


CITY OF SANTA CRUZ  
CALIFORNIA

# Mayor's Proclamation

- WHEREAS THIS YEAR, WE CELEBRATE THE 50<sup>th</sup> ANNIVERSARY OF THE ESTABLISHMENT OF THE HISTORIC PRESERVATION PROGRAM AND THE PEOPLE WHOSE EFFORTS WERE INSTRUMENTAL IN HELPING PRESERVE THE CITY'S RICH HERITAGE OF CULTURALLY AND ARCHITECTURALLY SIGNIFICANT STRUCTURES; and
- WHEREAS IN 1973, THE SANTA CRUZ CITY COUNCIL APPOINTED THE CITIZENS' COMMITTEE ON COMMUNITY IMPROVEMENT TO DEVELOP A PROCESS FOR EVALUATING THE CITY'S BUILT ENVIRONMENT BASED ON ESTABLISHED NATIONAL STANDARDS, WHICH RESULTED IN THE ADOPTION OF THE 1974 HISTORIC PRESERVATION PLAN THAT DEVELOPED A FRAMEWORK FOR THE PRESERVATION PROGRAM AS AN ELEMENT OF THE GENERAL PLAN; and
- WHEREAS RECOGNIZING THE IMPORTANCE OF PROTECTING THE CITY'S UNIQUE HISTORIC AREAS AND LANDMARKS, THE SANTA CRUZ CITY COUNCIL APPROVED THE FIRST HISTORIC PRESERVATION ORDINANCE AND ESTABLISHED THE FIRST HISTORIC PRESERVATION COMMISSION IN DECEMBER 1974 WITH MEMBERS SKIP MORRIS, MARGARET LEZIN, PETE STEEN, PHYLLIS PATTERN, AND HARRY TSUGAWA; and
- WHEREAS THE SANTA CRUZ CITY COUNCIL ACKNOWLEDGES THE CONTRIBUTIONS OF EARLY VISIONARIES WHO RECOGNIZED THE ECONOMIC BENEFITS OF ADAPTIVELY REUSING COMMERCIAL SITES AND REVITALIZING NEIGHBORHOODS; and
- WHEREAS THE SANTA CRUZ CITY COUNCIL PAYS TRIBUTE TO THE ECONOMIC VISIONARIES: MAX WALDEN, WHO TRANSFORMED THE COOPER HOUSE INTO A VIBRANT FORCE IN DOWNTOWN LIFE; THE LEZIN FAMILY AND CITY REDEVELOPMENT DIRECTOR CEIL CIRILLO FOR HAVING THE FORESIGHT TO ENVISION THE SALZ TANNERY AS THE TANNERY ARTS CENTER; LELAND AND MARION ZEIDLER FOR ADAPTING THE ABANDONED HISTORIC OLD SASH MILL INTO A VITAL RIVER STREET ECONOMIC ENGINE; AND THE PARTNERSHIP OF BARRY SWENSON BUILDERS/GEORGE OW PARTNERSHIP, NICKELODEON THEATERS, AND THE CITY FOR THE REHABILITATION AND ONGOING USE OF THE DEL MAR THEATER; and
- WHEREAS THE SANTA CRUZ CITY COUNCIL SALUTES THOSE WHO WORKED TIRELESSLY TO REVITALIZE NEIGHBORHOODS BY ESTABLISHING THE MISSION HILL HISTORIC DISTRICT AND DOWNTOWN NEIGHBORHOOD HISTORIC DISTRICT AND APPLAUDS THE EFFORTS OF CHUCK AND ESTHER ABBOTT, ROY AND FRAN RYDELL, JOHN CHASE; ED AND DONI TUNHEIM, JOE HALL, CYNTHIA MATHEWS, THE SANTA CRUZ HISTORICAL SOCIETY, THOSE WHO HELPED PRESERVE THE POGONIP CLUBHOUSE, AND MEMBERS OF THE SANTA CRUZ CITY COUNCIL WHO SUPPORTED AND ENABLED THIS LOCAL TRANSFORMATION: BERT MUHLY, SALLY DI GIROLAMO, VIRGINIA SHARP, CAROLE DE PALMA, LORETTE WOOD, CHARLOTTE MELVILLE, AND DR. JOHN MAHANEY:
- NOW, THEREFORE, I, FRED KEELEY, MAYOR OF THE CITY OF SANTA CRUZ, DO HEREBY PROCLAIM THE MONTH OF MAY 2024 AS "HISTORIC PRESERVATION MONTH" IN THE CITY OF SANTA CRUZ AND JOIN THE HISTORIC PRESERVATION COMMISSION IN CALLING UPON ALL RESIDENTS TO HONOR "PEOPLE SAVING PLACES" AND CELEBRATE SANTA CRUZ' RICH HISTORICAL AND CULTURAL HERITAGE.



FRED KEELEY, MAYOR