



CHICO HERITAGE ASSOCIATION

p.o. box 2078 chico, ca 95927

DOWNTOWN CHICO STREETScape MASTER PLAN

The Downtown Chico Business Association (DCBA) has received a grant of \$30,000 plus \$10,000 in in-kind services in order to develop design guidelines to help solve some of the visual problems of the twelve-block downtown area and its approaches. A meeting was held in February to explain the process and encourage participation in it. Each of the five local architects below is heading up a task or component and they would like us to make our ideas and concerns known to them. Especially welcome would be photos of treatments (e.g., awnings, trees, etc.) you have seen and loved in other cities.

Landscaping and Open Space: Steve Gilmore 891-6444

- 1) Downtown landscaping
- 2) Treatment of existing open space, creeks, parks; creation of additional open space
- 3) Public art programs and projects
- 4) Consideration of downtown public events, activities, and decorations
- 5) Integration of Parks Department tree plan with the master plan

Sidewalks and Public Amenities: John Anderson 891-4242

- 1) Treatment - improvement of sidewalks
- 2) Benches, trash receptacles, planters, drinking fountains, telephone booths, etc.

Signage and Lighting: Charles Osborn 893-4441

- 1) Public and private signage, kiosks, etc.
- 2) Overall project area lighting

Streets and Intersections: Gene McFarren 894-3105

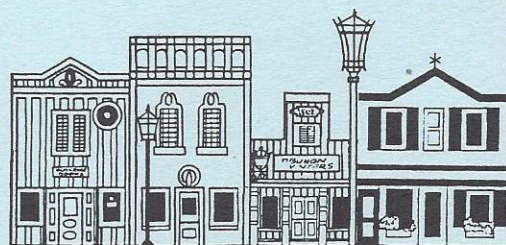
- 1) Treatment - improvement of streets
- 2) Intersection improvement (consideration of "bulbing" and other treatments)
- 3) Pedestrian circulation and safety
- 4) Bicycle parking and storage
- 5) On-street parking considerations

Architectural Design and Facade Treatments: Tom Tarman 891-3413

- 1) General downtown architectural considerations
- 2) Historic preservation programs and efforts
- 3) Facade rehabilitation and remodeling guidelines
- 4) Parking facility design aesthetics
- 5) Funding/grant programs for overall block and/or facade improvement projects

As review of all design elements is expected in early May, please provide any comments you may have as soon as possible to one of the architects noted above.

Giovanna Jackson



CALIFORNIA PRESERVATION CONFERENCE PROGRAM

The 13th annual California Preservation Conference, sponsored by the California Preservation Foundation and Palo Alto-Stanford Heritage, is scheduled for May 19 through May 22 in Palo Alto. The conference will include workshops on such topics as preservation basics, the politics of preservation, seismic issues, urban archaeology, design in the downtown, the historic garden and landscape, fund raising, the preservation and treatment of interiors, Native American issues, preservation in the schools, preservation in the crafts, preservation of universities, preservation for the home owner, how to rehab right, historic building codes, tourism and heritage, preservation incentives for downtown, recent court cases, the law and the statutes today, preservation planning, computers in historic survey, cultural diversity in preservation, the problem with theaters, and preservation tax benefits.

Special events will include design awards presentations to

outstanding community preservation projects, three-minute success stories on local victories in the war to save historic resources (some inspiring, some hilarious!), and a benefit auction with wild and wonderful historic objects and holiday opportunities.

Featured participants will include Judith Lynch, author of *A Gift to the Streets and Victoria's Legacy*; Blair and Helaine Kaplan Prentice, authors of *Rehab Right* (newly revised) and *Retrofit Right*.

Should you be interested in attending this conference, refer to *Tour and Other Events* article in this newsletter.

BOARD MEETINGS OPEN TO ALL

We would like you to know that all of The Chico Heritage Association monthly board meetings are open to any persons wishing to attend. The meetings are usually held the second Monday of each month. Please call Liz Stewart at 345-6986 (evenings) for meeting times and places, or you may leave a message at the Chico Heritage Association office, 345-7522.

SOUTH OF CAMPUS NEIGHBORHOOD HISTORIC DISTRICT

The "South of Campus Neighborhood" (from W. 2nd St. south to Little Chico Creek and from Salem St. west to the railroad tracks) is Chico's oldest residential area and also its most fragile.

This area contains the earliest documented house within the original city limits (Allen-Sommer-Gage house, c. 1861), three National Register properties (Gage House, Stansbury House, St. John's Episcopal Church), a handful of "important structures," (e.g., those on the W. 3rd St. corners), a multitude of small, pre-1900 houses, and an ever-increasing number of apartment houses.

We estimate that about 70% of the buildings in this area were in place by 1930. Comparing that figure with the City's estimate that 25% of Chico's building stock is pre-1950 means that "South of Campus" has a very high concentration of Chico's old and historic structures.

Our sense of identity and community is formed by this neighborhood and the one east of Main Street. Together they form the residential setting and support for "downtown" and, with Bidwell Park, are the heart of Chico. When people exclaim over the beauty of Chico, they certainly aren't thinking of the North Valley Plaza or Nord Avenue!

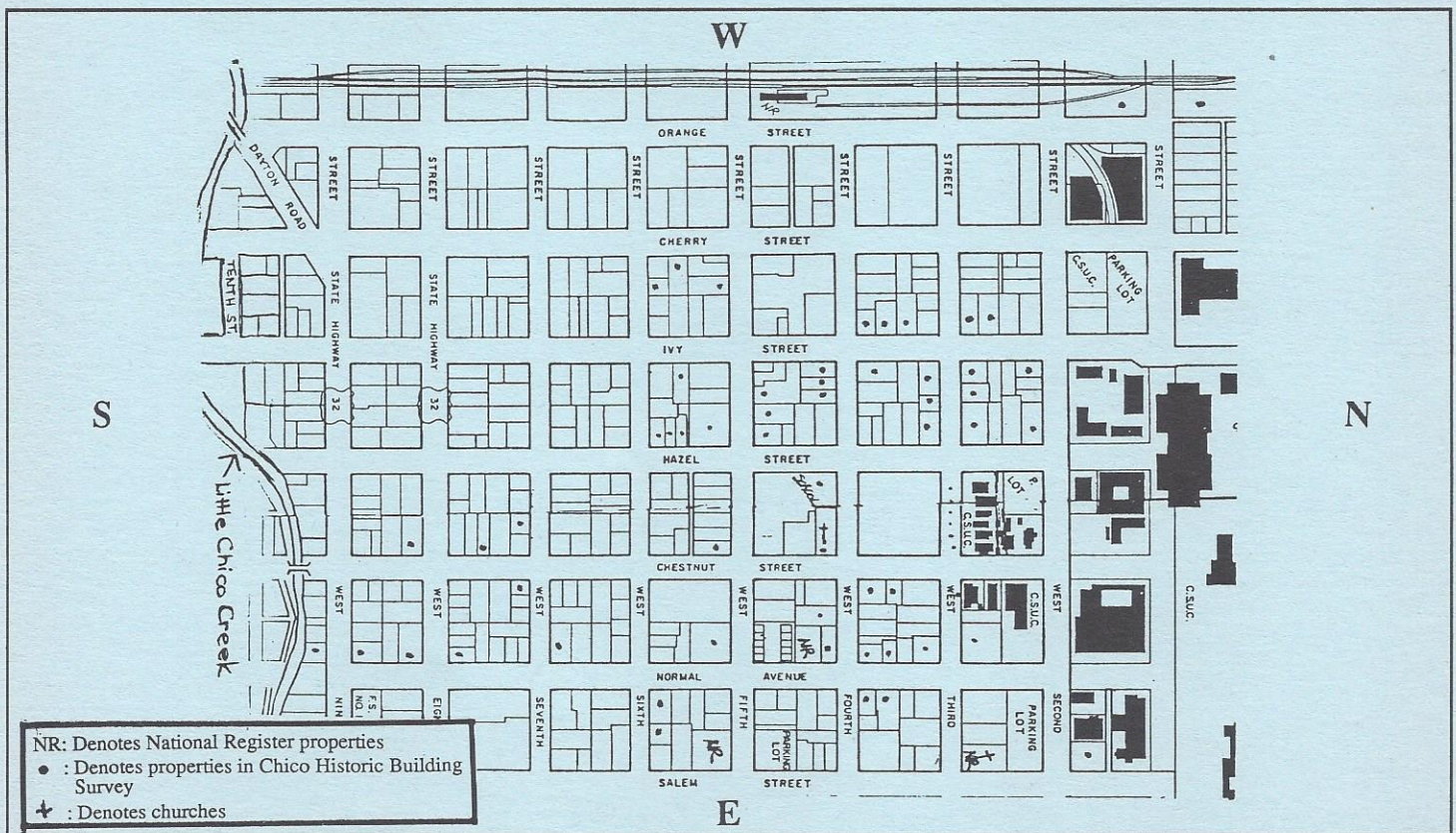
Despite the encroaching apartment structures, the pressures of university expansion, and almost total conversion of the area into rentals, the South of Campus Neighborhood is remarkably intact. But the lack of protection for its old structures and the lack of incentives to maintain them contribute greatly to its increasing fragility.

Chico Heritage has been concerned about this important historic neighborhood for many years. Its major buildings were documented in the Chico Historic Building Survey. However, many houses were not included because of time and manpower restrictions and the fact that they didn't appear to be "important" enough to stand alone in the survey. But the more we watched further erosions from neglect, fire and demolition, the more concerned we became.

Finally, last September we invited Marlyn Lortie from the State Office of Historic Preservation to give us a preliminary evaluation of the neighborhood from a professional preservationist's point-of-view. She felt that we have a very strong National Register historic district of 1860-1930 buildings which reflect Chico's residential growth and development.

"Many times, buildings that are not significant in themselves become important when viewed as part of a larger district. Typically residential neighborhoods with high concentrations of similar homes having a common history are candidates for historic districts. As an example, a neighborhood of intact turn-of-the-century homes that originally housed the leading merchants and businessmen in a small urban community would form a locally significant historic district." (Historic Preservation in California, a handbook for local communities).

With this encouragement, we went to the City Council and requested help in preparing the National Register documentation for the South of Campus Neighborhood. We pointed out that although National Register designation confers prestige but not protection (protection is up to local ordinances) there are benefits to the owners of who rehabilitate contributing buildings. They may use the Historic Building Code (substantially



SOUTH OF CAMPUS NEIGHBORHOOD HISTORIC DISTRICT

less restrictive than current codes); they can have an investment tax credit of 20% (the only credit available for rehabing rental residences) and a straight line depreciation period of 27.5 years; they may make easement donations (the equivalent of charitable donations); and, if grants become available, they will be for National Register properties. Also, Register properties usually increase in value by about 10% due solely to the prestige of being recognized as part of our cultural heritage.

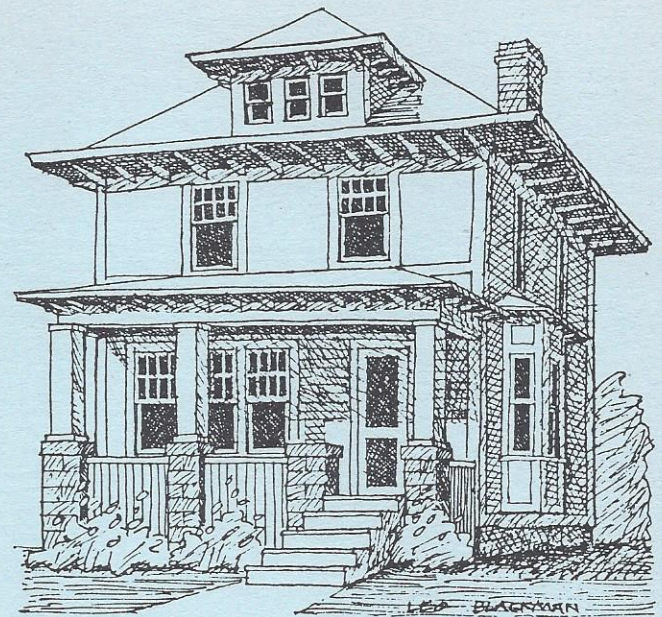
The City Council agreed to give us \$3700 from the 1987 Community Development Block Grant Program to prepare a National Register form in which each building in the district is noted, photographed, and evaluated; the boundaries of the district are established; and a statement of significance and description of the whole neighborhood is prepared.

Liz Stewart began work on the area last fall with the help of several CSUC students. Due to her new CSUC Library job this spring, Liz is unable to commit herself to the full responsibility of this project. John Gallardo, Liz and myself, therefore, are dividing up the project between us. Right now we are doing a windshield survey, maps-in-hand, noting every building in the neighborhood as potentially a contributor or a non-contributor. Then we will decide on preliminary boundaries, date and describe each structure, and then proceed with the evaluation of the whole area. We have a lot to do by July 30th! We hope, however, by having the area acknowledged as an important part of our history we will impede the further disintegration of our most culturally important residential neighborhood.

WE NEED VOLUNTEERS to help with research, typing, etc. for the South of Campus Neighborhood Historic District project. We are using a streamlined approach to the research rather than the intensive delving into the history of each structure which we did for the Building Survey. Already several members have mentioned they would like to help. This is a great chance to contribute to our community while learning about our history.

Call 345-7522 and leave your name and phone number if you would like to know more about the project and one of us will call you.

Giovanna Jackson



REDDING RECORDS MAJOR SUCCESS

The following is a modified version of an article from the October 1987 edition of the California Preservation newsletter.

Redding's Old City Hall, a two-story brick building complete with mansard-roofed wood cupola, was built in 1907. The 6000 square foot Simplified Romanesque Revival building, Redding's fourth oldest brick building, served over the years as a wedding chapel, courthouse, jail, air-raid shelter, city council chambers, police department, and at one time housed all of the city government. In 1977 the city decided to save and restore its then-vacant old government headquarters and began a feasibility study. Coinciding with the beginning of Redding's 1986 Centennial of Incorporation Celebration, the exterior was restored to its 1907 appearance, and the interior was structurally updated and renovated. In March 1987 the Old City Hall opened as an exhibition gallery, small theatre with light and sound systems, kitchen (complete with one of two original steel jail cells!), and an office for the Shasta County Arts Council. The cost of the renovation was \$611,000, broken down as follows: state-\$227,000, city-\$237,000, private donations-\$106,000, and community block grant-\$41,000.

In April of 1987 a cupola, the original of which was removed in the 1920s due to structural problems, was installed with the original solid bronze bell. This was able to happen due to a donation of \$45,000 from the Leah and Carl McConnell Foundation which stipulated the cupola be rebuilt, and the help of a carpentry class at Shasta College which built the 21-foot wood, sheet metal and wrought iron bell tower.

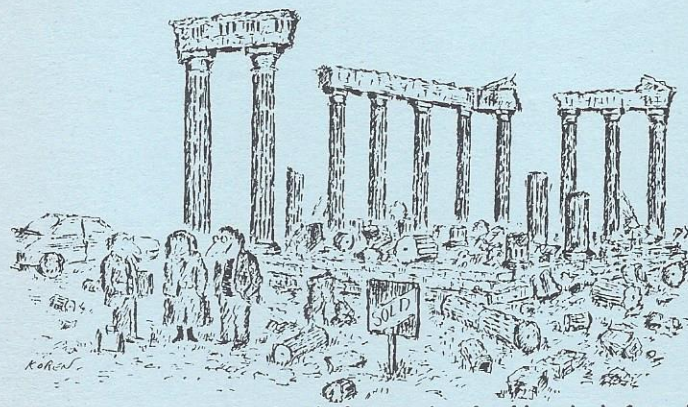
Jim King, project manager for the City of Redding, stated, "This is the community's first effort to carry out a bonafide restoration project. Even though it took ten years to complete, the time frame allowed hundreds of people to join in the fund-raising. The building will provide long-term financial support because the community has been brought into the project." One of the fund-raising brochures aptly describes this important preservation project, "In restoring Redding's Old City Hall we not only preserve a window to the drama of the past, but we enable the building to continue its history of service to the people."

We congratulate the city of Redding on their fine accomplishment.

THE THREE C's OF HISTORIC DISTRICTS

In identifying historic districts, surveyors must look for these three elements:

1. Character. What are the qualities that give the area coherence and significance?
2. Confines. What are the boundaries of the area?
3. Contributors. Which properties in the area help to give it its character?



"Our goal is to modernize it but retain the historical flavor."

BOARD OF DIRECTORS

President:	Liz Stewart
Vice President:	Laurence Boag
Secretary:	Emily Newton
Membership:	Giovanna Jackson
Treasurer:	Louis Poor
John Anderson	Ray Murdoch
Robb Cheal	Jerry Powers
John Gallardo	Michele Shover
Pattie Hannemann	Gary Simmons
Jacki Headley	Tim Simonds
Ingaborg Johannsen-Steele	

CHA ANNUAL MEETING

The Chico Heritage Association 1988 annual meeting was held January 24th at the Chico Womens Club. The large group attending the afternoon event was treated to Bruce Bradbury's presentation on Victorian interiors. He is owner of Bradbury and Bradbury Wallpapers of Benicia, California, which headquarters in one of the former Benicia arsenal buildings of the late 1800's. Mr. Bradbury and his company are internationally known as designers and producers of Victorian wallpaper reproductions, adaptations, and new designs. They have supplied wallpaper for countless San Francisco and other California restoration projects, and for such varied places as the State Capitol restoration in Sacramento, and the Governor's residence in Missouri.

Mr. Bradbury's slides included pictures of the Stansbury House which he used in his presentation in Washington D.C. at the annual meeting of the National Trust for Historic Preservation. The presentation was very well received and enjoyed by those present. Among those attending was Mr. John Snyder who, as Chief Architectural Historian for Cal Trans, gave the guest presentation at last year's annual CHA meeting at the Bidwell Mansion.

All six CHA board members whose terms expired expressed sincere interest in continuing on the board, and were re-elected for another two-year term at the meeting. They are: Robb Cheal, Jacki Headley, Giovanna Jackson, Ray Murdoch, Michele Shover, and Tim Simonds.

President Giovanna Jackson and John Gallardo discussed the events of the past year and ongoing projects. A time for refreshments and socializing finalized the meeting.

Later that evening at the Stansbury House Mr. Bradbury gave a room-by-room discussion of the historic walpapers and lin-crusta wainscottings of the house. Mr. Bradbury's descriptions and appraisals of the Stansbury interior gave those present a new and deeper appreciation of the Stansbury House as a unique example of a preserved Victorian interior. Delicious refreshments were served by the Stansbury Home Board of Directors.



GET READY FOR THE PIG OUT

Plans are in the making for Chico Heritage's annual fund raising event, the "Pig Out for Preservation" old fashioned barbeque. The date is May 22nd, so mark your calendars and look for more detail on the event within the next month.

FUND-RAISING WHILE YOU SHOP

CHA has registered with Food World's "1% cash refund program". Food World, the grocery store at 930 Mangrove, is providing local non-profit groups with a way to continuously raise money. If you save all of your cash register receipt tapes from Food World and send them to CHA, we will bundle them in increments of \$500, and CHA will receive a check for 1% of the total!

Since the average family spends \$100 per week (\$3200/year) on groceries, one family could be responsible for a \$52 donation to CHA in one year—without having to buy anything extra!

So save those receipts (we have an envelope in our kitchen marked "CHA-Food World") and send them in once a month to: CHA, P.O. Box 2078, Chico 95927.

Giovanna Jackson

PUBLICATIONS

The Evolution of Historic Preservation in California, 1940-1976 by Nadine Hata. Available from the Publications Section of the Department of Parks and Recreation, P.O. Box 942896, Sacramento, CA 94296-0838. (Pre-publication price was \$17.95 plus tax).

"Tourism and Historic Preservation in the West", a report by the 1984 Heritage Task Force Report on the economics of heritage properties related to tourist spending patterns. Report available through the Trust Western Regional Office, 1 Sutter, Suite 707, San Francisco, CA 94104.

"Preservation Law Updates" available to local historic preservation commissions at no cost as long as the supply lasts. The J.M. Kaplan Fund Inc. of New York City, an early

supporter of the National Center for Preservation Law, has granted \$25,000 to the National Center to cover production costs of the "Preservation Law Updates" and up to 1,200 free copies. Local commissions wishing to receive the "Updates" should contact the National Center, Suite 501, 1233 Twentieth Street, N.W. Washington D.C., 20036.

TOURS AND OTHER EVENTS

April 22-23 - California History Institute

Program theme - California and the Film Industry, featuring Hollywood producer William Self speaking on "Film-Making vs. Historical Concerns"

Location: Holt-Atherton Center, University of Pacific Libraries, University of the Pacific, Stockton, CA 95211

Registration: \$20; various costs for breakfasts and luncheons

May 8 - Old House Walking Tour

Walking tour of Vallejo's fashionable Victorian neighborhoods.

Location: Vallejo Naval and Historical Museum, 734 Marin Street, Vallejo (tour start)

Times: 1-5:00 p.m.

Cost: \$8 in advance; \$10 at door; senior and groups of 12 or more get a \$2 discount

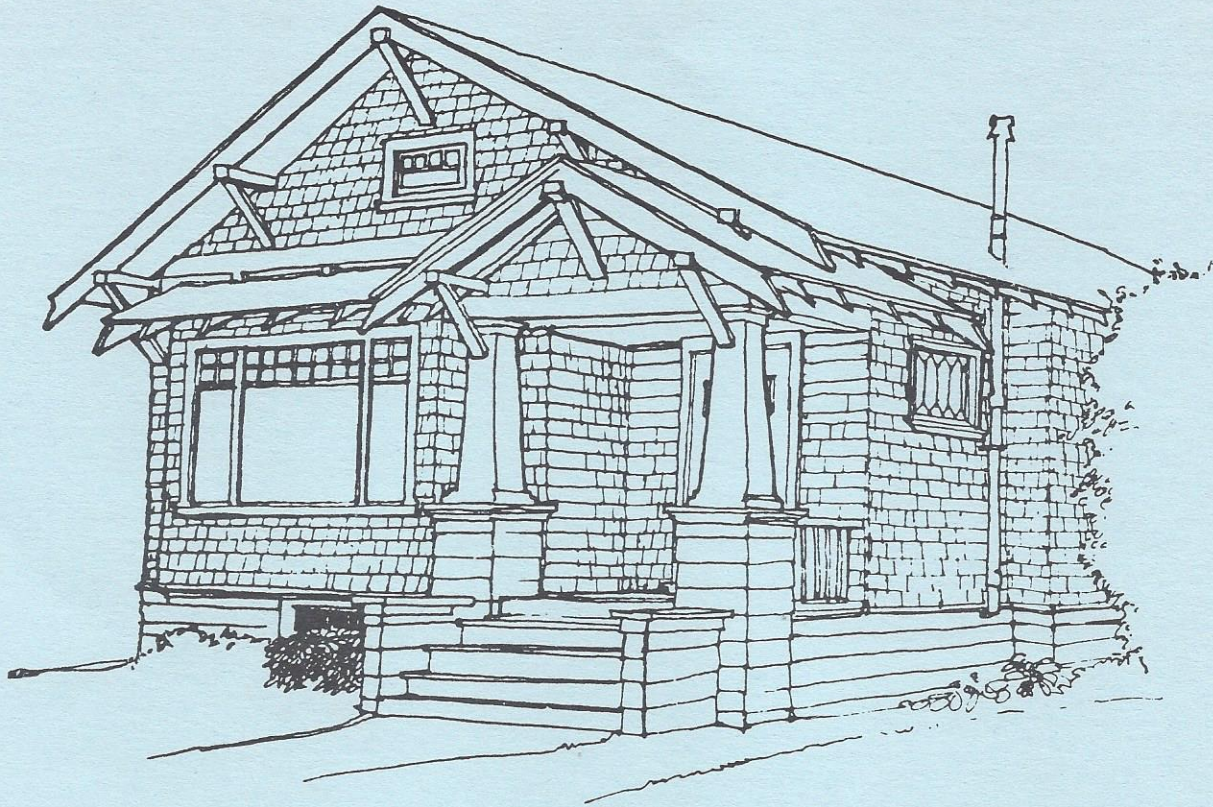
For more information contact V.A.H.F., Box 1129, Vallejo, CA 94590, (707) 644-4629 or (707) 553-1478.

May 19-22 - California Preservation Conference

(Program described elsewhere in this newsletter.)

Location: Palo Alto (1990 Cowper Street) and Stanford University

For more information, contact: California Preservation Foundation, 41 Sutter Street, Suite 1593, San Francisco, CA 94104, (415) 527-7808 OR Palo Alto-Stanford Heritage, 1990 Cowper Street, Palo Alto, CA 94301, (415) 326-4123.



CHICO HERITAGE ASSOCIATION P.O. BOX 2078 CHICO, CA 95927 (916) 345-7522

Please help Chico Heritage Association preserve and enhance the historic cultural resources of our city. We need your membership and your participation. Become a part of Chico. Join Chico Heritage Association.

I want to become a member of Chico Heritage Association: _____
 Please renew my membership in Chico Heritage Association: _____

Name: _____
 Address: _____

 Telephone: _____

\$ 5 Senior/Student _____
 \$ 10 Individual _____
 \$ 25 Family _____
 \$ 50 Business/Prof _____
 \$ 50 Supporting _____
 \$100 Patron _____

Activities I would like to help with:
 Preservation legislation _____ Typing _____ Programs/Tours _____ Education/Publicity _____ Baking cookies for fund raisers _____
 Advisory on preservation planning _____ Membership _____ Fund raising _____ Telephone _____ Other: _____



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