

Newsletter

Summer 2006



This year's 3-Minute Success Stories were held at Sacramento's historic Crest Theater.

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by Paige J. Swartley, Esq.

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Preservation Calendar

Finding Common Ground: 31st Annual California Preservation Conference

Over 500 preservationists from around the state gathered in Sacramento at the 31st Annual California Preservation Conference, April 20–22, 2006. This year's theme, "Finding Common Ground," presented a chance for our attendees to challenge the way they see preservation and forge new alliances to address the preservation challenges that face us. By finding our common ground, seemingly diverse organizations have the potential to both accomplish their individual goals and to contribute to the preservation of the cultural heritage of California. The four educational tracks, focusing on partnerships, building technologies and materials, water and cultural heritage tourism, gave attendees the chance to gain knowledge about a wide variety of preservation topics. Eight tours and four mobile workshops offered attendees the chance to enhance their conference experience by getting out into the field and touring such places as Gladding, McBean, Southern Pacific Railroad Shops and Globe Mill. The conference special events also gave attendees entrance into some of Sacramento's exquisite historic treasures, including the Crest Theatre, Memorial Auditorium and the Leland Stanford Mansion.

Thank you to our sponsors: The 31st Annual California Preservation Conference is made possible by the generous donations of dozens of individuals and organizations that provide financial support, in-kind services, and countless hours of their time. On behalf of the Steering Committee and all sponsoring organizations, we thank each of them for supporting the 31st Annual California Preservation Conference!

Major Support

California State Parks
California Office of Historic Preservation
City of Sacramento Department of Convention, Culture & Leisure

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Sacramento Old City Association
Sacramento Design Review and Preservation Board
Boulevard Park Neighborhood Association
Sacramento Heritage, Inc.

Plenary Session Speakers

Dr. Mario Sanchez PhD., *Director, Cultural Tourism Program, Tesz Historical Commission*
Ruth Coleman, *Director, California State Parks*
Honorable Heather Fargo, *Mayor, City of Sacramento*
Milford Wayne Donaldson, *FAIA, State Historic Preservation Officer*
Anthea Hartig, PhD, *Director, Western Regional Office, National Trust for Historic Preservation*

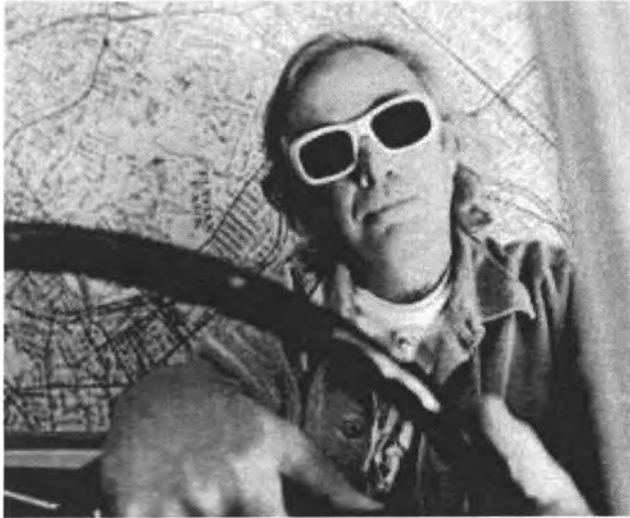
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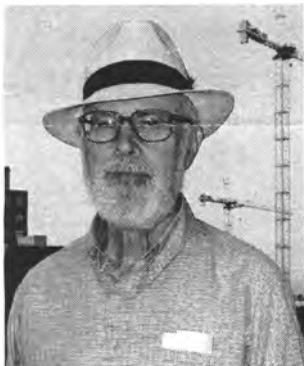
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Elaine Jackson-Retondo, Ph.D., *National Park Service*
Kimball Koch, *National Park Service*
Jennifer Lang
Robert Cooley, *AIA, County of Santa Barbara*
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Common Ground, continued from page 1
 Anthony Veerkamp, Western
 Office, National Trust for Historic
 Preservation
 Andrew Wolfram, SMWM
 Jan Wooley, California Department
 of Parks & Recreation



Ry Cooder and James
 Mills were honored
 with President's Awards.



Special Thanks

Audrey Baker, Paul Baker Printing
 M. Wayne Donaldson, State
 Historic Preservation Officer
 Jimmy Fay & Kim Gimball, Spark
 & Cinder
 Sid Garcia, Crest Theater
 Mary Hardy, Getty Conservation
 Institute
 David Heitzman, Napa Guitar
 Works
 Jeff Hess, Advantage Presentations
 Rachel Hickerson, Sheraton
 Grand Hotel
 Cathy Kasten, California Cultural
 Heritage Tourism Council
 Clint Kawakami, Tower Books
 Emily Low, Fairfield Main Street
 Jeffrey MacFarland-Johnson, Cellist,
 President's Circle Reception
 Al Maitland, California Assembly
 of Local Arts Agencies
 Malcolm Margolin, Heyday Books
 Masonic Temple, Ken McIver, Josh
 Pane, Pane & Pane
 David Polivy, Sierra Business Council
 Steve Poncelet, Sierra Business
 Council
 Bob Rakela, Logo Design
 City of Sacramento Preservation
 Office, Signs
 Matt Schulist, Graphic Design
 Cora Sorenson, Sheraton Grand
 Hotel
 Keith Underwood, Sacramento
 Convention Center
 Susan Wilcox, California Cultural
 Heritage Tourism Council
 Jon Wilkman, Gamble House



CPF On the Hill, 2006

The CPF delegation fearlessly visited 10 congressional leaders on the Hill March 14, 2006. The delegation focused on four main issues and their support: (1) The Historic Preservation Fund for the State Historic Preservation Officers (SHPO) and Tribal Historic Preservation Officers (THPOs); (2) The Community Restoration and Revitalization Act; (3) Congressional Historic Preservation Caucus; and (4) Funding for Preserve America and Save America's Treasures. Information on these issues and actions can be found at www.preservationaction.org.

At each congressional office we were greeted by enthusiastic legislative aides anxious to hear our story.

Damon Nelson from **Representative Devin Nunes** (21st District) was most informative regarding Nunes' stand on strong property rights. Representative Nunes wants a more expedited process on Section 106 of the National Historic Preservation Act Review. We explained how important the HPF was in keeping a strong SHPO staff to review the over 6000 Section 106 reviews each year. Damon will ask Representative Nunes to support maintaining the current level of spending for the HPF.

Adrienne Rose from **Representative Adam Schiff** (29th District) was very supportive of getting away from the strip mall model of city planning, supported Main Street communities and creating unique markets through historic preservation for downtowns. She also supported the Community Restoration and Revitalization Act and prepared a thesis for rehabilitation of New York City's older buildings for low to medium-income housing. Representative Schiff also sponsors H.R.3159 to improve the rehabilitation tax credit program.

A great and supportive discussion with **Olyvia Rodriguez** of **Senator Dianne Feinstein's** office (of the Appropriations Committee) led to a very encouraging conversation about the use of the tax credits for inter-urban housing. Rodriguez was very keyed into the preservation movement and our issues

with the HPF, which she said Senator Feinstein would support. Heritage Tourism was also high on her agenda.

Joel Najjar, Deputy Legislative Director and tax Counsel for **Representative Xavier Becerra** (31st District) felt that the historic tax credits for condominium owners depletes affordable housing units, especially in the greater LA basin. Najjar also believes that the location of the light-rail commuter lines displaces more affordable housing and disrupts ethnic communities only to service more affluent people in suburbia.

At Representative Bob Filner's office (51st District) we were greeted by **Jeremy C. Empol**. We found Empol very impressive, straight forward in his convictions and a good listener. It was noted that Filner would vote against any legislation put forth by **Representative Richard Pombo**. Bob Filner supports H.R.3159, which would substantially improve the rehabilitation tax credit.

Jason Gagnon of **Representative Ken Calvert's** (44th District) office was very supportive of the HPF and understood how Certified Local Governments use 10% of the HPF monies given to California. He was concerned about a local US Army Corps of Engineers project in San Juan Capistrano and wondered how we could help with the Advisory Council for Historic Preservation to make a swift decision.

We were greeted by **Tricia Geringer**, Legislative Director, at the office of **Representative George Radanovich** (19th District). She was very polite, but noncommittal. We met in the hallway, crowded with other delegates, and neither side heard all of what was said. It would have been funny had we not felt that our issues and perspective were not being heard.

The most enjoyable session by far was with **Ron Grimes**, Legislative Director for **Representative Tom Lantos** (12th District). Representative Lantos has signed a letter increasing the HPF fund from \$31 million to \$50 million, increasing the funding for THPOs to \$12 million and supporting Save America's Treasures. Grimes also confirmed the office's strong environmental support for both natural and cultural resources.

Main Street Program is Good for California's Heritage

Stede Craigo

The California Main Street Program is celebrating its 20th anniversary this year. The Program has been one of the more effective programs for revitalizing historic downtown commercial districts of communities and neighborhoods across the state. Yet, the Program may be celebrating its last year.

The successful State Program was begun in 1986. There are currently 37 certified Main Street Communities, such as Grass Valley, San Luis Obispo, Hollister, and Benicia, with an even longer list of communities (64) aspiring to become certified California Main Street communities.

In 1981 the national program was begun by the National Trust for Historic Preservation. Some 38 states have Main Street programs; seven of those are located in the state preservation office, such as in California. Other states use government agencies or non-profits to house the state program. Based upon the Main Street Approach, it is a grass-roots driven, self-help approach, utilizing a public-private partnership of private investment, local government support, and local non-profit assistance.

Due to the 2001/02 budget crises, the California Main Street Program was caught in the termination of its parent agency, the California Technology, Trade and Commerce Agency. Fortunately, successful advocacy efforts by the California Main Street Alliance (CAMSA) and the Californians for Preservation Action resulted in Senate Bill 1107, which was signed by Governor Arnold Schwarzenegger and re-established the Program in the OHP in 2004. Unfortunately, the legislation did not provide funding for the Program.

During the last two years, the OHP has redirected staffing and other resources to the unfunded Main Street Program. This situation has caused workload backlog and impacted the OHP's strained budget.

In 2005, in an attempt to minimize costs and generate revenue, the OHP signed the first of its kind cooperative agree-

ment with CAMSA to permit the non-profit organization to charge fees for certain services required by the Program and existing Main Street communities. However, the volunteer organization is unable to provide the services required; therefore, no significant funding has been received to off-set program costs. Other attempts by the OHP to provide funding for the Program in the coming fiscal year budget have been unsuccessful.

CA Main Street Program has several notable benefits. Small town and urban Main Street communities support statewide cultural heritage tourism efforts and sustainability, smart growth, and infill initiatives, as well as heritage preservation programs.

Most importantly, the California Main Street Program's contribution to communities' economic successes has been documented, including the following facts:

- Based upon data provided by the National Main Street Center and the California Main Street Alliance, and Department of Commerce Bureau of Economic Analysis RIMS II, the California Main Street communities generated during a 15-year period (1986-2001, when the Program was terminated.) revenues to the State General Fund totaling \$9,777,463.40, with a cost to the General Fund of about \$6,000,000 to fund the Program for the same time period.

- In a 2001 survey report, funded by the James Irvine Foundation, of California Main Street communities that were in the Program seven years or more, the net number of businesses in the Main Street areas increased by 23%; the net number of jobs increased by 31%; retail sales increased by 105%, and commercial property values increased by 167%.

- Additionally, the same report identified that for every dollar a community invested in its Main Street program, \$7.13 was invested in public and private improvements.

- The 2004 Annual California Main Street Report shows that the 27 reporting communities had a net business gain of 274 and a net jobs gain of 1,429 and had 214 private development projects of \$19,874,076 and 40 public project representing \$116,168,654.

see *Main Street*, page 4

Preservation, Polyester & Public Officials

Paige J. Swartley, Esq.

City council hearings rarely qualify as comedy hour, but some public speakers certainly know how to make their points with humor. In one of our recent California Environmental Quality Act cases, scores of residents provided eloquent testimony about impacts to historic resources, imploring the city council to deny the project. Exasperated, one gentleman finally asked, "If you guys say this is the best you can do after all these years of work . . . At the end of the day when you take off all of your polyester, how do you look at yourselves in the mirror?"

I laughed at this, of course, but I also thought that preservationists need to wear the polyester. Not in a fashion sense, but politically. Lately, I have been urging preservationists to serve not only as landmarks and planning commissioners, but also as city councilmembers and county supervisors. We should seek office as mayors, governors, and state and federal legislators. Indeed, a "preservation president" may even be in our future. Pam O'Connor, former Santa Monica mayor and current city councilmember, is an excellent example of a landmarks commissioner who moved to the planning commission and up to the city council. We need more preservationists to follow her lead.

If you question why preservationists should seek elected office, consider this. In 2005, the Mendocino County district attorney charged the mayor of Ukiah with two criminal counts for demolishing most of his historic 1890 Italianate house without a permit and failing to comply with the city's historic permitting process. Each charge carries a potential penalty of \$500 and six months in the slammer. A jury trial is scheduled for mid-July. But if you'd rather educate elected officials than run for office, be proactive. Don't wait until a preservation crisis erupts. Contact your representatives before a historic resource is threatened with demolition. Get to know them before they weaken your preservation ordinance. Talk with them regularly about preservation issues and give them a short, written summary of the main

points. Continue to educate them about the benefits of tax credits, Mills Act contracts, historic surveys, and heritage tourism. Keep quoting from your dog-eared copy of Donovan Rypkema's book, *The Economics of Historic Preservation*. If you run a membership organization, tell them how many members (voters!) you represent. Don't wait until "Historic Preservation Month" in May to bend their ears.

To make your voice heard statewide, consider joining Californians for Preservation Action (CPA), a 501 (c)(4) non-profit coalition of preservation organizations. CPA can support political candidates and has an experienced lobbyist in Sacramento. CPA Board President Ken Bernstein believes that "Local activism for historic preservation is simply no longer enough. Today, key funding opportunities, historic preservation incentives, and threats to long-won preservation protections emerge out of State government, so the preservation community needs to make its voice heard at the State Capitol, loudly!" For more information, contact Ken Bernstein at (213) 978-0195 or ken.bernstein@lacity.org.

Through our efforts, periodically an elected official becomes a preservationist. But preservationists should also become elected officials. So let's put on our suits—polyester optional!—and help our elected officials make the right decisions, whether we're voting from a city council seat or on a ballot.

◆
Paige Swartley is the Northern California Vice President of CPF and practices law with the Brandt-Hawley Law Group in Glen Ellen (paige@preservationlawyers.com). Her opinions are her own.

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Calendar of Events

July 21

Members only tour, Napa Soda Springs Ruins. Space is limited. Call CPF for more information, 415-495-0349.

August 18:

CEQA 101 Workshop, Occidental College, Los Angeles

September 14 & 15:

Seismic Retrofit of Historic Adobes and Earthen Structures, The Getty Center, Los Angeles, and Rancho Camulos, Piru

October 15

Preservation Design Awards, The Beverly Hilton, Beverly Hills

October 20

Design Review Workshop, Inn at Rancho Santa Fe, Rancho Santa Fe

October 31–November 5

National Preservation Conference, Pittsburgh, PA

May 3–8, 2007

California Preservation Conference, Roosevelt Hotel, Hollywood, CA

For more information, go to our website at www.californiapreservation.org or call CPF at 415-495-0349.

CPF on the Hill, continued from page 2

The HPF letter was signed by 66 representatives as part of the Congressional Historic Preservation Caucus. Only the following Representatives from California signed: **Michael Honda, Barbara Lee, Diane Watson, and Henry Waxman.** SHPO Wayne Donaldson informed us that the HPF portion to California was increased by \$9,000 over last year. It appears our efforts paid off again. It was a victory of sorts when most federal programs except defense took cuts this year.

Write your congressional leaders, as it seems that they react to your personal requests on historic preservation issues. Our presence and your letters make a difference.

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Are you a Member of CPF?
 Become a member now and enjoy the benefits of membership. For more information, visit our website at www.californiapreservation.org or call 415-495-0349.

.....
Save the Date!
The Preservation Design Awards will be held on **Sunday, October 15, 2006 at the Beverly Hilton Hotel, Beverly Hills.**

Main Street, continued from page 3

During the February 27–28, 2006 Winter Main Street Conference in Sacramento, the California Main Street Program's 20th anniversary was celebrated at a local restaurant with cake and song. In attendance were Ruth Coleman, Wayne Donaldson, Cindy Heitzman, Anthony Veerkamp of the National Trust, and representatives of CAMSA, as well as Senator Richard Alarcon and Assemblywoman Cindy Montanez.

The big unknown is whether the Program will receive funding in the coming fiscal year 06/07 state budget and be able to celebrate its 21st anniversary next year.

Perhaps, as Director Ruth Coleman observed during her Conference keynote remarks, "The California Main Street Program is the state's best kept secret."

The Program's successes need to be high-lighted and made known to Legislators. Preservationists should join CPF and CAMSA representatives and local Main Street program staff to advocate for funding.

As Wayne Donaldson encouraged Main Street Conference attendees, we should be planning for the Program's 25th anniversary and holding the National Main Street Conference in California during 2011.

More information on the Main Street Approach can be found at the following websites:
www.mainstreet.org
www.camainstreet.org
www.ohp.parks.ca.gov

Steadie Craig is Senior Restoration Architect with the California State Office of Historic Preservation

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