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REDEVELOPMENT a la L.A.

The Los Angeles Community Redevelopment Agency (CRA), once known for erasing Bunker Hill, is now erasing memories that equate redevelopment with destruction. It is fair to say the Agency is the most important player in the revitalization of downtown Los Angeles focussing talent, energy, money and imagination on the Broadway/Spring Street historic districts and the immediate surrounding area, a change of attitude that seems to date from the arrival of Director Edward Helfeld in the mid-seventies.

September was an important month because it marked the completion of a major project designed to bring more life and afterhours activity back into the financial district; The Los Angeles Actors' Theatre Performing Arts Center opened its four-theatre complex at 514 S. Spring joining the new structure to the former banking hall of Security Savings & Trust (John Parkinson, 1916) which will now serve as the grand lobby and main street facade. The \$16 Million project was funded by a combination of Urban Development Action Grants, private investment, and funding from the Community Redevelopment Agency of the City of Los Angeles. Private investors will reap the benefit of the 25% ITC for this certified rehabilitation.



L.A. TO SCALE: WPA 1938 miniature model. (Photo credit CHS) From postcard produced by Margaret Bach, Greater Los Angeles, P.O. Box 491372, Los Angeles, CA 90049

A tour of the area would quickly reveal the magnitude of the CRA's role in the downtown renaissance, beginning with a visit to the Agency in the restored Banco Popular Building (1903). Recent projects assisted by the CRA have introduced a new diversity of uses and the area is beginning to build the critical mass of activity that promises success. A balanced mix of housing -- from S.R.O.s to middle-income condos -- occupy Spring Street while new offices and retail take over formerly vacant Art Deco jewels. On Broadway Bullocks is being converted to a jewelry mart spreading this specialty district from the new jewelry center on Pershing Square, drawing in an historic theatre to the same use in the process. May Company, across the street, will become a major wholesale furniture mart, the "Palace Square" development which will incorporate the Art Deco masterpiece Eastern Columbia Building. Numerous other smaller scale buildings on Spring and Broadway are undergoing renovation and restoration, often aided by CRA facade cleaning grants.



Many years ago this newsletter expressed great concern for the future of this area in L.A., perhaps the finest and densest collection of historic commercial architecture in the country, and mostly vacant above the first floor. The LA Conservancy focussed its earliest efforts on educating the community to appreciate the treasure trove that still existed downtown. A critical step, it now seems, was initial survey work in 1975 that led to the National Register designations which were, at the time, vehemently opposed by the City of Los Angeles.

The CRA has turned the designations into a major tool for structuring the revitalization of the districts. Matching tax incentives with federal grants, throwing in tax increment financing, marketing skills, project packaging and design assistance, the Agency is helping fuel one of this country's most successful demonstrations of downtown revitalization through historic preservation.

There are some controversial aspects to some of the individual projects, to be sure, but the quality and amount of work underway is amazing. And small things matter, such as the expertise provided to developers and investors by CRA staff in preparing tax certification forms and in facilitating a smooth certification process; the State Office of Historic Preservation has expressed great confidence in preliminary work being done by the CRA in preparing projects for approval.

The Foundation is more impressed by the substantial contribution, often in subtle ways, the CRA is making to a downtown LA renaissance. As other communities like Berkeley contemplate the future of redevelopment in their cities, we recommend taking a look at what redevelopment agencies like the CRA can do to ensure that preservation is the motivating factor in revitalization plans.



Legislative Report

Another good record has been established in CPF's legislative program. Although we were not able to match our performance of last year, we have had a successful year in the legislature and are awaiting action by the governor. He will have until October 2 to sign or veto all bills on his desk. We will report on his actions in the next newsletter.

Passed Both Assembly and Senate - To the Governor

AB 1411 (Papan) Establishes a Commission on the Governor's Mansion and appropriates \$25,000 "to evaluate and make recommendations to the Legislature regarding the possible relocation sites for the Governor's Mansion." From our reading of the bill this is to be done through a competition of designs submitted by architectural schools.

AB 1785 (Bates) Amends CEQA to prohibit a project of a lead agency, state or local, which may result in damage to a historic resource, from being categorically exempted from the act, except for enforcement actions by regulatory agencies. The other main provision of the bill which mandated that local communities consider the significance of historic resources prior to issuing a demolition permit was removed due to extreme opposition by development and real estate interests.

AB 2104 (Killea) Amends the Mills Act and establishes an oral history program for recording the activities of the legislature and executive branch.

AB 2483 (Peace) Establishes a "Main Street" program within the Department of Commerce. Carries an initial appropriation of \$250,000. CPF has been written into the bill as a member of a program advisory committee.

Two Year Bills (Carry Over to 1986)

SB 958 (Russell) Establishes the California Heritage Data Management Program within OHP. Passed by the Senate. Action in 1986 will begin in the Assembly Water, Parks and Wildlife Committee.

AB 2387 (Farr) Establishes a technical assistance grant program in OHP. Problems continue with this bill. A meeting is planned with the SHPO to determine what can be done to move the legislation forward.

Signed by the Governor

SB 326 (Deddeh) Continues the provisions of the original Deddeh bill regarding archaeological resources. We opposed this bill, but as the last newsletter noted, we fully expected its passage.

Failed in Committee

AB 2224 (Sher) Failed in Senate Revenue and Tax Committee. After initial opposition, CPF and HASC withdrew this action after acceptable amendments were incorporated.

Thanks to those of you who helped to support (or oppose) these and several other bills which we reported on last time. Continued legislative action is essential and we couldn't have accomplished our task without you. We will have a full report on the legislative year in the next newsletter.

Planning for the 1986 legislative year is now beginning and we need your ideas. We continue to use the Heritage Task Force Report as a guide, but are open to your recommendations before the end of October. Direct your comments to Hisashi B. Sugaya, CPF Legislative Committee Chairman, 55 Sutter St., Suite 593, San Francisco, CA 94104.

So, What's Happening in D.C.?

HISTORIC PRESERVATION FUND

On July 31 the House of Representatives passed next year's Interior Appropriation bill. This included \$24.41 Million for preservation, with the States getting \$20 Million in matching grants, and with the National Trust getting \$4.41 Million. After summer recess this then goes to the Senate.

As usual, the Administration tried to zero out the appropriations, but Congress demonstrated its support of the value of preservation. While the sum is still a slight decrease from 1985 funding, the amount set aside for the National Trust remained constant. It remains to be seen what the Senate will do later this month.

TAX CREDITS

Ways and Means Committee Chairman Dan Rostenkowski has entertained a number of alternatives to the Administration proposals which wipe out the federal tax credits for historic preservation. Of course, other issues are also involved in panel discussions, like deductions for state and local taxes, popular sentiment for tax reform, the President's standing in the eyes of voters, and other minor issues.

Nellie Longworth reports that it is very difficult to get a true reading on our chances of congressional support for the tax credits. Some, like Senator Bob Packwood, feel historic preservation credits are safe, and he's been quoted saying so in the Wall Street Journal; others feel all tax credits will go in the battle to reduce the deficit. But, she adds, earlier expectations that no "new tax measures" with major changes would emerge this year are changing because the possibility of compromise on the state and local taxes question is much nearer. In any case, it all begins when Rostenkowski takes recommendations to the House Ways and Means Committee on September 26.

Expect a battle if we are to save the most significant 25% Investment Tax Credit we now have, and be prepared to do something. The "San Francisco Tax Task Force" is meeting on September 30 to analyze the affect of various alternatives proposed in the Congress and to devise a lobbying strategy based on the specific proposals Ways and Means is considering.

Options worth considering at this time include a two-tiered system, with historic buildings getting a 20% credit and buildings 40 years old 10%; what would this new arrangement mean in your community? What we do know for sure is that the ITCs have been an incredible influence on what is happening in our towns and cities, that revitalization is spurred, and we like it. You need to let your representatives in Congress know this now.

It is entirely likely the two Tax Task Forces - one in San Francisco and one in Los Angeles - will be contacting you with a ALERT, updating you and providing more precise directions in the very near future. But you do not need to wait; write Senators Cranston and Wilson and your House representative today in support of retaining the tax credits for historic buildings!!! Write to:

The Honorable _____
United States Senate
Washington, D.C. 20510

The Honorable _____
United States House of Representatives
Washington D.C. 20515



CALIFORNIA PRESERVATION FOUNDATION

PRESIDENT'S REPORT

It has been just two short months since the July annual organizational meeting of the Board of Trustees when I was elected President of the California Preservation Foundation. While each day brings with it increasingly greater realizations of the responsibilities and obligations that are now mine as President, I am extremely optimistic and enthusiastic about our ability to accomplish major programmatic and organizational goals essential to the continued growth of the Foundation. My enthusiasm is based in large measure on the commitment, and the individual strengths and capabilities of each member of the Board of Trustees.

One of the Board's major goals this year is to establish more frequent personal communication with each of you. We are anxious to know what you think about Historic Preservation issues in California, and how we can best meet your needs at the local level. And, of course, we would like to hear from you! Our telephone numbers are listed on the back page of each newsletter.

I am pleased to be able to report that we have begun our fiscal year in a positive financial position due in large measure to the success of the 1985 State Historic Preservation Conference. Bouquets to Claremont Heritage for keeping costs to a minimum while seeming to spare no expense, and to Trustee Judy Wright for raising additional funds to underwrite numerous segments of the conference!

Another of the Board's major goals this year is to significantly increase our membership. Therefore, we were ecstatic when past-President Jim Stickels asked to be assigned to this major undertaking, and I am pleased to report that already he and his committee have made amazing progress. An important contribution has come from Martin Weil, President of the Los Angeles Conservancy, who has followed through with the pledge he made in Claremont to contact all local preservation organizations asking that each increase its support of the Foundation. Since the California Preservation Foundation by its very nature, cannot have a local constituency, our success depends in large part on the enhanced support of those groups that do. You can help in Martin's efforts by encouraging your local organization's participation to the greatest possible extent.

During the State Conference, it became increasingly clear that many up and down the State perceived a need to sit down with representatives from the State Office and the National Park Service to probe issues and policies relative to the Investment Tax Certification process and the National Register program. The Foundation agreed to sponsor such a meeting which was held in San Francisco on Friday, August 23. As President, I invited representatives from various localities to participate. Since the group had to be relatively small in number to be productive, I chose individuals (with assistance from the State Office and the Park Service) that I felt would be able to return to their communities and convey the information. We all felt that the meeting was highly successful and rewarding, and was one we would like to see repeated every six months. In between sessions, the Foundation has agreed to act as a conduit, as necessary, to assure better and more frequent communication from the two agencies to our members, and to others in the state.

Those present passed three resolutions that I think will be of interest to you. The first two are technical in nature and direct the Foundation to ask the Department of the Interior to illustrate the Secretary of the Interior's Standards for Rehabilitation prior to issuing another edition; and to ask that serious consideration be given to permitting someone other than an owner to file the Part I (determination of eligibility) for the ITC Certification. The final resolution requested that I, as President of the Foundation, and moderator of the discussion, write to the National Trust for Historic Preservation in Washington, DC, deploring the recent proposed cutbacks in staffing the Trust's Regional Offices. If you share these concerns, I would encourage you make them known as promptly as possible. I would appreciate receiving a copy of your letter(s), and would be willing to forward any correspondence if you wish.

As part of our continuing program to take historic preservation workshops into communities that request them, Bill Sugaya and I went to Humboldt County in late September. We met with developers, government officials, and representatives from many local organizations primarily in Eureka and Arcata. The trip was both stimulating and enjoyable for us thanks to the thoughtful arrangements made by Foundation member Alex Stillman, and Ted Loring, President of the Eureka Heritage Society. We are planning similar workshops in conjunction with our November Board meeting in Fresno and in January in Santa Barbara and Ventura. Do let us know if you would like to attend either of these, or if you would like us to do a workshop at some other time in your community. Each is tailored to your needs!

During the next few months, we will be reviewing the California Heritage Task Force Report to determine what pieces of recommended legislation should be proposed this year. Call Bill Sugaya (Legis.Chair) with your suggestions! We will also be exploring possible sites for next year's State Conference. Judy Wright and Rob Selway (Conference Co-Chairs) are presently sending letters to communities and organizations that may be interested, but if you think yours might be, please telephone them and ask for a packet. Remember, Conference proceeds are divided equally between the local sponsoring organization and the Foundation.

Lastly, it is with deep regret that I notify you that over the summer both Spencer Hathaway and Richard Rothman have found it necessary to resign from the Board. Spencer's business obligations are such that he did not feel he could devote his usual time and energy to the Board at a time in the organization's life when Board participation is critical. Richard has decided to return to college to obtain an advanced degree while continuing to work full time; to do so, he has found it necessary to severely limit his considerable volunteer involvements. On behalf of the Board, and, I am certain, the membership as well, thank you both for your many years of devoted hard work, first to CPA, and more recently, to California Preservation Foundation.

Looking forward to hearing from you the membership over the next year, I am

Devotedly yours,

Mrs. Bland Platt

California News

FRESNO

Fresno's beautiful 1905 Frank Rehorn Home, site of the California Preservation Foundation Board of Trustees meeting in November



The next CPF Board of Trustees meeting will be in the historic Frank Rehorn Home in Fresno on November 2-3. Built in 1905 for a prominent local building contractor, the structure was acquired in 1975 by the architectural firm of Allen Y. Lew and William E. Patnaude, Inc., and carefully rehabilitated for office use. Lew and Patnaude have also supervised the rehabilitation of the historic Fresno Republican Printery Building and the Fresno Bee building.

City Planners and members of the Housing and Community Development Commission have expressed an interest in meeting with CPF Board members in a workshop format. In spite of its adoption of a preservation element and ordinance in 1976 and the allocation of over \$100,000 for historic grants in the late 1970s, the city of Fresno has not had a systematic, comprehensive historic preservation program for the past five years. The City's valiant but unsuccessful effort in 1984-5 to save the Old Sun Maid Plant, the widespread publicity given to the survey of a potential National Register neighborhood by a California State University, Fresno class conducted by John Powell, and the City's approaching Centennial in October seem to have stimulated renewed interest in preservation. Mr. George Kerber, Director of the Development Department for the City of Fresno, recently informed a CPF Board member that "historic preservation has been reestablished as a high priority program for the city," and that staff under the direction of Dr. Stan Rys will update the city's historic preservation element. "We look forward," Mr. Kerber added, "to meeting with California Preservation Foundation Board members in November."

Pasadena

Barton English, a Texas rancher, purchased the Blacker House, Pasadena's Greene and Greene masterpiece, in May and immediately stripped it of its 40-50 handcrafted, exquisite fixtures. Since that time Pasadena Heritage has been struggling to repair the damage and the City has passed an emergency ordinance prohibiting similar acts of vandalism to this or any other historic structure.

Pasadena Heritage had hoped to reacquire the priceless fixtures and gain an option to resell the Blacker House but English, so far, has rejected offers. They continue to pursue corporate and foundation assistance to "sweeten the deal" and feel English does have a price, since he intended to resell the house anyway.

The stripping of the Blacker House will be the specific subject of a session at the National Trust Conference in Seattle and English may even be one of the panelists. But the generic problem - the collectors' market for the fine detailing, fixtures and furniture of great architects - is growing, and more stringent controls like those being developed in Pasadena need more study. We

hope to report on a successful effort to restore the Blacker House in our next issue but those of you who feel you have your historic properties well regulated should consider how easily this outrage was committed in a city known for its strong preservation program.

Oceanside

The City has issued an RFP for Civic Center improvements project that could effectively destroy the work of Irving Gill, whose architecture and city planning effort in Oceanside is nationally recognized. Preservationists are writing Mayor Lawrence Bagley, (City Hall, 321 No. Nevada St., Oceanside, 92054) to establish conditions in the RFP requiring the preservation and enhancement of Gill's creation.

San Diego

California Missions seem to be facing new pressures that may significantly undermine site and structural integrity; Santa Inez and San Juan Bautista come to mind as recent examples where 'improvement' projects damaged historic fabric and setting. The City of San Diego, faced with the uncertain impacts of a new building at the mission complex, has moved to require a "Supplemental EIR" to better analyze potential threats to archaeological resources. Concern about the construction project's impacts were first raised by a single person who, as a member of the parish, served as a mission docent.

Downey

Two years ago we reported (C.P., October 1983) on efforts of architectural historian Alan Hess to save a rare, original MacDonalds in Downey. The structure was nominated for National Register status but, lacking owner consent, cannot be listed. The property is owned by Pep Boys Properties which, it is reported, want the land for more intensive development. Designation is warranted for this (medium?) rare artifact and the owners ---- Donald Denbo, Pep Boys, 1124 W. Washington Blvd., Los Angeles, CA 90015 --- need to hear from you. Hold the mustard.

Efforts Underway in other Cities

Several California cities are working on preservation projects we are watching with some interest:

- * San Diego's Historic Sites Board is developing a "Minimum Maintenance Ordinance" that may deter the demolition by neglect problem.
- * Pasadena, previously mentioned, is conducting hearings on a review process for significant interiors and architectural features of buildings 50 years old or older; an ordinance would replace emergency procedures placed in effect as a result of the Blacker House incident.
- * Oakland, at the urging of the Oakland Heritage Alliance, will soon be presenting a draft Historic Preservation General Plan Element for public review and comment.

During the 70s, the Coastal Initiative and CEQA court case provoked an explosion of regulatory approaches to environmental protection, and the historic preservation movement benefitted greatly. The previous few years have seen private incentives, such as tax benefits, stressed. With many problems unresolved from the 70s, problems requiring some level of governmental participation -- the stick to go with the carrot -- we may be seeing the beginnings of a new era in which inducements and prohibitions are balanced.

CALIFORNIA PRESERVATION was brought to you by John Merritt, Dick Price, GeeGee Platt, Bill Sugaya, Ephraim Smith, Connie Finster & Robert Chattel.

Los Angeles - Central Library

The Los Angeles Central Library, designed from 1922-24 by noted American architect Bertram Goodhue, is undergoing a dramatic rehabilitation and expansion program under the direction of the City of Los Angeles, the Board of Library Commissioners and the Community Redevelopment Agency. Project architect Norman Pfeiffer of Hardy Holzman Pfeiffer Associates recently submitted final schematic design drawings for the \$110.4 Million project. Pre-construction protection and conservation work has begun, with construction start scheduled for mid 1987.

A new east wing, incorporating the beloved Children's Room, will more than double the size of the present facility. The rehabilitated Goodhue main building, a reconstructed West Lawn and a state-of-the-art storage, retrieval and automation systems are planned to serve needs projected to the year 2015. Project consultants include Lawrence Halprin as landscape architect, Brenda Levin as historic documentation architect, Myrna Saxe as conservator, and Knox Mellon and Bill Sugaya as historic preservation consultants.



The rehabilitation and expansion is being funded by a unique partnership of private business and the city. Neighboring developments will provide the majority of capital for the project, in return for certain density and property rights obtained from the low-density library site. The Library Square Project includes Library Tower, a 73-story office building designed by Henry Cobb of I.M. Pei & Partners for developer Robert Maguire, which will be the tallest building in California. A total of over \$1 Billion will be spent over the next five years on the library, Library Square and related or neighboring development projects.

Long Beach

The Long Beach Heritage Foundation has planned a grand fundraiser/benefit the weekend of November 9-10, 1985. "Farewell to the Fox" is a terrific idea but not one you would want to repeat often.

The Fox West Coast Theatre in downtown Long Beach is facing demolition but the Heritage Foundation has created a two-day program that includes tours, seminars, live stage shows and vintage films to bring the theatre back to life one more time. The faint hope is that the publicity will build awareness to the point that the theatre could still be saved; minimal expectations are to raise some money for Heritage Foundation preservation programs and to give the movie palace an Irish wake everyone will enjoy.

For further information and tickets contact the Long Beach Heritage Foundation, P.O. Box 90007, Long Beach 90809 (213/432-2411).

New Publications

Following the Southern California update last year, Peregrine Smith Books presents The New Guide to Architecture in San Francisco and Northern California by David Gebhard, Robert Winter and Eric Sandweiss (\$14.95) Like its counterpart for L.A. and the South, this book is, in short, essential if you do any travelling in the state.

The National Trust Western Regional Office has printed a study on "Rural Conservation in the West: Issues and Strategies" with findings and recommendations based on a survey of rural problems and opportunities written by Susan Angevin and intern Steven Kusch. This is worthwhile reading on an important subject; copies are available from the Trust, One Sutter Street, 9th Floor, San Francisco, CA 94104.

San Francisco

Some critics of the San Francisco landmark "Downtown Plan" were fearful that rampant development turned toward the "South of Market" area would eradicate a substantial collection of historic architectural and cultural resources. The Foundation for San Francisco's Architectural Heritage has moved to prevent impacts of that sort.

Heritage published the first of a series, "South of Market Street: A Brief Guide to its Architecture", as a newsletter supplement this month. The guide presents solid information on significant structures, building the case for preservation; the well-illustrated format also serves as a self-guided walking tour.

The Brief Guide is based on information gathered and documented in the same way as the survey material that led to Splendid Survivors (1979), the handsome publication that helped sell the major preservation incentives contained in the Downtown Plan.

Future Guides will cover buildings in the Rincon Hill, South Beach, Mission Bay area. This education-first strategy was an enormous success in the development-pressed downtown; we hope similar results will follow in the "South of Market".

Copies are available from "Heritage", 2007 Franklin St., San Francisco, CA 94109 (415/441-3000).

JOBS--JOBS--JOBS

THREE (!) PRESERVATION POSITIONS OPEN IN THE BAY AREA

"Heritage" San Francisco is recruiting a new Executive Director to head the best-established city preservation organization in the West. The Search Committee hopes to hire a replacement for Grant Dehart by November; letters of interest should be sent to President Richard Reinhardt, Heritage, 2007 Franklin St., San Francisco 94109.

The City of Benicia is hiring a "Coordinator" to manage its historic survey project, a position lasting 12 months and budgetted at \$10,000. Direct inquiries to Lee Syracuse, Benicia City Hall, 259 East "L" Street, Benicia, 94510.

Santa Cruz County is looking for a Museum Director, requiring management of the historic "Octagon" in downtown Santa Cruz; job responsibility includes serving as staff to the non-profit coalition of county historical groups, the Santa Cruz County Society for Historic Preservation. For more information contact John Lischer, Society President, 118 Cooper Street, Santa Cruz 95060.

Historic Building Code Seminars

Last year passage of SB 2321 (Marks) mandated use of the State Historic Building Code by local jurisdictions; the need to educate the users was immediately obvious and on September 18 building officials, fire marshalls and code enforcement inspectors gathered in Long Beach to get their first real look at what this means.

The State Historic Building Code Board (SHBCB), chaired by Ray Girvigian, F.A.I.A., presented a two-hour seminar to provide background and to explore the Code's intent, provisions and its coverage. Since the Code language is broad in an attempt to encourage creative alternatives, the specific guidelines and standards local officials expect are absent and many in attendance expressed concern that, lacking expertise in historic preservation, they were very uncomfortable with their new responsibility.

A spirited questions and answers session revealed that sensitive alternatives have been developed to fit individual circumstances, that the SHBCB will be publishing findings of case-by-case solutions as these are developed through the new appeals process and that, eventually, a body of "law" will evolve.

Several other points were made clear: the Code preempts existing building codes; limited appeals will be handled by the Board; and, assistance and publications will be 'fee for service'. Explanations also stressed that public safety will not be compromised but potential future non-threatening property damage may be traded for structural treatments that do less damage, immediately, to historic fabric.

The seminar was followed by the first meeting of the newly constituted Board where specific cases were discussed and alternatives proposed, providing further opportunity for observers to understand the Code and its application. The seminar was greatly aided by the Los Angeles Conservancy's wide advertisement of the meeting, with 2/3 of the estimated audience of 125 people being officials now charged with local administration. The seminar was co-sponsored by Long Beach Heritage and the California Preservation Foundation.

The State Historic Building Code Board and Chairman Ray Girvigian are to be commended for this initial effort. A second seminar is planned for November 20, 1985 and will be held in the State Building Auditorium (350 McAllister, San Francisco) beginning at 10:00 AM. For information on this and any future seminars, contact: Clarence Cullimore, SHBCB Secretary, 916/445-7627, or call the Foundation office at 415/527-7808.

State Office News

BOND ACT MONIES

The "Historic Preservation Component: California Park and Recreational Facilities Act of 1984" applications for 1986 grants are due at OHP by November 1, 1985. The 1986 cycle -- \$3 Million -- is for "acquisition and development of properties on or eligible for the National Register where local governments exercise "substantial site control" (i.e., own or lease the property and can ensure preservation in perpetuity). The grants are statewide-competitive and units of local government can submit more than one project; match is required but the amount is based on a graduated scale relative to the size of the grant.

Last year \$3.9 Million was awarded to 44 projects, the largest grant being \$300,000 and the smallest \$10,000. There were 129 applications requesting \$18 Million. For more information contact Bond Act Grants Coordinator, Gene Itogawa.

HISTORIC PRESERVATION FUND GRANTS

Federal matching grants for "Survey and Planning" are expected to be in the range of \$100,000 total, to be divided among 8 to 10 projects. Match required is 50/50 for local preservation planning or community-wide surveys, and anyone might apply; the emphasis this year will be on rural projects and the application deadline is December 2, 1985. For more information contact Don Napoli.

CERTIFIED LOCAL GOVERNMENT

Connie Finster of OHP staff has been assigned responsibility for the management of the State's "Certified Local Government Program", a state/local partnership that channels a percentage of federal preservation grants to qualifying community programs. California's program design has been constructed, passed through public hearings and awaits final approval by the National Park Service; the two-tiered approach proposed establishes minimum standards but allows for "expanded participation" by governmental units which have higher levels of technical expertise available locally to assist with National Register nominations and Tax Act certifications.

STATE SEISMIC STUDY

Folsom Powerhouse is one of the properties in California that is on the Department of the Interior's list of endangered National Historic Landmarks, along with another State Park property, the Gold Rush town of Columbia. In these two parks, we have buildings from different periods of construction, all unreinforced masonry structures facing potential earthquake damage.

Last fall, California was awarded one of six National Park Service grants for the preparation of an evaluation methodology -- a computerized checklist tool with which owners of endangered resources will be able to assess the condition of a building, the structural retrofit work needed to stabilize it, and the costs of that work. Folsom Powerhouse will be one of the buildings used as a field test for this new evaluation program. By September 30, OHP will have firm information on the work and funds needed to protect this important resource. This evaluation methodology, while designed to meet California's well-known earthquake hazards, will have nationwide application.

STATE PLAN

The document prepared in the first phase of State Plan development, the "Santa Barbara Element of the Comprehensive Cultural Resources Management Plan", is expected in 'administrative draft' form by the State Office at the end of October. The draft is the result of a participatory interdisciplinary model put together by Mark Raab, Carroll Pursell, Michael Glassow and Steven Horne in the Santa Barbara region last year and contains both historic and prehistoric components. For a review copy, contact State Plan Coordinator, Bill Seidel.

COMMISSION POSITION OPEN

The State Historical Resources Commission has a vacancy for a Prehistoric Archaeologist who meets federal qualification standards. The position on the Commission that reviews National Register nominations includes no compensation but does cover expenses related to attending quarterly meetings. Interested individuals or people with suggested candidates should submit names and credentials to Department of Parks and Recreation Director William Briner before December 15, 1985. For more information on the recommendation and selection process, contact Sandy Elder.

The State Office of Historic Preservation phone number for inquiries on any of the matters above is 916/445-8006.

Calendar

Trust Conference - Seattle

The National Trust Annual Conference in Seattle, October 8-13, has a number of attractive offerings new to the West Coast. A full-day meeting of Statewide Organizations convenes on October 8 and the following day is dedicated to a mini-conference on state preservation legislation.

Another popular feature, introduced at last year's Baltimore conference, is REHABITAT. Large and small firms from the U.S. and abroad will display and demonstrate rehabilitation/preservation products and services -- from historic wallpaper reproductions to the latest in chemical masonry cleaners. REHABITAT will occupy the Grand Ballroom of Seattle's Westin Hotel from October 10-12.

For full details on the National Trust Conference in Seattle contact the Trust's Western Regional Office, 415/974-8420. It's not too late to attend, and it's well worth it.

The National Law Conference, "Historic Preservation Law and Tax Planning for Old and Historic Buildings", will be held in San Francisco, October 7-8, 1985. The conference is a joint effort of the National Trust and the American Law Institute/American Bar Association; for more details contact: Nancy Shanahan, 415/974-8420.

The National Main Street Center, in cooperation with the City of Redlands, will offer a 3-day training course on downtown revitalization in San Bernardino, October 22-24, 1985. The course presents the successful, tested tools developed by the National Trust's "Main Street Program" in small towns throughout the country, with a stress on incremental, low-cost approaches. The registration fee is \$165 and includes the Main Street Training Manual, a guide to the four-point "organization, promotion, design and economic restructuring" basics of the program.

For more information, contact the Main Street Center, (202/673-4219, or the National Trust, Western Regional Office, (415/974-8420).

The California Committee for the Promotion of History (CCPH) will hold its Fifth Annual Conference in Santa Rosa, October 25-27, 1985. This year the conference will focus on historical interpretation in archives, parks, planning, archaeology and museums. Registration fees range from \$12.50 to \$25.00. For more information, contact: Dennis Harris, CCPH Program Chairman, 1879 Toyon Drive, Healdsburg, CA 95448.

New National Park Service Material

The National Park Service has issued a new (gray) version of the Secretary's Standards for Rehabilitation and requires the use of a set of Instructions, and Part I/Part II Forms in a new (blue) Historic Preservation Certification Application booklet. Make sure your work is current by getting these materials from NPS (Western Regional Office, 450 Golden Gate Avenue, San Francisco, CA 94102).

A new form to be used in National Register nominations is expected in January of 1986. There is some concern abroad that the new form is so complex and the amount of documentation required is so detailed that the non-specialist, citizen preservationist may not feel capable of completing adequate nomination papers in the future. An added feature will be an important summary paragraph that will be a primary computer entry containing all the property's significant features

People in Motion

Grant Dehart resigned as Director of San Francisco Heritage to enter private consulting, pending selection of his successor ... Marian Gibbons, founder and the heart and soul of Hollywood Heritage, has stepped down as President after five brilliant years; Richard Adkins will take on the difficult job of following Marian... Ray Girvagian, a preservation pioneer, has just been elected chairman of the newly-created Historic Capitol Commission responsible for ensuring the recent restoration is not compromised... Jane Ellison, former National Trust Assistant Director, is the new Marketing Director for The Ehrenkrantz Group, the San Francisco architecture and planning firm... Dan & Gerrie Peterson have merged their preservation practice with the Point Richmond firm of Interactive Resources, Inc.

Ileana Welch, after 16 years as the staff, resigned, leaving the Los Angeles Cultural Heritage Board to its own devices; Ileana, who ought to be listed as a landmark, is now Executive Secretary to Councilman Michael Woo... Jim Jones, California Heritage Task Force Executive Director, has returned to Oregon to work staffing committees in the State Legislature... Pam Seager, formerly CHS Assistant Director, is now Director of the historic Rancho Los Alamitos in Long Beach... David Gebhard and Esther McCoy were major contributors to New York's Whitney Museum important "High Styles: 20-Century American" exhibit, Gebhard determining the 1915-30 era selection while McCoy was responsible for the 1945-60 "Rationalist Period"... Anna Arrington, Director of the Arco Foundation and friend of preservation, has retired; Arco has been a major source of help in the past few years but Anna's leave-taking and Arco's financial problems may limit future preservation funding.

Where Does City Money Go?

Nearly every city operates on revenues derived from diverse sources and some of these revenues -- small but steady -- might justifiably be turned to preservation ends or to help support non-governmental organizations deemed to be important to the economic growth or cultural enhancement of the community -- something Chambers of Commerce have long known.

If you can make the case that preservation contributes to your town's attractiveness to tourists, that your efforts promote the community throughout a larger region, contribute to the tax base or sales tax figures, you have just cause to claim some of the revenue results.

Many cities have released public monies to partially support community groups and some, like San Francisco, have a yearly competitive allocation of funds realized from development fees with "Heritage" receiving a small portion of this allocation. Eugene, Oregon used "bed-tax" revenues to underwrite small grants for facade restorations.

Private preservation organizations might find that a careful study of city revenues and their allocation might be very interesting, and could be fruitful. Where does the Chamber or Convention Bureau get its money? What happens to meter money in historic districts, to the "bed-tax", to vendor fees, business license fees, fees for filming in the city, street performers' permit fees, etc., etc.?

The distribution of public money is a yearly battle with many just but conflicting claims being made. Don't expect immediate results but a thorough understanding of the budget and the many sources of revenue, coupled with a clear and strong demonstration of preservation's contribution to the strength of the economy and the growth of the tax base, might open some eyes and some doors.



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The California Preservation Foundation exists to help you improve preservation awareness and activity in your town. If you think we can help, don't hesitate to call your nearest Board member or call 415/527-7808

**California
Preservation
Foundation**

**55 Sutter, Suite 593
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Next Newsletter Deadline -

WE NEED YOUR HELP,

The California Preservation Foundation has achieved much during the past two years and we expect to achieve even more in the next two! But achievement does not come without effort and sacrifice -- ever! We continue to face severe financial problems. The bills still have to be paid and the work is always there. If, as we hope, you appreciate our efforts and value our successes, please help!

I Want to Help

Send this coupon with your tax-deductible contribution to the California Preservation Foundation, 55 Sutter Street, Suite 593, San Francisco, CA 94104. Need more information? Call (415) 527-7808 daytimes.

Your contribution will help support workshops, research publications, the State Conference, and legislative study and response, as well as new preservation initiatives.

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