



Planning & Development
Office of the Director

June 5, 2024

To: Budget and Finance Committee

From:  Jordan Klein, Director of Planning and Development

Subject: Funding Options to Advance Landmark Initiations

The Planning and Development Department (PDD) requested \$200,000 from the General Fund for a citywide historic context statement (HCS). This project was identified as a priority during this budget cycle because the development of an HCS, as well as cultural resource surveys and designations, were identified as mitigation measures in the Final Environmental Impact Report for the 2023-2031 Housing Element.

When PDD presented to the Budget and Finance Committee on May 9, 2024, staff were asked to outline additional options that could expeditiously advance landmarking of cultural resources. The following table outlines four options – the original budget request plus three new options; each includes an overall approach and targeted products that would assist in the ultimate outcome of placing new sites on Berkeley's local register. The table includes estimated costs and timeframes for each option.

Staff initially requested funds to complete a citywide HCS in order to develop a framework for future landmarking efforts (Option 1). This document would describe broad patterns of historical development and identify property types of significance to help establish criteria for protecting cultural resources within the City. This document could be paired with a citywide historic resource survey (Option 2) to develop a list of properties eligible for landmarking and prepare up to 100 landmark applications. Alternatively, the City could focus on specific geographic areas of interest (Option 3) in order to expedite preservation of resources in a more targeted fashion. If this option is selected, staff would recommend focusing on areas undergoing area planning or rezoning efforts. City Council could also choose to initiate sites in an ad hoc manner (Option 4) by having staff engage with consultants to develop materials necessary for individual landmark applications. This option could be paired with Option 1 to ensure site selection follows an established framework. This final option would not meet the requirements of the Housing Element mitigation measures.

Approach		Rationale	Products	Estimates: Cost Time	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Option 1: Citywide Historic Context Statement</p>	<p>Develop a citywide context statement (HCS) to establish a framework for a larger body of work.</p>	<p>Best practice in historic preservation planning.</p>	<p>A citywide HCS is a narrative report that highlights development patterns and themes important to the City’s history.</p>	<p>\$200K</p>	<p>12 months</p>
	<p>Citywide HCS would guide future efforts related to landmark preservation.</p>	<p>Comprehensively covers the full geography of the City.</p>	<p>Citywide HCS acts as a framework for identifying historic, architectural, and cultural resources in Berkeley.</p>		

Approach		Rationale	Products	Estimates: Cost Time	
Option 2: Citywide Historic Context Statement + Citywide Historic Resource Survey	<p>After developing citywide HCS, conduct a citywide historic resource survey (HRS) to identify resources for initiation.</p>	<p>Provides all the benefits of the HCS, plus a list of resources that can be initiated for landmarking status.</p> <p>Resource selection is evidence-based, and defensible.</p> <p>Highest utility for City and public.</p> <p>Usable, accessible information and database.</p>	<p>All the products listed above, plus a comprehensive database: Excel spreadsheet, GIS data/layer that identifies historic properties and properties of historical significance.</p> <p>DPR 523 forms¹ that can be used to initiate landmarking of up to 100 sites.</p> <p>Landmark applications for up to 100 sites.</p>	<p>\$800K</p>	<p>24-36 months</p>
Option 3: Area Historic Resource Survey	<p>Conduct one or more geographic area-focused historic context statements and historic resource surveys in order to identify sites that can be initiated as landmarks.</p> <p>Consider areas with active area planning or zoning projects that may experience development pressure.</p>	<p>Expedites landmarking status of properties within a focused area.</p> <p>Ability to focus on areas with resources or data gaps.</p> <p>Shows City is making efforts to address Housing Element mitigation measures.</p> <p>Provides information needed to submit landmark applications for selected sites.</p>	<p>Same as the row above, except focused on one or more specific areas of the City and up to approximately 20 sites.</p>	<p>\$50-75K per area (cost depends on size of area, number of sites)</p>	<p>12-18 months per area (time depends upon size of area, number of sites, and staff resources available to process landmark applications)</p>

¹ The California Department of Parks and Recreation DPR 523 Forms are used for recording and evaluating properties of historical significance.

Approach		Rationale	Products	Estimates:	
				Cost	Time
Option 4: City Council-initiated Site-Specific Designations	<p>Initiate sites on an ad hoc basis.</p> <p>Contract with a consultant to prepare materials on a property by property basis.</p>	<p>BMC 3.24.120 provides for City Council to initiate designation process, but provides no guidance on how to identify and/or prioritize site selection.</p> <p>Provides report required to submit a landmark application.</p>	<p>Historic Resource Evaluations that can be submitted with landmark applications for each property identified.</p>	<p>\$10K per site</p>	<p>6-9 months per site</p>