



STAFF REPORT

Meeting Date: September 23, 2014
To: Honorable Mayor & City Council
From: William Crouch, Urban Designer, Community Development Department
Mark Geddes, Multimedia Services Manager, Information Technology Department
Subject: Update on Historic Preservation Cable TV Video Series

INTRODUCTION

This item is submitted for City Council information at the request of Councilmember Brien. Councilmember Brien suggested that staff work on the production of a cable TV video program(s) related to historic preservation. The request specifically identified two topics:

- 1) A program describing the process for a property to become designated as a Local Landmark, listed on the Local Register of Historic Properties, and the properties listed to date; and
- 2) A program explaining the Mills Act program, application process, and examples of where it has been used effectively.

This report outlines a path forward for approval of the proposal. Staff plans to proceed accordingly, unless directed otherwise by the City Council.

DISCUSSION

Video production of the proposed segments would be a collaborative venture between the City's Community Development (Historic Preservation Team) and IT (Cable TV Division) Departments. The key messaging content of the video segments would be developed by Community Development Department/Historic Preservation Program staff in conjunction with the two-member Community Outreach and Education Standing Committee of the Cultural Heritage Commission, which consists of Chair Maralee Beck and Vice Chair Lisa Greer. Technical video production and scripting would be executed by the IT Department/Cable TV Division. The videos could be aired on Beverly Hills TV, and housed on the City's website for on-demand access.

Though not a part of the current year's work plan, the Community Development Department and IT Department could accommodate the request for two brief videos

describing the Landmark designation process and the Mills Act application process in Fiscal Year 2014-15.

Councilmember Brien's idea for an educational video presents an excellent opportunity for additional public engagement and education regarding facets of the historic preservation program. The video medium helps present information and complex processes in a concise, visual format that in a manner that could be easily understood by the general public. The proposal is consistent with General Plan Policy HP2: Promotion of the City's Historic Resources.

In addition to the suggested topics, staff and the Community Education and Outreach Standing Committee of the Cultural Heritage Commission have come up with a list of additional topics that lend themselves to explanation via a video medium. These topics include:

1. Introduction to historic preservation
2. Local Landmarks: an overview of existing landmarks (26 to date)
3. Citywide Historic Resources Survey
 - a. One video segment was produced in 2013 as an introduction
 - b. An additional segment could be produced as part of the Survey rollout
4. Explaining the California Environmental Quality Act (CEQA) as it relates to historic and cultural resources
5. Master Architects: overview of the list and featuring specific personages
6. The Secretary of the Interior's (SOI) Standards
 - a. What are they, what do they apply to, and how to use them properly
7. Landmarked Properties
 - a. Should a property owner wish to have their landmark property showcased, a more in-depth segment could be developed featuring the specific property

Since these items are not currently included on any department work plans, staff is seeking concurrence from the City Council for the Community Development Department, IT Department, and the Cultural Heritage Commission to add the project to their work plans for FY 2015-16 and beyond.

The two specific videos that Councilmember Brien requested (Landmark Process and Mills Act) can be accommodated in this year's work plan and budget. Should the Council wish to authorize the full video series as suggested, a phased implementation schedule is recommended. A reasonable schedule for video production is approximately 1 video per quarter, or 3-4 per year (depending on the length and extent of the topic).

FISCAL IMPACT

The direct fiscal impacts associated with the initial request for two videos are minimal and should be able to be absorbed into existing department resources.

Should the Council concur and authorize the additional video series and include it as part of a future work plan, the City Council would need to appropriate budgetary funding in a future fiscal cycle. Cost estimates can be provided during the FY 2015-16 budget process should this become a work plan item.

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RECOMMENDATION

This item is for City Council information.



Susan Healy Keene
Director of Community Development