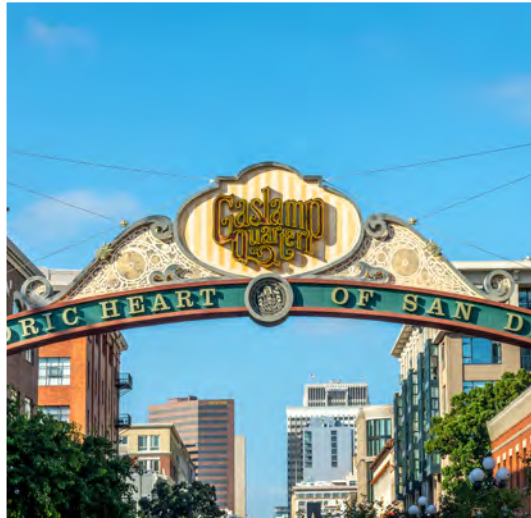




# Historic Preservation Element



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Casa del Prado  
1820 El Prado

# 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 tracing 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.

*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.*

## 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.

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 considered to be 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 obvious 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 convey 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 considered to 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. 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.

*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 regulations require that designated historical resources, important archeological sites and traditional cultural properties be preserved unless deviation findings can be made by the decision-maker as part of a discretionary permit. Minor alterations consistent with the U.S. Secretary of the Interior’s Standards are exempt from the requirement to obtain a separate permit but must comply with the regulations and associated historical resources guidelines. Limited development may encroach into important archaeological sites if adequate mitigation measures are provided as a condition of approval.

The Historical Resources Guidelines, located in the City’s Land Development Manual, provide property owners, the development community, consultants and the general 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



*Cabrillo Bridge and Balboa Park*



*Mission San Diego de Alcalá*



preservation element in the General Plan;

- Establish a historic preservation review commission by local ordinance;
- Maintain a system for the survey 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 following designation criteria:

- A. Exemplifies or reflects special elements of the City's, a community's, or a neighborhood's, historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping, or



*Victorian*



*Craftsman*

- architectural development.
- B. Is identified with persons or events significant in local, state or national history.
  - C. Embodies distinctive characteristics of a style, type, period, or method of construction or is a valuable example of the use of indigenous materials or craftsmanship.
  - D. Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist, or craftsman.
  - E. Is listed or has been determined eligible by the National Park Service for listing on the National Register of Historic Places or is listed or has been determined eligible by the State Historical Preservation Office for listing on the State Register of Historical Resources.
  - F. Is a finite group of resources related to one another in a clearly distinguishable way; or is a geographically definable area or neighborhood containing improvements which have a special character, historical interest or aesthetic value; or which represent one or more architectural periods or styles in the history and development of the City.

The first site designated as a historical resource by the City of San Diego was

Balboa Park's El Prado in 1967. As of 2006, more than 750 buildings, structures, objects, districts, cultural landscapes, and archaeological sites have been designated by the City's HRB.

### 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 10,000 years of prehistoric 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, Pre-Railroad New England, National Vernacular, Victorian Italianate, Stick, Queen Anne, Colonial Revival, Neoclassical, Shingle, Folk Victorian, Mission Revival, Craftsman, Prairie, French Eclectic, Italian Renaissance, Spanish Eclectic, Egyptian Revival, Tudor Revival, Modernistic 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**Prehistoric Period (8500 BC to AD 1769)*

- 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 plant 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

*Designated Historical Resources*

- Village of Ystagua
- Spindrift Archaeological Site
- Gordon-Hooper Archaeological Site
- Ocean Beach Gateway Archaeological Site

*Spanish Period (1769 to 1821)*

- 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

*Designated Historical Resources*

- Fort Guijarros
- Franciscan Garden Site
- Old Mission Dam and Flume

*Mexican Period (1821 to 1846)*

- 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

*Designated Historical Resources*

- Johnson-Taylor Adobe
- El Cuervo Adobe
- Casa de Machado-Stewart
- Fort Stockton
- Old Spanish Cemetery
- San Pasqual Battlefield



Table HP-1 Regional History (cont.)

*American Development (1846-Present)*

- 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 descendents today

*Designated Historical Resources*

- 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

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A

Identification  
and Preservation  
of Historical  
Resources

# Identification and Preservation of Historical Resources

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## 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 cultural, ethnic and racial groups, historic preservation groups, and community and neighborhood groups and leaders are included as part of the background research and context statements. In addition to identifying important individual historical resources and potential historical districts, a survey can identify conservation areas that retain original community character in sufficient quantity and quality that warrants review prior to demolition or substantial alteration of individual properties or attention to the retention of certain established characteristics.

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 ef-

fective 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 in order 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 shifts attention 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 threaten both the built environment (including the potential loss of historical buildings and structures negatively affecting neighborhood character) and archaeological resources, by redevelopment of areas using more extensive subsurface

grading techniques to provide subterranean parking, pools, undergrounding of power lines, etc.



*California Tower*

## 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 Comprehensive Historic Preservation Plan. The plan is intended to guide, with specificity, historic preservation efforts in future years, including implementation measures, 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. Conservation areas that are identified at the community plan level, based on historical resources surveys, may be used as an urban design tool to complement community character (see also Urban Design Element, Policy UD-A.7).
- c. 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 context statements specific to areas being surveyed.
- 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. Require that archaeological investigations be guided by appropriate research designs and analytical approaches to allow recovery of important prehistoric and historic information.
- d. Require the permanent curation of archaeological artifact collections and associated research materials, including collections held by the City. Support the permanent archiving of primary historical records and documents now in public institutions.
- e. Include Native American monitors during all phases of the investigation of archaeological resources including survey, testing, evaluation, data recovery, and construction monitoring.
- f. 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.

**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.
- 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*.

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**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.

The City's commitment to historic preservation through maintaining Certified Local Government (CLG) status results in multiple economic benefits beyond the opportunity



*Burlingame Historic District.*

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. 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. 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 provides property tax relief to help rehabilitate and maintain designated historical resources. The California Cultural and Historical Endowment was created to administer Proposition 40 funds dedicated to preservation of historical and cultural resources. These funds are available to government and non-profit organizations through a competitive grant application process.

All San Diegans enjoy the benefits of historic preservation through an increased historic tourism economy and reinvestment of individual property tax savings into historical properties. San Diego is rich with opportunities for cultural heritage tourism. 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, and cultural events in Old Town, walking tours of the Asian Pacific Historic District, and the Gaslamp Quarter National Register Historic District. In addition, San Diego historical organizations include the San Diego Historical Society, La Jolla Historical Society, Black Historical Society of San Diego, San Diego Archaeological Center, and Save Our Heritage Organisation, to name a few. These and other historical societies provide walking tours of historic neighborhoods, maintain small museums and bookstores, and sponsor historic and cultural events celebrating San Diego's history.

*Enacted in 1972, the Mills Act legislation grants participating local governments the authority to enter into 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 ethnic groups in efforts to preserve historical and cultural resources through outreach to historical societies, interviews to document oral histories, and inclusion of ethnic 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.

**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.

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

- a. Create a 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.