

Webinar options for 2020 HRC training:

1. A Toolkit for Challenging Rural and Agricultural Historic Sites:

Expert architectural historians will talk about the lessons learned in evaluating and documenting rural or agricultural sites with unique or challenging histories. Practicing consultants, architectural historians, planners, and historic preservation advocates will be able to identify common themes and develop a toolkit for documenting, evaluating, and assessing historic sites associated with agricultural history or intangible cultural heritage located in rural areas with unique resource types.

You Will Be Able To...

1. Identify the most effective documentation approaches for rural or agricultural historic sites
2. Evaluate the criteria for significance for sites with very little or compromised built fabric
3. Contextualize the agricultural history of California within the broader framework of the state's history
4. Determine what the most common character defining features are of such sites

About the Speaker

Erica Shultz is an architectural Historian and Preservation Planner in Architectural Resources Group's San Francisco office. With over fifteen years as a preservation consultant, she has researched, documented, and evaluated a wide array of property types and contexts throughout California. Favorite recent projects include investigating the intersection of historic preservation and racial and social equity, preparing the National Register Determination of Eligibility for the Gran Oriente Filipino Hotel in San Francisco, and authoring the forthcoming National Register Nomination for the Port Chicago Naval Magazine in Concord.

2. Building a Bullet-Proof Case for the Economic Benefits of Historic Preservation

Historic preservation proponents are often faced with demonstrating the concrete benefits of projects to elected leaders, developers, and other decision-makers before a project gets off the ground. Though there is ample evidence for historic preservation's role in catalyzing revitalization, creating jobs, and addressing disinvestment and abandonment, decision-makers won't invest in historic preservation without real-world examples to demonstrate the enormous economic value of and payback of historic preservation.

How can we "make the case" for historic preservation through verified research and studies? What role do tax credits, heritage tourism, and redevelopment funds play into the vitality of communities? And how do preservation efforts "pay for themselves" through added economic activity or revenue? Experts in quantifying the benefits of historic preservation will present research and case examples that help provide convincing evidence for undecided decision-makers in the preservation development process.

Speakers

- **Mariela Alfonzo**, PhD, Founder, State of Place
- **Matt Goebel**, AICP, Director, Clarion Associates and co-author of *Rules that Shape Urban Form and Aesthetics, Community Character, and the Law*
- **Renee Kuhlman**, Senior Director of Outreach & Support
- **Antonin Robert**, MIM/MBA, President of Community Development, GBX Group
- **Donovan D. Rypkema**, Principal, PlaceEconomics

Learning Objectives

1. Quantify and demonstrate the economic value of historic preservation
2. Identify real-world case examples and scenarios where historic preservation has played a leading role in improving local economic conditions
3. Determine how tax credits, redevelopment funds, grants, and other funding sources impact the feasibility for different types of historic preservation projects
4. Use convincing arguments for historic preservation drawn from peer-reviewed research or other studies of the economic benefits of historic preservation

3. Case Studies in Contextual Infill

Good contextual infill can often be in the eye of the beholder, but research has shown what works. With an aggressive push towards increasing the state's housing capacity, historic single family homes face a future that includes higher density and more mixed uses. How can new construction be adroitly integrated into historic neighborhoods and commercial districts? Case examples will illustrate the good, the bad, and the ugly - and how the historic character of neighborhoods can be retained while still allowing for higher density and access to public transit.

This webinar will look at contextual infill case examples, including the 2014 [California Preservation Foundation Design Award](#)-winning Railroad Square project to help show how new construction can fully integrate itself into old neighborhoods or sites.

Learning Objectives

1. Identify the character defining features of historic districts and buildings to help inform prospective infill design solutions

2. Understand the relationship between the Secretary of Interior Standards and its provisions for additions and new construction within the context of designated historic sites.
3. Examine building code, health and safety, and energy standard considerations when infill construction is integrated into an historic site
4. Develop creative solutions that involve an interdisciplinary team of architects, developers, and designers that help ensure quality, healthy, accessible and affordable housing stock within existing historic districts or neighborhoods.

Speakers

George Garcia, AIA, RIBA, garcia architecture + design; **Taylor Loudon**, Historical Architect, GTL | HA Modern Historical Architecture; **Stephen Schafer**, Photographer, HABSPHOTO.com; **Sally Zarnowitz**, AIA, Planning Manager, Town of Los Gatos; **Erin Gettis**, Bureau Chief, Planning and Development, Riverside County; **Rich Sucre**, Principal Planner, City and County of San Francisco.