

GPU Historic Resources Framework 24-0507-BR notes

1. Questions of staff

- 1.1. Are the vision, pillars, guiding principles final as written?
- 1.2. What else will we expect to find in the final elements
- 1.3. Will this come back to committee?

2. General Public comment

3. General Comments for GPU Team

- 3.1. Great to see this evolve to this point where we actually have policy and action items forming
 - 3.1.1. looking back on the GP Vision and Pillars, they seem to overlook the importance of our town's historic integrity and character.
 - 3.1.2. see mark-up with a few specific recommendations for wording adjustments.
 - 3.1.2.1. Not enough is said about the public asset that is our historic downtown.
 - 3.1.2.2. Vision: should include a statement that we are fortunate to have preserved a collection of buildings that represent a complete cross section of history since our founding as a city
 - 3.1.2.3. Pillars: Lacking statement that our historic integrity is a key contributor to our sense of place
 - 3.1.2.4. The Guiding Principles do a better job: #11 includes several good principles, but #10 should change. the statement doesn't really encourage or provide for maintenance or preservation of the historic downtown, just talks about how it should change. This should be split out into two different principles

4. Responses to Questions in Staff report: Not specific Goal/Policy/action related, but in general:

4.1. Most important policies?

- 4.1.1. Those that highlight economic value of our historic integrity
- 4.1.2. Those that facilitate adaptive re-use and conservation of resources
- 4.1.3. Most importantly - The concept of establishing and funding a historic resources "Program" that does more than respond to development applications. This needs a little more support as a concept, if there's a way to better highlight the benefits of having a pro-active program, rather than just being a re-active bureaucracy

4.2. Concerns

- 4.2.1. Too much "encouragement" and "Consideration" The GP needs more direct active language. Everything in the GP is there for Council consideration, but if it only says "consider" then the action is complete upon consideration. All recommendations should be for action or implementation
- 4.2.2. organizational issues, see below
- 4.2.3. Not enough about the community and economic benefit of historic integrity

4.3. Unprotected resources

4.3.1. The Riverfront

4.3.1.1. Incredible historic significance of this structure,

4.3.1.2. potential as an economic catalyst.

4.3.1.3. Its rehabilitation should be a GP goal in itself.

4.3.2. Other railroad facilities, Tracks in city streets. These are mentioned in Guiding principles, but nowhere in any of the policies or actions

4.3.3. The river is lined with old piers and bridge abutments and revetments that all tell a story, should be acknowledged somehow

4.3.4. City owned buildings:

4.3.4.1. fire station #1 should be a landmark, Set an example,

4.3.4.2. the masciorini house: city is guilty of demolition by neglect. Bad example!

4.4. Incentives

4.4.1. Several good incentives are listed, perhaps they could be better consolidated and organized into a single policy

5. Specific comments HP Element/Framework

5.1. Excellent work so far!

5.2. GP Element needs Up-front, introduction:

5.2.1. Need an intro section describing “Benefits” (similar to GP 25)

5.2.2. Needs to state that Historic character and identity provide economic benefit and civic pride for all of Petaluma businesses and residents.

5.2.3. it is something worth INVESTING In

6. Notes on specific Framework and Goals as provided (see marked-up framework with specific recommendations)

6.1. In general it is very complete and includes nearly everything we could hope for!

6.2. Consider minor re-organization and re-labelling of Goals/Policies/actions in order to

6.2.1. Reinforce key concepts

6.2.2. Consolidate actions

6.2.3. Consider the sequence of actions

6.3. Particularly in HR-1 “policies, programs, and processes”

6.3.1. The first policy is “maintain existing districts” but it really includes actions about incentives, regulations, establishing a program, and funding it. Then there are similar actions under subsequent policies.

6.3.2. Either reconfigure or provide the Goal/Policy/actions in order to

6.3.2.1. Establish a “Program”

6.3.2.2. Fund the program

6.3.2.3. Re-write, consolidate, clarify ordinances

6.3.2.4. Encourage, incentivize and facilitate preservation and re-use

6.3.2.5. Prohibit demolition and neglect

6.4. HR-2 Aesthetic Cultural Historic contributions

6.4.1. This should be Goal 1 – Identify first, regulate/manage after

6.5. HR-3 Sustainability in Existing Buildings

6.5.1. Minor additions and recommendations on mark-up

6.6. HR-4 Tribal Cultural Resources

6.6.1. Minor additions and recommendations on mark-up

6.7. HR-5 Public information and Education

6.7.1. Minor additions and recommendations on mark-up

7. Additional Goals Policies, Actions (Extracted from mark-up)

7.1. Expand on potential funding opportunities

7.2. More emphasis on Benefits, Include high-level cost-benefit analysis for certain key actions, with the goal of helping decisionmakers see the value in implementation

7.3. Include a Goal/Action Item to “Create a unified Interpretive program – an on-line inventory or e-catalog of all designated sites of interest” (Landmarks, Heritage Homes, Structures of Merit, significant sites where the buildings have been demolished, museum’s History Spots)

7.4. Provide a Goal to Maximize the Economic Opportunity and leverage the asset that is our Historic Integrity, again with the goal of highlighting public benefit and encouraging funding of the “Program”

7.5. Institute a Historic resource appreciation program in schools

7.6. Make sure we have a policy to preserve historic homes in new neighborhoods/developments (north blvd, south hills, corona) Not that I’m in favor of new detached single-family developments, but too often developers will demolish in order to maximize the number of new products..

7.7. Consolidate Smart Code and IZO into one Historic Resources Code

7.8. Allow for innovation and flexibility toward the goal of adaptive re-use

7.9. Provide a matrix of opportunities with cost/benefit/ease of implementation

8. Need cross-references in other elements. For preservation program to be successful, it needs to be recognized and encouraged throughout. for example:

8.1. Economic Development

8.1.1. Several opportunities to leverage the asset of our historic integrity, and also to engage and enable the business community

8.1.2. Goal ED-4 needs policy to leverage heritage tourism and the asset that is historic integrity beyond ED-4.1.3 “invest city resources to beautify and promote...”

8.1.3. Policy to support adaptive re-use and preservation

8.1.4. ED-4.5 (invest in downtown)

8.1.4.1. Façade improvement program

8.1.4.2. Subsidize historic review

8.1.4.3. ED-4.6 Add Promote/market Historic Character