fold it, affix a stamp and tape the bottom edge closed.

P11-0138, Exhibit 5

Letters in Response to Public Notice



**HISTORIC
MISSION INN
CORPORATION**

MISSION INN • A NATIONAL HISTORIC LANDMARK

May 18, 2011

Mr. Travis Randel
City of Riverside
Community Development Department
Planning Division
3900 Main Street
Riverside, California 92522



Subject: Case Numbers P11-0137 (Minor Conditional Use Permit) and P11-0138 (Certificate of Appropriateness)

Dear Mr. Randel,

The Historic Mission Inn Corporation, which owns and operates the Mission Inn Hotel & Spa, strongly opposes a Minor Conditional Use Permit that would allow a banquet and conference facility and live entertainment on the second floor level of the Mission Galleria.

The Mission Inn & Spa, its pool area and Kelly's Spa, Las Campanas Restaurant, and over 100 sleeping rooms directly front Mission Inn Avenue, across from the proposed facilities that intend to feature live entertainment. Loud music and entertainment would have a negative impact on all those who stay in the guestrooms in the front of the hotel and seek quiet and solitude in the evenings. Similarly, loud music would have a negative impact on those dining in the Mission Inn's outdoor Las Campanas Restaurant, where guests enjoy the light Spanish music that plays throughout the evening. Finally, many of the Mission Inn's guests enjoy relaxing by the pool in the evenings, experiencing the look and feel – and even the sounds - of the Mission Inn in the evening, relaxation that would be spoiled by loud music coming from directly across the street.

By this correspondence, I specifically request that I be further notified of any action relating to this application.

If you have any questions, please do not hesitate to contact me at 951-440-1647.

Regards,

Ted Weggeland

Director



**HISTORIC
MISSION INN
CORPORATION**

MISSION INN • A NATIONAL HISTORIC LANDMARK



October 12, 2011

Mr. Ken Gutierrez
Planning Director
City of Riverside
3900 Main Street
Riverside, CA 92522

Dear Mr. Gutierrez,

I am writing to respectfully, but emphatically, oppose the conditional use permit application for a banquet/nightclub at the Mission Galleria, located at the corner of Mission Inn Avenue and Main Street in downtown Riverside. The proposed banquet facility/night club would be directly across from the Mission Inn Hotel and Spa.

The Mission Inn has spent close to 20 years and tens of millions of dollars to create a unique and special ambiance that helps keep the Mission Inn as a centerpiece of downtown economic activity and as a leader in arts and culture in the City of Riverside. The Mission Inn's reputation has grown beyond Riverside, even beyond California. Our indoor/outdoor spa is a special place where our guests can relax and enjoy a peaceful treatment. Our pool and outdoor Las Campanas Restaurant both face Mission Inn Avenue, as do 94 sleeping rooms with windows that open to let in the special coolness of the Riverside nights along with balconies and walkways for day and evening rest and relaxation. All of these areas of the hotel would face the proposed Mission Galleria nightclub. As you know, for six weeks of the year, the Mission Inn is transformed by the Festival of Lights, which attracts families and others for wholesome, safe fun during the holidays. It would be tough to imagine a less compatible use than a nightclub across the street from the Mission Inn.

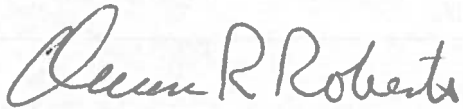
An example of the negative impact that this type of nighttime activity generates is the constant disturbance caused by patrons at the Crescent Jewell Restaurant/CJ's Burgers on the corner of Sixth Street and the Main Street Mall downtown. The Mission Inn management regularly receives complaints from guests regarding excessively loud noise and inappropriate behavior late at night outside the Crescent Jewell. In fact, this past weekend, the Mission Inn had to re-locate two guests to a different area of the hotel late in the evening because of the noise coming from that establishment. I have

been told that the Riverside Police Department has also recently been called to the scene because of public disturbances outside the restaurant.

Furthermore, the area surrounding the Mission Inn has in the last five years turned into the hospitality, arts, and cultural center of downtown. The Historic Fox Theater has re-opened with a \$30 million remodel; the Riverside Main Street mall has undergone a complete, beautiful, and impressive renovation; the Metropolitan Museum and the Municipal Auditorium are undergoing significant restoration with city funds; and the City will soon begin its \$35 million expansion of the Riverside Convention Center. The pieces are being put in place for a thriving downtown, one that attracts theater-goers, conventioners, hotel guests, and lovers of art and culture. A nightclub squarely in the center of this area of downtown would do much to reverse the positive and meaningful progress that the City made in creating this special ambiance and atmosphere.

Thank you for your consideration.

Regards,



Duane R. Roberts

Keeper of the Inn

Cc: Patricia Lock-Dawson, Planning Commission Chair
Larry Allen, Planning Commission Vice-Chair
Robert Wade, Planning Commission Secretary
Thomas Riggle, Planning Commission Sergeant At Arms
Stan Brown, Planning Commission Board Member
Robert Kain, Planning Commission Board Member
Tim Maloney, Planning Commission Board Member
Bob Stockton, Planning Commission Board Member
Joe Tavaglione, Planning Commission Board Member



October 11, 2011

Mr. Ken Gutierrez
Planning Director
City of Riverside
3900 Main Street
Riverside, CA 92522

Dear Mr. Gutierrez,

As you know, the Riverside Convention & Visitors Bureau (RCVB) is responsible for booking conventions in the City of Riverside.

I am writing to strongly protest the application to bring a night club to any part of the Mission Galleria, which is located at Mission Inn Avenue and Main Street.

The RCVB's primary selling point in luring conventions to Riverside is our unique downtown, which includes the Mission Inn, the Fox Theater, the new pedestrian Main Street Mall, and, in the near future, the new convention center. This area is clean and safe, with a welcoming and friendly atmosphere. A night club in this area of downtown would be inconsistent with this atmosphere, which is so vital to our ability to book conventions, which, in turn, add significantly to the City of Riverside's transient occupancy and sales tax revenues. A night club is especially inconsistent with the RCVB's on-going effort to attract the higher-end conventions and meetings that finally are viewing Riverside as a special and unique location for their events.

As such, the RCVB strongly opposes a night club or similar-type venue anywhere downtown, but especially in what is increasing known as its hospitality sector: University Avenue to the Riverside Convention Center.

If you have any questions, please do not hesitate to contact me directly at 951-222-4700, ext. 202.

Sincerely,

Debbie Megna, Executive Director
Riverside Convention & Visitors Bureau (RCVB)

Cc: Patricia Lock-Dawson, Planning Commission Chair
Larry Allen, Planning Commission Vice-Chair

Riverside Convention & Visitors Bureau

3750 University Ave., Suite #175 • Riverside, California 92501

TEL 951-222-4700 • FAX 951-222-4712

Toll Free 888-748-7733

P11-0138, Exhibit 5

Letters in Response to Public Notice

Robert Wade, Planning Commission Secretary
Thomas Riggle, Planning Commission Sergeant At Arms
Stan Brown, Planning Commission Board Member
Robert Kain, Planning Commission Board Member
Tim Maloney, Planning Commission Board Member
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Joe Tavaglione, Planning Commission Board Member



P11-0138, Exhibit 6
Site Photos



P11-0138, Exhibit 6
Site Photos



P11-0138, Exhibit 6
Site Photos