



Community & Economic Development Department, Neighborhood Engagement Division
3900 Main Street, Riverside, CA 92522 | Phone: (951) 826-5371 | RiversideCA.gov

HISTORIC PRESERVATION FUND COMMITTEE MEETING DATE: SEPTEMBER 9, 2016

AGENDA ITEM NO.: 2

I. CASE NUMBER: P16-0573

II. PROJECT SUMMARY:

- 1) **Proposal:** Request by Erin Gettis to appropriate funds from the HP Fund to cover the Landmark Legacy book startup cost and to accept revenue generated by book sales.
- 2) **Location:** Citywide
- 3) **Ward:** All
- 4) **Applicant:** Community & Economic Development Department
- 5) **Case Planner:** Erin Gettis, City Historic Preservation Officer
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III. RECOMMENDATION:

That the Historic Preservation Fund Committee:

1. **APPROVE** the request to appropriate funds from the HP Fund to pay the Landmark Legacy book production cost to Crown Printing for \$28,141.05, repay to the General fund \$3,478.55, for a total of \$31,619.16 and to accept revenue generated by book sales into the Historic Preservation Fund.

IV. BACKGROUND/HISTORY:

According to 20.10.030 (I) in Title 20, the Historic Preservation Officer shall "Establish criteria for and provide a continuing comprehensive survey of cultural resources within the City...and to publicize and periodically update the survey results." Further, the Cultural Heritage Board shall "Work for the continuing education of the citizens of Riverside about the Heritage of the city and its cultural resources" (20.10.020 (A) (9)) and "encourage public participation in the Cultural resources program to identify and inventory significant cultural resources in the City."

The Historic Preservation Officer identified a new method of sharing the City Landmarks with the Citizens of Riverside and beyond. Since Riverside is known for a number of Landmark buildings that feature a wide variety of architecture, story and place-making, a project proposal was drafted for the coffee table book, "Riverside's Landmark Legacy."

The funding of the project to date has come from a variety of City Departments and Divisions and is considered the City's match. The Arts and Cultural Affairs division funded the initial hiring of the photographer to photograph the City's Landmarks for a Coffee Table style book. The Public Utilities Marketing Division funded extensive staff time and the majority of the cost for hiring of a graphic designer as well as additional funding for further photography. The Historic Preservation Section of the Community & Economic Development funded staff time, a portion of the graphic designer, and the staff time for future book sales. The City's Marketing Division funded staff time to coordinate the project bidding and printing. This project was a concerted effort of many departments and divisions within the City.

As low bidder, Crown Printing was awarded the project. The book as proposed costs \$31.62 per book to print at a bulk rate of 1000 books and has been sold for \$40 per book at the Doors Open event earlier this year in May in an initial printing by Crown Printing. The Community & Economic Development Department proposes that the HP Fund Committee pay for and "buy" the books by repaying the initial startup cost of \$31,619.16 to the General Fund. The revenue generated from the book sales would reimburse the startup cost and generate revenue for the HP Fund totaling \$40,000. Were the Landmark Legacy book to be successful, additional books could be printed utilizing the HP Fund Committee approval process and the fund could benefit from the resulting revenue. To date there is not an existing coffee table book on Riverside that highlights the City's Landmarks, nor any other coffee table book of this type. Book sales have already been requested by the Mission Inn Museum, the Metropolitan Museum and other members of the public who saw the book at the Doors Open event in May.

This project meets three important goals of the City's Historic Preservation Element of the General Plan: to continue an active program to identify, interpret, and designate the City's cultural resources; to fully integrate consideration of cultural resources as a major aspect of the City's planning, permitting, and development activities; and to ensure compatibility between new development and existing cultural resources. The project also meets the objectives and goals of Seizing Our Destiny – Route 7 "Transforming Spaces into Places."

V. ENVIRONMENTAL ANALYSIS:

It has been determined this project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to Guidelines Section 15061(b)(3) (No Significant Effect on the Environment).

VI. PUBLIC NOTICE AND COMMENTS:

Public notices were published in one newspaper of general circulation within the City, at least ten (10) days prior to the scheduled hearing. No responses were received to date.