

## **PRESERVATION TASK FORCE UPDATE: THE GOOD NEWS CONTINUES**

As reported in the last newsletter, heritage community representatives have been meeting with key administration officials to review the 1984 Heritage Task Force Report, to identify unmet needs contained in those recommendations and to suggest new issues requiring action. CPF (Trustees Christy McAvoy, Bill Delvac, Sharon Marovich and Executive Director John Merritt) was joined by 1984 Task Force Chairman, Roger Holt, the Society for California Archaeology (Jamie Cleland) and the California Committee for the Promotion of History (Rand Herbert and Steve Mikesell). Administration participants were led by Resources Agency Secretary Doug Wheeler and included Carol Whiteside, Assistant Secretary, and Michael Mantell, Undersecretary. SHPO Kathryn Gualtieri, Resources Commission Chair Pat Cologne and OHP staff filled out the composition of this committed group of preservationists.

CPF played a critical role in framing the discussions by (1) analyzing each Task Force Report recommendation to see if it had been satisfied (most had not), (2) heading the "Protections" committee and contributing to the other three reports, (3) summarizing working papers on four subjects — Protection, Incentives, Education and State Programs — and sending the recommendations in a survey to key preservation organizations and activists for feedback, and (4) compiling the numerical averages (see margin) from those groups and individuals supporting over sixty "unmet needs" identified for the final discussions.

An analysis of the survey responses is interesting. Redevelopment, which spurred many of us to become preservationists, is still viewed with suspicion despite the efforts of many redevelopment agencies to capitalize on preservation incentives and sentiments. CEQA remains, in the minds of most local preservationists, as an extremely important, but frustratingly flawed planning tool in need of amendments. In general, we were a bit surprised to see how many people called for stronger regulatory tools — the sticks — rather than the carrots — incentives.

The second "strong message" delivered by the survey results had to do with state programs, respondents indicating that:

- The State needs to better manage and protect its own cultural resources.

(go to top of page 2)

### **RANKING - BY AVERAGE - OF RESPONSES TO NEEDS SURVEY**

1.18 Require elements/survey in redevelopment areas

1.26 Amend CEQA

1.33 Need Income Tax Credit

1.38 Require Historic Preservation Elements

1.47 Need preservation incentives for seismic work

1.48 Prepare Cultural Resource Management Plan

1.58 Exempt historic property improvements from Prop 13

1.59 Ensure preservation "set aside" in all State Bond Acts

1.63 Establish Technical Assistance, Planning and Grant Programs for Local Heritage Resource Organizations

1.66 Increase OHP staffing and budget

1.66 Establish State Register

1.66 Improve Disaster Response Planning

Respondents gave scores of 1 - 4, with 1 being "a critical need", 2 "very important", 3 "of some interest," and 4 "not important." The "Top Twelve" are above. But averages above 2.00 are closely grouped and, in some cases, actually repeat needs given higher priorities earlier when these were stated somewhat differently, e.g., the need for a state funded local technical assistance program.

## Task Force Update (continued)

- California needs a broadened "State Register" and incentives to match it.

- OHP needs more staff in order to better satisfy the great need for technical assistance at the local level.

Incentives drew strong support, especially those previously known to local preservationists, but our attempts to explore new sources of funding or revenues which could be directed toward preservation ends did not rank as high as we expected.

The initial series of Sacramento meetings concluded on September 26. The night before, in Beverly Hills, Secretary Wheeler told a standing room only crowd at CPF's Design Awards: "I am a preservationist." His actions bear this out and we look forward to our next meeting in Sacramento when we hope to be drafting new legislation and designing a legislative strategy.

CPF is organizing a group in Sacramento to monitor legislation; we also hope to establish a reliable list of contacts in each legislative district in the state — people who will help when preservation bills move through the legislature. If you are interested in being a member of CPFan (CPF action network) to help with 1992 legislative initiatives, let us know what you are willing to do by filling out and returning this form:

\_\_\_\_\_ (your name) \_\_\_\_\_ (your organization)

( )  
\_\_\_\_\_ (your daytime phone number)

I can help and will:

- \_\_\_\_\_ phone my local Sacramento representative
- \_\_\_\_\_ write letters to support legislation
- \_\_\_\_\_ call others to urge them to do the same
- \_\_\_\_\_ write legislative updates for my group's

**CPF's analysis of "unmet need" identified in the 1984 Heritage Task Force Report and our Questionnaire are available by request. We listed the top twelve needs by rank in the box on page one. The full list of the remaining rankings of identified needs - with some truly great ideas - follows:**

- 1.73 Need an "Owners Rights" policy for disasters
- 1.74 Clarify CEQA "emergency" during post disaster  
Need technical/funding assistance to local groups
- 1.76 Re-establish OHP's role in CEQA

- 1.78 Need better support for State Historical Building & Safety Board
- 1.79 Put historic preservation policy in State Growth Management Plan
- 1.80 Improve Mills Act
- 1.81 Need policy to stop "project splitting" under CEQA
- 1.82 OHP should update informational materials
- 1.83 Comprehensive CRM State Plan is needed
- 1.84 Sensitize building codes & fund SHBSB  
Create preservation set-aside in redevelopment areas & incentives for affordable housing
- 1.85 Expanded "State Register" is necessary
- 1.87 Develop Inventory of State Owned Resources  
Develop state historic signage program
- 1.89 Strengthen CEQA definition of "significant effect"
- 1.90 Certified Local Gov't program needs state funding
- 1.93 Use redevelopment as funding source
- 2.00 Require use of tax-increment for preservation
- 2.03 Better support for California Main Street Program
- 2.07 Set up technical assistance program
- 2.10 Establish "Charitable Purposes" exemption/ stop University of California and others avoiding CEQA
- 2.12 Exempt historic property from "Capital Gains" tax
- 2.15 Inventory State-owned resources/artifacts
- 2.20 Improve Marks' Bond Act program
- 2.21 OHP should hold regional workshops/OHP should have "Public Informational Officer /OHP should provide newspapers with Nat'l Register listings
- 2.22 Set up State Trust Fund for preservation
- 2.24 Set up Governor's recognition program
- 2.27 Use "Real Estate Transfer Tax" as funding source
- 2.35 Set up OHP informational kiosks at airport
- 2.36 OHP should organize a speakers bureau
- 2.45 OHP should begin taking easements
- 2.47 OHP should provide tourist bureaus with materials)
- 2.59 Increase support for Archaeology Information Centers
- 2.75 Tap "Park Fees" as a funding source
- 2.78 Investigate Arts & Humanities Councils funding
- 2.82 Establish an "Archaeology Week"
- 2.86 Redefine State Commission's administrative rules
- 2.87 Better promotion for State Commission meetings
- 2.88 Set up organized "historic theme" celebrations
- 2.93 Create demolition disincentive for historic buildings
- 2.94 Assist curation facilities in finding additional space
- 3.00 Create historic charitable deductions category  
Encourage local government to use TDRs  
Tap fees for building permits as a funding source



## MESSAGE FROM THE PRESIDENT

As you can see from various articles in this newsletter, CPF has been busy. From legislative efforts to design awards and at special events and workshops in various communities, we are actively promoting the cause of preservation around the state.

In Sacramento, along with representatives of the National Trust, the California Council for the Promotion of History and the Society for California Archaeology, we have attended a series of meetings with Douglas Wheeler, Michael Mantell and Carol Whiteside of the Resources Agency to assist in the formulation of a comprehensive state historic preservation policy. During the course of these meetings, which are the direct outgrowth of discussions that began at our conference in Santa Barbara, we reviewed the Heritage Task Force Report and participated in the prioritization of goals.

The first result of this effort was Secretary Wheeler's announcement of several measures including an executive order by the Governor declaring a preservation policy for the State of California. Now we turn our attention to the detailing of policy through legislation and administrative action. While much remains to be accomplished, it appears that the leadership and interest of the Governor and the Resources Agency are real. This is an active administration with the energy, vision and commitment to integrate the historic built environment into the State's overall environmental policy.

In San Francisco we also presented testimony to the Governor's Growth Management Council that reuse of underutilized historic resources can encourage economic growth while conserving energy and natural

resources. We expressed concern that merely limiting growth to existing densely populated urban areas poses a risk to the historic built environment unless identification and protection of historic resources is a component of growth management. We have reason to hope that a preservation element will, in fact, be included in whatever approach to growth management is ultimately proposed by the Governor.

### The Rest of the Year and Beyond

We will, of course, continue to do things we believe we do well: workshops, the annual conference, the newsletter. We are planning a workshop for early next year for planners and preservationists on real estate development, a sort of "everything you always wanted to know, but were afraid to ask." We are also planning a workshops on surveys and on hazardous materials. The conference in Eureka, April 23-26, should be one of the very best ever. The town itself has some truly outstanding architecture and they are really rolling out the red carpet for us.

Over the next year or two, we would like to bring new emphasis to two areas of our work. As part of our educational mission, we want to expand our publications, often with persons invited to write chapters. We also want to expand our membership both in number and distribution throughout the state. We need your help in this. CPF Trustees would be pleased to attend small group meetings in your community to introduce us to new friends, not just to recruit potential members but to exchange ideas on how we can all work together to build a stronger movement in California.

If you would like to help with any of our activities or if you have other thoughts to share, please contact me at 1728 North Whitley Avenue, Hollywood, CA 90028, (213) 469-2349.

**William F. Delvac - President**

## FULL SCHEDULE OF EDUCATIONAL SESSIONS HIGHLIGHT '92 CONFERENCE

Eureka provides a working laboratory for current preservation issues at the 1992 California Preservation Conference, with educational tracks on the Main Street Program, Folk Life, Non-Profit Group Management and Victorian Architecture. A special tour track is also offered with opportunities to explore Humboldt County. Here are the details on the tracks:

**The Main Street Program.** Coordinated by the California Main Street Program, this workshop provides specific tools to stimulate economic development in commercial districts through historic preservation. Participants learn how to build partnerships between business and government to bring life back to Main Streets. In addition, the California Main Street Managers will conduct their quarterly meeting in Eureka in conjunction with the Conference.

**Folk Life and Cultural Conservation.** This cutting-edge track examines the connections between historic preservation and cultural conservation. Is there a responsibility to collect and interpret the intangible culture of the people who lived in the buildings and structures that are being preserved and restored? Case studies — which integrate presentations with site visits — include lumber and occupational folklore in the company town of Scotia, Native American cultural conservation at a "living village" in Patrick's Point, and incorporating maritime culture into the redevelopment of the Eureka waterfront. The track seeks to forge an interdisciplinary coalition for cultural conservation and protection.

**Non-Profit Organization Management.** This hands-on workshop is designed for administrators, staff and board members of non-profits. Sessions explore a wide range of management issues, including board

development, fundraising, membership development, publications, communications and other topics. Be prepared to bring specific questions and concerns for the facilitators and participants to analyze. Designed to be fast-paced and fun, the workshop provides solutions to the unique problems of managing non-profit organizations.

**Victorian Architecture.** Boasting more Victorian structures per capita than any other city in the state, Eureka provides the perfect setting to study Victorian architecture. This track not only examines the wide range of Victorian styles, but also provides sessions on preservation and restoration of existing buildings. Tours are planned to see Eureka's intact Victorian neighborhoods and a lumber mill that continues to produce moldings and other Victorian finishings.



The Winema Theatre in the company town of Scotia, site of "Three-Minute-Success Stories"

**Tours of Humboldt County.** Discover the rich architectural history of Humboldt County in a series of tours. Plans call for VIP trips that explore Eureka, a major lumber and fishing center since the 1850s; Arcata, where Bret Harte edited the town newspaper in 1858-60; Ferndale, a well-preserved Victorian village; and Scotia, a company-owned town and home of the world's largest redwood mill. Architectural treasures to be revealed include structures designed

by Julia Morgan, Richard Neutra, Myron Hunt, Arthur Heinemann.

This exciting series of informative and entertaining educational tracks provide a strong incentive to attend the 1992 California Preservation Conference. Don't miss out — plan to be in Eureka on April 23-26, 1992.



Part of the lure of Humboldt County is its rare combination of history and scenic beauty, typified by the Humboldt Light at Trinidad Bay (Photo credit: Redwood Empire Association)

## FOLKLIFE PLANNING SESSION CONVENED

CPF convened a group of nine participants at the campus of Humboldt State University's Redwood Conference Center to discuss the topic of stewardship of tangible and intangible cultural resources in the Eureka community. The goal of the planning session, made possible through a grant from the California Council for the Humanities, was to help design sessions for the 1992 Eureka Conference.

The meeting was a great success for several reasons. First, it brought together individuals from the same community who were working in cultural preservation in a variety of organizations and who had never met each other. Among the participants were a cultural anthropologist with the National Forest Service, a professor of traditional ethnic musical styles, an independent documentary producer and a professional folklorist. The two day meeting also produced concrete suggestions for topics

and speakers for the Folk Life track of the Annual Conference (see above).

## EUREKA - IT'S NOT HARD TO FIND

Eureka? Where's Eureka? That's the question preservationists are asking as they plan to attend the California Preservation Conference in April 23-26, 1992. County seat of Humboldt County, Eureka is in the northwest corner of California along the Pacific Ocean. While perceived as distant, Eureka is located on US 101, just five hours (280 miles) north of San Francisco by car, with airline service provided daily by United Express and American Eagle with direct flights from San Francisco, San Jose and Sacramento.

The drive to Eureka takes you through the spectacular scenery of the Redwood Empire. You'll discover the premium wine country of Sonoma, Napa, Mendocino and Lake Counties; rugged and beautiful untamed coast of Northern California; wild rivers and scenic lakes; and awesome forests of redwood trees — the tallest living things in the world. With the combination of an exciting, strong educational program and the architecturally rich setting of Eureka, the 1992 California Preservation Conference is worth the extra effort to find Eureka. Make plans now to attend the 1992 conference and discover Eureka.



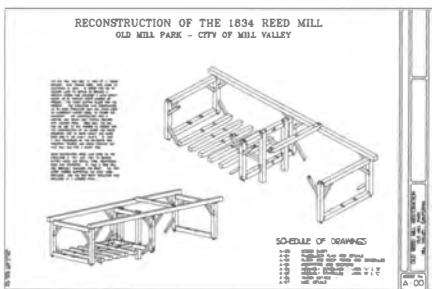
Robert Chattel (right) became the first recipient of CPF's new "President's Award" at the 1991 Design Awards Event in Beverly Hills. Chattel is seen here with Bruce Davis, Executive Director of the Academy of Motion Picture Arts and Sciences. Chattel was honored by CPF President William Delvac for his leadership in galvanizing a successful preservation community effort to save the Beverly Hills Waterworks and for his many other community activities. For more on CPF's new awards programs see the story on page 9



Restoration of the Garden Court at the Palace Hotel in San Francisco (Skidmore, Owings & Merrill/ Page & Turnbull)



The Sexton House in the Goleta Valley, circa 1910 (Lenvik & Minor)



Reconstruction drawing from 1834 Reed Mill project in Mill Valley (Dan Peterson & Associates)



Hangar No. 1 at LAX now serves an adaptive use as cargo and office facilities (Avla Development Group/Gin Wong Associates)

## CPF DESIGN AWARDS HONORS PRESENTED AT ACADEMY'S CENTER FOR MOTION PICTURE STUDY

CPF held its Ninth Annual Design Awards Ceremony on September 25 at the Center for Motion Picture Study of the Academy of Motion Picture Arts and Sciences in Beverly Hills. The historic building, a 1927 Spanish Colonial Revival water treatment plant, known as the Beverly Hills Waterworks, had been successfully rehabilitated by the Academy to house the Margaret Herrick Library and the Academy Film Archive. The building was among the Foundation's award winners for 1991.

Other recipients of the Design Awards represented a wide range of historic building types including residences, theaters, industrial buildings, and even a mill. The nineteen award winning projects are located throughout California and were recognized for excellence in the areas of restoration, rehabilitation, adaptive re-use, craftsmanship, and cultural resource studies.

In addition to the CPF awards, Douglas P. Wheeler, Secretary for Resources of the State of California was on hand to present the prestigious Governor's Award to the Academy. The Governor's Award to the Academy's Center for Motion Picture Study was accepted by Academy President Karl Malden. The project architect, Frances Offenhauser, AIA was also honored by the Foundation.

"The jury was very pleased with the quality and range of the projects submitted," stated architect Timothy J. Brandt, chairman of the jury. "They are examples of the valuable role that historic preservation can play in real estate development today."

Preservation for profit was well represented among the winners with projects such as Hangar One at LA International Airport, the Bear Building in Pasadena and two San Francisco buildings, the Sheraton Palace Garden Court and the Federal Reserve Bank rehabilitation. The opulent El Capitan Theater on Hollywood Boulevard which recently reopened after careful rehabilitation was also among the winners.

"We not only congratulate the winners for outstanding accomplishments, but thank them for demonstrating that preservation works in communities all around the state," stated CPF President William F. Delvac. "It adds to the quality of

life in both big cities and small towns — in Auburn where the Placer County Courthouse is once again used and in Fresno where the Tower Theater now serves as a performing arts center, and right here in Hollywood with the return of a true movie palace,” he added.

The diversity among the winners is significant — from the individual efforts to restore residences such as the Weaver House in Santa Monica and the Garibaldi House in Angelino Heights, to public endeavors such as the restoration of La Casa Primera in Pomona and the Reed Mill in Mill Valley. Other publicly funded projects which received awards included important studies and reports such as a Los Angeles survey of historic buildings in the Northeast community and the study commissioned by the City of Oakland to determine how to rehabilitate its City Hall, which was damaged in the 1989 Loma Prieta earthquake.

The Foundation’s awards also recognized the efforts of other non-profits — from a local effort to revitalize the Alex Theater in Glendale to the multi-million dollar project to convert a once abandoned water treatment plant into a world-class film library and archive undertaken by the non-profit Academy of Motion Picture Arts and Sciences.

“The Foundation is indeed fortunate to be able to present these awards in this special setting,” commented Delvac. “The Academy’s adaptive use of the Waterworks represents the quintessential historic preservation effort. Reuse of an historic building is achieved by placing a heritage function within it. And the community gets the benefit of a world-class research library.”

In a surprise presentation, the first CPF “President’s Award” was given to Robert Chatel who, according to Delvac, was instrumental in alerting LA preservationists to the threat facing the Waterworks several years before and in organizing the effort to save the building where this year’s Design Awards were made. The evening’s event served beautifully to highlight the building’s quality and to demonstrate the success of reuse.

Serving with Brandt on the awards jury were Steade R. Craig, AIA, Senior Restoration Architect of the State Office of Historic Preservation; Katherine Diamond, AIA, Siegel Diamond Architects; Carol Goldstein, lecturer in the UCLA Graduate School of Planning; and Adolfo V. Nodal, General Manager of the Los Angeles Cultural Affairs Department.



**Fresno's Tower Theatre — circa 1939 when it first opened — again will serve as an active centerpiece for the now historic neighborhood (Kennedy , Lutz Architecture)**



**Manual Palos surveys his eagles, now perched again atop San Francisco's Telephone Building**



**San Francisco's 1924 Federal Reserve Bank (Studios Architecture / Kaplan, McLaughlin & Diaz)**

## THE GREEN DRAGON STORY

We reported in our summer issue that the long contested battle over La Jolla's Green Dragon Colony turned ugly when the City of San Diego issued a demolition permit. The Mosher Trust wasted no time smashing most of the cottages until preservationist Tony Ciani obtained a temporary restraining order to halt demolition a day later and a day late for most of the cottages.

Two decisions on September 13, 1991 combined to achieve a major victory for the preservation and reconstruction of the artist colony. The Coastal Commission unanimously determined that any new development on the site must reuse the salvaged elements of the historic wood structures to, essentially, reconstruct the cottages.



At the same time the Court of Appeal overturned an earlier trial court decision and found that the lower court was in error for failure to enjoin the property owners (who had not obtained all necessary permits) from demolishing the buildings. Where must the owners go for direction? To the Coastal Commission, which was in the process of ordering the reconstruction of the cottages!

This battle has been waged since the mid 1970s, and Ciani has fought on almost single-handedly all these years. While CPF, OHP and Wayne Donaldson, President of the State Historical Building Safety Board (SHBSB), played roles in this crisis, Tony's persistence has been incredible. An interesting new wrinkle was the Coastal Commis-

sion's determination that the State Historical Building Safety Code was the prevailing code for reconstruction of the cottages. The Mosher Trust is appealing the decision to the State Supreme Court.

Shortly after the Court of Appeal action, the Governor signed a bill to give the Coastal Commission the power to issue "cease and desist" orders. In the message accompanying his signature, Governor Wilson cited the Green Dragon Colony as an situation where this new power would have been beneficial.

This incident is in part a pyrrhic victory, but it is also a very significant validation of the State Historical Building Code and a good example of strong cooperation between the SHBSB and the Coastal Commission to save historic resources in a coastal zone.

With our next newsletter, we plan to institute a new column which will provide you an opportunity to report on the status of historic resources in your community. To participate, fax our mail a 50 word description of resources in the following categories: At Risk (threatened), At Rest (demolished), Ready for Rehab (opportunity), Rehabilitated (success story or any other appropriate category (especially if it starts with the letter "R")). Typical deadlines for newsletters are the first of January, April, July or October. Fax (510)763-4724.

### ARCO FOUNDATION SUPPORTS CPF HOUSING WORKSHOPS

Shortly after our last newsletter went to press, CPF received a \$2,500 grant from the ARCO Foundation, to support our June '91 "Conserving Housing, Preserving History" workshop series.

The ARCO grant, along with assistance from OHP, allowed us to publish proceedings (the second listing in CPF Publications, page 13) of the San Diego and Pasadena workshops. If you would like to obtain a copy of the publication, which covers topics from financing to rehabilitation practices, contact Elizabeth Morton in the CPF office.



## CPF AWARDS PROGRAM EXPANDED

Since 1982 the California Preservation Foundation has annually recognized significant statewide contributions to historic preservation. The Preservationist of the Year award served this function, with the first recipient State Senator Milton Marks. Marks and others honored form a "who's who" in California preservation, including structural engineer John Kariotis, Claire Bogaard of Pasadena Heritage, the town of Los Gatos, former SHPO Knox Mellon and most recently, State Senator Art Torres.

It continues to be the goal of CPF to recognize statewide participation and contributions. To that end, two new award categories have been recently instituted, Legislator of the Year and the President's Award(s). We are asking for recommendations from the membership in selecting candidates for all three categories. The deadline for return of the recommendations and supporting documentation is December 31, 1991. The award presentation will be held at the Eureka Conference (April 23 - 26, 1992).

For additional information, please contact Steve Spiller, Awards Chairman, c/o Kimberly Crest, P.O. Box 206, Redlands, CA 92373 (714) 792-2111.

### PRESERVATIONIST OF THE YEAR

An all inclusive award for exceptional achievement of statewide importance in historic preservation by individuals, groups or organizations.

### LEGISLATOR OF THE YEAR

Recognizes the efforts of legislators, (local, regional or statewide), who have made significant contributions to historic preservation as elected legislators.

### PRESIDENT'S AWARD(S)

Given to those deserving special recognition, any individual and/or organization is eligible. A maximum of five awards are presented annually.

California Preservation Foundation  
Awards Program  
1992

### RECOMMENDATION FORM (please type or print clearly)

Deadline: December 31, 1991. Return to: California Preservation Foundation, 1615 Broadway - Suite 705, Oakland, CA 94612, (510) 763-0972

Proposed recipient (enter full name or full name of organization)

Telephone number ( ) \_\_\_\_\_

Name of contact person (if organization or agency)

Telephone number ( ) \_\_\_\_\_

Street Address

City State Zip

Recommended by:

Telephone number ( ) \_\_\_\_\_

Title and organization (if appropriate)

Street Address

City State Zip

Award Category (Indicate one only):

- Preservationist of the Year  
 Legislator of the Year  
 President's Award

Application Checklist:

- Completed Recommendation Form (3 copies)  
 500 word typed summary statement (3 copies)  
 One page biography, if appropriate (3 copies)  
 Supporting materials, including brochures, or newspaper clippings (photos may be requested at a later time)

## SUCCESS ON MAIN STREET — THE CALIFORNIA MAIN STREET PROGRAM FIVE YEARS LATER

by Pat Noyes, State Coordinator, California Main Street Program, Department of Commerce

In 1986, the edict to the Department of Commerce was clear: select fifteen demonstration cities under 50,000 in population over a three year period and provide three years of technical assistance and training in the Main Street approach to downtown revitalization for each community. Beyond that, it has been the program's job to further define what program services and success will look like. Each demonstration city is asked to fund and staff a local organization which works with the state in receiving state services. Theoretically, 1991 is last year of a formal relationship with demonstration cities; but, the state program has grown so much broader and more complex beyond those initial parameters. Program evolution and success has taken many forms:



First of all, during the competitive process to select the original demonstration cities (Arcata, Benicia, El Segundo, Encinitas, Fort Bragg, Hollister, Marysville, Paso Robles, Petaluma, Porterville, Quincy, San Jacinto, Sonora, Tracy, Vista), the first real sense of the demand for services became clear. A total of 18 cities not selected for demonstration went on to implement the Main Street

methodology with the request that they have some relationship with the state program. This group, our "Independent Program," receives very limited services and program recognition in return for reports and commitment to staff a comprehensive program.

While the amount of direct on-site assistance to demonstration cities has to be reduced in order to begin working with a new round of selected cities in mid-1992, all "network" communities will continue receiving recognition and some form of services. The fact is, as successful programs mature they have increasingly more sophisticated information to provide to the state, which in turn uses it to inform and train other communities. Only two cities — Tracy and San Jacinto — have declined to extend their local Main Street programs beyond the third year.

Success is also defined by the substantial results experienced by local communities. Since September, 1986, 30 downtown programs have reported a net increase of 700 new businesses, 1,800 new jobs and \$64 million of reinvestment in downtown, half of which represents the value of 1,000 private building improvements. In addition, success is defined in retail sales increases downtown, ranging from 5% to 40% per year; reductions in vacancy rates, in some cases by as much as 100%; increased attendance at promotional events; extended/unified shopping hours. Other local results include changes in community attitudes, reflected in stronger alliances between business and preservation groups and city government, and diversified program funding sources.

Demand for services has led us to reach beyond the network of Main Street cities to produce a quarterly newsletter, conduct state-wide and regional training and workshops, publish other training materials and

develop a library of program resources available to all cities. By 1988, urban areas were requesting on-site assistance in Main Street strategies; new legislation enabled Commerce to add Berkeley and Escondido as urban pilot programs in 1990.

Over the years, state program staff — a director, associate and an architect — have acquired a deeper understanding of what makes a downtown work as a town center: downtowns must be comfortable, attractive and economically sound. Main Street's comprehensive four-point approach (Organization, Design, Economic Restructuring and Promotion) really does work; especially when its application is grounded in the premise that the downtown's existing assets — those points of history, culture and design which make it special — should be protected and enhanced for the benefit of all residents. The assumption that there is value in working with what you have has been translated into economic value again and again.

Leadership and commitment from both the public and private sectors are ultimately the linchpins determining local success. Having a vision and sharing that vision, coupled with dedication for the long term make a real difference between conducting an interesting, short-lived socio-economic experiment and institutionalizing a downtown management system that promotes sound investment and substantial returns.

Unfortunately for the future, issues facing California's downtowns grow more complex, not simpler. The state's population continues to grow in number and ethnic diversity, reflecting changes in business and property ownership as well as changes in markets for goods and services. Changes in retailing trends continue to place greater pressure on downtown businesses to find their market niche, even as communities increase the

amount of commercial development. Critical issues such as toxic waste and earthquake retrofit standards increase the basic cost of doing business and owning property downtown. The increase constitutes a threat to investment even as such investment is intended to improve the downtown environment, to ensure the existence of valuable assets and to sustain the downtown economy over time.

As issues have grown more complex and troublesome, the demand for assistance has also escalated. The state program's mode of demonstrating methods and answers through a few cities works well and will be continued. However, outreach to cities beyond the Main Street network becomes more and more critical as time goes by. Working with such organizations as the California Preservation Foundation and the League of California Cities provides us with strong partners in these efforts.

*Editor's note — CPF serves on the Main Street Advisory Board and has consistently supported the efforts of this program. We were dismayed to learn, at a late date in the budget fight this summer, that the Department of Commerce had completely wiped out Main Street's line item in the budget. While some quick lobbying efforts effectively eliminated this threat, we were reminded that even programs which can demonstrate a high cost-benefit ratio — as Main Street can — are never truly safe. CPF will continue to promote Main Street and is proud to have the annual managers' meeting, followed by a full day program delivering the Main Street experience, as part of our conference in Eureka in April.*

This newsletter was brought to you through the combined talents of John Merritt, Elizabeth Morton and Dick Price. Contributors include William Delvac, Linda Dishman, Jon Hinrichs, Christy McAvoy, Steve Spiller & Cherylyn Widell

## A BOUNTY OF BOOKS ABOUT SAN FRANCISCO

Two books we can strongly recommend arrived, just in time for the National Trust conference and the holidays: *Landmarks of San Francisco*, by Patrick McGrew (Henry N. Abrams, Inc., New York) and *Details: The Architect's Art*, by Sally Woodbridge (Chronicle Books, San Francisco). Patrick McGrew's book - illuminated by the photography of Marion Brenner - might be subtitled "Still Here Today," because it celebrates the 200 buildings and features designated and protected by the city's Landmarks Board in the last 25 years. While no one should assume these structures are truly "safe," the book establishes how far preservation has come in San Francisco since publication of *Here Today* by the Junior League in 1968, when so many resources seemed at risk.

The efforts of the Landmarks Board, ably complemented by San Francisco Heritage, ensure that 200 buildings, ten historic districts from Chinatown to Telegraph Hill (containing over 1000 structures), and the downtown (with protections for 450 buildings) will not be demolished without entrenched opposition. McGrew's text on each of the 200 Landmarks supplements a visual feast provided by photographer Brenner.

Sally Woodbridge reminds us all of the time when we first found we were fascinated by old buildings. Ornament — human forms, animals and birds, heraldry and emblems, plants, cornices, capitals — is everywhere to be seen on buildings, but first you must start looking. Woodbridge, with the help of photographer Roz Joseph, points out features we may have missed all over San Francisco, Oakland and Berkeley. Similar books could and should be produced for every city in California: *Details* shows how much there is to see, how amusing and surprising the finds can be and how much delight lies at the base of our enthusiasm for preservation.

Chronicle Books' most recent catalogue lists three other books of interest to Bay Area preservationists: *In the Victorian Style* (by Randolph Delehanty), *A Pacific Legacy: A Century of Maritime Photography 1850 - 1950* (by Wayne Bonnet) and *San Francisco Invites the World: The Panama Pacific International Exposition of 1915* (by Donna Ewald and Peter Clute). Although we have not reviewed these books, we know they are all worth your consideration. Delehanty brilliantly explored the wealth of San Francisco's Victorian legacy at last year's CPF Annual Conference. Another speaker at the same conference, Anne Schnoebelen, has published *Treasures: Splendid Survivors of the Golden Gate Exposition*, available for \$7.00 from GGIE Research (P.O. Box 7314, Landscape Station, Berkeley, CA 94707-9991).

## OTHER PUBLICATIONS

The National Trust's Information Series No. 49, 1991, "Membership Development: A Guide for Nonprofit Preservation Organizations" (by Catherine Horsey of the Georgia Trust) is an excellent treatment of the subject. For a copy, write NTHP, 1785 Massachusetts Ave., NW, Washington, DC 20036.

*Reusing America's Schools: A Guide for Local Officials, Developers, Neighborhood Residents, Planners and Preservationists* (by Daniel Carlson) has been published by the National Trust's Preservation Press and sells for \$14.95..

An "Overview of Rural Historic Preservation Issues" — with four cases in California — is featured in the Advisory Council for Historic Preservation's *1990 Report to the President*. The Report also summarizes "Section 106" litigation and preservation legislation. Free, single copies of the Report are available from: Office of Communications & Publications, 1100 Pennsylvania Ave., NW, Suite 809, Washington, DC 20004.

## CPF PUBLICATIONS LIST

***A Preservationist's Guide to the California Environmental Quality Act***, by Jack Rubens and William Delvac. The Guide is a step by step tour of CEQA requirements, useful case law and appropriate strategies you might use in your community; it is, simply, invaluable, easy to understand, and the best publication available on the subject. Price: \$14.00. [Updated and expanded for the 1991 Annual Statewide Conference in Santa Barbara]

***Conserving Housing, Preserving History Proceedings***, edited by Elizabeth Morton, contains presentations made during CPF's housing workshops in June, 1991 in San Diego and Pasadena on strategies for providing affordable housing by reinvesting in older buildings and neighborhoods. The publication includes sections on historic rehabilitation and low income housing tax credits, design and code issues faced when working with older residential building stock, case studies of successful projects and more. Price: \$14.00. A companion binder chock full of valuable information prepared for the workshops, nearly 200 pages long, is also available for \$14.00. Or get both *Proceedings* and binder for \$25.00 [New!]

### BEST SELLERS STILL IN STOCK

***What's In It for You***, by Carolyn Douthat and Elizabeth Morton and subtitled "Capitalizing on Historic Resources with the Mills Act and other California Preservation Incentives," was produced in conjunction with the September 1990 workshops in Claremont and San Leandro. This book will tell you all you need to do to set up a Mills Act (property tax incentive) program in your town: it includes a copy of the law, model contracts, how the reassessment is calculated, and the people to contact. It also contains a chapter on other local incentives. Price: \$14.00.

***Loma Prieta: The Engineers' View***, by John Kariotis, Nels Roselund and Mike Krakower, outlines the causes, reviews the damage and details both

repair and seismic strengthening strategies. Structural engineers from John Kariotis and Associates were employed by CPF to help property owners in Northern California's quake-ravaged towns. Technical issues, structural observations, construction techniques, cost analysis and detailed case studies come to you in straightforward English. This book proves earthquake damage to masonry buildings can be repaired and the probability of future damage reduced in a cost-effective way without seriously impacting historic fabric and design. A "must have," this study sells for \$14.00.

CPF's "Earthquake Policy Manual" — ***History at Risk*** — to help local communities prepare for future earthquakes, develop sensitive seismic strengthening programs, prevent unnecessary demolitions and help property owners do necessary work. Additional chapters outline funding, financing and incentives and recommendations for changes in policy administration and law at the state level. Price: \$14.00.

***Preservation for Profit***, by William Delvac and Thomas Coughlin, two of the most knowledgeable tax attorneys in the country. Coughlin explores the "certification" process for Tax Act projects, IRS court decisions on preservation tax incentives, and historic preservation easements. Delvac's contributions cover the federal tax incentives in depth. Price: \$17.00.

***Historic Preservation Easements In California***, by Tom Coughlin, is easily the best and fullest exploration of how this income tax incentive works. Coughlin, "the expert" on preservation easements, produced this volume for a CPF workshop and it has proved to be extremely valuable to organizations and governmental agencies considering the establishment of an easement program; everything you need to know is here, in one place. Price: \$17.00.

***Preservation Degrees In California*** summarizes courses of study generally available, and isolates existing programs which allow students to pursue degrees or specializations (undergraduate and graduate) in Historic Preservation, Public History, Archaeology or Anthropology, Cultural Resource Management or other related fields. This publication gives you both a quick matrix-look at all of the possibilities in the state and a complete list of courses, units, focus and contacts for the programs we discovered. Price: \$5.00.

To order, send a check payable to California Preservation Foundation to: CPF, 1615 Broadway, Suite 705, Oakland, CA 94612. All prices include postage and handling.

## **HISTORIC PRESERVATION TOPIC OF JAPANESE STUDY TOUR OF U.S.**

A delegation of Japanese historic preservation professionals spent three weeks touring the U.S. to learn about U.S. legal and financial methods for protecting historic buildings and districts. The cross-cultural exchange, which began in Los Angeles, was sponsored by the California Preservation Foundation and the Japan Foundation and was the first, but we hope not the last venture of its kind.

**In Los Angeles:** The three delegates representing the Agency for Cultural Affairs, the Japan National Trust and the Japan Association for Machinami (historic district) Conservation and Restoration, learned about cultural property protection in Los Angeles, through a series of tours, meetings and site visitations, discussed the effects of Japanese design on Greene and Greene architecture at the Gamble House in Pasadena, visited the Getty Conservation laboratories and studied earthquake seismic retrofit at San Gabriel Mission. A special roundtable on rehabilitation of historic properties under foreign ownership, attended by local developers, architects and preservationists, was also held.

The visit to Los Angeles culminated with a lecture at the Barnsdall Park Municipal Art Gallery Theatre by Mr. Jinichi Murakami, Senior Specialist for Cultural Resources, Japanese Agency for Cultural Affairs, on "Protecting Cultural Properties in Japan." The delegation traveled on to Washington D.C. to obtain an overview of the entire U.S. historic preservation program from NPS and other governmental representatives, and to Annapolis, Maryland to visit an East Coast historic area and meet with officials of the state historic preservation office.

The final continental stop of the three week tour was attendance at the 45th Annual National Historic Preservation Conference,

October 14 - 20, where delegates participated in sessions, tours, receptions and events and spoke at a session entitled "Preservation in the Pacific." The study tour concluded in Hawai'i investigating that state's particularly relevant programs.

Cherilyn Widell, who arranged for the study mission (and who will be studying historic preservation in Japan this coming year on a Fulbright Scholarship) noted that "the recent controversy in Kyoto - where ancient buildings in Japan's spiritual capital are threatened by highrise developments - shows that the cultural heritage of Japan is no safer than ours from the economic machine."

CPF's planning group for the study tour — Trustees Christy McAvoy, Bill Delvac and David Cameron — were assisted by Peyton Hall, Pamela McGarvey and Steve McAvoy. The John Ash Group, Kawada Hotel, New Otani Hotel, First Interstate Bank, Kajimi International, Inc., Kyo-Ya Ltd., Lehndorff-Oviatt Associates and LA Cultural Affairs Department joined in supporting this effort funded by the Japan Foundation.

## **CPF AT THE TRUST CONFERENCE**

CPF played a key planning role in the Annual National Trust Conference this October and hosted the opening event, a "Welcome to California" reception and party which got rave reviews. Resources Secretary Doug Wheeler added import to the reception by formally recognizing the recipients of the 1991 Governor's Awards.

We want to again thank the sponsors of the event — Anchor Brewing, Catellus Development, Charlebois Waterproofing, Glen Ellen Winery, The National Trust and, especially, First Interstate Bank which hosted the reception in its magnificent banking hall at the Merchants Exchange Building on California Street in downtown San Francisco.

## MINI-GRANTS AVAILABLE

The California Council for the Promotion of History announces the fourth year of competition for mini-grants. Successful projects normally involve historians, promote history and history experiences by reaching significant audiences and include an applicant cash and/or in-kind match to funds requested from CCPH. Mini-grants are intended to aid historical agencies in a small but meaningful way.

A total of \$1500.00 is available in the current grant cycle. Typical grant awards will range from \$100.00 to \$750.00.

Non-profit organizations and agencies of state or local governments are eligible to apply for mini-grants. CCPH does not make grants to individuals. Application forms are simple and available from the CCPH office after September 20, 1991. The deadline for application is January 10, 1992. Grants will be announced in April 1992.

To request application materials, write or call the California Council for the Promotion of History, California History Center, 21250 Stevens Creek Blvd., Cupertino, CA 95014. Phone 408/864-8964.

## LANDMARK DECISIONS DISCUSSED IN WORKSHOP SERIES

Over 150 people participated in CPF's fall workshop series for landmark commissioners and staff. The programs, which took place in Vallejo, Orange and Modesto, drew registrants from Auburn to Sunnyvale to Escondido, and included many new faces.

Landmarks commissions represent an important constituency for CPF and we are exploring several programs of special relevance to these decision-making bodies. Suggestions under consideration include: establishing a "commissions" page in our

quarterly newsletter; conducting and publishing a statewide preservation ordinance; and facilitating the formation of regional coalitions of commissions.

**However, we cannot undertake any of these activities alone.** Each would require the assistance of committed volunteer members. Please call or write Elizabeth Morton at the CPF office if you would be willing to help in these efforts.

## PRESERVATION AND REAL ESTATE WORKSHOPS SET FOR EARLY 1992

Watch your mail for the announcement of our next workshop series, "Everything You Want to Know about Real Estate," to take place in Berkeley, San Jose, L.A. and San Diego in late January - early February 1992.

Learn how to "make the case for preservation" in solid economic terms. Project feasibility analysis, preservation incentives, the redevelopment process, land use and code issues will be among the topics discussed.

## UNDERSTANDING CPF'S DUES LEVELS

Beginning January 1, 1991 there were some changes in dues levels. The explanation of categories (below) should help you in making the proper choice:

**Libraries** should continue to be members at the \$35 "individual" rate; libraries are not "organizations."

**"Sponsors"** (\$150) are those who really like what we do and want to give more. The **"Partners"** category (\$500) is CPF's special donor group, and they are afforded special benefits - call for more information.

**Non-profit organization** dues have been raised to \$75 but, now, all board and staff will receive program (workshops and conference) discounts.

Both the **"Government"** and **"Business"** categories were set at \$100, again with automatic membership benefits for all associated with the entity. If no more than one person from an "organization" will be interested in CPF activities, that person would join as

(continued, top of next page)



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Along with the rest of the East Bay, CPF's area code became (510) 763-0972 in September, 1991. The previous area code (415) 763-0972 should continue to work until the end of the year, but please change your rolodex.



**CALIFORNIA PRESERVATION  
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1615 Broadway, Suite 705  
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The Eureka Inn will serve as 1992 Conference headquarters (Photo credit: Redwood Empire Association)

**Membership Dues (continued from page 15)**

an "individual" with the same long-established dues level of \$35. "Full-Time Students" and "Senior" rates went up slightly to \$20 because the cost of "servicing" any individual member exceeds \$15.

The Board of Trustees hopes your support will continue as programs and membership expand. We will always need your help as we all continue to work hard to **IMPROVE THE CLIMATE FOR PRESERVATION IN CALIFORNIA**

**IF YOU'RE NOT A MEMBER --- JOIN. JOIN NOW!**

Send the coupon below with your tax-deductible membership contribution to the California Preservation Foundation, 1615 Broadway, Suite 705, Oakland, CA 94612.

Your contribution helps support workshops, research, publications, legislative efforts, conferences and direct local assistance.

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