



CALIFORNIA PRESERVATION FOUNDATION

SPRING 2009

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Donovan Rypkema, Noted Historic Preservation Economist, to be Keynote Speaker at Conference

*By Lydia Kremer,
Vortex Public Relations*

CPF's hotly-anticipated 34th Annual Conference in Palm Springs, April 16-19, 2009 has just become even better! The addition of the esteemed Donovan Rypkema as keynote speaker is sure to make the conference sizzle!

Donovan Rypkema has traveled the world observing and speaking on historic preservation issues. Now he will bring his astute observations and keen insight to Palm Springs for the conference.



Donovan Rypkema

Rypkema is principal of PlaceEconomics, a Washington, D.C.-based real estate and economic development consulting firm. The firm specializes in services to public and non-profit sector clients, who are dealing with downtown and neighborhood commercial district revitalization and with reuse of historic structures. In 2004, Rypkema established Heritage Strategies International, a firm created to provide similar services to world-wide clients. He also teaches a graduate course in preservation economics at the University of Pennsylvania.

Today he is recognized as an industry leader in the economics of preserving historic structures. Since 1983 he has provided ongoing consulting services to the National Trust for Historic Preservation and its National Main Street Center, and he has

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The Don Wexler Steel House, part of the Mid Century Modern Tour "Modern Housing for a Post War Nation"

Note from the President

By Paige J. Swartley, Esq.

Two years ago, at our 32nd Annual Conference in Hollywood, I accepted the gavel as the new President of the California Preservation Foundation. At that time, I announced three goals for my tenure: Communication, Partnerships and Fundraising. With an acronym of "CPF," they were easy to remember. Thanks to the dedication and hard work of many people, I am very happy to report that CPF has made significant strides in those three broad areas.

Communication. As I promised, the CPF newsletter has gone out quarterly for the past two years. It has been completely redesigned at least twice, most recently with the Winter 2009 edition. I think you'll find the new format easier to read and more interesting. Perhaps most importantly, by sending the newsletter electronically to most of our members, we can use the money we save on printing and mailing costs to donate to worthy preservation advocacy efforts. Our website has also been completely overhauled, and includes more information than ever before. Among many other benefits, the website allows us to showcase the scores of sponsors who have supported our events and our mission throughout the year. Continuing with the electronic communications, CPF regularly sends emails to our members, announcing urgent

advocacy issues, interesting preservation events, and our upcoming programs. We hope you appreciate the increased level of communication!

Partnerships. Over the past two years, CPF has joined with many partners to spread the preservation word, to fight for threatened historic resources, and to celebrate successful preservation projects throughout the state. We have teamed up with new partners, such as the U.S. Green Building Council. We also continue to work closely with our longstanding partners, such as the State Office of Historic Preservation, the National Trust for Historic Preservation, and local nonprofits. With the 34th Annual California Preservation Conference slated for Palm Springs on April 16-19, CPF Vice President Beth Harris has generously opened her Richard Neutra-designed Kaufmann House in Palm Springs for us many times in the past few years. Most recently, in January 2009, she hosted a celebration of the Palm Springs International Film Festival's documentary film screening of *Visual Acoustics: The Modernism of Julius Shulman*. Those of you who have visited the grounds and stood where Mr. Shulman took his iconic 1947 photograph of the Kaufmann House will never forget it. Our sincere thanks go out to all of our partners for their efforts to



President Paige J. Swartley

help raise awareness of preservation issues throughout California.

Fundraising. CPF has placed a lot of emphasis on fundraising in the past few years, and our efforts are really paying off! We plan to make several major fundraising announcements at the Palm Springs conference. To be among the first to hear the terrific news, please upgrade your CPF membership to the President's Circle level and attend the President's Circle Reception at the Ship of the Desert House (1936), a spectacular Streamline Moderne treasure designed by architects Adrian Wilson and Earle Webster. But the great fundraising news doesn't stop there. Even in the midst of this economic downturn, I am very pleased to report that we have already met and exceeded our sponsorship goals for the 2009 conference. We thank all of our sponsors for their continued support of our preservation mission—we couldn't do our job without your help. Finally, we are very pleased that CPF's supporters are not only investing their faith and funds in our mission right now, but they are also thinking of us for the long term. Over the

Federal Preservation 20% Tax Credit Survey to be Launched in April 2009

past few months, we have been thrilled and honored to learn that several CPF members have included us in their estate planning, making provisions to support preservation in California through planned giving. These dedicated California preservationists are truly leaving a legacy that will benefit future generations. If you would like to do the same, please contact Executive Director Cindy Heitzman to discuss your wishes. No matter if your investment in CPF has been large or small, present or future, set in stone or with plans still on the drawing board, we are very grateful for your continuing support!

As my time at the helm of CPF comes to an end, I want to extend my deep gratitude to the CPF staff, ably led by Executive Director Cindy Heitzman. Without their hard work, it would be impossible for us to fulfill our mission. I also want to thank the dedicated Board of Trustees, CPF's committees, our members, our hundreds of volunteers, our governmental and nonprofit partners, and the preservation business community for supporting our work and helping us do our job. Thank you for giving me the opportunity to serve!

Prize J. Swartz

By Timothy J. Brandt, AIA, LEED AP, Senior Restoration Architect, Office of Historic Preservation

The Architectural Review Unit within the Office of Historic Preservation (OHP) encourages your participation in a survey on the Federal 20% Preservation Tax Credit program implementation in California. This survey will be circulated to Owners, Consultants, and Architects that have submitted applications and participated in the program.

The Office of Historic Preservation within California State Parks administers the Preservation Tax Credit for California in partnership with the National Park Service. The purpose of this OHP survey is to improve the quality of the preservation tax credit experience and better promote the federal tax credit program in California. Please note that we will evaluate your comments towards improving our service and making the

application and review process as user-friendly as possible.

The survey is scheduled to be posted on April 20, 2009. Survey results will be posted on the Architectural Review Unit page of the Office of Historic Preservation web site. If you would like to receive notification of the survey launch, please send an email to areyes@parks.ca.gov.



Above, Ah Louis Store, San Luis Obispo

Below, REA Building, Sacramento



Donovan Rypkema to be Keynote Speaker at Conference

Continued from page 1

undertaken assignments in 49 states and the District of Columbia. Rypkema is the author of *The Economics of Historic Preservation: A Community Leader's Guide*, which was published by the National Trust for Historic Preservation in 2005 and is widely used by preservationists nationwide. In 2006 the Russian Center for Heritage Trusteeship translated and published a Russian edition of the book.

As our Conference keynote speaker, Donovan Rypkema is bound to surprise, enlighten, challenge and inspire us all.

Conference Overview

The theme of the 34th Annual Conference, "The Culture of Leisure: Rethinking the California Dream", is certain to provide elucidation, illumination, and perhaps some levity about a

timely subject that has cultural implications far beyond the boundaries and coastline of the Golden State.

The three-day conference features more than 30 stimulating sessions and workshops, as well as special events and tours, which will provide conference attendees an oppor-

tunity to visit celebrated iconic houses and intriguing historic sites. An international destination for tourists with a long reputation for being a playground for celebrities, Palm Springs is certainly one of the most charming and beautiful oases in the world.

Among the conference topics are modernism, politics of preservation, community identity, and a variety of issues pertaining to California's historic, cultural and

natural resources with an emphasis on sustainability. The sessions will feature over 100 speakers who are experts in their fields.

Don't miss the opportunity to join us for these intriguing tracks, with numerous related sessions:

- Greening the Culture of Leisure: Teeing up for Sustainability & Preservation
- Local Character: It's More Than A Feeling
- Historic Preservation Best Practices
- The Politics of Preservation
- Beyond Martini Modern: A Sober Look at the Recent Past
- Rehabilitating the California Dream: A Preservation Practice Toolkit

"Our 2009 conference will be an exciting and stimulating event, and where better to address the 'culture of leisure' than Palm Springs, a quintessential Southern California oasis of leisure," said Cindy Heitzman, CPF executive director.

To register for the 2009 conference and for more information, visit www.californiapreservation.org or call 415.495.0349.



Above, Fun print by the artist SHAG of the PS Aerial Tramway, one of the attractions of Palm Springs. © SHAG. Courtesy MModern Gallery

Top right, Jonathan Skow and Trina Turk's "Ship of the Desert" house—location of the President's Circle Reception

Economic Benefits of Preservation

By Donovan Rypkema

This article contains excerpts from Donovan Rypkema's presentation, "Sustainability, Smart Growth and Historic Preservation", given at the Historic Districts Council Annual Conference in New York City on March 10, 2007.

A Broadway producer who once told an aspiring playwright, "If you can't write your idea on the back of my business card, you don't have a clear idea." So I'm going to begin by giving you this entire presentation at a length you can put on the back of your business card.

1. Sustainable development is crucial for economic competitiveness.
2. Sustainable development has more elements than just environmental responsibility.
3. "Green buildings" and sustainable development are not synonyms.
4. Historic preservation is, in and of itself, sustainable development.
5. Development without a historic preservation component is not sustainable.

So that's my presentation—everything I say now is just fill. I'm very fortunate that much of my work in the last few years has been international. And what I've discovered is this: much of the world has begun to recognize the

interrelationship and the interdependency between sustainable development and heritage conservation; but much less so in the United States. I'm not so sure we've really learned those lessons in America, or at least we have not yet broadly connected the dots. Far too many advocates in the US far too narrowly define what constitutes sustainable development. Far too many advocates in the US think that so-called green buildings and sustainable development are one in the same. They are not.

Sustainable development is about, but not limited to, environmental sustainability. There is far more to sustainable development than green buildings such as:

- Repairing and rebuilding historic wood windows would mean that the dollars are spent locally instead of at a distant window manufacturing plant. That's economic sustainability, also part of sustainable development.
- Maintaining as much of the original fabric as possible is maintaining the character of the historic neighborhood. That's cultural sustainability, also part of sustainable development.

But if we don't yet get it in the United States, others do.

To read the entire speech, go to www.preservation.org/rypkema.htm

Top Ten Reasons to Attend the 2009 California Preservation Conference!

LEARN. More than 30 Educational Sessions and Workshops presented by 100+ experts on a wide range of topics.

EXPERIENCE. Study tours, mobile workshops and visit rarely open-to-the-public sites.

ENJOY. Catch up with friends at one of the parties, luncheons or other events.

NETWORK. More than 500 preservationists are expected.

ENERGIZE. Walk away with new ideas and contacts.

RECEIVE CREDITS. Continuing education credits for architects, attorneys & planners.

RECOGNIZE. CPF's President's Awards are given to those who have shown exemplary efforts to advance preservation in California.

MAKE A DIFFERENCE. Meet elected officials and community leaders.

DISCOVER. New products, programs and services at the Preservation Products & Practice Exhibit Hall.

SUPPORT. California Preservation Foundation's educational and advocacy programs and services throughout the state.

Advocacy

By Mike Buhler, Esq.

Federal Stimulus Preservation Roundup

On Tuesday, February 17, 2009, President Obama signed the \$787 billion American Recovery and Reinvestment Act into law, including several provisions in the 1,071-page piece of legislation that could benefit preservation efforts in California. Of particular interest are programs addressing energy efficiency in affordable housing and schools, as well as preservation of buildings of historic and cultural importance located on public lands and in national parks. Community reinvestment also ranked high in importance with funding provided for brown-fields restoration, Community Development Block Grants (CDBG), and the Neighborhood Stabilization Program. A list of federal stimulus programs and funding benefitting historic preservation—both directly and indirectly—is provided below:

- School Modernization: \$28 billion for the modernization, renovation and repair of school facilities, with another \$19 billion allocated to governors for school modernization at K-12 and higher education places of learning.
- Greening of Federal Buildings: \$6 billion for the renovation and repair of federal buildings, including \$4 billion to convert the General Services Adminis-

tration's facilities into high performance green buildings.

- Energy Efficiency for Housing Programs: \$250 million in grants and loans for energy retrofits and green investments in assisted housing programs.
- Neighborhood Stabilization: \$2 billion to help communities purchase and rehabilitate foreclosed and/or vacant properties in order to create more affordable housing and reduce neighborhood blight.
- Investing in Low-Income Housing: \$2.25 billion to the U.S. Department of Housing and Urban Development's partnerships program for capital investments in low-income housing.
- Economic Development: \$1 billion for community development block grants to assist economic development in Main Street communities.
- Non-Business Energy Tax Credit: Based on a proposal by the National Trust, the stimulus contains a 30% non-business energy tax credit (up to \$1500 per dwelling) for energy efficiency upgrades in existing homes.
- New Markets Tax Credits: \$1.5 billion annual increase in the new markets tax credit allocation to \$5 billion for 2008 and 2009.
- Bureau of Land Management: \$125 million to the Bureau of



Historic photo of the Century Plaza Dedication.
Photo © Frank T. Reid

Land Management for the maintenance, rehabilitation and restoration of “facilities, properties, trails and lands and for abandoned mines and wells,” and \$180 million for construction and energy-efficient retrofits of existing facilities.”

- National Park Service: \$589 million for construction, including “repair and restoration of historical structures within the National Park System,” in addition to \$170 million for repairs and upgrades to roads in national parks through the Federal Highway Administration segment of the bill. \$146 million is provided for NPS operations.

Source: National Trust for Historic Preservation. For more information, visit www.preservationnation.org/take-action/advocacy-center/platform/stimulus-tracker.html

Century Plaza Hotel Slated for Demolition

In December 2008, the new owners of the Century Plaza Hotel announced plans to demolish and replace the iconic hotel with two 600-foot towers, including a boutique hotel, condominiums, mixed-use space, plus two acres of open space. The hotel currently operates as a Hyatt Regency and



Far left, Century Plaza.
Photos © Flora Chou

Left, Hangar One. Photo © Linda Ellis

was purchased by Next Century Associates in May 2008, shortly after undergoing a \$36 million facelift.

Built between 1964 and 1966, the Century Plaza Hotel was designed by Minoru Yamasaki, one of several internationally renowned architects enlisted by architect Welton Becket during his firm's master planning for Century City. Yamasaki also designed New York's World Trade Center towers and Century City's twin Century Plaza Towers (1975). Built as the centerpiece of Century City, the twenty-story Century Plaza is innovative in its formal expression and strongly conveys the postwar optimism of the 1960s.

Since its 1966 opening, the Century Plaza Hotel has served as a premiere hotel for celebrities, politicians, and world dignitaries. President Richard Nixon, along with members of Congress, governors from around the country, and ambassadors from nations around the world, hosted the Apollo 11 astronauts at the hotel after their successful moon landing in 1969. It was nicknamed the "West Coast White House" in the 1970s, and Ronald Reagan kept the hotel in the spotlight with his frequent stays and two presidential victory celebrations in the 1980s.

The plight of the Century Plaza Hotel is emblematic of threats facing modern resources

statewide underscoring the need for education to raise awareness about the significance of post-war architecture. CPF will work alongside our state and local partners to advocate against demolition of the hotel and ensure that alternatives are fully and fairly considered as part of the upcoming environmental review process for the proposed project.

Navy to Skin Hangar One

In January 2009, after nearly five years of environmental review and public meetings, the Navy formally decided to remove contamination from Hangar One by stripping its exterior siding, doors, and windows, but leaving its large steel frame. The Navy passed on the difficult reconstruction task to NASA, which has pledged to reconstruct the hangar, although public support is critical to ensure this work occurs concurrently with the environmental cleanup. Such coordination will minimize the risk of damage to the hangar's steel frame, save money, and ensure that work is historically appropriate.

One of the most recognizable landmarks in the San Francisco Bay Area, Hangar One was constructed in 1933 to house the Navy dirigible USS Macon. The hangar is 1,133 feet long and 308 feet wide, constructed on an amazing network of steel girders

sheathed with galvanized steel, and the floor covers

eight acres and can accommodate 10 football fields. After the Macon crashed in 1935, the base was turned over to the Army Air Corps for use as a training center until the attack on Pearl Harbor in 1941, whereupon the Navy regained control of the station as the West Coast headquarters for coastal patrol blimps. Decommissioned in 1994 and transferred to NASA, Moffett Field is now part of the NASA Ames Research Center.

Shortly after CPF successfully nominated Hangar One to the National Trust's annual list of America's 11 Most Endangered Places in June 2008, the Navy released a report that recommended removal of the hangar's skin to remediate contaminants found in the structure—literally leaving Hangar One a skeleton of its former self. In September, the Advisory Council on Historic Preservation convened a rare public hearing in Mountain View on the report's findings, drawing nearly 200 supporters of Hangar One, including representatives of CPF and the National Trust. CPF also submitted a joint comment letter with the National Trust advocating for an alternative that would re-skin the historic hangar. In October, the Advisory Council

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Advocacy *Continued from page 7*

Left, Santa Fe Federal Savings

*Right and below, Driftwood
Drive-thru Dairy.*

Photos © Adriene Biondo



issued a letter urging the Navy work with NASA to ensure that the structure is turned into a “viable, reusable building” after PCBs, asbestos and lead are removed, with the process culminating with the Navy’s announcement earlier this year. CPF will continue to work alongside the Save Hangar One Committee and the National Trust to urge NASA to ensure that Hangar One is re-skinned concurrently with environmental remediation work.

Shadow Cast Over Santa Fe Federal Savings

On January 14, 2009, the Palm Springs Planning Commission approved the Baristo Lofts project in a 4-to-1 vote. The project was approved despite significant public concern over visual impacts on the historic Santa Fe Federal Savings Building, a local mid-century icon designed architect E. Stewart Williams in 1957. The separation between the Santa Fe Building and the proposed project would be less than 5 feet. In response to public

opposition, the developer had scaled back the size of the proposed project from its original proposal, which would have wrapped the new building around the Santa Fe Building. The approved project would be next to, but not behind, the historic building. The project was approved based on a mitigated negative declaration that acknowledged the historic significance of the Santa Fe Building, but nonetheless concluded that the impacts of the project would be less than significant because it would not be altered. CPF executive director Cindy Heitzman attended the hearing to voice concerns over the project’s visual impacts and question the feasibility of proposed mitigation measures. At press time, local preservation advocates were considering an appeal to the City Council.

Driftwood Drive-thru Found Eligible for California Register

El Monte’s Driftwood Drive-thru Dairy is a spectacular example of roadside architecture that the Los Angeles Times described as



“space age” and “one of the most modern dairy drive-ins in the world” upon its completion in 1961. In fall 2007, the new owners of Driftwood Dairy announced plans to replace the drive-thru with a new retail strip and office development, prompting the Los Angeles Conservancy’s Modern Committee to nominate the roadside icon for the California Register, with CPF submitting a letter of support to the State Historical Resources Commission. At its meeting on November 7, 2008, the SHRC voted unanimously to find Driftwood Drive-thru Dairy eligible for listing in the California Register, not only recognizing its statewide significance but also helping to ensure that preservation alternatives will be considered as part of any proposed project on the site.

Preservation Design Award Nominations Due May 29, 2009

By Charles Edwin Chase, AIA

Preservation Design Awards Recognize, Celebrate, and Congratulate Great Preservation Projects

Nominations for the 26th Annual Preservation Design Awards are now being accepted to recognize California's best preservation achievements.

Owners, organizations, and preservation specialists in architecture, engineering, landscape architecture, archaeology and conservation who have demonstrated outstanding excellence in historic preservation will be recognized in the categories of preservation, rehabilitation, restoration, sustainability, reconstruction, contextual design, and cultural resource studies.

Architecture, landscape, engineering and planning projects from throughout California are selected with great care to represent the highest level of achievement by an invited jury

of distinguished experts in historic preservation, design, sustainability, community development and communications.

From California's earliest adobe structures to mid-century modern masterpieces, California Preservation Foundation seeks to spotlight projects that exemplify the highest values in historic preservation and those that enrich our experience and knowledge of the built environment.

As California and the nation continue to focus on sustainability, the Design Awards program encourages project submissions which incorporate the best techniques in advancing sustainable actions in the preservation of historic resources.

We invite you to participate by nominating projects you believe are worthy of recognition. Eligible projects must be located in California and be completed between June 2003 and May 2009.

The deadline for submitting nominations is Monday May 29, 2009. Early submissions prior to April 30, 2009 will benefit from a reduced application fee. You can download an application from our website by visiting us at www.californiapreservation.org or request an application from the office by calling 415.495.0349.



Top, 2007 PDA Winner, Piers 1½, 3 and 5, in San Francisco. Photo © Tim Griffith

Above, 2008 PDA Winner, Huntington Art Gallery, in San Marino. Photo © Tim Street-Porter

Left, 2008 PDA Winner, Washington Township Veterans Memorial Building, in Fremont. Photo © Cesar Rubio



This Just In!!! Dr. Raymond Neutra to Participate in a Special Conference Session

By Lydia Kremer

The annual CPF Conference in Palm Springs is right around the corner and just keeps getting better and better! A special session has just been added on Saturday, April 18th 9:00-10:30 a.m. featuring Dr. Raymond Neutra, the son of the celebrated architect Richard Neutra. This special session is titled: Restoration and Programmatic Potentials of the Richard and Dion Neutra "VDL Studio/Residences" 1932, 1940, 1966.

Raymond Richard Neutra is a physician/epidemiologist who recently retired as Chief, Division

of Environmental and Occupational Disease Control in the California Department of Public Health. Dr. Neutra will discuss "Significance and Survival" of the Neutra VDL Residence, the Neutra family home before being bequeathed to Cal Poly Pomona College of Environmental Design.

Joining Dr. Neutra on the panel will be Professor Sarah Lorenzen, the resident director of the Richard and Dion Neutra Studio/Residences who will focus on the "Restoration and Programmatic Activities" of the VDL Residence.



Dr. Raymond Neutra

The session chairperson is Kelly Lynch, an actress, a passionate preservationist, and owner of a Richard Neutra home in Los Angeles.

You won't want to miss this gathering of preservation luminaries and hear their intimate insights on this famed Neutra architectural treasure.

Make your plans to attend the conference today!



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The California Preservation Foundation provides statewide leadership, advocacy and education to ensure the protection of California's diverse cultural heritage and historic places.

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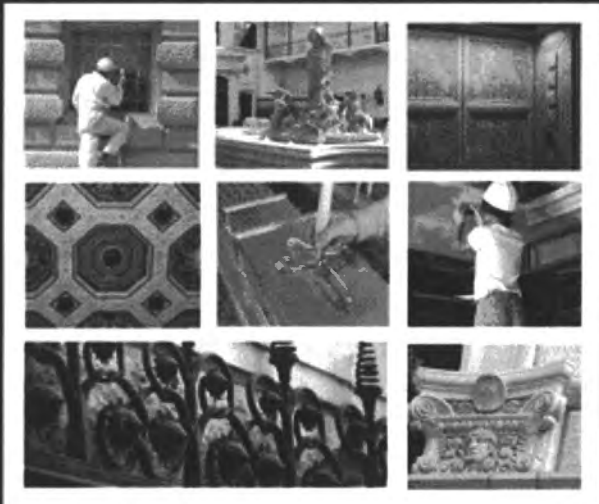
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Upcoming Event

34th Annual
California Preservation Conference
The Culture of Leisure—
Rethinking the California Dream
Thursday, April 16–Sunday, April 19, 2009
Palm Springs, California

Want to get involved in the 34th Annual Conference?

Here is what you can do:

- Volunteer
- Donate an Auction Item
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- Sponsor
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Contact Michele Gates for more information at 415.495.0349 or mgates@californiapreservation.org.

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