

DRAFT

City of **FERNDALE**

Historical and Cultural Resources Element

June 2011



Cover Photos:

Top left - Shaw House

Top right - Victorian Inn

Bottom left - Ferndale Museum

Bottom right - Gingerbread Mansion

City of Ferndale Historical and Cultural Resources Element

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City of Ferndale Historical and Cultural Resources Element

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PREFACE

Historical & Cultural Resources Element Preparation

Managing historical resources important to the City prompted the preparation of this element. Community engagement and participation during Element preparation and review was key to setting direction for preserving existing resources and maintaining the community's vision for the future. The Ferndale Planning Commission held a number of study sessions and public meetings with the Design Review Committee to gather input on historic preservation goals. Public meetings were advertised with notices in the Ferndale Enterprise, flyers, information posted on the City website, and public service announcements on a local radio station. The community was encouraged to participate in these meetings and to share their ideas about historic preservation.

**HELP PLAN FOR THE
FUTURE OF FERNDALE**

The City of Ferndale is developing a Historic and Cultural Resources General Plan Element to guide its efforts to preserve resources that relate to the community's history and development.

Share your ideas about historic preservation during joint Planning Commission and Design Review Committee Meeting.

Wednesday January 26, 2011, 7 - 8:30 p.m.
Ferndale City Hall, 834 Main Street

For more information contact (707)786-4224
citymanager.ci.ferndale.ca.us

The Planning Commission and Design Review Committee held a public meeting that began with an overview of the Element purpose and outline presented by the contract city planner. Then the executive director of the Humboldt County Convention and Visitors Bureau spoke about the importance of tourism to the City and local economies and the reasons why tourists come to Ferndale. Next a Design Review Committee Member and historic restoration expert discussed the importance of maintaining materials and features of historic structures. Then the meeting was opened up to gather input from attendees about their historic preservation ideas. An overview of the next steps closed the meeting.

The contract planner and City staff worked with the Planning Commission, Design Review Committee, and public input to craft goals and policies to protect historical and cultural resources and allow for the continued vitality of the town. The Draft Element was prepared based on relevant research and input received; and it will be presented to the Planning Commission for review and action at a public hearing. Planning Commission requested revisions will be incorporated and the Element will be forwarded to the City Council, who will conduct their own public hearings prior to adopting this Element and the associated California Environmental Quality Act document.

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1.0 INTRODUCTION

The Historical and Cultural Resources Element of the City general plan sets goals, policies and implementation strategies for the City’s role in planning for the unique historical aspects of Ferndale and its regional cultural setting in the Eel River Valley. This Element is part of the City general plan because preserving community character, history, and architectural features is important to Ferndale. While not specifically mandated under state planning law, 126 California counties/cities have historic preservation general plan elements. Many of Ferndale’s most defining features are its buildings and public spaces. Historical resources include individual structures, the National Register District along Main Street, and the architectural themes found throughout the City. This element sets goals, policies, and implementation strategies for managing the qualifying historical resources and better defining historic district maintenance.

Historical & Cultural Resources Element Purpose

Ferndale’s historical and cultural resources are prominently featured in this Element. The Element’s purpose is to preserve and enhance these resources for heritage tourism, economic development and a continued source of community identity and pride. Also, the Element strives to guide new development to be compatible with existing historical resources and encourages both public and private stewardship. Although the adopted general plan contains historic preservation goals and polices, the City felt it is important to develop a long-term plan to integrate historic preservation within the context of land use development.

Historic Resources include sites, buildings, places, structures, objects, traditional cultural properties, landscapes, and districts containing a concentration of resources.

Ferndale retains many commercial and residential structures that are examples of the City’s early history. These historic structures enhance community character and identity and are valued both individually and as part of the whole town; which is one aspect why Ferndale is such a special place to both residents and visitors. Historic resource preservation is not only educational, but also supports economic development by attracting heritage tourists for its authentic streetscape. Historic preservation is the protection, rehabilitation, restoration, and reconstruction of historical and cultural resources. The basic intent of preservation is “not to arrest time but to mediate sensitively with the forces of change, to understand the present as a product of the past and a modifier of the future” (Bernstein n.d.).

Economic Development and Historic Preservation

Historic preservation is a sound investment, in that preserving a historic building or resource is often more efficient and profitable than new construction. Groupings of individual buildings increase value as well, through distinctive common characteristics

associated with architectural styles and time periods. Recognizing districts, such as Ferndale Main Street and distinctive individual buildings maintains if not adds to individual and community property value. As an economic development tool, historic and cultural resources preservation can yield significant economic value to the Ferndale community and the region, through heritage tourism as well as property value.

This Element recognizes the economic value of Ferndale's and the surrounding areas' historical and cultural resources, and emphasizes voluntary historic preservation for adding value to an already valuable commodity. The Element acknowledges that historic preservation requires a public and private partnership with both monetary and nonmonetary contributions from the participating parties. In economic terms, historic preservation has value in that it offers a range of goods and services for sale and trade in real estate and tourism. On the other hand, it is also a public good, with benefits for government or nonprofit groups. This Element provides the policy and strategy to maximize the value of these important resources, applying different methods for City government, other local agencies, and building and property owners to work collectively and cooperatively to build value for the community.

Relationship to the Rest of the General Plan

All general plan elements goals and policies must be internally consistent and are interdependent and related to each other. No single element of the plan should be used in isolation without consideration of all other component elements as an integrated general plan. The Historical and Cultural Resources Element goals and policies were reviewed for consistency with other general plan elements including but not limited to the following Land Use and Unique Resources Element goals and policies:

- To encourage the maintenance and preservation of structures having Victorian, historic, or unique architectural features (Goal 2510.4).
- To preserve and protect the existing architectural and historic features of Ferndale and its surroundings (Goal 2550.2).
- Any alteration of buildings or new construction in the Central Business District should be in keeping with the existing Victorian architecture and historic features (Policy 2540.5).
- Design control should be maintained for the portion of the City with Victorian structures and Main Street (Policy 2560.6).

The existing areas surrounding the City, as shown on the General Plan Land Use Map, are open agricultural/ dairy lands to the north, east, and west and forested hillsides to the south. These types of land use patterns help preserve historical and cultural resources by maintaining the historical use of the agricultural lands and extremely low density of development allowed outside the City boundary.

2.0 HISTORICAL AND CULTURAL SETTING AND CONTEXT

Prior inhabitants, ancestors and historical figures have shaped the land and community of Ferndale. Documenting and acknowledging their contributions is an important part of preserving Ferndale's history.

Native American (pre-1852)

Prior to European-American settlement, the north coast of California was largely occupied by Native Americans cultures. The most prominent tribe of the Humboldt Bay region and south to the Eel River Valley was the Wiyot people. The region supported a pre contact Wiyot population estimated at between 1,500 and 2,000 (Wiyot Tribe 2011). The abundant terrestrial, riverine, estuarine, and marine resources sustained the Wiyot people who lived in permanent villages along the waterways which also served as travel and trade routes.

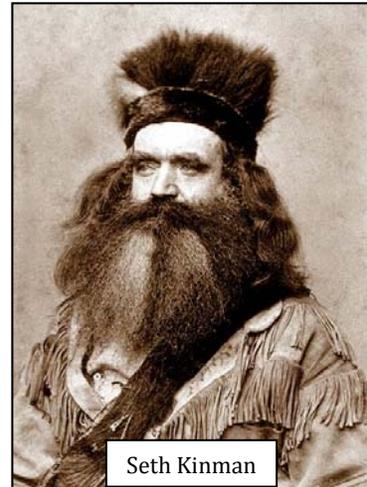
Humboldt Bay was first visited by European-Americans in 1859. Wiyot contact with white explorers and fur trappers prior to the California gold rush changed the character of northwestern California forever and led to the decimation and displacement of the Wiyot. From 1850 to 1865, the territory of the Wiyots became the center for the largest concentration of European-Americans in California north of San Francisco. Wiyot were forcibly relocated to reservations at Klamath, Hoopa, Smith River and Round Valley during this time period. Today, the Wiyots are, for the most part, associated with three Humboldt Bay area Rancherias. They are involved in various tribal economic projects and in the revitalization of cultural traditions such as languages, basket weaving, ceremonies, and reclaiming ancestral lands.

Cultural resources can include: archeological sites, waterways, travel routes, and cultural landscapes. Many of these resources were lost before much was understood about the culture, or disturbed by commercial, industrial and residential development from the settlement period through the present day. No known significant Wiyot archaeological sites or artifacts have been found within the city limits of Ferndale. But their connection to, and influence on the development of the city, and its early residents, must be noted.

Early Settlement (1850-1870's)

The first European-American settlers to the Eel River Valley arrived around 1850. Within a few years the Gold Rush boom had subsided, and agricultural settlements were beginning to spread out over the open lands around Humboldt Bay and into the interior prairies and coastal valleys. The Eel River Valley was then characterized by small scattered settlements. A number of small settlements were already developed prior to Ferndale's initial establishment including Arlynda Corners, Port Kenyon, Grizzly Bluff, and Centerville. These small communities were situated in the outskirts of Ferndale and contributed to its development and prosperity.

Seth Kinman was one of the original 12 men (including the Shaw brothers discussed below) who in 1852-1853 spent the winter in what became known as Ferndale. Kinman made his claim in the vicinity of where Fern Cottage now stands, and lived there until 1855 when he moved to Table Bluff. This is where he made his home until he died in 1888 (Times Standard 2010). Kinman was arguably the most nationally known resident of Humboldt County as he made several trips to the East Coast to personally present chairs he made from elk horns and grizzly bear skins to several presidents including, James Buchanan, Abraham Lincoln, Andrew Johnson and Rutherford B. Hayes. At various times, Kinman operated a “museum of curiosities” in Eureka, San Francisco, Sacramento, and Los Angeles. In the 1880’s he ran the Pioneer Saloon at the Table Bluff Hotel where he displayed his curiosities (Times Standard 2010). In 2010 the Ferndale Museum received a donation of several Kinman artifacts from his great-great granddaughter.



The reason for Ferndale’s early prosperity was the same reason it came into being in the first place; namely, agriculture and farming. In the summer of 1852, Willard Allard, Seth Louis Shaw, and Stephen William Shaw were assessing the expanse of the Eel River Valley from atop Table Bluff. They located two claims in a level area at the base of the hills, and by winter had cleared several acres of land, built a road from the river, and constructed a crude cabin. In 1854 Seth Louis Shaw began construction on the first large house in the area, which was completed in 1866. Shaw’s house became Ferndale’s first post office in 1860.



The original vegetation of the lower Eel River valley consisted of dense thickets of alder, scattered forests of spruce and redwood, and fields of ferns. It was formidable land to farm, but represented abundant opportunities for hard working immigrants (Chamber 2011). Many early settlers devoted their land to crops and orchards, but it became evident that the cleared land produced a lush, natural pasturage that made the land ideal for dairying or cattle raising.

Dairy Farming and Incorporation (1870s- Present)

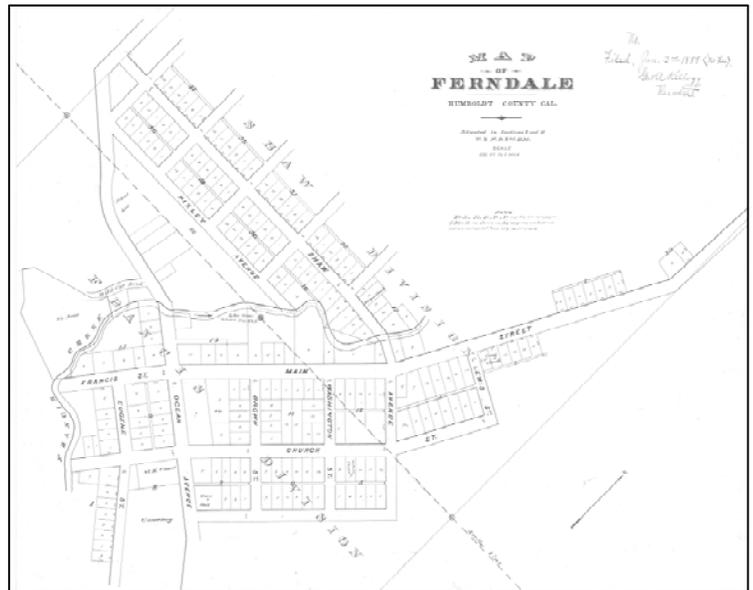
Dairy farming in the Eel River Valley began with the Danes who arrived in the 1870’s and brought practices from their homeland. Each small neighborhood of dairymen formed its

own cooperative creamery. By 1890 there were eleven separate creameries operating in the immediate Ferndale area (Chamber 2011).

Ferndale butter was considered the finest in the state, bringing premium prices in San Francisco. Ferndale acquired its first nickname, 'Cream City.' Shortly after 1900 many of the small creameries consolidated into larger creameries. The Central Creamery, located on north Main Street, became the mother plant of the Golden State Creamery, one of the largest in the state. Ferndale's pioneer creameries were responsible for a number of innovations in dairy processing and dairy management which helped revolutionize the dairy industry. Dairying is still one of the largest local industries.

Dairying gave Ferndale a stable industry, but it was not the sole reason for the town's growth and prosperity. During the last half of the 19th century, Ferndale became an important transportation center. It had its own port for sea-going vessels on the Salt River and was the terminus for stagecoach lines to the Bear River and Mattole regions to the south, with other daily stages going to Eureka and towns to the north and east (Chamber 2011).

The figure on the right shows an 1889 'Map of Ferndale' by J.N. Lentell which shows all of the streets, blocks and lots of the City at the time. Ferndale was Incorporated in 1893. In 1911 Fernbridge was constructed, connecting Ferndale with the rest of the county. Prior to that the only way across the Eel River was by ferry or temporary bridges during the summer when the river was low.



Landscape

The regional landscape played a significant role in Ferndale's growth and development and continues to be an important piece of the City's character. Ferndale's unique cultural landscape represents the combined work of nature and humans. The City of Ferndale is located on the southern edge of the Eel River Valley, just above the historical flood limits of the Eel River. The City is situated on the alluvial plain created by Francis Creek, which runs through the heart of the City. Francis Creek leaves steep, mountainous terrain to the south and flows northerly to the Salt River. The City is surrounded by flat agricultural lands to the west, north, and east, and forested mountainsides to the south. Ferndale's rich cultural landscape includes not only the natural landscape elements, but also the agricultural landscape shaped by people over many generations including fields, barns, and homesteads.

Architectural Themes

Well known as the "Victorian Village," Ferndale also contains a variety of other architectural styles. Ferndale is known for well-preserved Victorian buildings, which are also known as "Butterfat Palaces" due to their construction during an epoch wherein considerable wealth was generated in the dairy industry, especially during the 1880s.

Victorian architecture refers collectively to several architectural styles employed predominantly during the middle and late 19th century (1860-1900). Gothic Revival and Italianate, while not uniquely Victorian are part of revivals that began before the era; these styles are associated strongly with the 19th century due to the large number of examples that were erected during that period. A summary of the main architectural styles found in Ferndale and identifying features of each style follows (Paradis n.d.).

Early National and Romantic Styles

Gothic Revival (1840-1890's, Churches through 1940s) Identifying features include: steeply pitched roof, cross-gabled, decorated vergeboards, pointed-arch windows, sometimes stained glass, like churches. Gothic window above entry, one-story porch with flattened, Gothic arches. The first appearance of picturesque (asymmetrical and unpredictable) floor plans, indicating the rise of the Romantic Era in America.

Italianate (1850-1890) Identifying features include: 2 or 3 stories, rarely 1 story; low-pitched roof, widely overhanging eaves; large, decorative brackets beneath eaves; tall, narrow windows (most often on commercial buildings), commonly arched or curved above; some with square cupola or tower (campanile), elaborate wrap-around porch (or smaller entry porch) with decorative Italianate double columns and other details.

Victorian-Era Styles

Second Empire (1860s - 1890s) Identifying features include: Italianate style/forms with Dormer windows, sometimes a square (not round) tower, decorative brackets, molded cornice, similar to Italianate detail on windows and doors, floor plan often includes pavilions: outward projection of a building's center or side.

Romanesque Revival (1870-1900) Identifying features include: round arches over windows and/or entryways; thick, cavernous entryways and window openings; thick masonry walls, rounded towers with conical roof; façades are asymmetrical; variable stone and brick façade. On elaborate examples, polychromatic façades with contrasting building materials.

Queen Anne, Eastlake-Stick, Shingle (1880s - 1905) Identifying features include: Steeply pitched, irregular roof shapes; dominant, front-facing gable; patterned shingles, bay windows, picturesque massing (see Gothic Revival), polychromatic and decorative ornamentation; partial or full-width porches of one story; multiple gables and dormers; occasional towers and turrets, rounded or square. Differing wall textures are their "hallmark." This is the most eclectic style of the Victorian era.



Modern Styles

Neoclassical (1890-1940) Identifying features include: classical symmetry, full-height porch with columns and temple front, and various classical ornament such as dentil cornices. Basically, this is the revival of the Greek Revival style that dominated the first half of the 19th century.

Craftsman/ Bungalow (1900-1930) Identifying features include: Low-pitched, gabled roof, wide overhang of eaves, exposed rafters (rafter tails) under eaves, decorative brackets (knee braces or corbels), incised porch (beneath main roof), tapered or square columns supporting roof or porch, 4-over-1 or 6-over-1 sash windows, hand-crafted stone or woodwork, often mixed materials throughout structure. Bungalows can either be front-gabled, side-gabled, or cross-gabled.

Mission (1900-1940) The Mission style originated in southern California and was the first style to diffuse eastward from the West. The style includes Mission-shaped dormers and/or roof parapet; wide, overhanging eaves, exposed rafters, red-tiled roof, stucco walls, arched windows/doors on ground level.

Churches and the Ferndale Cemetery

Ferndale is home to five churches which were constructed prior to 1940 and are still in use today; three of which were constructed before 1900.

- The First Congregational Church was built in the style of New England Congregational churches and was constructed in 1881. Over the years, this church has become a community church with different backgrounds represented. It is known today as the Ferndale Community Church and is located on the corner of Main Street and Lewis Court (across Main Street from Shaw House).
- The Assumption Catholic Church was constructed in 1896 at its current location off the corner of Washington and Berding Streets.

- Our Savior’s Lutheran Church was constructed in 1899 on Shaw Avenue near 4th Street and has an 80 foot tall steeple.
- Saint Mary’s Episcopal Church was built in 1909 and is the oldest standing Episcopal structure between Garberville and the Oregon border. It is located on the corner of 4th Street and Shaw Avenue, across from Our Savior’s Church.
- St. Mark’s Lutheran Church was constructed in its present location on the corner of Berding and Fern Streets in 1938 after moving from its original location between 3rd and 4th Streets.



The **Ferndale Cemetery**, located on a hill in the southern part of the City, has historic markers dating back to the last century. Overlooking Ferndale and the Eel River Valley to the east and the Pacific Ocean to the West, the Cemetery is a popular tourist attraction.

3.0 HISTORICAL RESOURCES AND DESIGN REVIEW

Historical Resources

This section defines what is (and what is not) a historical resource. This type of resource can include sites, buildings, places, structures, objects, traditional cultural properties, landscapes, or even districts containing a concentration of many or all of the above. Preserving important aspects of the past can provide a sense of community and meaning.

In addition to the Ferndale Main Street Historic District, which is listed on the National Register of Historic Places, the entire town is a listed historical landmark (California Historical Landmark No. 883). The City adopted provisions by ordinance to preserve the City's historic resources including defining a Design (D) Control Combining designation and creating a design review process.

Historic Designations

The City of Ferndale was designated as a State Historic Landmark (No. 883) in 1975 by the California State Parks Office of Historic Preservation. Ferndale's Main Street Historic District was established in 1994 by the National Park Service and placed on the National Register of Historic Places.

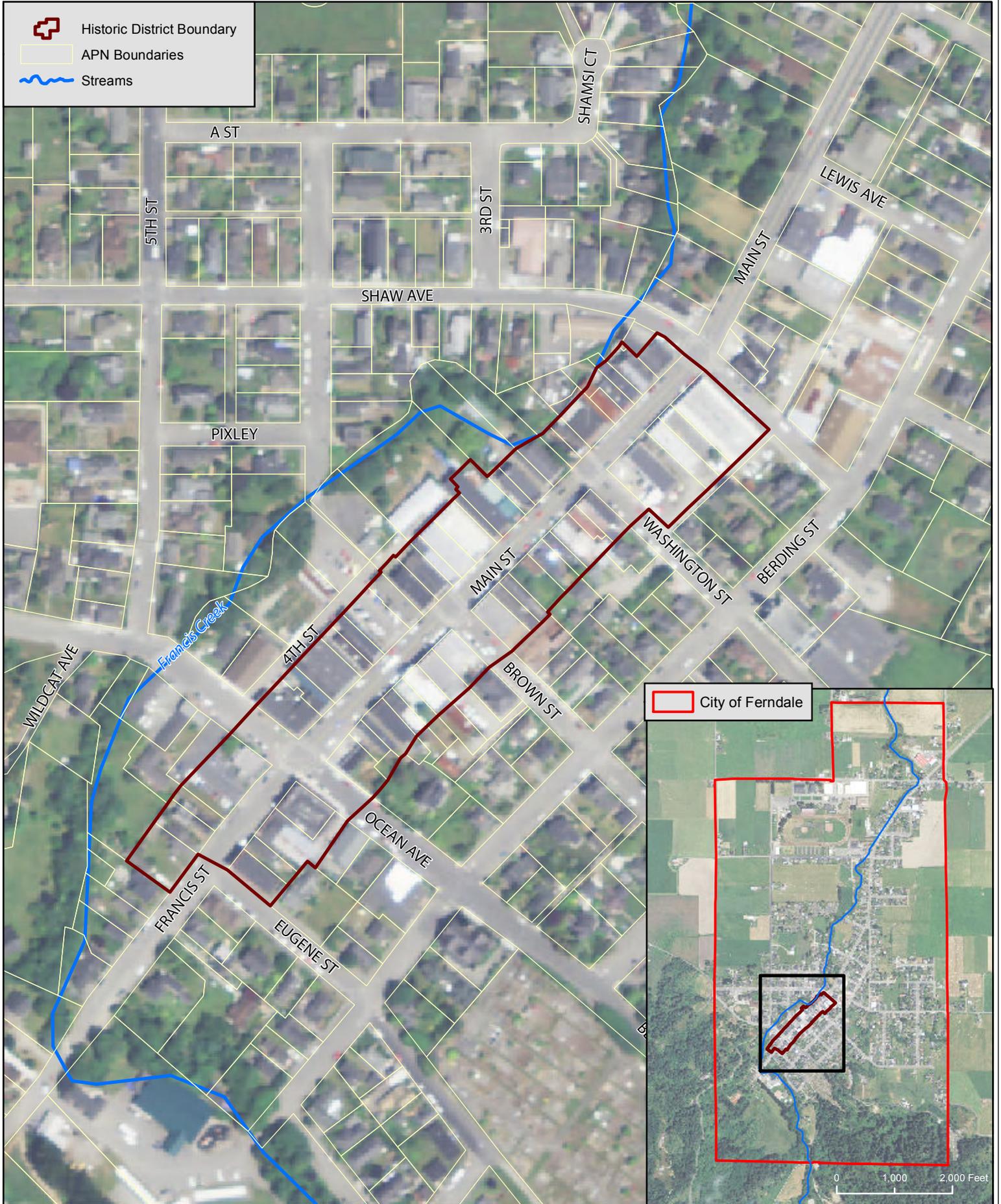
"This pioneer agricultural community, settled in 1852, helped feed the booming population of mid-century San Francisco. Long known as "Cream City" Ferndale made innovative and lasting contributions to the dairy industry. Local creameries and the town's role as a transportation and shipping center in the late 19th and early 20th centuries, fostered prosperity that produced Ferndale's outstanding Victorian Gothic residences and false-front commercial architecture." (CA State Parks Office of Historic Preservation)

The Main Street Historic District includes 39 contributing buildings that best represent a particular architectural style or the works of local architect T.J. Frost. The period of significance is 1872-1936. Although 13 are considered non-contributing, since the Historic District was established in 1994, some of these structures may now qualify as contributing.

"Buildings within the City's Main Street Historic District represent two distinct architectural periods: 1) the late Victorian era of the 19th century (1880-1900) and the early Modernistic period in the 20th century (1920-1936). Other styles include Italianate, Queen Anne, Neo-Classic, Bungalow, and Mission." (National Register)

Figure 1

Ferndale Main Street Historic District



Map Compiled 30 August 2010
Source: Imagery - 2009 USDA NAIP
City Limits - Planwest Partners Inc.
Historic District - Planwest Partners Inc.
Streams - CA FRAP (frap.cdf.ca.gov)

0 200 400 Feet



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Table 1. Ferndale Main Street Historic District Contributing Buildings*

<i>Name</i>	<i>Address</i>	<i>Year Built</i>	<i>Year Listed</i>
Alford House	207 Francis St	1884	1994
Masonic Temple	212 Francis St	1891	1994
Enterprise Office	219 Francis St	1881	1994
Faulkner House	230 Francis St	1899	1994
Russ Bank Building	290 Francis St and 400 Ocean Ave	1891	1994
Robert's Hotel/Ferndale Hotel	315 Main St.	1875	1994
Taylor Building	325-327 Main St	1923	1994
Enterprise Building	334 Main St	1923	1994
Post Office/ Drug Store Building	337 Main St	1889	1994
M.H. Donnelly Building	341-353 Main St	1902	1994
Loewenthal's Ferndale Reliable Store	344 Main St	1900	1994
Brown's Office Building	350 Main St	1902	1994
Rose Mullady's Millinery & Art Needle Store	358 Main St	1928	1994
D.A. Bransetter Building	361 Main St	1902	1994
Rings Pharmacy	362 Main St	1896	1994
Russ & Sons Meet Market	376 Main St	1900	1994
Town Clock	385 Main St	1923	1994
P.F. Hart Building	393 Main St	1896	1994
Ferndale Bank	394 Main St	1911	1994
New Hart Building	399-405 Main St	1924	1994
Alford's Drug/Michel Drug Store	409 Main St	1877	1994
Mullady Building	424 Main St	1894	1994
Masonic-Odd Fellows Hall	425-431 Main St	1875	1994
Meng Building	430-436 Main St	1891	1994
Hart Theatre	441-451 Main St	1920	1994
Gill House/Blackburn Building	444 Main St	1876	1994
Grangreen-Ward-Gill House	452 Main St	1870	1994
G.W. Williams Building	455 Main St	1888	1994
Eel River & Southern Telephone Co. Building	460 Main St	1924	1994
Dahlquist Plumbing & Electrical Shop	468 Main St	1936	1994
New York Cash Store/Red Star Clothing Store	475 Main St	1898	1994
Gill Building/Hiller Building	476 Main St	1891	1994
Paine Building	484 Main St	1901	1994
Old Red Front Store	505 Main St	1900	1994
Kemp Building	513-525 Main St	1930	1994
Petersen's Service Station	524 Main St	1930	1994
R.H. Edwards Building	535 Main St	1901	1994

<i>Name</i>	<i>Address</i>	<i>Year Built</i>	<i>Year Listed</i>
Hiram Hatch Building	543 Main St	1901	1994
Charles A. Doe Building	561-563 Main St	1901	1994
S&E Garage and Ford Dealership	580 Main St	1927	1994

Other Listed Historic Landmarks in Ferndale**

Shaw House	703 Main St	1854	1984
Berding House (Gum Drop Tree House)	455 Ocean Ave	1875	1983
Catholic Church of the Assumption Rectory	563 Ocean Ave	1896	1982
Ferndale Public Library	807 Main St	1909	1990
Alford-Nielson House	1299 Main St	1874	1986

*According to Survey conducted for 1994 Main Street Historic District Designation

** National Register of Historic Places

Design Review

The City adopted provisions by ordinance to preserve the City's historic resources including defining a Design (D) Control Combining designation and creating a design review process. The D designation is intended to be applied where the appearance and design of buildings and structures form a substantial contribution to the desirability of the area and to protect significant examples of early-California architecture and the overall Victorian appearance of the area by regulating the design of buildings and structures (Ferndale Zoning Ordinance Section 6.05). Design Review is required for external alterations to structures located in the City's Design Control Zone (Figure 2). Design Review Use Permit applications are reviewed by the City's Design Review Committee members, which is made up of two Planning Commissioners and three community members appointed by the City Council.

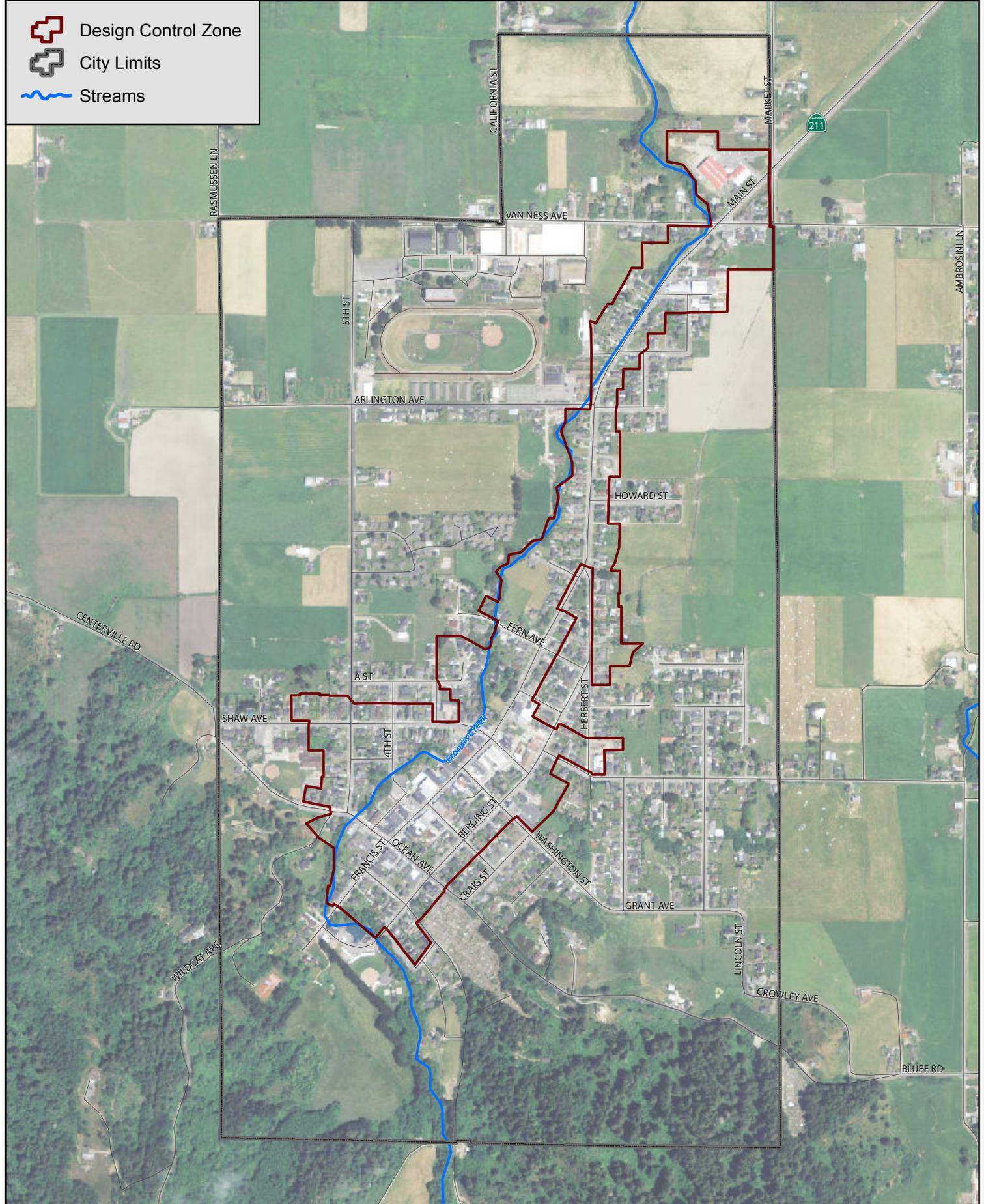
The Design Review procedures are established to:

- Ensure that new structures and/or modification, alteration, enlargement of existing structure occur in a manner consistent with Ferndale General Plan policies.
- Preserve the natural beauty of the town's site and setting.
- Ensure that the architectural design of structures and their materials and colors are visually harmonious with and conceptually consistent in character and scale with surrounding area.
- Ensure that the design and location of signs and their material and colors are visually harmonious with surrounding development.
- Allow the City to make appropriate determination of environmental effects.

Figure 2

Ferndale Design Control Zone

-  Design Control Zone
-  City Limits
-  Streams



Map Compiled 6 April 2011
Source: Imagery - 2009 USDA NAIP Imagery
City Limits - Planwest Partners Inc.
Design Control Zone - Planwest Partners
Streams - CA FRAP (frap.cdf.ca.gov)

0 500 1,000 Feet



Design Review is currently guided by codes, ordinances, and procedures and could be improved with the preparation of a historic preservation design manual. A historic preservation design manual can include an illustrated guide of preservation codes and ordinances which can be an effective tool in the design process and can assist owners of historic properties in retaining the historic integrity of their properties. The format and instructions should be understandable to property owners, rather than contractors, developers or engineers. The manual could use local examples to help explain and resolve issues related to historic preservation. It could explain the benefits of historic designation and use photos and examples to explain in simple terms the Secretary of the Interior's Standards.

Historic Preservation Law

Federal

The primary federal statute that addresses historic preservation is the National Historic Preservation Act (NHPA) 16 U.S.C. § 470 et seq. The NHPA sets forth a comprehensive program to carry out the national policy of protecting America's historic and cultural resources. It provides the authority for a number of activities that implement the federal historic preservation program, including (1) the National Register of Historic Places, (2) the matching grants-in-aid program, encouraging preservation activities at the state and local levels, (3) the Advisory Council on Historic Preservation, providing information on historic properties, and (4) the "section 106" review process.

State

Public Resources Code section 5020 et seq. is California's state historic preservation statute. This statute does not prohibit local control of historic properties. Rather, it assists local entities in encouraging historic preservation. Public Resources Code section 5020.1 established the California Register of Historic Resources, which is the authoritative listing and guide to be used by cities to identify existing historic resources deserving of protection. Once an historic site is included in the register, any project that may have an adverse impact on the site is subject to heightened scrutiny under the California Environmental Quality Act (CEQA). CEQA defines historic resources more broadly than does federal law, and includes both procedural and substantive project review requirements and imposes stricter environmental review requirements than required for federal review under NEPA.

Historic Preservation Incentives

Effective preservation practices can have economic benefits for property owners, local businesses and residents, in addition to maintaining a city's distinctive character. A wide variety of incentives have been created at the Federal and State levels. These include federal tax credits for rehabilitation of qualified historical resources, property tax incentive programs, alternative building codes, and tax deductions for preservation easements.

Incentives for historic preservation include, but are not limited to:

Mills Act Property Tax Abatement Program - The Mills Act is a state sponsored legislation that grants local governments the authority to participate in a locally based preservation

incentive program. Private property owners receive property tax relief in exchange for agreeing to preserve, rehabilitate, and maintain their historic properties for a specified period. The City could create a Mills Act program by adopting an ordinance that meets State established program standards. Private property owners would receive property tax relief in exchange for agreeing by contract to preserve, rehabilitate, and maintain their historic properties for a specified period. In exchange for the reduction in property taxes, the Contract requires the property owner to agree to use the tax savings to finance certain property improvements. The Mills Act Contract is for an initial period of ten years and is automatically renewed annually. The Contract runs with the land and is transferred to future property owners. Although the Mills Act Property Tax Abatement Program allows for both residential and income producing properties to be eligible for tax relief, the City of Ferndale, in adopting the program, may establish specific criteria of eligibility. Rehabilitation projects must comply with the Secretary of the Interior's Standards for Rehabilitation.

Federal Rehabilitation Tax Cuts - This program fosters private sector rehabilitation of historic buildings and promotes economic revitalization by providing tax credits to property owners for qualified historic property rehabilitation projects. The Federal Historic Preservation Tax incentives are available for buildings that are National Historic Landmarks, that are listed in the National Register, and that contribute to National Register Historic Districts and certain local historic districts. Properties must be income producing and must be rehabilitated according to standards set by the Secretary of the Interior. The Federal historic preservation tax incentives program (the 20% credit) is jointly administered by the U. S Department of the Interior and the Department of the Treasury, in partnership with the California State Office of Historic Preservation (OHP).

Charitable Contributions for Historic Preservation Purposes - The Tax Reform Act of 1986 retains the provisions established by Section 6 of the Tax Treatment Extension Act of 1980 (IRC Section 170) that permit income and estate tax deductions for charitable contributions of partial interest in historic property. Generally, the IRS considers that a donation of a qualified real property interest to preserve a historically important land area or a certified historic structure meets the test of charitable contribution for conservation purposes. For purposes of the charitable contribution provisions only, a certified historic structure need not be depreciable to qualify. It may be a structure other than a building and may also be a remnant of a building such as a façade, if that is all that remains, and may include the land area on which it is located. The IRS definition of historically important land areas includes (Code of Federal Regulations at 26 CFR 1.170A-1-(d)(5)) :

- Independently significant land areas including any related historic resources that meet National Register Criteria for Evaluation.
- Land areas within registered historic districts including any buildings that contribute to the significance of the historic district; and
- Land areas adjacent to a property individually listed in the National Register of Historic Places (but not within a historic district) where physical or environmental

features of the land area contribute to the historic or cultural integrity of the historic property.

California Heritage Fund Grant - This is a program of the California State Office of Historic Preservation. It provides grant funding for the acquisition, rehabilitation, restoration or interpretation of historic properties that are listed on, or formally determined eligible for listing in, the National Register of Historic Places or the California Register of Historical Resources.

State Historical Building Code - One of California's most valuable tools for the preservation of historic resources is the State Historical Building Code (SHBC). While the California Building Code (CBC, section 3403.5) makes provisions for the special treatment of qualified historic buildings, the SHBC codifies this protection under statutory law and regulation. The SHBC governs all other statutes or regulations as they may apply to qualified historical buildings (H&S 19956). The SHBC provides reasonable alternatives in situations where strict compliance with established statutes or regulations would impair the integrity or significance of a historic resource or jeopardize its economic viability.

Certified Local Government - This program is a preservation partnership between local governments, the State of California Office of Historic Preservation, and the Nation Park Service's National Historic Preservation Program focused on promoting historic preservation. The benefits of becoming a CLG include but are not limited to: credibility, technical assistance, streamlined environmental review, funding, and economic benefits. To become a Certified Local Government (CLG) a community must address the following minimum goals to demonstrate to the State and NPS that they are committed to historic preservation.

- Establish a qualified historic preservation commission.
- Enforce appropriate State or local legislation for the designation and protection of historic properties. In most cases this is done in the form of a local ordinance.
- Maintain a system for the survey and inventory of local historic resources.
- Provide for public participation in the local historic preservation program, including participation in the National Register process.
- Follow any addition requirements as outline in the State's Procedures for Certification.

4.0 GOALS, POLICIES AND IMLPEMENTATION STRATEGIES

This section contains a resources preservation program for ongoing preservation, maintenance, and rehabilitation of historical and cultural resources in Ferndale. The goals, policies and strategies guide specific activities related to historic preservation and are intended to encourage voluntary community participation and education. City staff, Planning Commission, and Design Review Committee as applicable, are responsible for implementing the goals, policies, and strategies at the direction of the City Council.

Goals are general statements of values or aspirations held by the community in relation to each issue area. They are the ends toward which the jurisdiction will address its efforts.

Policies are more precise expressions of the community's position on particular issues, or how particular goals will be interpreted or implemented. Polices may include guidelines, standards, objectives, maps, diagrams, or a combination of these components.

Implementing **Strategies** present specific actions and practices that the city will undertake to address policy issues and move closer to the community's goals. These might include ongoing programs sponsored by the city (e.g. a façade renovation program), discrete time-specific actions (e.g. adopt an ordinance), or further planning action (e.g. develop a specific plan).

GOAL 1

Preserve Ferndale's distinctive and valued historic district, structures, and sites representing various periods of the City's 100+ year history.

Policy 1.1 - Use state recommended and federally established guidelines for designation of potential historic and cultural resources.

Policy 1.2 - Maintain a database of identified historic and cultural resources.

Policy 1.3 - Develop a program to identify and document historic buildings, structures, and sites. There shall be a clear process for both adding and removing identified resources.

Policy 1.4 - Encourage the use of the Secretary of Interior Standards and the State Historic Building Code as guidelines for the preservation and rehabilitation of historic properties.

Implementation Strategies

Strategy 1.a - Maintain the City's existing archival databases of identified historic and cultural resources and update periodically.

Strategy 1.b - Provide links on the City's website to historic preservation related websites including but not limited to the California State Office of Historic Preservation (<http://ohp.parks.ca.gov/>), the National Register of Historic Places (<http://www.cr.nps.gov/nr/index.htm>) and the California Preservation Foundation (<http://www.californiapreservation.org/>).

Strategy 1.c - Provide links on the City's website to the State Historic Building Code (http://www.chris.ca.gov/?page_id=21410) and Secretary of Interior's Standards (http://www.nps.gov/history/local-law/arch_stnds_8_2.htm).

Strategy 1.d - Conduct an annual Planning Commission and City Council study session to review the Element strategies and progress.

GOAL 2

Feature the City's historic resources for promoting heritage tourism and economic development.

Policy 2.1 - Encourage the Ferndale Chamber of Commerce, Ferndale Museum, and other similar organizations to prepare informational materials related to Ferndale's most significant historical resources.

Policy 2.2 - Recognize Ferndale's historic and cultural resources as an asset and encourage programs that preserve, protect and promote these resources.

Policy 2.3 - Encourage the Ferndale Chamber of Commerce, Ferndale Museum, and other similar organizations to conduct events with heritage themes to attract tourism/ visitor use to Ferndale.

Implementation Strategies

Strategy 2.a - The Ferndale Chamber of Commerce in coordination with the Ferndale Museum could combine the Ferndale Museum's existing website walking tour and the Ferndale Enterprise's print walking tour guide into a print color brochure that can be distributed to visitors. In addition, regularly scheduled docent lead walking tours of the downtown area could be made available.

Strategy 2.b - Coordinate with the Ferndale Enterprise to start a "Historic Property of the Month" newspaper feature. The City will request that the Enterprise publish a monthly feature for little to no cost. The City would send out a request to historic property owners within the City for a photo and unique/little known

facts about their property. The City would submit one property each month to be featured in the Enterprise and on City's website.

Strategy 2.c - The Ferndale Chamber of Commerce and the Ferndale Museum should coordinate an annual event that emphasizes Ferndale's history and historic resources. The event could be a celebration of Ferndale's birthday (observed) and could coincide with the City's existing July 4th Parade and celebrations. The event could include historic home tours, historic car shows, and other similar activities.

Strategy 2.d - Promote local participation in state and national events such as *Historic Preservation Week*, an annual event held in May created in 1971 by the National Trust for Historic Preservation, to foster public awareness of the historical significance of the City's historic resources.

Strategy 2.e - Consider establishing a vintage equipment/ furniture/ clothing rummage sale with the opportunity for people to get their items appraised. Could be conducted in coordination with Bargain Lovers Weekend.

GOAL 3

Educate the community and visitors about the value of the City's historical resources through promotional materials.

Policy 3.1 - Provide information and educational materials related to historic preservation to the public and work with other groups to sponsor preservation related trainings and workshops.

Policy 3.2 - Support and encourage the creation and distribution of educational and interpretive materials related to historic preservation for residents and visitors.

Policy 3.3 - Support the development and production of educational and interpretive materials that promote Ferndale's history and historic resources.

Implementation Strategies

Strategy 3.a - Develop a list of speakers with knowledge about Ferndale's History and historic resources. The list could be distributed to local schools and civic organizations with the intent of educating students and the community about Ferndale's history. Speakers who impersonate historic figures (for example Seth Kinman) could be included on the list.

Strategy 3.b - Coordinate with the College of the Redwoods Historic Preservation and Restoration Technology Program to assist in preservation related workshops and to bring their interpretive display and other educational materials to community events.

Strategy 3.c - Become a member of the California Preservation Foundation and budget for at least one Planning Commission member to attend one conference/ workshop per year related to historic preservation.

Strategy 3.d - Obtain and/or develop informational brochures/ guides on preservation incentives, protection of historic resources, and the design review process to assist property owners.

GOAL 4

Guide new development design and context to be compatible with existing historic resources, community character and livability of Ferndale. Minimize potential for demolition of existing structures and sites through preservation practices.

Policy 4.1 - Support and encourage new construction that is compatible in scale and character with proximate cultural resources and historic districts.

Policy 4.2 - Effectively utilize the City's Design Review process when permitting projects in the Design control combining zone. This process includes clear review and appeal procedures.

Policy 4.3 - Evaluate the need for a demolition permitting process taking into consideration potential impacts resulting from demolition of historic resources and the impact on property owners resulting from potential added expense and regulatory delay in issuing demolition permits.

Implementation Strategies

Strategy 4.a - Develop guidelines for new construction within the Main Street Historic District.

Strategy 4.b - Review demolition history within the City and determine if a demolition permit process should be established to set clear review standards and establish findings required for proposed demolition approval within the Design control zone.

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