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LANDSCAPE  
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**California State Parks  
Adaptive Reuse and Community Partnerships Pilot Project  
CA Department of Parks and Recreation and  
CA State Parks Foundation  
Project Summary for CA Parks Forward Commission  
Prepared by KWH Associates, Inc.  
Kathryn Welch Howe  
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**The Adaptive Use and Community Partnerships Pilot Project**

Historic properties are among CA State Parks' most outstanding cultural and capital assets. Although significant work has been completed on some historic buildings over the years, maintenance and preservation of historic resources have been under considerable pressure. The State's fiscal conditions have deepened the challenge. To ensure the long-term stewardship of historic properties while strengthening California Parks, this is an important and creative approach. This is an action program, and this is what makes it difficult.

From 2012-2014, the DPR Archaeology, History and Museum Division with CA State Parks Foundation conducted a pilot program of adaptive reuse and community partnerships to determine the scope of the opportunity to use outstanding historic resources in order to

- Save Significant Buildings and Areas
- Invigorate State Parks
- Build and Diversify Visitation and Interpretation
- Generate Revenue for On-going Maintenance

The Pilot Project was designed to allow the Department to take action and invest in a select number of historic properties in order to demonstrate the viability of adaptive use and partnerships

1. 6 Buildings were selected based upon criteria and nominations from District Superintendents
2. Site visits and market assessments led to use recommendations and revenue projections
3. Interviews with Park staff, local officials and community leaders have confirmed the level support for the adaptive use projects and partnerships



### **Key Findings: Benefits of Adaptive Use and Community Partnerships for the Department**

1. Clear opportunity to use and protect outstanding historic resources: Valuable properties are unused, underutilized and threatened by deferred maintenance and policies of “arrested decay.”
2. Market support is very strong for uses that are appropriate for the buildings, the Parks and each community: Viable uses will enhance Park performance and community potentials.
3. Support from local government and community is positive with little or no opposition: Many historic buildings and areas can become valued, necessary facilities for lodging, retail, visitors and events rather than “dead zones.”
4. Preservation and Park Building Standards can be met: Distinctive, authentic treatment of historic properties will meet State and Secretary of Interior Standards.
5. Revenue potentials will satisfy on-going maintenance costs, after rehabilitation: Community initiative and investment will be possible with certainty about regulations, commitment, and continuity.
6. DPR historic properties can contribute to developing a quality-based CA State Parks “brand.” Successful initial projects will help to make more difficult projects feasible statewide.

### **Key Findings: Recommendations for overcoming challenges**

1. DPR can make historic preservation and adaptive reuse a major priority through a commitment to start and complete projects.
2. Important to see the value of starting projects and recognizing that enough is known in order to begin.
3. Modest funding can generate significant results.
4. Identify expertise and support necessary to make the projects attractive to the various parties involved, recognizing that projects and partnerships will be diverse, related to the property, to the use and to the community.
5. DPR can help in defining the standards and regulations which apply and participating in encouraging the investment
6. DPR can focus a program of adaptive use and community partnerships using models successful in preservation revolving funds and non-profit development and stewardship.

### **Next Steps**

1. Begin work on 2-3 Pilot Projects to demonstrate and test tools and mechanisms
2. Confirm leadership and partnerships
3. Complete business plan, capital investment and operating program
4. Ensure quality standards architecturally, operationally and for the end product and experience





## **Pilot Project Summaries**

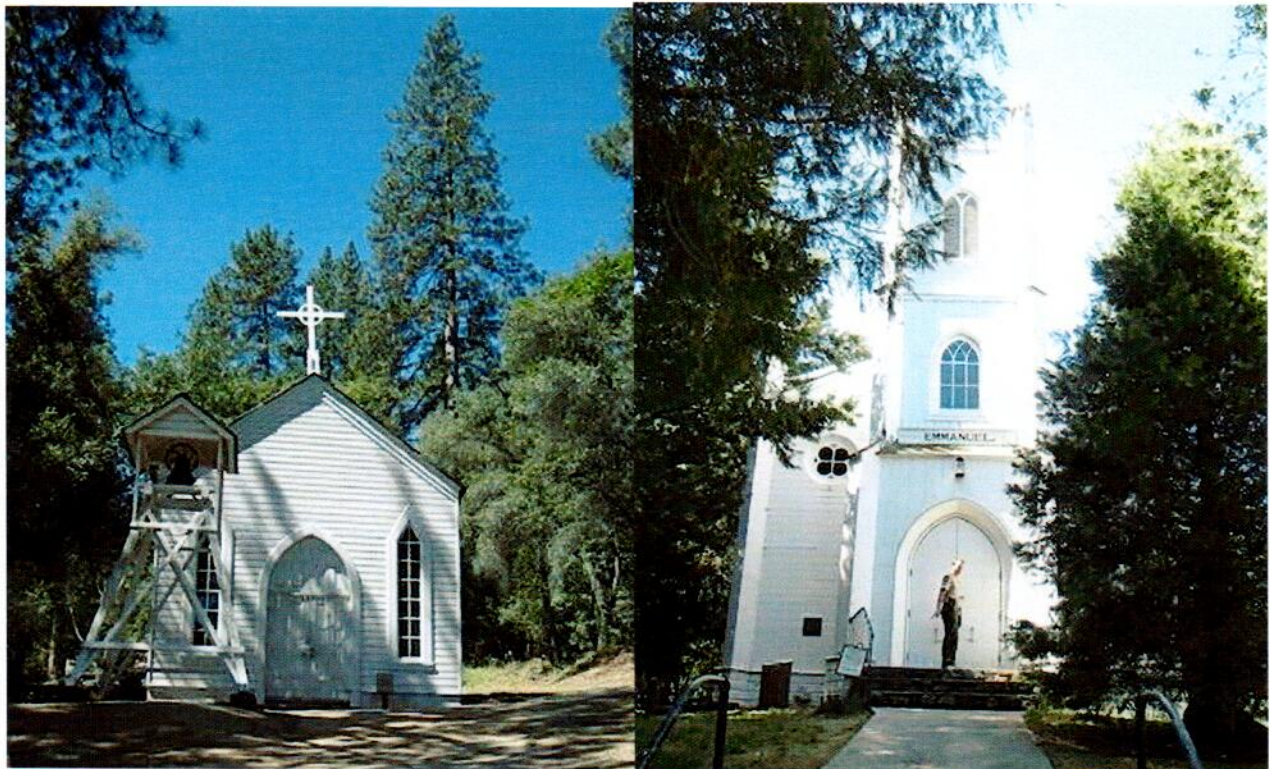
### **Marshall Gold Discovery State Historic Park: Emmanuel Church and St. John's Catholic Church and three Historic Houses**

The adaptive reuse of two historic 1850s churches will illustrate how to use historic churches and other landmarks for weddings, concerts and community purposes as part of a State Park. The rehabilitation of three historic houses will be used for historic vacation rentals, in conjunction with church use or independently.

The proposed uses revive the buildings' original uses and tie in with community needs. Unique rental properties will enhance MGD and Coloma's position as a historic destination, creating distinctive, quality event space and lodging.

#### *Next Steps*

1. Complete fix-up clean up of churches and the sites; complete rehabilitation and program for use of 1-3 historic houses as historic vacation rentals
2. Align with local event facilities to offer for weddings, concerts
3. Contract with local vendors for property and event management







**Austin Creek State Recreation Area: Pond Farm**

The rehabilitation and use of historic Pond Farm will strategically revive its use in a contemporary way for artists-in-residence, workshops for artists and arts education programs with local schools, demonstrating in a sustainable way how to use artist and studio space in State Parks. The National Trust for Historic Preservation has named Pond Farm a National Treasure, and California State Parks Foundation selected Pond Farm as the first “Model of Excellence” pilot program site.

Many themes and uses not yet in CA State Parks can be realized at Pond Farm, expanding and diversifying the visitor and donor base.

**Next Steps:**

1. Engage artists and the arts community to participate with DPR and Stewards of the Coast and Redwoods to provide leadership and support for funding and program and property development.
2. Initiate improvements at Pond Farm and Austin Creek to accommodate artist residencies, arts workshops and arts education.





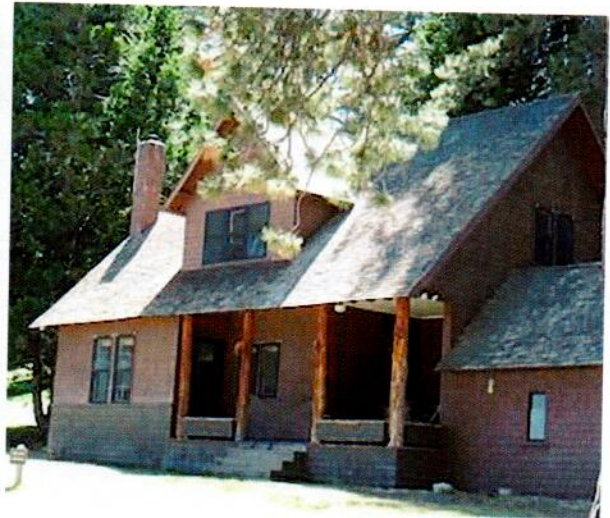
### **Ed Z'berg Sugar Pine Point: Children's Cottage and Caretaker's Cottage**

The adaptive reuse of the Children's Cottage and the Caretaker's House will confirm how to use and market historic residential buildings as historic vacation rentals, reinforcing a State Park's special events program.

Sugar Pine Point is a highly desirable location on Lake Tahoe and the reuse of the buildings can be easily completed with attractive revenue potentials. Marketing and use of the properties can underscore that rental of the properties contributes to their preservation. Rentals and revenue will correlate to the quality, charm and comfort created at the properties for visitors.

#### **Next Steps**

1. Rehabilitate and furnish the cottages for use as historic vacation rentals.
2. Arrange marketing and property management services for the cottages
3. Confirm operations and marketing coordination with use and special events in Park







### **Monterey State Historic Park: Custom House**

The reuse of the Custom House will demonstrate how to use the historic commercial building as a destination market for local produce and activate a State Park and the city's waterfront.

The Custom House is a "hinge property" in Monterey. Repurposing and utilizing the Custom House as a vibrant destination market and visitors center will appeal to residents and visitors and reinforce plans at Cooper Molera and the Monterey Downtown and waterfront. Over 1.7 visitors annually come to the Monterey Bay Aquarium, 7 minutes away, and a revitalized Custom House and other State Parks buildings on the Monterey waterfront can capture some of this market.

#### **Next Steps**

1. Identify potential investment and operating partners.
2. Complete limited rehabilitation of portions of the building for market and light refreshments.
3. Participate in emerging programming for Custom House Plaza and plans for the waterfront and downtown.





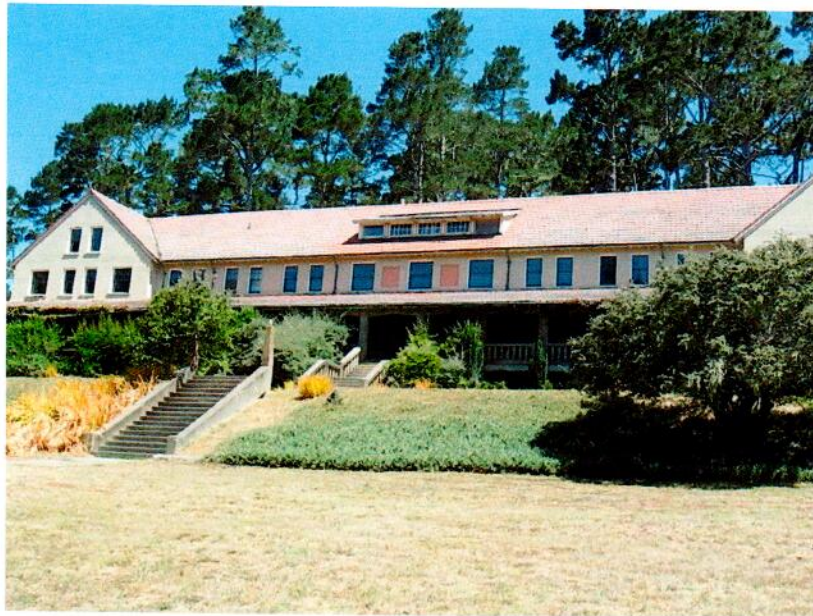
### **Marconi Conference Center State Historic Park: Marconi Hotel**

The adaptive reuse of the Marconi Hotel in Point Reyes will create lodging to support the environmental and recreation focus of a State Park and its region.

Recreation, tourism, farms and businesses work together in careful balance to safeguard and steward the environmental character of the Point Reyes area. The rehabilitation and reuse of the Marconi Hotel as an eco-recreation hotel with a year-round restaurant can provide a model for sustainable development and operations. This use ties in with DPR and local plans for the conservation of the east side of Tomales Bay and is consistent with recommendations for the Marconi Conference Center.

#### **Next Steps**

1. Building upon many prior studies, complete a limited historic structure report to provide a complete understanding of architectural and engineering conditions with cost estimates to rehabilitate the hotel.
2. Confirm use of the hotel as part of the conference center or as an independent, cooperative partner. Conference Center lease expires in 2015.
3. Identify potential investment and operating partners.







### **Sonoma State Historic Park: Blue Wing Adobe (BWA) and Toscano Hotel (TH)**

The reuse of the Blue Wing Adobe and the Toscano Hotel will use historic buildings located in an urban setting for commercial uses to benefit a State Park and the downtown of a city.

With strong support from the community, the rehabilitation and reuse of the Blue Wing Adobe and the Toscano Hotel can create distinctive lodging and space for a wine-tasting marketplace, a high quality restaurant and event space. Market support in Sonoma is strong and increasing both from Sonoma area residents and from visitors; the city has one of the strongest cultural tourism markets in the state.

Next steps:

1. Identify community and private or nonprofit partners to invest and develop the properties.
2. Resolve the partnership agreement with the Blue Wing Adobe Trust.
3. Begin rehabilitation of the Blue Wing Adobe.

