

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 _____

Update to 2015 Primary

P1. Resource Name(s) or Number: Rosenberg Brothers and Co. Building (now CubeSmart Self Storage)

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

*b. USGS 7.5' Quad: Fresno South

c. Address: 1844 S. Cherry Avenue, Fresno 93721

d. Assessor's Parcel Number: 467-020-14

***P3a. Description:** The former Rosenberg Brothers and Company Packing House is a massive 217,833 sf 3-story building sited east to west on 5.52 acre parcel in South Fresno. Located off the southwest corner of the building is the former boiler room/machine shop building for the complex (see attached Primary and BSO survey forms). Scattered over the parcel are numerous metal outbuildings used for storage. The former packing house building is reinforced concrete of a post and beam construction. The multi-light iron sash windows are covered with painted corrugated metal sheets but original windows are evident where the coverings are peeling off. Original character defining features include brick spandrels which separate the windows, projecting molding at the cornice, and parapets at the four corners which are decorated with a circular motif and foliate pattern (see photo, Continuation Sheet). The entrance to the building on the north elevation is accented with vertical piers and an ornamental cornice which projects above the parapet. Additional original features include flat concrete canopies between the first and second floors on the north elevation. Metal canopies are located on all other elevations with storage units infilled under. With the exception of new signage, the building appears to be unchanged since it was evaluated in 2015 for the South Van Ness Industrial District Survey.

***P3b. Resource Attributes:** HP8 (Industrial Building)

***P4. Resources Present:** ● Building ● Element of District



P5b Photo date: 28 May 2025

***P6. Date Constructed/Age and Sources:** 1918 (date printed on building, 1918-1948 Sanborn Map)

***P7. Owner and Address:**
PSC Fresno LLC
23 Walker Avenue
Suite 300
Baltimore, Maryland 21209

***P8. Recorded by:**
Karana Hattersley-Drayton,
M.A. 4110 N. Maroa Avenue
Fresno, CA 93704

***P9. Date Recorded:** 28 May 2025

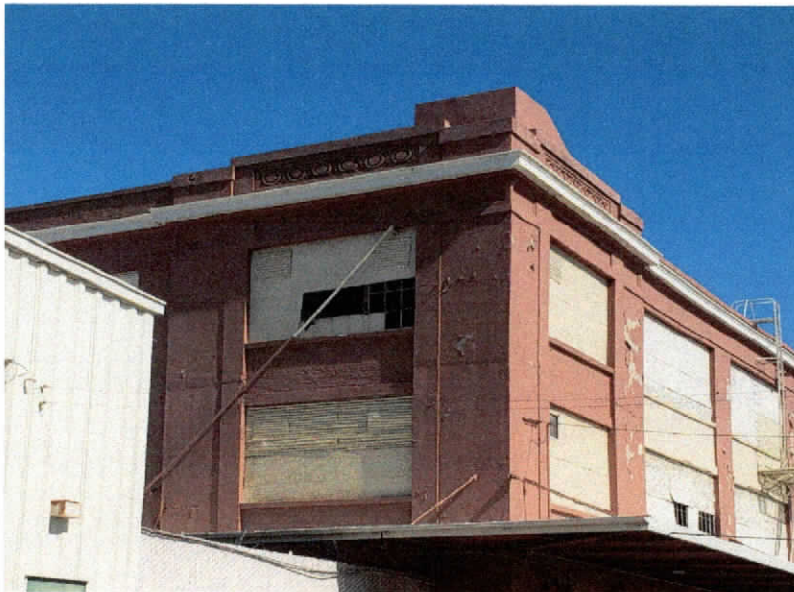
***P10. Survey Type:** Intensive

***P11. Report Citation:** "Update to DPR Forms for Rosenberg Brothers and Co. South Van Ness Industrial District Historic Survey, City of Fresno" January 2015.

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



North Elevation



Southwest corner, showing decorative panels above cornice. Notice window covering has peeled off revealing original steel frame windows.



Interior of building near office.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 3CS/5S3

*Resource Name: Rosenberg Brothers and Company Dried Fruit Packers Building

B3. Original Use: Processing and packing dried fruit

B4. Present Use: Self-storage

***B5. Architectural Style:** Early 20th Century Commercial

***B6. Construction History:** Both the 3-story processing building and the former boiler house and machine shop were constructed in 1918, as noted on the 1948 and 1963 Sanborn Fire Insurance Maps

***B7. Moved?** ☒ No

***B8. Related Features:** The building is the center piece of a series of self-storage sheds with the adjacent former 1918 boiler/machine shop. The immediate neighborhood includes numerous early 20th century commercial buildings.

B9a. Architect: Unknown

B9b. Builder: Unknown

***B10. Significance: Theme:** Commercial Development

Area: Fruit Packing and Processing 1885-1963

Period of Significance: 1918

Property Type: Commercial

Applicable Criteria: 1/i 3/iii

The Franciscan missionaries to California introduced the domestic production of grapes in the late 18th century. The first vineyard in the San Joaquin Valley was planted at Centerville in 1852 by Harvey Akers with cuttings he brought back strapped to his saddle from Mission San Gabriel. Raisins from dried grapes were produced in the Fresno area beginning in the 1870s. By 1889 Fresno was the center of raisin production as recalled in an 1889 essay by vineyardist Gustav Eisen: *"For a mile in every direction the town stretches out, the center thickly built, the outskirts with sparsely scattered houses. Adjoining these the country begins---vineyards as far as we can trace..."* (Eisen in Clough 1984:343-4)

Eisen's essay, "The Raisin Industry" mentioned 22 raisin packing establishments in Fresno County with three of these the largest in the State. Even with the invention of the raisin-seeding machine in 1896 a typical packing house employed more than 2,000 people a day. Sanborn Fire Insurance maps for the late 19th and early century Fresno document numerous packing sheds and fruit processing facilities straddling both sides of the Southern Pacific rail corridor (*South Van Ness Industrial District Historic Survey*, City of Fresno, 1 September 2015). Two small facilities of the Rosenberg Brothers and Company were located near other packing houses including a one-story Fig Packing Plant at the sw corner of Tuolumne and G and a corrugated iron building at the sw corner of Merced and G Streets (Sanborn Fire Insurance Map, Fresno 1918:59,60).

***B12. References:** "South Van Ness Industrial District Historic Survey" City of Fresno, 1 September 2015; Fresno Sanborn Fire Insurance Maps 1918, 1918-1948, 1918-50, 1963; correspondence with Melissa Scroggins, Heritage Center, Fresno County Library 2 June 2025; "Rosenberg Brothers" <https://vasonbranch.com> accessed 3 June 2025.

***B14. Evaluator:** Karana Hattersley-Drayton, M.A.
(for) Planning and Development Dept. City of Fresno

***Date of Evaluation:** 4 June 2025

(This space reserved for official comments.)



*Recorded by: Karana Hattersley-Drayton, M.A.

*Date: 28 May 2025

■ Continuation

B10 continued

Rosenberg Brothers was a San Francisco-based dried fruit company founded in 1893 by Max Rosenberg, Abraham Rosenberg, and Adolph Rosenberg to pack and ship California fruit to the east. The company had packing houses in the Santa Clara, Sacramento and San Joaquin Valleys as well as in Oregon, drying and packing a variety of fruits. By 1930 the company was the largest shipper of dried fruit in the world and continued under new management until 1957 ("Rosenberg Brothers" [https://vasonbranch.com/packing houses](https://vasonbranch.com/packing%20houses) accessed 3 June 2025).

In 1918 Rosenberg Brothers and Company constructed a state of the art 3-story packing and processing facility at 1844 S. Cherry Avenue in South Fresno. Constructed adjacent to the massive building was a two-story brick building which served as both a boiler house and machine shop (Sanborn Fire Insurance Maps 1918/1948:14). The new complex was the "largest raisin packing operation in the world in [the] 1920s" ("Rosenberg Brothers" [https://vasonbranch.com/packing houses](https://vasonbranch.com/packing%20houses)). The move south to an industrial area of Fresno coincided with their expanding empire.



Updated photo: Courtesy John Rupe

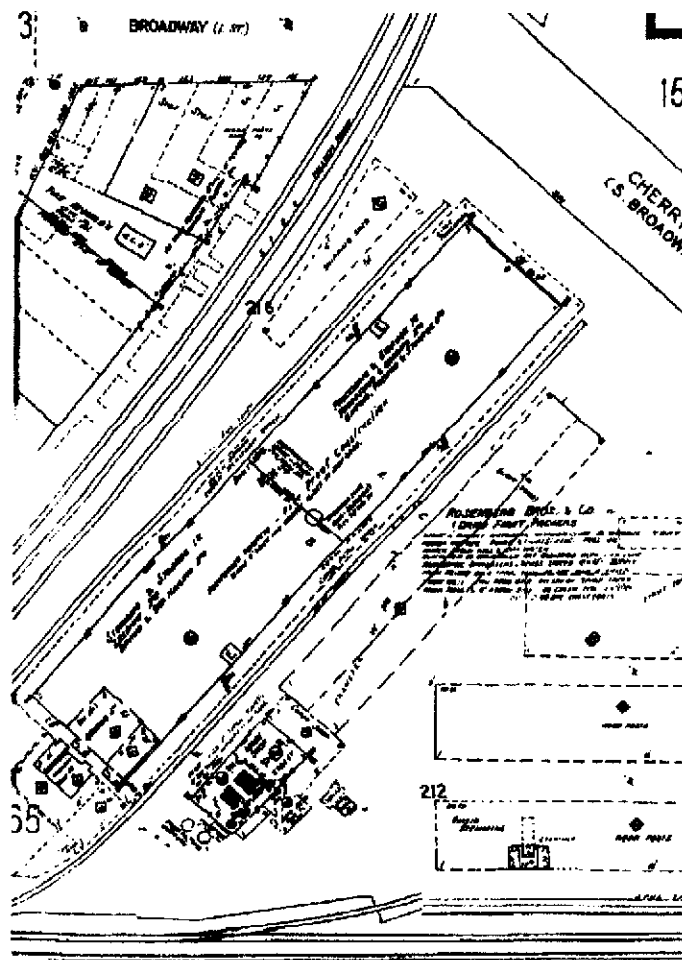
Both the former 217,833 sf warehouse/packing house and adjacent ancillary building are extant on the 5 plus acre site and currently serve as self-storage facilities. The 3-story warehouse was evaluated by architect Bill Patnaude in June 1978 as part of the first comprehensive historic survey for the City. The 1977-78 survey was used as a basis for Fresno's first nominations to the Local Register of Historic Resources after the City Council adopted the Historic Preservation Ordinance in 1979. The building was presented individually to the City Council for the Local Register in 1980 and was denied, due to objections from the owner. (A property owner's permission is NOT required for listing under the Ordinance but the Council is usually swayed by a property owner's objection).

In 2015, the warehouse building was evaluated by Architecture+History, a consulting firm out of San Francisco for the City of Fresno's "South Van Ness Industrial District Historic Survey." The consultants found that the Rosenberg Building was eligible for both the California and the Local Registers under Criterion 1/i and 3/iii as "one of the best remaining examples of a fruit packing facility in the survey area" (see attached forms 2025). The survey was presented to the HPC at a publicly-noticed hearing and was approved by the Commission in 2015.

A comparison between the Warehouse building today with the 2015 survey indicates that the building has not had any substantial changes to character defining features. And good news: although the windows have been infilled for over fifty years the corrugated metal used to cover them is peeling off in sections revealing the original industrial multi-pane iron frame windows. The former Rosenberg Brothers and Company Dried Fruit Packers Building (as it is named on the 1918/48 Sanborn Map), retains sufficient integrity to its period of significance of 1918 to be eligible for both the California Register of Historical Resources as well as the Fresno Official Register of Historic Resources under Criterion 1/i and 3/iii with a period of significance of 1918. It should also be noted that although the temporary sheds on the parcel have come and gone over the years, the neighborhood context, the setting, is remarkably static with several notable Local Register industrial buildings within the immediate area including the 1916 Holt Lumber Company Office, immediately to the south.

The former Boiler/Machine Shop was noted in the 2015 survey but was not formerly evaluated. As part of the current reevaluation, a Primary and BSO form have been prepared for this elegant industrial building which is even more architecturally pristine than the larger warehouse building. The Boiler/Machine Shop appears eligible for inclusion in the California and Local Registers under Criterion 1/i and 3/iii, either individually or as part of a Rosenberg Brothers Historic District with a period of significance of 1918.

1918/1948 Sanborn map:14



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(s) or Number: Rosenberg Brothers and Co. Boiler Shop/Machine Shop

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

*b. USGS 7.5' Quad: Fresno South

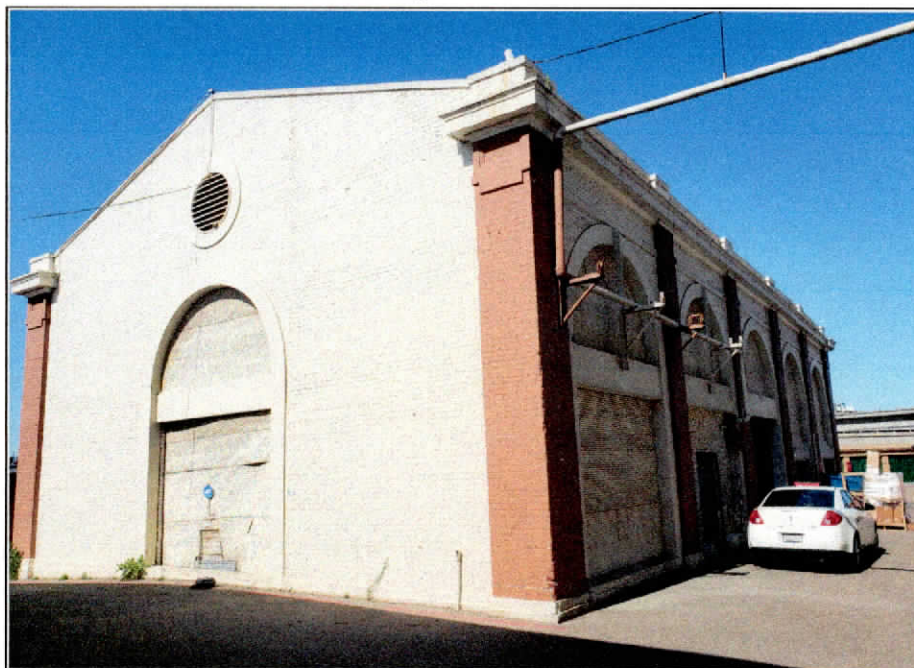
c. Address: 1844 S. Cherry Avenue, Fresno, CA 93721

d. Assessor's Parcel Number: 467-020-14

***P3a. Description:** The Boiler/Machine Shop is located off the southwest corner of the former Rosenberg Brothers Packing Company Warehouse Building and is sited east/west on the parcel. The 1 story building is open to the truss ceiling with a second story loft on the east end. The building has a rectangular plan and is constructed of brick laid up in a common bond with a light stucco finish. The five bays are divided by decorative brick pilasters painted brown. The shallow pitch gable roof has a decorative projecting cornice on the north and south elevations. The east and west elevations are similar: both have a round arched former entrance with an oculus style vent above. The west elevation also has a sign, CubeSmart Self Storage, which is visible from the freeway. The north and south elevations are architecturally the most elaborate. The north side of the building (presumably always the principle elevation) has massive round arched windows of two sizes, now infilled but visible on the interior as multi-pane lights with iron sashes. The main entrance is located in the middle of this elevation and has a roll up door. The window treatment on the south side of the building (see continuation sheet) consists of four large rectangular piercings, now infilled on the exterior but visible on the building's interior as multi-light panes with iron sashes.

***P3b. Resource Attributes:** HP8 (Industrial Building), HP4 (Ancillary Building)

***P4. Resources Present:** ●Building ●Element of District



P5b Photo date: 28 May 2025

***P6. Date Constructed/Age and Sources:** 1918, (Printed on building footprint of Sanborn map of 1963)

***P7. Owner and Address:**
PSC Fresno LLC
23 Walker Avenue
Suite 300
Baltimore, Maryland 21209

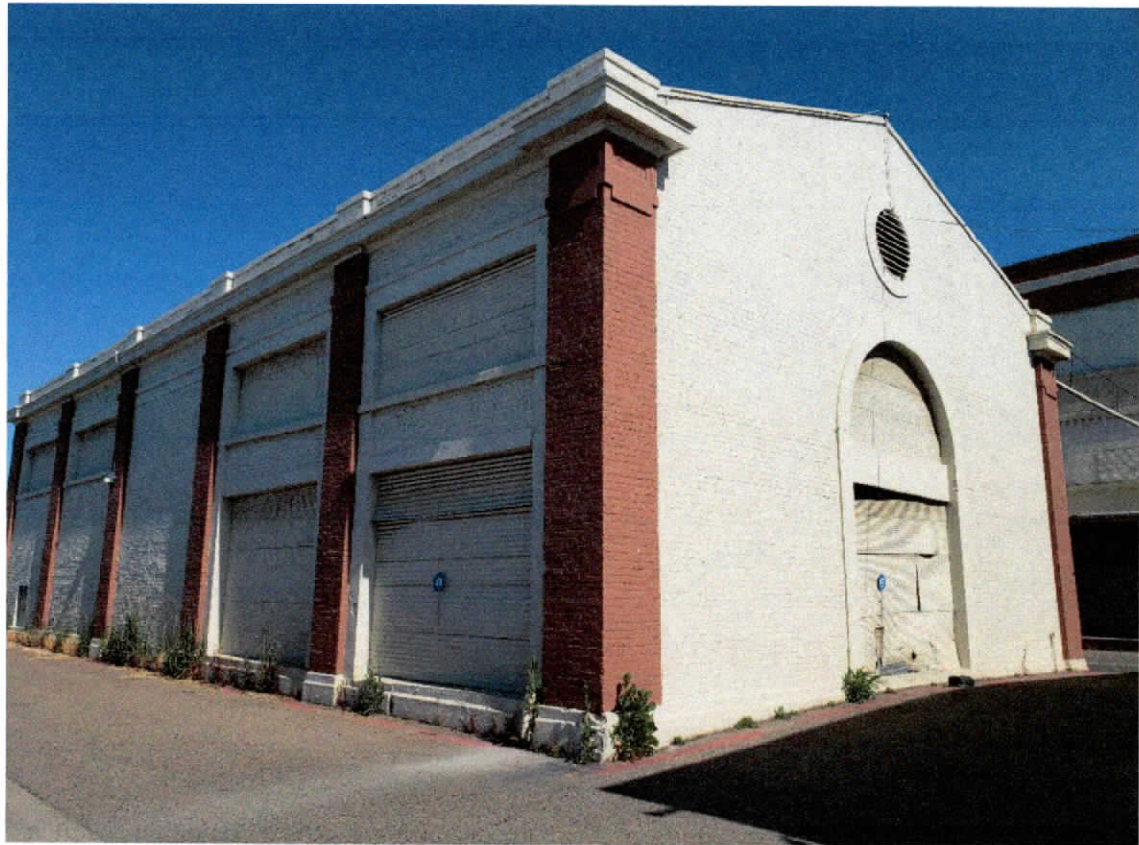
***P8. Recorded by:**
Karana Hattersley-Drayton, M.A.
4110 N. Maroa Avenue
Fresno, CA 93704

***P9. Date Recorded:** 28 May 2025

***P10. Survey Type:** Intensive

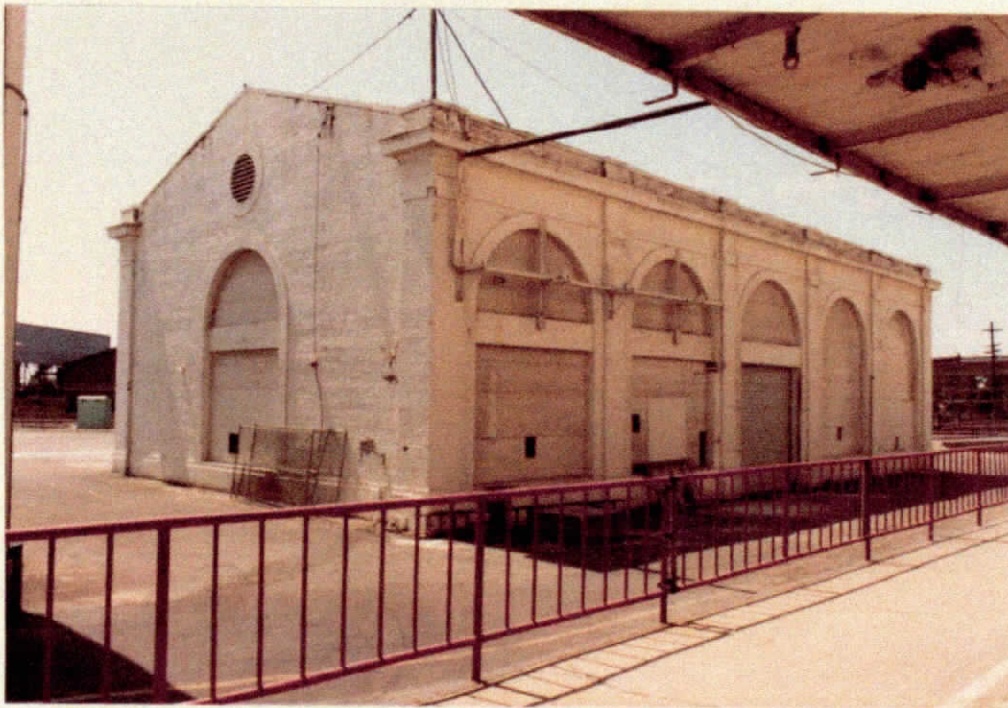
***P11. Report Citation:** "Update to DPR Forms for Rosenberg Brothers and Co. South Van Ness Industrial District Historic Survey, City of Fresno" January 2015.

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



Top: window system, interior, north elevation; bottom, principle and south elevations.

1844 S. Cherry Avenue
Fresno, California



View of the "Ice House," Building F



Street scene looking northerly along Cherry Avenue with
subject at left of photo

AUG. 1962
461-020-14

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 3CS/5S3

*Resource Name: Rosenberg Brothers and Company Boiler Room/Machine Shop

B3. Original Use: Boiler Room/Machine Shop for Packing House **B4. Present Use:** Rental self-storage

*B5. Architectural Style: Industrial commercial

*B6. Construction History: 1918

*B7. Moved? \No

*B8. Related Features: The building is adjacent to the former Rosenberg Brothers Dried Fruit Packers Building

B9a. Architect: Unknown

B9b. Builder: Unknown

*B10. Significance: Theme: Commercial Development Area: Fruit Packing and Processing 1885-1963

Period of Significance: 1918 Property Type: Industrial outbuilding Applicable Criteria: 1/i 3/iii

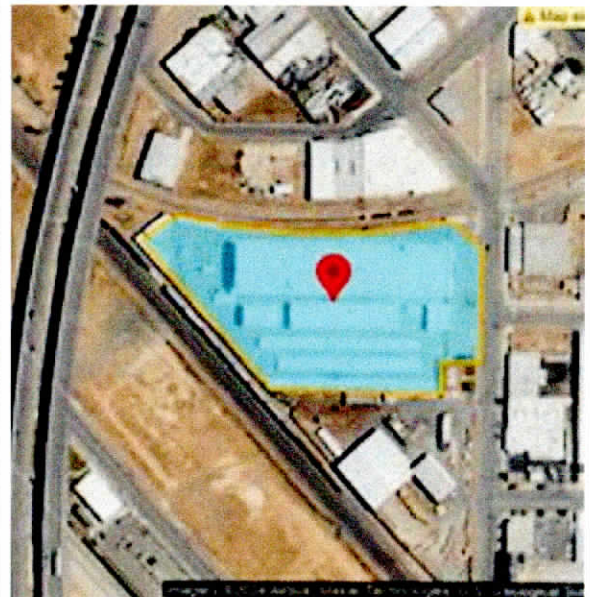
The one-two story building was constructed in 1918 to provide support services to the adjacent 3-story Rosenberg Brothers and Company Dried Fruit Packers Building. The building was subdivided to include the boiler house on the west end and machine shop and storage on the east (Sanborn Map 1918-1948:14). The west and east entrances and all windows have been covered on the exterior but the original multi-pane iron sash windows are still intact, as visible on the interior (see Primary Continuation). The building has an elegance with its massive arched windows...a cathedral to work. The former Machine Shop is over 100 years old and has exceptional integrity to its period of significance of 1918. The building appears to be eligible to both the California Register and the Local Register, individually and/or as a contributor to the Fruit Packers Building, "the largest raisin packing operation in the world in [the] 1920s."

*B12. References: "South Van Ness Industrial District Historic Survey" City of Fresno, 1 September 2015; Fresno Sanborn Fire Insurance Maps 1918, 1918-1948, 1918-50, 1963; correspondence with Melissa Scroggins, Heritage Center, Fresno County Library 2 June 2025; "Rosenberg Brothers" <https://vasonbranch.com> accessed 3 June 2025.

*B14. Evaluator: Karana Hattersley-Drayton, M.A.
(for) The City of Fresno Planning and Development
Dept.

*Date of Evaluation: 4 June 2025

(This space reserved for official comments.)



South Van Ness Industrial District Historic Survey, Fresno, California



*Rosenberg Packing House, 7 November 1918
(Photo: Pop Laval Foundation)*

Prepared by:

Karana Hattersley-Drayton, M.A.
Historic Preservation Project Manager
City of Fresno

and

Architecture+History, San Francisco
In association with Watson Heritage Consulting and
Jody Stock, architectural historian

September 1, 2015

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

Primary #
HRI #
Trinomial
NRHP Status Code—3CS and 5S2

Review Code Other Listings Date
Reviewer

Page 1 of 5 * Resource Name or #: Rosenberg Brothers & Co. - Resource Number 32
P1. Other Identifier:

- * P2. Location: Unrestricted
* a. County: Fresno
* b. USGS 7.5': Fresno South
c. Address: 1844 S. Cherry Avenue, Fresno, CA 93721
d. Other Locational Data: APN - 46702014
* P3a. Description:

The building at 1844 S. Cherry Avenue is a large, three-story commercial building with a long rectangular footprint. Seamed roofing covers the flat roof, which is surrounded by a raised parapet. Mechanical equipment, signage, and stair penthouses are located on the roof. The walls of the reinforced-concrete structure are covered with cement plaster with the exception of the spandrels between the window openings and the center parapet sections, which are brick. Indented rectangular panels articulate the walls. Projecting molding separates the walls of the building from the roof parapet.

At the corners of the building, the parapet steps up and features ornamental panels consisting of a circular motif with foliate patterns between. Beneath the stepped parapet, the walls step out slightly. On all visible facades, the large regularly-spaced window openings at the second and third floors have been infilled. (See continuation sheet.)

* P3b. Resource Attributes:

P5a.



HP8. Industrial building

* P4. Resources Present: X Building
X Site
* P5b. Description of Photo
Looking SW: Jan 2015

* P6. Date Constructed/Age and Source: ☐ 1918 (Sanborn map)

* P7. Owner and Address:
American WPC Storage LLC
PO Box 320099
Alexandria, VA 22320

* P8. Recorded by
architecture + history
B. Maley, J. Stock, S. Watson
1715 Green Street
San Francisco CA 94123

* P9. Date Recorded: January 2015

* P10. Survey Type: Intensive Phase

* P11. Report Citation:
City of Fresno South Van Ness Industrial District Historic Resource Survey

* Attachments: Building, Structure, and Object Record (BSO) and Continuation Sheet

STRUCTURE, AND OBJECT RECORD

* Resource Name or # Rosenberg Brothers & Co. 1844 S. Cherry Avenue,
Page 2 of 5

* NRHP Status Code--3CS

B1. Historic Name: Rosenberg Brothers & Co.

B2. Common Name: Extra Space Storage

B3. Original Use: Fruit Packing

B4. Present Use: Self Storage

* B5. Architectural Style: Early Twentieth Century Commercial

* B6. Construction History:

According to Sanborn maps, the massive three-story building and smaller two-story building were constructed in 1918.

* B7. Moved? ☐ No

* B8. Related Features:

Boiler House/Machine Shop and nine modern outbuildings

B9a. Architect: Unknown

b. Builder: Unknown

* B10. Significance: Commercial Development Theme Fruit Packing and Processing 1885-1963

Area Fresno, California

Period of Significance 1918 Property Type Commercial Applicable Criteria 1/i; 3/iii

Building History

The commercial building at 1844 S. Cherry Avenue was constructed in 1918 as Rosenberg Brothers & Co., a fruit packing facility. The 1918 Sanborn map indicates the site had previously been vacant, with a wood and coal yard to the south and Southern Pacific Railroad line to the north. The new complex included a massive three-story building and a smaller two-story building to the southwest. The buildings were reinforced-concrete structures of fireproof construction and had steel-sash windows.

Raisin production in the Fresno area began in the mid-1870s and by the 1880s the region was home to three of the largest raisin packing facilities in the state. Through most of the twentieth century, fruit packing continued to be a viable industry in the area. [For more information on fruit packing and processing, see *Historic Context: South Van Ness Industrial District (Fresno, California)* by Karana Hattersley-Drayton.] In addition to the plant at 1844 S. Cherry Avenue, the Rosenberg Brothers & Co. operated a raisin and dried fruit packing house at the northwest corner of G and Mono Streets. The brothers founded the Bear Creek Corporation in Medford, Oregon, which marketed fruit and nut gift packages under the Harry and David" brand (Historic Resources Group, 36). (See continuation sheet.)

* B12. References:

Sanborn Maps City of Fresno (1918, 1950, 1970); Polk's Fresno City Directories; Building Permits; Ancestry.com; and see City of Fresno South Van Ness Industrial District Survey and Context Statement Bibliography.

B13. Remarks:

* B14. Evaluator: architecture + history, llc, San Francisco, Ca
B. Maley, J. Stock, and S. Watson

* Date of Evaluation: June 2015

(This space reserved for official comments.)



CONTINUATION SHEET

Property Name: Rosenberg Brothers & Co., 1844 S. Cherry Avenue, Fresno, CA 93721

Page 3 of 5

*** P3a. Description continued:**

At the front (east) façade, the second and third floors are symmetrical with five bays of window openings at the second and third floors: three at the center flanked by openings in the projecting corners. A metal fire stair located at the central bay leads from the second to the third floor.

Between the first and second floors, a wide, flat concrete canopy spans the building's width and wraps the corners. The canopy is hung from support rods attached to the building's walls. An "Extra Space Storage" sign is mounted on the canopy. At the first floor, there is a concrete loading dock, ramp, and stairway with a metal railing. A vertical-slat, wood fence obscures some of the first floor openings. To the south of the fence, the openings have been infilled, and to the north, the first floor has been built out to create an office with modern metal door and sidelights and aluminum sliding windows with metal security bars.

The side (north and south) façades are also symmetrical and feature 24 bays of openings: 22 bays of openings flanked by 2 additional openings in the building's projecting corners. At the north façade (which faces a railroad spur), the two central bays are accented with vertical piers and an ornamented parapet and cornice that project above the surrounding parapet. A flat metal canopy spans the building's length between the first and second floors. The canopy is hung from support rods attached to the building's walls. The space beneath the canopy has been infilled and has numerous modern roll-down doors that do not align with the openings above.

A small parking lot is located in front of the building. Chain-link fencing secures the lot west of the façade. Ten ancillary buildings are located south and east of the three-story building. Most of these structures are not visible from the street, with the exception of the easternmost building, which is a prefabricated metal standing seam warehouse. Of these ancillary buildings, only one predates 1970, a 1918 building located at the southeast corner of the three-story building. It is not visible from the public right-of-way. The building's character-defining features are: three-story form, rectangular footprint, symmetrical façades with the exception of the first floor, flat roof, parapet, cement plaster, brick, indented panels, projecting piers, ornamental panels with circular and foliate motif, projecting corners and central bay, projecting molding below parapet, industrial-sized window openings, and concrete canopy over first floor.

*** B6. Construction History continued:**

As indicated by building permits, in 1938 a new shed was constructed on the lot, in 1945 a second new shed was added, and in 1946 a loading platform was replaced. It does not appear that either of the sheds is extant. In 1966, a frame addition was constructed. Building permits for the most significant changes to the three-story building—the infill of the large industrial-sash window openings and the additions underneath the canopy—have not been located. It is likely that these alterations occurred when the property was converted, c. 1978, from large volume storage to small units appropriate for self storage. Similarly it is not known when the nine, post-1970 sheds that are currently on the site were constructed.

*** B10. Significance continued:**

City directories indicate that by 1940, Rosenberg Brothers & Co. were fruit packers for the Ensign Brand. As late as 1950, the property continued to operate as Rosenberg Brothers & Co., by this time called "dried fruit packers" on Sanborn maps. The three-story building housed steaming and storage on the first floor, seeding on the second, and drying and box nailing on the third. Southern Pacific Railroad side tracks ran along the north and south sides of the three-story building. The two-story building was used as a boiler house and machine shop. At the time, the property included the land to the southeast of the current lot, which was used for tray storage, sheds, and raisin stemming, steaming, and storage.

According to building permits, by the early 1960s the property had changed hands and was owned by Cecil

CONTINUATION SHEET

Property Name: Rosenberg Brothers & Co., 1844 S. Cherry Avenue, Fresno, CA 93721

Page 4 of 5

F. White and used for cotton storage. B.C. Moccino had purchased the property by 1966, and it operated as Fresno Tire Warehouse, Inc. George Feinberg had bought the property by 1970. The 1978 DPR form prepared for the building indicates the American Real Estate Investment Trust purchased the property sometime before 1978, and it housed American Self Storage. The property is currently owned by American WPC Storage LLC and is operated as Extra Space Storage.

Significance Statement

This is a site with multiple buildings. This property appears to possess historic significance within the context of commercial enterprise and light industry in Fresno reflecting the valley's fruit packing industry. The building appears eligible at the local level of significance for the California Register under criteria 1 and 3, and as a Historic Resource under the City of Fresno Historic Preservation Ordinance criteria i and iii as one of the best remaining examples of a fruit packing facility in the survey area. Raisin production in the valley began in the mid-1870s and by the 1880s the region was home to three of the largest raisin packing facilities in the state. Through most of the twentieth century, fruit packing continued to be a viable industry in the area. The building represents a fruit packing facility in the early twentieth century and conveys a strong sense of time and place.

Despite the infill of the window openings and alterations to the first floor, the three-story building at 1844 S. Cherry Avenue retains a fair-to-good degree of integrity: the location, setting, workmanship, feeling, and association are largely intact. The design and materials have been impacted by the alterations. However, the design is evident in the massing, ornamentation, and pattern of window openings. Most of the building's materials are intact with the exception of the industrial-sash windows and all materials at the first floor (although these materials may be present underneath the additions). The two-story building is not visible from the public right-of-way and has not been evaluated.

* B12. References continued:

Historic Resources Group. "Downtown Fresno (Fulton Corridor) Historic Resources Survey." December 2011.

CONTINUATION SHEET

Property Name: Rosenberg Brothers & Co., 1844 S. Cherry Avenue, Fresno, CA 93721
Page 5 of 5

P5a. Photograph continued:



P5b. Description of Photo: Looking NW: Jan 2015



P5b. Description of Photo: Looking W at ornamental panels consisting of a circular motif with foliate patterns: Jan 2015

HISTORIC RESOURCES INVENTORY

IDENTIFICATION

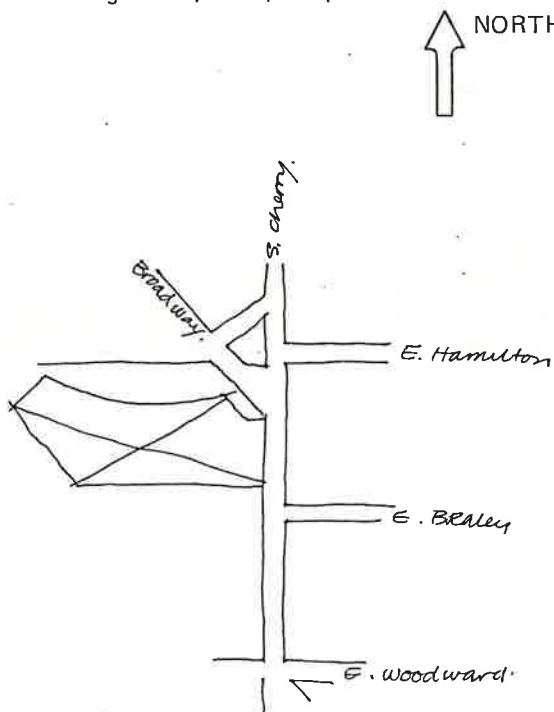
1. Common name: American Self Storage
2. Historic name, if known: Rosenberg Brothers & Co.
3. Street or rural address 1844 S. Cherry Avenue
City: Fresno, California ZIP: 93706 County: Fresno
AMERICAN REAL ESTATE INVESTMENT
4. Present owner, if known: TRUST Address: 1844 S. Cherry Ave.
City: Fresno, California ZIP: 93706 Ownership is: Public ☐ Private ☒
5. Present Use: Self Storage Warehouse Original Use: Fruit packing
Other past uses: Warehouse

DESCRIPTION

6. Briefly describe the present physical appearance of the site or structure and describe any major alterations from its original condition:

Three story structure of very large size in a 'commercial' style with loading bays across the long end of building. Very small decorative parapet elements. Major decoration is in the play of plan to concrete structural system. The building has been painted red white and blue and all glass areas have either been painted over or filled in solid - changing the appearance considerably.

7. Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



8. Approximate property size:

Lot size (in feet) Frontage 273
Depth 600;
or approx. acreage 5.52.

9. Condition: (check one)

a. Excellent ☐ b. Good ☒ c. Fair ☐
d. Deteriorated ☐ e. No longer in existence ☐

10. Is the feature a. Altered? ☒ b. Unaltered? ☐

11. Surroundings: (Check more than one if necessary)

a. Open land ☐ b. Scattered buildings ☐
c. Densely built-up ☒ d. Residential ☐
e. Commercial ☒ f. Industrial ☒
g. Other ☐

12. Threats to site:

a. None known ☒ b. Private development ☐
c. Zoning ☐ d. Public Works project ☐
e. Vandalism ☐ f. Other ☐

13. Date(s) of enclosed photograph(s): May 1978

NOTE: The following (Items 14-19) are for structures only.

14. Primary exterior building material: a. Stone ☐ b. Brick ☒ c. Stucco ☐ d. Adobe ☐ e. Wood ☐
f. Other ☒ concrete
15. Is the structure: a. On its original site? ☒ b. Moved? ☐ c. Unknown? ☐
16. Year of initial construction 1918 This date is: a. Factual ☐ b. Estimated ☒
17. Architect (if known): Unknown
18. Builder (if known): Unknown
19. Related features: a. Barn ☐ b. Carriage house ☐ c. Outhouse ☐ d. Shed(s) ☐ e. Formal garden(s) ☐
f. Windmill ☐ g. Watertower/tankhouse ☐ h. Other ☐ i. None ☒

SIGNIFICANCE

20. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site when known):

A large industrial structure of merit. Originally a fruit packing facility for Rosenberg Brothers & Co. for 30 years. This facility has been the place of employment for thousands of Fresno residents. Valid for its architectural character and also for its connection to the fruit industry of the valley.

21. Main theme of the historic resource: (Check only one): a. Architecture ☒ b. Arts & Leisure ☐
c. Economic/Industrial ☐ d. Exploration/Settlement ☐ e. Government ☐ f. Military ☐
g. Religion ☐ h. Social/Education ☐

22. Sources: List books, documents, surveys, personal interviews, and their dates:

Assessor's Office
City Directories

23. Date form prepared: 6/29/78 By (name): William E. Patnaude
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