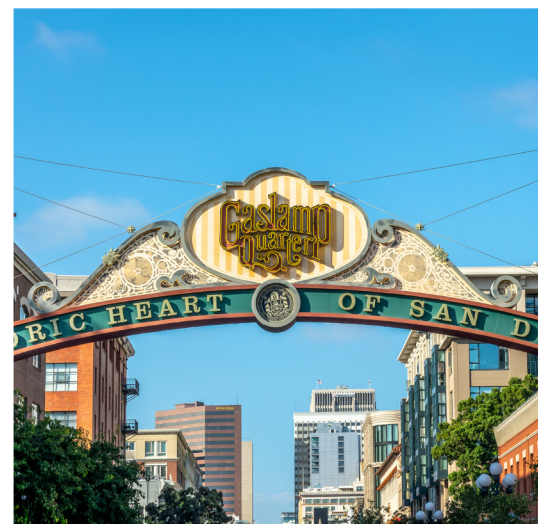




Historic Preservation Element



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Table of Contents

Introduction	HP-4
A. Identification and Preservation of Historical Resources	HP-14
B. Historic Preservation, Education, Benefits, and Incentives.....	HP-22
 List of Tables	
Table HP-1 Regional History	HP-12





Casa del Prado
1820 El Prado

Introduction



Introduction

PURPOSE

To guide the preservation, protection, restoration, and rehabilitation of historical and cultural resources and maintain a sense of the City. To improve the quality of the built environment, encourage appreciation for the City's history and culture, maintain the character and identity of communities, and contribute to the City's economic vitality through historic preservation.

INTRODUCTION

No city can hope to understand its present or forecast its future if it fails to recognize its past. By tracking and preserving its past, a city can gain a clear sense of the process by which it achieved its present form and substance. San Diego's rich and varied historical and cultural resources include buildings, structures, objects, sites, landscapes, districts, archaeological sites, and traditional cultural properties that possess historical, scientific, architectural, aesthetic, cultural, or ethnic significance. Although not always easily distinguishable, these resources, with their inherent ability to evoke the past, represent important aspects of the history of San Diego and the

region. They include evidence from the time before and during European contact with Native Americans of this area, examples from the boom-and-bust periods of development of the City's core, early transportation routes and the spread of development outward, through both world wars and the continued military presence. They also document the advent of the automobile, increased leisure time, and the recent past. The identification, evaluation, registration, and protection of these resources, and thereby the preservation of San Diego's past for its current and future residents, are the essential components of San Diego's historic preservation program.

Legal Basis for Historic Preservation

Federal Law

The National Historic Preservation Act (NHPA), enacted in 1966, established the National Register of Historic Places, authorized funding for state programs with participation by local governments, created the Advisory Council on Historic Preservation, and established a review process for protecting cultural resources. The NHPA provides the legal framework for most state and local preservation laws.

Historical and cultural resources include elements from the built environment such as buildings, structures, objects, and districts; landscape features, including significant trees and plantings, hardscape, fountains, lighting, sculptures, signs and other natural or designed features; interior elements and fixtures designated in conjunction with a property; significant archaeological sites; and traditional cultural properties.

The National Register of Historic Places is the nation's official list of cultural resources worthy of preservation. It is part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect historic and archeological resources.

The NHPA was amended in 1980 to create the Certified Local Government (CLG) program, administered through the State Office of Historic Preservation (OHP). This program allows for direct local government participation and integration in a comprehensive statewide historic preservation planning process. Cities and counties with CLG status may compete for preservation funds allocated by the Congress and awarded to each state.

State Law

The California Register of Historical Resources was established in 1992, through amendments to the Public Resources Code. It serves as an authoritative guide to be used by state and local agencies, private groups, and citizens to identify the state's historical resources and to indicate what properties are to be protected from substantial adverse change. The California Register includes resources that are formally determined eligible for, or listed in, the National Register, State Historical Landmarks numbered 770 or higher; Points of Historical Interest recommended for listing by the State Historical Resources Commission (SHRC); resources nominated for listing and determined eligible in accordance with criteria and

The Certified Local Government (CLG) program is a partnership among local governments, the State of California Office of Historic Preservation, and the National Park Service. The CLG program integrates local governments with the national historic preservation program through activities that strengthen decision-making regarding historic places at the local level. The program encourages the direct participation of local governments in the identification, evaluation, registration, and preservation of historic properties within their

procedures adopted by the SHRC, and resources and districts designated as City or county landmarks when the designation criteria are consistent with California Register criteria. With establishment of the California Register and the SHRC, the state legislature amended the California Environmental Quality Act (CEQA) in 1992 to define historical resources as a resource listed in (or determined eligible for listing in) the California Register; a resource included in a local register of historical resources or identified as significant in a historical resource survey that meets certain requirements; and any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be significant. Generally, a resource is historically significant if it meets the criteria for listing in the California Register. However, a lead agency under CEQA is not precluded from determining a



resource is significant that is not listed in (or determined eligible for listing in) the California Register, not included in a local register, or identified in a historical resources survey as a historical resource, as defined in the Public Resources Code.

CEQA was further amended to clarify that a project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment. While demolition and destruction are obviously significant impacts, it is more difficult to assess when change, alteration, or relocation crosses the threshold of substantial adverse change. The state CEQA guidelines provide that a project that demolishes or alters those physical characteristics of a historical resource that conveys its historical significance, (i.e., its character-defining features), can be considered to materially impair the resource's significance. However, a project that conforms to the Secretary of the Interior's Standards for the Treatment of Historic Properties can generally be a project that will not cause a significant impact.

Several state laws address the importance of Native American involvement in the development review process and provide requirements for the treatment of human remains and grave goods and protection of cultural places. Among these laws is the California Native American Graves Protection and

Repatriation Act of 2001, which was amended and strengthened in 2018 and 2020. This Act is consistent with the federal Native American Graves Protection and Repatriation Act and was put in place to ensure that all California Indian human remains and cultural items are treated with dignity and respect. In addition, sections of the California Health and Safety Code address the discovery of human remains outside a dedicated cemetery and provide requirements for consultation with appropriate Native American individuals for disposition of the remains. The Public Resources Code establishes the Native American Heritage Commission and the State's Sacred Places List. The requirements for local agencies to consult with identified California Native American Tribes, as part of the general plan adoption or amendment process and prior to the dedication of open space, are provided in Government Code Sections 65352.3, 65352.4, 65562.5, and others collectively referred to as Senate Bill (SB)18. Assembly Bill (AB) 52, which amended CEQA in 2014 and was strengthened in 2025, established Tribal Cultural Resources as a distinct category for review under Appendix G. AB 52 also created a formal consultation process between lead agencies and California Native American Tribes which is outlined in California Public Resources Code Section 21080.3.1. As regulations are frequently updated, the CEQA handbook should be consulted prior to any project impacting resources.

City of San Diego Municipal Code Chapters 11, 12 and 14 of the Municipal Code establish the Historical Resources Board authority, appointment and terms, meeting conduct, and powers and duties; the designation process including the nomination process, noticing and report requirements, appeals, recordation, amendments or rescission, and nomination of historical resources to state and national registers; and development regulations for historical resources. The purpose of these regulations is to protect, preserve, and, where damaged, restore the historical resources of San Diego.

The Historical Resources Guidelines, located in the City's Land Development Manual, provide property owners, the development community, consultants and the public explicit guidance for the management of historical resources located within the City's jurisdiction. These guidelines are designed to implement the historical resources regulations and guide the development

review process. The guidelines also address the need for a survey and how impacts are to be assessed, available mitigation strategies, and report requirements. They also include appropriate methodologies for treating historical resources located in the City.

Certified Local Government

The City of San Diego became a Certified Local Government (CLG) in 1986 under the provisions of the NHPA. All CLGs must comply with five basic requirements:

- Enforce appropriate state and local laws and regulations for the designation and protection of historic properties, including adoption of a historic preservation plan or inclusion of a historic preservation element in the General Plan.
- Establish a historic preservation review commission by local ordinance.
- Maintain a system for the survey



Cabrillo Bridge and Balboa Park



Mission San Diego de Alcalá



- and inventory of historic properties.
- Provide for public participation in the local preservation program; and
- Satisfactorily perform responsibilities delegated to it by the state.

The benefits derived from being a CLG include the prestige and credibility of associating the local preservation program with time-tested state and national preservation programs. Other benefits include technical assistance offered by knowledgeable staff at OHP and statewide CLGs; ability to compete for annual Historic Preservation Fund grants; direct participation in the nomination of historic properties to the National Register; and ability to perform other preservation functions delegated by the OHP under the NHPA. These may include the responsibility to review and comment on development projects for compliance with federal and state environmental regulations, including such activities as review under Section 106 of the NHPA, review of National Register nominations,

and review of rehabilitation plans for projects seeking Federal Rehabilitation Tax Credit.

San Diego Register of Historical Resources
Any improvement, building, structure, sign, interior element and fixture, feature, site, place, district, area, or object may be designated a historical resource by the City's Historical Resources Board (HRB) if it meets one or more of the City's adopted designation criteria. The designation criteria can be found in the Historical Resources Guidelines of the City of San Diego's Land Development Manual.

The first site designated as a historical resource by the City of San Diego was Balboa Park's El Prado in 1967. As of 2025, more than 1550 buildings, structures, objects, districts, cultural landscapes, and archaeological sites have been designated by the City's HRB.



Victorian



Craftsman

San Diego History

The history of a region provides the context for the identification, evaluation and management of historical resources. The history of San Diego begins more than 12,000 years ago, with thousands of years of occupation by Native American people, followed by several hundred years of initial and ongoing contact between these local Native Americans and European clergy, militia, and settlers, and several hundred years of growth from a small town to one of the largest cities in the country. Summarized from the City's Historical Resources Guidelines of the Land Development Manual, and Appendix E, the following timeline is offered in Table HP-1, Regional History. It provides a concise reminder of the long history of San Diego and the origins of the cultural diversity that are at the center of our history and that continue to enrich our City today. Several historical resources representative of each period have been designated by the HRB.

Examples of every major period and style remain in San Diego, although few areas retain older substantial neighborhood-level architectural integrity due to several major building booms, when structures were demolished, prior to preservation movements and stricter regulations regarding historic structures. Among the recognized architectural styles in San Diego are Spanish Colonial, Victorian Italianate, Stick, Queen Anne, Colonial Revival, Neoclassical,

Shingle, Folk Victorian, Mission Revival, Craftsman, Prairie, French Eclectic, Italian Renaissance, Spanish Colonial Revival, Spanish Eclectic, Egyptian Revival, Tudor Revival, Contemporary, Modernist and International.

Significant elements of our historic built environment include San Diego's railroad and maritime history, development in relationship to the automobile, the role of recreation in the development of specific industries, as well as the design and implementation of major regional planning and landscaping projects. The role of international fairs on architecture, landscape architecture and City buildings and the development of industrial and military technologies between the two world wars are other significant elements of our history. The relationship between climate, terrain, native plant material and local gardening and horticultural practices; planning and subdivision practices from the turn of the century to the present day; and the post-war period of suburbanization are also important.



Table HP-1 Regional History

<i>Prehistoric Period (8500 BC to AD 1769)</i> • Native American people lived throughout San Diego continuously • Subsistence changed from more nomadic hunting to a focus on coastal marine and inland food sources with native plants gathering to a semi-sedentary lifestyle with limited horticulture • Significant time markers include changes in stone tools, mortuary practices, and the introduction of pottery • Spanish exploration begins	<i>Designated Historical Resources</i> • Village of Ystagua • Spindrift Archaeological Site • Gordon-Hooper Archaeological Site • Ocean Beach Gateway Archaeological Site
<i>Spanish Period (1769 to 1821)</i> • Arrival of Spanish missionaries and explorers • Presidio and Mission San Diego de Alcalá established • Spanish occupation and mission system profoundly changed lives of the Kumeyaay people • Early house lots and garden plots in what would become Old Town	<i>Designated Historical Resources</i> • Fort Guijarros • Franciscan Garden Site • Old Mission Dam and Flume
<i>Mexican Period (1821 to 1846)</i> • Mexico wins independence from Spain and San Diego becomes part of the Mexican Republic • Rancho system of extensive land grants to individuals • Secularization of the San Diego Mission • Mexico granted San Diego official pueblo (town) status • Native American population continued to decline	<i>Designated Historical Resources</i> • Johnson-Taylor Adobe • El Cuervo Adobe • Casa de Machado-Stewart • Fort Stockton • Old Spanish Cemetery • San Pasqual Battlefield

Table HP-1 Regional History (cont.)

<i>American Development (1846-Present)</i>	<i>Designated Historical Resources</i>
- Americans assumed formal control under the Treaty of Guadalupe-Hidalgo in 1848 - William Heath Davis founded the earliest American development of “New Town” in 1850 - Alonzo Horton arrived in 1867 and helped San Diego develop into an active American town - Expansion of trade brought an increase in the availability of building material - Active African American and Chinese communities lived and worked downtown - Urban growth spurred by industrial capitalism and land speculation and early private infrastructure investment - Chinese, German, Swiss, Italian, Portuguese, and other immigrants owned businesses and worked throughout San Diego, as do their descendants today	- Davis-Horton House - Rosario Hall - Villa Montezuma - Sunnyslope Lodge - Cleremont Hotel/Coast Hotel - Chinese/Asian Thematic Historic District - El Prado at Balboa Park - El Cortez Hotel - Wheeler J. Bailey Library - Salk Institute - Chicano Park





A

Identification
and Preservation
of Historical
Resources

Identification and Preservation of Historical Resources

Goals

- Identification of the historical resources of the City.
- Preservation of the City's important historical resources.
- Integration of historic preservation planning in the larger planning process.

Discussion

The backbone of any historic preservation program is an understanding of the number, location and significance of historical resources. A comprehensive inventory that identifies those resources, and that can be updated as new information is developed, is critical to this understanding. Historic contexts are often prepared as part of the survey effort to organize information based on a cultural theme and its geographical and chronological limits. They describe the significant broad patterns of development in an area that may be represented by historical and cultural resources. The evaluation of historical resources is closely tied to how the resource relates to the context statement.

Surveys are enhanced and the results are more meaningful when consultation with diverse cultural groups, traditionally underrepresented communities, historic preservation groups, and community and neighborhood groups and leaders are included as part of background research and context statements. In addition to identifying important individual historical resources and potential historical districts, a survey can identify buildings and areas that may not meet criteria for designation, but nevertheless have a history

and quality that is important to the community. Such areas may warrant unique urban design requirements or interpretation efforts to acknowledge and celebrate the history of the building or area.

The City of San Diego has a long history of historic preservation planning and has made significant achievements in terms of protecting its historic and cultural heritage. In 1965, San Diego created the Historic Sites Board and adopted its first ordinance to identify, designate, and preserve properties that are historically and architecturally significant to the community. The ordinance was amended in 1971 to allow a review of demolition or substantial alteration of historic sites and a delay prior to issuance of a demolition permit. In 1979, City of San Diego Progress Guide and General Plan (General Plan) was adopted containing a Cultural Resources Management Element. San Diego was one of only a few cities to include a separate element addressing historic preservation at that time. The General Plan identified shortfalls within the existing ordinance and historic preservation program. These shortfalls included the lack of a comprehensive citywide survey of historic and cultural resources, the need for a written historic preservation

plan to systematically guide historic preservation efforts, and the need for a stronger organizational framework with adequate personnel to adequately implement management activities in a comprehensive manner. The General Plan further stated as a major goal, the enactment of local regulations that would ensure effective protection and management of historical resources.

In response to identified problems with historic resource regulations, a comprehensive historic preservation plan consisting of an inventory element, an education element, an incentives element, and a draft historical resources ordinance was developed in 1991. While the inventory, education and incentives elements were adopted by the City Council, considerable controversy surrounded the proposed historical resources ordinance. Various efforts to address the need for regulations consistent with sound historic preservation principles balanced by the rights of private property owners culminated in new historical resources regulations that became effective January 1, 2000. These regulations and associated guidelines have proven to be effective in the protection and management of historical resources in San Diego.

Various state laws and local practices include the need to consult with local Native American groups to determine the cultural significance of places and sites within the City's jurisdiction. To be effective, consultation between the City and Tribal entities needs to

be carried out in a timely manner with careful consideration of each other's views, mutually respectful of each other's sovereignty and ultimately strive toward achieving agreement. Native American groups and individuals often have unique knowledge of the importance of identified cultural places and hold a special interest in the protection of these places. The City recognizes the need for confidentiality with respect to places that have traditional cultural significance so that these places do not become vandalized or harmed in other ways. Tribal views toward protection and preservation of ancestral human remains, including discoveries of human remains during project construction, should be respected. Conservation easements to protect a cultural place may be voluntarily granted to a California Native American Tribe to aid in the protection of these significant cultural places.

The continuing challenge is integrating effective historic preservation into the larger planning process. As future growth in San Diego has shifted from building on open land to a focus on reinvestment in existing communities, historical and cultural resources will be increasingly viewed as sites with opportunity to redevelop, both in the Centre City area and surrounding older communities. This development pressure will present new challenges in incorporating new development with historic resources and districts and could result in the potential loss of historical buildings and structures and archaeological resources.

Policies

HP-A.1 Strengthen historic preservation planning.

- a. Maintain Certified Local Government (CLG) status ensuring San Diego's direct participation in federal and state historic preservation programs.
- b. Utilize benefits of the CLG program including grant funding available from the California Office of Historic Preservation.
- c. Update the historic preservation work plan regularly. The plan is intended to guide, with specificity, historic preservation efforts in future years, including measures to implement General Plan and Community Plan policies related to inventories, incentives, education and regulations.
- d. Participate in regional efforts to strengthen historic preservation planning.

HP-A.2 Fully integrate the consideration of historical and cultural resources in the larger land use planning process.

- a. Promote early conflict resolution between the preservation of historical resources and alternative land uses.
- b. Encourage the consideration of historical and cultural resources early in the development review process by promoting the preliminary review process and early consultation with property owners, community and historic preservation groups, land developers, Native Americans, and the building industry.
- c. Include historic preservation concepts and identification of historic buildings, structures, objects, sites, neighborhoods, and non-residential historical resources in the community plan update process.
- d. Consider the inclusion of Urban Design elements to interpret and celebrate the history of buildings and areas that do not meet the City's criteria for designation but nevertheless have importance to the community.
- e. Make the results of historical and cultural resources planning efforts available to planning agencies, the public and other interested parties to the extent legally permissible.

HP-A.3 Foster government-to-government relationships with the Kumeyaay/Diegueño tribes of San Diego.

- a. Regularly meet with local Tribal governments to discuss issues of

mutual concern.

- b. Formally consult with identified California Native American tribes prior to the adoption or amendment of the General Plan or specific plan or the designation of open space.
- c. Maintain confidentiality concerning locations of traditional cultural places that are identified through the consultation process and otherwise.
- d. Support Tribal governments holding conservation easements over land voluntarily set aside for the protection of cultural places.

HP-A.4 Actively pursue a program to identify, document and evaluate the historical and cultural resources in the City of San Diego.

- a. Develop a Citywide historic context statement to guide future survey work as well as the preparation of subject-specific context statements.
- b. Complete and regularly update a comprehensive citywide inventory of historical and cultural resources in conformance with state standards and procedures. Include community, neighborhood, cultural, and historic preservation groups, property owners, land developers, and the building industry in planning and implementing historic surveys.
- c. Conduct project-specific Native American consultation to ensure culturally appropriate and adequate treatment and mitigation for significant archaeological sites with cultural or religious significance to the Native American community in accordance with all applicable local, state, and federal regulations and guidelines.
- d. Require that archaeological investigations be guided by appropriate research designs and analytical approaches to allow recovery of important prehistoric and historic information.
- e. Conduct project-specific investigations in accordance with all applicable laws and regulations to identify potentially significant tribal cultural and archaeological resources.
- f. Ensure adequate data recovery and mitigation for adverse impacts to archaeological and Native American sites as part of development, including measures to monitor and recover buried deposits from the tribal cultural, archaeological and historic periods, under the supervision of a qualified archaeologist and a Native American Kumeyaay monitor.

- g. Require the permanent curation of archaeological artifact collections and associated research materials, including collections held by the City, unless State or Federal law or consultation with a Most Likely Descendant specifies another treatment such as repatriation. Support the permanent archiving of primary historical records and documents now in public institutions
- h. Include Native American monitors during all phases of the investigation of archaeological resources including survey, testing, evaluation, data recovery, and construction monitoring.
- i. Treat with respect and dignity any human remains discovered during implementation of public and private projects within the City and fully comply with the California Native American Graves Protection and Repatriation Act and other appropriate laws.
- j. Ensure that preservation efforts recognize and celebrate the histories of all communities, including underrepresented groups.
- k. Support local organizations in documenting and preserving neighborhood histories.

HP-A.5 Designate and preserve significant historical and cultural resources for current and future generations.

- a. Due to their importance, designate historical resources using the City's adopted designation criteria, State Register criteria, and National Register criteria.
- b. Establish historical districts where concentrations of buildings, structures, sites, landscapes, and objects are identified. Adopt guidelines when necessary to guide preservation and rehabilitation of the overall district character and significance and apply the *U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties* for review of alterations and new construction in designated historical districts.
- c. Protect and preserve historic sidewalk stamps, street signs, lampposts, street trees, and other hardscape and cultural landscape elements, in addition to designated historical buildings, structures, and sites that contribute to the historic character of a neighborhood.
- d. Enforce the Historical Resources Regulations and Guidelines of the Land Development Code that are aimed at identifying and preserving historical resources. Update these regulations and guidelines as needed to maintain adequate protection of historical resources.

- e. Encourage continued use and adaptive reuse of designated historical resources through application of the U.S. Secretary of the Interior's Standards and Guidelines for rehabilitation, reconstruction, and restoration as well as objective design requirements based on the *U.S. Secretary of the Interior's Standards* to provide clear guidance for adaptive reuse and new development.
- f. Require that all City-owned designated historical resources be maintained in a manner that is consistent with the *U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties*.
- g. Consider eligible sites for listing on the City's Historical Resources Register, any significant archaeological or Native American cultural sites that may be identified as part of future development within the community and refer sites to the Historical Resources Board for designation as appropriate. Consideration should be given to any sites identified by a future Cultural Resources Report as having been previously evaluated as eligible for listing.

HP-A.6 Integrate Historic Preservation Practices with Climate Resilience Goals

- a. Promote the use of sustainable materials and practices in the restoration of historic buildings.
- b. Identify historical resources vulnerable to climate change impacts and develop mitigation strategies.





B

Historic
Preservation,
Education,
Benefits, and
Incentives

B Historic Preservation, Education, Benefits, and Incentives

Goals

- Public education about the importance of historical resources.
- Provision of incentives supporting historic preservation.
- Cultural heritage tourism promoted to the tourist industry.

Discussion

The successful implementation of a historic preservation program requires widespread community support. Creating support for historic preservation requires public understanding of the significant contributions of historical resources to the quality and vitality of life, aesthetic appeal, and cultural environment of the City. In order to better inform and educate the public on the merits of historic preservation, information on the resources themselves, as well as the purpose and objectives of the preservation program, must be developed and widely distributed.



Burlingame Historic District.

The City's commitment to historic preservation through maintaining Certified Local Government (CLG) status results in multiple economic benefits beyond the opportunity to compete for CLG grants. It is widely recognized that where preservation is supported by local government policies and incentives, designation can increase property values and pride of place. Revitalization of historic downtowns and adaptive reuse of historic districts and buildings conserves resources, uses existing infrastructure, generates local jobs and purchasing, supports small business development and heritage tourism and enhances quality of life and community character.

Federal Rehabilitation Tax Credits provide a ten or twenty percent tax credit on rehabilitation spending for income producing properties eligible for the National Register of Historic Places. California's State Historic Rehabilitation Tax Credit is available to resources listed on or determined eligible for listing on the State or National registers. It provides a 20% credit for qualified rehabilitation costs, or 25% if the structure meets specified criteria, such as if the property is used to house lower-income households or is on surplus federal land, among others. Facade and conservation easements offer income tax deductions for the donation of a

specified portion of a designated historical or cultural resource. The Mills Act is implemented through Council Policy 700-46 and can provide property tax relief to help rehabilitate and maintain designated historical resources.

Historic preservation enriches the lives of all San Diegans by boosting the local economy through increased heritage tourism and fostering reinvestment in historic properties through tax savings. Beyond economic benefits, historic preservation strengthens community identity, promotes sustainable development, fosters education and civic pride, and preserves the City's diverse history. Visitors to San Diego can find first-class museums and year-round cultural events in Balboa Park. Other historic offerings include the Maritime Museum docked at San Diego Bay; period architecture, walking tours, cultural events in Old Town, and walking tours of the Asian Pacific Historic District and the Gaslamp Quarter National Register Historic District.

Numerous historical organizations, such as the San Diego History Center, La Jolla Historical Society, Black Historical Society of San Diego, San Diego Archaeological Center, and Save Our Heritage Organisation, actively contribute to these efforts. These groups offer walking tours of historic neighborhoods, operate small museums and bookstores, and host events that celebrate San Diego's vibrant past. Through these initiatives, historic preservation ensures that future generations can continue to experience and appreciate the city's rich cultural heritage.

Enacted in 1972, the Mills Act legislation grants participating local governments the authority to enter contracts with owners of qualified historic properties who actively participate in the restoration and maintenance of their historic properties while receiving property tax relief.

Policies

HP-B.1 Foster greater public participation and education in historical and cultural resources.

- a. Encourage public attendance at monthly Historical Resources Board meetings through increased notification of agenda items on the City's website.
- b. Encourage the participation of the City's rich diversity of cultural groups in efforts to preserve historical and cultural resources through the preparation of culturally-focused historic context statements, outreach to historical societies and individuals in traditionally underrepresented communities, interviews to document oral histories, and inclusion of culturally significant resources on the City's Register of Designated Historical Resources.
- c. Engage the public when creating "context statements" by adopting an oral history component of historical survey work.
- d. Participate in National Historic Preservation Week and California Archaeology Month. Each year in May recognize those individuals, groups or businesses that have made a significant contribution to the preservation, protection or restoration of historical or cultural resources.
- e. Foster educational opportunities using designated historical and cultural resources, including placement of plaques as a way to identify important historical resources throughout the City.
- f. Encourage the involvement of educational institutions in preservation programs and activities.
- g. Encourage the use of local history themes in some public art projects.
- h. Encourage active community involvement in preservation efforts through resource sponsorship programs.
- i. Collaborate with schools to incorporate local history into educational programs.
- j. Host events and workshops to educate residents about the value of historic preservation.
- k. Create a repository of publicly submitted locations that the public feels have historic value, whether or not they meet designation standards.

- I. Develop GIS-based tools that allow users to explore historical sites and districts interactively.

HP-B.2 Promote the maintenance, restoration, and rehabilitation of historical resources through a variety of financial and development incentives. Continue to use existing programs and develop new approaches as needed. Encourage continued private ownership and utilization of historic structures through a variety of incentives.

- a. Encourage owners of historical resources to utilize federal incentives including Federal Rehabilitation Tax Credits, façade and conservation easements and others.
- b. Encourage preservation, maintenance, rehabilitation, and restoration of designated historical resources through use of available incentives offered by the state of California for achieving this goal. These incentives include the Mills Act, the California Cultural and Historical Endowment, and others.
- c. Create incentives to encourage the protection and preservation of designated historical buildings, structures, and objects and important archaeological sites.
- d. Use the flexibility provided in the California State Historical Building Code Title 24 in meeting code requirements for historically-designated buildings.
- e. Encourage the use of Transfer of Development Rights to preserve historical and cultural resources in situ, particularly in areas zoned for high-density development.
- f. Take advantage of the Conditional Use Permit (CUP) process for historical resources, to gain flexibility in the application of some development regulations.
- g. Foster preservation and adaptive reuse of designated historical buildings and structures by allowing retention of non-conforming setbacks without requiring a variance or hardship finding. Allow the use of a Neighborhood Development Permit with a finding that the proposed reuse does not adversely affect the community plan or General Plan because it would be beneficial in this regard.
- h. Provide architectural assistance service to help owners design rehabilitation and/or adaptive reuse plans, or feasibility studies for historically-designated buildings, structures, and objects. Maintain the City's current façade improvement program for historic commercial properties.

- i. Continue to provide design assistance for owners of historical resources through the Historical Resources Board.
- j. Offer tax credits or grants to property owners who adaptively reuse historic buildings for modern purposes, such as housing or commercial spaces.
- k. Simplify permitting for adaptive reuse projects to encourage the preservation of historic structures.

HP-B.3 Develop a historic preservation sponsorship program.

- a. Promote the historic preservation fund that provides a monetary source for local preservation incentives such as an architectural assistance program and archaeological site protection plan. The fund may be supported through grants, private or public donations, or other sources.
- b. Create a “receiver site” program that provides relocation sites for historical resources (buildings, structures, or objects) that cannot be preserved on site. Receiver sites should be located within the community in which the resource was originally located and should maintain a context and setting comparable to the original location. This method of preservation should be limited and used when other on-site preservation techniques are found not to be feasible.
- c. Establish an “adopt a resource” program that encourages the public and local businesses to become involved in the protection and preservation of historical and cultural resources by sponsoring preservation of individual properties, which may include archaeological sites to the extent legally permissible.
- d. Create a sponsorship program to encourage the public and local businesses to become involved in curation of existing archaeological artifact collections that have no current funding mechanism.

HP-B.4 Increase opportunities for cultural heritage tourism. Additional discussion and policies can be found in the Economic Prosperity Element, Section I.

- a. Collaborate with other public, private, and non-profit entities to create a sustainable cultural heritage tourism program within the overall travel industry.
- b. Promote the history of San Diego and the many designated historical buildings, structures, districts, and landscapes to attract cultural heritage travelers.
- c. Focus the development of cultural heritage programs on quality and authenticity.

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