



Preserve America in California

January 15, 2009
Ventura, California



Preserve America is an increasingly popular program in California

- In 2004, there were three designated communities
- In 2007, there were 16 designated communities
- Today, there are 23 ... and counting



California designations run the gamut

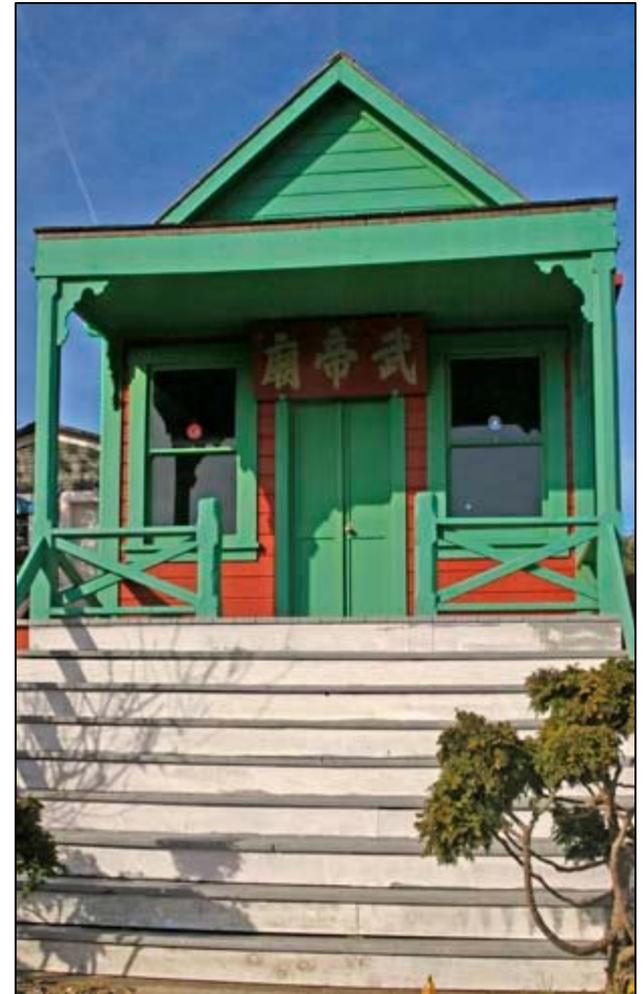
- Five neighborhoods in large cities (one in San Francisco, one in San Diego, three in Los Angeles)
- One county (Tuolumne)
- Many small cities, especially in Central Valley and on Coast
- Three large cities (over 200,000): Santa Ana, Fresno, and Sacramento



Preserve America Communities Reflect the Diversity of the State

- Preserve America designations generally occur in small cities or neighborhoods of large cities.
- Because they reflect smaller jurisdictions, Preserve America communities are more likely to reflect the ethnic and social diversity of the state.

Chinese Temple, Mendocino



California Tourism's Slogan, "Find Yourself Here," applies to Preserve America communities as well

- Surely there is one Preserve America community in which you might "find yourself."



Neighborhoods in Large Cities

- All in very large cities (San Diego, Los Angeles, and San Francisco)
- All are ethnic neighborhoods (Little Italy San Diego, Chinatown Los Angeles, Thai Town, Los Angeles, Japantown in San Francisco and Little Tokyo in Los Angeles)



Chinatown, Los Angeles

“New” Chinatown was created in 1938 when
“old” Chinatown was destroyed to make room
for Union Station



Today it is as lively and exciting as ever



Little Tokyo, Los Angeles

Little Tokyo had a vibrant Japanese community between 1900 and 1941



Today, Little Tokyo thrives as a cultural and commercial center



Japantown San Francisco

Japantown also thrived between 1900 and relocation during the 1940s

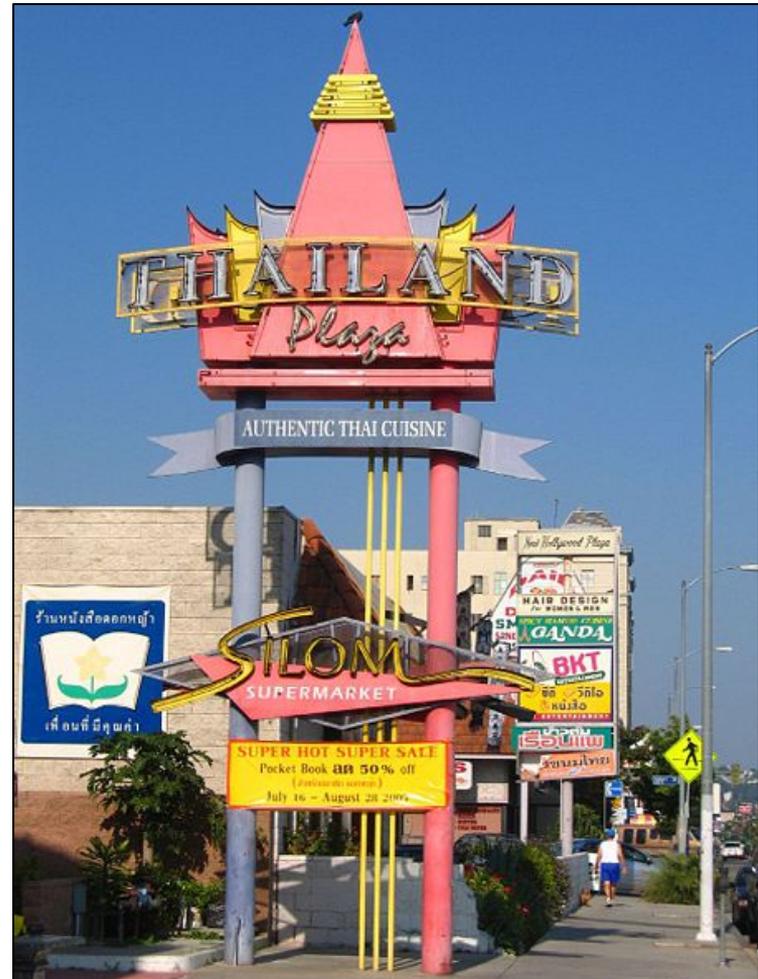


Although the Japanese population is small the commercial and cultural center prospers

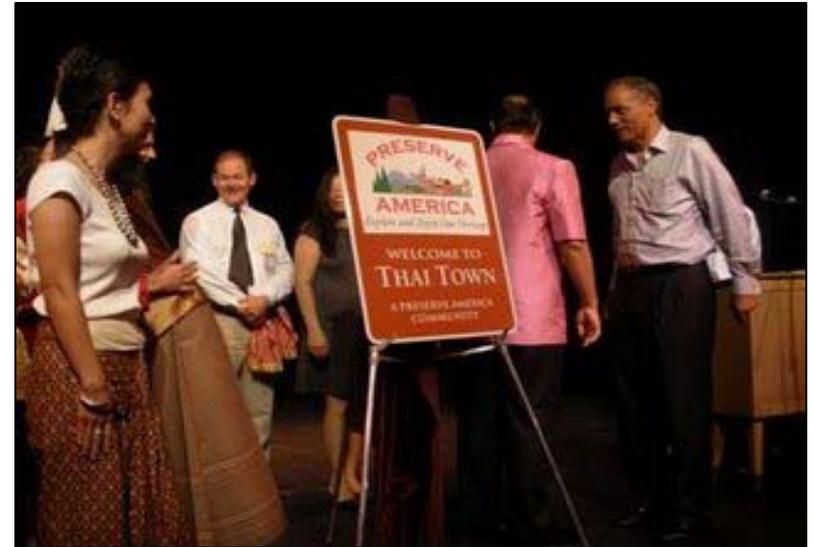


Thai Town, Los Angeles

About 10,000 Thais
live in this neighborhood,
in East Hollywood



The community celebrates its culture and history in many ways and on many occasions



Little Italy, San Diego

The heyday of Little Italy was in the 1920s, when more than 6000 Italians lived here, working chiefly in the tuna industry



Although the Italian population has declined, the love of all things Italian has not



Preserve America Counties

A single county - Tuolumne - has received
Preserve America designation



Tuolumne County has historic resources scattered throughout its rural environs.

Many date to the Gold Rush and form the core of heritage tourism in this region.



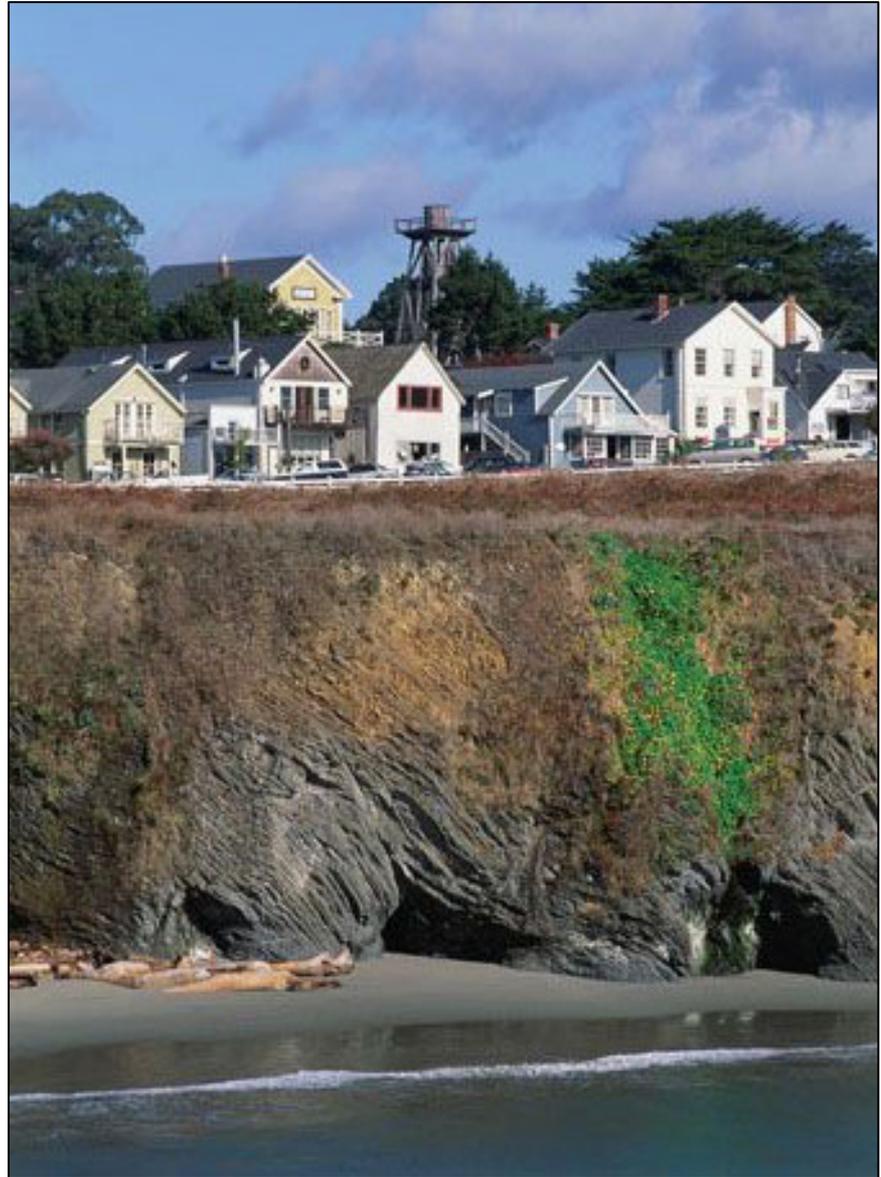
Small towns

- The vast majority of Preserve America communities in California are small towns
- These are scattered throughout the state, but most are in predominantly rural areas
- These small towns usually have populations of less than 50,000

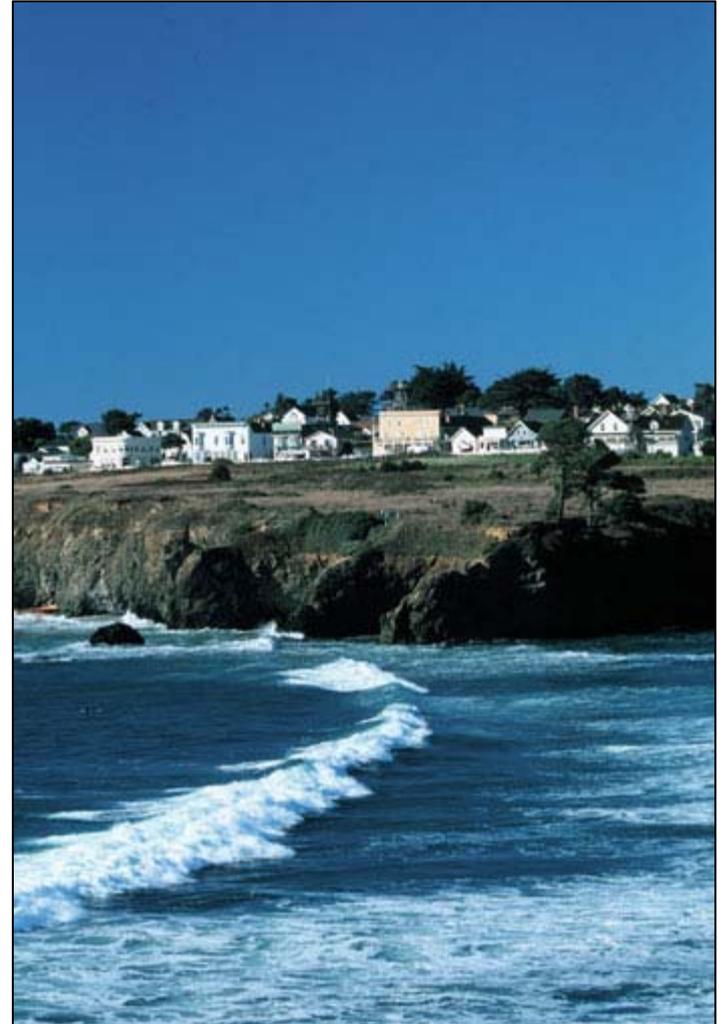


Mendocino

Mendocino has always been about the sea - fishing, lumbering, and now seaside tourism, augmented by historic resources



Today, Mendocino and other small towns in the county prosper from this nexus of history and the seashore



Monterey

Monterey seems large because it is so diverse. This little town of 30,000 may have more National Historic Landmarks per capita than any other town in America.



Monterey, with its historic adobes, Cannery Row, and wonderful beaches, exemplifies heritage tourism



San Clemente

San Clemente is another beach town, dating to the 1920s, when Ole Hansen developed a Spanish Villa by the Sea.



Today, it meets and exceeds Hansen's dreams



Santa Monica

No town says
Southern
California surf
Like Santa
Monica



Santa Monica combines history and the sea in its heritage tourism program



Santa Barbara

Santa Barbara is a mission town and one of the most heavily visited cities in the state.



The decision of the city in the 1920s to enforce a Spanish-Mexican theme on public buildings adds to the charm of Santa Barbara as a heritage tourism site

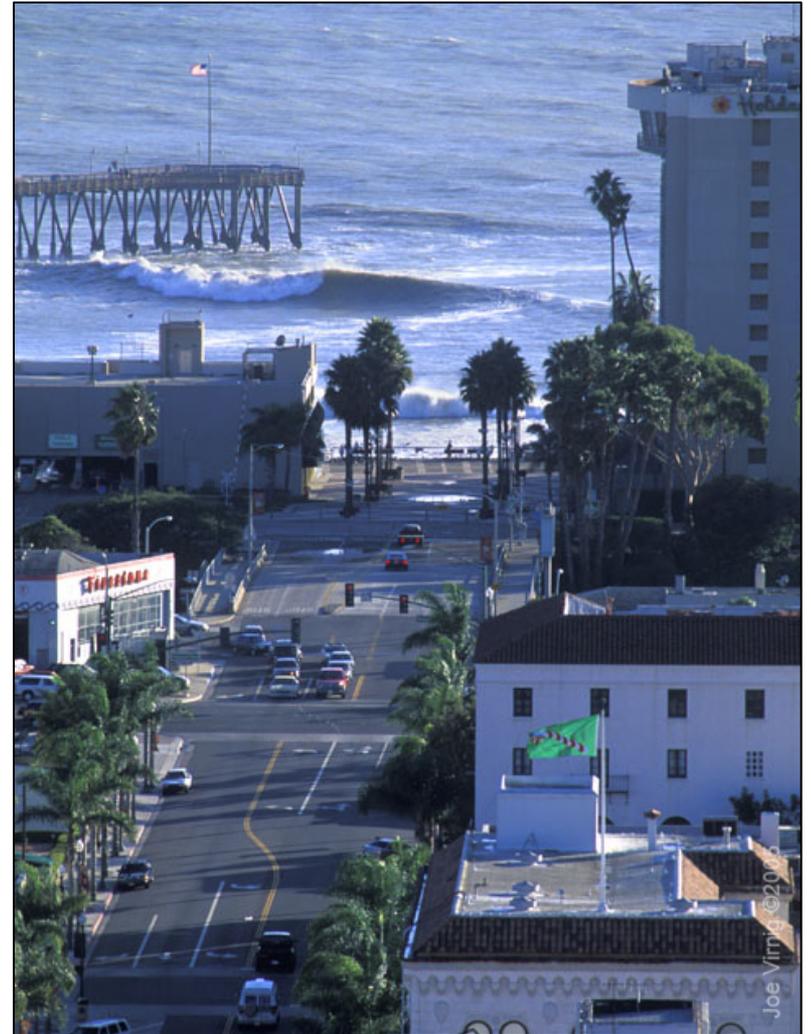


Ventura (San Buenaventura)

Ventura is another Mission town that has staked part of its future on heritage tourism



Ventura has so much to offer the heritage and cultural tourist, beyond its Mission and Spanish heritage



San Juan Bautista

San Juan Bautista is yet another Mission town, but one that offers a unique heritage tourist experience



San Juan blends the old Mission with the Old West in a way that has earned it a National Trust “Distinctive Place” designation

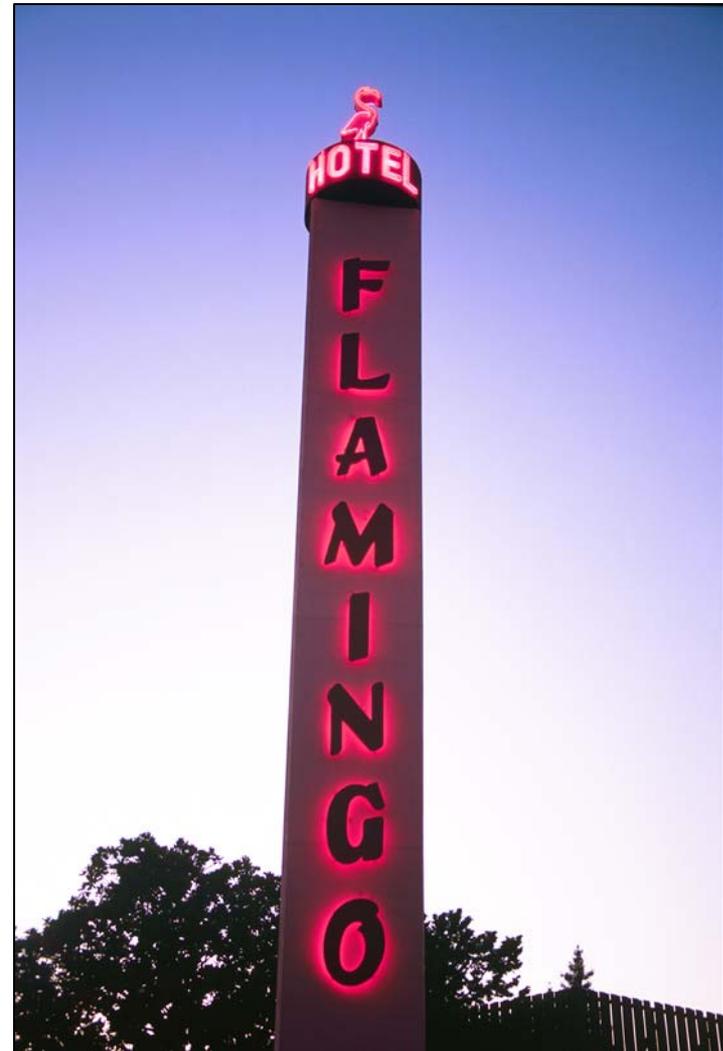


Santa Rosa

Santa Rosa is known nationally at home to Luther Burbank's home and gardens



The city has many other diverse attractions to please the heritage tourist



San Ramon

Like many other California communities, San Ramon began as a small farmtown but became a large suburb



The community values its historic resources all the more
for their fragile nature



Weaverville

Weaverville is a classic Gold Rush town, distinctive for its setting near the Trinity Alps wilderness. As mining and lumbering has faded, the community looks to heritage tourism for its future.



Weaverville retains enough historic properties to be a heritage tourism destination

Joss House



Courthouse

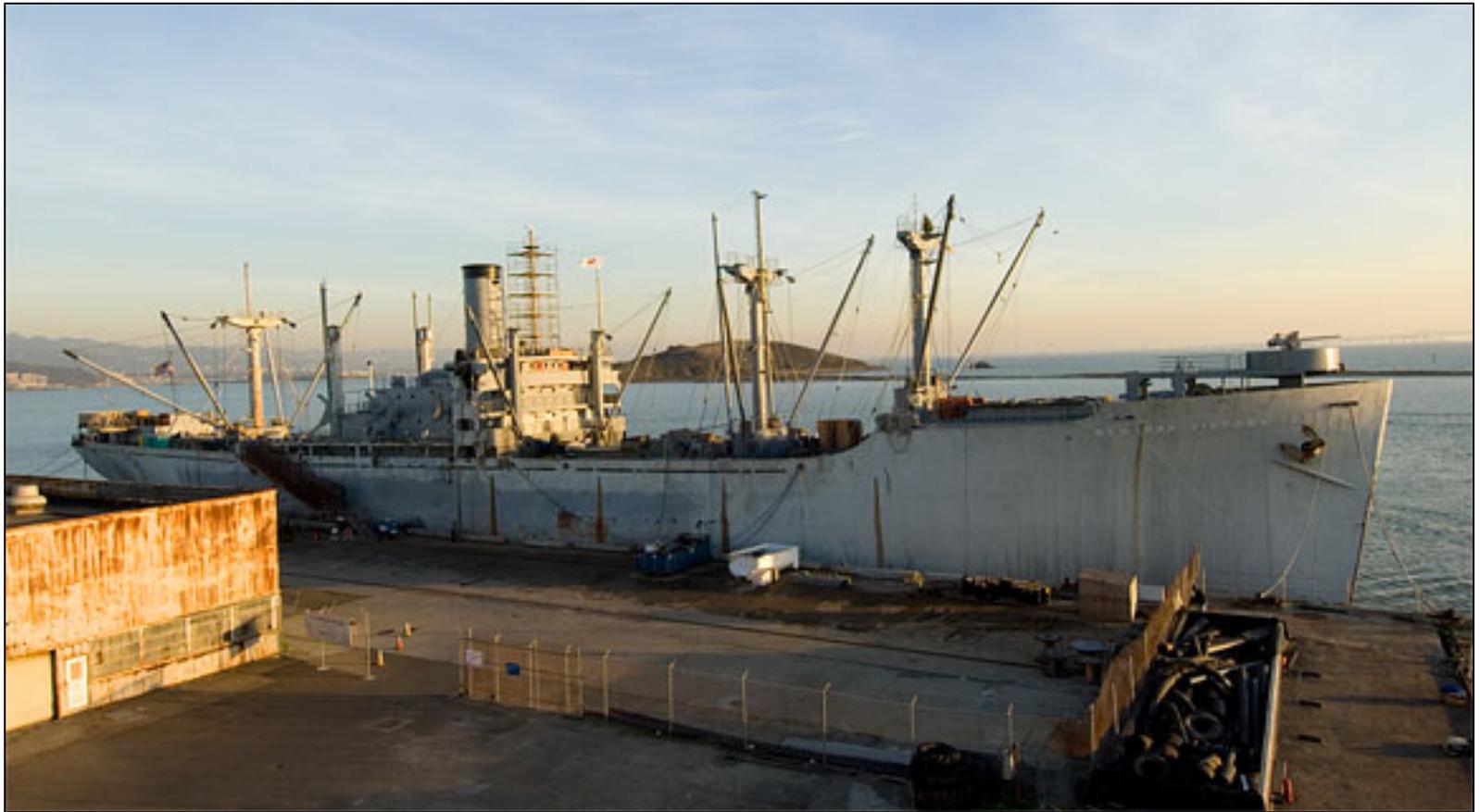


Richmond

Although interesting in many regards, Richmond is best known as the home to Rosie the Riveter Park

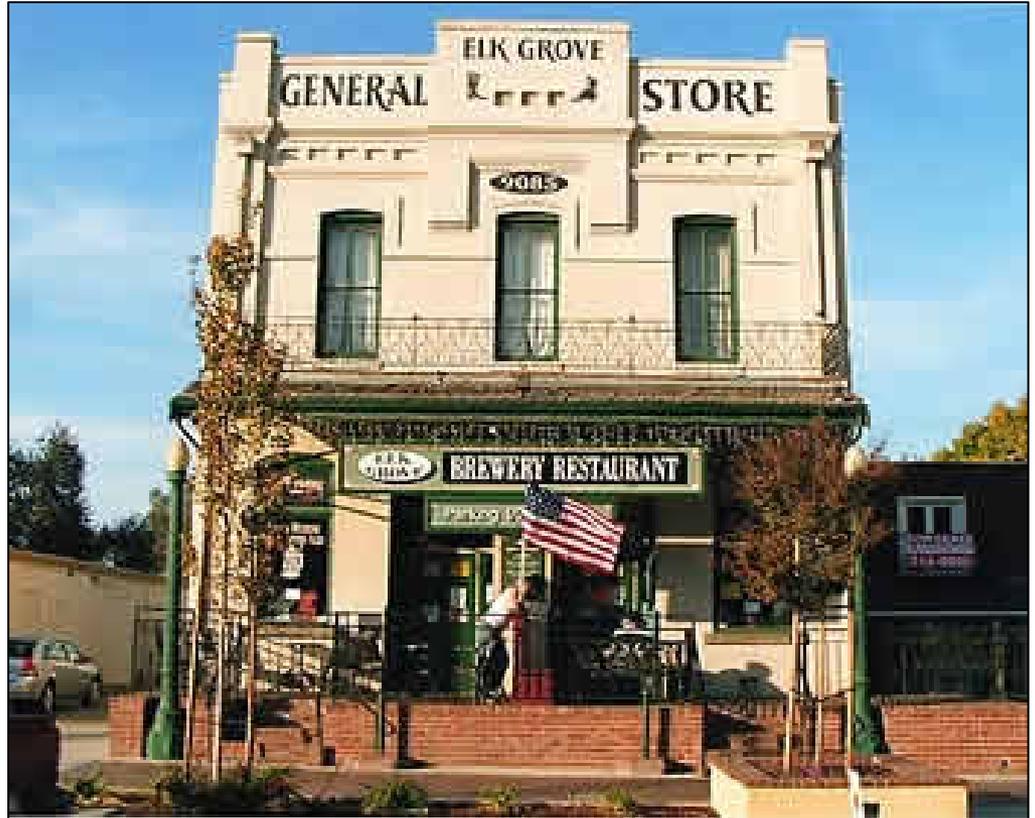


Richmond's recent past is both industrial and patriotic,
which makes it a tourism attraction for many



Elk Grove

Elk Grove grew quickly from a small farming town to a large suburb. The town values its old buildings all the more for their rarity.



Although the Elk Grove Heritage program is centered on its popular “Old Town,” the city has historical resources scattered throughout its boundaries



Ontario

Ontario was laid out as a model townsite for a model agricultural colony



The orderly layout of the town, including the grand Euclid Avenue, is at the heart of the tourist appeal of Ontario



Redlands

- Redlands probably has more elegant historic resources than any other small town in Southern California.



The city clearly sees these historic resources as assets for the quality of life of inhabitants and for visitors as well.

Kimberly Crest

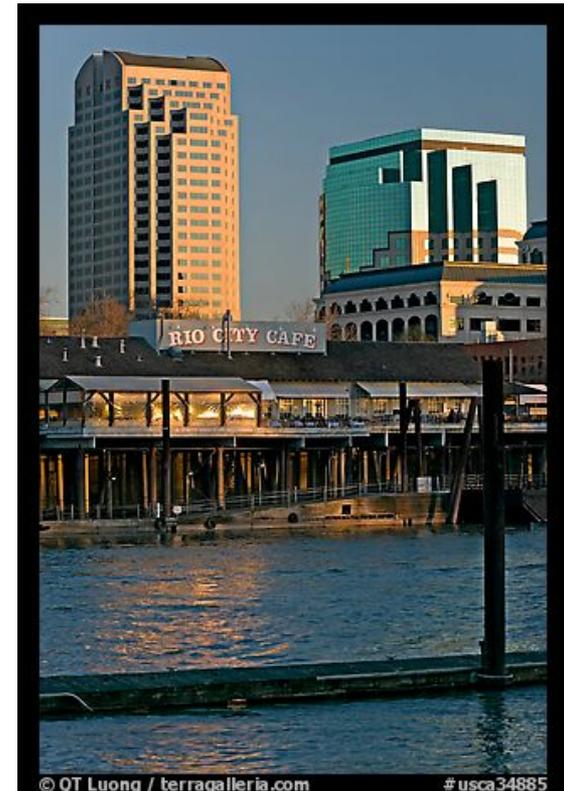


Smiley Library



Large cities

- Although the program appeals chiefly to neighborhoods and small cities, a few large cities have achieved designation:
- Santa Ana (353,000),
- Fresno (471,000),
- and Sacramento (476,000)



Santa Ana

Santa Ana was a small farming town until World War II. It has grown into one of the major cities in California, while holding on to what remains from its agrarian past.



Whether in its museums, public buildings, or adaptively reused commercial buildings, the large-city Santa Ana residents are making use of these remnant small town resources.



Fresno



Like Santa Ana, Fresno was a small city that grew to be a great city after 1945. As it continues to grow, the people of Fresno hold fast to vestiges of an era when it was a more distinctive place, not quite like any other California city.

Water Tower



Kearney Mansion



Sacramento

Sacramento has been a great city since the 1850s, while clinging to her roots as a Gold Rush river town



Fittingly, Sacramento – the largest Preserve America community in California – will focus its marketing on Old Sacramento, a distinct neighborhood in what is a very large and complex city



The only question for visitors to California is, in which Preserve America community will you “find yourself”?



How to achieve designation?

- Answer three important questions:
- What is the story of my community, in briefest terms possible?
- Does my community have a program to protect historic resources (a basic ordinance or other protective mechanism)?
- Does my community have a partnership among preservationists, local government and the business community?

Why Community Story?

- The application calls for it in various places (4.A. heritage project; 4. E, history of community)
- It also demonstrates an understanding of how to manage a heritage tourism program:
- If you cannot say succinctly what is interesting about and expressive of the character of your community, your tourism potential is limited.

Why preservation program?

- Because it is called for in the application (4.B, C.2)
- It also demonstrates a commitment to long-term care for the historic resources.
- There can be no heritage tourism without heritage.

Why partnership with business groups?

- Because it is called for in the application (c.3)
- And it demonstrates the presence of a framework through which resources can be successfully marketed.
- If we invite the public to our town, do we have something to show them?
- Could we keep them in town long enough to have a meal? If so, can we serve them a meal?
- Could we keep them in town long enough to spend the night? If so, do we have a place for them to stay?

In conclusion...

- Preserve America communities have three characteristics in common: a compelling story; an effective preservation program; and a commitment to promoting historic assets
- A Preserve America designation application built around those three facets has an excellent chance of being approved.