

DRAFT STATE PLAN GOALS and OBJECTIVES

Cultural Diversity Goals and Objectives

Goals

- Acknowledgement and evaluation culturally diverse historic properties.
- Recognize a broader definition of cultural diversity beyond ethnicity.
- Achieve greater outreach to diverse cultures.
- Encourage greater numbers of culturally diverse students to enter careers in historic preservation.

Objectives

- Develop a web-based forum that allows the public to list resources with cultural diverse significance and allow for comment by the public. Plan one-year implementation followed by four years of monitoring, summarizing and improvements.
- Develop a brief primer for using the web-based forum. Contact universities offering history or preservation degrees and encourage instructors to use the resource in their curriculum.
- Identify low-income housing organizations. Begin outreach to promote historic preservation in housing solutions. Attend at least one affordable housing conference annually.
- Create a cultural diversity links page on the Office of Historic Preservation web site.
- Promote National Park Service/National Trust "Teaching Historic Places" program for teachers for inclusion in the California curriculum. Meet with the California Department of Education to make curriculum development experts aware of the program as a resource.
- Partner with historical professional organizations, such as the California Council for Public History and the Society for California Archaeology, to encourage culturally diverse students to seek careers in historic preservation.
- Participate in National Park Service minority internship program.

Cultural Landscapes Goals and Objectives

Goal:

- Promote the identification and protection of California's significant cultural landscapes and landscape features.

Objectives:

- Give bonus points in CLG grant competitions to proposals to survey and/or designate cultural landscapes.
- Give bonus points in CLG grant competition to proposals to write or revise local ordinances to include provisions for the protection of significant landscapes and landscape features.
- Revise National Register application instructions to insure inclusion of significant landscape features in all nominations submitted.
- Include information about cultural landscapes in all OHP presentations on Survey and Register programs.
- Develop a Technical Assistance Bulletin providing guidelines for identification and evaluation of significant landscapes.
- Hold one or more workshops/roundtables devoted to cultural landscape issues.
- Insure that OHP professional staff attends National Park Service or other training on landscape identification, evaluation and treatment.

Heritage Tourism Goals and Objectives

Goal:

- Promote economic development in California and investment in historic resources by promoting heritage tourism.

Objectives:

- OHP will participate actively in the California Cultural and Historical Tourism Council.
- OHP will work with the Council to develop a pilot program to demonstrate the value of heritage tourism along a selected heritage corridor, probably along Highway 49.

Incentives Goals & Objectives

Goals

- Promote the economic benefits of historic preservation and underlying maintenance, preservation, rehabilitation, and protection of historic resources, both urban and rural, of historic properties in California, as an economic development tool to stimulate local home ownership and neighborhood investment

Objectives

- Document and publicize each year's certified rehabilitation tax credit projects with photos and project descriptions in state preservation publications
- OHP will work with like minded organizations to initiate a study of the benefits of a state historic preservation tax program
- OHP will work with advocacy groups on protecting, strengthening, and developing programs such as the Mills Act and other preservation incentives at the state and local levels
- OHP will work with the National Park Service, the CA Division of the State Architect and AIACC (American Institute of Architects California Council) to strengthen LEED (Leadership in Energy & Environmental Design) points for historic fabric and features
- Support and find funding source for economic study of incentives and benefits of historic preservation in California
- Continue to improve technical assistance, educational outreach, and OHP's Technical Assistance Bulletin #15: Incentives for Historic Preservation in California; including development of a user friendly matrix, of incentives available to historic properties

Integrating Historic Preservation into Land Use Planning Goals and Objectives

Goals

- Develop additional publications and workshops to assist and/or train local government historic preservation commissioners, planning staff and officials.
- Develop additional materials and programs and provide more training, both online and face-to-face, to a wider audience than currently served to better educate and assist citizens, local government decision makers, and cultural resource consultants

Objectives

- Develop a handbook for Historic Preservation Commissioners
- Develop both online and face-to-face training for historic preservation commissioners and planning departments.
- Update *Historic Preservation in California: A Handbook for Local Communities*
- Develop a Citizen's Guide to Historic Preservation in California
- Partner with local chapters of the American Planning Association to provide historic preservation workshops for planners.
- Have a presence at the annual California Chapter of the American Planning Association Conference; propose conference sessions related to integrating historic preservation into planning.
- Continue to partner with the California Preservation Foundation to provide workshops around the state.
- In order to provide a voice for historic preservation, acquire agency memberships and participate in workshops, roundtables, and planning with local government agencies including the following:
 - Local Government Commission – www.lcg.org
 - Institute for Local Government/League of California Cities - <http://www.ilsg.org/index.jsp?zone=ilsg>
 - California State Association of County Governments -- <http://www.csac.counties.org/>
 - California Chapter of the American Planning Association - <http://www.calapa.org/>

Outreach and Education Goals and Objectives

Goals

- Develop additional materials and programs and provide more training to a wider audience than currently served to better educate and assist the State of California, its agencies, local governments, cultural resource consultants, and citizens in identifying, evaluating, and preserving California's irreplaceable prehistoric and historic resources which represent and reflect the state's rich history and cultural heritage.

- Develop partnerships and collaborate with other agencies, local governments, professional, educational, and community groups in support of historic preservation.
- Promote understanding and awareness of the economic values of historic preservation.
- Continue to provide useful information and links to resources on OHP's website.

Objectives

- Update current technical assistance bulletins.
- Make technical assistance bulletins and other publications available in Spanish as well as English.
- Create a library of existing historic contexts and make them available online
- Develop statewide historic contexts that local contexts can be linked to, such as
 - Women in California History
 - Labor Movements
 - Fraternal Halls
- Update and expand *Five Views* to include additional cultural and ethnic groups
- Commission a study of the economic benefits of Preservation in California.
- Collect economic analyses done in other locales and make them accessible or provide links online
- Develop a "Rehab Right" bulletin for homeowners and contractors
- Develop an Architectural Style Guide for California

Preservation of the Recent Past Goals and Objectives

Goals

- Encourage awareness, scholarship and the exchange of information on resources of the Recent Past.
- Develop statewide contexts on the study of the California suburb with a focus on auto-related resources, migration patterns, suburban segregation patterns, suburban regulation and industrial/commercial suburban properties.

- Increase public awareness of historic resources of the recent past through OHP website
- Increase public outreach to include modern properties

Objectives

- Continue to provide staff to work with the State Historic Resource Commission's Committee on Cultural Resources of the Modern Age. If funding is available sponsor 2 seminars on Recent Past post papers from seminars on OHP website
- If funding is available in OHP's budget hire a consultant to prepare statewide contexts and/or surveys of the recent past.
- Make OHP's website more useful and easier to navigate to links on modern resources, provide examples of successful nominations to the National Register with historic properties of the recent past.
- Provide bonus points to CLG grant program for projects that focus on properties of the recent past.
- Any CLG forums conducted by OHP will include information about resources of the recent past.
- Engage local AIA or AICP chapters to explain the Recent Past in their communities at CLG forums.