

## CHAPTER 7: HISTORIC PRESERVATION

### 7.1 INTRODUCTION

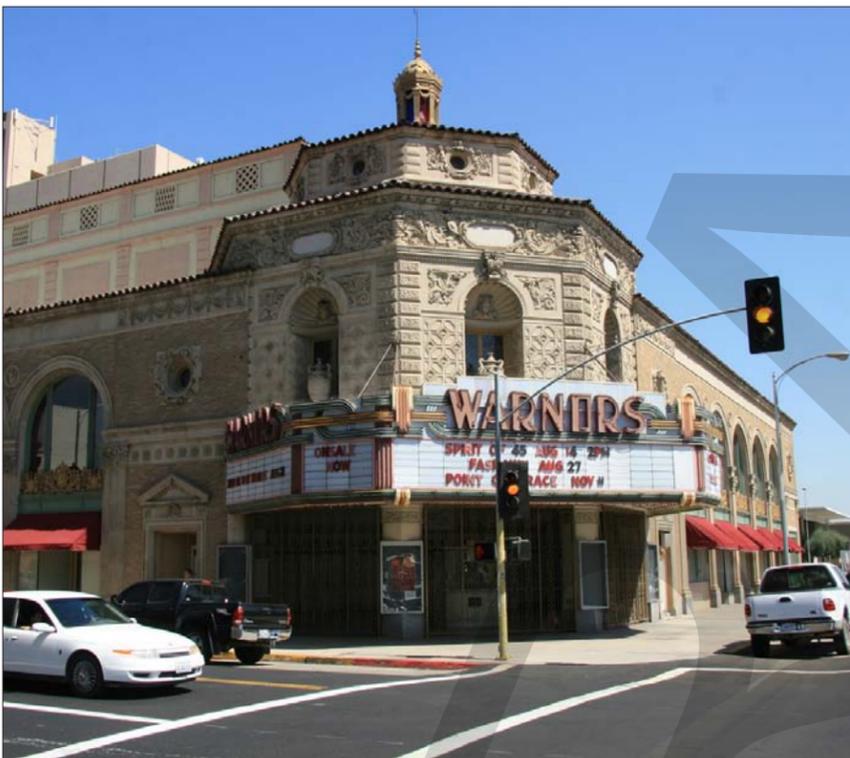
Downtown Fresno contains an impressive collection of the City's oldest and most historically significant properties. From the initial establishment of a railroad station in 1872 through the ambitious redevelopment efforts of the 1960s, Fresno's downtown contains buildings, structures, and sites from each period of its development. Downtown's historic resources give it a unique character and cultural depth that are not found in other parts of the City or the central San Joaquin Valley region.

Fresno's identity is connected to its past through the built environment, and the preservation of historic resources has long been an important priority for the City and its citizens. A large number of important Downtown buildings have been designated as local historic resources. Many are listed or eligible for listing in the National Register of Historic Places and the California Register of Historical Resources.

Historic preservation programs are most beneficial when integrated with other land use planning and development approval procedures. In order for preservation to be an effective tool in revitalization, the City can, must, and will comprehensively combine identification, evaluation, and registration of historical resources with strong local planning pow-

ers, economic incentives, and participation by property owners and the general public.

The Fulton Corridor Specific Plan area encompasses the oldest portion of the City, containing the area originally platted in 1873. It contains over 110 of the City's designated historic resources, representing a wide range of property types and periods of development. Several important historic themes that influenced the physical development of Downtown Fresno since 1872 have been identified. These themes provide a way of evaluating important resources by highlighting shared history, important property types, and common development patterns.



Warnors Theatre (1929).



Fresno Buddhist Temple (1920).



Long/Black Home (1907).



Van Ness Gate Entrance (1925).

## 7.1 INTRODUCTION (Continued)

The following terms are used in this chapter to describe properties that may warrant consideration for their historic significance. The definitions are intended to be specific for this Specific Plan and may deviate from concepts that have been codified in standards and guidelines developed by the National Park Service, the Department of the Interior, and professional practitioners, including historians, architects, archeologists, and urban planners.

### Historic Resource

A building, structure, object, or site that has been listed on a local, state, or national register of historic resources.

### Potential Historic Resource

A building, structure, object, or site that has been determined eligible for listing on a local, state, or national register of historic resources in a historic resource survey that meets all of the requirements of Public Resources Code, section 5024.1(g) but has not been formally listed.

### Historic District

The term is defined in the Fresno Municipal Code as “any finite group of resources related to one another in a clearly distinguishable way or any geographically definable area which possesses a significant concentration, linkage or continuity of sites, buildings, structures or objects united historically or aesthetically by plan or physical development.” As used in this document, “historic district” refers to groupings or concentrations of resources that have been formally listed on a local, state, or national register of historic resources.

### Potential Historic District

A grouping or concentration of resources as defined in the Fresno Municipal Code that has been determined eligible for listing on a local, state, or national register of historic resources in a historic resource survey that meets all of the requirements of Public Resources Code, section 5024.1(g) but has not been formally listed.

### Historic Character

The general form, appearance and impression of a neighborhood or area established by extant development from the past. The term is used generally to recognize development patterns from Fresno’s past and is not meant to imply officially recognized historic significance.

## A. RAILROAD DEVELOPMENT AND EXPANSION (1872-1950)

The location of rail lines established Fresno as a major transportation crossroads and distribution center for the Central Valley’s agricultural bounty. Early development patterns favored proximity to the railroad, solidifying the centrality of Fresno’s downtown. The railroad’s impact is immediately understood in the northwest-southeast orientation of the downtown street grid, which paralleled the orientation of the Central Pacific railroad line.

Property types associated with railroad development include rail stations and their ancillary buildings, rail yards, rail lines, and rail spurs and trestles. Early industrial buildings that were constructed in immediate proximity to rail lines and designed to take advantage of rail technology, may also be significant within this context.

Railroad properties that have been designated by the City as historic resources include the Southern Pacific Depot (1889) at 1713 Tulare St., and the Santa Fe Depot (1899) at 2650 Tulare St.

## B. EARLY RESIDENTIAL DEVELOPMENT (1872-1942)

The Fulton Corridor Plan Area included vibrant residential neighborhoods throughout the late 19th century. By the early 20th century, some of these neighborhoods were significantly eroded by expanding commercial and industrial sectors as well as the transportation infrastructure that made it possible for people to live further from the city center. Large-scale redevelopment projects of the mid- and late-20th century continued to erode Fresno’s earliest neighborhoods. Today, intact early residential properties in the Fulton Corridor area are comparatively rare.

Property types representing late-19th and early-20th century residential development include large homes for the City’s upper and middle classes, and modest houses for working families, as well as a small number of apartment houses and bungalow courts. Carriage houses (granny flats), and other ancillary buildings are also representative. Architectural styles associated with residential development during this period include Folk/Vernacular, Queen Anne, Neo-Classical American Foursquare, Craftsman, Colonial Revival, Mission Revival, and Spanish Revival.

Outstanding examples of Fresno’s early residential properties can be found within the St. John’s Cathedral District and the northern portions of the Cultural-Arts District. The majority of these have been previously identified as potential individual resources or as contributors to a potential historic district. Many have been designated as local historic resources. Residential properties also exist in and



Hobbs-Parson Building (1903).



Bean Home (1904) in the Cultural Arts District.

around Chinatown; many of these have poor integrity due to alteration or extreme disrepair. Outside of the areas mentioned above, only isolated examples of Fresno's early residential neighborhoods remain.

Over thirty single-family residential properties located in the Downtown area have been designated by the City as historic resources. Examples include the Vartanian Home (1891) at 362 F Street; the Kutner Home (1901) at 1651 L Street; and the Van Valkenburg Home (1903) at 1125 T Street. Multiple-family residential properties that have been designated by the City as historic resources include the Maubridge Apartment Building (1911) at 2344 Tulare Street.

### C. ETHNIC COMMUNITIES (1872-1960)

Successive waves of immigrant groups have settled in and around Fresno's downtown throughout the City's history. Areas southwest of the railroad have been settled by Italian, Russian-German, Chinese, Japanese, and African American populations from the mid-19th Century through World War II. After World War II, the community shifted primarily to Hispanic and African-American populations.

Historic ethnic neighborhoods within or overlapping the Plan Area include Chinatown, located between Highway 99 and the railroad along F Street; Fresno's historic Germantown roughly bounded by California Street, Ventura Street, and G Street; the historic Armenian Town located in the southeastern portion of the Plan Area; and the historic Italian community, located southwest of Downtown, spanning the Plan Area and further southwest beyond Highway 99.

Outside of Chinatown, where a small commercial historic district has been identified, only fragments of these historic neighborhoods remain. Property types include single-family homes, ancillary buildings such as the summer kitchens of the Volga Germans, boarding houses, churches, meeting halls, and small neighborhood commercial buildings.

Properties with important ethnic community associations that have been designated by the City as historic resources include the Bing Kong Tong Association Building (1900) at 921 China Alley; the Holy Trinity Armenian Apostolic Church (1914) at 2226 Ventura Street; and the First Mexican Baptist Church (1924) at 1061 Kern Street.



Three historic buildings facing Tulare Street at Fulton Mall - Rowell Building (1912), T. W. Patterson Building (1922), and Radin-Kamp Department Store (1924).

### D. LATE-19TH AND EARLY-20TH CENTURY COMMERCIAL DEVELOPMENT (1872-1945)

Commercial enterprise in Fresno expanded dramatically following the arrival of the railroad in 1872, and continued throughout the 19th century. The 20th century saw increased commercial development, particularly in the years between World War I and the arrival of the Great Depression.

While very few 19th century commercial buildings remain, Fresno's early 20th Century prosperity can be seen in the masonry buildings that were constructed between 1900 and 1930. These include high- and mid-rise office buildings, hotels, department stores, and low-rise commercial storefront buildings. A handful of downtown's elegant and impressive theaters remain intact.

Architectural styles represented include Mission Revival, Beaux Arts, Renaissance Revival, Spanish Revival, Art Deco, and Streamline Moderne. Modest masonry vernacular commercial buildings may have minimal stylistic detailing or not represent any particular style. The majority of the large and architecturally distinguished buildings have been designated on the Local Register of Historic Resources, and several are listed on the California and National Registers. A host of new property types developed in relation to the growth of automobile use and auto-related businesses in the first half of the 20th century. A subset of the commercial property types such as auto showrooms, service garages, and service stations are also associated with automobile-related development.

Early commercial properties that have been designated by the City as historic resources include the Bank of Italy (1917) at 1001 Fulton Mall; the Rustigian Building (1919) at 701 Fulton Street; and the Radin-Kamp Department Store (1924) at 959 Fulton Mall.

### E. LATE-19TH AND EARLY-20TH CENTURY CIVIC AND INSTITUTIONAL DEVELOPMENT (1872-1930)

A considerable portion of Downtown Fresno's development is associated with the public sector and non-commercial interests such as religious and social groups. With the construction of the first County Courthouse in 1874, a Civic Center was established and government buildings have generally clustered northeast of Van Ness Avenue around Mariposa Street ever since. Religious and social organizations located their facilities in various parts of the Plan Area. The oldest of these were often associated with early residential neighborhoods.



First Mexican Baptist Church (1924) in Chinatown.

## 7.1 INTRODUCTION (Continued)

Architectural styles associated with late-19th and early-20th century civic or institutional development in Downtown Fresno include Mission Revival, Spanish Colonial Revival, Renaissance Revival, and Classical Revival. Property types include city halls, courthouses, post offices, libraries, schools, and buildings associated with public infrastructure agencies such as those providing power and water. Non-governmental institutional buildings include churches, meeting halls, and other buildings associated with social organizations such as the YMCA.

Important early civic buildings such as the first County Courthouse (1874), the first City Hall (1907), and the Carnegie Library (1904) are no longer extant. Early civic and institutional properties that remain extant and have been designated by the City as historic resources include the Old Fresno Water Tower (1894) at 2444 Fresno Street; the Old Post Office Sub-Station (1921) at 2422 Kern Street; and St. John's Cathedral (1902) at 2814 Mariposa Street.

### F. INDUSTRIAL FRESNO (1890-1950)

Fresno's status as a major transportation and distribution center gave rise to a robust industrial sector with fruit packing, food processing, and businesses servicing the agricultural industry dominating. Industrial buildings in Fresno range from the late-19th century through the mid-20th century. Properties include warehouses, processing plants, factories, associated offices, and ancillary buildings and structures. These properties are typically clustered along rail lines in areas where adjacent blocks developed into defined industrial zones.

In general, industrial development in Fresno is not associated with particular architectural styles. Vernacular industrial buildings of brick and reinforced concrete are the predominate form, and significance is frequently derived from historic association rather than from aesthetic qualities. Industrial properties that have been designated by the City as historic resources include the Hobbs Parsons Produce Company Warehouse (1903) at 903 H Street; the Berven Rug Mills building (1917) at 616 P Street; and the State Center Warehouse (1918) at 747 R Street.

### G. DEPRESSION-ERA CIVIC AND INSTITUTIONAL DEVELOPMENT (1933-1942)

The domestic policies of the administration of U.S. President Franklin Delano Roosevelt in the 1930s – popularly called the “New Deal” – marshaled direct government investment to alleviate the problems of poverty, unemployment, and the disintegration of the

American economy associated with the Great Depression. Projects funded through the Public Works Administration (PWA) begun in 1933 and the Works Progress (later Work Projects) Administration (WPA) begun in 1935, funneled significant financial resources to communities across the United States for the construction of roads, bridges, parks, and civic and institutional buildings.

The New Deal transformed Fresno's Civic Center where five new buildings were constructed between 1936 and 1941. These projects include the Fresno Memorial Auditorium, the U.S. Post Office, the Fresno County Hall of Records, the Fresno Unified School District Administration Building, and the old Fresno City Hall. In addition to monumental civic projects, the New Deal benefited Fresno through park improvements, street improvements, and fire stations.

Architectural styles represented by these buildings include Art Deco, Moderne, and Modern. Non-governmental institutional buildings of the period were also designed in these styles. Depression-era civic and institutional properties that have been designated by the City as historic resources include the Fresno Memorial Auditorium (1936) at 1235 O Street; Fresno Fire Station No. 3 (1939) at 1406 Fresno Street; and Fresno City Hall (Annex) (1941) at 1406 Fresno Street.

### H. MID-20TH CENTURY COMMERCIAL DEVELOPMENT (1945-1970)

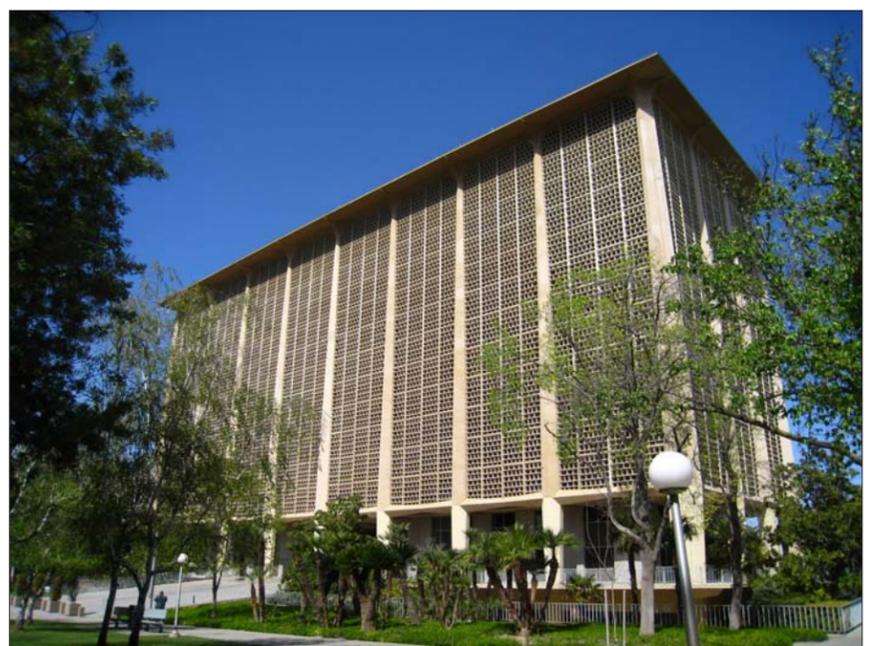
Unprecedented suburban growth, aided by the ascendance of the automobile as the preferred transportation mode and a greatly expanded highway infrastructure, threatened the health and vitality of Fresno's downtown in the years after World War II. To combat the effects of suburbanization, the City and downtown business and property owners embraced some of the most advanced ideas of the era in architecture, urban design, and planning to revitalize downtown in order to stay competitive with new development in the burgeoning suburbs.

Property developers constructed new buildings in a range of modernist styles and many older buildings were revamped with new facades. The embrace of modernist ideals to transform downtown Fresno culminated in the adoption of the Victor Gruen plan for the Central Business District and construction of the Fulton Mall.

Downtown Fresno contains an impressive collection of mid-20th century commercial buildings that reflect Fresno's extensive revitalization efforts of the 1950s and 1960s. Associated property types include office buildings, department stores, hotels, modest one- and two-story commercial retail and/or office buildings, and parking facilities. Architectural styles exemplified in these buildings include Late Moderne, International Style, Mid-Century Modern, Corporate



Fresno Photo Engraving Building (1946).



Fresno County Courthouse (1966).

Modern, Googie, and New Formalism. The majority of downtown Fresno's modern commercial buildings have not been previously surveyed and very few have been designated as historic resources.

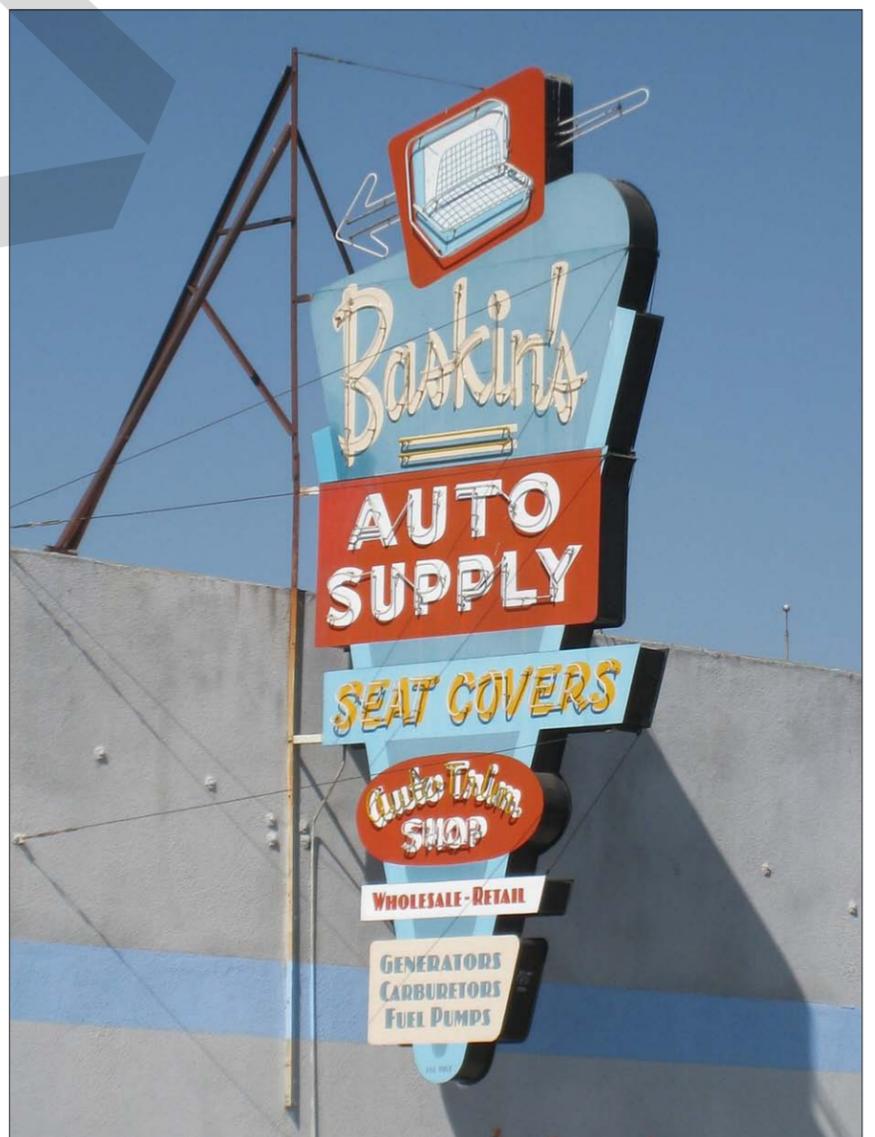
#### I. MID-20TH CENTURY CIVIC AND INSTITUTIONAL DEVELOPMENT (1945-1970)

The expansion of government during the second half of the 20th century dramatically increased the presence of the public-sector in downtown Fresno. Continuing the expansion of the Civic Center that began in the 1930s, several new buildings were erected and several blocks of Mariposa Street were closed to traffic and converted into a pedestrian mall designed by landscape architect Garrett Eckbo.

Civic and institutional buildings in downtown Fresno reflect the City's adoption of modernist architecture and planning in the mid-20th century. Architectural styles include the International Style, Mid-Century Modern, and New Formalism. The majority of downtown Fresno's modern civic and institutional buildings have not been previously surveyed and very few have been designated as historic resources.



Scottish Rite Temple (1937).



Baskin's Auto Supply Sign (1956).

## 7.2 PRESERVATION STRATEGIES

Historic preservation is a critical component of Downtown’s revitalization. All successful revitalization efforts have incorporated historic preservation as a cornerstone for transformation. Well-maintained historic properties convey reliability and stability, making the community more attractive to new businesses, residents, and visitors. In addition, Downtown’s rich array of historic buildings can only be found in Downtown, creating an experience that cannot be found anywhere else in Fresno.

Using the City’s existing built environment as a catalyst, a preservation-based community development plan not only protects Fresno’s heritage, but can also strengthen and support a wide range of the City’s economic goals. Historic preservation can be employed to create and preserve affordable housing, generate jobs, retain existing businesses, attract new ones, enhance environmental sustainability, and bolster a community’s sense of place. Areas rich in historic resources are also more attractive to visitors. Studies have shown that trips are more memorable for travelers if they include a heritage activity such as visiting a historic attraction, ethnic or ecological heritage site. Culture and heritage visitors also stay longer at their destinations and spend more money, on average, than other types of travelers.<sup>1</sup>

Preservation is a cost-effective development strategy. The rehabilitation and maintenance of older buildings and neighborhoods can mean savings in money, energy, time, and raw materials. The money spent rehabilitating existing buildings is generally less than the money needed for comparable new construction. Rehabilitation can also shorten lengthy development review processes by avoiding local neighborhood opposition. In addition, in the City of Fresno, buildings constructed before 1954 do not need to provide additional parking.

Because rehabilitation is generally more labor intensive than new construction, preservation is also important for its employment potential and impact on the local economy. The rehabilitation of an existing structure has been demonstrated to create more jobs than the same expenditure for new construction, while using fewer materials.

Historic preservation also enhances the City’s efforts to promote environmental protection and sustainability. The continued use of existing buildings conserves the energy and material originally used in their construction and reduces the amount of waste from demolition and new construction that is deposited in landfills. Reinvestment in existing communities also preserves the energy embedded in infrastructure, such as roads, water, and sewer lines. Accordingly, the conservation and improvement of our existing built resources are viable strategies for combating environmental degradation.

<sup>1</sup> National Trust for Historic Preservation, Cultural Heritage Tourism 2011 Fact Sheet, accessed online July 20, 2011 <http://www.preservationnation.org/issues/heritage-tourism/additional-resources/2011-CHT-Fact-Sheet-6-11.pdf>



*Fresno Memorial Auditorium (1935) fronting Fresno Street.*

Downtown Fresno’s historic preservation strategy, as embodied in this Specific Plan, as well as the accompanying Downtown Development Code and Adaptive Reuse Guidelines, is based upon the following key principles:

### 1. Establish clear and consistent identification, evaluation, and designation of historic resources.

Federal, state, and local regulations that protect historic and cultural resources are based on identification and designation. In order to maintain and protect a community’s built legacy, it is necessary to identify the properties that are meaningful to the community’s historical development and contribute to its character. Identification is the first step in protection and restoration of a community’s historic resources.<sup>2</sup>

### 2. Rehabilitate and adaptively reuse buildings to spur economic development.

Historic preservation is a proven, effective community and economic development strategy. Many communities are distinguished by their unique collection of historic buildings, structures, and sites. Fresno is no exception. Historic preservation projects result in investment in the local economy. Policies that help preserve the unique character of Downtown’s districts involve both historic preservation and economic development.

### 3. Build compatible new development.

The value of a historic resource or potential resource is greatly diminished by adjacent or nearby incompatible development. When property is developed or redeveloped adjacent to historic resources, it is important that the new development is designed in a manner that reinforces the historic character of the area.

### 4. Use preservation incentives.

Financial incentives (such as those provided by the Mills Act), including federal tax credits, preservation easements, and property tax abatements, can be used to help fund the rehabilitation of historic properties. In addition, the California Historical Building Code facilitates the rehabilitation or change of occupancy of qualified historical buildings in a cost effective manner that preserves a building’s original or restored elements, while providing building occupants with reasonable safety from fire, seismic forces, or other hazards and affording the physically disabled with reasonable access. These incentives can defray the costs of rehabilitation. Technical assistance regarding character-defining features, construction techniques, treatment of historic materials, and compatible replacement materials will result in many more historic and cultural resources preserved for future generations.

### 5. Integrate the General Plan and Specific Plan revitalization and development objectives.

The City’s long-term strategy is to reinforce, strengthen, and clarify the procedures and mechanisms that protect its historic resources. This includes a particular concern with preventing the loss of historic resources due to alterations, additions or demolition. Integration of preservation with revitalization and development objectives should be brought about through the modification of the Fresno Municipal Code so that policies are clearly identified as part of the Historic Preservation regulatory structure.

<sup>3</sup> As used in this Plan, the definition of “Historic Resource” is that which is set forth in Fresno Municipal Code, section 12-1603(o). Other buildings or structures within the Plan’s boundaries that may not fall within this definition, may meet the definition of a “historic resource” set forth in applicable federal or state law, and when that is the case, the City will comply with all applicable requirements for evaluating potential significant environmental impacts to such buildings or structures as well as feasible mitigation measures to address those significant impacts.

### 7.3 PRESERVATION FRAMEWORK

The City of Fresno has had a long-standing commitment to history, cultural heritage, and preservation – a commitment that was confirmed in 2004 by former First Lady Laura Bush’s designation of Fresno as California’s first Preserve America Community. Fresno has developed a Preservation Ordinance, and maintained policies and procedures for the “designation, preservation, promotion, and improvement of historic resources and districts for the educational, cultural, economic, and general welfare of the public and the City of Fresno.” The goals and policies herein pertain to clarification of existing language in City ordinances and policy documents to facilitate resource protection, owner and developer technical assistance, efficient inter-departmental coordination, and economic development issues. These goals and policies are not limited to the activities of the City Council and City staff. The business and professional community, educators, students, volunteers, and community organizations can make important contributions to the ongoing efforts to preserve Fresno’s significant resources.

The following goals and policies enable historic preservation activities, allow for the continued use of historic buildings and places for future generations, and protect the existing character of each of the Plan Area’s districts. Mandatory policies are required by all users of this Plan and are denoted by a ‘▶’.

#### Goal 7-1 Identify historic and cultural<sup>4</sup> resources through context development, survey<sup>5</sup>, evaluation, and designation.

##### Policies

- ▶ **7-1-1** Recognize that supporting existing historic resources is critical to Downtown’s future identity and character and contributes to Fresno’s economic vitality goals.
- ▶ **7-1-2** Prioritize the preservation of existing historic resources when making decisions about development and improvement projects.
- 7-1-3** Promote greater awareness about the benefits of and reasons for historic preservation within the Downtown.

- ▶ **7-1-4** Require that the City’s database of all designated, evaluated, and potential historic resources be made easily accessible to the public.
- ▶ **7-1-5** Maintain an accurate inventory of Downtown Fresno’s historic resources. This inventory should be updated at least every 5 years.
- ▶ **7-1-6** Ensure that the process of preparing and maintaining historic surveys is deliberate and transparent such that all stakeholders understand the ramifications.
- 7-1-7** Maintain an effective dialogue with community members and groups about Downtown’s historic resources.
- 7-1-8** Use the survey results, historic context, and other information created during development of this Specific Plan to inform the designation and management of historic resources.
- ▶ **7-1-9** Require that all City-owned buildings determined eligible for listing on the Local, State, or National Register in a Historic Survey, as defined by public Resources Code, section 5024.1 (g), be preserved and timely and formally considered for designation as Federal, State or City historic resources pursuant to the procedures set forth in the Historic Preservation Ordinance.
- 7-1-10** Maintain priorities for historic preservation issues in coordination with the Historic Preservation Commission to ensure appropriate identification and implementation. (FLSP Implementation Action 9-1-3)

<sup>4</sup> The term “cultural” is defined in Section 12-1603 of the Fresno Municipal Code as referring to “traditional cultures including but not limited to Native American or other identifiable ethnic groups.”

<sup>5</sup> The Historic Preservation Ordinance as currently drafted states that all official Historic Surveys of the City of Fresno need to be approved by the City Council. See FMC, section 12-1606(b)(7).



The Harvey Swift Home (1905) is adaptively reused as a funeral home.



Additions to older buildings that destroy original materials or alter the building’s original character will render that building ineligible for historic designation.

### 7.3 PRESERVATION FRAMEWORK (continued)

**Goal 7-2 Protect historic and cultural resources from demolition and inappropriate alterations.**

**Policies**

- ▶ **7-2-1** Discourage the demolition or inappropriate alteration of historic and potential historic resources and encourage their appropriate renovation by providing guidance and incentives for rehabilitation and compatible alterations.
- ▶ **7-2-2** Encourage maintaining historic resources and potential historic resources in a manner that preserves the historic character of Downtown and its surrounding neighborhoods.
- 7-2-3** Make City staff and trained community members available to provide technical assistance to property owners concerning the maintenance, rehabilitation, and restoration of historic resources.
- 7-2-4** Maintain a consistent and transparent review process involving all applicable agencies, departments, and stakeholders.
- ▶ **7-2-5** Require that owners of historic resources abide by all applicable Local, State, and National requirements and/or guidelines.
- 7-2-6** Encourage owners of potential historic resources to consult with the City on appropriate renovation.
- 7-2-7** Where an historic building pattern no longer exists, promote the relocation of historic and potential historic buildings, in lieu of demolition, whereby isolated buildings are relocated to enhance existing groupings of similar buildings.

**7-2-8** Encourage resident and property owner participation in building maintenance and rehabilitation through a variety of incentives (FLSP Implementation Action 1-1-2, modified 2011), including:

- a. Promoting and making accessible available financial incentives, such as Federal Rehabilitation Tax Credits, fee waivers, Community Development Block Grants, and the Mills Act.
- b. Working with building owners to identify alternative design solutions that preserve the building’s original or restored architectural elements and features as well as meet safety, access, and energy efficiency needs.
- c. Continuing to exempt buildings constructed before Feb. 13, 1954 from having to provide additional parking spaces.
- d. Creating a historic building owner’s committee to promote and discuss historic preservation issues.
- e. Increasing awareness of the City’s program of Heritage Property<sup>6</sup> designation, which allows property owners to utilize the Historic Building Code for buildings that do not otherwise qualify for listing on the Local, State or National Register.

**Goal 7-3 Protect historic resources from adjacent new development that is incompatible in scale, height, massing, and materials through application of the Downtown Development Code and the Adaptive Reuse Guidelines.**

**Policies**

- ▶ **7-3-1** Encourage and expedite the approval of compatible infill development through responsive design that considers the physical character and context of the area as well as the scale of individual buildings.

<sup>6</sup> Designation of a building as a Heritage Property does not mean the City is identifying the building currently as a “historic resource” for any purpose, including CEQA.



Montgomery Thomas Home (1897). Incompatible development of recent decades (building on left) is built in a manner that completely ignores the presence of the historic home.



Towne Apartments (ca. 1902) are renovated and rehabilitated in a manner that is faithful to its historic style.

- ▶ **7-3-2** Maintain the historic character of neighborhoods through the pattern of development, the size of buildings, and the spatial relationship of individual buildings to the street and to neighboring buildings.

- ▶ **7-3-3** Amend the City's CEQA Ordinance in order to ensure the consistent application of CEQA and all applicable historic preservation-related requirements.

**Goal 7-4 Promote the preservation of historic and cultural resources through financial incentives and technical assistance.**

**Policies**

- 7-4-1** Promote preservation through incentives such as the Community Development Block Grants program, the Mills Act, and technical assistance.
- 7-4-2** Support local apprenticeship programs through construction trade groups that teach restoration techniques such as lead paint remediation, historic woodworking, and finishing.
- 7-4-3** Encourage owners of eligible, designated historic resources to apply for Mills Act contracts in order to reduce property tax burdens.

**Goal 7-5 Integrate historic preservation into the community and economic development strategies.**

**Policies**

- ▶ **7-5-1** Use historic preservation as a basic tool for neighborhood improvement and community development.
- 7-5-2** Establish historic districts in eligible areas to preserve and enhance contributing historic features. (FLSP implementation Action 1-1-6)
- ▶ **7-5-3** Promote the use of Federal and/or State historic preservation programs such as the "Historic Facade Easements" program. (FLSP Policy 9-3)

- 7-5-4** Preserve, restore, and enhance public cultural art and entertainment facilities such as the Memorial Auditorium and Fresno Water Tower. (FLSP Implementation Action 10-1-1)

**Goal 7-6 Protect archeological resources from the impacts of new development.**

**Policies**

- ▶ **7-6-1** Require that all mitigation measures for archeological resources be consistent with the State Office of Historic Preservation (OHP) guidelines.



*The Fresno Bee Building (1922) on Van Ness Avenue was most recently adaptively reused as a museum and is now being converted to broadcast studio and office space.*



*The Wilson Theater (1926) is adaptively reused as a church.*

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