Prop 12 Offers Chance to Save California Resources - Anthony Veerkamp

Think of a park, and history is not usually the first thing to come to mind. Rather than simply leafy greenery or children playing in a playground, California’s network of local, regional, state, and national parks is actually home to an extraordinary variety of historic sites and cultural resources. They are home to California’s pre-history and history from Native American traditional cultural places to Gold Rush-era arrastras (grain grinding site); from Spanish colonial missions to World War II internment camps. The extraordinary California State Parks system receives over 100 million visitors annually, and includes over 1800 identified historic resources, including 24 National Historic Landmarks. NHLs are places with the highest designation in the National Register of Historic Places.

Unfortunately, these precious places have suffered from chronic underfunding in the past decade. The 1997-98 state budget included just $187 million for the Department of Parks & Recreation to manage a system of 265 units encompassing 1.3 million acres of land — an area equal to the state of Delaware. Resources throughout the system are showing the strain of rising use and deferred maintenance.

However, there is good news. First, the Davis Administration has allocated $351 million for state parks for Fiscal Year 2000, representing a 62% increase over last year’s budget. Second, Governor Davis earmarked $157 million from the state’s budget surplus to address the most urgent repairs and undertake various heritage projects. (see next page)

Third, and most importantly, in October, Governor Davis signed Assembly Bill 18, the Villaraigosa-Keeley “Safe Neighborhood Parks, Clean Water, Clean Air, and Coastal Protection Bond Act of 2000.” AB 18 will be placed on the March 7, 2000 ballot as Proposition 12.

If passed, by California voters in March, Proposition 12 will provide $2.1 billion dollars in funding for parks-related projects at the state and local levels. This money will go a long way...
toward compensating for the past 12 years without a parks bond.

It will provide funding for the repair of the damage caused by years of deferred maintenance and for both much-needed parks infrastructure as well as open space and park acquisition. In addition, it will contribute $10,000,000 to the California heritage Fund for competitive grants to cities, counties, agencies, and non-profits for the acquisition, development, rehabilitation, restoration, and interpretation of historical resources. There are also various sums of money for specific preservation projects around the state.

The California Preservation Foundation and the National Trust for Historic Preservation are joining forces with local preservation groups to get the word out to Californians about Prop 12 and its potential for benefiting historic sites and resources throughout the state. “Some of California’s most important historic places are part of our state park system,” says Roberta Deering, Executive Director of the California Preservation Foundation, “and we, California voters, will have an opportunity this March to really help in their preservation.”

Proposition 12's preservation components at a glance

1. **$544.75 million to State Parks:**
   - $502.75 million for rehabilitation, restoration, and improvement of units of state park system; stewardship of natural and cultural resources, etc. including:
     - $15 million for Angel Island State Park
     - $2.6 million for visitors center construction w/ priority for Chino Hills and California Citrus State Historic Park
     - $5 million for restoration study, and curation of paleontological, archeological, and historical resource site protection
     - $2.75 million for restoration of historic rail sites and underground mine tour sites
     - $18 million to State Parks cultural and natural resource stewardship projects that will restore and protect natural resources, preserve vanishing remnants of California’s landscape, and protect and promote a greater understanding of California’s past

2. **$914.85 million (43.5%) to Local Governments:**
   - $10 million to the California Heritage Fund
   - $588 million for grants to cities, counties, districts for the acquisition, development, improvement, rehabilitation restoration, enhancement, and interpretation of local parks and recreation lands
   - $100 million for grants to public agencies and non-profits for park, youth center, environmental enhancement projects and programs that benefit youth in areas that lack safe parks, open space, and have significant poverty (at least 50% to heavily urbanized areas)
   - $71.5 million for grants to urban recreational and cultural centers, including zoos, museums, aquariums, environmental education
   - $15 million to rehabilitate, restore or enhance Golden Gate Park

3. **$640.4 million to other entities:**
   - $220.4 million to the State Coastal Conservancy; monies can be used for acquisition, enhancement, restoration, protection, and development of “coastal resources” among others
   - $12.5 million to the California Conservation Corps for grants to local conservation corps programs to complete capital outlay and resource conservation projects
   - $25 million to the Department of Conservation for competitive grants to agencies and nonprofits for farmland protection, including conservation easements

Old Custom House in Monterey State Historic Park
President's Report — Cassandra Walker

As we approach the 21st century, are preservationists ready for the challenges that lay ahead? I think we are, let me tell you why. The California Preservation Foundation (CPF) has built a strong foundation over the last 25 years. The National Trust for Historic Preservation celebrated its 50th anniversary this year. This year many local preservation organizations are celebrating milestones. Communities across the state are recognizing the importance of their local historic structures and landscapes. Many are now updating or establishing preservation ordinances like Pasadena, Sacramento, Monterey and Palo Alto.

Is our work done? The answer is no. Each of us has a preservation issue or concern in our community. CPF is committed to ensuring the preservation of California’s historic resources. Over the last year CPF has made many changes to build a stronger foundation. A new five-year strategic plan will be adopted and published shortly. The Board has dedicated over six months to prepare this road map for the future. We will continue to provide education and networking opportunities like the annual conference and technical assistance. We will take a more pro-active role in advocacy and legislation. Finally, we will expand and diversify our membership and link with associated organizations to spread the preservation message. We invite all of our members to become more involved.

In March, a $2.1 billion Park Bond bill will be on the state ballot. Why is this important to us? It is a first step in the recognition of preservation funding at the state level. Funding is provided for the California Heritage Fund at $10 million, along with funds for local and statewide parks related projects. This bill is an opportunity for local preservationists to make a difference.

As we move into the new century, tools such as CEQA, the Mills act, local preservation ordinances, and new legislation will help preservationists. CPF will continue to work diligently to address California’s preservation needs and we do look forward, as always, to your partnership.

Hopeful News for the Federal Historic Preservation Fund

On November 10th, H.R. 701, The Conservation and Reinvestment Act, an environmental resource protection bill, was debated and approved by the House Committee on Resources. The Committee voted 37-12 in favor of the bill that provides $2.9 billion a year for conservation programs. Monies come from federal fees for offshore oil drilling leases, not tax revenues. Preservationists have closely followed the bill, specifically lobbying for the inclusion of a clause for full and permanent funding of the Historic Preservation Fund (HPF). The HPF is the source of federal preservation appropriations to state, local and tribal preservation programs and historically Black Colleges. H.R. 701 provides an annual $100 million for the HPF. While this amount falls short of the $150 million that the HPF has been authorized to receive since 1977, the $100 million is a significant victory for preservation more than doubling FY 2000’s HPF appropriation of $45.2 million.

The bill passed through the Resources Committee due in large part to the efforts of California Congressman George Miller in his negotiations with Rep. Don Young of Alaska. California’s members of Congress on the House Committee on Resources who supported the bill were: Calvin Doolay, George Miller, and Grace Napolitano. Voting against, were: Ken Calvert, John Doolittle, Elton Gallegly, and Richard Pombo. George Radanovich abstained.

It is likely that H.R. 701 will be brought before the full House shortly. Should this legislation ultimately become law, California alone could receive an annual $2.8 million for historic preservation.

Katherine Petrin is the California coordinator of the Promises Kept Campaign for permanent funding of the Historic Preservation Fund. The Campaign is being led by the National Conference of State Historic Preservation Offices in cooperation with Preservation Action and, in California, thousands of individuals and organizations including the California Preservation Foundation. Call Katherine Petrin at 415-243-0555 with questions.
Preservation is Smart Growth

Guest Editorial

A Speech by Don Rypkema, March 2000

I suspect for many of you “historic preservation” is the local group of retired librarians writing letters to the editor and struggling to raise funds to save the mansions of the local rich, dead white guy. Well thank god for those activists, those letters to the editor, those fund raising events, and even for those rich, dead, white guys, because the properties that have been saved are an important component of understanding ourselves as people and constitute an irreplaceable collection of the art of architecture and landscape architecture that has been created in our country’s relatively short history.

But that part of historic preservation — saving old mansions — represents an insignificant percentage of preservation activities today. In fact, in the last two decades, historic preservation has moved from an activity whose goal was an end in itself — save old buildings in order to save old buildings — to a broad based, multifaceted group of activities that uses our built heritage not as an end in itself but as a means to broader and, frankly more important ends. Here in New York State that has meant historic preservation as a means for downtown revitalization, neighborhood stabilization, attraction for tourism, job creation, film industry production, small town revitalization, affordable housing, luxury housing, education, transportation, and others. Saturday at the annual meeting of the Preservation League of New York State we are releasing the results of a study conducted over the past year identifying the multitude of ways that historic preservation contributes to the economy of the state of New York.

But I’m not here today either to talk about mansions or about economic development. I’m here to suggest that historic preservation, in and of itself, is one of the most important tools in the entire Smart Growth movement. I’ll title my remarks, Twenty Reasons in Twelve Minutes why Historic Preservation IS Smart Growth. And here, in no particular order, are those reasons.

Reason One: Public infrastructure. Almost without exception historic buildings are where public infrastructure already exists. No new water lines, sewer lines, streets, curbs, gutters required. That’s Smart Growth.

Reason Two: Municipalities need financial resources if they are going to grow smart. Vacant, unused, and underused historic buildings brought back to life are also brought back as tax generating assets for a community. That’s Smart Growth.

Reason Three: New activities-residential, retail, office, manufacturing-in historic buildings inherently reinforces the viability of public transportation. That’s Smart Growth.

Reason Four: If we are to expect citizens to use their cars less, and use their feet more, then the physical environment within which they live, work, shop and play needs to have a pedestrian rather than a vehicular orientation. That’s Smart Growth.

Reason Five: Another element in the drive to encourage human movement by means other than the automobile is the interconnection of uses. Based on the foolishness of post World War II planning and development patterns, uses have been sharply separated. Historic neighborhoods were built from the beginning with a mix of uses in close proximity. Cities with the foresight to readjust their zoning ordinances to encourage integration of uses are seeing that interconnectivity reemerging in historic areas. That’s Smart Growth.

Reason Six: As a strong proponent of economic development I am certainly glad the phrase is Smart Growth as opposed to no growth. Smart Growth suggests that growth has positive benefits and I would agree that is true. At the same time we cannot say we are having smart growth-regardless of how well it is physically planned-if at the same time we are abandoning existing assets. The encouraged reinvestment in historic areas in and of itself revitalizes and revalues the nearby existing investment of both the public and private sector. That’s Smart Growth.

Reason Seven: We see periodic headlines about some real or imagined “Back to the City” movement. Certainly people moving back to the core of a town or city of any size has a positive impact on a whole range of environmental goals. Well, across America, and in many places here in New York State, people are indeed moving “back to the city.” But almost nowhere is it back to the city in general. In nearly every instance it is back to the historic neighborhoods and historic buildings within the city. We do need to pay attention to market patterns, and if it is back to historic neighborhoods to which people are moving, we need to keep those neighborhoods viable for that to happen. That’s Smart Growth.

Reason Eight: Smart Growth ought to imply (continued on page 11)
Join us!!! on the beautiful Monterey Peninsula for the 25th annual California Preservation Conference, April 13-16, 2000. This conference has tours you won’t want to miss, events at some of the most historic sites in California, and educational sessions to keep you up-to-date on the latest developments in historic preservation.

Tours
Conference tours will showcase several of the most appealing and historic sites in California and their preservation. Monterey, Pacific Grove, Carmel, and Monterey County will be your hosts, and historic resources in these communities will be open to an extraordinary degree. Monterey’s historic adobes will be open for the annual adobe tour on Saturday, and Cannery Row will be featured in a walking tour. Pacific Grove’s Victorians are featured in several tours, and a mobile workshop will show how “P.G.” is preserving more than 1,000 historic resources. Carmel will host a walking tour and craftsman "cottages". Monterey County will be featured in Steinbeck country tours. There will be a special look at Frank Lloyd Wright’s Walker House, the Charles Sumner Greene Studio, and the D.L. James House, Tintagel. Come early on Thursday to enjoy the Monterey Peninsula overview tour.

Events
Conference events will be held in some of the most inspiring venues on the Monterey peninsula. The opening reception will be in the Cooper-Molera complex, which includes adobes, historic gardens and barns from the mid 1800’s. The plenary session will be held in the State Theatre, where you will be entertained by the Mighty Wurlitzer as it rises from the stage and accompanies silent films filmed in Monterey County. The popular three-minute success stories will be in Pacific Grove’s Chautauqua Hall, a fitting venue for histrionics. CPF’s Annual Membership Meeting will be held in the Memory Garden, a walled historic garden behind the Pacific House. And the Final Gala will be held in the elegant 20s-era Ballroom of the historic Hotel Del Monte, now the Naval Postgraduate School.

Sessions
Conference sessions and mobile workshops are designed for a wide audience. Preservation architects and professionals will appreciate conference Toolkit and Interpretation tracks. Citizens, historic property owners, open-space advocates, nonprofits, and commissioners will benefit from the sessions which will provide the overview and information necessary for preservation of resources at the local level. And everyone will benefit from the tracks which focus on the evolving topics in preservation. Highlights include sessions on cutting-edge documentation techniques, materials conservation (a mobile workshop), the presentation of history when resources are owned by several entities, how diverse cultural groups see “preservation”, smart growth and preservation, and military base conversions. The communities of Monterey, Pacific Grove, Carmel and Monterey County have unique preservation needs and have developed a special session on their distinctively different preservation programs. Come to their session and see if one of these is just the model needed for your community.

Remember!
The 2000 Conference is a month earlier than normal.

Thursday April 13 to Sunday April 16.

"Preservation for a New Century"

"... How will we know its us without our past?"
- John Steinbeck
Los Angeles Conservancy

With the $100,000 grant it received last summer from the Andy Warhol Foundation, the Los Angeles Conservancy has begun work on the “Broadway Initiative” to revitalize the Broadway Historic Theater District. The Conservancy’s first step was to hire Thomas Nagel as its “Broadway Coordinator” who will lead Broadway’s revival and begin new long-term projects to facilitate revitalization projects on Broadway. The Broadway district in downtown Los Angeles, Broadway between 3rd and 9th Streets, is the first and largest Historic Theater District listed in the National Register of Historic Places. The district was once “the” entertainment and retail center of Los Angeles. Congratulations L.A. Conservancy!

San Jose

Jose theater saved! In August the city council approved a change in the development agreement with Jim Fox that saves the Jose Theater. The developer has the choice of proceeding with a housing project on the remaining portion of the site or of opting out and selling the whole parcel to the city. For more information visit: www.preservation.org

Salinas

The historic Fox Theater in Oldtown Salinas has found a buyer and not only will the 1920’s theater be saved, but so will the circa-1928 pipe organ that the theater houses. The Fox is one of the less than 4000 historic theaters left standing in the U.S. The new owner, Tim O’Grady plans to turn the theater over to a nonprofit organization for use as a film and performing arts venue. The theater will reopen as the Adele O’Grady Theater. Adele O’Grady was Tim’s mother and a local arts patron and philanthropist who died in 1995.

Stanford

Stanford University has been awarded a 1999 Governor’s Historic Preservation Award for its 10-year seismic strengthening program. According to Daniel Abeyta, acting state historic preservation officer, “this prestigious award is the only official preservation award presented by the State of California to worthy recipients in recognition of outstanding achievements.” In the past ten years, Stanford University has spent over $250 million, including federal grants, seismically retrofitting buildings and restoring interiors in more than 85 historic structures.

San Francisco

San Francisco’s Beaux Arts City Hall restoration project has received a 1999 National Preservation Honor Award from the National Trust for Historic Preservation, one of only fifteen projects selected nationwide. Congratulations to Carey & Co., Inc., the City and County of San Francisco, Department of Public Works, Heller Manus Architects, Finger & Moy Architects, Komorous-Towey Architect, Forell/Elsesser Engineers, Tennenbaum-Manheim Engineers, OLMM Structural Design, and Turner Construction Company. The 520,000 square-foot San Francisco City Hall is widely regarded as one of the finest examples of Beaux-Arts classical architecture in America. City Hall was the first building designed in the Civic Center. The design of the building was part of a competition in April 1912 which invited any architect who practiced in San Francisco to submit a design.
California Preservation Foundation
 Annual Report — Fiscal Year '98/99

The Annual Report of California’s only statewide non-profit preservation education, advocacy and membership organization

The California Preservation Foundation is a 501(c)3 not-for-profit membership organization, incorporated in the State of California, with offices in Oakland, California. The Foundation has approximately 1500 members, including local organization memberships, is governed by a 21-member Board of Trustees elected by the membership, and has a staff of two full-time and two part-time persons.

PROGRAMS & EVENTS:

The California Preservation Foundation sponsored its 24th Annual California Preservation Conference held in Palm Springs, May 20-23, 1999, co-sponsored by the City of Palm Springs and the State Office of Historic Preservation, with the theme, “Transcending the Centuries: Preservation of the Ancient and Recent Pasts.” Approximately 300 attendees from throughout California attended educational sessions and mobile workshops on: Archaeology in the Coachella Valley; Modernism: History, Art and Practice; Interpreting Cultural Landscapes and Preservation Toolkit, as well as exploring sites of Modern architecture and native American culture. The Conference’s Plenary session attendees were treated with a splendid keynote speech and slide presentation by Julius Shulman, famed architecture photographer and world traveler. The California Preservation Foundation’s President’s Awards were presented to: Christy McAvoy, Preservationist of the Year; Pam O’Connor, recipient of the Milton Marks Award for Elected Official of the Year; and, five President’s Award winners, John W. Snyder, Alan Hess, City of San Mateo, the Preservation Action Council of San Jose, and Alfred V. Nodal.

During the Conference, the California Preservation Foundation held its Annual Membership Meeting, electing new Trustees: Curt Ginther, Los Angeles; Mary Kay Hight, Marina del Rey; Bruce Kibby, Monterey; Monica Rohrer, Berkeley; and, Ione Stiegler, San Diego; retiring Trustees were thanked for their efforts in support of the organization, including: David Charlebois, Walnut; Michael Crowe, San Francisco; Ron Lewis, Pasadena, Brad Paul, San Francisco; and, Richard Patenaude, Palm Springs. The Foundation also introduced its new Executive Director, Roberta Deering, to the membership.

The 16th Annual Preservation Design Awards ceremony was held February 20, 1999 at the magnificent War Memorial Opera House in San Francisco — a 1998 Preservation Design Award winning project — and a recipient of a 1998 National Preservation Honor Award. The 1999 winning projects, representing the best of preservation in California, were: John McMullen House, The Waverley Oaks Rehabilitation, El Capitan Office and Theater, Los Altos Apartments, Martin Luther King, Jr. Plaza, Wisnom Hotel St. Matthew, Lime Tower Building, Union Church Center for the Arts, Alameda City Hall, UCLA Royce Hall, Our Lady of the Bright Mount, Sacramento Memorial Auditorium, U.S. Customs House, St. Patrick’s Catholic Church, Long Beach Naval Station Feasibility Study, and the Conservation of the Casa Romantica Murals.

During this fiscal year, the California Preservation Foundation conducted six Educational Workshops; one, with the State Office of Historic Preservation, on the California Register of Historical Resources; four, in cooperation with the State Historical Building Safety Board, on the new revisions to California’s model State Historical Building Code; and, one, in cooperation with the City of Long Beach Cultural Heritage Commission, as a technical training workshop for local Landmark Commissions, Boards and their staff; a videotape of the Commissions Training workshop was made by the City of Long Beach.

The California Preservation Foundation was also a sponsor of the RESTORE Workshop on the Conservation of Architectural Terra Cotta, held at Stanford University.

ADVOCACY & ASSISTANCE:

The California Preservation Foundation received approximately 400 calls from members and other Californians requesting information and assistance on preservation projects and related issues. The Foundation supported preservation advocates working to preserve many properties throughout the state, including the San Diego Warehouse District, the Aetna Springs resort in Napa County, and the Daphne Funeral Home in San Francisco. The Foundation’s Trustees and Executive Director represented the Foundation before many
audiences, including the California Coastal Commission on Craftsman-style structures in Huntington Beach, Mendocino’s local preservation organization, and the City Council hearing on Palo Alto’s proposed preservation ordinance. The Foundation also continued its participation, with the National Trust for Historic Preservation and others, in the legal challenges to the proposed 710 Pasadena Freeway Extension, the Asian Art Museum in San Francisco, and AB133, the state legislation which would allow religious properties to be exempt from local landmark designation.

Legislatively, the California Preservation Foundation took positions in support of federal appropriations for the Historic Preservation Fund and the proposed Historic Homeownership Assistance Act. In state legislation, the Foundation supported Parks Bond Issue legislative initiatives, which included $10 million to fund the California Heritage Fund. It also supported a bill, which did not make it out of committee, to make easier the conversion of older office buildings into housing. The Parks Bond Issue did make it past the Legislature, was signed by Governor Davis, and will be Proposition 12 on the March 2000 ballot (for more information about Prop 12, see the cover story in this issue of California Preservation).

NEWSLETTER, WEB-SITE & PUBLICATION PROJECTS:

Three issues of California Preservation were published during the fiscal year, missing the Winter ’98 edition due to staff turnover during that particular quarter. The Board and the new Executive Director have expressed renewed commitment to a quarterly schedule for the newsletter.

The California Preservation Foundation registered its domain name and has been working to develop its web site www.californiapreservation.org through the volunteer assistance of Sue Trowbridge. This fiscal year, most of the organization’s events were posted on its web site. The registration forms for the Annual Conference and the Commission Training workshop, as well as CPF’s publications order form, could be downloaded from the CPF web-site.

Work progressed on two future California Preservation Foundation publications during the fiscal year, including a publication on case studies of applications of California’s State Historical Building Code, funded by a grant from the National Center for Preservation Technology and Training, and a publication on Preservation Design Award-Winning “Design Solutions.” Both publications are anticipated to be published in the ’99-2000 fiscal year. Also, during this fiscal year, 50 copies of his new book, Temporary Shoring and Stabilization of Earthquake-Damaged Buildings, were donated to the California Preservation Foundation by author Roy Harthorne, adding to CPF’s growing earthquake-related publications list.

STRATEGIC PLANNING:

With the hiring of new Executive Director, Roberta Deering, the Trustees committed themselves to undertaking a major strategic planning process, which began in July 1999 and is anticipated to be completed in early 2000. The plan will guide the organization for the next five years in four key issue areas: financial stability and revenue sources; membership outreach and diversity; organizational profile and effectiveness; and, the organization’s programs, products and services. The California Preservation Foundation is grateful to the Goldman School of Public Policy at the University of California, Berkeley for supporting this strategic planning effort through funding the internship of Public Policy graduate student, Dawn Kamalanathan, during the summer of 1999.

VOLUNTEERS & STAFF:

This fiscal year saw big staffing changes at CPF. Late in 1998, the California Preservation Foundation received the resignations of both Paige Swartley, Program Associate, and Executive Director Jeff Eichenfield. Paige Swartley decided to take the law school plunge and Jeff Eichenfield followed his entrepreneur calling and formed a preservation consulting firm. The Foundation conveys its appreciation for their work during their tenure with the organization.

In late February, 1999, the California Preservation Foundation President announced the appointment of Roberta Deering as the Foundation’s new Executive Director. Roberta Deering has over twenty years of preservation policy, program and administrative experience in both the public and private non-profit sectors, and in both a professional and volunteer capacity. In January, 1999, CPF also brought on a full-time office manager, Sara Klotz de Aguilar, in which capacity it is anticipated that routine administrative
functions can be shifted from the Executive Director position. In late 1998, the organization also appointed Karin Martin to the part-time position of Membership and Development Coordinator. Karin Martin also has taken a large role in editing *California Preservation*, CPF's informative quarterly newsletter.

The California Preservation Foundation has been blessed with the pro bono assistance of accountant Ted Savetnik, who prepares CPF's financial statements each month and the end-of-the-year statement. The Trustees and the staff of CPF are extremely grateful for Ted Savetnik's donation of his time and expertise to the organization, as well as for his assistance to the organization in its change to the QuickBooks accounting system.

Chris Dann has donated his expert advice as a consultant in regards to our membership and development efforts. Sue Trowbridge has also been invaluable in assisting the Foundation with its web-site set-up and updating. And, Mike Meyers donated his time and expertise to assist the organization with its computer hardware and software needs assessment. CPF greatly appreciates their efforts on behalf of the organization. The Foundation also thanks volunteer, Carol Sheerin, for her assistance to the Office Manager with the Palm Springs Conference registration.

Also, the California Preservation Foundation gratefully received the donation of graphic and graphic design talents from Alan Dreyfuss, his drawing of the Frey Gas Station in Palm Springs was the logo for the 1999 Annual Conference, and from Naomi Schiff who worked on the 1999 Annual Conference Program Book cover.

Former California Preservation Foundation Trustees have begun organizing an alumni group, some of whom met with President Emeritus, Michael Crowe, during the Annual Conference in Palm Springs. The group is considering roles for the alumni group to assist the Foundation in achieving its mission.

A sincere thank-you to all of our financial supporters who made it possible for the California Preservation Foundation to protect the irreplaceable in California.

**1999 Conference Donors**
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**2000 Annual Report**

**State Historical Building Code Case Study Publication Sponsor**
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A sincere thank-you to all of our financial supporters who made it possible for the California Preservation Foundation to protect the irreplaceable in California.
17th Annual Preservation Design Awards Event
"Lights, Camera . . . Preservation!"
Saturday, February 19, 2000 at the Egyptian Theatre
6712 Hollywood Boulevard, Hollywood, CA

Celebrate the finest examples of historic preservation in the State at a gala awards presentation in Hollywood. Join us on a tour of Hollywood Boulevard and a behind the scenes look at the renovation of the Egyptian Theatre. Call 510-763-0972 for an invitation.

New Publications

“Sonoma County: The river of time” by Simone Wilson
The updated edition of the only history covering all of Sonoma County from the earliest days to the end of the millennium. The lavishly illustrated updated and expanded version contains over 150 historical photos.
Contact: Harry Lapham — Sonoma County Historical Society, 4468 Montgomery Dr.
Santa Rosa, CA 95405 707-539-1786.

This book includes information on highway planning and engineering. The author also outlines road preservation tools and offers advice on preservation efforts and case studies. Published by Wiley /Preservation Press, 1997.

The National Park Service is offering a series of publications called “Partnership Notes.” The first three titles in the series are “Conservation Districts,” “Subdivision Regulations and Historic Preservation” and “Zoning and Historic Preservation.” To receive a free copy call 202-343-9583 or e-mail hps-info@nps.gov.

Preservation Leadership Training
Preservation Leadership Training is an intensive one-week experience tailored to the needs of state and local preservation organizations. PLT provides participatory learning experiences in leadership and organizational development techniques, stimulating educational sessions, and up-to-the-minute information on current preservation practices, issues, and action strategies.

HOT SPRINGS, ARKANSAS
JUNE 3-10, 2000

Application Deadline: March 31, 2000
For board members and staff of preservation organizations and agencies and others who are in positions to influence preservation efforts in their communities.

Limited Space is Available!
For more information, contact the National Trust for Historic Preservation
(202) 588-6067
(817) 332-4398
plt@nshp.org
not just physical growth but economic growth. And economic growth means new jobs. But who is creating the net new jobs in America? Not General Motors, or IBM, or Kodak. 85% of all net new jobs in America are created by small businesses. And for most small businesses there are few costs that are controllable, but there is one-occupancy. Barring massive public subsidies, you cannot build new and rent cheap. Older and historic buildings often provide the affordable rent that allows small businesses to get started. That’s Smart Growth.

Reason Nine: Business districts are sustainably successful when there is a diversity of businesses. And that diverse business mix requires a diverse range of rental rates. Only in downtowns and older commercial neighborhoods is there such diversity. Try finding any rental rate diversity in the regional shopping center or the so called office park. There ain’t none. Older business districts with their diverse rents are Smart Growth.

Reason Ten: Smart Growth ought to be about jobs. Let me distinguish new construction from rehabilitation in terms of creating jobs. As a general rule new construction is 50 percent labor and 50 percent materials. Rehabilitation, on the other hand, is 60 to 70 percent labor. While we buy an HVAC system from Ohio, sheetrock from Texas and timber from Oregon, we buy the services of the carpenter and plumber, painter and electrician from across the street. They subsequently spend that paycheck for a hair cut, membership in the local Y and a new car, resulting in a significantly grater local economic impact dollar for dollar than new construction. The rehabilitation of older structures is Smart Growth.

Reason Eleven: Solid waste landfill is increasingly expensive in both dollars and environmental quality. Twenty-six percent of most landfill sites is made up of construction debris. And much of that waste comes from the razing of existing structures. Preserving instead of demolishing our inventory of historic buildings reduces that construction waste. Preserving instead of demolishing our inventory of historic buildings is Smart Growth.

Reason Twelve: Its critics have pointed out that the so called New Urbanism is neither new nor urban. But I don’t think anyone here would dispute that in most instances, at least, New Urbanist development is fully compatible with the goals of Smart Growth. I would argue that New Urbanism reflects good urban design principles. But those principles have already been at work for a century or more in our historic neighborhoods. The sensitive renewal of those neighborhoods is Smart Growth.

Reason Thirteen: Smart Growth advocates a density of use. Historic residential and commercial neighborhoods are built to be dense.

Reason Fourteen: Historic buildings themselves are not liabilities as often seen by public and private sector demolition advocates, but are assets not yet returned to productive use.

Reason Fifteen: The rehabilitation of older and historic neighborhoods is putting jobs where the workers already are.

Reason Sixteen: Around the country historic preservation is the one form of economic development that is simultaneously community development.

Reason Seventeen: Reinvigorating historic neighborhoods reinvigorates existing schools and allows them to recapture their important educational, social and cultural role on a neighborhood level.

Reason Eighteen: No new land is consumed when rehabilitating a historic building.

Reason Nineteen: The Diversity of housing sites, qualities, styles and characteristics of historic neighborhoods stands in sharp contrast to the monolithic character of current subdivisions. The diversity of housing options means a diversity of human beings who can live in historic neighborhoods.

Reason Twenty: Historic preservation constitutes a demand side approach to Smart Growth. I’m not at all opposed to acquiring greenbelts around cities or development rights on agricultural properties. Those are certainly important and valuable tools in a comprehensive Smart Growth strategy. But they only reduce the supply of land to be developed-they do not address the demand for the use of that land. The conversion of a historic warehouse into 40 residential units reduces the demand for another strip center. The restoration of empty 1920’s skyscraper reduces the demand for another glass and chrome building at the office park. Again, I don’t mean to be remotely critical of supply side strategies, but without demand side responses their successes will be limited at best.

Finally, I think most of you would acknowledge that Maryland is among the states leading the way in creating comprehensive Smart Growth policies. Many of you are probably familiar with this publication, Smart Growth and Neighborhood Conservation: A Legacy for Our Children which enumerates forty-seven specific policy initiatives to encourage Smart Growth. I went through the entire list, and here’s what I found: of the forty-seven initiatives, historic preservation was a key component of thirty-two of them. But even more importantly, if communities had a strong historic preservation strategy, the goals of 44 of the 47 are automatically met.

Historic preservation IS Smart Growth. For years activists in the historic preservation movement have said, “We need to get closer to the environmentalists. They’ve been successful in raising public consciousness about the issues, and getting legislation put into place to advance those aims.” I have no quarrel with that strategy. But I would suggest to you environmentalists, that your strong support for historic preservation in your communities would, in and of itself, significantly advance your environmental goals. Further, I would suggest that a Smart Growth approach that does not include historic preservation high on the agenda is not only missing a valuable strategy, but, like the historic buildings themselves, an irreplaceable one.
THANKS FOR RENEWING!

THANKS FOR JOINING!

Members who joined or renewed between 7/1/99 and 12/29/99 are listed. If you have contributed since this time, your name will appear in the next issue.

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