

INTERPRETATION MASTER PLAN

EL PRESIDIO DE SANTA BÁRBARA
STATE HISTORIC PARK

2012



(INSIDE OF COVER)



INTERPRETATION MASTER PLAN

El Presidio de Santa Bárbara State Historic Park

2012



Interpretation Master Plan
El Presidio de Santa Bárbara State Historic Park
©2012 California State Parks

Prepared by:
Wes Chapin
Regional Interpretive Specialist
California State Parks, Channel Coast District
911 San Pedro Street, CA 93001

Anne Petersen, Ph.D.
Associate Director for Historical Resources
Santa Barbara Trust for Historic Preservation
123 E. Canon Perdido Street
Santa Barbara, CA 93101

Approved by:

Original signed by Rich Rozzelle
Rich Rozzelle
Channel Coast District Superintendent
California State Parks

Original signed by Jarrell Jackman
Jarrell C. Jackman, Ph.D.
Executive Director
Santa Barbara Trust for Historic Preservation

Original signed by Donna Pozzi
Donna Pozzi
Chief
Interpretation & Education Division
California State Parks

All images in this publication are the property of the Santa Barbara Trust for Historic Preservation unless otherwise credited.

Effort has been made to acknowledge owners of copyrighted material used in this document. Any omission will be gladly rectified in future printings.

To receive this publication in an alternate format, contact Channel Coast District, (805) 585-1850.

Table of Contents

Acknowledgements	v
Figures and Tables	vii
EXECUTIVE SUMMARY	1
INTRODUCTION.....	7
Purpose of the Plan.....	7
Planning Process	7
Park Overview	10
Park Description.....	10
History of El Presidio SHP – A Summary	12
PLANNING FOUNDATION	15
Park Resources.....	15
Interpretive Significance	15
Natural Resources.....	16
Cultural Resources.....	23
Cultural Resource Inventory	59
Recreational Resources.....	77
Interpretive Direction	81
Mission, Purpose and Vision Statements	81
Existing Planning Documents.....	83
Interpretive Guidelines and Goals	84
Interpretive Themes and Periods	86
Museum Collections	90
Educational Frameworks and Standards	91
Visitation and Visitor Use.....	92
Visitor Analysis	92
Visitor Circulation and Orientation	108
Visitor Expectations and Experience.....	114

Existing Conditions and Special Concerns	118
Interpretive Services: Facilities.....	118
Interpretive Services: Media.....	126
Interpretive Services: Programs and Special Events.....	138
Interpretive Collections.....	144
Educational Services.....	145
Interpretive Concessions.....	148
Interpretive Readiness.....	149
Communication.....	153
Partnerships and Support.....	158
Park Research	165
General Concerns.....	168
Local and Regional Influences	173
Community Involvement	173
Other Interpretation Providers	177
RECOMMENDATIONS	188
Interpretation Goals, Objectives and Strategies	189
Suggested Phasing	220
REFERENCES	223
APPENDICES	233
Appendix A. Park Brochure (2011)	235
Appendix B. Self-Guided Tour Map (2011)	237
Appendix C. California State Parks Strategic Initiatives.....	239
Appendix D. Stakeholder Meeting, Staff Workshop, Etc.....	243
Appendix E. Scope of Collections Statement.....	272
Appendix F. Educational Frameworks, Etc.	283
Appendix G. Visitor Surveys	287
Appendix H. Santa Barbara County Schools	301
Appendix I. CAMP Interpretive Activity Data for El Presidio SHP	305
Appendix J. Interpretive Concession References	309

Acknowledgements

The preparation of the Interpretation Master Plan (IMP) for El Presidio State Historic Park would not have been possible without the active involvement and support of many individuals.

Before acknowledging those who assisted with the development of this IMP, we would be remiss not to recognize that we are standing on the shoulders of individuals who, over the past several decades, have participated in the effort to realize a dream: to restore the Santa Barbara Presidio and preserve its vital stories for future generations. Their vision and commitment to this dream is a reflection of their devotion to improving the quality of life for visitors from around the world by making it possible for them to explore and consider our shared history at this unique site.

With this grateful recognition, we now want to thank the people who helped with the development of the IMP. Individuals representing a broad cross-section of Santa Barbara's diverse community contributed their opinions and insights in workshops and interviews. Their input was invaluable in shaping this IMP. The level of support and warm concern expressed about El Presidio SHP bodes well for the successful implementation of the recommendations contained in this IMP, which will require strong local support.

In addition, we would like to acknowledge the specific contributions made by the following individuals.

Dr. Jerry Jackman, Executive Director of the Santa Barbara Trust for Historic Preservation, and **Rich Rozzelle**, District Superintendent of California State Parks' Channel Coast District, provided the organizational commitment that made this plan possible. In addition, both contributed valuable input during the stakeholder and staff workshops informed by their years of professional experience.

Donna Pozzi, Chief of California State Parks' Interpretation and Education Division, and members of her staff reviewed and offered valuable comments on the various drafts of the IMP. We especially want to recognize Donna's personal interest in interpretation at El Presidio SHP as evidenced by her visit to the park in 2010 and her strong expression of support for this IMP effort.

Jim Newland, Manager of California State Parks' Resources and Interpretive Services, **Nancy Mendez**, Regional Interpretive Specialist, and Interpreter III **Karen Beery**, provided valuable input in their capacities as key players in California State Parks' evolving interpretive planning program.

Karen Schultz Anderson, SBTHP Director of Education, drafted content related to SBTHP education programs.

Mike Imwalle, SBTHP Archaeologist, drafted content related to the park's natural resources, edited other content and provided photographs and maps.

Sally Fohse, SBTHP's Associate Director for Business Affairs, drafted content related to the financial aspects of SBTHP's interpretive program.

Kendra Rhodes, SBTHP's Associate Director for Development, assisted with content related to SBTHP development, marketing and fundraising activities related to El Presidio SHP.

SBTHP's **Amanda Gonzalez** assisted with the 2010 visitor survey, created a new spreadsheet for more accurately tracking visitor data and assisted with review of the Visitor Analysis section.

SBTHP's **Joan Stewart**, **Christine Stokes** and **Jean Liston** also assisted with the 2010 visitor survey. They, along with **Jared Brach**, contributed important input during the staff workshop.

California State Parks' **Dan Falat**, **Theresa Armas**, **Ann Boggess** and **Linda Agren** participated in and helped facilitate the stakeholder and staff workshops.

To all of these individuals, we express our heartfelt appreciation.

Wes Chapin
California State Parks

Anne Petersen, Ph.D.
Santa Barbara Trust for Historic Preservation

Figures and Tables

Figures

Figure 1 - 1788 Goicoechea Presidio Plan.....	29
Figure 2 - 1853 Map of the City of Santa Barbara	41
Figure 3 - Historic Structure Inventory	61
Figure 4 - Group Tour Attendance by Month 2006-2010	97
Figure 5 - Group Tour Attendance 2006-2010.....	97
Figure 6 - Ethnic Distribution in Santa Barbara County Schools 2009.....	103
Figure 7 - Existing Conditions.....	133
Figure 8 - Several Regional Sites Related to El Presidio SHP.....	187
Figure 9 - Thematic Areas.....	195
Figure 10 - Zones and Methods.....	201
Figure 11 - Suggested Phasing.....	221

Tables

Table 1 - Schools in Santa Barbara County by Type.....	104
Table 2 - Enrollment Trends 2001-2009.....	104
Table 3 - English Learners and Qualified for Reduced Meals 2008-2009.....	104
Table 4 - Interpretive Facilities at a Glance.....	125

(This page left intentionally blank)

EXECUTIVE SUMMARY

Interpretation is a special form of communication that helps people understand, appreciate, and emotionally connect with the rich cultural, natural and recreational heritage preserved in parks and historic sites like El Presidio State Historic Park (SHP). Effective interpretation also helps promote the preservation and sustainable use of resources within and beyond the park's boundaries and guides appropriate visitor access.

California State Parks and its operating partner at El Presidio SHP, the Santa Barbara Trust for Historic Preservation (SBTHP), recognize that achieving interpretation's full potential at the park requires a structured planning approach that gives focus and direction to the development of the park's interpretive services. Acting on this recognition, the partners have prepared this Interpretation Master Plan for El Presidio SHP to guide the development of the park's interpretive facilities and services over the next twenty years.

Interpretation Master Plan Highlights

The Interpretation Master Plan (IMP) for El Presidio SHP updates the Interpretive Element of the park's General Plan, providing a detailed summary of the park's cultural, recreational and natural resources, while looking at opportunities and constraints for expanding interpretation and meeting visitor needs. It also contains detailed background research as well as analysis of existing conditions and a planning structure that includes directional statements, guidelines, goals, objectives and strategies.

New mission and vision statements for the park's interpretive program have been developed. The interpretive themes described in the General Plan have been updated and expanded, and a new Unifying Theme, intended to tie all of the park's interpretive messages together into a cohesive and comprehensible whole, is presented.

Because the park's interpretive program will affect more than visitors, it has been developed with significant input from park stakeholders as well as other community members and subject-matter experts.

The recommendations included in the IMP have been organized within five major areas, which have been framed as goals.

❖ **The Story of El Presidio**

The first goal of the IMP focuses on the park's interpretive narrative. It includes recommendations regarding the significance of scholarly research in conjunction with oral history and community input, and a commitment to the plan's interpretive themes. It also emphasizes certain qualities of the site's story, including the unique role of presidios within the Spanish colonization plan for Alta California, and the interaction between the Spanish and the native Chumash, that convey the park's unique sense of place.

❖ **How to Interpret the Story**

The second goal focuses on recommendations for ways to share this story with visitors. It includes a variety of techniques and methods to engage various learning styles, ranging from more traditional museum displays to completely immersive historical environments.

❖ **The Audience for the Story**

The third goal calls for more thoroughly meeting the needs of the park's existing audiences, while reaching out to attract underserved groups.

❖ **Strengthening Our Capacity to Tell the Story**

The fourth goal includes recommendations for increasing the park's capacity for implementing the plan, in areas such as staffing, fund development, and infrastructure improvements.

❖ **Using Interpretation to Support Other Management Goals at El Presidio SHP**

The fifth goal suggests multiple ways that interpretation can assist California State Parks and SBTHP to achieve the broader aims of achieving sustainability, enhancing public safety and fostering public support for the park.

Background

The General Plan for El Presidio de Santa Barbara State Historic Park was approved in 1988. The plan's Interpretive Element provided California State Parks and SBTHP with a structure within which to develop the park's interpretive program. This Interpretive Element included overall objectives for interpretation at the park, a description of the

periods of the park's history to be interpreted, the primary and secondary themes that would be used to shape the interpretive messages, a description of the types of visitors that would likely be attracted to the park, and a general description of the types of interpretive services that the planners considered appropriate for the park.

Over the ensuing decades, the Interpretive Element guided development of interpretive services at El Presidio SHP. But several realities converged in recent years that pointed to the need for a new planning effort to guide the development of the next generation of interpretive services at El Presidio SHP.

Current Realities

❖ **A Quarter Century of Successful Excavation, Restoration and Reconstruction**

Since the completion of the park's General Plan, SBTHP has brought the work of historic research, archaeology, and physically restoring and reconstructing the Presidio to the point where a sufficient portion of the Presidio now exists to justify expanded and enhanced interpretive services.

❖ **Subsequent Acquisitions**

During this same period, SBTHP and the department have acquired additional properties in and around the original Presidio that represent significant periods of Santa Barbara's history following the Presidio period. These include adobes that symbolize the Mexican and early American periods; the campus of the Santa Barbara School of the Arts, representing the City's early 20th-century cultural development; and Jimmy's Oriental Gardens, an iconic reminder of Santa Barbara's Asian American heritage, which includes contributions by Chinese, Japanese and Filipino immigrants.

In addition, a short distance from the park, SBTHP owns and operates the restored Casa de la Guerra, the social, political and cultural center of Santa Barbara during the Mexican Period. SBTHP also maintains a conservation easement over the historic 1920s El Paseo Complex, which is adjacent to the Casa and is on the National Register of Historic Places.

These acquisitions mean that interpreting the City's diverse cultural history via the vehicle of the "Presidio Neighborhood" can now become a reality.

❖ **Advances in Interpretation**

While the restoration of the Presidio and acquisition of surrounding properties have been occurring, the art and science of interpretation has undergone significant advances. Interpreters now have a better understanding of the ways people learn, both in educational and recreational settings. Thematic interpretation, characterized by its clear sense of purpose and message, now provides interpreters an effective bridge to help visitors understand the significance of a place's resources. Technological improvements make possible the enhancement of interpretive storytelling on-site through enhanced exhibits, publications, and experiences, as well as by allowing access to a site's stories from around the world via the internet.

❖ **Changes in American Society**

American society has undergone significant changes over the last two and a half decades. Younger generations of Americans frequently display shorter attention spans than their parents. They also possess an appetite for change and social connection, and they are intimately familiar with electronic forms of communication, while at the same time being engaged in a new search for meaning to their lives. Tailoring interpretive messages to this demographic group will be both challenging and rewarding. In addition, the continuing influx of immigrant groups to California, each with its own unique characteristics, brings additional challenges. Finally, the current economic downturn has reduced many people's disposable time and income, and the downturn is proving to be unexpectedly persistent, which has contributed to the final reality described below.

❖ **Disturbing Decline**

A noticeable decline in attendance at museums and historic sites throughout the United States has occurred over the past decade. El Presidio SHP has not been immune from this decline. Essential to the effort to reverse this decline will be the park's ability to generate community support for its venues and programs by establishing connections with new supporters even as it strengthens its ties with long-time friends. For this to occur, both groups must consider El Presidio SHP relevant to their particular needs and interests.

Roadmap for the Future

California State Parks and SBTHP have responded to these realities. In addition to partnering with the department to prepare the IMP for El Presidio SHP, SBTHP retained the British museum design firm Metaphor to prepare a Visitor Experience Plan for the historic sites it owns or operates in Santa Barbara, including El Presidio SHP.

This plan, completed in 2010, provides recommendations for using a variety of interpretive media and techniques to introduce visitors to Santa Barbara's colorful history.

The IMP for El Presidio SHP, augmented by relevant portions of the Visitor Experience Plan, provides a detailed and comprehensive road map that will equip California State Parks, SBTHP, and their supporters to achieve the vision for interpretation at El Presidio SHP.

(This page left intentionally blank)

INTRODUCTION

PURPOSE OF THE PLAN

This Interpretation Master Plan (IMP) has been developed to serve as a long-range guide to interpretive planning for El Presidio de Santa Bárbara State Historic Park, a unit of the State Park System. It updates and expands upon the park's General Plan and is intended to help guide California State Parks and its partner at El Presidio SHP, the Santa Barbara Trust for Historic Preservation (SBTHP), toward achieving the vision for interpretation for El Presidio SHP that has been defined in this IMP.

The IMP provides context and background information about El Presidio SHP—its history and resources. In addition, it analyzes existing conditions and looks at opportunities and constraints for expanding interpretation and meeting visitor needs at the park. It identifies objectives and strategies for interpreting the park's resources and history that are in line with the park's goals and guidelines for interpretation and offers recommendations for facilities, media, programs and other elements of the park's interpretive program.

The IMP will provide the framework and justification for subsequent planning efforts to develop new exhibits, programs, and other interpretive services at El Presidio SHP, and it will be used to request and attract funding for project-specific development. It is also intended to be used to generate interest and enthusiasm among the park's various stakeholder groups that will be essential for accomplishing the IMP's recommendations.

The preparation of this IMP comes at a critical time in the history of El Presidio SHP. After more than 40 years of painstaking effort by SBTHP in partnership with California State Parks (CSP), the reconstruction and restoration of the Presidio has achieved sufficient critical mass that it is now possible—and essential—that the two partners turn their attention to developing world-class interpretation at and for the park. This Interpretation Master Plan has been written to serve as a guide for this vital effort.

PLANNING PROCESS

Development of this IMP was coordinated by Wes Chapin, CSP's Channel Coast District Interpretive Specialist (retired), and Dr. Anne Petersen, SBTHP's Associate Director for Historical Resources. In addition, several individuals from both organizations provided invaluable assistance during the preparation of the IMP (see Acknowledgements).

Preparation of the IMP took three years, beginning in 2009 and concluding with the final approval of the IMP in 2012. During this time, the project's leads conducted extensive research in order to develop an adequate foundation on which to base the IMP's recommendations for future actions related to the development of the park's interpretive programs, facilities and services.



More than 50 Santa Barbarans provided valuable input at a stakeholder workshop held in March 2010.

A stakeholder workshop was held in early 2010, attended by a diverse group of more than 50 members of the Santa Barbara community who have an interest in the park and its future. Valuable input was obtained from these concerned citizens that helped guide the planning team in its subsequent work.



CSP and SBTHP employees participated in a staff workshop to add their insights and ideas for the IMP.

In addition, a meeting was held to solicit input from employees of California State Park's Channel Coast District and from employees of the Santa Barbara Trust for Historic Preservation. The planning team also met with additional members of the Santa Barbara community, including members of the Santa Barbara Conference and Visitors Bureau, to obtain further input.

provided an incomplete snapshot of the interests and expectations of the park's entire visitor community. Additional surveying to expand and refine the visitor survey data is one of the important recommendations contained in this IMP.

A new visitor survey tool was developed and used in the spring of 2010 to gather input from people who were visiting the park during that time. While valuable, this survey

To capture an accurate picture of the current nature and extent of the interpretive program and facilities at El Presidio SHP, the planning team consulted with SBTHP employees responsible for the many facets of the park's operation including the Director of Education, the Development Director, the Archaeologist, and others on the SBTHP staff.

A summary of comments obtained at the stakeholder and other meetings and data obtained from visitor surveys conducted during the planning process are provided in Appendices D and G.

THE VISITOR EXPERIENCE PLAN – Partner to the IMP

In 2009, SBTHP commissioned Metaphor, a British museum planning firm, to produce a Visitor Experience Plan (VEP) to provide direction for interpreting SBTHP-owned or operated properties in Santa Barbara.¹ The VEP provides valuable support for many of the strategies outlined in this IMP. The IMP planning team recommends that these two documents be used in tandem as planning for interpretive services at El Presidio SHP moves to the next level.



¹ Metaphor, *Visitor Experience Plan for the Santa Barbara Trust for Historic Preservation*, prepared for the Santa Barbara Trust for Historic Preservation, 2010.

PARK OVERVIEW

Park Description

Located in downtown Santa Barbara, El Presidio de Santa Bárbara State Historic Park (El Presidio SHP) is a five- $\frac{1}{2}$ -acre park that preserves the site of the last Spanish fortress, or presidio, built in Alta (Upper) California in 1782. Two of the fort's original adobe buildings still exist—El Cuartel and the Canedo Adobe. Other buildings of the Presidio's north wing, including the Chapel, Comandancia, Padre's Quarters, and the Northeast Corner, have been reconstructed over the past thirty years. The Northwest Corner is currently being reconstructed.

Both of the Presidio's original structures as well as the reconstructed buildings have the white-washed adobe walls and red clay-tile roofs characteristic of so many Spanish buildings that were built in Alta California.

In the decades following the decline of the Presidio, the city of Santa Barbara has grown up around—and within—what was once the Presidio, making it difficult to get a sense of the extent of the original fort. Canon Perdido Street and Santa Barbara Street now divide the park into four quadrants, slicing through the Presidio's original defense walls and their adjoining rooms (see Figure 7).

On the northwest side of the intersection of these two streets are the reconstructed Presidio Chapel with its bell tower, the Comandante's and Padre's Quarters, the Canedo Adobe, and the newly reconstructed buildings of the Presidio's Northwest Corner. Between these buildings and the streets is a small remnant of the Presidio's Plaza de Armas or parade ground, the large unpaved open area once enclosed by the Presidio's walls and buildings. Today, this area sits between 18 and 24 inches above the adjacent sidewalks.



The buildings of the Santa Barbara Presidio, including the reconstructed Northeast Corner shown here, display the white-washed adobe walls and red tile roofs typical of Spanish colonial settlements in Alta California.



The Presidio's reconstructed Chapel and bell tower have become an iconic part of downtown Santa Barbara.

On the northeast side of the intersection is the Presidio's Northeast Corner, which consists of reconstructed replicas of rooms that once housed the Presidio's Lieutenant as well as some of the soldiers and their families, and a two-story observation tower. A small part of the Plaza de Armas lies between these buildings and the streets, again elevated 18-24" above street level.

On the southeast side of the intersection no parts of the original Presidio remain visible, although subterranean remnants still exist. Several buildings, constructed in the 19th and 20th centuries are seen here.

El Cuartel, once part of the Presidio's west wing, is the only part of the original Presidio still visible on the southwest side of the intersection. Subterranean remains of the Presidio exist in this area, including the site of the Presidio's main gate located in the fort's south wing. Several buildings and parking lots constructed in the last century are also located in this area of the park, including Jimmy's Oriental Gardens, a former Chinese restaurant with adjoining residence currently owned by SBTHP.



El Cuartel is one of two buildings that date to the original Presidio.

Other extant buildings not part of the original Presidio but on or adjacent to the site have been added to the park since its founding, including the former campus of the Santa Barbara School of the Arts; the 1871 Cota-Knox House; the Buenaventura Pico

Adobe, an example of a Mexican period adobe built circa 1830; and the 1856 Rochin adobe, an example of an American-period adobe, built by José Maria Rochin, whose wife was a descendent of Francisco Ortega, the first Comandante of the Presidio.



El Presidio SHP provides visitors with a bewildering mix of historic and modern impressions.

El Presidio SHP provides today's visitors with an eclectic – and bewildering – mix of sights and experiences, from the quiet coolness of the reconstructed Chapel's interior to the intrusive noise and hustle of a modern urban city just a few feet away.

History of El Presidio SHP - A Summary²

The history of El Presidio SHP as a unit of the California State Park System dates back to the 1960s. In 1963, after several years of growing interest among Santa Barbarans in restoring the Santa Barbara Presidio, a group of community leaders led by Pearl Chase organized the Santa Barbara Trust for Historic Preservation (SBTHP). Recognizing the advantages of partnering with the State of California to accomplish their goals, SBTHP approached the department with a proposal to create a partnership between the two groups to restore the Presidio, and the department agreed.

In 1964, the department undertook a study to determine the feasibility of establishing a state park. The following year, SBTHP purchased El Cuartel, one of the only two remaining parts of the original Presidio. After some remodeling, SBTHP donated it to the department in 1966 to become the core of the future state park.

At its February meeting in 1968, the California State Park and Recreation Commission classified the Presidio project as “Presidio de Santa Bárbara State Historical Monument.” In June, the Commission adopted the Spanish article “El” as part of the unit’s name. In May 1970, the Commission dropped the words “Historical Monument” from the project title and added “State Historic Park (SHP).”

In 1973, the success of the partnership between SBTHP and the department was recognized when El Presidio SHP was added to the National Register of Historic Places.

In 1988, through the cooperative efforts of the department, SBTHP and the City of Santa Barbara, the park’s General Plan was completed.

Over the ensuing decades, SBTHP and the department continued to engage in an ambitious program of property acquisition, archaeology, historic research, fund raising, restoration and reconstruction.

In 2012, the department and SBTHP completed an Interpretation Master Plan (IMP) for El Presidio SHP. Together with a Visitor Experience Plan (VEP) commissioned by SBTHP and completed in 2010 by a London-based design firm specializing in master planning for museums, forts and similar sites throughout the world, the IMP will



An ambitious program of research, archaeology, property acquisition and education has occurred at El Presidio SHP for more than 40 years.

² For a detailed history of El Presidio SHP, see “Cultural Resources.”

provide direction for development of interpretive services at El Presidio SHP over the next two decades.

Completion of the IMP and the VEP come at a critical point in the park's 46-year history. While the archaeology, historical research, reconstruction and preservation of historical buildings will continue, major opportunities now exist to develop "world-class" interpretive services at the park. Guided by these two plans, these interpretive services will more effectively communicate the site's diverse and fascinating stories not only to the park's current audiences but to new ones as well.

(This page left intentionally blank)

PLANNING FOUNDATION

PARK RESOURCES

Interpretive Significance

From Spanish landings and colonization to Mexican rule, through the early days of California statehood to the present day - nearly the full scope of California history is represented within a few square blocks in the City of Santa Barbara.

--El Presidio SHP General Plan

In terms of its surviving and reconstructed buildings, available historic documents, and historic significance, El Presidio SHP is a site of national and international importance. The park preserves the location of the only reconstructed presidio of the four original forts that imperial Spain constructed in California, and it is one of only a handful of presidio reconstructions that exist in the United States.

Visible cultural resources in the park consist mainly of original and reconstructed structures, (houses, commercial buildings, stone retaining walls, etc.). Subsurface resources consist of the archaeological remains of the original Presidio, e.g., original foundation materials, tile flooring, pieces of roof tiles, and trash scatters related to the occupation of the Presidio. In addition, important archaeological remains related to communities that occupied the site subsequent to the Presidio period (Hispanic and Anglo as well as Asian American) also exist. There are no known prehistoric Native American resources within the park.

Recreational resources in the park relate primarily to the experiences available to visitors as they explore the park's cultural resources.

Natural resources, both existing and historic, though less noteworthy than the park's cultural and recreational resources, still possess interpretive significance, particularly as they relate to and shape the context within which the history of the park has unfolded.

Because much of the general public is unaware of the extent, significance or irreplaceable value of the resources preserved within El Presidio SHP, including the restored and reconstructed structures, the yet-to-be uncovered archaeological materials, and the park's complex and colorful history, expanded efforts to increase public awareness of the park's resources through interpretive services as described in this IMP are needed and justified.

Natural Resources

Physical Features

Topography

El Presidio de Santa Bárbara State Historic Park is located within the city limits of the coastal community of Santa Barbara. The central part of Santa Barbara is built on relatively flat terraces that slope gently from the Santa Barbara Mission southeast to the harbor. The Presidio was built on a small rise at about the 50-foot elevation approximately one mile from a natural anchorage. Immediately to the northeast of



Pueblo and Presidio of Santa Barbara, c. 1829.
(National Park Service)

the Presidio, the land drops rather abruptly about 20-30 feet to a lower terrace associated with the former tidal slough or *estero*.³

Meteorology

Santa Barbara is well known for its agreeable climate. High temperatures during the summer average 70°F, while wintertime low temperatures average in the low 40s. Freezing temperatures are rare and frost-sensitive crops such as lemons and avocados are cultivated throughout the coastal area. Rainfall averages 18 inches per year and falls primarily between November and April. More than 80% of the days are sunny, and light, oceanic breezes bathe the city year-round.⁴

Hydrology

Mission (formerly Pedregosa) Creek, the principal watercourse in the vicinity of the Presidio, passes within one-half mile of the Presidio. The Presidio's founders located the compound near enough to the creek to use it as one of their water sources but far enough away to be free of flooding: the site is well outside the 150-year floodway for Mission Creek. Drainage is adequate in the Presidio area.⁵ According to an 1852 Coast Survey, a large lagoon or *estero* located to the northeast of the Presidio was fed by Sycamore Creek.

³ California State Parks, *El Presidio de Santa Barbara State Historic Park General Plan* (Sacramento: September, 1988), 24.

⁴ California State Parks, *General Plan*, 25.

⁵ California State Parks, *General Plan*, 25.

Geology

The Presidio site rests on a slightly elevated deposit of coarse, partially consolidated alluvial sediments. Buildings and other structures built on this Pleistocene-age formation are susceptible to earthquake damage, but not as much as lower parts of the city, which are built on recent alluvium.⁶

Central Santa Barbara is surrounded by three active faults: the Mesa, Summerland, and Mission Ridge Faults. The Mesa Fault, which runs in a northwest-to-southeast direction southwest of the Presidio, passes within one-half mile of it. The Summerland Fault, running under the Santa Barbara Channel in an east-west direction, comes within one mile of the Presidio. The Mission Ridge Fault follows a course along the north side of Mission Ridge, approximately one and one-third miles to the north. These three faults have been covered by alluvium washed from the mountains from the late Pleistocene to the present, and their precise locations in the city must be inferred from topography and drilling records. None of these faults has apparently been active during historic times (1800 A.D. on).

Historically, earthquakes have caused significant damage in Santa Barbara. These earthquakes appear to have been centered off the coast in the Santa Barbara Channel or along the San Andreas Fault, 50 miles to the east. The first recorded earthquake damage in Santa Barbara occurred on March 24, 1806 and resulted in cracks to the walls of the Presidio chapel.⁷ Another series of earthquakes caused significant damage to the region on December 21, 1812. The largest earthquake in California's recorded history occurred in the vicinity of Fort Tejon on January 9, 1857. The Fort Tejon earthquake which occurred along the San Andreas Fault was responsible for the collapse of the Presidio Chapel, the Santa Barbara Mission, and numerous other structures in the area. On June 29, 1925 the Santa Barbara Earthquake destroyed the rebuilt Mission, numerous Presidio structures including the Flores family adobe, and many of the un-reinforced masonry buildings that lined State Street. As recently as 1978, an earthquake caused an estimated \$15 million in damages, primarily near Goleta.



Earthquakes have caused significant damage in Santa Barbara for centuries. (usgenwebarchives.org)

⁶ California State Parks, *General Plan 1988*, 25.

⁷ Russell A. Ruiz, "Historical Background of the Royal Presidio Chapel," in *Third Summary Report on Excavations Conducted at the Site of the Spanish Royal Presidio Chapel: February 1968 – November 1968*, ed. George Decker (Santa Barbara: Santa Barbara Trust for Historic Preservation, 1969), 9-13.

Soils

The Presidio was built on soil mapped as Milpitas-Positas fine sandy loam. This complex formed on mixed alluvial deposits of Pleistocene-age alluvial fans from the Santa Ynez Range. The surface horizons are composed of loams or sandy loams, with a clay pan located from 11 to 33 inches below the surface. This soil complex originally supported grassland, with scattered oaks and brush. The sandy loams of the surface horizons are composed of approximately 60% sand, 20% silt, and 20% clay. This composition is particularly well suited for making sun-dried adobe blocks of which the majority of Presidio structures were built. The underlying sandy clay subsoil was a resource used to make the fired clay floor and roof tiles.



Local soils are well suited for making adobe bricks.

Paleontological Features

No known paleontological features exist within or in the vicinity of the Presidio.

Biological Features

The natural environment found in the vicinity of the Presidio has undergone radical change since the fort's establishment in 1782. As the new community of Santa Barbara began to grow, the 18th century landscape of native grasses, sedges, sages and coast live oaks and the animal life it supported was altered or destroyed. New species that accompanied arriving immigrants began to compete with and in many cases replace native species.

Plant Life

Prior to establishment of the Presidio, plant communities found in the area included oak woodland, chaparral, riparian woodland and coastal sage scrub freshwater marsh, and coastal salt marsh.⁸ Plant species representative of these communities included the following likely encountered by the Spanish when they arrived to establish the Presidio: oaks (*Quercus sp.*), bay laurel (*Umbellularia californica*), walnut (*Juglans californica*), ceanothus (*Ceanothus sp.*), elderberry (*Sambucus mexicana*),



Most of the vegetation at El Presidio SHP is introduced, including a small citrus grove planted in the 1940s. (©California State Parks)

⁸ Robert Ornduff, Introduction to *California Plant Life* (Berkeley: University of California Press, 1974), 61-68.

giant wild rye (*Elymus condensatus*), willow (*Salix sp.*), rushes (*Juncus sp.*), sage (*Salvia sp.*), toyon (*Heteromeles arbutifolia*), and tule (*Scirpus californicus*).⁹

Today, following two centuries of urbanization, the plant life of the Presidio area is primarily composed of cultivated ornamental plants. There are street trees, garden trees, shrubs, vines, bedding plants, and lawns, all of which add to the urbanized landscape of the area. There are no threatened, rare or endangered plant species known to exist in the Presidio neighborhood.¹⁰ Queen Palms and Paper Bark Eucalyptus line Canon Perdido Street while Jacaranda, Magnolia, and Pittosporum adorn the parking strips of Santa Barbara Street. A “green” in front of the Alhecama Theatre was introduced during the development of the Santa Barbara School of the Arts in the 1920s.

Presidio Landscape Plan

In 2003, SBTHP commissioned historic landscape architect Thomas Brown to develop a landscape plan for the Presidio. Brown’s plan recommended that future planting within the Presidio quadrangle should reflect plants introduced during the Presidio era, and that the area immediately outside the walls should be landscaped with native plant species. The 1820s Visher plan of the Presidio shows an orchard in the rear of the comandancia. Evidence of peaches, apricots, olives, beans, corn and watermelon were all discovered in this area during archaeological excavations.

Since 2005, SBTHP archaeologist Mike Imwalle has been collaborating with the Environmental Horticulture Program at Santa Barbara City College, the Old Mission Huerta Project at Old Mission Santa Barbara, and interpretive staff at La Purísima Mission State Historic Park to develop interpretive gardens containing heritage specimens from early California sites. This partnership has resulted in the sharing of research and plant specimens that have helped expand the Presidio garden project.

Present-Day Presidio Flora

Several lemon trees and Valencia orange trees at the rear of the Canedo Adobe date to the 1940s landscaping of the property by then-owners Elmer and Barbara Whittaker.

Since the park was established in the mid-1960s, a variety of plants related to the Presidio period have been planted. These include rare heirloom citrus trees planted at the rear of the Adobe and at the Northeast Corner that were acquired through the U.S. Department of Agriculture’s National Clonal Germplasm Repository for Citrus at the University of California, Riverside. These trees include Mediterranean Sweet Oranges and Willowleaf Mandarins cloned from trees first introduced to Mission San Gabriel and grown throughout the California missions. The Presidio gardens also include grapevines cloned from Mission-era grape stock at Mission San Gabriel, a pomegranate

⁹ Lynn McCall, et al, *The Chumash People* (San Luis Obispo: EZ Nature Books, 1991), 19-21.

¹⁰ California State Parks, *General Plan 1988*, 26.

tree from Mission San Antonio, an apricot tree from Mission San Jose, olive and pear trees from Mission La Purísima, and an Opuntia cactus from the *Pala Asistencia*, a submission of Mission San Luis Rey north of San Diego.

In addition to these specimens, SBTHP staff and volunteers keep four rear yards at the Presidio Northeast Corner and the courtyard and backyard of El Cuartel planted with seasonal vegetables and herbs, as well as examples of grains such as White Sonoran Wheat used by the Spanish to produce flour for bread.

Animal Life

Animal life encountered by the Spanish in the Santa Barbara area in 1782 included numerous species of mammals, birds, amphibians and reptiles including raccoons (*Procyon lotor*), gray foxes (*Urocyon cinereoargenteus*), skunks (*Mephitis mephitis*), badgers (*Taxidea taxus*), coyote (*Canis latrans*), bobcat (*Lynx rufus*), mountain lion (*Felix concolor*), black bears (*Ursus americanus*), grizzly bears (*Ursus arctos horribilis*), ground squirrels (*Citellus beecheyi*), California mule deer (*Odocoileus hemionus*), tule elk (*Cervus elaphus nannodes*), black-tailed jackrabbit (*Lepus californicus*), and brush rabbits (*Sylvilagus bachmani*).¹¹

Numerous bird species included cliff swallow (*Hirundo formicivorus*), band-tailed pigeon (*Columba fasciata*), California quail (*Lophortyx californica*), mourning dove (*Zenaidura macroura*), hawks (*Buteo sp.*, *Accipiter sp.*), falcons (*Falco sp.*), bald and golden eagles (*Haliaeetus leucocephalus*, *Aquila chrysaetos*), turkey vulture (*Cathartes aura*), California condor (*Gymnogyps californianus*), and numerous species of waterfowl, gulls, and shore birds.¹²

Common reptiles included Pacific pond turtle (*Clemmys marmorata*), lizards (*Sceloporus sp.*), western rattlesnake (*Crotalus viridis*), garter snakes (*Thamnophis sp.*), gopher snake (*Pituophis catenifer*), and king snake (*Lampropeltis getulus*).¹³

Common amphibians included California newt (*Taricha torosus*), California slender salamander (*Batrachoseps attenuatus*), toads (*Bufo*), tree frogs (*Hylidae*), and frogs (*Ranidae*).¹⁴

Local streams harbored steelhead trout (*Oncorhynchus mykiss*) as well as several species of freshwater fish.¹⁵

¹¹ Vincent Brown and George Lawrence, *California Wildlife Region* (Healdsburg: Naturegraph Publishers, 1965), 56-69.

¹² Brown, Vincent and George Lawrence, *California Wildlife Region*, 70-102.

¹³ Brown, Vincent and George Lawrence, *California Wildlife Region*, 105-112.

¹⁴ Brown, Vincent and George Lawrence, *California Wildlife Region*, 113-116.

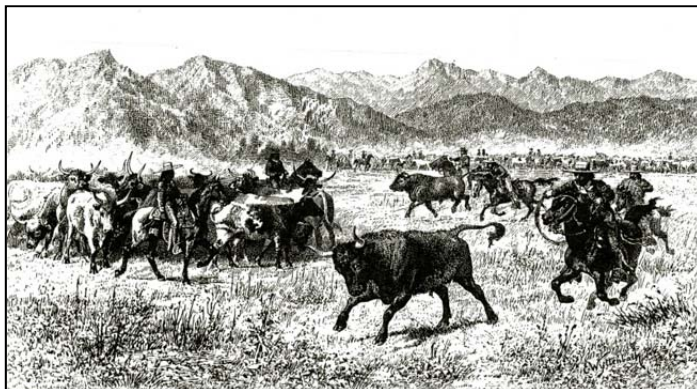
¹⁵ Brown, Vincent and George Lawrence, *California Wildlife Region*, 119.

Marine and estuarine species were also abundant in the immediate vicinity of the Presidio. Various species of fish, shellfish, and marine mammals inhabited the Santa Barbara Channel including the environments of the rocky shores, sandy beaches, and *esteros*. Nearshore marine species such as rockfish, white croaker, kelp bass, sand bass, and surfperch were plentiful along the coast. Pelagic schooling fishes such as Pacific sardine, barracuda, yellowtail, and bonito occur in the Channel during the summer months. Some elasmobranchs such as thornback rays, bat rays, and shovel-nose guitar fish were available along sandy beaches and in the nearby *estero*.

In addition to fish, numerous species of migrating whales were present in the Channel. Dolphins, sea elephants, sea lions, seals, and sea otters were also present at the time of European contact.

Historically, shellfish was also abundant along the shore and in the *estero*. Rocky shore species such as abalone (*Haliotis sp.*), Mussel (*Mytilus sp.*), and Oyster (*Ostrea sp.*) were available along the outcrops of rock along the coast and sandy bottom species such as Pismo clam (*Tivela stultorum*), Littleneck clam (*Protothaca staminea*), and Venus clams (*Chione undulata*) were prevalent along the sandy beaches and *esteros*. Crustaceans such as crabs and lobsters also inhabit the local coastal waters of the Santa Barbara Channel.

Spanish settlers intentionally introduced a variety of non-native animal species including cattle, horses, pigs, sheep, goats and chickens. In addition, enterprises of commerce and settlement were responsible for introducing numerous non-native animal as well as plant species, a process that continues to this day.



Introduction of cattle and other non-native animal species to Alta California had a marked impact on native species and ecosystems and on the native Californians that depended on them.
(E. Wyttenbach)

Animal life found in the Presidio area today is typical of urban-suburban south coastal California. Common mammals include the brown and Norway rat (*Rattus rattus*, *Rattus norvegicus*), the house mouse (*Mus musculus*), and the feral cat (*Felis catus*). Common bird species include the crow (*Corvus brachyrhynchos*), rock dove (*Columbia livia*), European starling (*Stumus vulgaris*), northern mockingbird (*Mimus polyglottos*), American robin (*Turdus migratorius*), house sparrow (*Passer domesticus*), scrub jay (*Aphelocoma coerulescens*), acorn woodpecker (*Melanarpes formicivorus*), and Anna's hummingbird (*Calypte anna*). Amphibians likely to be found in the neighborhood include the Pacific tree frog (*Pseudacris regilla*), California

tree frog (*P. cadaverina*) and the California slender salamander (*Batrachoseps attenuatus*).¹⁶ Reptiles within the park are represented by the Western fence lizard (*Sceloporus occidentalis*) and the Southern alligator lizard (*Elgaria multicarinata*).

¹⁶ California State Parks, *General Plan 1988*, 26.

Cultural Resources

While the cultural resources to be interpreted at El Presidio SHP certainly include the physical remnants and reconstructions that exist within the park's boundaries, they are not limited to these material aspects of the park. The park's cultural resources also include the site's "sense of place" as well as its history and the stories of the people who have been associated with this place.

Sense of Place

El Presidio SHP's sense of place, the essence of what makes this site unique and yet at the same time an integral part of Santa Barbara's history and culture, is rooted in its setting—the nearby rolling hills that slope to the bay below—and by the cultures and traditions of the diverse human communities that have lived on and around the site including today's surrounding cityscape.



El Presidio SHP's strong sense of place is rooted in its physical setting and colored by the cultures that have occupied this site even before the founding of the original Presidio.

Over the previous decades and centuries, the Presidio and the neighborhood that grew up around it have seen people move in, move out or be forced out, and return. While the peoples of the Presidio and their ways of living have changed over time, their stories—sometimes whispered, sometimes shouted, sometimes remembered, and sometimes forgotten—have all become part of the flow of history that, combined with its setting, give El Presidio SHP a unique and powerful sense of place.

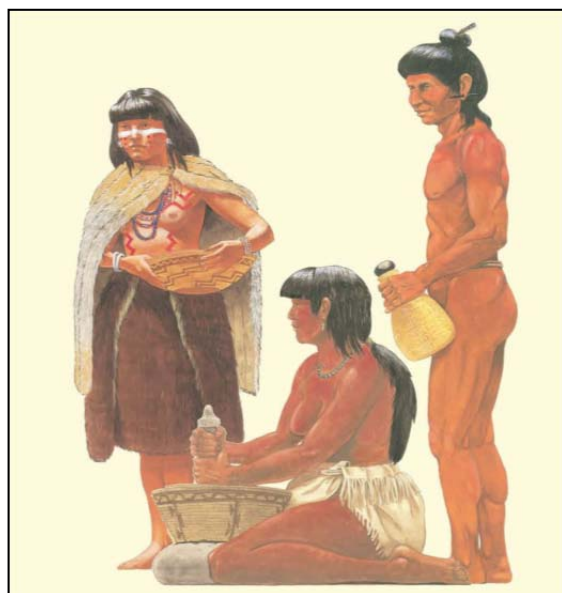
Interpretation at El Presidio SHP will invite people to explore its buildings, to hear its stories—and to share their own, to discover its sense of place, and to become a part of its flow of history.

Park History

The Area's First Peoples

Many anthropologists believe that human occupation of the Santa Barbara region has been continuous for the last 13,000 years. People originally lived here in small groups, collecting shellfish and harvesting wild seeds. Watercraft enabled them to travel to the single large offshore island that later became the five Northern Channel Islands when the sea level rose about 150 feet.¹⁷ The use of watercraft at this early stage of the area's occupation has led some scientists to believe that these ancient people first entered North America by boat down the Pacific Coast from Alaska.¹⁸ Over time, the population of the area increased and people adapted their life ways to the local environment. Villages in the region were established along the coastline, on the Channel Islands and in the interior. People living in these areas had access to different resources, which they traded with one another.¹⁹

About 5,000 years ago, people speaking a "Proto-Chumash" language had become established in the region. Their relationship with earlier peoples is not yet clear.²⁰ About 2,000 years ago, the Chumash, as anthropologists now refer to this people,²¹ began using sophisticated plank canoes called *tomols*, a significant innovation that allowed them to intensify their exploitation of the marine food resources in the Channel and to increase trade. This in turn led to a population increase and large, permanent coastal settlements. In the ensuing centuries



The Chumash people have lived in this part of California for thousands of years.

©California State Parks

¹⁷ "13,000 Years of Change along the Central Coast," Santa Barbara Museum of Natural History, accessed 11/23/2011, <http://www.sbnature.org/research/anthro/chumash/timel.htm>.

¹⁸ John R. Johnson, SBMNH, "Ancient Bones May Rewrite History," accessed November 23, 2011, <http://www.sbnature.org/research/anthro/charling.htm>.

¹⁹ Johnson, "Ancient Bones."

²⁰ SBMNH, "13,000 Years of Change."

²¹ The name "Chumash" does not represent a traditional name employed by the aboriginal speakers of related Chumashan languages. According to Anthropologist Sally McLendon, "There was, in fact, no single term of self-designation that was used by all the peoples now referred to as Chumash, since they did not consider themselves part of a single group." The term "Chumash" used to refer to native peoples as a group began with the 1925 publication of the Handbook of California Indians by Alfred Kroeber. Chumash is accepted today by Indian people and researchers as an ethnic designation. See Mike Sampson, "Humaliwo: An Ethnographic Overview of the Chumash in Malibu," accessed November 29, 2011, http://www.parks.ca.gov/?page_id=24435.

prior to contact with Europeans, the Chumash developed a complex culture.²² While estimates vary, the population of the Chumash was estimated to have reached a peak of about 18,000 to 20,000 people at the time of first contact with European explorers.²³

Contact with Europeans Triggers Profound Changes

Spanish explorer Juan Rodriguez Cabrillo sailed into the Santa Barbara Channel in 1542. Diaries from Cabrillo's expedition recorded many friendly visits with the Chumash as did those of subsequent explorers, including Vizcaíno, Drake, Portolá and Anza.²⁴ Ensuing exploration of the California coast by these and other European explorers introduced new ideas and material culture as well as diseases against which the Chumash had little immunity, precipitating significant alterations to the Chumash way of life.

The Growth of Empire

During the 17th and 18th centuries, as Chumash and other native societies were reeling from the changes introduced by contact with outside influences, European nations including Spain entered a period of empire building. Lands claimed by the Spanish Crown eventually included most of the Western Hemisphere and stretched to the Philippine Islands. Its holdings in North America, known collectively as the Spanish Borderlands, stretched from Florida in the southeast, westward around the Gulf of Mexico, through present-day Texas, New Mexico and Arizona, to Alta (Upper) and Baja (Lower) California on the continent's west coast.²⁵ Alta California represented a distant frontier that remained of little interest to the Spanish for most of this period.

Spur to Colonization

Russian and British expansion into the Pacific Northwest in the first half of the 18th century forced Spain to recognize the need to colonize Alta California, largely to protect the harbors along the west coast that were needed to safeguard the return of ships engaged in the profitable Manila trade between Mexico and the Philippines.

To accomplish its colonization efforts in Alta California as in other remote areas of its empire, Spain relied on four important institutions. Presidios (civil/military centers), missions, pueblos (civilian settlements), and ranchos (land concessions the Crown made to individuals) were used either individually or in combination to colonize and retain extensive areas. Although all four of these official institutions played important roles in

²² Lynn H. Gamble, *The Chumash World at European Contact: Power, Trade, and Feasting Among Complex Hunter-Gatherers* (Berkeley: University of California Press, 2008), 250-264.

²³ Campbell Grant, "Chumash: Introduction," in *Handbook of the North American Indian, Volume 8, California*, edited by Robert F. Heizer (Washington, D.C.: Smithsonian Institution Press, 1978), 505-508.

²⁴ McCall, 4. Warren A. Beck and Ynez D. Haase, *Historical Atlas of California* (University of Oklahoma Press, 1974), 14, 15.

²⁵ Herbert Bolton, *Wider Horizons of American History* (New York: D. Appleton-Century Company, 1939), 67-70.

California, few people today recognize the contribution that the presidios made in this effort.

In the complex partnership between the Crown and the Catholic Church that marked Spanish colonization, Captain Gaspar de Portolá, Captain Fernando Javier Rivera y Moncada, and Father Junipero Serra, father-president of the Franciscans in California, were the major forces in the initial settling of California. In 1769, Portolá and Serra founded the first presidio and mission in San Diego. Portolá continued northward along California's coast in the first recorded Spanish overland expedition, seeking the expedition's main objective—the Monterey Bay, which had been named by explorer Sebastián Vizcaíno in 1602. After failing to recognize Monterey, he returned south, returning to the Monterey area the following year to establish Alta California's second presidio and mission.

In the ensuing seven years, additional missions, pueblos, and a third presidio were founded. In 1771, Missions San Antonio de Padua and San Gabriel were established. Alta California's third presidio and sixth mission were founded in 1776 at San Francisco. By the beginning of 1782, 13 years after the initial settlement in San Diego, eight missions, three presidios, and two pueblos had been established along California's coast. Yet there remained a 350-mile gap between Monterey and Los Angeles that lacked Spanish presence. This would soon change.

Establishment of Santa Barbara Presidio (1780s)

On March 26, 1782, Lieutenant José Francisco Ortega, accompanied by Father Serra, led an expedition of soldiers and their families as well as a group of Indian neophytes, north from Mission San Gabriel. The party numbered 200 people, of which more than 100 were women and children.²⁶ On March 31, Ortega and Serra established Mission San Buenaventura. Lieutenant Ortega left one of his sergeants and 14 men as mission guards and construction workers for the mission fathers and proceeded up the coast.

On April 16th, the expedition arrived at a place previously known by three different names, Pueblo de la Laguna, Concepcion Laguna, and San Joaquin de la Laguna. Ortega chose a gentle plain close to fresh water overlooking the ocean and beach to establish what would be the site of the Santa Barbara garrison.

Sunday, April 21, 1782, marked the official founding of El Presidio de Santa Bárbara.²⁷ Serra gave the official blessing of the new presidio during the formal dedication ceremony.²⁸

²⁶ Richard Whitehead, *Citadel on the Channel: The Royal Presidio of Santa Barbara, its Founding and Construction, 1782 – 1798* (Santa Barbara: The Santa Barbara Trust for Historic Preservation, 1996), 76, 81.

²⁷ Whitehead, *Citadel on the Channel*, 76, 81.

²⁸ Glenn W. Price, *The Santa Barbara Presidio, a Report on the Presidio of Santa Barbara*, prepared for the Division of Beaches and Parks, State of California, 1959, 14.

Upon its founding, the Santa Barbara Presidio became the military and governmental center for the south-central region of California, eventually providing security and support for Missions La Purísima, Santa Inés, Santa Barbara, San Buenaventura, San Fernando, and the Pueblo of Los Angeles. This military district encompassed more than 7,000 square miles, and included the largest concentration of Native Americans in California.

Temporary Structures Constructed

Lieutenant Ortega, the Santa Barbara Presidio's first commandant, immediately ordered construction of a warehouse for provisions, houses for the officers and priests, and a soldiers' barracks, as well as residences for the married soldiers. These structures, intended to be temporary until a more permanent fort could be constructed, were built of poles, reeds and mud. A small chapel was also constructed, again temporary in nature. A palisaded stockade was built to surround and protect the new structures. This stockade enclosed a parade ground 165 feet square.²⁹ Archaeological excavations conducted between 1998 and 2001 produced evidence of several postholes, possibly related to the structures, which places their location in the vicinity of the Presidio's Northwest corner.³⁰

In addition to these temporary structures, Lieutenant Ortega oversaw construction of the Presidio aqueduct, which was necessary to bring a steady water supply from Pedregosa Creek (*Arroyo El Pedregosa*), now Mission Creek, to the Presidio residents for their daily use as well as for the construction of adobe bricks to build a permanent presidio.

New commandant begins construction of permanent Presidio

Lieutenant Ortega remained as Presidio commandant until 1784. He was replaced by Lieutenant Felipe de Goicoechea, a Sinaloan of Basque descent, who served as Presidio commandant until 1802. Under Lieutenant Goicoechea's command and guidance, construction proceeded on the permanent, enclosed Presidio quadrangle. Goicoechea constructed the adobe quadrangle with the labor of Presidio soldiers, twelve Tongva neophytes from Mission San Gabriel, as well as numerous members of the Chumash village Syukhtun, located nearby.³¹

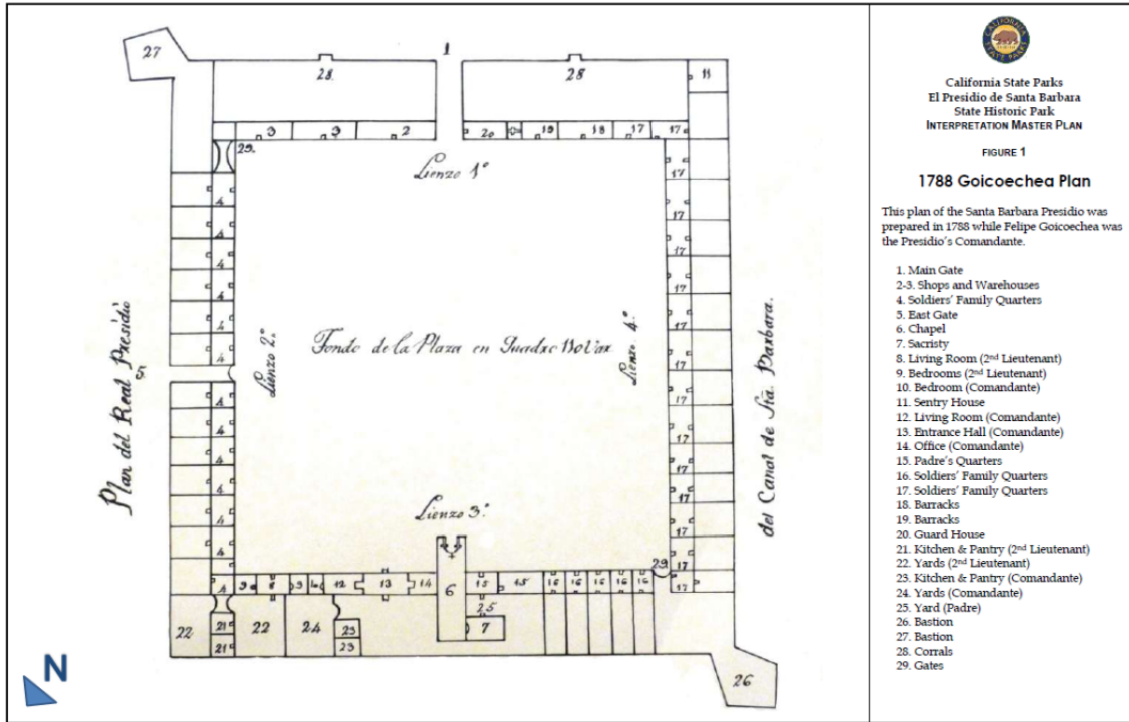
²⁹ Whitehead, *Citadel on the Channel*, 91-92.

³⁰ Michael H. Imwalle, Robert Sheets, and Leanne Haslouer, *El Presidio de Santa Barbara Archaeological Research Series Volume 7: Archaeological Investigation of the Northwest Corner*, prepared for California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, January 2003, 86-87.

³¹ Marie Christine Duggan, *The Chumash and the Presidio of Santa Barbara: Evolution of a Relationship, 1782 - 1823* (Santa Barbara: Santa Barbara Trust for Historic Preservation, 2004), 26.

(This page left intentionally blank)

(Figure 1 - Shown for reference only. Actual sheet: 11"x17")



(Reverse side of Figure 1 – Placeholder ONLY)

Because Mission Santa Barbara had not yet been founded, Presidio officers established relationships with the local Chumash that stood in contrast to the relationship normally established between the Spanish and Native tribes, in which mission priests governed contacts with the local Native populations. Goicoechea, and Ortega before him, were following the direction of Felipe de Neve, governor of Alta California who, influenced by the Spanish Enlightenment, was intent on limiting the influence of the Church in Alta California. In Santa Barbara, Neve had directed Ortega not to remove the Chumash from their villages (although in the long run he intended to consolidate the number of Chumash villages), or to disrupt their trading economy provided that the tribes paid tribute to the local military authority.

By the time the announcement reached Santa Barbara in 1784 that King Carlos III had reversed Neve's orders, returning control of land and Native labor to the Catholic Church, and even more so by the time the mission in Santa Barbara was founded in 1786, the Presidio officers had already forged relationships directly with local villages and freely contracted with chieftains for Chumash labor—setting the stage for an ongoing direct relationship between the Presidio and the Chumash.³²

Building materials for the new Presidio consisted of adobe bricks resting on stone foundations. While some wooden roof beams for the buildings were reportedly transported from the Monterey area,³³ others were obtained locally by crews cutting timbers in the area of Figueroa Mountain.³⁴



The Chapel was the largest structure at the Presidio.

During Goicoechea's command a detailed Presidio plan was prepared that reveals the size, function, and location of the different rooms surrounding the quadrangle (see Figure 1).³⁵ Goicoechea's plan depicts a square parade ground roughly 300 feet by 300 feet. Surrounding this central quadrangle were the Presidio rooms. A defense wall roughly 400 feet by 400 feet surrounded the entire Presidio, thereby providing a small garden space between the rear of the buildings and the defense walls.³⁶

³² Duggan, 19-22.

³³ Whitehead, *Citadel on the Channel*, 132.

³⁴ Whitehead, *Citadel on the Channel*, 145.

³⁵ Hubert Bancroft, *History of California* (Santa Barbara: Reprint by Wallace Heberd, 1963), vol. 1, 464.

³⁶ Santa Barbara Trust for Historic Preservation, *Acquisition and Development Plan for El Presidio de Santa Barbara State Historic Park*, prepared for the Department of Parks and Recreation, 1979, 21 (by Richard S. Whitehead, Richard E. Oglesby and Mary Louise Days).

The Presidio Chapel, initially 22 feet by 55 feet in size with 21-foot high walls before its enlargement, was the largest structure at the Presidio. It occupied a central position along the Presidio's north wall, almost directly opposite the main entrance. To the right of the Chapel was the commandant's office and residence, along with the residence of his lieutenant. The rooms to the left of the Chapel were for the chaplain and five Presidio families.

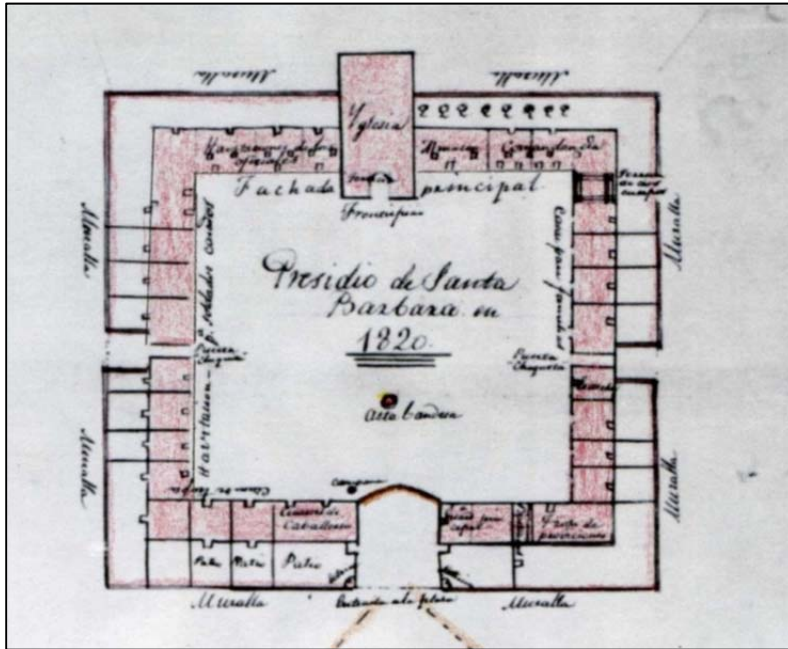
Entering and leaving the Presidio was primarily through a gated opening 11 feet wide situated in the middle of the southeast defense wall. To each side of this main entrance were two corrals, each about 165 feet by 38 feet in size. In addition, immediately to the right of the entrance were three large warehouses, each 15 feet by 55 feet in size. To the left was a guardhouse, two cells for prisoners, barracks for soldiers, the sergeant's quarters and two family residences. The west- and east-facing wings were lined with family quarters for the married soldiers. Dwellings along the west side were approximately 14 feet by 25 feet in size, while rooms along the east side of the quadrangle were slightly smaller (14 feet by 22 feet).³⁷ By October 1788, the Presidio's roofs were covered with clay tiles.³⁸ Construction of the Presidio was essentially completed by 1794, but the chapel was in disrepair and required lengthening. This work was undertaken in 1795 and 1796, with construction completed in 1797.



An eclectic mix of people passed through the Presidio's main entrance.
(Russel A. Ruiz, courtesy of the Santa Barbara Historical Museum)

³⁷ SBTHP, *Acquisition and Development Plan*, 19.

³⁸ Whitehead, *Citadel on the Channel*, 136-37.



This "Visher plan," discovered in 1982 in the papers of Edward Visher, an artist who specialized in painting California missions, shows changes made to the Presidio between the 1790s and 1820, including lengthening of the Chapel, addition of a bell tower, and a 2-story guard tower on the East Wing. Compare with Figure 1.

Source: Richard S. Whitehead, "Alta California's Four Fortresses," *Southern California Quarterly*, Spring 1983, 68.

The People of the Presidio

Santa Barbara's Presidio population during its early years was not large. In addition to the families and other non-military individuals, it consisted of a military force of between 50 and 54 privates, two corporals, three sergeants, and an *alférez*, or second lieutenant (by contrast, the Chumash population in the Santa Barbara Channel area at the time was estimated to be in the thousands³⁹). Of this force, 20 to 30 soldiers could be permanently assigned to various missions in the district. Normally, from 10 to 15 soldiers were stationed at San Buenaventura, and, after 1787, 15 at La Purísima.⁴⁰

For many Presidio soldiers, day-to-day life involved military duty that supplied support for the missions, as well as maintaining equipment, the Presidio's adobe structures, and tending to crops and livestock. Soldiers were also enlisted to capture fleeing neophytes, because once Native Americans entered the Mission communities, they were not allowed to leave permanently.

³⁹ Phillip L. Walker and John R. Johnson, "For everything there is a season: Chumash Indian births, marriages, and deaths at the Alta California missions," *Human Biologists in the Archives, Demography, Health, Nutrition and Genetics in Historical Populations*, D. Ann Herring and Alan C. Swedlund, editors (Cambridge: Cambridge University Press, 2002), 53-77.

⁴⁰ Bancroft, v. 1, 462.

The majority of the Presidio's residents, including officers, soldiers and family members, had immigrated from and been born in northwest Mexico, most commonly the present states of Sinaloa, Sonora and Baja California. They were of mixed Mexican Indian, Hispanic and African descent.

Most of the soldiers arrived with their families, with the intent that they would eventually help permanently settle the area as Spanish citizens, in addition to operating the Presidio.⁴¹

Between the founding of the Presidio and the establishment of Mission Santa Barbara four and a half years later, the Presidio's society had to be essentially self-supporting, with the people growing their own food, raising their own livestock, and manufacturing their own building materials.

Slow Growth (1790s-1810s)

The Presidio community grew slowly. By 1790, eight years after its founding, only 68 families, numbering 237 persons, were living at the Presidio.⁴² In addition, there were a few craftsmen and other non-military personnel. A total of 675 settlers were recorded as living in the Santa Barbara military district. By 1805, the Presidial company had increased from 59 men to 66, and the non-Indian population in the district had grown to 825, an increase of 150 people.

Throughout the early decades of the 19th century, Santa Barbara's population continued to increase. Part of this increase came from retired soldiers and their families who remained in Santa Barbara. In 1805, there were 35 retired military personnel still living in the Presidio area.⁴³ This military retirement figure remained fairly constant throughout the 1820s and 1830s for Santa Barbara.⁴⁴



Presidio soldiers and their families lived in small adobe apartments protected by the Presidio's defense walls.

(Jack Williams)

⁴¹ Whitehead, *Citadel on the Channel*, 60. See also William Marvin. Mason, *The Census of 1790: A Demographic History of Colonial California* (Novato, CA: Ballena Press, 1998) ; Jarrell C. Jackman, *Felipe de Goicoechea: Santa Barbara Presidio Comandante* (Santa Barbara: Anson Luman Press, 1993), 14.

⁴² Leon G. Campbell, "The First Californios: Presidial Society in Spanish California 1769 - 1822," *Journal of the West*, vol. XI, no. 4 (October 1972), 585.

⁴³ Bancroft, v. 2, 118.

⁴⁴ Bancroft, v. 2, 650-651.

Interactions between residents at the Presidio, the mission, and traditional Chumash villages were common and frequent. Many Chumash, both neophytes and residents at the nearby villages, could be found laboring for and near the Presidio. Goicoechea contracted Chumash neophyte labor to work as shepherds and weavers on the Presidio looms in Montecito,⁴⁵ and Presidio soldiers and their families also purchased goods directly from the villages, including firewood and fish.⁴⁶ As the first generation of Presidio soldiers retired, Chumash neophytes contracted their own labor on their days off from the Mission to construct adobe homes for the soldiers outside the Presidio walls.⁴⁷

In one revealing example of the interaction between the settlers and the Native Californians during this period, a Presidio soldier, Hilario Jimenez, married a Chumash neophyte, Juana Maria. Juana Maria's brother Lamberto, a neophyte cobbler, often contracted his services to Presidio residents. Their elderly parents still lived in a nearby village, where Lamberto and Juana Maria likely visited them.⁴⁸

Little contact with the outside world

Although many soldiers traveled throughout the region on military assignments, life for Presidio residents during the Spanish Colonial period was largely uninterrupted by intrusions from outside Alta California. Other than the occasional arrival of a new soldier or craftsman, or the supply ship sent from the naval supply depot at San Blas, which in good years arrived on an annual basis, many residents rarely had direct contact with Mexico, not to mention other parts of the world. The visit of English Captain George Vancouver, who arrived in the Santa Barbara harbor with three ships and dined in the *comandancia* with Goicoechea during his visit in 1793, provided a rare exception to this day-to-day reality.

Presidio's strength rarely tested

In theory, Spain built presidios to defend the country from foreign attack and to keep internal peace in a frontier environment. In practice, they also served as military, economic and civil centers for Alta California, from which judicial governmental activities and trade activity radiated out to those under the authority of the Spanish Crown.⁴⁹ In addition to handling all the basic administrative tasks of running the Presidio, commandants were responsible for meting out judgments on suspected crimes

⁴⁵ Duggan, 31-32

⁴⁶ Duggan, 42-43.

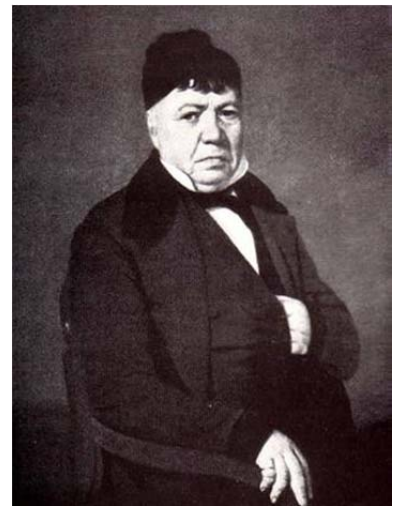
⁴⁷ Duggan, 36.

⁴⁸ Duggan, 42-43.

⁴⁹ Giorgio Perissinotto, *Documenting Everyday Life in Early Spanish California: The Santa Barbara Presidio Memorias y Facturas*, (Santa Barbara: Santa Barbara Trust for Historic Preservation, 1998), 16.

against Spanish law by anyone under Spanish control, including both soldiers and neophytes, and resolving disputes, some of them violent.⁵⁰

Rarely was the military strength of the Santa Barbara Presidio tested. Only once was it called to resist a foreign attack. In early December 1818, the French insurgent Captain Hippolyte Bouchard raided California's coast in support of South America's quest for independence from Spain.⁵¹ After raiding the settlement at Monterey, Bouchard's force sailed south, landing at José Francisco Ortega's ranch, Nuestra Señora del Refugio, located on the coast 30 miles northwest of Santa Barbara, and began terrorizing the residents. A force from the Presidio, under the command of then-Commandant José de la Guerra, was dispatched to the area and was able to capture three of the raiders. On December 16, Bouchard sailed his ships to Santa Barbara, secured a truce with the Commandant, and exchanged prisoners.⁵² He then quickly set sail south along the coast, terrorizing other sections of California.⁵³



José de la Guerra commanded Presidio soldiers against the only foreign attack on Santa Barbara.

(Leonardo Benbieri, courtesy of the Santa Barbara Historical Museum)

The only serious internal threat faced by the Presidio came in the form of a revolt in 1824 by Chumash neophytes at Mission Santa Inés, which quickly spread to Missions La Purísima and Santa Barbara. The revolt began as a protest against the flogging of a neophyte by a soldier at the mission. Historians and contemporaries of the event have found multiple causes for the revolt, but many scholars agree that the underlying issues included "Indian discontent with work conditions, resistance to cultural suppression, and opposition to the abusive behavior of the missions' military guard."⁵⁴

After setting the Santa Inés mission afire, the rebels sent word of the revolt to the La Purísima and Santa Barbara missions. There, Chumash neophytes armed themselves and held the missions for several days, claiming they would not attack unless provoked. Soldiers from the Santa Barbara Presidio, under the command of José de la Guerra, as well as troops from Monterey, quelled the rebellion after surrounding the missions and forcing surrender with their musket fire, against which the Chumash,

⁵⁰ Jarrell C. Jackman, *Felipe de Goicoechea: Santa Barbara Presidio Comandante* (Santa Barbara: Anson Luman Press, 1993), 12.

⁵¹ Bancroft, Vol. 2, 221.

⁵² Price, 18.

⁵³ Louise Pubols, *The Father of All: The de la Guerra Family, Power, and Patriarchy in Mexican California* (Berkeley: University of California Press, 2009), 52-53.

⁵⁴ Pubols, 167.

mainly armed with arrows, were no match. Following the revolt, many of the suspected conspirators were shot, others were forced to labor at the Presidio, and some fled to the hills.⁵⁵

From Presidio to Pueblo (1820s-1830s)

The period after Mexican independence from Spain in 1821 was a turbulent time for residents of Santa Barbara, as it was for all of Alta California. The growing community, still centered around the aging Presidio, settled into a hierarchical social and economic arrangement during the Mexican period. Ranch owners, government officials and a few merchants, including the de la Guerra, Arrellanes and Aguirre families, occupied several large adobes near the Presidio, making up the most powerful class. More modest landowners, including merchants, farmers, ranchers and ex-soldiers, such as José María Rochin, built more modest adobe homes in the vicinity. The artisans, craftsmen and other skilled laborers who supported the ranching economy made up a third stratum. Below them fell the population of Native American ex-neophytes, many of whom worked as servants for wealthy Californio families or continued to eke out a living while occupying the deteriorating structures associated with the Mission.⁵⁶

In December 1826, the governor of Alta California, José María de Echeandía, ordered the first *Ayuntamiento* (Mexican town council) to be established in Santa Barbara. This marked the transition of the community from a presidio governed by the military to a *pueblo* (town) administered by a civil government.

Richard Henry Dana, visiting the Santa Barbara area in January 1834, described Santa Barbara as a community...

. . . composed of one-story houses built of brown clay - some of them plastered -- with red tiles on the roofs. I should judge that there were about a hundred of them; and in the midst of them stands the Presidio, or Fort, built of the same materials and apparently but little stronger.⁵⁷

⁵⁵ Richard Whitehead, ed., *California's Mission La Purísima Concepción: The Hageman and Ewing Reports* (Santa Barbara: Santa Barbara Trust for Historic Preservation, 1991) 261-263; David Weber, *The Mexican Frontier 1821-1846: The American Southwest Under Mexico* (Albuquerque: University of New Mexico Press, 1982) 63; Pabols, 167.

⁵⁶ Camarillo 11-13; Karen Anderson, "The Presidio Community, 1840 - 1880" in Carl V. Harris, Jarrell C. Jackman and Catherine Rudolph, eds., *Santa Barbara Presidio Area: 1940 - Present* (Santa Barbara: University of California Santa Barbara Public Historical Studies Program and the Santa Barbara Trust for Historic Preservation, 1993), 1.

⁵⁷ Richard Henry Dana, *Two Years Before the Mast: A Personal Narrative of Life at Sea* (New York: Macmillan Company, 1924), 61-62.

The de la Guerra family, which became one of the most prominent families in Mexican California, was centered in Santa Barbara and maintained close ties with the Santa Barbara Presidio throughout the Spanish, Mexican and American periods. Family patriarch and former Presidio Commandant José de la Guerra became a paternal figure for the entire community until his death in 1858. José, who served as an intermediary for trade with the local missions and owned several large ranches, advocated against the secularization of the missions and for maintenance of many colonial institutions during the Mexican period. Some of his sons, including José Antonio, inspired by the liberal ideas of Mexican independence, advocated for reform and the privatization of mission lands. The de la Guerra family lived in the Presidio commandant's quarters until their downtown Santa Barbara home was completed in 1828, and some of José's sons maintained officer positions at the Santa Barbara Presidio during the Mexican period.

Arrival of the Americans (1840s-1860s)

Between the 1840s and 1860s, as California experienced the upheavals associated with the discovery of gold and the subsequent flood of newcomers to the area, the Presidio area underwent significant change. After 1850, when California became part of the United States, Americans in increasing numbers began arriving in Santa Barbara, rapidly changing the character of the town.

The commercial and residential center shifted from the Presidio area toward the town's waterfront. The Presidio was abandoned as a military establishment and allowed to deteriorate, although some portions remained occupied by descendants of Presidio soldiers.⁵⁸

Santa Barbara's first city map, surveyed in 1851 by Salisbury Haley and drawn by Vitus Wackenreuder in February 1853, which established the American grid street system for the growing community, reveals a diminished Presidio (see Fig. 2). Along the northern wing of the Presidio quadrangle, only the Canedo and Maldonado residences, the Chapel, and the Flores residence (the former commandant's quarters) at the northeast corner remained. Sections of the west row of soldiers' quarters also appear to be standing, including the residences of Mariano Lopez, Jesus Valenzuela, Hilario Garcia, Hilario Ruiz, and Jose Maria Ayala. Unfortunately, Wackenreuder's map does not describe the individual condition of these remaining structures.⁵⁹



The Canedo Adobe, part of the original Presidio, survived the "Americanization" of Santa Barbara that saw other parts of the Presidio destroyed.

⁵⁸SBTHP, *Acquisition and Development Plan*, 13.

⁵⁹ V. Wackenreuder, "The Map of the City of Santa Barbara," No. 1 April, 1853, and No. 2 February 1853.

A striking aspect of Wackenreuder's 1853 map is the way that it graphically displays the clash of cultures that Santa Barbara would undergo in the second half of the 19th century. The American grid system of city streets and blocks that stresses 90 degree angles, set street widths, and orderly structure setbacks on square city blocks of equal size is clearly seen. But this order visibly stops around the Presidio area. The apparently haphazard Spanish and Mexican expansion outward from the Presidio, where adobes were constructed in the path of future streets, initially prevented the City of Santa Barbara from constructing city streets through a large section that today encompasses Santa Barbara's *El Pueblo Viejo* (The Old Town) area.⁶⁰

A Community in Transition (1870s-1890s)

By the 1870s, the Presidio neighborhood was a community in transition. Many adobes that surrounded the Presidio were removed, property lots were merged, and a few modern buildings were constructed. The Presidio's outer defense wall was demolished. East Canon Perdido and Santa Barbara Streets were extended through the center of the former Presidio. The Presidio Chapel appears to have been used for worship until 1854 when a new parish church was dedicated at Our Lady of Sorrows Church. The Chapel was destroyed by the 1857 Fort Tejon earthquake.⁶¹

The 1886 Sanborn map, one of the earliest insurance maps available for the Presidio area, reveals interesting information. Most of the row of Presidio family housing that had flanked the west side of the quadrangle was still intact. East Canon Perdido cut through the row of adobes, leaving a small part of the northwest corner part of the Presidio. The Canedo Adobe remained, but, by this time, a two-story wooden structure had been constructed in front of it. Part of the commandant's quarters located in the northeast section of the Presidio quadrangle remained. Except for a few wooden structures, most of the Presidio quadrangle was vacant. Insurance maps of the 1890s continue to reveal the addition of modern structures. Wooden structures were constructed on each side of E. Canon Perdido in the area. The west row of Presidio quarters still remained mostly intact.⁶²

Increasing Diversity and the 1925 Earthquake (1890s-1930s)

As Santa Barbara found itself at the start of a new century, the growing town's aging Presidio continued to feel the impacts of change, physically in the form of a major earthquake and demographically in the alteration of the ethnic composition of its surrounding neighborhood.

The 1925 Santa Barbara earthquake

⁶⁰ V. Wackenreuder, "The Map of the City of Santa Barbara," No. 2, February 1853.

⁶¹ Brian Fagan, *Archaeology of the Chapel Site* (Santa Barbara: Santa Barbara Trust for Historic preservation, 1976), 2.

⁶² Sanborn maps, 1892.

In 1925 a major earthquake struck the central California coast. Much of Santa Barbara was damaged or destroyed, including many of the original Presidio structures that still remained from the Spanish Colonial period. For example, the earthquake destroyed the structural stability of rooms remaining from the Presidio commandant's quarters on Santa Barbara Street, requiring their demolition and removal.⁶³

Ironically, the earthquake had a positive long-term impact on the Presidio. From that time, the city began a systematic program of reconstruction that has resulted today in the unique Hispanic core of Santa Barbara. Revitalization of the Presidio is a continuation of that reconstruction process.

The Chinese community

One of the short-term negative impacts of the 1925 earthquake was felt by the city's Chinese community. Chinese had begun settling in Santa Barbara in the 1860s, taking agricultural jobs on local ranches, working as fishermen and running small businesses. In the latter part of the 19th century, the 00 block of East Canon Perdido Street, around the Lobero Theater (to the west of the Presidio area), became the center for the Chinese community. Chinese-owned shops, laundries, a Joss House (place of worship), and residences were centered in this area.⁶⁴

Following the earthquake, this "old" Chinatown was dismantled to make room for new development, forcing the Chinese to relocate. Many moved to the 100 block of East Canon Perdido Street, on the site of the former Presidio. Between 1925 and 1927 developer Elmer H. Whittaker designed and built two 2-story stucco buildings on the southwest corner of E. Canon Perdido and Santa Barbara Streets for use by the Chinese community. Merchant shops were located on the first floor and sleeping rooms on the second. The area became the new center for Santa Barbara's Chinese citizens. In addition to hosting



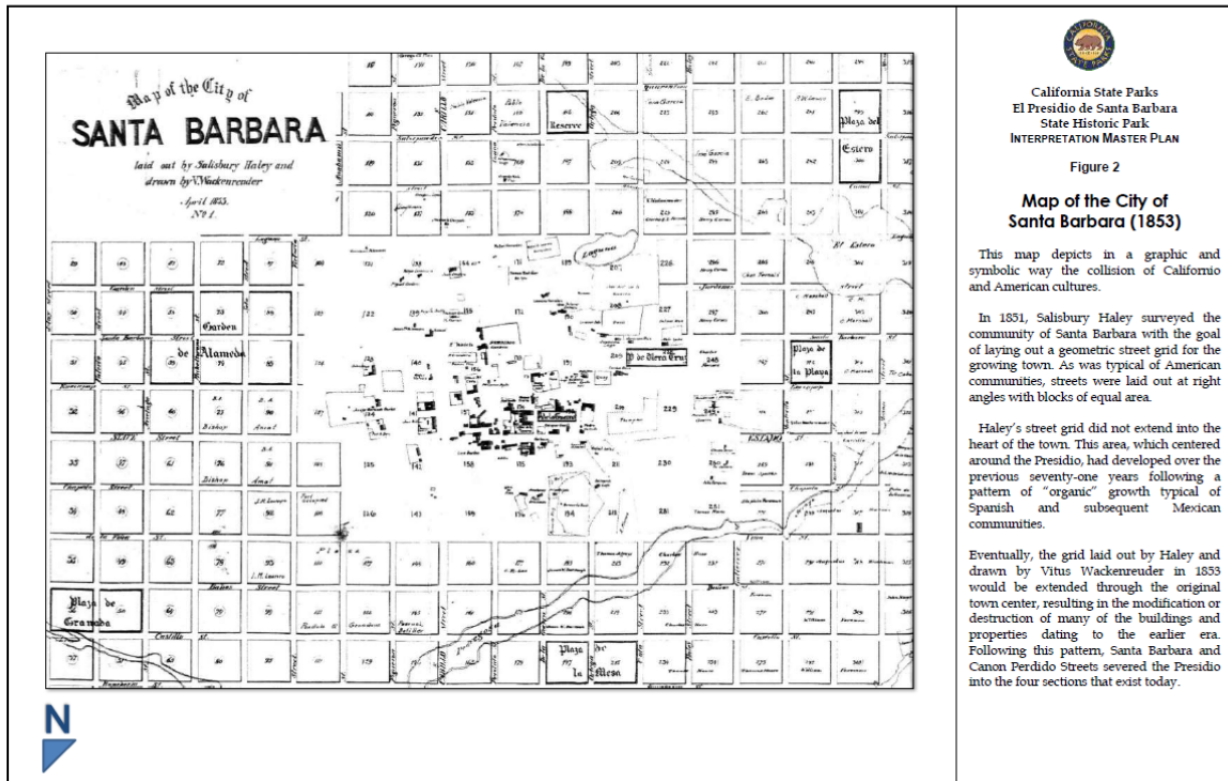
Artifacts recovered from the Hi Lung Laundry site on and near the site of the Presidio, reveal past occupancy by members of the Chinese community.

Figure 2 – 1853 Map of the City of Santa Barbara

⁶³ Fagan, 3.

⁶⁴ Xiaojian Zhao, "A Brief History of the Chinese in Santa Barbara," 2006, unpublished mss in the collections of the Presidio Research Center; Richard Piedmonte, "The Chinese Presidio Community," in Carl V. Harris, Jarrell C. Jackman and Catherine Rudolph, eds., *Santa Barbara Presidio Area: 1940 – Present* (Santa Barbara: University of California Santa Barbara Public Historical Studies Program and the Santa Barbara Trust for Historic Preservation, 1993), 119-128.

(Figure 2 - Shown for reference only. Actual sheet: 11"x17")



(Reverse side of Figure 2 – Placeholder ONLY)

several businesses and residences, it was the location of community events, including a multi-day Rice Bowl Festival in 1941 to raise relief aid for China during World War II.⁶⁵

The last addition to this “new” Chinatown arrived in 1947, when Whittaker convinced Jimmy Chung to relocate his restaurant, “Jimmy’s Oriental Gardens,” from Cabrillo Boulevard to a new building constructed especially to house his business at 126 East Canon Perdido Street.⁶⁶

The Japanese community

The Presidio area also served as a center for Santa Barbara's Japanese community between 1900 and 1941. Japanese began settling in Santa Barbara at the turn of the twentieth century. Several families, including the Asakuras, Fukushimas and Kakimotos, came from prefectures in Japan, including Kumamoto and Hiroshima, which were agricultural areas whose residents had been experiencing strains due to industrialization and governmental reforms. By 1923, Japanese grocers, boarding hotels, barber shops,



The Presidio neighborhood was the center of Santa Barbara's Japanese community until the start of World War II. Shown here is the Asakura Hotel at 111 East Canon Perdido Street.

billiard halls and residences dotted the north side of the 100 block of East Canon Perdido Street and the east side of the 800 and 900 blocks of Anacapa Street.



Japanese ceramics recovered by Presidio archaeologists still retain their vivid colors.

The Japanese community acquired the city lots that today comprise the Presidio Chapel site, and constructed a Buddhist church toward the street side of the parcel (129 East Canon Perdido Street).⁶⁷ In addition, the Japanese constructed a store, dwelling and church support buildings on the property. Other significant structures included the Japanese Congregational Church at 117 East Canon Perdido Street and the Asakura Hotel at 111 East Canon Perdido Street.

This thriving Japanese neighborhood, or

⁶⁵ Kathleen Brewster, “Chinese War Relief Efforts: The 1941 Rice Bowl Festival,” *La Campana*, v. 36 no. 1, Winter 2009/2010, 16-32.

⁶⁶ For more information on the Chinese in Santa Barbara also see SBTHP oral history collection, Presidio Research Center.

⁶⁷ Fagan, 3.

Nihonmachi, of a few hundred residents was shattered by the relocation of all Japanese Americans on the U.S. West Coast to internment camps during World War II.⁶⁸ Although some families did return to the Presidio area for a short period of time after the war, and many others resettled elsewhere in Santa Barbara County, by the mid-1960s few physical traces of Nihonmachi remained.⁶⁹



The Santa Barbara School of the Arts was established in 1921 to involve the community in the study of the arts.

Santa Barbara School of the Arts

During the late 1920s, the area near the Presidio's Northeast corner at the intersection of Santa Barbara and Canon Perdido Streets was transformed by the construction of several structures related to the Santa Barbara School of the Arts. The School had been incorporated in 1921 with the intent to involve the community in the study of the arts. It formed briefly as the Festival Arts Association after two successful community-based plays, "La Primavera" and "The Quest," but was quickly renamed the School of the Arts. The School became the fourth branch of the Community Arts

Association in 1923. In 1925 the school had twenty-one faculty members, 260 students and was funded through tuition fees and a \$125,000 grant from the Carnegie Foundation.⁷⁰ The School hired the firm of Soule Murphy and Hastings to design a new campus comprised of a complex of Spanish Colonial Revival buildings. The original design incorporated the Flores adobe (former comandancia) as the main entrance to an internal courtyard surrounded by a quadrangle of two-story studios, offices, and classrooms. When the school's original location, the Dominguez Adobe at 936 Santa Barbara Street, was destroyed and the Flores adobe was badly damaged and later destroyed during the 1925 earthquake, the firm was forced to revise the plan and make do with remodeling existing buildings and building new buildings in a modest craftsman style, to develop the campus. Only one of the buildings designed by the firm, 215 East Canon Perdido Street, was completed in the original Spanish Colonial Revival

⁶⁸ SBTHP, *Acquisition and Development Plan*, 31.

⁶⁹ Steven Seifert, "The Japanese Presidio Community," in Carl V. Harris, Jarrell C. Jackman and Catherine Rudolph, eds., *Santa Barbara Presidio Area: 1940 - Present* (Santa Barbara: University of California Santa Barbara Public Historical Studies program and the Santa Barbara Trust for Historic Preservation, 1993) , 129-134; See also, SBTHP's 2010 exhibit "Nihonmachi Revisited: Santa Barbara's Japanese American Community in Transition, 1900-1940," And SBTHP's oral history collection at the Presidio Research Center.

⁷⁰ Alexandra C. Cole, *Phase 1-2 Cultural Resources Study: Historic Resources, 915 Garden Street, Santa Barbara, California*, prepared for Richard Untermann, June 1998, 4.

architectural style.⁷¹ The rest of the school was housed in what were meant to be temporary facilities.

The faculty of the School was made up of renowned artists, landscape architects and architects including Carl Oscar Borg, Ed Borein, Lockwood de Forest, Jr., Albert Herter, and James Osborne Craig, and many very successful students, including painter and muralist Channing Peake. Courses included life drawing, painting, portraiture, landscape painting and sketching, color theory, design and handicrafts, etching, architecture, modeling from life, and antique bronze casting and wood block printing.⁷² In 1938 the school closed because of the financial strains of the Great Depression and the end of the Carnegie Foundation grant.

The following year, Alice F. Schott purchased the property. She and her family resided at 209 East Canon Perdido Street, and rented the other units, which eventually included salvaged WWII buildings that were imported from elsewhere in the city, to artists and instructors. Schott deeded the property to the Santa Barbara School District's Adult Education Program in 1945. The property was occupied jointly by the Adult Education Program and the Santa Barbara Junior College until 1958, when the Junior College, now Santa Barbara City College, moved to its campus on the Mesa. In 1981, the Adult Education Program outgrew the site and moved to a new location.⁷³ The State of California purchased the site in 1982. Several structures related to the school still remain on the site.

By the mid-twentieth century, except for El Cuartel and the Canedo Adobe, the above-ground portions of the Santa Barbara Presidio no longer existed.

Construction of the United States Post Office building on the southeast corner of E. Canon Perdido and Anacapa Streets from 1936-1937 removed several small structures associated with the Japanese-American community and much of the remaining west

⁷¹ Monica Orozco, "Social History" in Michael H. Imwalle and Monica Orozco, *A Phase 1 Archaeological Resource Evaluation for Proposed Improvements at 215 East Canon Perdido Street, Santa Barbara, California*, Prepared for the Santa Barbara Trust for Historic Preservation and the State of California Department of Parks and Recreation, September 23, 1999, 10. See also, Gloria Rexford Martin and Michael Redmon, "Santa Barbara School of the Arts: 1920 - 1938," *Noticias*, Vol. XL, No. 3&4 (Autumn & Winter 1994).

⁷² Cole 8; Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation: Draft Historic Assessment Report," prepared for the Santa Barbara Trust for Historic Preservation, April 14, 2009, Sec. 3, 3.

⁷³ Orozco, 11.

row of Presidio family residences with the exception of El Cuartel.⁷⁴ Various shops and residences occupied most of the rest of the area once taken by the Presidio.

By the mid-twentieth century, except for El Cuartel and the Canedo Adobe, the above-ground portion of the Santa Barbara Presidio no longer existed.

New Interest in the Old Presidio (1940s-1950s)

Interest among Californians in rebuilding the Santa Barbara Presidio grew during the 1950s, resulting in legislation in 1957 that directed California State Parks to "...study the feasibility of the acquisition and development of the historic Santa Barbara Presidio as part of the State Park System..." and enabling it to receive donations from interested parties and groups who were interested in acquiring Presidio property.

In 1958, the Presidio was declared a California State Historical Landmark (#636).⁷⁵ The following year historian Glenn Price prepared a feasibility study for the department (then known as the Division of Beaches and Parks) that assessed the potential for rebuilding the Presidio.⁷⁶ In his report, Price recommended that the department start to acquire property while property prices were not prohibitive and that the two adobe structures remaining from the original Presidio should immediately be acquired. This study also stated that a reconstructed Presidio would be of state and national importance and that adequate data existed and could be located for an authentic restoration and reconstruction of the Presidio. Price recommended a restoration period from 1784-1802, which he considered to be the "flourishing period" of the Presidio.⁷⁷



Barbara and Elmer Whittaker commissioned archaeologist James Deetz to investigate their Presidio property in 1961.

In 1960, as an expression of its long-standing interest in preservation and in support of a reconstructed Presidio, the Santa Barbara City Council adopted Ordinance No. 2790, "El Pueblo Viejo," that delineated the boundaries of its historic district including the Presidio area. In the following year, the City Council passed a resolution declaring its official support of a reconstructed Presidio.⁷⁸

In the same year, Elmer Whittaker and his wife Barbara, who since 1944 had been residing in the Canedo Adobe, commissioned Dr. James Deetz of the University of California at Santa Barbara (UCSB) to conduct archaeological investigations on their

⁷⁴ Sanborn Maps 1932, 1952.

⁷⁵ California State Parks, *General Plan 1988*, 39.

⁷⁶ Price, 14.

⁷⁷ California State Parks, *General Plan 1988*, 37.

⁷⁸ California State Parks, *General Plan 1988*, 38.

property, which also included other remnants of the Presidio such as part of the second defense wall.

Later that year Dr. Deetz and his students investigated the buildings of the second front of the Presidio on the Castagnola property, the Moullet House and surrounding lot. The Whittakers had used the Canedo Adobe as their private residence since 1944.⁷⁹

Interest Coalesces into Action (1960s)

In 1963, a group of Santa Barbara community leaders led by Pearl Chase founded the Santa Barbara Trust for Historic Preservation (SBTHP) as a non-profit corporation. The primary long-range goal of SBTHP was to reconstruct the Santa Barbara Presidio. Recognizing that the group lacked sufficient resources to accomplish this goal by itself, SBTHP's founders developed a strategy that would combine the group's unique capacities with the power and resources of state government by creating a model private-public partnership between SBTHP and the department.



Pearl Chase led early efforts to rebuild the Presidio.

Under this strategy SBTHP would acquire properties on and around the site of the original Presidio and deed them to the department to become part of a new state park. SBTHP would operate, maintain, and staff the park on behalf of the department. In addition, the organization would engage in fund-raising for the property acquisitions and carry out major archaeological excavations, historical reconstructions, museum installations and ongoing education programs related to the Presidio. Rental income generated from the various properties within the park, e.g., parking lots and commercial buildings, would be transferred by the department to SBTHP to help support its operations.



El Cuartel, shown here in the 1880s, was the first property acquired by SBTHP for the new state park.
(Courtesy of the Santa Barbara Historical Museum)

In 1964, the Santa Barbara City Council adopted a General Plan for the city. The plan showed a reconstructed Presidio as part of the city's Master Plan. In the following year, the Santa Barbara County Board of Supervisors declared its support of a reconstructed Presidio by passing a resolution similar to the one adopted by the Santa Barbara City Council.

⁷⁹ California State Parks, *General Plan 1988*, 38.

Also in 1964, the State Senate passed Senate Resolution No. 77 directing the department to undertake an additional study to determine acquisition feasibility of the Santa Barbara Presidio site for development as a state park, and to comply with the provisions of the Cameron-Unruh Park, Recreational, and Historical Facilities Bond Act of 1964. In response, the department prepared a brief feasibility study for expansion of the Presidio that described acquisition needs and proposed development. The report also included a brief section describing the historic significance of the Presidio.⁸⁰

Property acquisition for the park began the following year with SBTHP's purchase of El Cuartel, one of only two remaining parts of the original Presidio built in 1788 (the rest of the Presidio site lay under buildings constructed during the late 19th and early 20th centuries). SBTHP stabilized and renovated the building and donated it to the department in 1966. Thus began a pattern that would become the key to the park's subsequent development: SBTHP would acquire properties significant to the Presidio's restoration, eventually deeding them to the State as part of the growing park. Of the sixteen parcels that make up the current park, ten were originally purchased by SBTHP, totaling just over four of the park's nearly six acres.

Also in 1965, SBTHP Life Honorary Trustee Jeremy Hass urged Dr. Lewis Binford (UCSB) to conduct a limited trenching program of the Presidio chapel site.⁸¹ The purpose of the investigation was to determine the level of preservation at the chapel site and determine if there was enough archaeological evidence to adequately document the building for reconstruction. Convinced that enough architectural evidence of the original chapel had survived the urban intrusion of 20th century architecture and infrastructure, an ambitious group known as the Presidio Volunteers began a concentrated investigation of the Presidio Chapel and Padre's Quarters.



Archaeological excavations at El Presidio SHP have been integral to the park's development from its inception.

From Vision to Reality (1970s-1980s)

At its February meeting in 1968, the California State Park and Recreation Commission classified the Presidio project as "Presidio de Santa Barbara State Historical Monument." In June, the Commission adopted the Spanish article "El" as

⁸⁰ California State Parks, *General Plan 1988*, 37.

⁸¹ Jeremy Hass, personal communication to Michael Imwalle, Archaeologist, Santa Barbara Trust for Historic Preservation, 2004.

part of the unit's name. In May 1970, the Commission dropped the words "Historical Monument" from the project title and added "State Historic Park (SHP)."

In order to undertake its restoration and reconstruction work at El Presidio SHP, SBTHP created the Presidio Research Center in the early days of the organization. Originally directed by Presidio project volunteer and amateur historian Richard Whitehead, the Presidio Research Center would be dedicated to developing and curating a collection of research materials and cultural objects to support the archaeological, research, educational, and curatorial programs of SBTHP and El Presidio SHP. The Center would also support and conduct research to assure the historical integrity of the restoration and reconstruction of the Presidio as well as SBTHP's own historic properties. As a result of this ongoing research, SBTHP has published numerous archaeological reports, as well as seven books about California history geared toward a general readership, most with a focus on the Santa Barbara Presidio.

Between 1966 and 1974 numerous phases of excavation of the site of the Chapel and Padre's Quarters occurred under the direction of Timothy Hillebrand and Richard Humphrey (1966-1967),⁸² Lynn Spear and George Decker Jr. (1968),⁸³ John Walker (1969),⁸⁴ Dr. Michael Glassow (1970),⁸⁵ Michael Hardwick and Dr. Brian Fagan (1972-1973),⁸⁶ Virginia Scoot and Julia Costello (1973-1974).⁸⁷

After securing the purchase of El Cuartel, the SBTHP/State partnership acquired the sites of the Comandancia (1971), Canedo Adobe and Presidio Chapel (1972), the Northwest Corner (1975), and the Northeast Corner (1982). With these purchases the buildings and archaeological sites of the northern front of the original Presidio quadrangle were secured.

In 1973, El Presidio SHP was added to the National Register of Historic Places in recognition of the site's national significance.

⁸² Timothy S. Hillebrand, "Preliminary Report on the Presidio Chapel Site." *Noticias*, vol. XIII (1967), no. 1. Timothy S. Hillebrand, "Tentative Summary of Archaeological Findings at the Presidio Chapel Site," *Noticias*, vol. XIII (1967), no. 4.

⁸³ George Decker, Jr. and Lynn Spear, "Third Summary Report on Excavations Conducted at the Site of the Spanish Royal Presidio Chapel" (Santa Barbara Trust for Historic Preservation, 1969).

⁸⁴ John W. Walker, "Final Report on the Archaeological Research Project Conducted at the Santa Barbara Presidio Chapel Site, July, 1969 - November, 1969" (Santa Barbara Trust for Historic Preservation, 1969).

⁸⁵ Michael Glassow, "Fifth Summary Report on Excavations Conducted at the Site of the Spanish Royal Presidio Chapel" (Santa Barbara Trust for Historic Preservation, 1970).

⁸⁶ Michael R. Hardwick, "Presidio Field Notes: SE Corner and Phelan Property 1971/1972" (Santa Barbara Trust for Historic Preservation, 1972). Brian M. Fagan, "Archaeology of the Chapel Site" (Santa Barbara Trust for Historic Preservation, 1976).

⁸⁷ Julia G. Costello, "The Royal Presidio of Santa Barbara - Phase VII: Archaeology of the Padre's Quarters" (Santa Barbara Trust for Historic Preservation, 1976).

In 1976, SBTHP Archaeologist Julia Costello completed *The Royal Presidio of Santa Barbara: Archaeology of the Padre's Quarters*. This report provided archaeological and architectural details that allowed plans to be drafted for the first reconstruction within El Presidio SHP. Between 1976 and 1980, SBTHP worked with several architects and the department to develop construction drawings for the reconstruction of the Padre's Quarters. The project was completed under the direction on Vince Pownall and dedicated in 1983.

In 1979, SBTHP prepared a report, "Acquisition and Development Plan for El Presidio de Santa Barbara SHP," in response to 1978-79 state budget language that required a study before funds could be committed for the work at the park. In 1983, again to comply with 1982-83 legislative budget requests, SBTHP prepared its "Plan for El Presidio de Santa Barbara," a comprehensive document for the restoration and reconstruction of the Presidio.⁸⁸



Groundbreaking for reconstruction of the Presidio Chapel occurred in 1984.

The second major reconstruction effort was the Presidio Chapel. In 1982, Vance Benté conducted the final phase of archaeology at the Chapel site with the California Conservation Corps to document architectural details necessary for architects to prepare construction drawings. The 1982 report *The Archaeology of the Royal Presidio of Santa Barbara: Chapel Site* summarized more than seventeen years of intensive archaeological work on the site.⁸⁹ Architect Gilbert Sanchez developed plans for the building while the art historian Norman Neuerburg designed the interior décor and furnishings. More than 2000 young men and women of the California Conservation Corps helped restore the Chapel, making



Art historian Norman Neuerburg designed the décor and furnishings for the Chapel's interior.

⁸⁸ California State Parks, *General Plan 1988*, 39.

⁸⁹ Vance G. Benté, Judith D. Tordoff, and Mary Hildermam-Smith, *Phase VIII Archaeological Excavations of the Chapel Site CA-SBA-133* (Santa Barbara: Bellerophon Books, 1982).

adobe bricks, constructing the building, assisting with archaeological work.⁹⁰ The reconstructed Chapel was dedicated in 1985.

Subsequent acquisitions of the Santa Barbara School of the Arts/Adult Education Complex (1982), Bonilla House, Cota-Knox Building, Pico Adobe, Moullet house (1984), and the Relyea property (1987) provided an important buffer against the commercial development of the properties that was occurring immediately adjacent to the east and west of the growing park. These acquisitions also resulted in the preservation of important 19th-century historical resources as well as rental income from parking and commercial business enterprises.

Originally, the formal relationship between SBTHP and the department was spelled out through a series of multi-year agreements that granted SBTHP the authority to operate the park on behalf of the department and to take the lead in the site's restoration. Under these agreements the department would direct rental income generated from properties within the park to SBTHP to help support its operations at the park. In 1988, the California Legislature authorized the department to enter into a long-term operating agreement with SBTHP that brought stability to the relationship that would be important for future planning and fund-raising efforts.

Also in 1988, the department completed a General Plan for El Presidio SHP. The plan provided guidelines for managing and developing the park for the next 20 years and established the department's long-term management objectives with respect to cultural and natural resources, visitor use, facility development, interpretation and general operation.⁹¹

Because the park would be of significant historic interest on both local and state levels, the department recognized that implementation of the General Plan would require the coordinated involvement of the city of Santa Barbara, the department and SBTHP. Consequently, these three entities entered into a Memorandum of Understanding to accomplish the plan.⁹²

The General Plan identified three phases to be undertaken in reconstructing the Presidio.⁹³ Phase I recognized the work that had occurred up to 1988, including the acquisition of El Cuartel and the Canedo Adobe as well as the reconstruction of the Chapel and the Padre's Quarters.

The first priority of Phase II involved reconstruction of the facilities next to the Chapel, including the Comandante's office, living room, bedroom, kitchen and pantry. The second priority of this phase was development of the Northeast Corner, which would

⁹⁰ Hillinger, Charles, "Their Forte is Rebuilding Ancestors' Fort," *Los Angeles Times*, November 23, 1990.

⁹¹ California State Parks, *General Plan 1988*, 1

⁹² California State Parks, *General Plan 1988*, i

⁹³ California State Parks, *General Plan 1988*, iii.

include four soldiers' quarters, the Presidio Lieutenant's quarters, kitchen and pantry, and portions of the defense wall, garden walls, and a two-story observation tower. The third priority of Phase II was reconstruction of the Northwest Corner, including the bastion and additional soldiers' quarters.⁹⁴

Phase III identified new development south of Canon Perdido Street that would include reconstruction of the Southeast Corner defense wall and bastion, the Presidio's main gate, a guardhouse, prisoner cells, a warehouse, and additional soldiers' quarters adjacent to both the south and west defense walls. In addition, this last phase included construction of paths and what the plan referred to as "vista clearings," possibly involving demolition of some existing buildings, in order to interpret the footprint of the original Presidio. Completion of this phase would be contingent on a continuing program of acquisition as well as willing sellers.⁹⁵

After demolishing a two-story commercial building on the northwest corner of Santa Barbara and Canon Perdido Streets and the Cruz house at 913 Santa Barbara Street, SBTHP initiated intensive investigation of the *Comandancia* site. Archaeologist Vance Benté of Woodward-Clyde Consultants and Dr. Pandora Snethcamp of UCSB directed excavations of the Cruz and Shalhoob lots, site of the former commercial building, between 1987 and 1988.⁹⁶



Reconstruction of the Presidio's Northeast Corner was completed in 1996.

Architect Henry Lenny designed the reconstructed *Comandancia*, which was completed and dedicated in 1992. The late art historians William Mason, Norman Neuerburg, and Edna Kimbro contributed to the interior furnishing plans for the Commander's quarters.

In order to develop the Northeast Corner complex several existing structures were recorded, evaluated, and eventually demolished.⁹⁷ Intensive investigations

⁹⁴ California State Parks, *General Plan 1988*, iii.

⁹⁵ California State Parks, *General Plan 1988*, iv.

⁹⁶ Vance G., Benté, Sally Morgan, Michael H. Imwalle, and Robert Sheets, "El Presidio de Santa Barbara Archaeological Research Series Volume 2: Archaeological Investigation of the Northern Front: Rear Area of *Comandancia*" (Santa Barbara Trust for Historic Preservation, 1990).

⁹⁷ Vance G., Benté, and Alexandra Cole, "Phase I Prehistoric and Historic Archaeological Study and Architectural and Historic Resources Survey for the Proposed Demolition of Structures at 900 and 902 Santa Barbara Street and 203 East Canon Perdido Street" (Prepared for the State of California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1988). Vance G., Benté, and Alexandra Cole, "Phase 1 Cultural Resources Study, 914-916 Santa Barbara Street, Santa Barbara,

were undertaken by Vance Benté and Woodward-Clyde Consultants in 1989 that revealed the former quarters of the First Lieutenant or *alférez*, a kitchen and pantry, a two-story observation tower and parts of three residences for soldiers and their families.⁹⁸

Continuing Development (1990s-2000s)

Excavations were completed in 1991 and SBTHP archaeological staff worked with architect Milford Wayne Donaldson to develop plans for reconstruction.⁹⁹ The Northeast Corner project entailed the reconstruction of nine adobe rooms, associated yard walls, and more than 180 feet of outer defense wall. Construction was completed in 1996 with interior spaces dedicated to interpretive exhibits. The interior furnishings of the First Lieutenant's kitchen or *cocina* were designed by the late Edna Kimbro.

Subsequent excavation of the Chapel bell tower foundation by SBTHP Archaeology staff in 2000 led to its eventual reconstruction and dedication in 2001.¹⁰⁰ The tower was designed by SBTHP Life Honorary Trustee Norman Caldwell and the late Norman Neuerburg. Today it houses the two original Presidio bells cast in Zacatecas, Mexico in 1781 and 1792 that chime the *angelus* bell pattern at noon every day of the year.

Expansion of the Presidio footprint continued with the purchase of the Santa Barbara Community College property (1987), the De la Guerra Street commercial properties (1990 and 1995), the Phelan properties (2002 and 2006), the Presidio Properties Parking Lot (2006), and most recently the Castagnola property (2009). Located within the *Plaza de Armas*, Jimmy's Oriental Gardens was purchased by SBTHP in 2007 to develop a museum to interpret the Asian-American communities that



Stabilization of the adobe walls of El Cuartel was completed in 2002 with funding from the department's Cultural Stewardship Fund.

California. APN 29-292-21" (Prepared for JM Consulting Group and the Santa Barbara Trust for Historic Preservation, 1988).

⁹⁸ Michael H. Imwalle, and Robert Sheets, "El Presidio de Santa Barbara Archaeological Research Series, Volume 3: Archaeological Investigation of the Northern Front: The Flores Lot (Santa Barbara Trust for Historic Preservation, 1989).

⁹⁹ Michael H. Imwalle, "El Presidio de Santa Barbara, Archaeological Research Series, Volume 5: Archaeological Investigation of the Northeast Corner" (Santa Barbara Trust for Historic Preservation, 1993).

¹⁰⁰ Michael H. Imwalle, "El Presidio de Santa Barbara Archaeological Research Series Volume 6: Archaeological Investigation of the Northern Front: The Chapel Bell Tower" (prepared for the State of California Department of Parks and Recreation, 1998).

resided in the Presidio neighborhood in the late 19th and early 20th centuries.

In addition to its programs of acquisition, archaeology, and reconstruction, SBTHP also engaged in efforts to preserve the variety of standing historic resources within the park. During the 1990s, SBTHP archaeology staff began implementing conservation measures to stabilize El Cuartel. Following the completion of a *Preliminary Report and Plan for Archaeological and Architectural Investigations at El Cuartel* by department archaeologist Glenn Farris in 1994,¹⁰¹ SBTHP archaeological staff began systematically implementing a series of measures to stabilize the adobe walls including basal erosion repair, roof repair, concrete slab removal, and exterior patching and plastering. This work and the development of plans for a seismic retrofit of the building by Heritage Architecture and Planning were paid for by the department from its Cultural Stewardship Fund in 2002. SBTHP is currently seeking funding to implement the recommended seismic retrofit.

In 2001, SBTHP began a program to repair and stabilize the roof structure on the 1850s Rochín adobe. More than five layers of decaying composite roofing materials were leaking and seriously threatening the condition of the adobe. A minimal architectural investigation of the attic spaces by SBTHP archaeological staff determined that the original roof on the building was sheathed with cedar shingles. Plans were developed by Norman Caldwell to retrofit and stabilize the original roof rafters and re-roof the building with shingles as it had been originally.

In the mid-1990s, SBTHP hired its first curator and began accessioning objects and developing permanent and temporary exhibits. The curatorial collection includes several hundred objects that span the years from the Spanish colonial period to the present, recording and reflecting the many facets of the park's history. Many of these objects are on display throughout El Presidio SHP. Permanent exhibits at El Presidio SHP have focused on the Spanish colonial period, while temporary exhibits have reflected such later historical topics as the Japanese American community in the Presidio neighborhood.

In 1999, SBTHP staff undertook a Phase 1 Archaeological Resource Evaluation (not to be confused with the first phase of park development mentioned in the General Plan) for proposed improvements at 215 East Canon Perdido Street.¹⁰²

¹⁰¹ Glenn Farris, "Preliminary Report for Archaeological and Architectural Investigations at El Cuartel, Presidio of Santa Barbara SHP" (prepared for the State of California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1993).

¹⁰² Michael H. Imwalle, and Monica I. Orozco, "A Phase 1 Archaeological Resource Evaluation for Proposed Improvements at 215 E. Canon Perdido St., Santa Barbara, California" (prepared for the Santa Barbara Trust for Historic Preservation and the State of California Department of Parks and Recreation, 1999).

The project entailed the restoration and rehabilitation of the 1927 studio designed as part of the Santa Barbara School of the Arts by the architectural firm of Soule, Murphy & Hastings. Architect Milford Wayne Donaldson developed plans for the project, which entailed the restoration of the building's exterior and interior finishes and the rehabilitation of the first floor of the building to accommodate a library and offices for the staff of the Presidio Research Center. The building also houses SBTHP's curatorial and research collections as well as a small number of objects in the department's collection. These collections support the archaeological, research, educational and curatorial programs of SBTHP at El Presidio SHP and for other SBTHP properties. The project was completed with a grant from the California Cultural and Historical Endowment (CCHE) in 2007. (See Scope of Collections Statement in Appendix E.)



New curatorial collection storage was added during the Presidio Research Center project.

Archaeologists have worked for SBTHP on the Presidio site via several project grants for decades. In 2000, SBTHP created an Archaeology Department and hired regular archaeology staff to oversee ongoing excavation and reconstruction work. SBTHP Archaeology staff manages the Presidio Archaeology Lab and curates the tens of thousands of artifacts excavated from the site.

Also in 2000, SBTHP created an Education Department and hired an Education Director. For decades prior to this, an informal collective of volunteers worked with the organization to offer guided tours and run on-site programs for local school children. These volunteers have evolved into a dedicated team of docents who work closely with SBTHP Education Department staff to offer a range of community programs.

Beginning with small exposures of the outer defense wall foundation by the Presidio Volunteers in 1971,¹⁰³ the Northwest Corner project has been the most ambitious archaeological effort and complex reconstruction undertaking by SBTHP to date. Preliminary investigation of the Northwest Corner Bastion area was undertaken by Dr. Robert Hoover and students from California Polytechnic University, San Luis Obispo Continuing Education Program in 1994 and 1995.¹⁰⁴ Detailed archaeological investigations were undertaken by SBTHP Archaeology staff between 1998 and 2002, culminating with the development of reconstruction drawings by architect Milford Donaldson in 1993.¹⁰⁵ Initially conceived as a master plan with phases to integrate the existing El Cuartel and Canedo adobes into the reconstruction, the plan was pared down to include only the footprint of the four reconstructed residential adobe rooms, associated yard walls, and more than 240 feet of outer defense wall.



Reconstruction of the Presidio's Northwest Corner has been the most ambitious undertaking by SBTHP to date.



The final part of the Northwest Corner project includes reconstruction of parts of the Presidio's western and northern defense walls.

by Heritage Architecture and Planning with construction advancing in smaller phases due to funding constraints. Construction of the accessible restrooms was completed with department Minor Capital Outlay funds in 2005. A two-room Visitor Center was

The Northwest Corner project also included construction of significant infrastructure including a new ADA-compliant entrance from Canon Perdido Street, upgraded electrical service, and accessible restrooms.

Final construction documents were developed

¹⁰³ Michael R. Hardwick, "Presidio Field Notes: SE Corner and Phelan Property 1971/1972" (Santa Barbara Trust for Historic Preservation, 1972).

¹⁰⁴ Robert Hoover and Allison Nicholls, "Excavation of the Northwest Corner, El Presidio de Santa Barbara State Historic Park," prepared for the State of California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1996.

¹⁰⁵ Michael H. Imwalle, Robert Sheets, and Leann Haslouer, "El Presidio de Santa Barbara Archaeological Research Series, Volume 7: Archaeological Investigation of the Northwest Corner" (Santa Barbara Trust for Historic Preservation, 2003).

dedicated in 2007 with two rooms for additional interpretive space completed in 2009. Currently SBTHP is seeking additional funding to complete the reconstruction of the outer defense wall to enclose the Northwest Corner.

SBTHP received a “Green Building Award” for this project for making hand-formed adobe bricks with recycled earth from the original Presidio buildings; harvesting local cane for roof sheathing, finishing doors and beams with iron oxide stain made from Presidio soil, and building thick, energy-conserving walls.



SBTHP received a Green Building Award for its use of native materials in the Northwest Corner project.

The final part of Phase II includes reconstruction of the adobe walls associated with the completed rooms at the Northwest Corner as well as parts of the western and northern defense walls enclosing this corner of the Presidio quadrangle. In addition, stonework will be embedded in Canon Perdido Street to mark the original foundation of the Presidio. SBTHP is seeking additional funding to complete this work.



A new accessible entrance and restroom were constructed as part of the Northwest Corner project (the Canedo Adobe is on the right).

When the Northwest Corner project is complete, visitors will be able to view an entire wing of the Presidio, from the northwest corner to the northeast corner, creating a sense of the size and scale of the original Presidio quadrangle.

In 2008, SBTHP began the restoration and rehabilitation of the 1926 Alhecama Studio building in partnership with the Santa Barbara Contractors Association. The project entailed restoration of the building’s exterior and interior spaces as well as retrofitting the building with "Green" technology including state-of-the-art heating, plumbing, lighting,

insulation, and roof and window treatments. Photovoltaic panels were installed to provide all the electrical power for the building which actually produces a surplus of energy that is returned to the grid. The building currently houses the executive offices and Board meeting room of the Santa Barbara Contractors Association and their subsidiary 501(c)(3) non-profit Built Green—Santa Barbara. The Built Green Resource

Center is open to the public to provide guidance in green building materials and practices for the community.

SBTHP archaeology staff has continued working with Dr. Robert Hoover and the Cal Poly Continuing Education Program to conduct annual archaeological field schools, started in the mid-1990s and revived in 2005, in support of the reconstruction of the Second Outer Defense Wall. Since the summer of 2005 excavations have concentrated on the areas along the northern front of the quadrangle between the Original Defense Wall and the Second Outer Defense Wall.¹⁰⁶ SBTHP is also undertaking cultural resource and engineering studies to seismically retrofit the 1927 Alhecama Theatre and the 1871 Cota-Knox building.

For several years, SBTHP staff has greeted the public in the park's visitor center in the Canedo Adobe. In 2009 SBTHP reorganized its weekend staff, who are now called Weekend Interpreters, giving them new educational and interpretive training and responsibilities for working with the public.

A Solid Foundation for the Future

Since its founding, SBTHP has evolved from an all-volunteer organization to having seven full time and fourteen part-time professional and support staff, all supporting park operations. The organization maintains several staff departments, including development and membership, business affairs and administration, maintenance, Presidio Research Center, curatorial, education and archaeology. In addition, more than 140 individuals volunteer for everything from docenting to making adobe bricks for use in reconstruction. SBTHP also produces exhibits, education programs, research and publications that support the interpretation of El Presidio SHP.

For more than 50 years SBTHP has been engaged in scholarly research involving archaeologists, anthropologists, architects, architectural historians, historians, art historians, sociologists, economists, engineers, physicists, geo-physicists, and geo-chemists. This research has been the driving force behind the property acquisition, restoration and reconstruction that have resulted in today's park environment.

The partnership between SBTHP and California State Parks, originally conceived in the 1960s as the key to the Presidio's future, has been proven by the test of time.

¹⁰⁶ Michael H., Imwalle and Robert Hoover, "2005 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133" (Santa Barbara Trust for Historic Preservation, 2006), "2006 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133" (Santa Barbara Trust for Historic Preservation, 2007), Robert Hoover and Michael H. Imwalle, "2007 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133" (Santa Barbara Trust for Historic Preservation, 2008), and "2008 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133" (Santa Barbara Trust for Historic Preservation, 2009).

Cultural Resource Inventory

Native American Resources

Santa Barbara's coastal area is rich in Native American resources. A review of the archeological site records, maintained by the by the Office of Historic Preservation's California Historical Resources Information System (CHRIS) at the Central Coast Information Center, Department of Anthropology, University of California, Santa Barbara, indicates that there are more than a dozen recorded sites in the City of Santa Barbara. Most of these sites have been affected over the years by the introduction of city infrastructure and commercial and residential development.

One recorded village site, CA-SBa-26, was purportedly located approximately 100 yards from the Presidio, near the intersection of De la Guerra and State Streets. Archaeologist David Banks Rogers, writing in 1929 (long after the site had been affected by development), believed that CA-SBa-26 was ellipsoidal in form, being roughly 800 feet long (approximately in a north-south direction) and about 200 feet wide. Apparently, the site had been abandoned by the time the Presidio was constructed.

Located at a further distance from the Presidio toward the ocean was the ethnographic Chumash village of "Siujtu," also spelled as "Syukhtun." Writing in 1959, historian Glenn W. Price refers to this large village as "Yanonalit," named after a Chumash elder¹⁰⁷. This was clearly the closest occupied village at the time of the founding of the presidio in 1782. Archival research indicates that Native Americans from this village were contracted as laborers for the construction of the Presidio, and played an important role in Presidio society. Yanonalit's son, baptized Juan Bautista, is the only Chumash buried in the Presidio Chapel.

Euroamerican Resources

Euroamerican resources in the project area consist mainly of structures (houses, commercial buildings, stone retaining walls, and also streets, curbs, and parking lots). Subsurface resources consist, of course, of the archeological remains of the original Presidio. It is common to discover during almost any subsurface activity to find original foundation materials, tile flooring, pieces of roof tiles, and trash scatters from the Presidio period.

In addition, at a later time, the project area included portions of Santa Barbara's Chinese and Japanese communities. Subsurface archaeological remains from this later time period also exist. The archaeological site of the Santa Barbara Presidio (CA-SBA-133) is designated California Historical Landmark 636 and is listed on the National Register of Historic Places (7/13/1982).

¹⁰⁷ Price, 14.

Historic Structures at El Presidio SHP

(See Figure 3 – “Historic Structure Inventory”)

Within the boundaries of El Presidio SHP, there are approximately 30 standing structures that are owned either by SBTHP or by California State Parks. Some contain parts or all of the original buildings such as El Cuartel, while others such as the Chapel are reconstructions. In addition, several privately owned buildings exist within the original footprint of the Presidio but are outside park boundaries. For ease of presentation, the park’s historic buildings are summarized according to the city block numbers 156, 155, 172, and 173. While the architectural remains of the Presidio are limited to the four blocks described above, archaeological resources associated with the Presidio (CA-SBA-133) extend beyond the footprint of the quadrangle.

City block number 156

City block 156 is bounded by E. Canon Perdido Street on the south; Carrillo Street on the north, Anacapa Street on the west, and Santa Barbara Street on the east. This city block contains six buildings in the resource study area.

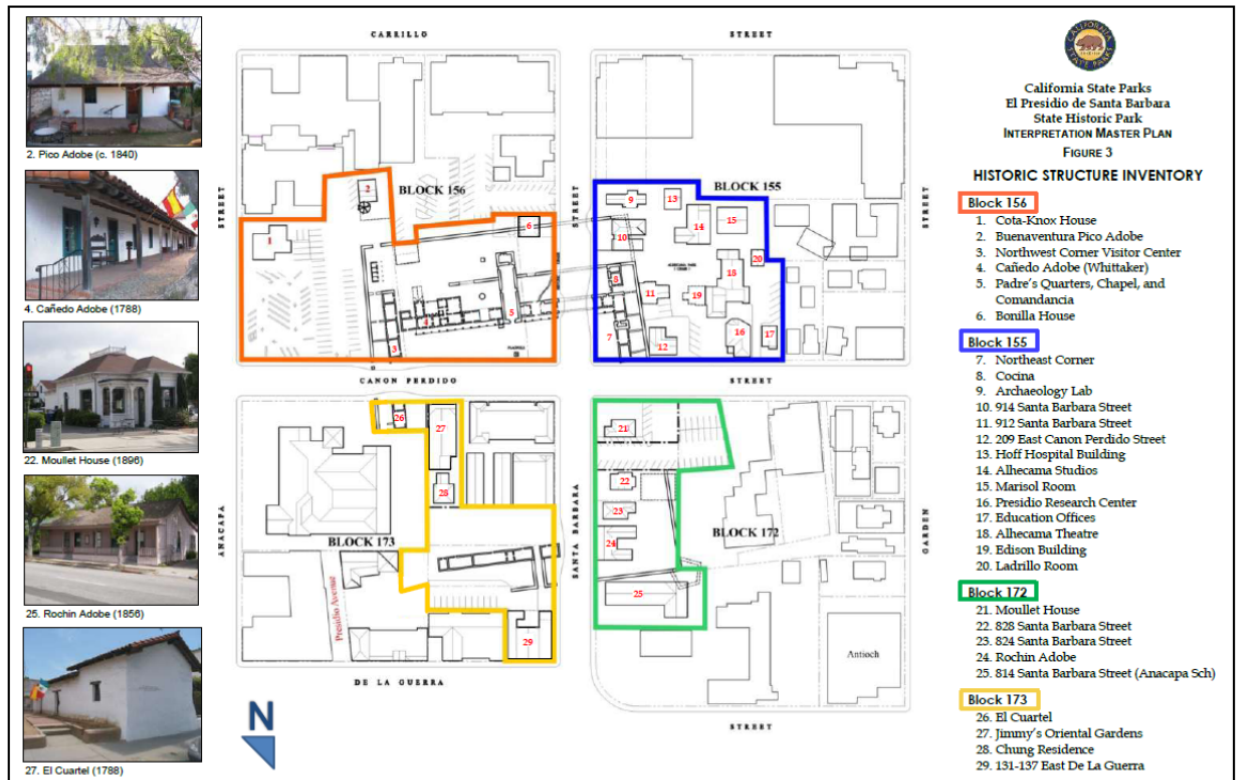
Archaeological Resources

Block 156 contains the archaeological remnants of portions of the north (Third) and west (Fourth) sides of the presidio quadrangle as well as a large portion of the *Plaza de Armas*. Architectural remains excavated and subsequently reconstructed along the northern wing of the quadrangle include the *sala* (parlor), *zaquán* (vestibule), and *oficina* (office) of the *comandante*, the chapel, two rooms of the padre or chaplain’s quarters, and one family residence. There were a total of five *casas* (houses) for soldiers and their families built at the western end of the northern wing of the quadrangle. One has been reconstructed between the padre’s quarters and the Canedo Adobe and three are incorporated into the remodeled Canedo Adobe. The fifth family residence is exposed archaeologically between the Canedo Adobe and the Northwest corner complex. Block 156 also contained associated yard walls and segments of the first and second outer defense walls.

Block 156 also includes portions of the west wing of the Presidio quadrangle including two *casas* for soldiers and their families, a segment of the western defense wall, the northwest corner bastion, and associated yard walls. The two residences were located in the two rooms at the north end of the west wing of the quadrangle. The bastion was a protruding platform for artillery defenses formed by the intersection of the western and northern defense walls in the extreme northwest corner of the quadrangle.

Archaeologically, numerous other Presidio-era features have been uncovered within Block 156 including the addition of two adobe rooms, two water wells, numerous semi-

(Figure 3 - Shown for reference only. Actual sheet: 11"x17")



(Reverse of Figure 3 – Placeholder ONLY)

subterranean hearths, trash pits, latrines, and a segment of the Presidio aqueduct, which represents the oldest European structure in Santa Barbara (1784). A total of 128 human burials have been documented at the Santa Barbara Presidio. A total of 51 individuals were buried in the Presidio Chapel between 1782 and 1848. Another 77 individuals were recorded as having been buried in the Presidio cemetery. Although the exact location of the cemetery is unknown, archaeological data and historic documents suggest that it was located within Block 156.

Historic Structures

❖ Cota-Knox House (Fig. 3, Bldg. 1)

This structure, located at 914 & 916 Anacapa Street, consists of a one-story brick building with three wood-frame additions at the rear and side. The Cota-Knox building was constructed in 1871 by Italian immigrant José (Giuseppe) Lobero for his mother-in-law, Maria de Jesus Olivera de Cota, after implementation of the city's new street grid led to the demolition of her Santa Barbara adobe home. Maria Olivera de Cota was the



Cota-Knox House (1871)

widow of Francisco Cota, who served as administrator for the Santa Ines Mission from 1837 - 1840 and was granted the Santa Rosa Rancho near Lompoc by Pio Pico in 1839.¹⁰⁸ Francisco's father, Pablo Cota, arrived in California as a soldier with the Portolá expedition in 1769. He is buried at the Santa Barbara Presidio where he achieved the rank of *Alférez* or ensign (a military rank below lieutenant) in 1788.¹⁰⁹ The Cota-Knox house is located directly across the street from José Lobero's theater, built in 1873 and rebuilt in 1924. The Cota-Knox is one of the earliest fired brick buildings in Santa Barbara. After a few subsequent ownerships, the house was sold in 1878 to Helen S. Knox, wife of Dr. Samuel Budd Page Knox. Dr. Knox was a surgeon during the Civil War and when the Knoxes moved there in 1875, was one of only twelve doctors in Santa Barbara. The Knoxes used the building as a residence and Dr. Knox's professional office. Dr. Knox served as chief surgeon of Santa Barbara County General Hospital and became the first President of the Board of Trustees of the Santa Barbara Public Library in 1882. The Knoxes transferred ownership of the building to their adopted daughter, Gertrude, in 1916. She converted it into an office building in 1954, and when her husband, Major Feely died

¹⁰⁸ Fermina Murray, "Historic Structures Report: Cota-Knox House," prepared for the Santa Barbara Trust for Historic Preservation, January 12, 2010, 4-5.

¹⁰⁹ Michael R. Hardwick, "Alférez Pablo Antonio Cota (1744-1800)," accessed December 12, 2011, <http://www.militarymuseum.org/Cota.html>.

in 1964, it was purchased by Mr. Thaddeus Suski.¹¹⁰ SBTHP acquired the property in January 1976, and the department acquired the property during its 1985-86 budget year. The Cota-Knox building was declared a City Landmark on July 18, 1995 and is included in the state's Historic Resources Inventory. The building is currently rented out to several business tenants.

❖ **Buenaventura Pico Adobe** (Fig. 3, Bldg. 2)

This structure, located at 920 Anacapa Street, is a small, one-story adobe with a steep wood-shingle gable roof and an attached wooden addition on the structure's north side. The Pico Adobe was constructed before 1850 (possibly as early as 1830); it appears on the city map drawn by V. Wackenreuder in 1853. This adobe was the home of Buenaventura Pico, a Presidio soldier, and his wife, Anita, who moved into the adobe after their marriage in 1850. Buenaventura was descended from Santiago de la Cruz Pico, who arrived in California with the Anza expedition in 1776. Sometime in the 1880s, a board-and-batten addition was added to the rear of the adobe. The Santa Barbara Trust for Historic Preservation acquired the property in 1976. The Pico Adobe is a designated city landmark, and is included in the state's Historic Resources Inventory. The building is currently used as a meeting room.



Pico Adobe (ca. 1840s)

❖ **Presidio Northwest Corner Complex**

(Fig. 3, Bldg. 3)

The Presidio Northwest Corner complex includes four reconstructed Presidio rooms and a new ADA compliant comfort station with four unisex restrooms. The comfort station was completed in 2005, two adobe rooms were completed in 2007 and an additional two adobe rooms were completed in 2009. The original rooms held residence quarters for soldiers and their families. By 1870, the first two rooms fronting Canon Perdido Street were known as the Lopez adobe, after Mariano Lopez, who occupied the building with his family. By 1870, Lopez built an L-shaped addition onto the adobe using bricks



Portion of Northwest Corner

¹¹⁰ Murray, 6-7.

recovered when Canon Perdido Street cut through the Presidio's west wing.¹¹¹ From 1905 - 1909, a bakery operated out of the adobe and associated structures. In 1913, the Japanese Congregational Church was built on this site, at 121 East Canon Perdido Street. The Church building was demolished by its owner, Thaddeus Suski, in 1965.¹¹² SBTHP acquired the parcels that make up the site between 1971 and 1976, and sold them to the State of California.¹¹³

❖ **Canedo/Whittaker Adobe** (Fig. 3, Bldg. 4)

The Canedo/Whittaker Adobe, located at 123 E. Canon Perdido Street, was constructed in 1787. It is one of two remaining structures that date from the original Presidio. The modified original one-story adobe has a tile gable roof and porch overhang supported by seven wooden columns. The adobe was granted to José Maria Canedo, a Presidio soldier



Canedo Adobe (1787)

who gained official title to the structure during the American period. Canedo descendants occupied the adobe until the turn of the twentieth century when it was purchased by Albert Weekly. Toward the end of the 19th century, a two-story wood-framed house was constructed in front of the adobe for the Baron family. In 1920, contractor Elmer Whittaker and his wife Barbara purchased the adobe. In 1926 the adobe and the wood framed structure in front of it were occupied by the High Lung Laundry, which moved there after the 1925 earthquake destroyed its earlier location in the Flores Adobe, or second comandancia.¹¹⁴ In the late 1940s Whittaker renovated the main part of the Canedo Adobe, added a rear section to the structure, constructed a garage and adjoining apartment, and removed the two-story house in front of the adobe. The Canedo Adobe was purchased by the State of California in 1972. It is listed on the National Register of Historic Places (11/26/1973), the California Register of Historic Resources, and is a City Landmark. It currently serves as the park visitor center and office space for SBTHP.

¹¹¹ Michael H. Imwalle, Robert Sheets, and Leanne Haslouer, "El Presidio de Santa Barbara Archaeological Research Series Volume 7: Archaeological Investigation of the Northwest Corner," prepared for California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, January 2003, 13.

¹¹² Imwalle, Sheets, and Haslouer, 15-16.

¹¹³ Imwalle, "El Presidio de Santa Bárbara State Historic Park: Acquisition and Development History."

¹¹⁴ Michael H. Imwalle, "The High Lung Laundry: Didn't I Just See You Over There?" *La Campana* (Winter 2003/4), 11.

❖ **Family Residence, Padre's Quarters, Chapel, and Comandancia** (Fig. 3, Bldg. 5)

One residence for a soldier and his family, the Padre's Quarters, Presidio Chapel and Comandancia are attached to the east side of the Canedo Adobe, located at 125 E. Canon Perdido Street. These reconstructed structures are built on the original footprint of the Presidio quadrangle. The originals were built between 1786 and 1787. During the early twentieth century, Japanese Americans constructed several buildings on this property, including a Buddhist Church at 131 East Canon Perdido Street (fronting the site of the Presidio Chapel) in 1923. This structure was removed by its owner in 1965. In 1977 SBTHP began reconstruction of the family residence and two-room Padre's Quarters, and completed the project in 1981. The Chapel reconstruction was completed in 1985 and the chapel bell tower in 2001. The three-room Comandancia was completed in 1992. The rear area of the *comandancia* includes an original portion of the water channel for the Presidio aqueduct, which was completed in 1784.¹¹⁵ These structures are currently open to park visitors.



Padre's Quarters (left), Chapel (center) and Comandancia (right).

❖ **Bonilla House** (Fig. 3, Bldg. 6)

This house, located at 915 Santa Barbara Street, is an original one-story wood-sided structure with a low hipped roof, concrete post-and-pier foundation and wood floors. The house was originally built by Florentino Bonilla in 1887 as his private residence. Bonilla worked as majordomo of the Guadaldasca Ranch in Ventura until he moved with the widow of the ranch to Santa Barbara in 1869. In Santa Barbara Bonilla worked as a stage coach driver and played in José Lobero's



Bonilla House (1887)

¹¹⁵ Imwalle, Sheets, and Haslouer, 9.

orchestra and the Lobero Theater. Bonilla also carried the flag at the head of the orchestra for Pablo de la Guerra's funeral procession in 1874.¹¹⁶ Part of the Presidio's second outer defense wall foundation is located under the structure. The Bonilla House is on the California Historic Resources Inventory. It was added to the City of Santa Barbara's Potential Historic Structures/Sites List in 1978. The Bonilla House was acquired by SBTHP in 1972 and sold to the State of California in 1984.¹¹⁷ It is currently used as office space for SBTHP staff.

City block number 155

This portion of the park is bounded on the west by Santa Barbara Street, on the south by E. Canon Perdido, on the north by Carrillo Street, and on the east by Garden Street. There are thirteen structures located within the park on this block.

Archaeological Resources

Block 155 contains the archaeological remnants of portions of the north (third) and east (second) sides of the Presidio quadrangle as well as a small portion of the *plaza de armas*. Architectural remains excavated and subsequently reconstructed along the northern wing of the quadrangle include the *sala* (parlor), *recámara* (bedroom), *cocina* (kitchen), and *dispensa* (pantry) of the Alférez (Second Lieutenant). Architectural remains excavated and subsequently reconstructed along the north end of the east wing of the quadrangle include portions of four *casas* for soldiers and their families. Archaeological evidence suggested that one of the residences near the northeast corner was subsequently subdivided and the foundations modified to support a second floor.

Archaeologically, numerous other presidio-era features were uncovered within Block 155, including a well, a hearth, trash pits, a post hole for a flag pole, a *ladrillo* (tile) floor, and a plaster floor. Based on historic documents and corroborating archaeological evidence, it is also likely that additional portions of the Presidio aqueduct and the location of the Presidio tile kilns may be located within or in the immediate vicinity of Block 155.

¹¹⁶ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation: Draft Historic Assessment Report," Prepared for the Santa Barbara Trust for Historic Preservation, April 14, 2009: Sec. 3, 5

¹¹⁷ Imwalle, "El Presidio de Santa Bárbara State Historic Park: Acquisition and Development History."

Historic Structures

❖ Northeast Corner and Cocina (Fig. 3, Bldgs. 7 and 8)

The reconstruction of this portion of the Presidio, located at 900-910 Santa Barbara Street, was completed in 1996. It consists of two buildings including the lieutenant's quarters, observation tower, three family's quarters, associated backyard/garden spaces (Building 7), and a kitchen and pantry (Building 8). The original *comandancia*



Northeast Corner Complex

moved to the lieutenant's quarters after the *comandancia* adjacent to the chapel was damaged in a series of earthquakes in 1812. Cipriana Flores, wife of the last *comandante* of the Presidio, and others signed a petition to the City of Santa Barbara against opening Santa Barbara Street to protect their properties, which was denied. In 1874 or 1875 the portion of the building blocking the way of modern Santa Barbara Street was demolished.¹¹⁸ In 1918 the remaining adobe portion of the *comandancia* housed the High Lung laundry, run by brothers Gin Ho and Gin Fong, when the business relocated from the Hill-Carrillo adobe. The *comandancia* adobe was badly damaged in the 1925 earthquake and subsequently demolished.¹¹⁹

Santa Barbara School of the Arts Complex (Fig. 3, Bldgs. 9-20)

The Santa Barbara School of the Arts was incorporated in 1921. A few of the buildings on this site pre-date the school, and several others, consisting of classrooms, studios, and a theater, were constructed for the school in the 1920s. The goal of the school was to involve the community in the study of the arts.

❖ Presidio Archaeology Lab (Fig. 3, Bldg. 9)

This is a wood-framed and wood-sided structure located at 916 Santa Barbara Street. It has a composition roof, continuous concrete foundations, and wood floors. The modified original single family residence was built circa



Archaeology Lab (ca. 1888)

¹¹⁸ Vance G. Benté, Pandora Snethkamp, Michael Imwalle and Stuart Tyson Smith, "El Presidio de Santa Barbara Archaeological Research Series Vol. 1: Archaeological Investigation of the Northern Front Comandancia," prepared for the California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1990, 23.

¹¹⁹ Michael H. Imwalle, "The High Lung Laundry: Didn't I Just See You Over There?" *La Campana*, Winter 2003/4, 9-10.

1888. It is listed on the 1925-1928 City directories and 1929 phone directory as occupied by the Santa Barbara School of the Arts.¹²⁰ It is currently used as the Presidio Archaeology Lab.

❖ **914 Santa Barbara Street** (Fig. 3, Bldg. 10)

This structure is wood-framed and wood-sided with a composition roof, continuous concrete foundations, and wood floors. From 1927 to 1940, the building was occupied by the Community Arts Association, and later by both the School District's adult education program and Santa Barbara Junior College.¹²¹ The structure originally consisted of two buildings, joined in 1926 by the Santa Barbara School of the Arts for use as an office. At some point during the 1960s Pearl Chase, who served as secretary of the Community Arts Association, had her office in a portion of this building.¹²² The northern building is the older of the two.¹²³ The building is currently rented to Playa Azul Restaurant.



Building 10 (ca. 1920s)

❖ **912 Santa Barbara Street** (Fig. 3, Bldg. 11)

This wood-framed and wood-sided structure has a composition roof, continuous concrete foundations, and wood floors. The building is currently rented as office space. The building was built sometime after 1930, and was originally used by Mrs. Schott to house her doll collection.¹²⁴ The western half of Building 11 was demolished in 1988 to facilitate archaeological excavation of the Flores Lot and subsequent reconstruction of the eastern defense wall and the kitchen and pantry (Building 8).



Building 12 (ca. 1920s)

❖ **209 East Canon Perdido Street** (Fig. 3, Bldg. 12)

This structure is wood-framed and wood-

¹²⁰ Santa Barbara City Directory research compiled by Michael H. Imwalle, 2007; and research compiled by Mary Louise Days, added to the City Architectural Survey.

¹²¹ Santa Barbara City Directory research compiled by Michael H. Imwalle, 2007; and research compiled by Mary Louise Days, added to the City Architectural Survey.

¹²² Steven LaBrie, "Presidio Area Personalities and Institutions," in Carl V. Harris, Jarrell C. Jackman and Catherine Rudolf, eds., *Santa Barbara Presidio Area : 1840 to the Present* (Santa Barbara: University of California, Santa Barbara Public Historical Studies and the Santa Barbara Trust For Historic Preservation, 1993), 135-136.

¹²³ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3, 33-34.

¹²⁴ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3, 33.

sided with a composition roof (originally shingled), continuous concrete foundations, and wood floors. Designed by Lockwood De Forest, Jr. and built by contractor A. MacKellar for use as classrooms in 1926,¹²⁵ the structure was occupied by Alice F. Schott from 1939 through 1973. It is currently rented to Zaytoon Restaurant.

❖ **Hoff Hospital Building** (Fig. 3, Bldg. 13)

This structure is wood-framed and asbestos shingle-sided with a composition roof, continuous concrete foundations, and wood floors. The structure was built in 1941 at State Street and Las Positas Road. The structure was moved to the school from the Army's Hoff General Hospital site in 1947 for use as a classroom.¹²⁶



Hoff Hospital Bldg. (1941)

❖ **Alhecama Studios** (Fig. 3, Bldg. 14)

This is a wood-framed and wood-sided structure with a composition roof, continuous concrete foundations, and wood floors. Originally constructed in 1926 and used as art studios and classrooms, it is currently rented to the Santa Barbara Contractors' Association and the Built Green project, which undertook a major renovation of the structure in 2009, introducing several "green" technologies in the process.



Alhecama Studios (1926)

❖ **"Marisol Room"** (Fig. 3, Bldg. 15)

This is a wood-framed and wood-sided structure with a concrete slab floor and foundation, located at 215B E. Canon Perdido Street. It was built circa 1973 as a craft center for the adult education program. The last building associated with the school district to be constructed on the site. Currently used as a meeting room.

¹²⁵ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3, 31.

¹²⁶Mary Louise Days, "Hoff General Hospital: Reminders of a War," *Noticias*, v. 37 no. 1 (Spring 1991): 12-20; Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3, 36.

❖ **Presidio Research Center** (Fig. 3, Bldg. 16)

This structure, located at 215 East Canon Perdido Street, consists of a three-story wood-framed and stucco-sided building with wood floors and a tile roof. Built by the Community Arts Association in the Spanish Colonial Revival style in 1929, the building features a south-facing second-story *mirador* window, designed to give an extensive view of the city, and a large north-facing skylight. The building was designed by the firm Soule, Murphy and Hastings, and was originally used as artists' studios. A scaffolding system along the west interior wall was used to support artists who painted stage backdrops for the nearby Alhecama Theatre. The backdrops hung from large hooks in the ceiling and extended all the way down to the basement story. The second floor balcony led to a small apartment occupied by the director of the School of the Arts. The balcony was extended to a mezzanine in the 1940s. During the 1950s the building was used as the pottery school for the Adult Education Center. In July 1999 the building was designated a Structure of Merit by the City of Santa Barbara. SBTHP completed an extensive rehabilitation of the building in 2007. It now serves as the Presidio Research Center.



Presidio Research Center (1929)

❖ **Presidio Education Department** (Fig. 3, Bldg. 17)

This is a wood-framed and wood-sided structure with a composition roof (originally shingled), concrete pier and post foundations, and wood floors, located at 219 East Canon Perdido Street. It was built as a single family residence before 1920¹²⁷ and used as a studio for the Adult Education Program in the 1970s.¹²⁸ The building currently houses the SBTHP Education Department offices.



Alhecama Theatre (right) (1925)

❖ **Building 19: Alhecama Theatre** (Fig. 3, Bldg. 18)

This is a wood-framed and wood-sided structure with composition roof, continuous concrete foundations, and wood floors, located at 215A East Canon Perdido Street. Designed by the architecture firm Soule Murphy and

¹²⁷ Santa Barbara City Directory research compiled by Michael H. Imwalle, 2007.

¹²⁸ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3,32.

Hastings, and built in 1925, the theatre was originally named the Pueblo Playhouse. The theatre's fly gallery and second story projection room in metal lath and plaster and unreinforced masonry foyer were added in 1939.¹²⁹ Alice Schott renamed the theatre Alhecama after her daughters Alice, Helen, Catherine and Mary Lou, in 1940. The building is currently rented to the Ensemble Theatre Company.

❖ **Edison Building/Garage** (Fig. 3, Bldg. 19)

This is a wood-framed and wood-sided structure with concrete slab flooring and composition roof. The building consists of two adjoining structures. The first, the western portion, known as the Edison building, first appears on the 1930 Sanborn map. The garage was built later. On the 1950 Sanborn map, the Edison building is called a "tool shed."¹³⁰ It is currently used by SBTHP as a maintenance shop.

❖ **Ladrillo Room** (Fig. 3, Bldg. 20)

The Ladrillo Room is a one-story brick building with continuous concrete footings, concrete slab floor, and a gabled roof with composition shingles. The Ladrillo Room appears as a "Carpentry Shop" on the 1950 Sanborn Fire Insurance Map. Based on the construction, it appears that the Ladrillo Room was built by the same contractor using the same materials as the "Foyer" addition to the Theatre in 1939. The building is currently leased to the Inn of the Spanish Gardens and is used as a commercial laundry for the Inn.

City block 172

This block is bounded on the west by Santa Barbara Street, on the north by E. Canon Perdido Street, on the south by de la Guerra Street, and on the east by Garden Street. Five structures are located within the park's boundaries on this block.

Archaeological Resources

Block 172 contains the archaeological remnants of portions of the south (first) and east (second) sides of the Presidio quadrangle as well as a small portion of the *plaza de armas*. To date, relatively little archaeological investigation has occurred within Block 172 and no Presidio-era structures have been reconstructed. Architectural remains located within Block 172 along the eastern wing of the quadrangle include portions of seven *casas para familias*, the eastern gate, and a gate or passageway leading from the *Plaza de Armas* to the southeast corner bastion. Architectural remains located along the south wing of the quadrangle include two large storehouses for supplies and a 60-*vara* corral for the Presidio horses. The outer defense walls of the south and east wing met to form a bastion at the southeast corner.

¹²⁹ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3, 32

¹³⁰ Heritage Architecture & Planning, "Alhecama Plaza Site Rehabilitation," Sec. 3, 35.

Historic Structures

❖ **Moulet House** (Fig. 3, Bldg. 21)

This structure, located at 834 Santa Barbara Street, was built in 1896 and consists of an Italianate brick one-story building with a hip roof and widow's walk. A small room was added to the rear of the building at a later date. Built by J. F. Moulet, the structure is one of the older brick houses in Santa Barbara. In 1932 the house was rented to a local branch of the Chinese Nationalist Party, the *Kuomintang*, which used it as their headquarters. In 1955, the structure was remodeled for use as a liquor store.¹³¹ The remodeling heavily modified the structure by changing windows, removing a brick chimney and fireplace, lowering the floor and ceiling heights, and removing interior brick partitions. The property was purchased by SBTHP in 1977 and it was acquired by the State of California in 1984. It is currently occupied by Panino's, a commercial restaurant. The Moulet House is on the California Historical Resources Inventory.



The Moulet House (1896)

❖ **Residence and metal storage building** (Fig. 3, Bldg. 22)

This residence, located at 828 Santa Barbara Street, is a one-story wood-framed structure with shiplap siding and a high-pitched gable roof with composition shingles. The building was constructed in the 1880s. By 1902, the structure had been moved onto the lot from the area where the Santa Barbara County Courthouse is located. The structure is owned by the State of California and is not included on any designations list.

The metal storage building at the rear of the property is a one-story wood-framed structure with corrugated metal siding and low gabled roof. According to the 1930 Sanborn Fire Insurance Map it was constructed prior to 1930 and was being used for "Auto Painting." The structure is owned by the State of California and is not included on any designations list.

❖ **Building 23: Residence** (Fig. 3, Bldg. 23)

This structure, located at 824 Santa Barbara Street, consists of a one-story wood-framed house with shiplap siding and a hip roof with composite shingles. The structure was constructed in the 1880s and was moved onto this lot between 1901 and 1902. The structure is owned by the State of California and is not included on any designations list.

¹³¹ See "Architectural and Historic Resources Survey, City of Santa Barbara, 1978," copy in the Presidio Research Center, Santa Barbara Trust for Historic Preservation.

❖ **Building 24: Rochin Adobe** (Fig. 3, Bldg. 24)

This structure, located at 820 Santa Barbara Street, is a one-story adobe constructed in 1856 covered with shiplap and clapboard siding. The three-room adobe portion of the building has a steeply pitched gable roof with a porch overhang supported by wood posts. Senora Lorenza Ordaz de Rochin acquired the property in 1856 for \$50. It was the first private ownership of land inside the original Presidio quadrangle. Rochin was a fourth generation niece of José Francisco Ortega,



Rochin Adobe (1856)

first *comandante* of the Santa Barbara Presidio. Adobe bricks from the Presidio were used in construction of the house. The building remained in the same family for four generations. The last to live in the home was Leontine Birabent Phelan who worked with her husband, Robert Phelan, at Santa Barbara's Flying A motion picture studio during the early twentieth century.¹³² The Rochin Adobe was acquired by SBTHP in 1996 and by the State of California in 2002. It is designated a Santa Barbara City Landmark and eligible for inclusion on the California Register of Historical Resources and is currently used by the Anacapa School.

❖ **814 Santa Barbara Street** (Fig. 3, Bldg. 25)

This one-story building with shiplap siding, gable roof with composition shingles, and a long porch running the length. The building's L-shape configuration was formed by overlapping two rectangular barracks buildings from the former WWII Hoff General Hospital site. They were moved onto the former site of the Sloyd School in 1947. The Sloyd School was built Queen Anne style with a distinctive tower by Boston philanthropist Anna Sophia Cabot Blake in 1893. The Sloyd School was the first school on the West Coast solely offering public school classes in the manual, applied and household arts. The building was destroyed in the 1925 earthquake.¹³³ The current structure was



Building 25

¹³² "Architectural and Historic Resources Survey, City of Santa Barbara," 1978.

¹³³ "Architectural and Historic Resources Survey," City of Santa Barbara, 1978.

acquired by the State of California in 1982 and is currently occupied by the Anacapa School. It is not included on any designations list.

City block number 173

This portion of the park is bounded on the north by E. Canon Perdido Street, on the west by Anacapa Street, on the east by Santa Barbara Street, and on the south by De la Guerra Street. Seven buildings are located in the resource study area, four of which are located within the park's boundaries.

Archaeological Resources

Block 173 contains the archaeological remnants of portions of the south (first) and west (fourth) sides of the Presidio quadrangle as well as a large portion of the *plaza de armas*. To date, relatively little archaeological investigation has occurred within Block 173 and no Presidio-era structures have been reconstructed. Architectural remains located within Block 173 along the southern wing include the Presidio's main gate, a guard house with two small jail cells, barracks for soldiers, a house for the sergeant, two *casas para familias*, and another 60 *vara* corral for the Presidio horses. Architectural remains located along the west wing of the quadrangle include portions of nine additional *casas para familias* including El Cuartel (1788). The outer defense walls of the south and west wing met to form the southwest corner of the Presidio quadrangle.

Archaeologically, the "Front Gate" area is a very important resource. In addition to the potential for the architectural remains described above there is the potential to encounter other archaeological features such as roads, trails, segments of the aqueduct, reservoirs, cisterns, and lavanderias. The 1820s Vischer plan also indicates the presence of latrines within the corrals near the front gate.

Historic Structures

❖ El Cuartel (Fig. 3, Bldg. 26)

This one-story adobe building, located at 122 East Canon Perdido Street, was constructed in 1788, six years after the founding of the Presidio. It and the Canedo Adobe (located across the street) are the only two adobes remaining from the original Presidio. El Cuartel was once part of a row of thirteen buildings that formed the west wing "soldiers' quarters" of the quadrangle. In 1846, the structure was deeded to José Jesus Valenzuela and appears to have remained in his family until 1925. In 1941, a group of citizens purchased the adobe, and allowed the Boy Scouts to use the building as



El Cuartel (1788)

their headquarters. The Santa Barbara Trust for Historic Preservation acquired El Cuartel in 1964, and performed some repair work before deeding the adobe to the state in 1966. El Cuartel is a designated City Landmark, and is included as part of the Presidio's State Historic Landmark Designation and National Register of Historic Places designation. It is the oldest standing building in the State Park System.

❖ **Jimmy's Oriental Gardens and Chung family residence** (Fig. 3, Bldgs. 27 and 28)

The first of these structures, which are located at 126 East Canon Perdido Street, consists of a one-story rectangular-shaped commercial brick building (Building 27) with a tile roof and storefront windows. This building was constructed between 1946-1947 by contractor Elmer Whittaker to house a restaurant and bar run by Jimmy Chung.



Jimmy's Oriental Gardens (1947)

The Chung family owned and operated Jimmy's Oriental Gardens for sixty years. At the time Jimmy Chung's children sold the property to SBTHP in 2007, Jimmy's was the last Chinese-owned business in Santa Barbara's "new" Chinatown. The Chung residence (Building 28), located behind the restaurant, is a two-story, wood framed duplex with stucco siding and a tile roof. The second story was added in 1952. These two structures are owned by the Santa Barbara Trust for Historic Preservation.

❖ **Commercial/Residential Property and Parking Lot** (Fig. 3, Bldg. 29)

These properties, located at 131-137 East De la Guerra Street, were acquired by the State of California in 1990 and 1995, respectively. This mixed-use commercial building was damaged by an electrical fire in April 2007. During repair of the commercial spaces a portion of the space at 131 E. De la Guerra was demolished. The commercial building, constructed in 1926/27, is not considered historic. An apartment was added above 137 E. De la Guerra Street in 1949. The buildings are currently occupied by three commercial businesses on the ground floor and by a residential apartment on the second floor.

The existing parking lot to the north of the commercial buildings is located on the site of the former Presidio front gate, which was located in the middle of the Presidio's south wing. This portion of the Presidio, which was the primary access point for people, animals, and cargo entering or leaving the Presidio, has high archaeological significance.

Recreational Resources

Growing Importance of Recreation

*Recreation consists of activities or experiences carried on within leisure, usually chosen voluntarily by the participant – either because of satisfaction, pleasure or creative enrichment derived, or because he perceives certain personal or social values to be gained from them. It may also be perceived as the process of participation, or as the emotional state derived from involvement.*¹³⁴

As more people suffer the stresses associated with living in urban environments, access to recreational resources becomes increasingly important. The open space and historical ambience available at El Presidio SHP, existing in the heart of Santa Barbara, offer a valuable opportunity for people to pause and refresh.

Recreation at El Presidio SHP

When the term “recreational resource” is used relative to California State Parks, it typically brings to mind things such as campgrounds, hiking trails, lakes, picnic areas, and the activities associated with them. El Presidio SHP does not have most of the traditional recreational resources or experiences such as these. But while the park’s resources are normally considered within their cultural context (see Cultural Resources), these same resources can also be considered recreational in nature when considered within the context of visitors’ motivations.



“Visiting historic or cultural sites” ranks in the top 15 outdoor recreation activities identified by the public. Visitors seen here are examining a restored portion of the Presidio aqueduct.

Three of the top 15 outdoor recreational activities identified in the California Outdoor Recreation Plan (2008) can be engaged in at El Presidio SHP. These are “visiting historic or cultural sites,” “attending outdoor cultural events,” “and engaging in outdoor photography.”¹³⁵ In addition, the Children’s Outdoor Bill of Rights (2012 version), which lists activities in which all children should have the opportunity to participate, includes “connect with the past,” which can be engaged in at this park in both passive and active ways.¹³⁶

¹³⁴ Richard Kraus, *Recreation and Leisure in Modern Society* (Santa Monica, CA: Good Year, 1978), 37.

¹³⁵ California State Parks, “2009-2014 California Outdoor Recreation Plan,” (Sacramento, CA: State of California, 2008), 9.

¹³⁶ Personal correspondence from Nina Gordon, January 24, 2012.



As he explores the “Documenting Everyday Life and Needs” exhibit at El Presidio SHP, this child is connecting with his past, one of ten activities listed in the Children’s Outdoor Bill of Rights.

As described in the Visitor Analysis section of this IMP, most visitors come to this park for reasons associated with its historical resources. But because most of them come voluntarily during their leisure time, they can also be said to be engaging in recreational activities, whether they are taking the park’s self-guided tour (see Appendix B), attending a docent-led walk, observing one of the park’s exhibits, photographing the restored buildings, or simply sitting on a bench in front of the padre’s quarters watching the traffic on Canon Perdido Street.

The cool, dim quiet of the chapel interior, especially contrasted with the noise of the city streets just a few feet away, offers visitors “refreshment of strength and spirits.” The opportunity to consider the lives of the Presidio’s original inhabitants while walking among the small garden spaces adjacent to the restored apartments of the Northeast Corner has the potential to be a quality recreational experience.



“Wandering among the gardens” adjacent to the soldiers’ apartments is a recreational experience for some visitors.

Additional recreational activities include watching a living history demonstration or archaeological excavation, or enjoying one of the park’s special events. Some may come to be active participants in one of the park’s “work days,” making adobe bricks, or attend a film series hosted by SBTHP at El Presidio SHP each year. In 2010, the focus of films shown was on the Asian American community. SBTHP also offers several concerts each year, e.g., “Bach by Candlelight.” Usually held in the Chapel, these events are co-sponsored with SBTHP partners and attract a completely different type of visitor than other events and activities at the park. SBTHP also hosts *La Pastorela* (A Shepherd’s Play), one of

Santa Barbara's oldest Christmas traditions, in the Chapel every year. The play is performed by Los Pastores de Santa Bárbara, a local theater group and SBTHP community partner. The majority of people who attend these recreational activities at El Presidio SHP are residents of the Santa Barbara area.

Even the park's natural resources, although few in comparison with the cultural resources it possesses, have important recreational value as well, as hinted at in the 2010 Visitor Survey in which visitors identified "oranges on the tree" and "wandering among the vegetable gardens" as those aspects of their visit that they most enjoyed. Especially when contrasted with the urban environment that surrounds the park, the subtle examples of wildlife to be found in the park—sparrows pecking in the dirt behind the Comandancia, a lizard sunning itself on a stack of adobe bricks, or the spindly olive trees in front of the Canedo Adobe—add recreational value that is often overlooked.

Blending Recreation with Interpretation and Education

Any and all of the recreational activities listed above offer opportunities for interpretation and education. The recreational experience is frequently enhanced when people have access to additional knowledge that adds meaning and depth to their experience. SBTHP is already taking advantage of many of these opportunities through its interpretive special events, guided tours and exhibits. For additional ways to enhance the recreational opportunities and resources found at the park, see Recommendations, Goal 5, Objective 5.6.



Special events such as this performance in front of the Presidio Chapel by a group of Japanese taiko drummers can blend recreation with education and interpretation.

A Regional Approach to Interpretation

In "Other Area Interpretive Providers" presented later in this IMP, the concept of developing a regional approach to interpreting the area's history by linking El Presidio SHP to other cultural sites in Santa Barbara County is presented. An additional benefit of this concept is the opportunity to encourage visitors to integrate learning about these sites' histories with healthful outdoor recreation. For example, El Presidio SHP is within biking distance (2.12 miles) of the Santa Barbara Mission and the Santa Barbara Museum of Natural History. Marketing a "Bicycle into History" program could benefit the community and attract a new demographic to the park. In addition, pedestrians

could be encouraged to walk from the park to the Casa de la Guerra and to other nearby cultural resource sites such as the Santa Barbara Historical Museum.

Publicizing the Santa Barbara Trolley, Red Tile walking tour, and the city's public transportation that stop near the park would allow visitors to El Presidio SHP, pedestrians and cyclists alike, to expand their range in the downtown area as well as to the waterfront, where they can visit historic Stearn's Wharf, Ty Warner Sea Center, Santa Barbara Harbor, Santa Barbara Maritime Museum, and the Outdoor Santa Barbara Visitor Center.

INTERPRETIVE DIRECTION

Mission, Purpose and Vision Statements

The following mission and vision statements, CSP Strategic Initiatives, and the Declaration of Purpose for El Presidio SHP provide the overall direction for the interpretive program at El Presidio SHP. They inform and determine the goals, objectives and strategies for the park's interpretive program.

The mission statements describe why California State Parks and the Santa Barbara Trust for Historic Preservation exist and what they do. The vision statements describe what conditions will be achieved if we are successful in accomplishing our missions.

California State Parks

Mission

The mission of the California Department of Parks and Recreation is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

A Vision for the Future

California State Parks will strive for a future in which Californians are healthier in mind, body and spirit through discovering, enjoying and learning about California's extraordinary parklands and diverse heritage.

State Parks makes these treasured natural and cultural resources and wide-ranging recreational opportunities available to all. Californians protect and expand this State Park legacy for future generations.

Strategic Initiatives

The following Strategic Initiatives provide the means to realize the CSP Vision. See Appendix A.

- A. Promoting Health
- B. Achieving Sustainability
- C. Embracing Diversity
- D. Making Connections
- E. Addressing Climate Change

Santa Barbara Trust for Historic Preservation

Mission

The mission of the Santa Barbara Trust for Historic Preservation is to preserve, restore, reconstruct and interpret historic sites in Santa Barbara County.

Vision

The history of Santa Barbara is brought alive for present and future generations.

El Presidio de Santa Bárbara State Historic Park

Statement of Purpose

The purpose of El Presidio de Santa Bárbara State Historic Park is to make available forever to the people, for their enjoyment, the site of, and reconstruction of the Presidio at Santa Barbara. This will include appropriate interpretation of the Presidio, its history, and its contribution to California and the nation, as an excellent example of Spanish presidios in the United States.¹³⁷

Mission of Interpretation

The mission of interpretation at El Presidio SHP is to create meaningful and personal connections between park visitors and the cultural, natural, and recreational resources of the park that initially will help visitors value their park experience and that ultimately will foster a conservation ethic and promote a dedicated park constituency.

Vision for Interpretation

High-quality, stimulating and relevant interpretive services will be delivered to a diverse range of audiences by a dedicated and capable team of park staff, volunteers, concessions and community partners in ways that will enhance the quality and value of visitors' recreational experience, expand their understanding of the significance and relevance of the history of the Santa Barbara region, and inspire them to fulfill their role as stewards of the region's historical, natural, and recreational resources.

The mission of interpretation at El Presidio SHP is to create meaningful and personal connections between visitors and the park's resources.

¹³⁷ California State Parks, *General Plan 1988*, 39-40.

Existing Planning Documents

The Interpretation Master Plan for El Presidio SHP builds upon the following key planning documents.

- ❖ El Presidio de Santa Barbara State Historic Park General Plan, 1988
- ❖ Presidio Comandancia furnishing notes, Norman Neuerburg and William Mason, n.d. (late 1980s?)
- ❖ Presidio Chapel furnishing notes, Norman Neuerburg, n.d. (late 1980s?)
- ❖ Presidio Cocina Furnishing Plan, Edna Kimbro, 1998
- ❖ Presidio Landscape Plan, Thomas Brown, 2003
- ❖ SBTHP Visitor Experience Plan, Metaphor, 2010
- ❖ SBTHP Scope of Collections Statement, 2011

In addition to these documents, several other resources related to the planning of interpretive services in California State Parks exist that should be considered when planning interpretive services at El Presidio SHP. They are identified in Section 4, References.

Interpretive Guidelines and Goals

Interpretive Guidelines

The following Interpretive Guidelines are intended to provide context and broad guidance for accomplishing the Interpretive Goals, Objectives and Strategies that follow. These Guidelines have been drawn from or inspired by various sources, including the park's General Plan, other department planning documents, and stakeholder input.

Guideline 1:

The interpretive program at El Presidio SHP will concentrate on the total flow of the site's history with special emphasis on the prime Spanish Presidio period of 1784-1810¹³⁸, but also including the Chumash occupation of the area before 1782, the Mexican period, U.S. ascendancy, the creation of the municipality of Santa Barbara, the transformation of the Presidio neighborhood during the 19th and early 20th centuries (including the Chinese and Japanese settlement of the area), the founding and development of El Presidio SHP, and continuing to the present day.

Guideline 2:

The results of archaeological and historical research, and artifacts from these investigations, will be integrated into the park's interpretive programs to allow visitors to gain a greater appreciation of Santa Barbara's Presidio.¹³⁹

Guideline 3:

Interpretation will be based on research related to the needs, expectations and behavior of visitors.

Guideline 4:

Interpretation will provide a balanced telling of the Presidio's history, be based on current scholarship and sound research, portray facts, avoid the use of stereotypes, and encourage visitors to reach their own conclusions.

Guideline 5:

Interpretation will be culturally and religiously respectful.

¹³⁸California State Parks, *General Plan 1988*, 75.

¹³⁹California State Parks, *General Plan 1988*, 1.

Guideline 6:

Representatives of specific ethnic groups, e.g., the Chumash, will be consulted when planning and presenting any interpretation about the history and culture of these groups, particularly when interpretive content is communicated in their unique “voices.”

Guideline 7:

In order to maximize the historic ambience of rooms or spaces meant to convey a period atmosphere, modern intrusions, if found to be necessary, will be concealed or minimized.¹⁴⁰

Interpretive Goals

Within the context provided by the interpretive guidelines listed above, five goals have been developed during this interpretation master planning process to serve as broad, general concept statements that together describe the ultimate purpose, aim or intent of interpretation at El Presidio SHP. They grow from the CSP and SBTHP mission statements and are intended to enable CSP and SBTHP to achieve the visions identified in the Interpretive Direction section, p. 81. These interpretive goals are repeated in the Recommendations section of this IMP, along with the objectives and strategies with which to accomplish these goals.

Goal 1:

To promote the public understanding, appreciation and enjoyment of El Presidio SHP’s unique history, resources and sense of place.

Goal 2:

To utilize the best interpretive techniques and technologies, traditional as well as new and innovative, in order to deliver interpretive and educational services that bring El Presidio SHP alive, communicating to visitors its vibrant and dramatic character.

Goal 3:

To engage diverse audiences by providing interpretive services that are barrier-free and that encourage public participation.

Goal 4:

To strengthen the capacity of El Presidio SHP to provide high-quality interpretive services.

¹⁴⁰ California State Parks, *General Plan 1988*, 2.

Goal 5:

To use interpretation to help achieve park management goals, including public safety, land use, resource protection and management, and revenue generation.

Interpretive Themes and Periods

Interpretive Themes

California State Parks defines an interpretive theme as the complete idea that defines the informational scope and the perspective of a topic being interpreted. Interpretive themes offer a bridge to help visitors understand the significant cultural, natural and recreational resources of a park.¹⁴¹ The importance of interpretive themes cannot be overemphasized. Without themes, our communication seems unorganized, difficult to follow, and less meaningful to our audiences.¹⁴²

California State Parks uses a hierarchy of themes when planning a park's interpretive programs. Appropriately, the theme that unifies all of the park's interpretive messages and expresses the "big picture" of the park is the Unifying Theme. Supporting this overarching theme are several Primary Themes, which in turn are supported by Secondary Themes.

The Primary and Secondary Themes in this IMP are based on the 1987 General Plan for El Presidio SHP. They have been reworked to bring them up to current theme standards.

The story of El Presidio de Santa Bárbara State Historic Park, from the founding of the last Spanish fort built in California to the present, is a richly layered history that speaks of the uncertainty of life on the frontier, the often turbulent meeting of distinct cultures, and the age-old human search for a better life.

--El Presidio SHP's
Unifying Theme

¹⁴¹ California State Parks, "Department Operations Manual," (Sacramento: California State Parks, 2004), Chapter 9, 09-19.

¹⁴² Sam Ham, *Environmental Interpretation: A Practical Guide for People with Big Ideas and Small Budgets* (Golden, CO: North American Press, 1992), 33.

Unifying Theme

The story of El Presidio de Santa Bárbara State Historic Park, from the founding of the last Spanish fort built in California to the present day, is a richly layered history that speaks of the uncertainty of life on the frontier, the often turbulent meeting of distinct cultures, and the age-old human search for a better life.

Primary Themes

Primary Theme 1:

The Santa Barbara Presidio, one of four seats of military and civilian power in the Spanish occupation of Alta California, was part of a complex and grand attempt by Spain to rule a vast and rich country on the far edge of the empire.

Primary Theme 2:

From architecture and crafts to ceremonies and traditions, Presidio culture, and the pastoral ranching culture that followed, expressed a fusion of European and New-World cultures that would later contribute to Santa Barbara's sense of identity and that would inspire today's celebrations of the city's somewhat romanticized Hispanic heritage.

Primary Theme 3:

From its beginnings, the Santa Barbara Presidio was a heady mix of ethnicities and classes of people, from native Chumash to Spaniards, from Castilians to Indios, that was not always peaceful but was always dynamic and a classic expression of the California experience.

Secondary Themes

Secondary Theme 1:

Geology has played a major role in the history of Santa Barbara and the Presidio, from the availability of good soils, water, and other natural resources to the severe earthquakes that have shaped the historic and modern communities of Santa Barbara.

Secondary Theme 2:

The history of the Presidio includes the story of the Chumash people whose ingenuity and perseverance enabled their ancestors to develop a complex culture and traditions well adapted to the region's natural cycles of abundance and scarcity and that would help them survive the dramatic changes that followed the arrival of the Europeans.

Secondary Theme 3:

From the mid-1840s through the mid-twentieth century, the Santa Barbara Presidio and its surrounding neighborhood changed drastically as they began to reflect the different cultural and commercial characteristics of the area's American inhabitants and as the area became even more ethnically diverse.

Secondary Theme 4:

The rebirth and revitalization of the Santa Barbara Presidio continues today with an on-going program of historical research, archaeology, fund-raising and interpretation.

Secondary Theme 5:

The story of El Presidio de Santa Bárbara State Historic Park is inseparably linked with the story of the Santa Barbara Trust for Historic Preservation, its unique partnership with California State Parks, and its decades-long work to restore and interpret the Santa Barbara Presidio, without which the park would not exist today.

Interpretive Periods

Defining the period(s) of history that a park's interpretation program will concentrate on provides important focus for future interpretive program planning and development. The Interpretive Periods for El Presidio SHP listed below are derived from the General Plan's Interpretive Element.

Primary Interpretive Period

In accordance with the park's Declaration of Purpose, the interpretive program at El Presidio SHP will concentrate on the flow of history of the site, with special emphasis on the prime period of 1784-1810.

❖ Royal Presidio Period: 1784-1810

This period covers the time that the original Spanish Presidio in Santa Barbara was active. Although much history occurred at the site both before and after the last two decades of the eighteenth century, it was this period that saw the height of development and secular power of the Presidio at Santa Barbara. The essence of the Alta California presidio system is represented at Santa Barbara during this period, and the ultimate visitor experience should be centered on the complex as expressed at that time.

Secondary Interpretive Periods

❖ The Chumash: Pre-1784

For centuries prior to the establishment of the Presidio, the Santa Barbara area was inhabited by the Chumash. The Presidio's history cannot be fully appreciated apart from an understanding of these native people and their culture.

❖ **The Presidio Transforms: 1811 - 1925**

This period covers the time that the site of the Presidio began to reflect the different cultural and commercial influences of the post-Spanish colonial period, from the brief period of the Californios to the growing presence of the American inhabitants. During this period the city of Santa Barbara was born, and what remained of the profile of the Presidio changed drastically. City streets bisected the compound. Materials and entire structures were removed to erect new edifices in a growing metropolitan center. The ethnic diversity changed and indeed became even more diverse as Chinese and Japanese moved into the area. All this is a major chapter in the history of the area and is worthy of explanation to visitors.

❖ **The Modern Presidio: 1925 to the Present**

The rebirth of the Presidio began with the 1925 earthquake that damaged much of the old city of Santa Barbara. From that time, the city began a systematic program of reconstruction that has resulted today in the unique Hispanic core of Santa Barbara. Revitalization of the Presidio is a continuation of that reconstruction process. The efforts to rebuild the Presidio contain many different elements, from historical research and archaeology to fund raising and re-establishing old traditions.

Museum Collections

SBTHP manages four collections, all of which are used for interpretation at El Presidio SHP. The collections are broken into the following categories: curatorial, educational, library and archaeological. Both the curatorial and archaeological collections include objects owned by State Parks as well as objects owned by SBTHP.

The curatorial collections include period antiques, as well as some objects with provenance related to SBTHP properties, paintings, reproductions and other objects associated with local history received as donations. Curatorial objects are generally used to furnish period rooms and develop exhibitions.



Collections at El Presidio SHP are managed by SBTHP.

Educational collections (referred to as “interpretive collections” by California State Parks in its *Interpretive Planning Workbook*) include reproductions, costumes, consumables and other props used in education programs such as living history events and for hands-on demonstrations.

Library collections include books, photographs, ephemera, manuscript collections, maps, drawings and architectural plans. Some of the materials in the collection are copies (with permission) from other institutions.

Archaeological collections include objects excavated from SBTHP and park properties. While some archaeological objects are on display in exhibits, the majority are stored in the Presidio Archaeology Lab.

While all of the SBTHP collections are available for public use, the library collections are the most frequently accessed for research.

For further information, see the SBTHP Scope of Collections Statement included in Appendix E.

Educational Frameworks and Standards

For several years, the SBTHP Education Department has utilized educational content standards developed by the California Department of Education (CDE) to provide direction for developing the interpretive tours and other educational programs it presents to elementary school classes visiting El Presidio SHP, focusing primarily on those standards contained in CDE's History-Social Science Framework. Because CDE content standards vary by grade, SBTHP docents are taught about the different standards in order to enable them to adapt a basic tour to meet the standards for particular grade levels.

- ❖ Guided by the content standards for second-grade students, SBTHP tours presented to this age group focus on daily life in the frontier community of Santa Barbara.
- ❖ For third-grade students, who constitute by far the largest percentage of school-age visitors, the emphasis is on the Spanish settlement of the Santa Barbara Presidio, including answers to the important questions, "who, what, when, where, why and how?"
- ❖ The focus for fourth-grade students is more state-wide, examining the role of the Presidio, and Spanish settlement in general, in California history. Tours to this age level also include discussion of the layers of settlement in the Presidio neighborhood over time.
- ❖ Fifth-grade students receive information similar to that given to third and fourth grade students, with additional information that reflects United States history. This includes the interaction between the Native Americans and the new settlers, and how this interaction varied from that experienced on the East Coast.

The History-Social Science Framework and the related content standards are included in Appendix D.



The History-Social Science Framework provides direction for school group tours at El Presidio SHP. (California Dept. of Education)

VISITATION AND VISITOR USE

Visitor Analysis

Visitors to El Presidio are from all corners of the world. The project has a great deal of local appeal, so it is heavily visited by residents of the local area. However, it is also visited by many of the tourists who visit the adjacent tourist attractions such as State Street and El Paseo. The Presidio's significance as the last presidio built in North America makes it of interest to many students of Hispanic history. A large amount of visitation is by local school groups.

-- El Presidio SHP General Plan

It can be generally assumed that the above paragraph from the park's General Plan continues to be an accurate description of the park's visitation today even though the plan was written nearly 25 years ago. However, much of the supporting information about visitors to El Presidio SHP contained in this chapter is based on only the few limited sources of data described below. Additional data collection and analysis is needed.

In order for interpretive services to be effective, they must be relevant to their intended audiences. Consequently, knowledge about the park's visitors and potential visitors is essential. This section of the IMP looks at the visitors to El Presidio SHP. In addition it provides demographic information about the Santa Barbara area in order to help identify audiences that are currently underserved by interpretation at and about El Presidio SHP.

Sources of Data

While the data derived from the following sources provide the basis for the analysis that follows, there remains a serious need to undertake additional study of the park's visitors in order to increase the likelihood that efforts to develop future interpretive services at and about the park will reach their intended targets and goals. A recommendation to this effect is included in the Recommendations Section of this IMP.

- ❖ Monthly Visitor Attendance Report (DPR 449) - This CSP form is completed and submitted to the Channel Coast District by SBTHP staff each month. Past practice by SBTHP staff was to enter all park attendance in the "Free Day Use" column. However, included in this figure were visitors who paid the park entrance fee to tour portions of the park, participants in various SBTHP-sponsored special events, as well as weddings, park facility rentals, and other special events not sponsored by SBTHP.

In March 2011, SBTHP developed and began using a more detailed spreadsheet to track various categories of visitors to the park. Not included in either the 449 or the new report form are 1) people who visit “free” areas of the park such as the Northeast Corner and El Cuartel, 2) people passing through the park on the city streets, either in their vehicles or as pedestrians, and 3) people patronizing the various retail establishments within the park boundaries. Currently, no suitably accurate methods of determining the number of people in these latter three groups have been identified, although there are benefits to doing so.

- ❖ 2010 Visitor Survey - This brief survey was conducted by SBTHP staff and interns at the park in April and May 2010. The approximately ninety-four visitors who participated in the survey had entered the Canedo Adobe visitor center and paid the day-use fee in order to take the self-guided tour. It is therefore important to keep in mind that this survey, with its extremely limited sample size and brief duration, provides only a snapshot of a small number of Presidio visitors during a particular part of the year. Extrapolating the results of this survey is not advised. Additional surveying is definitely needed in order to develop a more complete and accurate picture of visitor characteristics. See Appendix G.
- ❖ Marketing survey - This very limited survey was developed by a former SBTHP staff person and was used from May to September 2010. It is no longer in use. Its purpose was to help increase efficiency in SBTHP’s advertising and publicity strategies, but it also included information that contributes to an understanding of park visitors. See Appendix G.
- ❖ Group Reservation Record - This source of information was developed in 2009 and was developed by SBTHP’s former receptionist, primarily for her own use. It is no longer being used. Since June 2010 group tour information has been recorded in a spreadsheet for use internally by SBTHP.
- ❖ Conducted Interpretive Activities Summary - This Channel Coast District report form is completed monthly by SBTHP staff and submitted to the District. It records the number of interpretive tours presented by SBTHP docents and staff. The information reported is eventually entered into the interpretive part of CSP’s Computerized Asset Management Database (CAMP).
- ❖ Visitor Experience Plan (VEP) - The VEP was produced by the British firm Metaphor for SBTHP in 2010. It contains information developed by the plan’s authors that pertains to visitors to El Presidio SHP as well as to SBTHP-owned properties, particularly the Casa de la Guerra, and also to the Santa Barbara region.

- ❖ Stakeholder and Staff Workshops – In addition to the sources of visitor data described above, two workshops were conducted in 2010. A stakeholder workshop was held in connection with the development of this Interpretation Master Plan at El Presidio SHP on March 25, 2010. This was followed by a workshop for SBTHP and CSP staff held on April 22, 2010. See Appendix B.
- ❖ Meeting with Santa Barbara Conference and Visitors Bureau – IMP team members Wes Chapin and Anne Petersen met with the Director of the Santa Barbara Conference and Visitors Bureau and key members of her staff in early 2010 to obtain information about visitors to the Santa Barbara area collected by this tourism and marketing organization.

Annual Attendance

According to data recorded in the Monthly Visitor Attendance Report between 2006 and 2010, the average visitor attendance at the park was approximately 18,637 visitors per year during that period.

This figure needs to be qualified. It includes only those visitors who entered the park's visitor center in the Canedo Adobe, school and other organized groups, and visitors who attended various special events at the park. It does not include people who visit the Northeast Corner, El Cuartel and other areas of the park without first passing through the visitor center. It also does not include "cyber-visitors," i.e., people who access information about the park available on websites provided by CSP and by SBTHP.

Finally, the attendance figure does not include the customers and employees of the several businesses within the park's boundaries or the thousands of people who pass through the park on the two city streets that cut through the park. While these latter visitor groups admittedly do not enter the park to learn about it, they nevertheless represent significant potential audiences of the park's messages. SBTHP has employed some creative approaches to reach this audience, including agreements with business owners to distribute literature about the park and events to customers in exchange for reference to these businesses in the self-guided tour brochure for the park. Free craft demonstrations near the sidewalk along Canon Perdido on weekends also help attract patrons of these businesses. Reaching these audiences will require creative approaches, but the number of people involved justifies the effort.

Visitor Categories

While each visitor to El Presidio SHP is a unique individual with particular characteristics and motivations for visiting the park, it is possible to categorize visitors into certain broad groups based on common interests or other characteristics. For example, the Visitor Experience Plan (VEP) identified the following visitor categories:

- ❖ Families with young children
- ❖ Retirees
- ❖ Historians and archaeologists
- ❖ School groups (elementary, secondary and post-secondary)
- ❖ Professional couples without children
- ❖ Private/corporate groups

The VEP also considered visitors according to their:

- ❖ Point of origin (local, Californian, American, international)
- ❖ Ethnicity (Native American, White, Latino, East Asian, African American, etc.)
- ❖ Linguistic group (English, Spanish, Japanese, etc.)

Points of Origin

Visitors to El Presidio SHP come from the local Santa Barbara area, from elsewhere in Santa Barbara County, from other California counties, from most other states and from several foreign countries. The 2010 visitor survey identified visitors from Los Angeles County (32%), Santa Barbara County (15%), Alameda County (11%), Ventura County (10%), and San Bernardino County (6%). Other counties represented included San Diego, Fresno, San Mateo, San Francisco, Santa Clara, Tuolumne, Placer, Colusa and Shasta.

The same survey identified visitors from the following states besides California: Illinois, Texas, Virginia, New Jersey, Rhode Island, Wisconsin, Maryland, Louisiana, Kentucky, Massachusetts, New York, Tennessee, Minnesota, Missouri, Colorado, Nevada, Oregon, Washington and the District of Columbia.

The survey also found that visitors to El Presidio SHP hailed from several countries around the world including Canada, Belgium, Lithuania, United Kingdom, Thailand, Spain, France, Australia, Germany, Japan, Portugal, Italy, Israel, Switzerland, Denmark, Russia, Netherlands, Austria, Chile, and Afghanistan.

These survey data show the wide range of locations from which visitors to El Presidio hail, but they should be considered only a partial list.

Ethnicity/Linguistic Groups

Few data are available that relate to the ethnic and linguistic characteristics of park visitors. The 2010 visitor survey asked respondents to indicate their ethnicity, but only 29 of 94 did so. Of those, 24 identified themselves as white/Caucasian and 5 identified themselves as Latino. Additional data are needed to refine this very limited information.

Some interpretive services at the park are planned and provided on the assumption that visitors can understand/read English or have access to their own translation service, either from other family members or from individuals in their group. SBTHP has introduced some bilingual (Spanish and English) interpretive panels into exhibits, and has developed a Spanish language self-guided tour brochure for the park. SBTHP also offers printed summary guides for the park in German, French, Japanese and Spanish, although these are outdated. New technologies are also becoming available that will enable visitors to use their “smartphones” to translate printed text.

Other Visitor Characteristics

The following additional information was obtained from the 2010 visitor survey. Recalling again its limited focus and sample size, the survey found that 2/3 of respondents was attending the park for the first time. For about the same percentage of visitors, the park was one of several stops in their itinerary. Approximately 60% of these respondents reported staying overnight in the Santa Barbara area; about 25% were visiting the city for the day; and about 14% resided in Santa Barbara or the vicinity. About 80% of respondents were visiting the park as part of a family group, either nuclear or extended, while about 15% were visiting with friends. Surveys of those attending special events, who are also park visitors, would likely produce different results.

Roughly an equal number of those surveyed were men and women. 63% were 45 or older (23% were between 45 and 54 years of age, 20% were between 55 and 64, and the same percentage were between 65 and 74). Of 26 respondents who provided responses about their annual household income, more than half reported incomes of \$75,000 or more.

Survey respondents appeared to be relatively “tech savvy.” 89% reported using a cell phone regularly. 26% use a smart phone. 60% use MP3 players (iPods, etc.). 66% use Wi-Fi. 51% use a GPS device. 63% use social networking (48% use Facebook or Myspace and 15% used Twitter). These data indicate that this group of park visitors would have

little difficulty accessing interpretive services with a technological component, e.g., cell/smart phone tours, etc.

Interpretive Activity Attendance

SBTHP offers a variety of interpretive services at El Presidio SHP including guided and self-guided tours. In addition, several interpretive special events are held at the park throughout the year. Between 2006 and 2010, 11,182 visitors or approximately 12% of the park's

total reported attendance, participated in SBTHP docent- and staff-led tours. Figure 4 shows that the majority of attendance at these activities occurs in March, April and May and the least attendance occurs during the summer months, implying that much of the tour attendance is related to school groups.

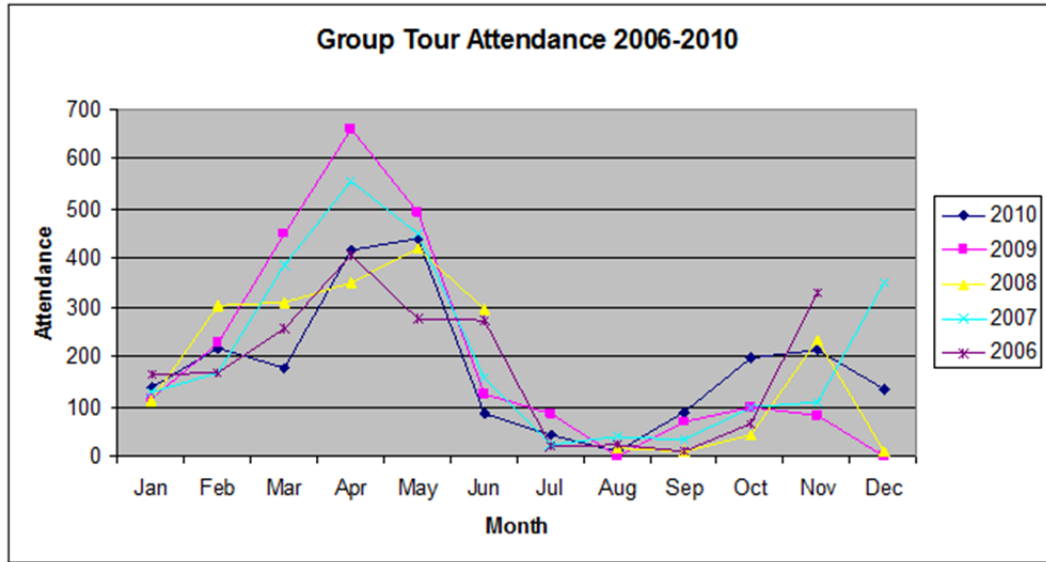


Figure 4 - Group Tour Attendance by Month 2006-2010

The trend line in Figure 5 shows a slight increase in group tour attendance during this period.

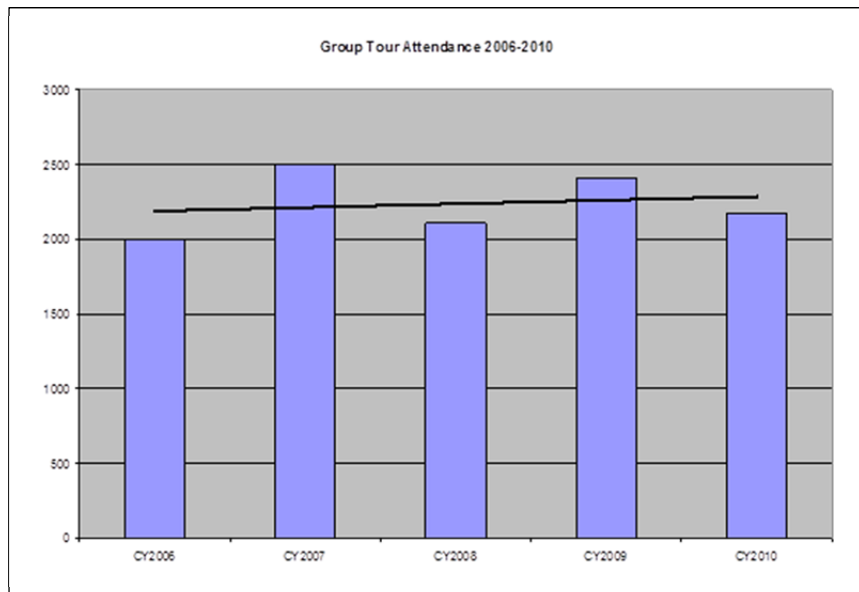


Figure 5 - Group Tour Attendance 2006-2010

Key Trends

As stated in the 2011-12 Destination Strategic Marketing Plan (DSMP) prepared by the Santa Barbara Conference and Visitors Bureau and Film Commission, "There can be no doubt that a tourism destination does not operate in a vacuum, but rather is subject to a variety of market influences, including economic, travel, social, cultural and demographic trends. As such, it is important to understand the environment in which the organization is operating."¹⁴³ The DSMP identifies the following trends that are relevant to future interpretive planning at El Presidio SHP.

Economic Trends

Both the U.S. and California economic pictures have changed significantly in the last few years. Unemployment, personal income and other key economic indicators have only recently begun to recover from near-historic levels. Some experts project a weak, though positive recovery begun in 2011 to continue.¹⁴⁴

California Travel Trends

\$94.7 billion was generated by direct travel spending in California in 2010, a 7% increase over the preceding year. Santa Barbara County generated approximately \$1.5 billion in travel spending and the City of Santa Barbara \$612 million in 2008.¹⁴⁵

Californians represent the large majority of the state's travel and tourism industry. In 2009, the state received an estimated total of 195 million "person trips." Of these, 66% were made by California residents, 28% were made by U.S. resident out-of-state visitors, and 6% were made by international travelers. By comparison, 77% of visitors to Santa Barbara originate from within California.¹⁴⁶

Social & Cultural Trends

Several social trends are impacting travel and tourism throughout the country, as identified by the Travel Industry Association.

- ❖ Value is the new normal – A shift has occurred toward value. The SBC&VB and FC says it is critical for its members to work toward effectively developing and

¹⁴³ Santa Barbara Conference & Visitors Bureau and Film Commission, 2011-12 Destination Strategic Marketing Plan, p. 6, accessed April 10, 2012.

http://www.santabarbaraca.com/includes/media/docs/FY-2011-12-Strategic-Marketing-Plan_8-04-11.pdf

¹⁴⁴ 2011-12 Destination Strategic Marketing Plan, p. 6.

¹⁴⁵ 2011-12 Destination Strategic Marketing Plan, p. 6.

¹⁴⁶ 2011-12 Destination Strategic Marketing Plan, p. 6.

communicating the value the destination offers.¹⁴⁷

- ❖ The internet and travel – Travelers tend to be quite computer savvy, with the majority using the internet during some phase of their travel planning. In addition, social media have become a key part of the mix. Other major trends in the use of technology by travelers include the increasing demand for streaming video; the increased use of mobile devices, e.g., smart phones, tablets, geo location devices, etc.; and the increasing influence of user reviews on consumer decision making.¹⁴⁸ Tourism promotion efforts should shift accordingly.¹⁴⁹
- ❖ Decrease in trip duration – Vacation trips have become significantly shorter in duration as people become increasingly pressed for time because of the hectic nature of their lives and declining incomes.¹⁵⁰

Demographics

Population

California's population increased about 12% during the 1990s. The California Department of Finance estimates that as of January 1, 2008, the state's population was 38 million—up by almost 11 percent from the previous decade. It projects that this pace of growth, which has slowed slightly during the recent economic recession, will continue with the population projected to increase to over 44 million Californians by 2020.¹⁵¹

Counter to this statewide trend, the population of the City of Santa Barbara (City) declined 4.4% between 2000 and 2006 to an estimated 85,681. The number of people living in Santa Barbara County (County) in 2008 was estimated at 405,000. Of this number, approximately 1 in four was born outside the United States, about the same as for California as a whole. U.S. Census Bureau maps suggest that at least a quarter of the County population live close around the City.

Neither the City nor the County are among California's fastest growing metropolitan areas. However, the area will likely experience the same trend toward urbanization as the rest of the state is experiencing, which is resulting in greater population densities in some areas. This in turn will place greater pressure on open spaces and parks and increase the importance of these recreational sites¹⁵².

¹⁴⁷ 2011-12 Destination Strategic Marketing Plan, p. 8.

¹⁴⁸ 2011-12 Destination Strategic Marketing Plan, p. 10.

¹⁴⁹ 2011-12 Destination Strategic Marketing Plan, p. 6.

¹⁵⁰ 2011-12 Destination Strategic Marketing Plan, p. 9.

¹⁵¹ California State Parks, "2009-2014 California Outdoor Recreation Plan," 11.

¹⁵² California State Parks, "2009-2014 California Outdoor Recreation Plan," 11.

Age

The median age of people living in the County is 33.6 years, slightly older than the rest of the state. Approximately 6.5% are under the age of five (the statewide percentage is 7.3), 19.8% are under 18 (statewide: 27.3%), and 12.8% are 65 or older (statewide 10.6%). These figures show a population in the County that is slightly older than that in the rest of the state.¹⁵³

California population growth between 2008 and 2018 is projected to be concentrated in three major age groups:

- ❖ Baby Boomers (age 55-74) will account for an increase of 2.5 million.
- ❖ Children (ages 0-14) will see an increase of just over 1 million.
- ❖ College-age and young adults (20-34) will see an increase of just under 1 million.

Of these three segments, clearly the shift in the baby boomer and the college-age and young adult segments will have the most impact. The growth of the children segment suggests that there will be an overall increase in the family segment.¹⁵⁴

As a state, Californians are growing older and this is true of residents of the City and County. By 2010, the 45-64 age segment was expected to increase to 25% of the state's population.¹⁵⁵ In 20 years, this group, which encompasses the Baby Boom generation, will be active seniors 55-74 years old. That is twice the size of the current 55-74 population. But this aging phenomenon should be considered in light of changing characteristics of older Californians. With life expectancy and good health increasing, researchers predict tomorrow's seniors will be more active and will stay active as senior citizens for a longer period of life than previous generations.¹⁵⁶

The 78 million Baby Boomers in the U.S. are richer than any other group in the nation's history. This growing age segment tends to be interested in culture, arts, history, pampering and health-related vacations, which fit in with Santa Barbara's "American Riviera" brand as well as with the visitor experience and services offered by SBTHP.¹⁵⁷

Santa Barbara's "American Riviera" concept also appeals to couples, 35-54 years old, who travel without children.¹⁵⁸

¹⁵³ California Department of Finance, "Profile of General Demographic Characteristics for Santa Barbara County: 2010," accessed November 29, 2011.

http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/documents/DP2010-Santa_Barbara_County.pdf

¹⁵⁴ 2011-12 Destination Strategic Marketing Plan, pp. 9-10.

¹⁵⁵ Visitor Experience Plan, 128.

¹⁵⁶ California State Parks, "2009-2014 California Outdoor Recreation Plan," 14.

¹⁵⁷ Visitor Experience Plan, 128.

¹⁵⁸ Visitor Experience Plan, 128.

At the other end of the age spectrum are the 27 percent of Californians under 18 years of age. According to the California Department of Finance, while the nation's birth rates were flat during the 1980s, the birth rate in California rose sharply.¹⁵⁹

Both of these age-related trends have direct relevance to planning for interpretive services at El Presidio SHP.

Gender

The number of men and women living in the County is approximately the same (50.2% and 49.8% respectively).¹⁶⁰

Ethnicity

Another dynamic that is changing the demographic picture in California is the growth of the state's various ethnic groups. Specifically, rapid growth is occurring within the Hispanic and Asian segments, with the Hispanic segment projected to become the largest segment in California by 2012.¹⁶¹

73.6% of County residents are White (statewide: 61.6%); 42.9% are Hispanic/Latino (37.6%); 6.5% are Asian (14.9%), 2.8% are Black (7.2%), and 2.4% are American Indian (1.9%).^{162, 163}

Statewide, California's 38 million residents are multi-ethnic and multi-cultural. According to U.S. Census 2000 data, Hispanic and Asian/Pacific Islander populations accounted for 61 percent and 27 percent, respectively, of California's growth in the last decade. This data also revealed that Hispanic population growth was driven mostly by natural increase, while Asian/Pacific Islander population increased mostly from immigration.¹⁶⁴ California's population mix will have shifted even more by 2030, when Hispanics will be the largest demographic group, comprising 43 percent of the state's population.¹⁶⁵

¹⁵⁹ California State Parks, "2009-2014 CalOutdoorRecPlan," p. 14.

¹⁶⁰ California Department of Finance, "General Demographic Characteristics for Santa Barbara County: 2010," accessed November 29, 2011.

http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/documents/DP2010-California.pdf.

¹⁶¹ 2011-12 Destination Strategic Marketing Plan, p. 10.

¹⁶² California Department of Finance, "General Demographic Characteristics for Santa Barbara County: 2010."

¹⁶³ California Department of Finance, "Profile of General Demographic Characteristics for California: 2010."

¹⁶⁴ California State Parks, "2009-2014 California Outdoor Recreation Plan," 14.

¹⁶⁵ California State Parks, "2009-2014 California Outdoor Recreation Plan," 14.

Language

In 2000, 36% of County residents spoke a language other than English at home. Spanish was the most frequently spoken of these languages, at 29.5%.¹⁶⁶

Income

Median household income in the City is \$60,264, about the same as the statewide median. The number of persons living below the poverty level is about 14%, slightly higher than the statewide estimate.¹⁶⁷ Between 2008 and 2018, personal income levels are projected to increase by 4.3%, average household income levels by 2.5% annually.¹⁶⁸

As California's population increases, the number of people at the lower end of the income scale is increasing at a disproportionately higher rate. In particular, the poverty and low-income rates of children in California has lagged behind the U.S. average.¹⁶⁹ Recreation becomes a crucial quality of life issue, and people with lower income rely more heavily on public recreational facilities. While studies have shown that those with higher incomes have common interests (nature, saving time, willing to pay to avoid waiting, interpretation adding value to an outdoor recreation experience, and wanting free time in large chunks to provide a psychological release from work), very little is known about the needs of those with low income. It is suspected that outdoor recreation needs of low-income people are different, mostly due to the lack of discretionary income, time and transportation options for outdoor recreation. Access to recreation opportunities is a big issue with the poor and much of their leisure revolves around TV and activities close to home. One survey found lower participation in outdoor recreation activities based on income levels, education levels and length of time in the U.S. Barriers to participation included lack of finances, lack of transportation, lack of free time, and lack of information about recreation opportunities.¹⁷⁰

Households

23.1% of all homes in the City are family households with children under 18. Over 11% of Santa Barbara households consist of people aged 65 or over, while 32.9% of household occupant live alone.¹⁷¹

¹⁶⁶ California Department of Finance, <http://www.dof.ca.gov/research/demographic/>

¹⁶⁷ California Department of Finance, <http://www.dof.ca.gov/research/demographic/>

¹⁶⁸ 2011-12 Destination Strategic Marketing Plan, p. 9.

¹⁶⁹ Julian Palmer, et al, "The Changing Face of Child Poverty in California," Columbia University, accessed July 27, 2011, http://nccp.org/publications/pub_482.html

¹⁷⁰ California State Parks, "2009-2014 California Outdoor Recreation Plan," 15.

¹⁷¹ U.S. Census Bureau, http://factfinder.census.gov/servlet/STTable?_bm=y&-geo_id=16000US0669070&-qr_name=ACS_2008_3YR_G00_S1101&-ds_name=ACS_2008_3YR_G00

Education

85.3% of residents in Santa Barbara County have a high school diploma or higher, compared with 80.5% statewide. 42% have a Bachelor's Degree or higher; the statewide percentage is 29.7%.¹⁷²

Fig. 6 shows almost 2 in 3 students in Santa Barbara County schools are Hispanic, while just over 1 in 4 is White. This points to a potentially dramatic shift in the County's ethnic makeup in the near future.¹⁷³

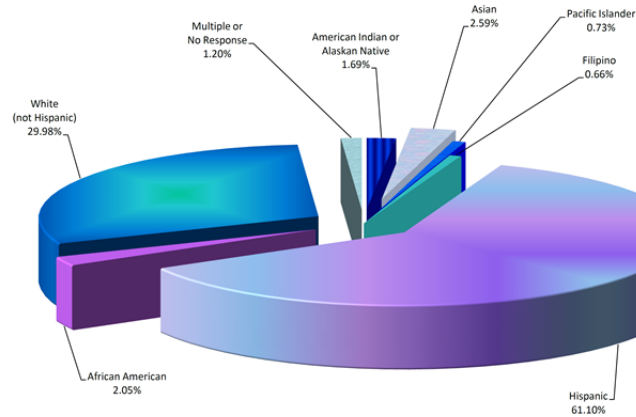


Fig. 6 - Ethnic Distribution in Santa Barbara County Schools 2009

According to the Santa Barbara County Office of Education (SBCOE), there are more than 70 public and private schools in and around Santa Barbara (see Table 1). SBCOE reported that approximately 23,183 students were enrolled in public schools in Santa Barbara and vicinity (Pre-K through grade 12) in 2009.¹⁷⁴

SBCOE also reports that enrollment throughout the County of Santa Barbara has been trending downward as shown in Table 2, although the City of Santa Barbara has experienced the smallest decline. Table 3 below shows additional information related to County Schools, which further illustrates the changing demographic related to the ethnic and economic makeup of attendees.

¹⁷² California Department of Finance, <http://www.dof.ca.gov/research/demographic/>

¹⁷³ Santa Barbara County Education Office, "California Longitudinal Pupil Achievement Data System (CALPADS)" (Santa Barbara: 2009), accessed November 28, 2011, <http://www.sbceo.org/districts/09calpads.pdf>.

¹⁷⁴ Santa Barbara County Education Office, CALPADS, <http://www.sbceo.org/districts/09calpads.pdf>.

Table 1 - Schools in Santa Barbara County by Type

District	Elementary	Middle	High	Charter	Private	Other
Carpinteria Unified	3	1	1	0	2	3
Cold Spring	1	0	0	0	*	0
Goleta Union	9	0	0	0	4	0
Hope	3	0	0	0	*	0
Montecito Union	1	0	0	0	*	0
Santa Barbara	7	4	3	3	15	11
Total	24	5	4	3	21	14

Table 2 - Enrollment Trends 2001-2009

District	2000-2001	2008-2009	Percent change
Carpinteria Unified:	3118	2463	-21%
Cold Spring	239	198	-17%
Goleta Union	4455	3608	-19%
Hope Elementary	1312	980	-25%
Montecito Union	504	399	-21%
S.B. Elementary	6008	5791	-4%
S.B. Secondary	10068	9905	-2%
SBCOE	881	800	-9%

Table 3 - English Learners and Qualified for Reduced Meals 2008-09

District	% English Learners	% Reduced Meals
Carpinteria Unified:	40.0%	60.3%
Cold Spring	3.0%	0%
Goleta Union	28.7%	41.3%
Hope Elementary	20.4%	20.9%
Montecito Union	6.0%	4.5%
S.B. Elementary	39.6%	45.6%
S.B. Secondary	18.2%	26.9%

Home Schools

The number of children receiving their education at home in Santa Barbara is unknown. One source estimates that in California, between 60,000 and 200,000 children are homeschooled.¹⁷⁵ This group of children should not be overlooked when developing interpretive services outreach plans. The Home School Association of California (HSC)

¹⁷⁵ Home School Association of California, "Frequently Asked Questions," accessed November 28, 2011, <http://www.hsc.org/faqs.php>.

is dedicated to serving homeschooling families throughout California. The HSC website, www.hsc.org, has additional information about the organization and lists contacts for several counties, including Santa Barbara County.

Tourism

The Santa Barbara Conference and Visitors Bureau and Film Commission has branded Santa Barbara as “The American Riviera.”¹⁷⁶ The concept connotes beauty, nature, water and culture – draws that attract tourists to Santa Barbara from California, the rest of the country and abroad.

In 2008, 8.2 million people visited the County, comprising 6.79 million US visitors and 1.45 million international visitors. Of these, 4.39 million US visitors and 1.29 million international visitors came to the City. A significant proportion of US visitors are from California. The 2010 Visitor Survey found that twice as many visitors were from Los Angeles County as from Santa Barbara County. These tourists are a huge segment of people for SBTHP to target.¹⁷⁷

The average age of visitors to the County is 43.¹⁷⁸ This is due largely to the “Baby Boom” generation, many of whom are looking for ways to spend their retirement years (see section on “Age,” p. 100).

Only about 1/5th of tourists spend on admissions, equivalent to an average of \$1.58 per day per person compared with an average of \$22.50 per day on food and \$15.65 on shopping. Tourists' high shopping expenditures suggests that any retail opportunities could provide a strong revenue source. The data also suggest that either tourists are not willing to spend on admissions or are very select about what they will spend it on. SBTHP needs to consider carefully whether to ticket in order not to deter visits.¹⁷⁹

The Santa Barbara County international leisure traveler spends an average of \$512.40 per trip and stays three times longer (6.1 days) than an in-state leisure traveler.¹⁸⁰

Over 4/5 of visitors to Santa Barbara are day-trippers who with less time tend to be more selective about what they visit and plan ahead.¹⁸¹

¹⁷⁶ Santa Barbara Conference and Visitor Bureau and Film Commission, “Experience Santa Barbara,” accessed November 28, 2011, <http://www.santabarbaraca.com/experience-santa-barbara/>.

¹⁷⁷ Lauren Schlaw Consulting, “2008 Santa Barbara County Visitors Survey and Economic Impact Study” (Santa Barbara: Santa Barbara Conference and Visitor Bureau and Film Commission, 2008), 1, 7, accessed November 28, 2011, <http://www.santabarbaraca.com/includes/media/docs/Visitor-Survey-and-Economic-Impact--Executive-Summary.pdf>.

¹⁷⁸ Visitor Experience Plan, 128.

¹⁷⁹ Visitor Experience Plan, 128.

¹⁸⁰ Visitor Experience Plan, 128.

¹⁸¹ Visitor Experience Plan, 129.

The most lucrative tourist segments have tended to be "multiplier" clients such as tour operators. They not only bring in new visitors at a higher per-person spending ration, but they also are a key source of business for Santa Barbara's mid-week periods leading up to and away from the high-season and off-season.¹⁸²

Under-represented Groups

The above data reveal that several groups of people are underrepresented among current visitors to El Presidio SHP and should be considered as potential and target audiences for future interpretive outreach efforts. These include:

- ❖ **Customers of retail businesses within and in the vicinity of the park.**
- ❖ **Motorists and pedestrians passing through the park.**
- ❖ **Teens and young adults**
- ❖ **Families with young children**
- ❖ **Low-income families with children**

In addition to the groups listed above, the following additional groups of underserved audiences were identified by participants at the stakeholder workshop held in spring 2010::

- ❖ **Members of the local Spanish-speaking community**
- ❖ **The Chumash community**
- ❖ **Students from the University of California at Santa Barbara**
- ❖ **The local Santa Barbara community, which has a need and desire to become more aware of its history and heritage**
- ❖ **Members of the disabled community**
- ❖ **Junior and Senior High Schools in the Santa Barbara area**

Information provided by the SBTHP Education Department reveals that junior high schools and high schools in the Santa Barbara area do not participate in interpretive programs at El Presidio SHP to a significant degree and should therefore be included with the above groups of potential visitors. This group is also a potential source for student interns at the park.

- ❖ **Members of the Asian community**
Anecdotal evidence indicates that the Asian community may be underrepresented at the park, although no definitive survey data exist to support this. Given the significant part this group has played in the history of the Presidio neighborhood, SBTHP has engaged in an ambitious effort to reach out to the Asian-American community in Santa Barbara in order to involve them in park programs and activities. It has established an Asian Advisory Committee and has presented Asian-themed film programs to the public. SBTHP is committed to their increased

¹⁸² Visitor Experience Plan, 128.

involvement, both as visitors and as community partners. Future survey work should track their attendance at the park.

Contact with the groups listed here as well as additional visitor surveys will likely reveal additional groups who would benefit from involvement in the park's interpretive services.

Attracting New Audiences

Strategies should be developed to draw new audiences to the park's interpretive activities (see Recommendations, Goal 3). Many of these strategies could involve targeted outreach to the specific groups that have been identified above.

Initial contacts with these groups should seek to determine their particular needs and interests that can be addressed by the park's unique assets as well as optimum use of the park's interpretive services to meet those needs. This will allow SBTHP and CSP staff to develop strategies and services tailored to these groups. As these are developed and initiated, frequent contact should be maintained with the target groups in order to ensure that their needs and interests will be met by the new services.

In addition, a strategy that has been shown to be effective in attracting new audiences from specific communities and in ensuring repeat visitation is the hiring of staff and recruiting volunteers from these communities. Being welcomed and participating in interpretive programs conducted by members of a person's particular group improves the quality of the involvement and heightens the chance that return visits will occur.

Visitor Circulation and Orientation

Current Status

Access from major roads and highways

El Presidio SHP is located less than a mile from U.S. 101, the primary coastal route along this part of the California coast. Signs on the freeway clearly mark the off ramps travelers should take to the park. From the freeway, there are several possible routes to the park on the City's surface streets. Carrillo Street, the principal feeder to the downtown area from the freeway to the west is located one block north of the park.



El Presidio SHP is located less than a mile from U.S. 101.

The park is located in the central part of downtown Santa Barbara at the intersection of Canon Perdido and Santa Barbara Streets. This intersection lies just two blocks northeast of State Street, Santa Barbara's primary downtown commercial thoroughfare.

Arriving at the park

Visitors can arrive at the park via a number of means of transportation. For those who arrive in personal vehicles, limited and timed parking is available on the surface streets around the park. A public parking structure is located a short distance from the park.

The park is served by the Santa Barbara Metropolitan Transit District, which operates public buses in the City. The nearest bus stop is located about a block from the park. In addition, Easy Lift, a non-profit, charitable organization, provides curbside-to-curbside "Dial-A-Ride" transportation in South Santa Barbara County for senior citizens and people with disabilities who cannot use regular bus service. Private tour busses also deliver visitors to the park. Parking for these large vehicles is a challenge.



Visitors entering El Presidio SHP on Canon Perdido Street pass El Cuartel (right) and the newly reconstructed Northwest Corner (left). Limited street parking is available. A public parking structure is a block away.

Amtrak provides regular train service to Santa Barbara from locations throughout California. The Santa Barbara Amtrak station is located about a mile from the park.

Welcome and Orientation

An attractive wooden sign located at the northwest corner of the main street intersection in the park identifies the park to passers-by. There are two small signs located in front of the Chapel and the Canedo Adobe that direct the public to the Visitor Center.

Welcome and orientation information about the park is available in the Visitor Center. Located for many years in four rooms of the Canedo Adobe, this facility is being relocated to the newly reconstructed Northwest Corner.

SBTHP staff is available during the day in the Visitor Center to answer questions about the park. A free park brochure (Appendix A) produced by the department in 2002 is provided to all interested visitors. It contains a map of a portion of the park that includes the Presidio's restored buildings.

Visitors who opt to pay the park's entrance fee, are given access to several of the park's buildings and rooms and a complimentary Self-Guided Tour Map and Brochure (Appendix B).

A small gift shop is located adjacent to the reception area in the current Visitor Center. The facility, operated by SBTHP, offers visitors an eclectic selection of interpretive and educational items related to the Presidio and its neighborhood.



A custom routed sign identifies El Presidio SHP to passers-by.



The park's Visitor Center in the Canedo Adobe (above) is being moved to rooms in the reconstructed Northwest Corner (out of the picture to the left).



A small gift shop is located adjacent to the reception area in the present Visitor Center.



The park's Visitor Center is being relocated to newly constructed rooms in the Northwest Corner.

The new Visitor Center in the Northwest Corner is located in three rooms. Two are currently used for exhibits; the third contains a small theater where visitors can view the park's orientation video and others related to the Presidio's history.

Circulation within the park

Two city streets cut through the heart of the park, dividing it into four separate areas (see Figure 7). Pedestrians travel along sidewalks and through crosswalks to access these areas.

The two areas of the park that contain most of the Presidio's adobe buildings are located on the north side of Canon Perdido Street, with the exception of El Cuartel, which is located on the south side of that street.

In order to access the rooms in the Padre's Quarters, Chapel, Comandancia, and the open space north of these rooms, visitors must first pay the entrance fee at the Visitor Center. Small signs installed on posts direct visitors along the route of the self-guided tour.

El Cuartel, the restored rooms at the Northeast Corner, and the two southern-most rooms of the Northwest Corner are open to all visitors off the street.



Small signs guide visitors along the self-guided tour route. (©California State Parks)

Visitor Circulation and Orientation - Special Concerns

It is difficult to overstate the negative impact the two city streets and the vehicle traffic they carry through the park have on visitors' ability to get a clear sense of the layout of the original Presidio or to enjoy the general atmosphere in the park. In addition, the fact that visitors can enter the park from any of several possible locations seriously interferes with delivery of the park's story. Currently, a lack of clear, inviting orientation signage either at the main entry points or at other key locations throughout the park contributes to a general confusion that visitors experience, as evidenced by comments made in the 2010 Visitor Survey (Appendix G). SBTHP staff also report receiving similar comments from visitors.



It is difficult to overstate the negative impact that the two city streets slicing through the park have on visitors' ability to get a clear sense of the original Presidio. In this view, Santa Barbara Street cuts through the Presidio's north wing.

The park's primary orientation facility, the Visitor Center, currently located in the Canedo Adobe but scheduled to be moved to the buildings of the Northwest Corner, is



not easily detected from the street, there being no obvious sign identifying it as such as well as it being partially concealed from the street by olive trees.

The park's current California State Park brochure (Appendix A), gives a misleading impression to visitors of the park's actual extent. The self-guided tour booklet created by SBTHP (Appendix B) also needs extensive revision to provide a clearer path-of-travel diagram and updated, concise text.

The Visitor Center, the park's primary orientation facility presently located in the Canedo Adobe (right), is not easily identified from the street. Effective signage will be key to improving visitors' ability to find it in its new location in rooms of the Northwest Corner (left).

The buildings of the north wing, the Northeast Corner, and the Northwest Corner are raised 18"-24" above the level of the streets to indicate the original level of the Presidio. A retaining wall of the same height runs along the sidewalks, creating a psychological barrier for some visitors, adding to their lack of certainty about what parts of the park are open to them or where they can obtain information.



The Presidio's north wing as well as the Northeast Corner are raised about two feet above the adjacent sidewalks.
(©California State Parks)

El Cuartel and the buildings of the Northeast Corner are also not clearly identified by any orientation signage. The fact that two city streets separate these two areas of the park from the main part of the Presidio that has been restored and also the fact that these areas are not staffed during normal operating hours likely cause some potential visitors to question whether the spaces are open and/or to feel uncomfortable entering them. In addition, although it is located directly across the street from the restored buildings of the Northwest Corner, El Cuartel sits in the middle of the block, which requires visitors to walk to crosswalks at either of the two nearest intersections and then walk back to El Cuartel.



Buildings constructed after the original Presidio was built are part of the park's history, but they add to the challenge of conveying a clear sense of the park to visitors.

Beyond the areas in the park that contain the restored parts of the Presidio, the location and extent of the remainder of the Presidio are not clearly evident, being largely obscured by building additions to the Presidio neighborhood that have been constructed over the intervening decades. They are all part of the park's fascinating history, but their presence adds to the

challenges of giving visitors a clear sense of the extent of the original Presidio as well as facilitating their exploration of the park's complex history.

Add to all of these concerns the constant clamor from the traffic on the streets that invades the park's setting and it becomes clear that visitor orientation at El Presidio SHP faces serious challenges that must be overcome if delivery of the park's interpretive message is to be effective. Several creative ideas for addressing these challenges are identified in the Visitor Experience Plan and are included in the Recommendations section of this IMP.

Visitor Expectations and Experience

What do visitors want and expect from their experience at El Presidio SHP? Does the interpretation currently being offered help meet their expectations? What could be done differently to help visitors experience a deeper understanding of the park and its resources?

Visitor Expectations

At a public workshop held in spring 2010 to solicit input for this IMP, several comments from participants helped clarify some of the expectations visitors to El Presidio SHP bring with them. Some participants expressed a desire to be able to connect with their own unique history, to better understand who they are and what it means to be a part of the Santa Barbara community. Others said that a visit to the park could foster pride in one's heritage, particularly those Spanish-speaking members of the community (while Spanish heritage was specifically mentioned at the workshop, it is equally true that visitors from other backgrounds can gain a better understanding of and appreciation for their own particular heritages). Local students should be able to experience first-hand what they have been studying, in such a way as to make more real and relevant the material and the history.



Students' learning improves when they are able to experience first-hand what they have been studying in class.

In a survey conducted in spring 2010, visitors were asked to select from a menu of activities those that they expected to do at the park. 87% said they came for historical sightseeing. 64% said they wanted to participate in a self-guided tour of the park. 55% came looking for a visitor center and/or museum. 49% came looking for photographic opportunities. 16% wanted a guided tour. 10% indicated they wanted to be able to attend a lecture about the park and its resources. 6% were looking for a living history experience. 4% wanted a school program. Somewhat surprisingly, 1 out of 3 respondents said they came looking for an "outdoor" experience.

Not included in the 2010 visitor survey but representing a significant visitor segment to the park are the many school classes that visit each year, including elementary, secondary and post-secondary classes.

Some visitors (the actual number is unknown) have a very personal connection to the park: their ancestors once lived at the Presidio. A respondent to the 2010 visitor survey

indicated he/she was visiting a childhood home. For these visitors, the Presidio represents an important and tangible connection to their heritage.

The Presidio chapel is the site of several weddings held throughout the year. Approximately 18 weddings were held at the park in 2010.

Not surprisingly, these results indicate that the large majority of visitors come to the park with an interest in history or related topics or are drawn by the site's historic ambience.

The 2010 Visitor Survey also revealed an unexpectedly large number of respondents (approximately 20%) who come to the park for reasons not directly related to a specific interest in the site's historical significance. Reasons cited by these individuals included sightseeing in general and enjoying the outdoors.

Because of the park's location, surrounded as it is by an eclectic mix of urban uses including retail shops, restaurants, and other businesses, the park offers an oasis of sorts for people seeking a brief respite from the bustle of the city experience. They represent a potential and currently underserved audience for the park's story as well as a source of potential support.



Survey results indicate that most but not all visitors at El Presidio SHP have an interest in history.



Among several things visitors report enjoying about their visit to El Presidio SHP is seeing the archaeology and reconstruction occurring at the park.

Several specific responses provided some interesting insights. One respondent said that there was "not much for children" at the park, revealing an expectation that children-oriented interpretive services would/should be available. Another respondent said he had come to the park having mistaken it for the Santa Barbara Mission. This confusion in the minds of some visitors has also been noted by SBTHP staff, indicating a need to clarify the Presidio's unique nature.

“What did you enjoy most about your visit?”

Respondents to the 2010 visitor survey were asked to return after touring the park for follow-up questions. The following responses to the question “What did you enjoy most about your visit?” while not necessarily pointing to expectations met, reveal aspects of the park and its current interpretive services that added to these visitors’ experience.

- ❖ The Cocina, the cannons and the Chapel
- ❖ Wandering through the vegetable gardens (Northeast Corner)
- ❖ The orientation video, the pottery exhibit, the Chapel, the Padre’s Quarters, the oranges on the trees
- ❖ Diversity of different things
- ❖ The effort that went into the accurate reconstruction
- ❖ Seeing the archaeology and reconstruction going on at the site
- ❖ The great historical information
- ❖ The architecture
- ❖ Seeing the way people lived
- ❖ The authenticity and the meticulous care that it took to reconstruct
- ❖ The beautiful buildings
- ❖ The friendly staff
- ❖ The kiln
- ❖ The living history
- ❖ The Comandancia
- ❖ Seeing how it has changed since the last visit
- ❖ Learning about Santa Barbara’s background
- ❖ Visualizing
- ❖ The furnished rooms
- ❖ The diorama in the visitor center
- ❖ Different historical items, the “Documenting Everyday Life & Needs” exhibit

Suggested activities

The same respondents also suggested the following activities as ones they would like to have seen at the park. The responses may indicate unmet expectations held at time of arrival or ideas inspired by visitors’ experiences during their exploration.

- ❖ Pottery making
- ❖ Interaction
- ❖ More information on history books, access to records



Some visitors would like to see more interpretation in currently empty rooms.

- ❖ Guided tour with docent
- ❖ More living history (several responses)
- ❖ Clothing
- ❖ "Push audio" interaction features as at Santa Ines Mission
- ❖ Cannon fights, soldiers
- ❖ Audio tour
- ❖ More information in empty rooms
- ❖ Garden, vegetables, fruit
- ❖ More art in more rooms
- ❖ Children's programs, puzzles, interactive exhibits, videos to schools
- ❖ Historical context in relation to Mexican takeover

Suggested Amenities, Other Improvements

Finally, the 2010 Visitor Survey asked visitors to indicate any amenities or other improvements they would like to suggest. The following responses were given.

- ❖ Sign directing to entrance
- ❖ Clearer orientation
- ❖ Parking
- ❖ Restrooms
- ❖ Water fountain
- ❖ Picnic area
- ❖ Drinks, vending machine
- ❖ Numbers on map/brochure
- ❖ Improve brochure (confusing)
- ❖ Identify plants
- ❖ Grounds maintenance
- ❖ More railings
- ❖ Family discounts
- ❖ More artifacts with identification
- ❖ Improve housekeeping in Cocina
- ❖ More emphasis on Indian history
- ❖ Improved access (couldn't use walker to get to ceramic exhibit)

EXISTING CONDITIONS AND SPECIAL CONCERNS

Interpretive Services: Facilities

Current Status

(see Figure 3 – Historic Structure Inventory)

The following areas associated with the historic and reconstructed Presidio buildings currently function as interpretive facilities at El Presidio SHP. El Cuartel and the Northeast Corner are available for public viewing free of charge. The Chapel, Comandancia, Padre's Quarters, and the grounds north of these areas are open to the public upon payment of the admission fee at the visitor center in the Canedo Adobe.

Twenty-three reconstructed and historic adobe rooms as well as gardens, yards and other outdoor spaces associated with the Presidio are currently open to the public. Data connection, electricity and phone line information is listed because lack of these may limit future uses.

The Presidio Northwest Corner (Bldg. 3) - One of the buildings of the recently reconstructed Northwest Corner houses a 2-room exhibit, *Ceramics Rediscovered*, a room with a 20-person seating capacity where visitors may view the park orientation video, and an exhibit room interpreting the Presidio armory.

- ❖ Electricity is available.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ A box is installed to provide phone/cable to the building. Lines would need to be pulled for individual rooms.
- ❖ The Northwest Corner Reconstruction included new ADA-compliant access to the site, all-weather exterior pathways, and accessible interior spaces. Construction of the Northwest Corner Restrooms in 2005 incorporated an accessible path of travel and an accessible unisex restroom.

The Canedo Adobe (Bldg. 4) - The Canedo Adobe is located within the space originally occupied by three Presidio family residences. The park's visitor center is currently located in this building. It includes a reception area, orientation exhibits, gift shop, and a special exhibit on the Presidio neighborhood's Japanese American community. In addition, SBTHP staff offices are located here, as is a small kitchen facility and a small restroom. Upon entering the visitor center, visitors are greeted by SBTHP's receptionist during the week and by paid attendants on the weekends. After paying admission and receiving a self-guided tour booklet (see Appendix B), visitors

receive an oral introduction to the site from SBTHP staff, view a three-dimensional model of the Presidio and peruse the exhibits.

- ❖ Electricity and phone/data service is installed and available.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ This facility is not currently accessible per ADA standards.

Padre's quarters (Bldg. 5) - These two rooms contain house exhibits interpreting their original use as quarters for visiting priests.

- ❖ Electricity is available.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ It would be possible to run phone/cable lines to these rooms through the attic adjoining the Canedo Adobe.
- ❖ This facility is not currently accessible per ADA standards.

Chapel and Bell Tower (Bldg. 5) - The Chapel consists of a large open room with an altar at the north end (a small sacristy room is located behind the main chapel space). The chapel contains various religious artifacts and reproductions. It is occasionally used for special events, e.g., lectures; and rentals, e.g., weddings. Seating capacity is approximately 150 people.

- ❖ Electricity is available.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ It would be possible to run phone/cable lines to these rooms through the attic adjoining the Canedo Adobe.
- ❖ This facility is not currently accessible per ADA standards.

Comandancia (Bldg. 5) - Three rooms contain period house exhibits interpreting their original use as quarters for the Presidio's Comandante.

- ❖ Electricity is available.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ There are no plans to install phone or cable service to these rooms
- ❖ This facility is not currently accessible per ADA standards.

Parade Ground - The Parade Ground is the unpaved open space between the north wing of the Presidio and Canon Perdido Street. Another portion of the Parade Ground

lies across Santa Barbara Street in front of the adobe rooms of the Northeast Corner. Both portions of the Parade Ground are accessible by pedestrians on Santa Barbara and Canon Perdido Streets, though they are raised about 18-24" from sidewalk level (to mark the original level of the Presidio).



Presidio Parade Ground (in front) and Rear Area

- ❖ Existing permanent exterior lighting for the parade ground fronting the Presidio Chapel works, but requires re-wiring.
- ❖ An exterior lighting plan has been planned but not implemented for the Northeast Corner section of the parade ground.
- ❖ This facility is not currently accessible per ADA standards.

Presidio Rear Area – The Presidio Rear Area refers to the outdoor space to the rear (north side) of the Canedo Adobe, the Padre’s Quarters, the Chapel, and the Comandancia, marked by the northern boundary of the park. Visitors may access this area after paying the park admission fee. The area includes a pottery kiln and an horno, both built from period-appropriate plans, and the exposed foundations of the first and second defense walls of the Presidio. The space also holds several of the lemon trees planted by the Whittakers in the mid-20th century, mission-stock orange trees planted after the park was established, and potted heritage plants related to the Presidio’s interpretive periods. Also located in this area behind the Comandancia is broken tile pavement dating to the Spanish colonial period and an exposed portion of the stone Presidio aqueduct. The Presidio Rear Area is used for SBTHP-sponsored events such as receptions.

- ❖ The area has permanent exterior lighting, and exterior electrical outlets are available on several adjoining buildings, including the Bonilla House, Canedo Adobe, Old Research Center, and a new bathroom structure (an older existing bathroom is slated for eventual demolition). Attic space in the bathroom structure could be used in the future to contain security system components, wireless routers, etc.
- ❖ This facility is not currently accessible per ADA standards.

Northeast Corner (Bldgs. 7 and 8) - Two of the rooms in the reconstructed Northeast Corner contain quarters for the Presidio's Lieutenant (Bldg. 7). The exhibit "*Documenting Everyday Life & Needs*" is currently housed in these rooms. Three of the reconstructed rooms were originally quarters for Presidio soldiers and their families. The Lieutenant's *Cocina* (kitchen) is also located here (Bldg. 8).

- ❖ Electricity is available in the Lieutenant's Quarters, one family residence, the tower and the cocina. Electricity for lighting can be added to other rooms here, but there are no plans for installing additional outlets because of archaeological concerns beneath the floors.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ It would be possible to run phone/DSL lines to these rooms from the tower room on the NE corner. There are no plans to add cable.
- ❖ The design of the Northeast Corner Reconstruction incorporated an accessible ramp and accessible paths of travel throughout the exterior spaces. However, most of the interior spaces in this facility are not currently accessible per ADA standards (see "Rear Yards/Garden Spaces" below).

Rear Yards/Garden Spaces - Each residence room on the West and East wings of the Presidio has an enclosed yard to its rear. Each yard can be accessed through a doorway from its associated room. The yards at El Cuartel and the NE Corner are all planted with seasonal crops and trees appropriate to the interpretive period.



Rear Yards and Garden Spaces

There are 9 rear yards, including:

- ❖ One behind El Cuartel: visible from Canon Perdido Street but not currently accessible to visitors.
- ❖ Three behind the reconstructed Northwest Corner: At the time of this plan, the enclosing walls are still undergoing reconstruction and the spaces are not available to visitors per ADA standards.
- ❖ Five behind the reconstructed Northeast Corner: Four are available for free to the public (the area behind the tower is not available). An accessible ramp allows visitors to access the two garden spaces to the rear of the cocina. The other garden spaces in this area are not currently accessible per ADA standards.

El Cuartel (Bldg. 26) - The building consists of two rooms that contain temporary exhibit panels.

- ❖ A new electrical meter has been installed and the building is stubbed for electrical service. Permanent electrical service will be installed in conjunction with the pending seismic retrofit and roof restoration project.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary.
- ❖ There are no plans to install phone or data service in this building.
- ❖ This facility is not currently accessible per ADA standards.

Other Buildings with Interpretive Potential

In addition to the buildings, rooms and spaces described above that are currently associated with interpretation at El Presidio SHP, several other facilities are located within the park's boundaries that are not directly associated with the primary historic period of the Presidio. Some of these are currently or potentially could be used for interpretive purposes.

Cota-Knox House (Bldg. 1) - SBTHP is currently undertaking a structural investigation of the Cota-Knox building in advance of a seismic retrofit and restoration of the building. Any plans for retrofitting doors, entrances, restrooms, etc. will take into consideration current accessibility requirements for the building.

- ❖ Electricity is available.
- ❖ Phone/data service is available.
- ❖ This facility is not currently accessible per ADA standards.

The Pico Adobe (Bldg. 2) - This building has a medium-size multi-purpose room, a kitchen and a small restroom.

- ❖ Electricity, phone and cable are available.
- ❖ Exhibits, furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ The seating capacity is 20.
- ❖ This facility is not currently accessible per ADA standards.

Bonilla House (Bldg. 6) - In late 2011, SBTHP was seeking bids and soliciting designs for re-locating the Bonilla house, one of the last steps to complete the Northwest Corner Project. Originally the Bonilla house was constructed at grade. As a result of raising the building to accommodate plumbing (water and sewer) and the cutting of Santa Barbara Street, the building currently sits approximately 5 feet above the sidewalk grade. When

studying the proposed new location, special consideration will be given to siting the building so as to reduce impacts for accessibility. Measures are being taken so that the building can be placed at or near grade so as to eliminate the need for ramps to access the building. Accessible doors and door hardware will also be included in the plan to move and rehabilitate the building for future park use.

- ❖ Electricity is available.
- ❖ Phone/data service is available.
- ❖ Furnishings and facilities are protected by a monitored alarm system for burglary, smoke and fire.
- ❖ This facility is not currently accessible per ADA standards.

School of the Arts Campus (Bldgs. 9-20) - This area contains the Alhecama Studios (Bldg. 14), the Marisol Room (Bldg. 15), the Presidio Research Center (Bldg. 16), and the Alhecama Theatre (Bldg. 18), and among others. The Marisol Room has a large multi-purpose space and a small restroom. Currently an Accessibility Study is being conducted by Heritage Architecture and Planning to address accessibility for the entire Alhecama complex. The results of this study will provide solutions for accessible parking and routes of travel to the Alhecama Theatre, the Alhecama Studios, the Presidio Research Center, the Presidio Archaeology Lab, Building 10 (occupied at the end of 2011 by the Playa Azul Restaurant), and Building 12, (occupied at the end of 2011 by the Zaytoon Middle Eastern Restaurant). The study will also provide plans for an accessible restroom(s) in the Alhecama Theatre.

- ❖ Electricity is available in the Marisol Room.
- ❖ The Marisol Room can seat 40 people.
- ❖ The Alhecama Studios were recently rehabilitated to provide accessible entrances and restrooms. Plans for accessible paths of travel and parking are currently being developed in connection with the Alhecama Accessibility Study. Remodeling of the Alhecama Theater for ADA accessibility is in progress.

Presidio Archaeology Laboratory (Bldg. 9) - The Presidio archaeological collections are housed at the Presidio Archaeology Laboratory. Artifacts, documents (reports, notes, photographs, and drawings), maps, and construction drawings from almost fifty years of investigations are protected by a monitored alarm system for burglary, smoke, and fire.

- ❖ Electricity is available.
- ❖ Phone/data service is available.
- ❖ This facility is not currently accessible per ADA standards.

Presidio Research Center (Bldg. 16) - This restored, 3-story building houses the SBTHP's research library collection (books, manuscripts, photographs, maps, etc.) and museum collections (artifacts, costumes, furnishings, etc.). The building also houses staff offices. These collections are protected by a monitored alarm system for burglary, smoke, and fire. A fire sprinkler system further protects the collections from fire. For conservation purposes the entire space is temperature and humidity controlled.

- ❖ Electricity is available.
- ❖ Phone/data service is available.
- ❖ The Presidio Research Center has ADA accessible parking, paths of travel, entrances, and restroom.

Several other buildings within the park have significant cultural and interpretive value but are not being used for interpretation (none are currently ADA accessible): Moullet House (Bldg. 21), Rochin Adobe (Bldg. 24), the SBTHP Education Offices (Bldg. 17), and Jimmy's Oriental Gardens (Bldgs. 27 and 28).

Facilities – Special Concerns

See also General Concerns.

School Tours

El Presidio SHP currently lacks dedicated facility space for school groups to assemble when they arrive on site, take breaks for snacks or lunch at the end of their tour, and leave bags and lunches during their visit. During good weather, school groups assemble on the sidewalk or ramps on the parade ground, a crowded and noisy environment. Plans for an interim day-use/picnic area north of the Canedo are currently being developed. See Recommendations, Goal 4, Objective 4.5.

Table 4. Interpretive Facilities at a Glance

Facility	Elec.	Alarm ¹	Phone/Data	Accessible ²	Comment
El Cuartel		❖			Stubbed for electrical service.
NW Corner	❖	❖		❖	Stubbed for phone/ data lines.
Canedo Adobe	❖	❖	❖		
Padre's Quarters	❖	❖	3		
Chapel	❖	❖	3		
Comandancia	❖	❖			
NE Corner	❖	❖	3		Electricity in Lieutenant's Quarters; other rooms stubbed for electrical service. Accessible path of travel only at exterior of buildings.
Parade Ground	❖				Rewiring needed.
Rear Area	❖				
Gardens					Accessible path of travel to gardens behind cocina only.
Pico Adobe	❖	❖	❖		Seating for 20 people.
Building 10	❖	❖	❖	4	Azul Restaurant (SBTHP tenant).
Building 12	❖	❖	❖	4	Zaytoon Restaurant (SBTHP tenant).
Marisol Room	❖	❖		4	Seating for 40 people.
Alhecama Theatre	❖	5	❖	4	Remodel for accessibility in progress.
Alhecama Studios	❖	❖	❖	4	
Research Center	❖	❖	❖	❖ 4	
Arch Lab	❖	❖	❖	4	
Cota-Knox	❖	❖	❖		Citizens' Planning Assoc., Eric Watts, Chiropractor (SBTHP tenants)
Bonilla House	❖	❖	❖		
Moulet House	❖	❖	❖	❖	Panini's Restaurant (SBTHP tenant)
Rochin Adobe	❖	❖	❖		
Education Offices	❖	❖	❖		
Building 25	❖	❖	❖	❖	Anacapa School (SBTHP tenant)

¹Monitored alarm system for burglary, smoke and fire.

²Parking, path(s) of travel, entrance(s), restroom(s) per ADA standards.

³Possible to run phone/ data lines from adjacent room.

⁴Study underway to provide solutions for accessible parking and routes of travel.

⁵Monitored alarm system for smoke, fire and fire sprinklers.

Interpretive Services: Media

Exhibits – Current Status

(see Fig. 7)

Visitor Center Exhibits

Exhibits in the visitor center date from the mid-1990s and include graphics that adhere closely to the interpretive element of the park's General Plan. A few objects are on display. One sword is housed in a Plexiglas box.



The existing visitor center, housed in the Canedo Adobe, is being moved to new rooms in the Northwest Corner.

Other Interior Exhibits

- ❖ **“Ceramics Rediscovered”** - This temporary exhibit is housed in two rooms at the Presidio Northwest Corner. Produced by SBTHP staff, this exhibit was completed in November 2009. It was funded by the Smithsonian Institution to publicly display the research results of a project team made up of Smithsonian staff, academic and professional archaeologists (including SBTHP's archaeologist) and a professional potter who uncovered new information about the production and trade of ceramics in Early California. The exhibit includes bilingual text panels, reproduction ceramic vessels, archaeological ceramic sherds, and a ten-minute video on the production of ceramics in early California. This exhibit is available with admission to the Presidio.



“Ceramics Rediscovered,” a temporary exhibit, is currently housed in rooms of the Northwest Corner.

- ❖ **“Documenting Everyday Life & Needs”** - This temporary exhibit, developed by SBTHP around 2000, is located in the two rooms that make up the Presidio Lieutenant's quarters at the Northeast Corner. The exhibit illustrates the content of a book published by SBTHP. Both the book and the exhibit focus on the information about daily life among the Presidio residents to be learned by reviewing the *memorias* (orders) and *facturas* (receipts) related to the ship from Mexico that supplied Presidio residents annually. The exhibit includes one large panel with the contents of a single *memoria* (order) and several smaller panels illustrating aspects of daily life (health, weights and measures, music etc.) coded to the *memoria*. Three

cases display objects excavated on site by archaeologists, a few loaned artifacts, and some reproduction objects. This exhibit is available free to the public.

Other interior signage

Three family rooms at the Presidio Northeast Corner have small interpretive signs identifying the rooms and offering brief information that is not included in the self-guided tour booklet.

Two aged interpretive panels are displayed in El Cuartel. One interprets *Soldados de Cuera* (Presidio soldiers). The other panel interprets the history of the Valenzuela family who once lived in the building.

Exterior Exhibits & Displays

❖ **Gardens** – Four rear yards of the reconstructed residence rooms of the Northeast Corner and also at El Cuartel have been planted by SBTHP staff with heritage plants, e.g., seasonal crops and trees, related to the Presidio’s prime interpretive period. The plants are tended seasonally. The gardens at the Northeast Corner are available to the public for free. The garden at El Cuartel is visible from Canon Perdido Street but is not accessible to the public. The garden behind the Cocina is accessible per ADA standards. Three similar spaces behind rooms of the Northwest Corner are being enclosed with reconstructed adobe walls and are not yet available to visitors.

❖ **Statue of Spain’s King Carlos III (1716-1788)** – A large bronze statue of Spain’s King Carlos III, on permanent loan from the City of Santa Barbara, stands in the rear area of the main portion of the Presidio, near the back of the Chapel. King Carlos presided over Spain during the period when the colonization plan for Alta California was developed. The statue is used as a talking point on tours to discuss the broader global political context of the Santa Barbara Presidio.



Statue of Carlos III

❖ **Kiln** – This reproduction of a Spanish-colonial-period, dual-chamber updraft kiln was constructed in 2006 to fire ceramics as part of an experimental archaeology project related to the “Ceramics Rediscovered” project jointly sponsored by SBTHP, the Smithsonian and Santa Clara University. Although the kiln is not regularly used, it is maintained in working condition and is available for future use.

❖ **Caretta** – This aging reproduction of a Spanish colonial-period two-wheel oxcart is located on the parade ground of the Presidio’s N.E. Corner. It provides an

opportunity to interpret transportation methods and the challenges of geography on California's Central Coast during the Presidio's primary interpretive period.

- ❖ *Horno* - A working reproduction of a Spanish-colonial-period oven is located behind the Padre's Quarters. It is used during various interpretive events at the park.



Horno (oven)

Exhibits - Special Concerns

In addition to the specific concerns listed below, see also General Concerns.

Barriers

Most exhibits at El Presidio SHP do not meet current California State Parks Accessibility Guidelines for exhibits, e.g., font styles and size, color contrast between text and objects and background, tactile exhibits, interactive exhibits, controls, exhibit mounting heights, positioning of exhibits on paths of travel, etc. Replacing these existing exhibits with ones that comply with relevant standards for accessibility should be a priority. At the top of this list should be the exhibits in the existing visitor center in the Canedo Adobe. Fortunately, they are scheduled to be replaced with new exhibits within the next 1-2 years.

For the most part, the other exhibits in the park were intended to be temporary exhibits. These include "*Documenting Everyday Life & Needs*" in the Northeast Corner, and the Nihonmachi and Ceramics exhibits located in the new visitor center rooms. The latter two will be removed when the new visitor center exhibits are installed.

Miscellaneous

Several existing exhibits and displays need updating to improve message content, layout, images, etc. For example, some Visitor Center exhibits are over twenty years old.

Furnished Period Rooms - Current Status

Several rooms in the restored Presidio buildings display objects and artifacts designed to demonstrate the function of the rooms during the park's primary interpretive period. Furnished period rooms include the Padre's Quarters, the Presidio Chapel, the Commandant's quarters and the Lieutenant's *cocina* (kitchen). The rooms contain a mix of replica objects and historic pieces.

"Armory"

One room at the Presidio Northwest Corner is currently being used to interpret the Presidio armory, which was originally in a location that is not part of the reconstructed portion of the fort. The armory contains two reproduction swivel guns fired by the *Soldados de Cuera* reenactment group during interpretive programs, and two nineteenth century ship cannon on loan from the Goleta Valley Historical Society, which were discovered on Goleta Beach. A small interpretive label accompanies each pair of cannon. Plans call for this room to be enhanced with additional objects and interpretation in the future.



The Comandancia (above) and the Padre's Quarters (below) display historic and replica objects.

(©California State Parks above)



Padre's Quarters

Furnished Period Rooms - Special Concerns

In addition to the specific concerns listed below, see also General Concerns.

Barriers

If it is impractical to make a space accessible to visitors with mobility impairments in a way that does not affect the space's historical integrity, an alternative experience must be provided in a location that is accessible. Visitors with visual disabilities should have access to media, e.g., large-print handout or audio program, which provide a description of the rooms and their contents.

Park security

Safekeeping of the interpretive resources displayed in furnished period rooms, particularly original objects, is a significant concern because of the potential for theft and/or vandalism.

Environmental factors

Because most of the furnished period rooms at El Presidio SHP are open to the outside environment, impacts to displayed objects such as temperature and humidity fluctuations as well as exposure to dust, mold, small animals and insects threaten the long-term integrity of these objects.

Maintenance

As described in the previous paragraph, period rooms at El Presidio SHP are exposed to environmental impacts that can degrade the appearance of the interpretive displays. Dust, particularly, can make a room appear unused when the intent is to give visitors the impression that the room is currently in use and that the occupants have only just stepped out for a moment. Consequently, regular housekeeping of furnished period rooms is essential.

Use of furnished period rooms: Because of the significant effort that is required to furnish period rooms accurately as well as create an appearance that will appeal to visitors, such rooms and their contents should not be used for other purposes without strong justification. "Borrowing" objects from a room, even temporarily, to use in other locations may interfere with the overall impression that the space is intended to convey to visitors. For this reason, items used in furnished period rooms should not be needed elsewhere. Instead, where needed, additional copies of historic reproductions and artifacts (if available), should be acquired or other objects selected from existing collections in order to preserve the created atmosphere of the period rooms.

Revenue

Furnished period rooms, particularly those that are sparsely furnished and allowed to remain unchanged for long periods, can reduce visitor interest and attendance/revenue over time.

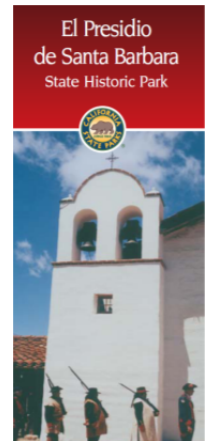
Miscellaneous

Furnished period rooms are currently incompletely furnished. In addition, several historical objects currently being displayed lack adequate environmental protection, e.g., from dust, insects, or changes in humidity and temperature.

Publications – Current Status

Park brochure (Appendix A)

A free color brochure about El Presidio SHP was produced cooperatively by California State Parks and SBTHP and published by California State Parks in 2002. It includes a brief introduction to the history of the Presidio, its original construction and reconstruction, the creation of the park, future plans, and other park-related information. Periodic reprints are provided by California State Parks. The brochure will undergo extensive revision before its next printing.



Self-Guided Tour (Appendix B)

Visitors who pay the admission fee at the Visitor Center receive an illustrated self-guided tour booklet, developed and published by SBTHP, which provides information about the Presidio during its primary interpretive period, including its political, social, cultural, and architectural history. The path of the tour connects various buildings and grounds within the Presidio's restored northern wing and El Cuartel.

Other Publications

The following titles and others that relate to the Presidio and its history are available for sale at the visitor center shop, on the SBTHP website and by phone. Select titles include:

Marie Christine Duggan. *The Chumash and the Presidio of Santa Bárbara: Evolution of a Relationship, 1782-1823*

Giorgio Perissinotto, editor. *Everyday Life in Early Spanish California: the Santa Bárbara Presidio Memorias y Facturas, 1779-1810*

Publications – Special Concerns

In addition to the specific concerns listed below, see also General Concerns.

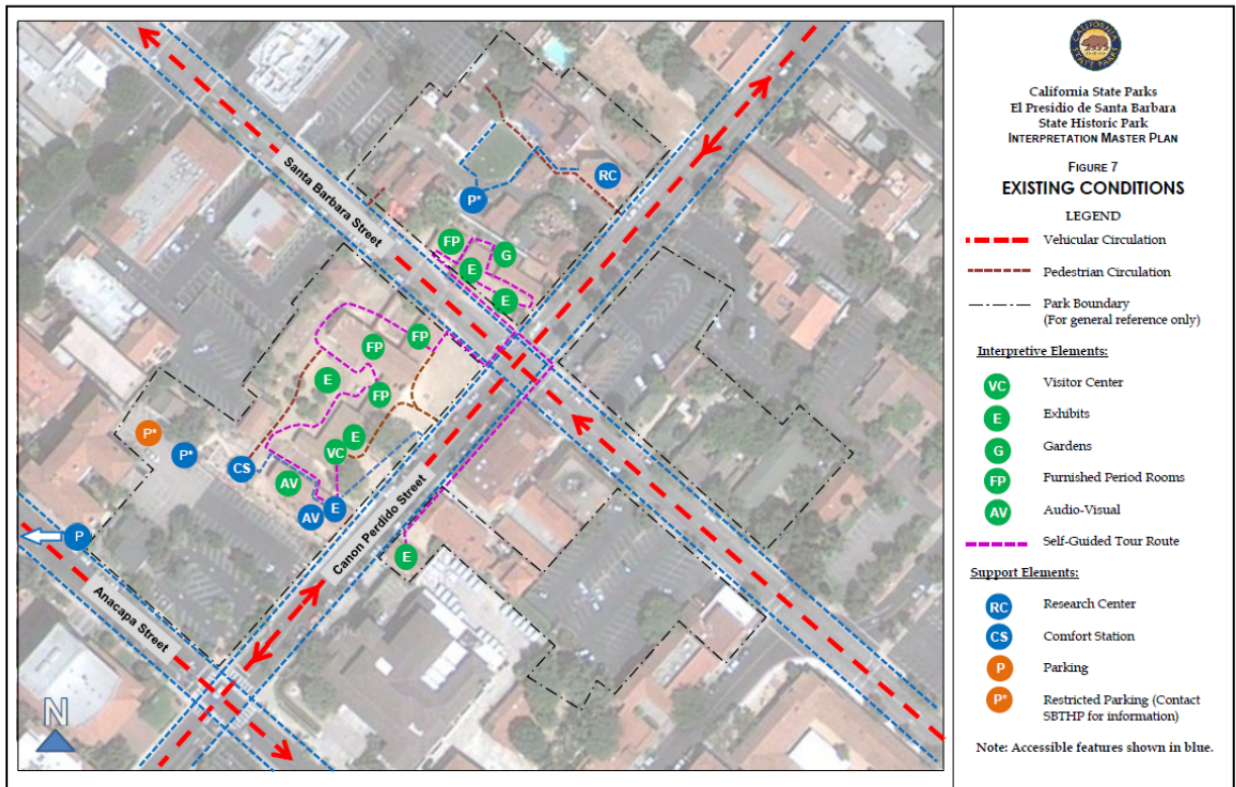
Barriers

The cost to produce high-quality print media, e.g., brochures such as the “playbill” described in the Visitor Experience Plan, can potentially create economic barriers, both to SBTHP for producing the media and for the public if a charge is made for such media.

Visitors to El Presidio SHP speak several different languages. Ensuring that the majority of visitors can understand the interpretive text provided in exhibits and other media can be a challenge.

(This page left intentionally blank)

(Figure 7 - Shown for reference only. Actual size: 11"x17")



(Reverse of Figure 7 – Placeholder ONLY)

Environmental factors

The production of print media, including the type of material as well as the methods used, can have negative environmental impacts, e.g., water pollution, use of virgin resources, etc. Publications, especially free publications, also lead to littering in most parks.

Miscellaneous

The content in interpretive publications can become outdated.

- ❖ The free brochure about the park produced by the department needs to be revised. The current brochure contains a map that shows only the northern wing of the park and does not include other historic buildings and locations within the park. In addition, no information is provided about the park's secondary interpretive periods. These significant periods in the park's history need to be interpreted.
- ❖ The existing self-guided tour brochure produced by SBTHP is unclear in its description of some parts of the path of travel.
- ❖ Several significant SBTHP publications that would appeal to a general audience are out of print, including:
 - Richard S. Whitehead, *Citadel on the Channel: The Royal Presidio of Santa Bárbara, its Founding and Construction 1768-1798* (Note: plans are underway to produce a reprint of this publication to be available in early 2013.)
 - Jarrell C. Jackman, *Felipe de Goiecochea: Santa Bárbara Presidio Comandante*
 - Eds. Carl V. Harris, Jarrell C. Jackman, Catherine Rudolph., *Santa Bárbara Presidio Area : 1840 to the Present*

Audio-Visual Presentations - Current Status

- ❖ **Orientation Video** - Park visitors are encouraged to view a 10-minute orientation video about the Presidio that was produced by SBTHP in 1984 and later updated. The video provides historical context for the Presidio and also covers the history of the creation of the state historic park as well as the reconstruction efforts. The video is available for visitors to view in one of the rooms in the Northwest Corner. It is not captioned.



Audio-visual media are shown to visitors in one of the rooms in the Northwest Corner.

- ❖ **“A Window on the Past: Chumash Painted Cave State Historic Park”** - This 24-minute video, produced by California State Parks in 2004, describes a small cave located northwest of Santa Barbara that contains excellent examples of Chumash rock art. The video is open-captioned. It is available to visitors on request and is also used in staff and volunteer training programs.
- ❖ **“6 Generations”** - This documentary film about a Barbareño Chumash woman is available to visitors for viewing and is also used in staff and docent training programs. This video is open-captioned.

Audio-Visual Presentations - Special Concerns

See also General Concerns.

Orientation Video

The Presidio orientation video is extremely outdated, does not meet the department's Accessibility Guidelines, e.g., it is not open-captioned, and needs to be revised.

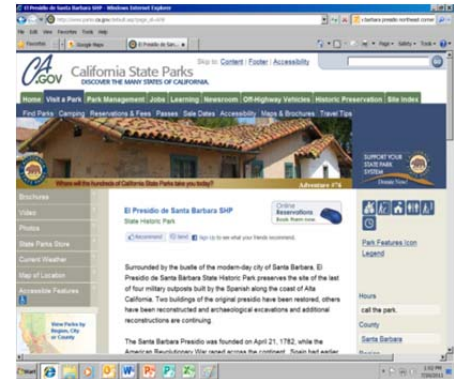
Websites - Current Status

Websites and the information resources they contain have become an indispensable tool in the interpreter's tool box. In addition to allowing highly interactive involvement with visitors, websites are an excellent way to alert the public about potential hazards at the park, including construction projects and archaeological excavations. Websites can remind visitors about the priceless nature of the cultural resources in the park and solicit their help to protect them. Information can be included that informs visitors how to report observed acts of vandalism. Finally, web content can inspire the public to want to support the interpretive services at El Presidio SHP. Opportunities to donate time and funds should be readily apparent on the sites.

California State Parks' website includes pages about El Presidio SHP that include interpretive content: www.parks.ca.gov/elpresidioshp. SBTHP's website (www.sbthp.org) includes more extensive information about both the Presidio and El Presidio SHP. In addition there is clear reference to California State Parks as well as a link to the department's public website.

Websites - Special Concerns

See General Concerns.



The Santa Barbara Trust for Historic Preservation and California State Parks both maintain websites about El Presidio SHP. (©California State Parks, SBTHP)

Interpretive Services: Programs and Special Events

A variety of interpretive programs and special events are currently offered at El Presidio SHP, including guided tours, school programs (both on- and off-site), living history, talks and lectures, and demonstrations.

Current Status - Programs

School Programs (On-Site)

During the week, free docent-guided tours are available by prior reservation. Groups consist of students of all ages as well as other groups bound by different interests (scouts, Newcomers, etc.) Docent interpreters, trained by SBTHP Education Department staff, tailor their programs according to the teacher's emphasis and interests, the group's age level, and the History/Social Science framework and content standards for public schools.



SBTHP docents, including this student from Anacapa School, conduct tours for school groups at El Presidio SHP.



"Traveling Trunks" contain materials related to El Presidio SHP designed for use by school teachers.

School Programs (Off-site)

Upon request, docents visit classrooms and present traveling trunks that contain objects, images and a lesson plan related to El Presidio SHP interpretive themes. The SBTHP Education Department currently offers three trunks, including one that focuses on the *Soldados de Cuera* (soldiers) who once lived and worked at the Presidio. Other available trunks include one that focuses on foods and cooking methods in early California and another that interprets the second expedition led by Juan Bautista de Anza and its effects on

the development of California, with an emphasis on the central California coast portion of the expedition. In 2008, about 1,000 children gained contact with the Presidio through outreach programs or special events (as part of a family as well as in formal education settings). 2,150 students were reached through grade-specific tours and classroom visits.

Guided Tours

Guided tours are offered to general visitors during the week by prior reservation and on Saturdays and Sundays at 1:30 pm and 3:30 pm. These latter tours are advertised at the entrance to the visitor center and are led by paid museum attendants called “weekend interpreters” as part of their regular duties. Tours are tailored to the group’s age level and interest. In 2008, approximately 90% of the 800 hours spent giving group tours were with schools.

Guided tours visit the north wing of the Presidio, which includes the Padre’s Quarters, Chapel and Comandancia, as well as the Presidio’s Northeast Corner. Content focuses primarily on the purpose and political significance of the Presidio during the Spanish colonial period and the culture and daily life of the soldiers and families who occupied the Presidio during its primary interpretive period.

SBTHP staff members offer tours of the wider Presidio neighborhood on request or as needed, including a walk around the footprint of the original Presidio defense wall, with a focus on the flow of history that incorporates the architectural, social and political history of the neighborhood over time. This broader tour incorporates dozens of park and privately owned structures, in addition to the preserved and reconstructed portions of the Presidio.

Demonstrations

Weekend interpreters offer free craft demonstrations and activities to the public during regular hours of operation on Saturdays and Sundays. The demonstrations are set up in the Parade ground to attract passers-by. The activities are constructed from recycled and donated materials, and help interpret aspects of life during the primary interpretive period of the park. Current demonstrations include making a *cuera* (leather jacket) from grocery bags, and an *adarga* (leather shield) from cardboard, both decorated with crayons and pens. Each activity is supported by learning objectives which staff are trained to impart to visitors and additional contextual materials including reproduction objects and laminated images.



Weekend interpreters offer free craft demonstrations to the public.

Program Evaluations

Programs are currently only evaluated informally during debriefing conversations at SBTHP Education Committee meetings. This board subcommittee serves as an advisory group that oversees and supports SBTHP education programs.

Programs – Special Concerns

See also General Concerns.

Noise Pollution

The level of noise generated by vehicle traffic on the two streets in the park can reduce visitors' ability to hear portions of some guided tours.

Miscellaneous

The absence of adequate evaluation of interpretive programs makes it difficult to determine the effectiveness of these programs in meeting audience needs and expectations.

Interpretive Special Events – Current Status

SBTHP staff, assisted by SBTHP volunteers, organizes and conducts a wide variety of interpretive special events each year at El Presidio SHP. The goal of these events is to reach and educate a broad section of the community, e.g., different socio/economic groups, different ages, etc. Because of the scale of many of these interpretive special events, all SBTHP staff members, regardless of position, are called upon to participate.

Interpretive Special Events such as lectures and film showings generate income through ticket sales. Estimated income from this source in FY 2009-10 was about \$500.

Early California Days

Approximately 500 third-grade schoolchildren per year are selected by lottery to participate in a living history program, held over two Fridays in the spring. Classes are broken up into groups of ten children. Each group is chaperoned by an adult—parent or teacher—from their school, and, after an introductory presentation in the Presidio Chapel, are led between stations by an SBTHP docent in fifteen minute increments. Students enjoy numerous demonstrations and hands-on activities including making pottery, adobe bricks, corn tortillas, trying their hand at archaeology and calligraphy, as well as seeing a blacksmith, listening to stories



3rd graders discover the Presidio during Early California Days

about Chumash culture and *soldados* (soldiers) who once lived at the Presidio. Early California Days is free for participants.

Presidio Pastimes

These family-oriented events offer a variety of activities that shed light on the history of early California, and more specifically, the Santa Bárbara Presidio. Presidio Pastimes is generally held on a Saturday following Early California Days. The event is advertised to the general public, and students in attendance at Early California Days are especially encouraged to return and bring their families to Presidio Pastimes. Living history demonstrations, like those listed above, provide community members with hands-on opportunities to learn about daily life at the Presidio. During Presidio Pastimes, the living history stations are not timed and as a result, the experience can be more informal, but also more in-depth. Presidio Pastimes is free to the public.



Founding Day commemorates the founding of the Santa Barbara Presidio.

Founding Day

This event commemorates the founding of the Presidio on April 21, 1782. The event includes an optional Catholic mass in the Presidio Chapel, a procession and raising of the Spanish flag by the *soldados* reenactment group, singing of the *Alobado* by a Presidio descendant, a performance of Early California dancing by the Reina de Mar Parlor No. 126 of the Native Daughters of the Golden West, speeches by SBTHP staff, board members, and local dignitaries, including city council

members, the mayor, and local assembly members, all in the parade ground in front of the Chapel. The event also includes the official unveiling of Saint Bárbara, nominated annually by the Reina del Mar Parlor No. 126 of the Native Daughters of the Golden West, who also provide a birthday cake for the event. This event is free to the public.

Talks and Lectures

SBTHP offers lectures throughout the year at El Presidio SHP. Subject matter varies and has included a series about recently published books focusing on important early California figures, a series on Asian American history in Santa Barbara County, a series on foods of the past, single lectures about the work of forensic canines, a Latino artist who creates *santeros* (carved images of Catholic Saints), and periodic lectures by guest curators of new exhibitions on site. Admission to these lectures is free to SBTHP members, \$10 for non-members, and \$5 for students with valid I.D.

SBTHP also offers offsite lectures presented by docents on the history of the Presidio to retirement homes in the Santa Barbara Area. In addition, SBTHP staff is periodically invited to speak to service organizations, clubs and classes, including Rotary groups, the Westerners Association, and UCSB public history classes about a variety of subjects related to the park and local history, including reconstruction techniques, adobe architecture, and Presidio neighborhood history.

Films

SBTHP occasionally offers films to visitors in the Presidio Chapel or Alhecama Theatre. In 2010 and 2011, it offered a three-part film series that examined Asian American history. These films were shown at the Alhecama Theatre. Films are free to SBTHP members, \$5 for students with valid I.D. and \$10 for non-members.



SBTHP offers films to visitors in the Presidio Chapel and the Alhecama Theater.



Each summer, SBTHP Education Department and the Santa Barbara Housing Authority offer “CASA Camp” primarily to low-income children.

Each summer, SBTHP Education Department and the Santa Barbara Housing Authority offer “CASA Camp” primarily to low-income children. The event is free for participants.

CASA Camp

Cultural Activities and Summer Adventures (CASA) is a free, summer, day camp based at El Presidio SHP. This community outreach program is offered in partnership with the Housing Authority of the City of Santa Barbara (HACSB) that recruits approximately thirty children primarily from low-income families, ages six through twelve, for one or two sessions of a two-week long day camp. SBTHP’s Education Department develops curriculum and manages the camp’s activities, which focus on Santa Barbara’s distinct heritage, including Chumash, Spanish and Mexican cultural history as well as the natural history of the local area, to which many of the children can personally relate.

Camp participants increase their knowledge about the diversity of this region, as they have fun exploring different state



CASA Campers

Las Posadas

Each December, the SBTHP holds a time-honored community reenactment of Joseph and Mary's search for shelter in Bethlehem. This event celebrates the Christmas season with song and treats, similar to the way Santa Barbara's early Spanish and Mexican residents honored this holiday season. It begins in the Presidio Chapel, winds through State Street, and concludes in another site owned by SBTHP, Casa de la Guerra. This event is free for participants.



El Coro del Real Presidio de Santa Bárbara performs in the Presidio Chapel during the annual Una Noche de las Posadas.

“Old Spanish Days Fiesta” Parade

SBTHP has periodically submitted a float entry in the parade, usually the “Founders Float.” The float generally represents some aspect of the founding or construction of the Presidio. Costumed SBTHP volunteers walk in the parade, along with State Parks staff from the Channel Coast District.

Interpretive Special Events – Special Concerns

See also General Concerns.

Barriers

Although interpretive Special Events at El Presidio SHP are popular with the visitors they serve, low attendance can sometimes be an issue at living history and lecture events.

Public Safety

Attracting larger-than-normal numbers of visitors to the park has the potential to cause an increase in crowd-related offenses. However, this has not materialized to any significant degree in the past. Law enforcement and public safety services are provided during such events by the Santa Barbara Police Department as part of its normal duties.

The two city streets that bisect the park create potential conflicts between event attendees and vehicular traffic. To date, this has not caused significant problems.

Miscellaneous

Interpretive Special Events sometimes compete with other public events in the community. They are also resource intensive, placing demands on SBTHP staff to plan, conduct and provide maintenance services during these events.

Interpretive Collections

Objects are heavily relied upon for interpretation at El Presidio SHP. Each of the four collections related to the park and curated by SBTHP (curatorial, education, archaeology and library) support interpretation at the park. Objects from the curatorial collections are used to furnish period rooms and support exhibits in the Visitor Center. Artifacts from the archaeological collections are on display in cases in special exhibits throughout the park. The education collections are used for demonstrations, living history days and special programs. Images and archival material from the library collections are reproduced and displayed in the visitor center and special exhibits throughout the park.



Special concerns for interpretive collections relate to display, conservation, storage conditions for objects, as well as available resources for cataloging and monitoring. These concerns are extensively outlined in the Scope of Collections Statement.

For a summary of collections managed by SBTHP to support the park, see Museum Collections. For more detailed information about the collections, see the Scope of Collections Statement in Appendix E.

Educational Services

Current Status

The education community that utilizes El Presidio SHP consists primarily of elementary schools, although high school and college students also come for tours. Forty-seven school groups visited the park in 2010 (compared to ninety-two groups that visited in 2009).

SBTHP serves elementary schools from communities throughout Santa Barbara County, ranging from Santa Maria in the north to Carpinteria in the south, but students also come from as far away as Los Angeles, a two hour drive. It is primarily third and fourth grade classes that visit because the Presidio ties in very well to their social science curricula, i.e., studying their community (3rd grade) and studying their state's history (4th grade). (See Appendix D).



Living history demonstrations are an integral part of SBTHP's educational programming at El Presidio SHP.



Elementary-age children make up the large majority of school groups at El Presidio SHP.

College and university students come primarily from the University of California at Santa Barbara, as well as Santa Barbara City College (SBCC), the SBCC Adult Education Program, and Westmont College, but they also travel from colleges and universities as far away as Los Angeles and San Luis Obispo. The focus of their educational interest varies, from architectural history to public history and cultural history.

The educational community benefits from the park's education programs, including interpretive tours and living history days. In addition, many of the interns who work in various SBTHP departments at the park come from colleges and universities. These student interns greatly impact interpretation at the park through their contributions to exhibitions, archaeology, living history, special events, and public relations. Anacapa School, a private school (grades 7-12) in the Presidio neighborhood, provides interns on a regular basis.

Several current and retired faculty members from local universities serve as volunteers on various SBTHP Committees and contribute to the development and oversight of interpretive programs. For example, until 2011, a professor emeritus in archaeology from California Polytechnic State University, San Luis Obispo (Cal Poly SLO) who is also an SBTHP board member taught an archaeology field school at the park each summer. Students in the field school received college credit for participating, and their excavations produced content for interpretive displays at the park.



Discoveries made by archaeology field classes at El Presidio SHP have produced content for interpretive displays at the park.

SBTHP is constantly striving to reach more and more schools beyond the city limits of Santa Barbara. For example, 2010 was the first year that it opened up the lottery for elementary schools attending Early California Days to the entire county.

Educational Services – Special Concerns

See also General Concerns.

Barriers

Junior high schools and high schools are under-represented as a group that benefits from and serves the park.

Fewer schools every year are able to supply buses to bring school groups to the park.

Public Safety

El Presidio SHP is located in an urban area and student groups have to cross city streets multiple times during their visits.

Environmental Issues

During inclement weather, the Presidio Chapel is available for school groups to gather. In good weather groups assemble outdoors on the parade ground.

Revenue

Interpretive school programs are provided at no charge and there are no plans to begin to charge for this service. Particularly in the current economic climate, to do so would create an economic barrier for many schools and would likely result in a decrease in attendance. Program costs are covered by SBTHP docents and staff and the plan is to continue this practice.

Program Content

As indicated earlier in “Educational Frameworks and Standards,” SBTHP has primarily utilized the History-Social Science Framework when developing its school tours and other educational programming. An opportunity exists to increase the appeal of its school programs to teachers, particularly in today’s tight economic times when they need maximum support to justify seeking permission for field trips. By looking beyond the History-Social Science Standards to other Frameworks, e.g., to the Science Framework, SBTHP can develop programming that will allow teachers to meet multiple content standards during one field trip. An additional reason for adopting this approach is that the new Common Core Standards that will be in place by 2014 will be more multidisciplinary than the current standards.

Another source of program content and guidance that SBTHP needs to be aware of and should utilize in its school program development is the California Education and the Environment Initiative (EEI). EEI is an environment-based curriculum that is formally approved by the State Board of Education for use in classrooms statewide. Comprised of 85 units, the goal of the EEI curriculum is to increase environmental literacy for California’s kindergarten-through-grade-twelve students by teaching science and history-social science academic content standards to mastery within an environmental context. The first of its kind, the EEI curriculum has been collaboratively developed by a multi-agency education and environmental partnership.

California State Parks is mandated by the California Education Code and the California Public Resources Code to incorporate the Environmental Principles and Concepts outlined in the EEI Curriculum into all K-12 environmental education-related materials. For example Content Standards H-SS 4.2.1 and 4.2.6 can be fulfilled by using lessons from the EEI curriculum that are relevant to El Presidio’s interpretive themes, “Introducing the Local Tribal Region” and “California’s Changing Economy.” El Presidio SHP is already listed on CSP’s website as one of the parks where teachers can do a field trip that relates to the latter lesson (see http://www.parks.ca.gov/pages/735/files/eei_links_4th.pdf). For the main “Teach the EEI Curriculum with State Parks” web page, go to http://www.parks.ca.gov/?page_id=26907. For a description of the EEI Curriculum Environmental Principles, see Appendix F.

Interpretive Concessions

General Plan References

The park's General Plan makes several references to interpretive concessions and emphasizes the important role they could play in interpreting the park's story (see Appendix H). While cautioning that the concessions potential in a state historic park is limited and that historic preservation and interpretation are the primary management purposes in the park, the General Plan identifies several areas within the park where concessions would be appropriate. It also describes examples of concessions that would be appropriate to the park, such as arts and crafts businesses, historical bookstore companies, artifact shops, and other varied types of businesses that could manufacture and/or sell products and which would have themes relating to the period of the Presidio.

Current Status

There are no interpretive concessions at El Presidio SHP, nor are there any plans to develop them. Interpretive concessions were proposed in the General Plan, which had begun with a long-range vision to reconstruct the entire Presidio quadrangle. At the conclusion of the planning process, only a portion of the reconstruction was approved, which reduced the amount of space available for interpretation, including museum space, exhibits, and concessions.

Interpretive Concessions – Special Concerns

SBTHP believes that interpretive concessions may have been appropriate in that larger vision for reconstruction, but that the portions of the Presidio currently approved for reconstruction are more appropriately utilized as museum space. In addition, the department's experience with interpretive concessions at parks such as Old Town San Diego SHP and Columbia SHP has shown that they would require significant involvement by department and SBTHP staff to administer and supervise.

However, the benefits derived from the use of interpretive concessions, such as increased revenue and enhanced visitor experience, are potentially significant. So the use of interpretive concessions at El Presidio SHP should be revisited at some future time.

Interpretive Readiness

Staffing – Current Status

Although El Presidio SHP is part of the Santa Barbara Sector of the Channel Coast District, no California State Parks employees or volunteers are assigned to work at the park on a regular basis. District staff is occasionally assigned to the park to assist with interpretive special events, training, and similar activities.

SBTHP currently employs nineteen full-time (FT) and part-time (PT) staff, much of whose time is devoted to various aspects of operating the park. Every SBTHP employee participates in interpretation to some extent, whether greeting visitors, setting up for events, fundraising for interpretive activities, or participating intermittently in interpretive programs or special events. Interpretive duties make up the regular duties of ten staff members. These include:

- ❖ Associate Director for Historical Resources: FT
- ❖ Director of Education: PT
- ❖ Education Assistant: PT
- ❖ Morning receptionist/Volunteer Coordinator: PT
- ❖ Afternoon receptionist: PT
- ❖ Office Manager: FT
- ❖ (4) Weekend interpreters: PT

An additional position, Assistant Curator, is currently not filled, but will be in the future.

The Associate Director for Historical Resources and the Director of Education have attended California State Parks Interpretive Training sessions and attend other special workshops and conferences that include interpretive training. They oversee, support, evaluate and offer training for the interpretive work of other staff. The Office Manager trains and evaluates the Weekend Interpreters in conjunction with the Associate Director for Historical Resources.

Three of the above-mentioned positions are currently filled with staff bilingual in English and Spanish.

Staffing - Special Concern

- ❖ Existing staff vacancies, e.g., Assistant Curator position, and part-time positions, e.g., in the Education Department, limit ability of SBTHP to maintain or expand park's interpretive program.



Volunteers - Current Status

SBTHP has about 25 docents, although the number that is active is only about one dozen.

Docents provide tours for groups, help direct

250 school children around the site on each of the Early California Days, and help with interpretation at special events. The docents are managed by the SBTHP's Director of Education with assistance from the Office Receptionist.

Docent training is held twice annually in the fall and spring.

Training for docents occurs once a year, in the fall, and consists of six two-hour classes. In the spring, there are additional classes/field trips that allow SBTHP docents to explore other museums and historic sites.

After training, docents are "shadowed" by the Education Director while presenting a guided tour and evaluated informally at the end of the tour. No formal evaluation is done.

SBTHP docents are among about 200 people the SBTHP has on its volunteer roster. SBTHP volunteers perform a wide variety of tasks ranging from adobe brick making to assisting with living history demonstrations to working at special events and fundraisers to serving on the board of directors and various committees.

Volunteers - Special Concern

Increasing or even maintaining the current number of docents is difficult. Many experienced docents are aging out of the system, and fewer new docents are replacing them.

Operational Support – Current Status

Interpretation at El Presidio SHP receives the following operational support, primarily from SBTHP, with additional support provided by the department.

Funding for Interpretation

With the exception of the Education Assistant position, which is funded annually by grants, SBTHP interpretive staff is funded by the organization's operations budget. Interpretive programs, special events and exhibits are all funded by grants, offset by the minimal amount of income that some of these activities generate.

Funding for Interpretation – Special Concern

Reliance on grant funding for interpretive programs, special events and exhibits makes long- range planning for interpretation difficult.

Office Space

Office/work space is provided at El Presidio SHP at the following locations for the SBTHP staff members for whom interpretation makes up a regular part of their duties, as listed above:

- ❖ **Canedo Adobe** - Receptionists, Weekend Interpreters, the Office Manager, and the SBTHP Executive Director all have workstations or office space here with high-speed DSL and wireless internet access. Docents assemble here before tours. The Canedo includes a docent library with contents managed by the Presidio Research Center Librarian, and a bulletin board for announcements for docents.
- ❖ **Education Office** - This building contains work stations for the Education Director and the Education Assistant, and a third workstation used by interns and volunteers. DSL is available.
- ❖ **Presidio Research Center** - The Research Center includes office space for the Associate Director for Historical Resources and the Curator, along with the Librarian. The reading room here is available for staff, docents and interns who are conducting research or preparing interpretive projects. DSL and wireless internet are available.



The Research Center's reading room is available for staff, docents and interns conducting research or preparing interpretive projects.

Office Space - Special Concerns

- ❖ The Canedo Adobe is a high-traffic area and it can be noisy, with distractions for the staff.
- ❖ The Education building has maintenance and accessibility issues.

Storage Areas and Interpretive Supplies

The Education Building includes storage space for program supplies, equipment, and costumes. Supplies used for weekend demonstrations are stored in the Canedo Adobe. See the Scope of Collections Statement included in the Appendix C for more information on storage of collections.

Storage Areas and Interpretive Supplies - Special Concerns

- ❖ Existing space for storing interpretive supplies including historic costumes is inadequate.
- ❖ See “Interpretive Collections” for Special Concerns related to storage of interpretive collections.

Communication

Current Status

Pre-Visit Communication

The department and SBTHP currently use several communication methods to inform the public about El Presidio SHP prior to their arrival at the park.

Online Media - Both CSP and SBTHP maintain websites that include content about El Presidio SHP [See Interpretive Services-Non-Personal (Facilities and Media), p. 118]. Included on both sites are Event Calendars that provide advance notice about upcoming events at the park (see below). In addition, the SBTHP website contains extensive information about interpretive programs offered by SBTHP staff and volunteers.



Both SBTHP and CSP maintain Events Calendars for El Presidio SHP on their websites.

SBTHP also maintains a Facebook page as well as YouTube, Twitter, Flickr, Pinterest and Historypin accounts. It distributes a monthly e-newsletter, which is managed through Constant Contact®, an online marketing, survey and social media interface for small businesses, including non-profits. SBTHP e-news is sent to approximately 750 people.

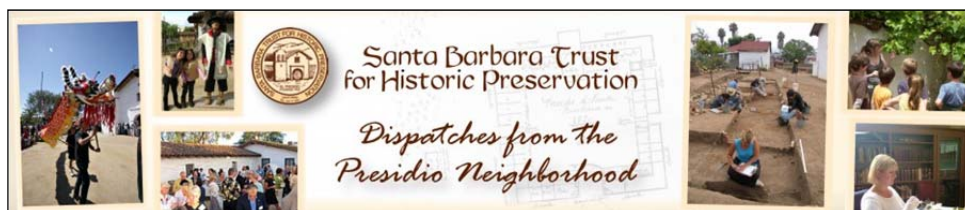
SBTHP can pull reports regarding use of its website that track % opened, number of "click-throughs," which pages are visited, for how long, etc. It can also track by each e-news sent. If a particular notice or announcement generates significant interest, SBTHP can determine that. SBTHP also gets weekly reports on the activity on its Facebook site, and it can also get reports on its website. As an example, for a one-month period in 2010, there were 1,627 unduplicated visitors, 4,496 page views, and



SBTHP uses Facebook and other social media to communicate information about El Presidio SHP.

average time on site was 1:49. Information is also available on what pages were visited the most. Top “hits” are consistently for SBTHP’s physical buildings and locations, followed by events.

A new online resource started by SBTHP in late 2011 is a web log or “blog” entitled “Dispatches from the Presidio Neighborhood.” This new communication tool provides information on a variety of subjects related to SBTHP activities including archaeology, museum collections, exhibits, education and interpretation programs, and Presidio neighborhood history. The web address for the new blog is <http://sbthp.wordpress.com>.



SBTHP maintains a blog to communicate “behind-the-scenes” information about activities at El Presidio SHP as well as at SBTHP-owned properties.

Event Publicity - SBTHP events are updated on various online calendars and free listings, promoted through press releases, and to a limited extent in partnership with the Santa Barbara Downtown



Events at El Presidio SHP are promoted in local media. (Santa Barbara Independent)

Organization. Currently all paid advertising is limited to Education and Outreach events underwritten by grants. Education and Outreach events are promoted in the *Santa Barbara Independent* (a local newspaper), on local radio, and to SBTHP members and friends, usually through a postcard mailing. If funding permits, SBTHP also uses online ads with Noozhawk.com, Edhat.com, and Tixity.com, the latter specifically targeting tourists staying in local hotels.

For several years SBTHP has received a grant for marketing Founding Day from the Santa Barbara County Arts Commission. In 2010, SBTHP promoted the event on its website and through the California State Parks website, and placed print advertising with the *Santa Barbara Independent*, *The Daily Sound*, *SB Family Life*, *SB News Press*, the *Ventura County Star* and the *Los Angeles Times*. It also advertised on both Spanish and English radio stations in Santa Barbara County. SBTHP’s Founding Day was featured

in the online NBC Los Angeles “Worth The Drive” post, a weekly look at nearby getaways on the NBC LA website.

Press Releases - Press releases generate a lot of local coverage. For one fundraising event SBTHP received major coverage in the *Santa Barbara News Press*, the *Santa Ynez Journal* and *CASA* magazine. The event was also mentioned in the *Montecito Journal*. Exhibits generally receive good publicity via press releases alone, and several SBTHP exhibits have received reviews in Santa Barbara’s free weekly, the *Independent*.

Street signage - Four signs, placed by Caltrans, help direct visitors to the park. Two of these signs (one northbound and one southbound) are placed along Highway 101 near the Carrillo Street exit. Two additional signs are placed at the intersection of Carrillo and Anacapa Streets.

La Campana - Although this publication is targeted to members of SBTHP as a benefit of membership rather than to the general public, it is another method currently used for communicating about El Presidio SHP. In addition to keeping members informed about SBTHP’s events, programs and preservation projects, this high quality, full color, quarterly publication includes original research in the fields of history, archaeology, and historic preservation, book reviews and more. Average print run of this publication is about 500.



SBTHP publishes *La Campana* for Trust members and others interested in SBTHP events and activities.

Local Marketing and Business Groups - SBTHP’s public relations staff maintains relationships with three Santa Barbara groups whose primary purpose includes communicating information about the city and the area to potential and actual visitors: the Santa Barbara Conference and Visitors Bureau and Film Commission (SBCVB), the Santa Barbara Region Chamber of Commerce (SBCOC), and the Santa Barbara Downtown Organization (SBDO).

Partnering with these groups facilitates the department’s and SBTHP’s efforts to communicate with current, potential and target audiences about El Presidio SHP. In addition to networking opportunities and free promotional opportunities, these groups also provide advertising and promotional services for a fee, including the Downtown Organization’s First Thursday Program.

In-Park Communication

At present, visitors can learn about interpretive and educational opportunities within the park from SBTHP staff and volunteers on duty at the park’s Visitor Center in the Canedo Adobe. A bulletin board placed at the entrance to the Visitor Center contains

notices about upcoming programs and events at the park. A brochure holder containing park brochures and SBTHP rack cards is located on Canon Perdido Street in front of El Cuartel.

SBTHP also produces a rack card which promotes El Presidio SHP on one side and Casa de la Guerra on the other side. The rack card is distributed on site and during SBTHP programs at events.

Occasionally, temporary signs are produced and installed to publicize new exhibits. For example, a sign is mounted outside the building at the Northwest Corner that presently houses the Ceramic Exhibit that announces the exhibit and invites visitors to enter the building to view it.

Communication – Special Concerns

See also General Concerns.

❖ Lack of Funding for Marketing and Promotion

As of 2011, because of economic conditions SBTHP was forced to eliminate funds for organizational marketing and promotion. In past years, SBTHP has had a significant presence in publications such as the Santa Barbara Annual Visitors magazine, Central Coast Tourism Council Visitor Guide, the Santa Barbara Conference and Visitors Bureau webpage and their e-news, the Santa Ynez Valley Visitors Guide as well as memberships in SB Convention & Visitor Bureau, Central Coast Tourism Council, and the Santa Ynez Valley Visitor Association. It is anticipated that the SBTHP board will eventually reallocate funding for marketing and promotion. Until that time, SBTHP staff continues to seek alternative sources of funds, primarily grants, and to use free or low-cost methods of publicity/marketing.

When promotional funding is restored, the rack card that SBTHP produces could be placed in locations off-site at tourist venues. Many similar organizations in the area pay a distribution company to place and refill their rack cards in hotels and other venues with marketing “racks.” These racks are placed in locations designed to attract the attention of visitors to the community and are proprietary to each distribution company. The service can be tailored to the number of venues and geographic area.

❖ Lack of Clear Sense of Place

At present, the Presidio lacks a clearly defined sense of place, largely because of the two city streets that cut the park into four separate sections. This interferes with our ability to communicate to visitors the nature and extent of the original Presidio as well as the park’s sense of place as a unique setting separate from its surrounding urban context.

❖ **Two Groups of Park Visitors**

In addition to the issues described above, the park's setting essentially creates two broad categories of park "visitors" at El Presidio SHP.

The first group of visitors consists of people who have intentionally come to the park to learn about its site and its history. We must be able to effectively communicate to this group about opportunities to learn about the site. This is made somewhat easier because this group is actively seeking such opportunities.

Several possible methods of improving communication to this group, including iconic boundary markers, wayfinding signage, external interpretive panels, sidewalk timelines and an expanded park brochure, are included in the Recommendations Section.

The second group of "visitors" to El Presidio SHP, actually much larger in number than the first group, does not come to the park to learn about its history. They enter the park simply because their business brings them to the various retail shops that line the streets in the park or because they are quickly passing through on the streets enroute to other destinations.

Because many in this latter group may not know or even care that they have entered a state historic park, attempting to communicate to them about the park and the opportunities to learn about the site may be considered to be a "fool's errand." This would be a mistake, although the purpose and methods used to communicate to this group will in some cases be different than those used to communicate with the park's "intentional" visitors. The main objective in this case will be to convey to these people that they have entered a special space, if only as they pass through. Ideally, this may spark their curiosity enough to cause them to want to return for the specific purpose of exploring the park.

Communication methods aimed at this second group, e.g., iconic boundary markers, sidewalk interpretive panels, colorful flags and banners, and life-size cutout figures positioned on the Plaza de Armas, special events, interpretive and otherwise, held in the public space in front of the North Wing, can be considered a form of communication in this context, creating interest in casual passers-by. See Recommendations Section, Objective 2.10.

Partnerships and Support

Partnering with other interpretation providers as well as support groups in the public and private sectors, e.g., schools, community groups, corporations, etc., not only makes good sense to communicate the story of El Presidio SHP to the broadest possible audience, but also to maximize the efficient use of scarce resources, particularly in these times of economic uncertainty.

It is also essential for the future of El Presidio SHP that it continue to nurture broad-based support from the local community (and in the Internet era, the local community is worldwide). Recent analysis of the possible causes for a nationwide decline in attendance at sites such as El Presidio SHP reveals that when members of the local community are invited and encouraged to participate in the development and delivery of interpretive services, both the level of community involvement and the degree of interest dramatically increase.



Broad-based community support is essential for the future of El Presidio SHP.

Partnerships and Support - Current Status

Santa Barbara Trust for Historic Preservation - A Vital Partner at El Presidio SHP

The department's most important partner at El Presidio SHP is the Santa Barbara Trust for Historic Preservation (SBTHP). SBTHP is a private nonprofit organization whose mission is to preserve, restore, reconstruct and interpret historic sites in Santa Barbara County. The organization has an operating agreement to operate El Presidio SHP that is unique within the California State Park System.



Largely through its on-going fundraising efforts, SBTHP provides the majority of funding for the operation, maintenance, restoration and interpretation of El Presidio SHP. In addition, SBTHP staff and volunteers provide the large majority of services at the park, including interpretive services such as school and public interpretive programs, exhibit development, development of publications and other media including web-based media, and interpretive special events, as well as marketing and outreach, community relations, planning, etc.

As the main “presence” at El Presidio SHP, SBTHP is committed to achieving the park’s purpose as identified in its Declaration of Purpose, which identifies interpretation of the park’s resources as a primary goal.

Revenue generated by interpretation at El Presidio SHP is limited to park admission fees, donations left by visitors in donation boxes placed on the site, and ticket sales for certain special events, including lectures and film presentations. This revenue represents a small but necessary part of the park’s budget.

❖ **Admission fees**

Before July 2004, admission to the park was free. At that time, SBTHP began charging \$3 admission. Admission was raised to \$5 in July 2008. Park admission fee income for the 2009-2010 fiscal year was \$22,541.

❖ **Donations**

Two donation boxes are located in the park. One box is placed in the reception area of the Visitor Center. The other is placed at the chained doorway of the Chapel, and is accessible to visitors wandering in the front of the park who have not paid admission to gain access to the interior. The income generated from these two donation boxes was \$1,462 for the 2009-2010 fiscal year.

❖ **Interpretive Special Event Fees**

Educational lectures and films are free for SBTHP members, \$10 for non-members, and often discounted to \$5 for students with a valid I.D.

Other Formal and Informal Partnerships

SBTHP, as operator of El Presidio SHP, currently has formal partnerships with several other area interpretation providers, schools and community groups. These include:

❖ **Central Coast Museum Consortium**

– SBTHP is a member of the Central Coast Museum Consortium, a group of six museum libraries devoted to providing access to



(©CCMC)

information and materials on the cultural, historical, and natural resources of California’s Central Coast. Other members of the consortium are the Santa Barbara Museum of Natural History, the Santa Barbara Botanic Garden, the Museum of Ventura County, The Santa Barbara Historical Society, and the Santa Barbara Museum of Art.

❖ **Reina del Mar Parlor No.126, Native Daughters of the Golden West** – To help celebrate Founding Day at El Presidio SHP each year, the Native Daughters present

Santa Barbara, provide early California dancing, and a birthday cake. Native Daughter scrapbooks and minute books are also housed on loan at the Presidio Research Center and are available for research.

- ❖ **SONando Santa Bárbara** - This nonprofit organization's mission is to connect and energize the communities of Santa Barbara County through traditional music and dance (son) from Mexico and Latin America. It offers workshops in local public schools as well as free adult classes. SBTHP offers SONando rent-free space for workshops, classes and events, and SONando organizes free music performances at SBTHP events.
- ❖ **Housing Authority** - SBTHP and the Housing Authority of the City of Santa Barbara (HACSB) co-sponsor a summer camp for qualified HACSB families called "Cultural Activities and Summer Adventures" (CASA). Each summer in June and July the HACSB recruits about 30 children, ages six to twelve, to participate in one of two sessions of a two-week-long day camp. SBTHP offers the camp at no cost to qualified HACSB families. Grants cover many of the program costs.
- ❖ **Local Museums, Educational Nonprofits, and Historic Sites** - SBTHP has a shared member admission fee waiver agreement with the Santa Barbara Maritime Museum. SBTHP cooperates with the Santa Barbara Historical Museum by offering some joint docent training sessions. SBTHP also swaps docents for living history events with La Purísima Mission State Historic Park.

SBTHP is a member of the Santa Barbara Educators Roundtable, which produces a passport program to encourage local students to visit local museums and other nonprofit educational venues with their families. The Roundtable also jointly produces the quarterly "Plugged In' Page" in the Santa Barbara News Press which highlights local arts, historical and nature education organizations in the community.

- ❖ **Universities, Colleges and Schools** - SBTHP maintains formal and informal relationships with several local colleges and universities. While SBTHP accepts interns from colleges and universities nation-wide, it has active relationships with the Career Services and Internship Offices of Westmont College, UCSB, and Santa Barbara City College. Faculty from UCSB and Cal Poly SLO sit on the board of SBTHP and contribute to the development of projects and programs.



WESTMONT

SBTHP maintains formal and informal relations with several local colleges and universities.

SBTHP has historically partnered with the Public Historical Studies program at UCSB, collaborating on publications and research projects.

Anacapa School, a park tenant, regularly provides student interns to assist with projects at El Presidio SHP, including tending the gardens and making ceramics.

- ❖ **Mexican Consulate in Oxnard** – The Consulate has offered two very successful, free, traveling exhibitions to SBTHP in the last year, on topics of Mexican history and heritage. They also offered the opportunity to screen a film about the Mexican Revolution at El Presidio SHP, at no cost.

Other Stakeholders

Other stakeholders that currently provide significant funds, time, publicity, lobbying and other forms of support that benefit El Presidio SHP include the following organizations, cultural groups, and individuals.

Tourism and Visitor Serving Organizations

El Presidio benefits from the advertising and promotional services offered by the Santa Barbara Conference and Visitors Bureau and Film Commission (SBCVB), Santa Barbara Chamber of Commerce (SBCOC), and the Santa Barbara Downtown Organization (SBDO). When possible, SBTHP participates in some of the paid advertising and program opportunities offered by these organizations, including SBDO’s First Thursday program. SBTHP also historically has a staff member serve on the board of the SBDO.

Project-Specific Partnerships

- ❖ National Park Service (NPS) – From 2009-2011, SBTHP partnered with NPS on a task agreement to produce educational materials and events at El Presidio SHP related to the Anza Expeditions to Alta California.
- ❖ The Smithsonian Institution funded production of the “Ceramics Rediscovered” exhibition by SBTHP staff at El Presidio SHP in 2009 as a public component of Smithsonian’s staff research on Early California ceramics.



- ❖ **Organizations Supporting California State Parks** – El Presidio SHP benefits from



the system-wide support given to California State Parks by the California League of Park Associations (CALPA) and the California State Parks Foundation.

Donor and Foundation Support

SBTHP has strong relationships with several private philanthropic foundations and commercial corporations in the Santa Barbara area, which make donations through grant programs to support interpretive work at the park. In recent years the Santa Barbara Foundation, Henry W. Bull Foundation, Outhwaite Charitable Trust, Williams Corbett Foundation, John and Beverly Stauffer Foundation, Montecito Bank and Trust, Santa Barbara Bank and Trust and others have contributed funding toward interpretive events and programs. More information about grants and donations received by SBTHP to support interpretation at the Park is available through SBTHP's Development Office.

Interpretive Services of Interest to Partners and Supporters

Partnerships succeed when all parties involved see their involvement as mutually beneficial. It is therefore important to identify the types of interpretive services that are of interest to potential partners and supporters.

Educational partners collaborate with SBTHP in order to offer training, teaching, and work experience to their students. In exchange, SBTHP receives volunteer labor for core projects. The experience offered to educational partners from SBTHP varies from education programs, exhibits, collections, archival work, to fundraising, event and public relations opportunities.

Other area nonprofits and community organizations are interested in sharing valuable resources, including program facilities, demonstrators and events, docents, volunteers and staff. SBTHP has been successful with these types of collaborations, and the potential for further collaboration with nonprofits and community groups should continue to be explored.

Area tourism and visitor service organizations value up to date tour and program information they can distribute to their core audiences to encourage visitation to the area. In 2010 as part of this interpretive planning process, SBCVB provided several examples of partnership and marketing opportunities that would help promote El Presidio SHP to its clients that are illustrative of the perspective of other area tourism and visitor service providers:

The Presidio Chapel is particularly easy to market to tour groups with which SBCVB works, including corporate, wedding and heritage tour groups. Programs the organization says would be easy to market include regular, scheduled docent tours and interactive programs.

SBCVB recommended that SBTHP and CSP partner with similar attractions, e.g., the Santa Barbara Mission. This would help SBCVB increase the effectiveness of their marketing work. They also suggested exploring partnerships for programs held at El Presidio SHP, e.g., luncheons with local restaurants, concerts featuring local musicians, etc. For example, a restaurant could plan a picnic lunch basket for customers to eat at El Presidio SHP and the park could offer reduced admission to the restaurant's patrons. SBCVB also suggested offering multiple experiences, e.g., combining a visit to El Presidio SHP with shopping, eating and exploring at venues near the park. This would have the added benefit of increasing the "Presidio Neighborhood" identity.

SBCVB supports and would help promote the concept of the Presidio Neighborhood because visitors "want to explore something new and off the beaten path." SBCVB believes it will be important to define the boundaries of this Neighborhood to make it easier to market. A walking trail similar to the Freedom Trail in Boston would strengthen the identity and help visitors move around the area.

In addition to these suggestions that relate to the interpretive services provided by SBTHP at El Presidio SHP, CVB also offered the following suggestions related to overall marketing of the park.

- ❖ Invite lodging and sales professionals to the park for information meetings or have an "open house" catered by neighborhood businesses
- ❖ Speak to local lodging and sales groups at their meetings
- ❖ Host a meeting of CVB's Marketing Committee to inform members about the park and its programs.

First Steps

Exploratory discussions will be required to identify the types of interpretive services that may be of interest to current and potential partners. Such preliminary discussions are also recommended to determine the level of interest there is in the collaborative approach to interpreting the region's resources and stories described in "Other Area Interpretation Providers."

Interpretive services that potential partners may be interested in collaborating on include:

- ❖ Exhibits
- ❖ Interpretive publications
- ❖ Interpretive special events
- ❖ Joint media releases
- ❖ Web content

- ❖ Staff/docent/volunteer sharing
- ❖ Interpretive training/teaching
- ❖ Interpretive facility sharing

Partnerships and Support – Special Concerns

See also General Concerns.

❖ SBTHP and California State Parks

Maintaining close communication between SBTHP and the Department is essential in order to ensure that SBTHP's efforts at El Presidio SHP remain consistent with Department policies, practices and mandates. In the context of the interpretation program at El Presidio SHP, this includes program development and evaluation, development of exhibits and other media, and event planning.

It is essential that the park's identity as a unit of the California State Park System is clearly communicated in all of the interpretive services developed and provided by the SBTHP, including media (print, web, etc.), exhibitry, programming, etc. State Parks "branding" must be sufficient to distinguish El Presidio SHP from other SBTHP-operated properties.

Likewise, it is important that SBTHP continues to have access to Department resources and programs needed for it to accomplish the terms of its Operating Agreement. This includes relevant training for SBTHP staff and volunteers and participation in the Department's Computerized Asset Management Program (CAMP).

❖ Other Partners and Supporters

Significant resources, particularly staff time, are required to establish and maintain effective partnerships. Lack of these can be a barrier to developing new partnerships or expanding existing ones.

There may be initial resistance to using a collaborative approach to interpreting the region's resources and stories. Especially in tough economic times, entities experiencing declining revenues, levels of volunteer involvement, etc. may hesitate to share resources or devote valuable staff time that will be needed to undertake such a program. Some thought will need to be given to identifying the advantages of such an approach and "selling" the idea to potential partners, at least initially.

When involving community groups in new partnerships at El Presidio SHP, some groups may want to use the park's facilities and equipment for activities that are incompatible with the mission of the park, SBTHP and/or the department. To prevent this from becoming a barrier to their involvement and support, it will be

important to communicate clearly to potential partners the guiding philosophies and policies that govern operation of El Presidio SHP.

Park Research

Existing Conditions

The Santa Barbara Trust for Historic Preservation (SBTHP) has published several resources about both the history of the Presidio site and the development of the park. These include historical research such as *Memorias y Facturas: Documenting Everyday Life in Early California*, *The Chumash and the Presidio of Santa Barbara: Evolution of a Relationship, 1782-1823*, and *The Santa Barbara Presidio Area: 1840 to the Present*. For a more extensive list of publications with full citations see the References section.

SBTHP's quarterly membership publication, *La Campana*, contains articles related to the history of the site and the development of the park, including archaeological excavations, interpretive projects and restoration and reconstruction work. The print run for *La Campana* dates back to 1970.

SBTHP and California State Parks have also produced numerous reports and plans related to the development of the park, including a set of detailed archaeology reports for the major excavations, historic structure reports, planning studies, and drawings related to restoration projects. All of the above resources can be found in the collections of the Presidio Research Center, and some of the publications and reports can also be found in the collections of academic, public and small libraries throughout California.

In addition to the resources produced by SBTHP, many other publications published both through academic and private presses contain valuable information related to the history of the Presidio site and its larger context. Notable examples include *The Father of All: The de la Guerra Family, Power, and Patriarchy in Mexican California*, *Spanish Bluecoats: The Catalan Volunteers in Northwestern New Spain 1767-1810* and *Chicanos in a Changing Society: From Mexican Pueblos to American Barrios in Santa Barbara and Southern California, 1848-1930*. There are dozens of others.

The Presidio Research Center includes copies of most publications that include research related to the development of the Presidio site from Chumash occupation of the area through the present, and most collections of academic, public and small libraries throughout California. The collections of the Presidio Research Center can be searched for books and reports published by SBTHP as well as for other sources related to the history of the site by accessing the online catalog at:

<http://www.youseemore.com/sbconsortium/default.asp>.

The Presidio Research Center collections include additional primary and secondary sources, such as books, manuscript collections, ephemera, and photographs that also support research related to the park. For more detailed information on the Research Center collections, see the scope of Collections Statement attached in Appendix E.

Several other local collections contain information relevant to research on El Presidio SHP. These include the Gledhill Library of the Santa Barbara Historical Museum, which includes materials related to the history of Santa Barbara County; the Santa Barbara Mission Archive Library, which houses the records for the California Mission system as well as other significant collections such as the de la Guerra family papers; and the Santa Barbara Natural History Museum Library, which includes materials related to the natural history and Chumash history of Santa Barbara County. In addition, the City of Santa Barbara makes available building permits and plans for structures within the city limits.

Another research collection of interest is located at the Bancroft Library at UC Berkeley, which holds the foremost research collection of primary sources on the Spanish and Mexican periods in Alta California, including transcriptions of official records of the Spanish and Mexican governments from 1767 to 1846, the personal papers and oral dictations (*testimonios*) of notable Californios, land case records and *diseños* on deposit from the U.S. District Court, and manuscript materials of early explorers.

In addition to the above, SBTHP staff has access to California State Parks' research resources, which are managed by the department's Archaeology, History and Museums Division. The division provides inspiration and leadership in acquiring, conserving, and managing cultural resources that represent California's rich history and diverse population and to foster an appreciation of the extraordinary value of California's cultural heritage for the enjoyment of present and future generations through access, education, service and stewardship. Access to images and information about the department's museum collections is provided by eMuseum, a software application that draws data from the statewide museum collections database known as The Museum System (TMS).

Park Research – Special Concerns

Several SBTHP publications related to El Presidio SHP are currently out of print and available only in library collections.

SBTHP's librarian position is not available on a reliable basis in order to make the Presidio Research Center's collections optimally accessible to the public.

SBTHP's program of collecting oral histories has not received the support needed to allow staff to respond in a timely manner when interview opportunities arise. As subjects pass away, relocate or are otherwise no longer available to participate in this program, their contributions to our knowledge and understanding of the Presidio's history are lost.

General Concerns

While the existing conditions described in the preceding section have concerns that are unique to each, some concerns apply to two or more of these subject areas. To avoid repetition, these concerns are described below.

Barriers

❖ Language Barriers

SBTHP recently completed a Spanish version of the park's self-guided tour brochure, and the *Ceramics Rediscovered* exhibit includes text in English and Spanish. SBTHP also offers 1½-page summaries of the park history and significance in Castilian Spanish, French, German and Japanese.

Despite these efforts to serve non-English-speaking visitors, because many of the interpretive services provided at El Presidio SHP are presented only in English, language presents a barrier to ensuring that these interpretive services reach the widest possible audience, particularly considering the large number of Spanish-speaking people in the Santa Barbara area and the fact that the park also attracts visitors from around the world who read about the site in travel guidebooks or learn about it when they arrive in Santa Barbara.

The local Spanish-speaking community also represents an underserved audience for the park that should be more consistently cultivated. More could be offered to help serve the park's international visitors when they arrive at the park. In order to present a welcoming environment for these audiences, steps should be taken to reduce this barrier, and SBTHP seeks to prioritize this issue.

At present, three of the nineteen full- and part-time staff employed by SBTHP are bilingual (Spanish and English). Few, if any SBTHP docents are bilingual.

It should be noted that creating bilingual exhibits, signage and publications doubles the space required for text and adds complexity to decisions about content, word choice, humor, cultural connections, design and space constraint. Besides reducing the space available for graphic images, adding other languages increases the perceived effort to read the exhibit. This can increase the likelihood that visitors will not take the time to read the material, which in turn interferes with communicating the interpretive message. In addition, not all speakers of other languages want, require, or demand bilingual exhibits.^{183, 184}

¹⁸³ Nancy Owens Renner, "The Bilingual Dilemma: Should We or Shouldn't We?" *Experienceology*, accessed November 28, 2011.

http://www.experienceology.com/downloads/OwensRenner_BilingualDilemma.pdf.

❖ **Economic Barriers**

Although no targeted research has been conducted to demonstrate this, anecdotal evidence suggests that portions of the local community do not visit the park or attend park events and programs because of economic factors. These factors include an inability to afford the park admission or event admission fees and lack of access to transportation to get to the park.

Transportation costs affect schools as well as students and their families who find it increasingly difficult to cover costs for buses.

An economic barrier to future expansion of interpretive services offered to visitors at El Presidio SHP is the lack of additional financial resources and staff/volunteers.

❖ **Accessibility and Physical Barriers**

Not all interpretive services, e.g., programs, publications, and audio-video materials meet department guidelines for accessibility, e.g., font size, contrast, captioning, etc. Audio narratives related to exhibit and brochure text are not currently available. Not all videos have open captioning, audio descriptions of images, or written companion text.

Since the development of the Northeast Corner Reconstruction project in 1996, SBTHP has made a concerted effort to make facility reconstruction and rehabilitation projects within the park ADA-compliant. Despite these efforts, numerous barriers still exist that limit access to public locations and programs by visitors with varying disabilities. The main barriers related to facilities include accessible parking, accessible routes of travel, and accessible doors and door hardware. Although accessible parking is provided in the El Presidio SHP staff parking lot, access to this lot is limited by an intercom connection during staffed hours of operation and the route from the accessible parking to the park facilities is circuitous.

While the reconstructed buildings of the Northwest Corner and the Northwest Corner Restrooms are accessible by ADA compliant all-weather paths, they do not connect to the rest of the main museum complex. The Canedo adobe, Padre's Quarters, Chapel, and Comandancia lack accessible routes, doors, and door hardware. Although portions of the Northeast Corner Reconstruction can be accessed by an ADA compliant ramp, the doors and door hardware are non-compliant. Other historic buildings within the park such as the Pico adobe, Rochin adobe, Cota-Knox building, Moullet house, Bonilla house, and Archaeology Lab all have similar barriers with respect to routes of travel, doors, and door hardware.

¹⁸⁴ Nancy Renner Owens, "Taking the Bilingual Leap," *Experienceology*, accessed 11/28/2011, http://www.experienceology.com/downloads/OwensRenner_BilingualLeap.pdf

❖ **Education barriers**

The latest demographic research on California's increasingly diverse population has found that a growing number of recent immigrants to the state come with lower levels of education than past immigrants. This means that interpretive messages that contain complex explanations or technical or scholarly language may create barriers between some visitors and the messages being communicated.

Public Safety

Several concerns exist relative to the safety of visitors at El Presidio SHP.

❖ **Construction**

Ongoing construction projects in the park create potential hazards. Some types of construction-related activities, e.g., adobe brick making, cane cutting, adzing of beams, whitewashing, etc., have been an integral part of the visitors' interpretive experience at the park. Docents are encouraged to bring tours to the sites of the ongoing reconstruction and restoration projects to see first-hand how adobe construction and maintenance played an important part in the lives of Santa Barbara's first European inhabitants. Furthermore, volunteers are frequently recruited to participate in these activities. In both cases, visitors may be exposed to hazardous conditions. In other cases, construction involves activity that is not suitable for visitor participation, e.g., use of heavy equipment, etc.

❖ **Circulation**

Circulation within and around the park presents challenges related to visitor well-being.

Circulation at the Northwest Corner, Northeast Corner, and El Cuartel sites presents a number of public safety-related issues including irregular steps and ramps, uneven surfaces, and low doorways.

Another potential safety-related issue relates to travel within and around the park on city sidewalks and streets.

Several exterior paths of travel in the park are unpaved and can become hazardous when it rains. See "Environmental Issues" below for further discussion.

Park Security

Interpretive resources and facilities within the park, including collections, exhibits, and historic buildings, as well as related park facilities such as restrooms, offices, and storage areas, are occasionally targets of vandalism, theft and similar threats.

Environmental Issues

Environmental issues such as weather and seasonal changes can impact accessibility to the park facilities and programs by visitors, as well as impact actual interpretive resources, facilities, and the collections they house.

Because the interpretive resources, facilities, and collections at El Presidio SHP are distributed over a four-block area, circulation within the park is often limited to outdoor paths of travel. While some of the accessible paths are currently paved with all-weather surfaces, others are comprised of moderately improved (graded, leveled, and compacted) native soil or imported sand or gravel. During the rainy season the exposed un-paved paths can become soft, muddy, and slippery. The introduction of sand and gravel onto the wood, tile, and earthen floor surfaces of the buildings accelerates the wear and tear of the floor surfaces.

Interpretive resources such as the historic and reconstructed adobe buildings, the kiln and the horno (oven) can also be impacted by weather and seasonal changes. Leaking roofs can result in non-reversible damage to the historic building fabric.

Collections can be directly impacted by adverse environmental factors such as moisture, light, pests, vibration, fire, and temperature.

Maintenance

Inadequate maintenance of roof and drainage systems can result in the introduction of unwanted moisture to the fabric and the contents of the buildings. Moisture introduced to the walls or floors of wood-framed walls can lead to dry rot and insect infestation. The introduction of moisture to the fabric of adobe buildings can lead to basal erosion, foundation failure, and the eroding of adobe walls.

Failure to maintain wood siding with a layer of protective paint on wood-sided buildings or mud plaster and whitewash on adobe buildings can lead to the introduction of moisture to the fabric of the building. The introduction of unwanted moisture to wood-framed buildings or adobes can lead to adverse effects to the fabric of the resources (see above).

Use of Facilities and Equipment

Use of the interpretive resources, collections, and facilities at El Presidio SHP for purposes other than interpretation may impact these resources. Currently, historic resources such as the Rochin adobe, Cota-Knox building, Alhecama Studios, and the Alhecama Theatre are leased to tenants.

Other facilities such as the Pico adobe, the Marisol Room and the Presidio Chapel are frequently rented for non-interpretive events. The Pico adobe is generally rented for small meetings or receptions. The Marisol Room is generally rented for moderate-sized meetings, classes, lectures, rehearsals, and receptions. The Chapel is generally rented for larger lectures, films, concerts, and weddings. As far as facility use goes, the larger the event, the greater the impact to the facilities, e.g., more people using the restrooms, kitchen, trash disposal, parking, gates, etc.

The use of SBTHP and Presidio artifacts and archival materials by outside researchers is encouraged. However, such use has the potential to interfere with visitors' ability to enjoy the interpretive resources of the site, e.g., if the researchers' work required the items (artifacts or documents) to be removed from an ongoing exhibit or interpretive program.

Revenue

Fees for interpretive services may create economic barriers for those who cannot afford such charges.

Miscellaneous

Content and delivery of interpretive services offered at El Presidio SHP, e.g., in publications, exhibits, audio-visual materials, tours, furnished period rooms, and websites, may become dated or ineffective as new research is conducted or as new interpretive delivery techniques and technologies become available.

Because El Presidio SHP is operated on a day-to-day basis by SBTHP, the fact that the park is a unit of the California State Park System may not receive proper emphasis when SBTHP staff and volunteers communicate with the public.

LOCAL AND REGIONAL INFLUENCES

Community Involvement

How the Local Community Learns About the Park

SBTHP and California State Parks use a variety of media and methods to inform the public about events, programs and development at El Presidio SHP. For a full description, see “Existing Conditions – Communication,” p. 153.

Community Support for El Presidio SHP

El Presidio SHP was created in 1966 through a partnership between California State Parks and local community leaders in Santa Barbara who founded the Santa Barbara Trust for Historic Preservation in 1963 to preserve and reconstruct the Presidio site. Founding members of SBTHP included local boosters and descendants of the Presidio’s founding families, who continued to reside in the community. Today, many segments of the community are involved with the park on a daily basis through participation in SBTHP programs, explained in more detail below. SBTHP should consider conducted targeted interviews or focus groups with different segments of the community in order to provide more information on this topic, which would be helpful for future planning.



SBTHP was formed in 1963 by Santa Barbarans who wanted to reconstruct the Presidio.



Community involvement at El Presidio SHP includes weddings, performed in the Chapel. (Santa Barbara Independent)

During the park’s General Plan development process in the 1980s, some community members, including many nearby businesses, voiced concern about the then-proposed reconstruction of the entire Presidio quadrangle, a concern which lingers today, even though the scale of the original proposal was reduced through the planning process.

Community Events and Other Programs

In addition to conducting and sponsoring several interpretive special events and programs at El Presidio SHP throughout the year, SBTHP makes the park available for other organizations, individuals and community groups for a variety of purposes.

Weddings are permitted at El Presidio SHP and are usually performed in the Chapel. The Chapel is also used

for classical music concerts known as “Bach by Candlelight” and “Mozart by Candlelight” featuring the West Coast Chamber Orchestra conducted by Christopher Story VI.

Other community special events and programs are occasionally held at El Presidio SHP, e.g., the Garden Club of Santa Barbara’s biennial flower show, which was held at the park in 2010.

Other Examples of Community Involvement

There are a number of ways that the Santa Barbara community is involved in interpretive and educational programming and facility development at El Presidio SHP.

❖ SBTHP Docents and Junior Docents

SBTHP docents are volunteers from the community who have completed a training course that prepared them to offer guided tours and make special presentations and demonstrations related to the history of the Presidio site. Docents most often lead guided tours for school group site visits, but they also lead adult group tours, make off-site classroom visits, and assist with living history events at the park.

SBTHP Junior Docents are young people aged 8-16 years old, who attend special training sessions, and participate in living history and craft demonstrations at interpretive special events. The Junior Docent Program has not been active in recent years, but SBTHP would like to revive it when resources become available.



SBTHP Junior Docents participate in living history and craft demonstrations.

❖ SBTHP Special Event Volunteers

After attending a brief training, special event volunteers help out with a variety of special events that require less substantive knowledge about the history of the site, including adobe brick-making sessions, working entry tables, food stations, and set-up and clean-up at lectures, concerts and fundraising events.

❖ Internships

SBTHP offers a wide variety of internships, providing opportunities for students and recent graduates to gain practical work experience while contributing to the work of SBTHP. Internships with SBTHP are typically part-time and unpaid; however, students often receive college credit.



SBTHP offers a wide variety of internships.

Internships include museum education, exhibits and collections management, archaeology, historic preservation, library and archive skills, development and public relations.

❖ **On-Line Social Media**

SBTHP maintains a page on the social media site Facebook. While the page currently is used primarily to disseminate information about SBTHP events and programs, the page has potential to become means of dialogue and conversation between the organization and the community. In addition, the SBTHP website has a link to several other social media sites through the on-line service Social Twist that allows visitors to SBTHP's website to share information of interest to them with others.

❖ **SBTHP Board of Directors, Committees and Membership**

As a 501(c)(3) nonprofit organization, SBTHP has many built-in opportunities in its organizational structure for community involvement and participation.

SBTHP is guided by a Board of Directors made up of 26 individuals in the community who maintain fiscal responsibility for the organization and guide its policy development and strategic planning. Board members represent fields as varied as history, archaeology, architecture, banking and finance, law, and property development. In addition, historically SBTHP has always had at least one Presidio descendant on its board.

SBTHP also maintains several Board subcommittees, both regular and ad hoc. These committees are chaired by members of the Board of Directors but also include volunteer members of the community. Committees advise and help guide the operations of the organization depending on their duties and the areas of expertise of their members. Relevant committees include Restoration, Education, Property Management, Artifacts and Exhibits, Research Center, Finance, Development, and Executive. One of the most active new committees in the last few years is the Ad Hoc Asian-American History Advisory Committee, which assists in planning events and programs related to the Asian-American history of the Presidio neighborhood.

SBTHP also maintains an active membership program. There are currently 350 members of the organization. SBTHP membership supports educational programming and exhibits at El Presidio SHP, ongoing archaeological research and restoration, free site tours for thousands of school children, and living history events that highlight Santa Barbara's diverse cultural heritage.

SBTHP members are encouraged to be actively involved with the organization and the park through several incentives, including unlimited admission to El Presidio SHP; free use of the Presidio Research Center's library and archives; advance notice of museum exhibitions, education programs and living history events; *La Campana*, a

quarterly publication produced by SBTHP; discounts on classes, concerts, lectures, special events and merchandise in La Tiendita, the gift shop at El Presidio SHP.

❖ **Development Opportunities**

Community members are also encouraged to contribute to the development of El Presidio SHP by contributing to various fundraising programs including the Pearl Chase Endowment, the “Buy a Brick” Campaign to support reconstruction of the Presidio Northwest Corner, and by dedicating a Presidio Chapel tile to a loved one.

❖ **Other Opportunities for Community Involvement**

SBTHP offers numerous programs and special events throughout the year that provide opportunities for the community to gather, socialize, relax, learn and create. For an overview of interpretive programs and special events provided at El Presidio SHP, refer to that section (see Table of Contents).



Funds raised by SBTHP's Buy-a-Brick Campaign support reconstruction of the Presidio's Northwest Corner.

Other Interpretation Providers

In addition to El Presidio SHP, the Santa Barbara area has several other major organizations and agencies that provide interpretive services and related resources such as public and school programs, exhibits, volunteer opportunities, websites, museum collections and archives with some nexus, either existing or potential, to El Presidio SHP. These other sites/interpretive programs impact or have the potential to impact interpretation at El Presidio SHP.

Museums, Historic Sites and Parks

❖ Casa de la Guerra Historic House Museum (Santa Barbara)

SBTHP restored this u-shaped adobe residence, which was built by the fifth commandant of the Santa Bárbara Presidio, José de la Guerra, in 1828. Today the museum includes several period rooms interpreting the lives of the de la Guerra family, who occupied the house for three generations. Two rooms of the adobe are used for temporary exhibitions which are often created through partnerships between SBTHP and other community organizations or individual artists and collectors. The exhibits are often featured in the Downtown Organization's "First Thursday" program. The Casa courtyard is a popular community event space and is often rented for private wedding receptions and parties and is used for several SBTHP interpretive programs including Las Posadas and the Dia de los Muertos craft event. The Casa is a city and state landmark, and is listed on the National Register of Historic Places.



The Casa de la Guerra was built by the fifth commandant of the Presidio in 1828. SBTHP restored the structure and operates it as an historic house museum.

❖ El Paseo (Santa Barbara)

SBTHP holds a conservation easement over this historic 1920s shopping center and office complex. The center includes several interpretive features such as the



El Paseo is an historic 1920s shopping center and office complex where SBTHP provides occasional tours and has installed interpretive signage. (UCSB)

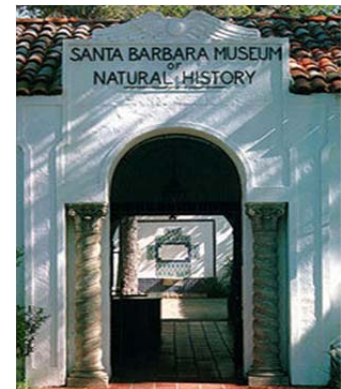
painted St. Francis ceiling, the stenciled ceiling in the “Gold Room” and the Ranchero Room, the former club room of the Ranchero Visitadores. As part of its easement SBTHP has installed some interpretive signage in the building and provides periodic guided tours of the Ranchero Room.

❖ **Santa Barbara Mission (Santa Barbara)**

The Santa Barbara Mission offers self-guided tours that include a guide to the Mission museum that is available in 8 languages. Through a nonprofit organization, it also offers docent-guided tours on Thursdays, Fridays and Saturdays. In addition, a special Art and Architecture tour is available by prior reservation as are tours of the mission and museum for school groups. The Mission has ten acres of landscaped gardens and a retreat center. It is home to a community of Franciscan friars as well as an active Catholic parish.

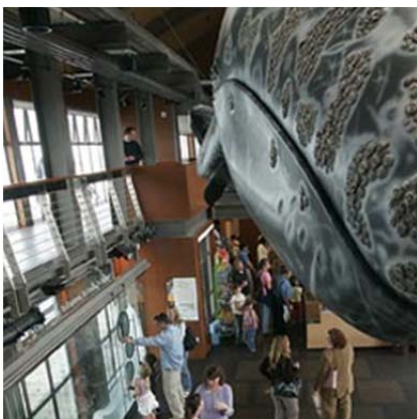
❖ **Santa Barbara Museum of Natural History (Santa Barbara)**

The Santa Barbara Museum of Natural History (SBMNH) operates two campuses in Santa Barbara. The main campus is located along Mission Creek north of the Santa Barbara Mission. This campus features nine halls of permanent exhibits, two halls for changing exhibits, and four outdoor exhibits. The museum has two auditoria, a planetarium, an astronomical observatory and a natural history library.



The Santa Barbara Museum of Natural History features eleven exhibit halls, two auditoria, a planetarium, an observatory and a natural history library. (SBMNH)

The second campus of SBMNH is the Ty Warner Sea Center located on historic Stearns Wharf in the Santa Barbara Harbor. The



The Ty Warner Sea Center has exhibits and displays about the local coastal and marine environment. (SBMNH)

Sea Center contains exhibits and displays, including a touch tank and aquaria, about the local coastal and marine environment. There are websites for each campus. In addition to its natural resource focus, SBMNH also focuses on the history and culture of the Chumash Indians. The Museum offers educational programs for all age levels that involve the Museum’s scientists and feature hands-on nature experiences. School children are served off-site through the Museum’s Nature Collection Lending Library. Both locations operate gift shops that offer publications and educational items related to their particular focus.

❖ **Santa Barbara Historical Museum (Santa Barbara)**

The Santa Barbara Historical Museum (SBHM) offers educational programs, outreach programs, a docent program, exhibits, special events, and publications. The museum's permanent exhibit surveys the history of Santa Barbara County, and temporary exhibits explore particular subjects. The Museum's Gledhill Library contains various archival collections related to the county's history. The museum also maintains several historic buildings, including the Historic Adobe and Casa Covarubias on site at the museum, and two offsite historic residences, Fernald Mansion and the Trussell-Winchester Adobe, which are currently undergoing restoration and are closed to the public.



The Santa Barbara Historical Museum features exhibits that survey the history of Santa Barbara County. (SB Historical Museum)

❖ **Santa Barbara Maritime Museum (Santa Barbara)**

The mission of the Santa Barbara Maritime Museum (SBMM) is to preserve, celebrate and interpret the maritime heritage of the California Coast. SBMM, located at the Santa Barbara Harbor, features exhibits, both



The Santa Barbara Maritime Museum has exhibits and educational programs that interpret the maritime heritage of the California coast. (Santa Barbara Maritime Museum)

permanent and temporary, a variety of educational programs that include docent-guided tours of the museum and also of the harbor, a tall-ship program for 4th and 5th-grade students, and a multimedia theater that features films on a variety of marine topics and is also available for lectures, films and digital presentations by outside groups. Among the exhibits at the SBMM are ones about Chumash maritime culture as well as maritime aspects of Spanish colonial and later American activity in Alta California. The Museum operates a small gift shop that offers publications and educational items.

❖ **Channel Islands National Marine Sanctuary (Santa Barbara, Oxnard)**

The Channel Islands National Marine Sanctuary (CINMS) is a unit of the National Marine Sanctuary System run by the National Oceanic and Atmospheric Administration (NOAA). Established in 1980, CINMS is located in the Santa Barbara Channel and encompasses the waters that surround Anacapa, Santa Cruz, Santa Rosa, San Miguel and Santa Barbara Islands, which make up Channel Islands National Park (CINP). CINMS offers an extensive education and outreach program, the goal of which is to promote understanding, support and participation in the protection and conservation of marine resources. To accomplish this goal, CINMS provides a variety of outreach and educational programs for teachers, students, resource users and the general public. It maintains a website as well as pages on various social media sites. CINMS' Naturalist Corps is a group of specially trained volunteers dedicated to educating passengers on board vessels visiting CINMS and CINP as well as at numerous local outreach events. Other volunteer and intern opportunities are also offered. A variety of publications related to the marine resources and heritage of the Santa Barbara Channel is available. CINMS maintains offices in the Santa Barbara Harbor and also in the Channel Islands Harbor in Oxnard.



Channel Islands National Marine Sanctuary offers education and outreach programs to promote understanding and conservation of marine resources. (NOAA)



Channel Islands National Park offers a variety of interpretive programs and operates a visitor center that features exhibits highlighting each of the Channel Islands. (National Park Service)

❖ **Channel Islands National Park (Ventura)**

Channel Islands National Park (CINP) encompasses five of the Channel Islands and their ocean environment, preserving and protecting a wealth of natural and cultural resources. It operates a visitor center in the Ventura Harbor, which features a bookstore, a display of marine aquatic life, and exhibits that highlight the unique character of each park island. An auditorium shows a 25-minute movie about the park. On weekends and holidays, rangers offer free public

programs about the resources of the park at the visitor center. CINP also offers interpretive and educational programs and resources for teachers, students and the

general public, including field trips, distance learning opportunities, guest speakers, curriculum materials and a Junior Ranger Program. Park education programs are aligned with content standards for California public schools and national content standards in science and teach to learning objectives identified in the curriculum plan for California's Education and the Environment Initiative. The park's concessionaire also offers programs for students and the public from half-day whale watching to full-day trips to Anacapa and Santa Cruz Islands. The park's website features links to information about the park's natural, cultural and recreational resources. Interactive online activities called Digital Labs model scientific exploration, allowing students to explore real data. The park maintains a museum and archival collection of more than 300,000 objects related to the park's cultural and natural history. Historical archives are housed at the park's headquarters, while most of the artifacts and specimens are located at nearby institutions.

❖ **La Purísima Mission State Historic Park (Lompoc)**

La Purísima Mission State Historic Park contains the most extensively restored mission in California as well as nearly 2,000 acres of natural areas, 25 miles of hiking and equestrian trails and a Visitor Center with comprehensive exhibits about the history of the mission. Special living history events for schools as well as the general public are scheduled throughout the year. Volunteer opportunities include the park's docent program. A website maintained by the park's

cooperative association, *Prelado de los Tesoros*, offers information about the park as well as the association's many activities and programs that support the park. The park maintains archives and collections that include primary documents and original artifacts related to the mission and Spanish colonial activity in Alta California. A gift shop offers publications and items related to the park's history.



The visitor center at La Purísima Mission State Historic Park features exhibits that interpret the park's extensive and colorful history, much of it related to the history of the Presidio. (©California State Parks)

❖ **Chumash Painted Cave State Historic Park**

This small park preserves and protects some of the finest examples of Chumash rock art available to the public.



Colorful and enigmatic rock art can be viewed at Chumash Painted Cave SHP. (©California State Parks)

❖ **Santa Barbara County Courthouse (Santa Barbara)**

This Spanish Colonial revival style building was constructed in 1929. In addition to its civic function, the courthouse visitors can ride an elevator to the 85-foot "El Mirador" clock tower for unforgettable views of the city, coast and mountains. Other attractions include a mural and large format paintings by Theodore Van Cina depicting scenes in local history, the "Spirit of the Ocean" fountain, noteworthy architecture, and ornate tile work throughout the building. Docent-led tours are offered daily

❖ **Santa Inés Mission and Mission Mills Property (Solvang)**

The Santa Inés Mission Mills complex includes two stone reservoirs connecting a fulling mill and grist mill associated with nearby Mission Santa Inés. The Mills property is owned by California State Parks and managed by SBTHP. The 39-acres site is currently available to the public by appointment only. It will eventually be used to interpret early industry in California, as well as Chumash life ways, mission period agriculture and the riparian habitat of Alamo Pintado Creek. Adjacent to this property, the Santa Inés Mission contains historical exhibits and is open to the public. The Mission museum houses a collection of vestments, artwork, documents and artifacts that were used around the Mission throughout its history. Visitors can rent an audio self-tour of the museum and docent-led tours are available. The Mission remains an active Catholic parish.

❖ **Goleta Valley Historical Society (Goleta)**

The Goleta Valley Historical Society (GVHS) operates Rancho la Patera, a historic lemon ranch in Goleta which includes a large residence, several structures from the working ranch, and landscaped gardens owned by the City of Goleta. The ranch was developed in the 1870s by the Stow family, but it reached the height of its success during the first half of the twentieth century when the owner helped develop a hearty lemon stock that transformed local agriculture. The ranch includes a bunkhouse that housed Chinese domestic workers, as well as archival material pertaining to those workers and Japanese families who labored on the ranch. It is likely that both the Chinese and Japanese employees at Rancho La Patera had connections with Santa Barbara's Chinatown and Nihonmachi (Japantown), both historically located in and near the present-day El Presidio SHP.

Additional Interpretation Providers

Additional providers of interpretive and educational services related to El Presidio SHP include:

Local

- ❖ Santa Barbara Museum of Art
- ❖ Santa Barbara Mission Archive Library
- ❖ Los Padres National Forest (Wheelers Gorge Visitor Center)
- ❖ City of Ventura (exhibits and tours at Olivas Adobe Historical Park, Albinger Archaeological Museum)
- ❖ Santa Ynez Band of Chumash Indians
- ❖ Chumash Maritime Association
- ❖ Santa Barbara Botanic Garden
- ❖ Mission San Buenaventura

Regional

- ❖ Wishtoyo Foundation (Chumash)
- ❖ Santa Monica Mountains National Recreation Area and Rancho Sierra Vista/Satwiwa Native American Indian Culture Center and Natural Area
- ❖ Autry National Center (Autry Museum of Western Heritage, Southwest Museum of the American Indian, Women of the West Museum, Autry Institute)
- ❖ Chinese American Museum, Los Angeles
- ❖ Japanese American National Museum, Los Angeles
- ❖ El Pueblo Historic Park (Olivas Adobe), Los Angeles
- ❖ Rancho Camulos, Piru
- ❖ Early California Mission Records Project at the Huntington Library
- ❖ Chumash Indian Museum, Thousand Oaks

Local Interpretive Tour Providers

❖ Santa Barbara Trolley Company

The SBTC is a private company that operates open-air busses or “trolleys” in Santa Barbara and provides narrated tours of the city. Typical tours visit 14 locations throughout Santa Barbara, including El Presidio SHP. Other sites visited include the Santa Barbara Museum of Natural History, the Courthouse, the Zoo, the Mission, and Old Town.



The Santa Barbara Trolley Company provides narrated tours of 14 city locations, including El Presidio SHP. (SBTC)

❖ **Land and Sea Tours**

Land and Sea Tours is a private company that offers guided tours of the city using an amphibious vehicle. Tours begin with a drive through downtown Santa Barbara. Guides present historical information and stop at many historic sites, including El Presidio SHP. The second half of the tour is by boat, and includes the Santa Barbara waterfront, Stearns Wharf breakwater area, and sea life viewing.

❖ **Architectural Foundation Walking Tours**

The nonprofit Santa Barbara Architectural Foundation offers guided walking tours each Saturday and Sunday. The small-group walking tours cover the downtown area and are led by trained docents of the Architectural Foundation. The tours focus on architectural styles, significant and historic buildings, aesthetics, past and present building usage, and landscape history. Guides interpret varying architectural traditions and point out details such as hand-made tiles, wrought iron detailing, stonework, balconies, doorways, and arches.

❖ **Santa Barbara Red Tile Walking Tour**

This self-guided tour covers a 12-block span of downtown Santa Barbara, and includes Santa Barbara's most treasured landmarks, architectural gems, museums and historic sites. A podcast version of the tour is available for download on the Santa Barbara Convention and Visitors Bureau website. A PDF version of the tour is available at www.santabarbaracarfree.org.

Comparing Experiences

A Unique Experience at El Presidio SHP

The visitor experience available at El Presidio SHP is unique. Historically, the Presidio was one of only four Presidios built in California by the Spanish, and today it is the most completely restored/reconstructed Presidio in California. No other historic site in the Santa Barbara area has the diverse cultural history represented in the Presidio neighborhood—from the Mexican period following the end of the Spanish colonial period through Americanization to the settlement of the Chinese and Japanese communities. The story of the Chumash people's interaction with the Spanish at the Presidio also differed in significant ways from their interaction with the missions.

At no other easily accessible site in the Santa Barbara area can visitors observe, learn about and occasionally participate in active and on-going archaeological excavations. The opportunity for visitors to participate in various aspects of restoring the historic buildings of the Presidio is also fairly unique.

Complementary Stories

While the Presidio story is unique in many ways, it is also part of a larger story of human settlement in the Santa Barbara area. As such, the interpretation presented at this site can and should complement this larger story that is told at the area's other public sites.

An Opportunity for Clarification

Occasionally, visitors to El Presidio SHP will comment to the park staff that they thought the Presidio was the Santa Barbara Mission, Historical Museum, or Courthouse. This confusion presents both a challenge and an opportunity.

It is important that interpretation at El Presidio SHP helps visitors to distinguish clearly the stark differences between the Presidio and the Mission and other sites. At the same time, the confusion in some visitors' minds about these two sites can be used to advantage, for example by encouraging them to compare and contrast the secular and sectarian aspects of Spain's colonization of Alta California.

A Regional Approach to Interpretation

The founding of the Presidio and its subsequent development was not isolated from the rest of the area's history as Santa Barbara evolved over the ensuing decades. For example, fascinating comparisons can be made between El Presidio and the Santa Barbara Mission. In the same way, interpretation at the park should include references to the area's other Spanish colonial cultural sites such as La Purísima Mission State Historic Park and the Santa Inés Mission and the Mission Mills property (unclassified State Park unit as of the publishing of this IMP).

It is also important to place the Presidio's story within the context of the area's prehistory, specifically that of the Chumash people, especially since several other sites provide excellent opportunities to learn about the history and culture of the Chumash, such as the nearby Santa Barbara Museum of Natural History as well as Chumash Painted Cave and La Purísima Mission State Historic Parks.

Developing a collaborative regional approach to interpreting the area's natural and cultural resources in which each site's interpretation includes references to and invites the public to visit nearby sites will enrich the public's learning as well as its recreational experience.

Interpretation at El Presidio SHP should also reference other local and regional sites that focus more strongly on the area's natural resources, such as Channel Islands National Marine Sanctuary/National Park, Los Padres National Forest and Gaviota State Park in order to help visitors appreciate the reality that culture is shaped by the environment and vice-versa.

Developing a collaborative regional approach to interpreting the area's natural and cultural resources in which each site's interpretation includes references to nearby sites and invites visitors to visit these other sites will enrich the public's educational and recreational experience. (See Fig.

Partnership Potential

For a discussion of types of interpretive services that may be of interest to potential partners, see "Partnerships & Support."

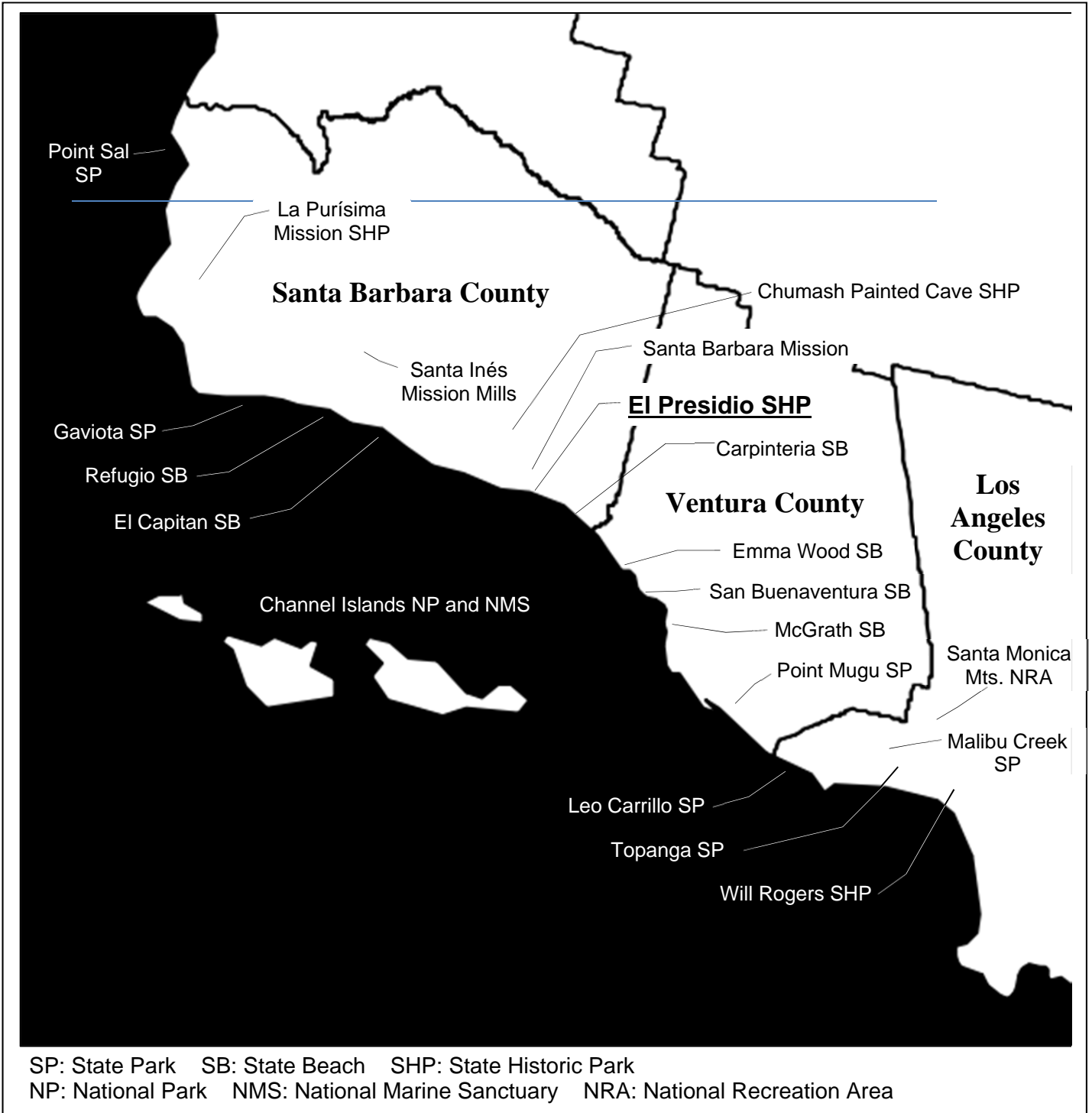


Figure 8. Regional Sites Related to the Interpretive Periods at El Presidio SHP
 (Note: Not an inclusive listing.)

(This page left intentionally blank)

RECOMMENDATIONS

INTERPRETATION GOALS, OBJECTIVES AND STRATEGIES

Five broad goals have been developed that define the ultimate purposes of interpretive services at El Presidio SHP and give direction to their development. These goals are designed to answer the following questions.

- ❖ **Goal #1: What is the story we want to tell at El Presidio SHP?**
- ❖ **Goal #2: How do we tell this story?**
- ❖ **Goal #3: To whom do we tell our story?**
- ❖ **Goal #4: How do we strengthen our capacity to tell our story?**
- ❖ **Goal #5: How can interpretation support other management goals at El Presidio SHP?**

Each of these five goals is supported by several objectives, i.e., the specific results that interpretation is intended to achieve in order to accomplish the IMP's goals. In turn, each objective is supported by specific strategies, which are intended to provide practical steps to accomplish the objectives.

Interpretation Goal #1: To promote the public understanding, appreciation and enjoyment of El Presidio SHP's unique history, resources and sense of place.

❖ Objective 1.1

Base all interpretation on the most current scholarship and subject-matter research about the history and science of the park's resources.

Strategy 1.1a

Continue to cultivate relationships with scholarly experts in fields of interest related to El Presidio SHP and create an advisory role for these scholars in order that interpretation continues to reflect current scholarship.

Strategy 1.1b

Continue to cultivate relationships with members of the public who have memories of and relationships to sites within the park, e.g., conduct oral histories, collect photographs, genealogy charts, etc., and create advisory roles for these individuals and families in order that their knowledge helps expand research about the history interpreted within the park.

Strategy 1.1c

Periodically review all interpretive content presented at or about El Presidio SHP to ensure that it reflects the most current research produced through SBTHP's ongoing research, archaeology, restoration and reconstruction efforts related to the park.

❖ Objective 1.2

Base all interpretive content on the unifying, primary, supporting and secondary themes identified in this IMP to link the multiple and sometimes disparate components of the Presidio site and story (see Fig. 9).

Strategy 1.2a

Emphasize connecting thematic threads in the park's interpretation such as:

- Genealogical connections between families over time and cultures within the Presidio neighborhood.
- Material links between cultures and periods, e.g., the bricks used to build the Rochin Adobe that were taken from the old Presidio.
- Comparison of cultural characteristics, e.g., religion, food, art and performance, material culture and life rituals relating to birth, marriage and death.

❖ Objective 1.3

Develop interpretive content that relates the park's history from multiple perspectives, convey a balanced presentation of facts, and avoids stereotypes in ways that encourage visitors to reach their own conclusions about this fascinating and complex story.

Strategy 1.3a

Present interpretation of the Presidio's history as a series of arrivals, a legacy of immigration from multiple points of origin, and the site as a fault line but also a porous crossing place for the meeting of different cultures and ethnic groups.

❖ Objective 1.4

Balance a "top-down" interpretive approach, which emphasizes contextual events and trends including colonialism, nation-building and global interconnectedness as they relate to the development of the Presidio, with a "bottom-up" approach that emphasizes the lived experiences of people of the Presidio and surrounding neighborhood over time.

Strategy 1.4a

Use the Visitor Center to introduce visitors to the site's historical themes and context and incorporate a scholarly or third person point of view into the interpretation.

Strategy 1.4b

Create opportunities throughout the park for visitors to explore the park's interpretive themes through the life experiences of individuals who lived on and around the Presidio site.

❖ Objective 1.5

Convey the unique qualities of the Presidio within the Spanish colonization plan for Alta California.

Strategy 1.5a

Include messages that interpret:

- The distinct function of the presidios versus the missions, pueblos and ranchos.
- The distinct relationship cultivated between the Chumash and the Presidio before construction of SB Mission.
- The Presidio's function as a military settlement but also a community of families, with men, women and children sharing a variety of roles.

❖ Objective 1.6

Focus interpretation related to the Chumash on the relationship between the Chumash and the Presidio.

Strategy 1.6a

Include content that interprets:

- The Chumash involvement with the construction of the Presidio
- Chumash knowledge of local plants and other local resources shared with the Presidio residents.
- The Chumash, who visited, worked at and, in rare cases, resided at the Presidio.
- The continuity of the Chumash presence in the region to the present day.

❖ Objective 1.7

Interpret the geological and environmental forces that shaped the survival and sustainability of the Presidio over time.

Strategy 1.7a

Identify appropriate spaces within the site to interpret the effects of earthquakes, floods, droughts and other natural events on the area's native plants, agriculture, the accessibility of water and the Presidio aqueduct, and the availability of building supplies.

Interpretation Goal #2: To utilize the best interpretive techniques and technologies, traditional as well as new and innovative, in order to deliver interpretive and educational services that bring El Presidio SHP alive, communicating to visitors its vibrant and dramatic character.

Objective 2.1

Use a holistic planning approach for the park that connects its interpretive themes and messages with creative use of its various spaces. Recognize that each site in the park has particular historical and cultural resonances that make it the best place to tell particular stories from the Presidio's—and Santa Barbara's—past, and that in most cases, specific facilities lend themselves to specific interpretive narratives (see Figure 9).

Strategy 2.1a

Connect interpretive narratives to the park's sites and facilities as follows (see Figures 9 and 10):

- Main Presidio (not including Canedo Adobe) – Spanish Colonial Period, Chumash Indians
- Canedo Adobe – SBTHP, California State Parks, Japanese-American community, Elmer Whittaker, temporary galleries
- Northeast Corner – Soldiers' private quarters and gardens
- El Cuartel – Soldier's family over three generations
- Moullet House – From Hispanic-dominated to American community
- Jimmy's – Chinese-American community
- School of the Arts – the Santa Barbara arts community in the early and mid-20th century

Strategy 2.1b

While each site will tell a particular part of the Presidio story, reference the other sites and other stories and look both forward and backward in time as appropriate.

Strategy 2.1c

Periodically evaluate interpretive services, e.g., publications, exhibits, audio-visual materials, tours, furnished period rooms, and websites, to ensure that their content is accurate and that they utilize the most effective interpretive techniques.

❖ Objective 2.2

Develop a program of urban way-finding in the park to promote connections between disparate parts of the park. Identify ways to clue visitors that they have arrived at the site and help them find their way within it, in order for each piece of the site to feel linked to all the others and make sense from wherever the visitor starts.

Strategy 2.2a

Mark the Presidio boundaries using signage, iconic boundary markers, and painted foundation stones on the streets and adjacent areas. Explore other strategies including footprints or tiles in the street as visual “landmarks” or icons at connecting points between historic and contemporary urban environments.

Strategy 2.2b

Incorporate an interpretive trail throughout the park that acts as a spine or thread to unify site development and interpretive themes.

- This trail could be a symbolic timeline that allows for the chronological/sequential presentation of important elements of the history and culture of the Presidio, its neighborhood, and Santa Barbara.

Strategy 2.2c

Utilize exterior exhibit panels facing the sidewalks to describe the building or space in front of the visitor, including how it was used.

- These panels will have contextual photos, maybe a story, as well as key facts, all designed to draw passing pedestrians in and to engage them with the history of the ground they are walking on.

Strategy 2.2d

Develop a graphic vocabulary using the area’s cultural and natural features as design references and apply it throughout the park when developing interpretive services and facilities.

Strategy 2.2e

Draw attention to the physical and material connections of the parade ground that connects the main Presidio with the Northeast Corner and create a new visible connection at the Moullet House to demonstrate more of the historic extent of the parade ground.

(This page intentionally left blank)

(Figure 9 - For reference only. Actual sheet: 11" x 17")



(Reverse of Figure 9 – Placeholder ONLY)

❖ Objective 2.3

Enhance the visitor experience and facilitate their ability to comprehend the site's history by minimizing modern urban intrusions wherever possible.

Strategy 2.3a

Rebuild the second defense wall behind the Presidio to enclose the northern portion of the site.

- Consider creating a temporary back wall in this location away from the historic footings until the area can be archaeologically excavated.

Strategy 2.3b

Create enclosed, period environments, or "atmospheric spaces," separated from the noise and traffic of the surrounding area.

❖ Objective 2.4

Utilize a diverse menu of equipment and technologies to support the delivery of interpretive services.

Strategy 2.4a

Utilize portable equipment such as interpretive discovery carts to increase flexibility and mobility of a variety of interpretive services.

Strategy 2.4b

Continue to develop a strong website (multi-language, video clips of events, living history, comprehensive and current calendar, map showing changes over time; video of area's evolution, virtual tour of buildings; podcast walking tour; Google Earth tour; more web info aimed at schools and kids; pre-visit info: What will you find on your visit?; links to related sites).

Strategy 2.4c

Ensure that Interpretive equipment used in the atmospheric rooms and in interpretive programs, e.g., computers, projectors, and audio systems, is maintained regularly by staff and/or outside vendors trained to reboot software, replace lamps, recalibrate register of projectors, etc.

❖ Objective 2.5

Provide a mix of ways for visitors to learn about the Presidio story that engages one or more of the senses, e.g., through reading, images, hearing, emotions, touching, and doing, and by both formal and informal learning. Exhibits and displays will be well-designed, clear, concise, interactive and dynamic for kids AND adults.

Strategy 2.5a

Because visitors enjoy learning history through people and enjoy the feeling that in some way historical characters can be their guides through an historical experience, interpretation will be used to bring them alive, directly such as by using film or “talking portraits,” or indirectly, through voices, shadows, silhouettes, footsteps, quotations or their belongings, as well as through the creation of atmospheres that imply that historical characters have just left the room.

Note: Because first-person living history requires extensive research, training and practice to be effective, this type of programming is not recommended until specific standards can be established to guide the development and presentation of first-person living history at El Presidio SHP.

Strategy 2.5b

Develop and employ brochures that focus on individual “characters” that visitors will meet during their visit. The VEP suggests a “playbill” that introduces not only the sites and buildings in the park, but also significant historic characters that visitors will encounter.

- To minimize the creation of an economic barrier, such brochures should be designed for economic production, e.g., in a newsprint format. This would also allow park staff to easily and regularly update the brochure to reflect changes in programs and conditions in the park.

Strategy 2.5c

Incorporate “Dualities” to interpret contrasts in the Presidio story i.e. focus interpretive methods on dark and light moments in the site’s history.

Strategy 2.5d

Provide opportunities to watch archaeological excavations in progress.

Strategy 2.5e

Increase the number of living history activities offered at the park.

- Include a wider range of costumed interpreters; more demonstrations (construction techniques, etc.); soldados in action; provide period clothing to try on, period tools to handle; animals.

Strategy 2.5f

Offer regularly scheduled guided tours.

Strategy 2.5g

Incorporate consistent timeline(s) throughout site to increase connectivity; include neighborhood, city, region, state, nation, and international events. Include all groups who have occupied the site; include individual experiences.

Strategy 2.5h

Develop a prioritized schedule for reprinting out-of-print SBTHP publications related to the Presidio and allocate funding to reprinting.

❖ Objective 2.6

Create zones of interpretation throughout the park, each utilizing different techniques and methods appropriate to each zone's particular needs and assets (see Fig. 10).

Strategy 2.6a - Welcome Zone

- Create a new Visitor Center in the recently reconstructed rooms of the Northwest Corner that will serve as the welcome space for the park and be the central hub for the Presidio neighborhood.
- Use exhibits in the Visitor Center, incorporating timelines, multimedia, and a variety of interactive features, to tell the contextual story of Spanish colonization of Alta California as well as the history of Santa Barbara and the many communities and cultures that have mixed and mingled on the site through time.
- Make available in the Visitor Center a selection of print materials including park brochures, neighborhood maps, etc.

Strategy 2.6b - Atmosphere Zones

- Create historical atmospheres at various locations on the site to give visitors the sense that they are going back in time by creating dense experiences that are strongly experiential, that appeal to all the senses and that offer almost no barriers between the visitors and the past.
- Key to creating powerful immersive experiences is to use lighting, smells, ambient audio, disorder, and other clues that suggest that historical characters have just left the room. Also important to this approach is a generous use of reproductions and easily-replaced objects that visitors can touch.
- In the Chapel, consider creating a highly atmospheric version of one of the weddings that took place at the Presidio during its prime interpretive period.
- In the Comandancia, create an atmospheric experience of a meeting between Presidio Comandante Goycochea and British explorer George Vancouver in 1793. This experience will set a context for the larger world at the time and Alta California's simultaneous remoteness and connectedness to it.
- Explore an atmospheric exhibit plan for the Padre's quarters.

Strategy 2.6c - Archaeology Zone

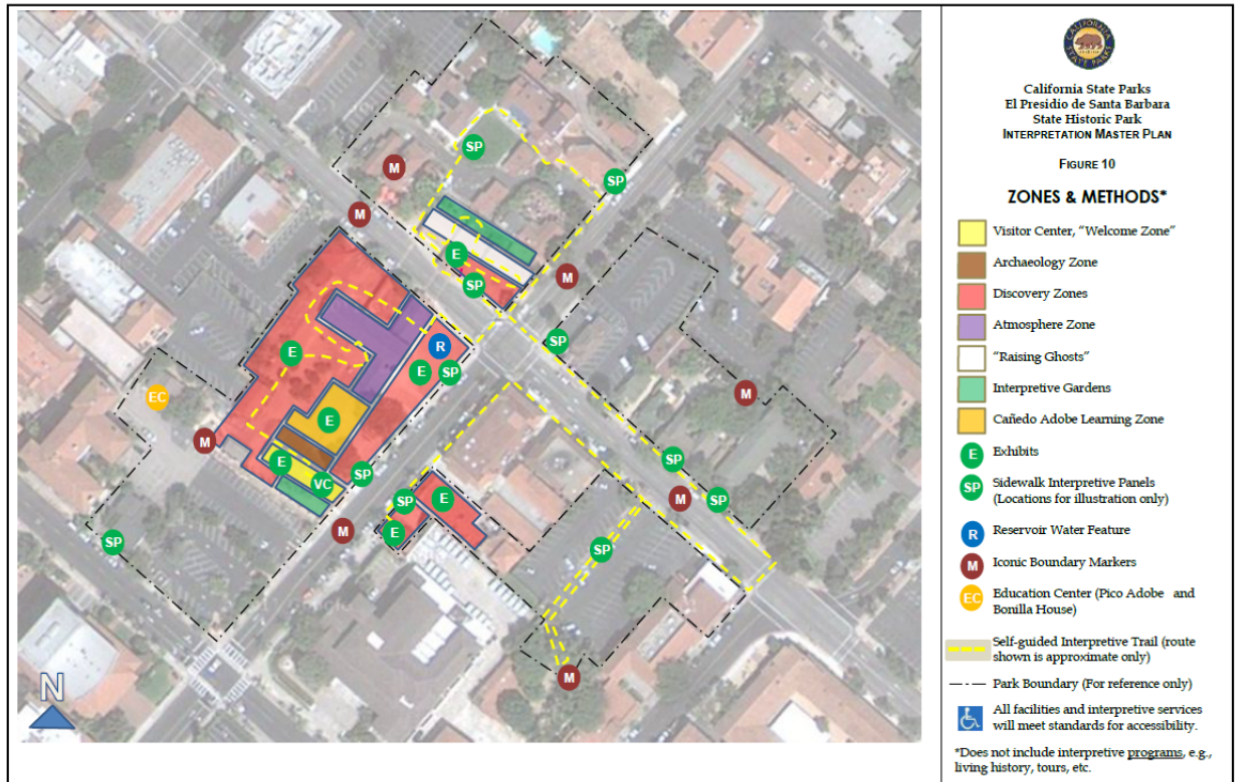
- Create an Archaeology Zone that will embed the visitor experience in the science and research that undergirds interpretation at the park, substantiating the stories, characters, and objects that are encountered along the journey.

- Create a display space for archaeology using the exposed foundations of the Presidio at the Northwest Corner. Consider protecting the foundations with roofing.
- Develop an interpretive display that demonstrates the stratification of layers of settlement, from the present day down to the Presidio's founding – a period of just over 200 years and about 60 cm in depth.
- Interpret the archaeological layers and their related finds by representing them on graphic panels and reproducing them graphically in brochures and guidebooks until they become one of the iconic images used at the site.

Strategy 2.6d – Discovery Zone

- Create a Discovery Zone in the northern part of the Presidio consisting of a series of stations that will give visitors a picture of everyday life at the Presidio, where visitors can touch everything. Discovery stations should allow visitors to explore and uncover information and meanings in order to capture their interest and help them retain information.
- Create stations within the Discovery Zone that interpret topics such as the arrival of a supply ship, construction and building techniques, blacksmithing, schooling, food and cooking, and the infirmary.
- Stations in the Discovery Zone should each interpret a moment in time or a single day so that the content at each station is linked. A theme should be chosen to link the stations, e.g., all stations could deal with preparations for a wedding to be held in the Presidio Chapel or deal with soldiers preparing to leave for a mission.
- Each station should be under a lean-to, or ramada, to protect visitors from the sun and the displays from the elements. The ramadas could be made from timbers, poles and woven thatch, depending on historic precedent.
- Place interpretation, such as text capturing a person's experience at that place at a particular moment in time, onto surfaces or into the ground to activate visitors' imaginations.

(Figure 10 - For reference only. Actual sheet: 11" x 17")



(Reverse side of Figure 10 – Placeholder ONLY)

❖ Objective 2.7

Create a different visitor experience from the one provided in the main area of reconstruction in the rooms and adjacent spaces of the Northeast Corner.

Strategy 2.7a

Convey a sense of the daily life and material culture at the Presidio, e.g., by using video projections to portray a single soldier preparing to leave on an assignment at a mission (cleaning his weapons, praying, etc.) or married couple Hilario Jimenez, a Spanish soldier and his Chumash wife Juana Maria conversing over supper, cleaning, praying, etc.

Strategy 2.7b

In the apartments of the Northeast Corner, utilize the interpretive technique of “Raising Ghosts,” which uses video projections onto walls that have a rough, unfinished and authentically old feel about them, so that the characters (or quotations) seem to float like ghosts through the old, abandoned spaces.

- This technique, while able to convey large amounts of interpretive information, does not require the same staffing and security requirements that a furnished room would.

❖ Objective 2.8

Interpret the garden spaces behind the Presidio apartments.

Strategy 2.8a

Use any or all of the following programs and activities and facilities to support them: outdoor exhibits related to the area’s native and introduced plants, self-guiding brochures (printed and web-based), observation, nature study, photography, gardening classes, and demonstrations of traditional uses of plants.

Strategy 2.8b

Plant and “furnish” the gardens as spaces to provide a retreat and “escape” from the urban surroundings, and also as an environmental contrast to the parade grounds.

Strategy 2.8d

Involve and coordinate with interested stakeholder groups to plan and develop the garden spaces.

❖ Objective 2.9

Mark significant transitions in space and time throughout the park and heighten the power of atmospheric rooms.

Strategy 2.9a

Create interpretive “thresholds,” in the form of sidewalks, courtyards, plazas, doorways, street crossings, etc., that convey the sense that by crossing the thresholds visitors are going back in time or otherwise entering a different space.

Strategy 2.9b

Be attentive to interpreting social and cultural thresholds as well as physical ones, e.g., social, outward facing spaces versus private, back-of-house spaces.

❖ Objective 2.10

Animate large outdoor spaces with interpretive objects and displays in order to improve the “curb appeal” of the park for passers-by.

Strategy 2.10a

Place period-appropriate objects such as boxes, crates, and equipment around the Parade Ground. It will be important that these items are maintained regularly and replaced when needed.

Strategy 2.10b

Create a water reservoir connected to the Presidio aqueduct that runs into the Parade Ground from under the Comandancia. Use running water in the reservoir and display measuring equipment, water buckets and related tools around it (determine whether this equipment will be for display only and thus securely fastened down or for hands-on use by visitors).

Strategy 2.10c

To interpret the American Period, create an outdoor interpretive display at the Moullet House about the introduction of the American street grid as a pivotal point in the transformation of the Presidio site.

❖ Objective 2.11

Where appropriate and possible, create opportunities to interpret the flow of history within a single place in the park.

Strategy 2.11a

At El Cuartel create furnished spaces that interpret three generations of the Valenzuela family’s occupancy.

❖ Objective 2.12

Use the Canedo Adobe to house case and panel exhibits and a video that interpret key stories not found elsewhere in the park.

Strategy 2.12a

Develop exhibits that interpret the history of the Japanese community in Santa Barbara, the story of the Whittakers, SBTHP, CSP and the creation of El Presidio SHP.

Strategy 2.12b

Create a video documentary designed to present multiple perspectives on the site's history and the community today, including those of the Chumash, descendants of Presidio soldiers, scholars, and neighborhood residents past and present.

❖ Objective 2.13

Provide interpretation of the Chumash people throughout the site, not just in one place, or just at the chronological beginning of the story, in order to place an emphasis on continuity and the significance of the Chumash role in the narrative.

Strategy 2.13a

Partner with the Chumash; involve them in planning and presenting any interpretation about their own history and culture.

Strategy 2.13b

Depict on-site examples of the material culture of both the Chumash and the Spanish, laid out so visitors can see similarities as well as differences in the ways their material cultures developed—including their clothes, food, houses, tools, maps, rock paintings, and weapons.

Strategy 2.13c

Stencil or draw images of examples of material culture on interpretive objects with Spanish and Chumash words.

Strategy 2.13d Create an interpretive native plant garden outside the Presidio defense wall to interpret Chumash uses of plants.

Interpretation Goal #3: To engage diverse audiences by providing interpretive services that are barrier-free and that encourage public participation.

❖ Objective 3.1

Meet the needs of a diverse pool of current and potential visitors by offering multi-sensory and multi-lingual dynamic interpretive opportunities in a variety of locations and settings throughout the park.

Strategy 3.1a

Identify existing spaces and create new spaces throughout the park that foster personal reflection, civic engagement, and a variety of modes of public storytelling—from plays and digital storytelling (see www.storycenter.org) to poetry readings to musical performances and movies, as well as educational and interpretive programming, cooking, festivals and parades, demonstrations (music, dance, living history, theater, etc.), cultural events, workshops, farmers' markets, contests, nature-viewing, book clubs, craft classes, seminars and gardening.

Strategy 3.1b

Develop a new marketing plan to inform the community about interpretive special events at El Presidio SHP in order to generate increased attendance and attract new audiences.

- Calendaring interpretive and other special events should be done as far in advance as possible to minimize competition with other public events in the area.

Strategy 3.1c

Implement a process for evaluating the success of interpretive special events to help improve their design and efficiency. Careful evaluation of target audiences for each event and whether that audience's needs are met would help direct scarce staff and funding resources toward events that have a higher chance of success.

Strategy 3.1d

Change some interpretive exhibits regularly, where appropriate and feasible, to maintain visitor interest.

❖ Objective 3.2

Base the delivery of interpretation on current research, including periodic surveys, that identifies the needs, expectations and behavior of visitors.

Strategy 3.2a

Utilize a variety of survey tools, e.g. the current visitor survey, focus groups, etc. on a regular basis.

Strategy 3.2b

Collaborate with SB Convention and Visitors Bureau and similar organizations to tap their research on visitation trends as they relate to El Presidio SHP.

❖ Objective 3.3

Enhance the identity of the “Presidio Neighborhood” by improving flow within the Presidio neighborhood and between the park and other venues, creating connections among them.

Strategy 3.3a

Encourage retail businesses within the Presidio neighborhood to integrate interpretation of the park’s history and resources into their day-to-day visitor-serving operations.

Strategy 3.3b

During interpretive special events, celebrate all of the communities that have existed in the Presidio neighborhood, including those of current residents.

Strategy 3.3c

Partner with neighbors to create a Presidio "Alive After 5" strategy that incorporates more evening events with food, wine, and an “alternative feel.”

❖ Objective 3.4

Develop interpretive staff and volunteers who reflect the diverse nature of the state’s population.

Strategy 3.4a

Promote diverse volunteer participation in park programs and in the park’s support organizations. Refer to CSP’s Volunteers in Parks Program Guidelines.

Strategy 3.4b

Proactively recruit staff members and volunteers from targeted communities.

❖ Objective 3.5

Identify and implement strategies for removing barriers to accessibility.

Strategy 3.5a

Provide sign language service for hearing-impaired visitors.

Strategy 3.5b

Ensure interpretive text and scripts in large type and other required formats are available to visitors with disabilities.

Strategy 3.5c

Make visual description available on audio for graphic media, e.g., exhibits and audio-visual presentations.

Strategy 3.5d

Create accessible paths of travel.

Strategy 3.5e

Obtain review and approval from CSP'S Accessibility Section of all new interpretive media, including A-V programs, exhibits and publications.

Strategy 3.5f

Conduct an accessibility audit to identify interpretive programs and facilities that contain barriers to visitors with disabilities, including those with physical or mental impairments as well as those with limited English proficiency.

❖ Objective 3.6

Identify and implement strategies for removing barriers related to language, education, and economic classes.

Strategy 3.6a

Develop more bilingual material (Spanish-English), including exhibit copy, orientation signage and importantly, marketing and publicity information about the park to help encourage attendance from the Spanish-speaking audience.

Strategy 3.6b

Update the existing 1½-page summaries of the park's history written in Castilian Spanish, French, German and Japanese.

Strategy 3.6c

Develop new park history summaries in languages such as Italian, Chinese and Arabic (Anecdotal input from front-line SBTHP staff cites these as commonly encountered languages. Additional survey data needed).

Strategy 3.6d

Instead of including more than one language on an exhibit or in a publication, consider alternative approaches, e.g., providing translations of exhibit text in separate brochures or in electronic formats.

Strategy 3.6e

Increase the welcoming atmosphere at the park for Spanish-speaking members of the community by recruiting additional Spanish-speaking staff and volunteers.

Strategy 3.6f

Increase advertising and marketing of “free days” to the community in order to attract visitors to whom the admission fee is a barrier.

Strategy 3.6g

Seek funding opportunities and potential partnerships that would help provide transportation to families who might not otherwise be able to visit the park, such as the recent outreach to a student group at UCSB that supports mentoring for students at Isla Vista School.

❖ Objective 3.7

Train and equip staff and volunteers who provide interpretive services to effectively meet visitors’ diverse needs.

Strategy 3.7a

Include *All Visitors Welcome: Accessibility in State Park Interpretive Programs and Facilities*, *California State Parks Accessibility Guidelines*, and similar documents related to accessibility in the training materials provided to staff and volunteers.

❖ Objective 3.8

Offer park programs that meet the diverse needs of students, parents, instructors and schools, including in-school programs, after-school programs, remote learning programs, student internships, professional mentoring, student service projects, and adult education.

Strategy 3.8a

Continue to align interpretive programs and media intended for schools with state Educational Frameworks and Content Standards, but broaden the use of such organizing tools beyond the History-Social Science Framework to include other frameworks, e.g., the Science Framework.

Strategy 3.8b

Integrate the “Education and the Environment Initiative” curriculum into school programming offered by SBTHP at El Presidio SHP.

Strategy 3.8c

Evaluate suitability of using El Presidio SHP as a venue for an Environmental Living Program (ELP) or an Environmental Studies Program (ESP). These special interpretive programs for school classes typically include pre- and post-visit materials sent to the classroom and on-site activities that emphasize hands-on activities. ELPs also include an overnight stay on the site, while ESPs do not. The General Plan recommends an ELP at EL Presidio SHP.

Strategy 3.8d

Investigate possible barriers that are contributing to under-representation of junior and senior high school participation in the park's interpretive program.

Strategy 3.8e

Seek funding opportunities and potential partnerships that would help provide transportation to school groups who might not otherwise be able to visit the park.

Strategy 3.8f

Explore the feasibility of establishing a venue at the park for the department's PORTS program (Park Online Resources for Teachers and Students), which offers another way to increase interaction between schools and the park without the need for the schools to travel to the park.

Interpretation Goal #4: To strengthen the capacity of El Presidio SHP to provide high-quality interpretive services.

❖ Objective 4.1

Utilize a systematic process for interpretive planning and for review and approval of interpretive planning documents, as outlined in CSP Operations Manual, chapter 9, Section 0902.

Strategy 4.1a

Use *California State Parks Interpretation Planning Workbook* to prepare interpretive plans for the park, e.g., interpretive project plans and annual implementation plans.

Strategy 4.1b

Identify the specific needs for the park's future interpretive services, including space for exhibits, exhibit fabrication and storage; museum collections; offices,

meetings, workshops, conferences, lectures, and training; library and research areas; interpretive program supplies and equipment (include storage for garden tools and related supplies); and an alternative location for outdoor interpretive programs during inclement weather.

Strategy 4.1c

Conduct and evaluate periodic surveys of visitor and management demands for interpretive programming and determine the most effective way to meet these demands with available resources and staff.

Strategy 4.1d

Identify potential for future interpretive use of facilities within El Presidio SHP not currently being used for such.

❖ Objective 4.2

Provide basic and ongoing enrichment training in interpretive content and delivery methods for staff and volunteers to enable them to provide high-quality interpretive services.

Strategy 4.2a

Implement CSP's RAPPOR system for evaluating interpretive programs in order to provide more accurate measurement of the effectiveness of these programs.

Strategy 4.2b

Use results of RAPPOR evaluations to identify future training needs.

Strategy 4.2c

Provide opportunities for staff and volunteers to visit and meet with staff and volunteers at other interpretive sites.

Strategy 4.2d

Provide opportunities for staff and volunteers to attend training presented by CSP and other agencies/organizations involved in delivery of interpretive services, historic research, archaeological research, and historic resource preservation.

❖ Objective 4.3

Develop and strengthen partnerships, relationships and collaborations with diverse populations and communities.

Strategy 4.3a

Coordinate delivery of interpretive services with other interpretive providers in the Santa Barbara region, such as La Purísima Mission State Historic Park and Casa de la Guerra (SBTHP), enhancing significant stories associated with the area's cultural heritage. Potential partners include Casa de la Raza, Interfaith Group, Genealogical Society, Ensemble Theatre, SBHM, SB Directors Roundtable, United Way ("Fun in the Sun" summer camp), local park departments, museums, and other cultural/public institutions.

Strategy 4.3b

Where appropriate and feasible, pursue the following collaborative opportunities with regional partners:

- Increase connections with other State Parks and other cultural venues in the region as a package trip for visitors.
- Create a regional historic pass that includes discount site admissions.
- Coordinate interpretive content regionally; footnote text to connect to other historic sites.
- Create regional network of docents and demonstrators who work across many sites with shared time periods, themes, e.g., a "Guest Interpreter" program.
- Coordinate with leaders of various Santa Barbara neighborhoods (Eastside, Westside, Riviera, etc.); hold periodic information sessions and workshops to keep in touch and increase involvement with the local community.
- Coordinate events around a shared interpretive theme across partner organizations to share resources and pool marketing.
- Encourage the City of Santa Barbara to create a city-wide interpretive plan to coordinate with all cultural non-profits.
- Develop outreach efforts with community groups to support and develop interpretive programs. Current and potential partners include local historical societies; chambers of commerce; local, regional, and non-profit organizations with similar or complementary goals; schools, colleges and universities; private enterprises; and government agencies.

❖ Objective 4.4

Collections related to El Presidio SHP maintained by SBTHP and CSP (curatorial, educational, library, and archaeological) will be continually managed and developed to support the delivery of high-quality interpretive services at the park.

Strategy 4.4a

Use SBTHP Scope of Collections Statement and CSP collections policies and guidelines to guide collections management practices.

❖ Objective 4.5

Improve ability to serve school groups during site visits.

Strategy 4.5a

Create a new Education Center by moving the Bonilla House from its current location to a location adjacent to the Pico Adobe.

- Move existing Education Department offices from current location to new Education Center.
- Include a classroom space, docent gathering and work space, staff workstations, and storage space for interpretive equipment and supplies including historic costumes and other items used by interpreters.
- Create dedicated space for school groups to assemble upon arrival, leave lunches and book bags, etc.
- Ensure that the new facility complies with current accessibility standards.
- Ensure that the new facility has full internet access.

❖ Objective 4.6

Complete planned reutilization of Canedo Adobe.

Strategy 4.6a

Move existing visitor center, including the receptionist's work station, into Northwest Corner space, and move other staff work spaces to a location to be determined; restore interior of Canedo Adobe to its historic appearance and install exhibits.

❖ Objective 4.7

Develop stable funding sources for the park's interpretive program.

Strategy 4.7a

Fund a portion of the interpretive program through SBTHP's operating budget.

❖ Objective 4.8

Improve staffing support in order to maintain and expand park’s interpretive program.

Strategy 4.8a

Restore half time curator and half-time education assistant positions in the operating budget.

Strategy 4.8b

When resources become available, increase Librarian and Education Director positions to full time, and add an assistant position to the archaeology department.

Strategy 4.8c

Allocate funds to allow SBTHP staff to respond in a timely way to opportunities to obtain oral history interviews and to add them to SBTHP’s cultural resource collection.

Interpretation Goal #5: To use interpretation to help achieve park management goals, including public safety, land use, resource management, and revenue generation.

❖ Objective 5.1

Assist CSP to meet its goal of achieving sustainability in key areas, including resource management.

Strategy 5.1a

Use non-intrusive interpretive techniques to minimize visitor impacts around sensitive and fragile resources and to maximize the park’s aesthetic resources, e.g., low-profile signs and public art to help protect resources from damage caused by visitor use.

Strategy 5.1b

Include interpretive messages that inspire in visitors of all ages and backgrounds the desire to protect and preserve the park and its resources.

Strategy 5.1c

Where conditions are such that mud-free paths cannot be provided, continue to provide floor mats for visitors to wipe their feet before entering buildings.

Preventing sand and gravel from being tracked into the buildings will reduce the need for maintenance and repair of floor surfaces. Future development of more all-weather accessible paths in the park will reduce the time and cost to maintain the unimproved paths as well as the cost of maintaining the floors of the buildings.

Strategy 5.1d

SBTHP's Property Management Committee should insure that the park's buildings are used and maintained in a manner consistent with the Secretary of Interior's Standards for the Treatment of Historical Properties and related CSP standards. Adherence to these standards will insure that these properties retain the historic fabric and context that will allow them to be used as interpretive resources in the future.

- Care should be taken to provide the right venue for the right sized group. If smaller facilities can be provided to smaller groups, it will reduce the wear and tear on the facilities.

❖ Objective 5.2

Assist CSP to meet its goal of achieving sustainability in its facilities.

Strategy 5.2a

Construct interpretive facilities and systems that are easy to maintain with low energy and water consumption and minimal waste.

- Exhibits, signs and the structures that house them should be constructed of materials that are fabricated with minimal energy, water consumption, waste, and toxic materials and are resistant to environmental impacts such as rust and corrosion of metal parts, degradation of plastic surfaces, etc.
- Materials used for exhibits and signage should be relatively low-maintenance, easy to maintain, and require no toxic materials to clean.

Strategy 5.2b

Develop a park-wide sign plan for regulatory, informational and interpretive signage to coordinate the appearance of the signs, minimize impacts to the resources, and meet multiple language needs.

- Signs and other media should be maintained, repaired, replaced and updated regularly and with relative ease as the need arises.
 - When vandalism occurs, it should be repaired or removed as soon as possible to discourage additional incidents.

❖ Objective 5.3

Interpretive services will contribute to the fiscal sustainability of the park, e.g., by generating revenue where appropriate and by fostering public support for the park.

Strategy 5.3a

Evaluate the potential benefits of incorporating interpretive concessions at El Presidio SHP, including the operation of the SBTHP gift shop, *La Tiendita*, and expanding interpretation into facilities within the park currently rented for purely commercial purposes, e.g., through cooperative agreements, while maintaining their use as businesses.

Strategy 5.3b

Consider adding more value-added interpretive programs for the general public, e.g., night-time tours, sketching classes, and special higher-value hands-on craft activities, for which fees can be charged.

Strategy 5.3c

Consider focusing more on corporate, group and private events/rentals that have an interpretive component as a way to generate revenue and awareness for the site, rather than only daily visitors and school tours.

Strategy 5.3d

Evaluate objects uncovered by archaeologists at El Presidio to be reproduced as resale items in the park's gift shop, e.g., jewelry inspired by glass beads and pottery shards.

Strategy 5.3e

Care should be taken in the future to ensure that fees are not so high that the park's core audience is turned away and that measures are taken to minimize economic barriers to people who cannot afford the cost associated with fee-based programs.

❖ Objective 5.4

Interpretive services will be used to enhance public safety, e.g., by communicating to visitors about construction and related activities (parking of equipment, delivery of materials, shutting off of utilities, etc.), and other potentially hazardous activities occurring in the park archaeology activities, etc.

Strategy 5.4a

Include appropriate messages in brochures, flyers, web content, media advisories, staff alerts, etc.

Strategy 5.4b

In order to ensure the safety of visitors, volunteers, and construction personnel at all times, docents should be made aware of ongoing construction and maintenance projects so that they may appropriately caution visitors about any potential hazards that may be encountered during the course of a site tour.

- Docents should be briefed by front office personnel prior to scheduled tours.
- Front office personnel should periodically check with park maintenance and project and/or property management personnel to keep apprised of construction-related activities that may impact tours.
- Similarly, project and/or property management and maintenance staff should be informed by front office staff when large tours or special events are scheduled that might impact daily construction activities.

Strategy 5.4c

Post appropriate warning signs at key locations in the park in such a way as to provide adequate information to visitors while maintaining the park's historic ambience.

Strategy 5.4d

SBTHP staff and docents should caution visitors to be careful crossing the streets and to cross only at designated crosswalks.

- Move student groups together at traffic lights and encourage young students to hold hands and use the buddy system to avoid getting separated when moving from one section of the park to another.

Strategy 5.4e

Staff should caution visitors, especially those with young children, about staying behind appropriate barriers, staying on designated paths of travel, and refraining from climbing or jumping from walls, planters, ramps, etc.

Strategy 5.4f

Visitors need to be warned to use extreme caution when attempting to negotiate wet, muddy paths.

Strategy 5.4g

Continue to notify the police department in advance of interpretive special events as part of the planning for these events. SBTHP has retained the services of a private security company during its annual Fiesta activities at the Casa de la Guerra, and this is an option for events held at El Presidio SHP if the need arises, as is the temporary assignment of one or more State Park Peace Officers from the Channel Coast District.

Strategy 5.4h

If attendance increases at future events, consideration will need to be given to erecting temporary protective barriers between the event venue and the streets. Another option is to obtain permission from the City to close the streets temporarily during the events. This latter strategy has the added benefit of enhancing the quality of the event experience by eliminating the noise and congestion from vehicular traffic as well as creating a pedestrian-friendly zone between the event venue and the retail businesses in the vicinity.

❖ Objective 5.5

Foster public support for the park.

Strategy 5.5a

Develop exhibits and other media that interpret the history and mission of CSP and of SBTHP, its members, and the plethora of its ongoing scholarship, research and archaeology activities dedicated to increasing and updating the interpretation of current and new historic sites, including the Santa Ines Mission Mills property.

Strategy 5.5b

Develop exhibits and other media that enable visitors to understand the positive accomplishments of the ongoing cooperation and collaboration between CSP and SBTHP, where SBTHP operates and manages El Presidio SHP on behalf of CSP.

Strategy 5.5c

Ensure that park signage, publications, etc. comply with CSP branding policies to clearly communicate that the park is a unit of the California State Park System.

- Refer to *California State Park Brand Standards Handbook* (2007)

Strategy 5.5d

Ensure that use of CSP intellectual property, e.g., department name, logo, etc., complies with applicable CSP policies and standards (see DOM, Chapter 9, Section 0907).

❖ Objective 5.6

Assist CSP to meet its goal of creating opportunities for high-quality outdoor recreation.

Strategy 5.6a

Install additional welcome signage that includes interpretive information at selected areas in the park to encourage recreational use of the park's "free" areas.

Areas where such signage could be installed include the courtyards, parade grounds and gardens.

Strategy 5.6b

Install rest spaces that enhance the park's existing historic ambience throughout the park, building an interpretive component into these spaces.

Strategy 5.6c

Offer more recreation-focused programming, e.g., group picnic afternoons or evening storytelling programs, in order to attract a different demographic than those primarily interested in the site's history. Reduced or free admission for these events could be offered to increase initial participation.

SUGGESTED PHASING

The objectives and strategies identified in the previous section comprise a comprehensive approach for upgrading and expanding the interpretive services provided at El Presidio SHP. Below and illustrated in Figure 11 is a suggested order for accomplishing those recommendations described in greater detail in the Visitor Experience Plan, Chapter 19, beginning on page 131. This list is for illustrative purposes only. Completion of specific projects is dependent on a number of factors including availability of funding that may affect the phasing order.

NOTE: Phasing and prioritization of strategies identified in the Recommendations Section but not listed below will be addressed in the Interpretation Action Plan.

Cluster 1 Projects

- ❖ Welcome Zone and Introduction
- ❖ Archaeology Zone
- ❖ Discovery Zone: Spanish Fort, supply shipment
- ❖ El Cuartel
- ❖ Street-side Interpretive Panels (Presidio Reconstructed Area), Brochures and Boundary Markers
- ❖ Jimmy's Oriental Gardens (can be funded as independent project)

Cluster 2 Projects

- ❖ Atmosphere Zones (Presidio Chapel, N.E. Corner Interior Spaces, etc.)
- ❖ Sidewalk Panels (Moulet House, Rochin Adobe)
- ❖ Moulet House Artwork

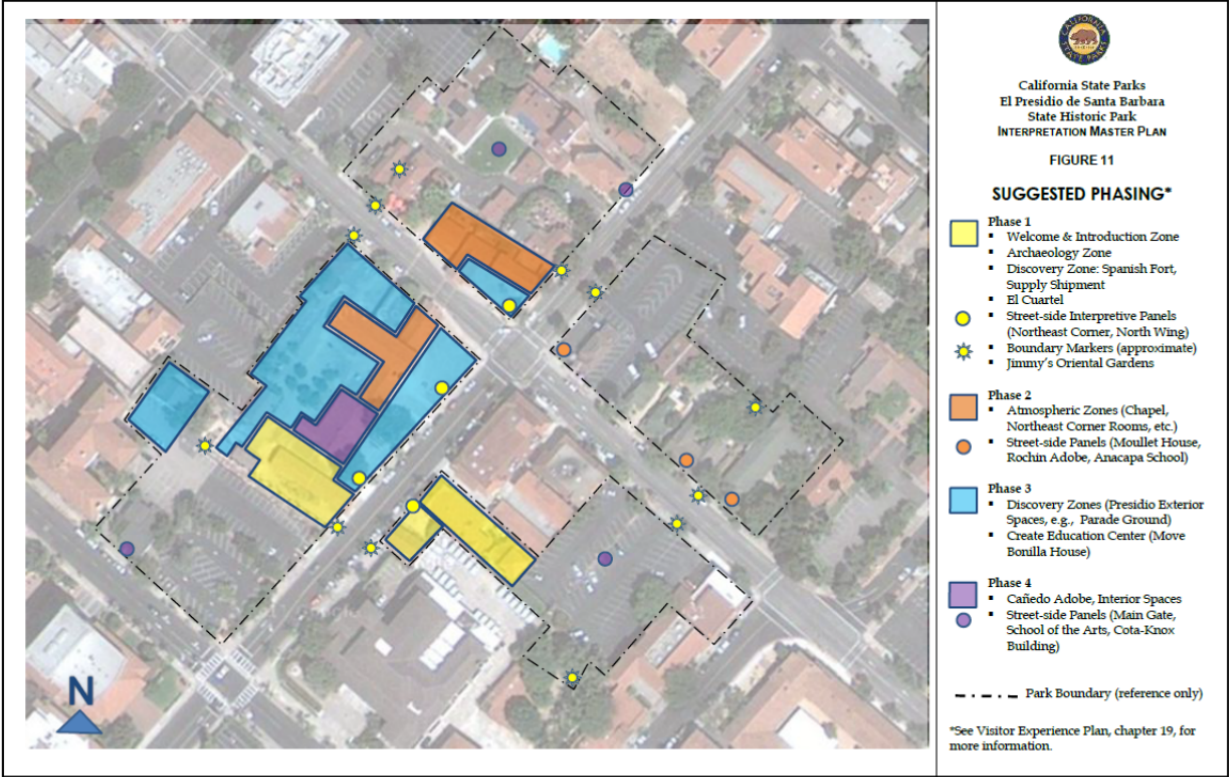
Cluster 3 Projects

- ❖ Presidio Exterior Spaces, Discovery Zones and Parade Ground
- ❖ Create Education Center (move Bonilla House)

Cluster 4 Projects

- ❖ Canedo Adobe, interior spaces
- ❖ Main Gate
- ❖ Street-side Panels (School of the Arts, Cota-Knox Building)

(Figure 11 - For reference only. Actual sheet: 11" x 17")



REFERENCES

Bancroft, Hubert Howe. *History of California V. 1-7*. Santa Barbara: Reprint by Wallace Heberd, 1963.

Beck, Warren A. and Ynez D. Haase, *Historical Atlas of California*. Norman, Oklahoma: University of Oklahoma Press, 1974.

Benté, Vance G. "Report on Archaeological Fieldwork Conducted June through August, 1983 at El Presidio de Santa Barbara State Historic Park, Santa Barbara, California." Prepared for the California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1984.

Benté, Vance G., and Alexandra Cole. "Phase 1 Cultural Resources Study, 914-916 Santa Barbara Street, Santa Barbara, California. APN 29-292-21." Prepared for JM Consulting Group and the Santa Barbara Trust for Historic Preservation, 1988.

----- "Phase I Prehistoric and Historic Archaeological Study and Architectural and Historic Resources Survey for the Proposed Demolition of Structures at 900 and 902 Santa Barbara Street and 203 East Canon Perdido Street." Prepared for the State of California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1988.

Benté, Vance G., Sally Morgan, Michael H. Imwalle, and Robert Sheets. "El Presidio de Santa Barbara Archaeological Research Series Volume 2: Archaeological Investigation of the Northern Front: Rear Area of *Comandancia*." Santa Barbara Trust for Historic Preservation, 1990.

Benté, Vance G. Pandora Snethkamp, Michael Imwalle and Stuart Tyson Smith. "El Presidio de Santa Barbara Archaeological Research Series Vol. 1: Archaeological Investigation of the Northern Front Comandancia." Prepared for the California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1990.

Benté, Vance G., Judith D. Tordoff, and Mary Hildermam-Smith. *Phase VIII Archaeological Excavations of the Chapel Site CA-SBA-133*. Santa Barbara: Bellerophon Books, 1982.

Bolton, Herbert. *Wider Horizons of American History*. New York: D. Appleton-Century Company, 1939.

Brewster, Kathleen. "Chinese War Relief Efforts: The 1941 Rice Bowl Festival." *La Campana*, v. 36 no. 1 (Winter 2009/2010), 16-32.

Brown, Vincent and George Lawrence. *California Wildlife Region*. Healdsburg: Naturegraph Publishers, 1965.

California Department of Finance, "Profile of General Demographic Characteristics for Santa Barbara County: 2010," accessed November 29, 2011.
http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/documents/DP2010-Santa_Barbara_County.pdf.

California Department of Finance, "Profile of General Demographic Characteristics for California: 2010," accessed November 29, 2011.
http://www.dof.ca.gov/research/demographic/state_census_data_center/census_2010/documents/DP2010-California.pdf.

California State Parks, *Guide for Preparing a Furnishing Plan*. Sacramento: California State Parks, 1994. Accessed November 28, 2011.
http://www.parks.ca.gov/pages/735/files/Guide_for_Preparing_Furnishing_Plan.pdf

----- *Guide to the California State Parks Photo Archives*. Sacramento: California State Parks, 2007. Accessed November 28, 2011. http://www.parks.ca.gov/?page_id=24152

----- *Guidelines for Writing a Scope of Collections Statement*. Sacramento: California State Parks, 2009. Accessed November 28, 2011.
http://www.parks.ca.gov/pages/22491/files/guidelines_for_writing_scope_of_collections_statement_state_parks_ahm_march_2009.pdf

----- *Museum Collections Management Handbook, Volume 1: Basic References*. Sacramento: California State Parks, 1998.

----- *Museum Collections Management Handbook, Volume 2: Practices and Procedures*. Sacramento: California State Parks, 2001.

----- *Park-to-Park Index*, Sacramento: California State Parks, 2000. Accessed November 28, 2011. http://www.parks.ca.gov/?page_id=23126

----- *Volunteers in Parks Guidelines*. Sacramento: California State Parks, 2005. Accessed November 28, 2011.
<http://www.parks.ca.gov/pages/735/files/vipp%20guidelines.pdf>

----- *California History Plan: Telling the Stories of the Californians, Parts 1 and 2*. Sacramento: California State Parks, 2009. Accessed November 28, 2011.

<http://www.uptownstudios.net/stateparks/CA-History-Plan/>
<http://uptownstudios.net/cahistoryplan2/>

----- *California in Time Chronology*. Sacramento: California State Parks, 2003. Accessed November 28, 2011.

<http://www.parks.ca.gov/pages/735/files/Chronology%20from%201836%20to%201850%20Statehood.pdf>

----- *California Outdoor Recreation Plan 2008*. Sacramento: California State Parks, 2009.

----- *California State Park Brand Standards Handbook*. Sacramento: California State Parks, 2007. Accessed November 28, 2011.

<http://www.parks.ca.gov/pages/735/files/brand%20standards%20handbook%2001-07.pdf>

----- *California State Parks Accessibility Guidelines, 2009 Edition*. Sacramento: California State Parks, 2009. Accessed November 28, 2011.

http://www.parks.ca.gov/pages/21944/files/ca_stateparksaccessguiderev_titlepagewithdisclaimer.pdf

-----*California State Parks Interpretation Planning Workbook*, Sacramento: California State Parks, 2012.

----- *Creations of the Mind: California State Parks Intellectual Property Handbook*, Sacramento: California State Parks, 2010. Accessed November 28, 2011.

http://www.parks.ca.gov/pages/735/files/IntellectualPropertyHandbook_2010.pdf

----- "Department Operations Manual (DOM) Chapter 7, Pest Control." Sacramento: California State Parks, April 2004.

----- "Department Operations Manual (DOM), Chapter 9, Interpretation." Sacramento: California State Parks, 2010.

----- "Department Operations Manual (DOM), Chapter 16, Natural and Cultural Resources." Sacramento: California State Parks, 1999. Note: the portion of this chapter dealing with cultural resources is still active.

----- "Department Operations Manual (DOM), Chapter 20, Museum Collections Management." Sacramento: California State Parks,, 1997.

----- *Donor and Sponsorship Recognition Guidelines*. Sacramento: California State Parks, 2007. Accessed 11/28/2011.

<http://www.parks.ca.gov/pages/735/files/DonorGuidelinesSept07.pdf>

----- *El Presidio de Santa Barbara State Historic Park General Plan*, Sacramento: California State Parks, 1988.

Camarillo, Albert. *Chicanos in a Changing Society: From Mexican Independence to American Barrio in Santa Barbara and Southern California 1848 - 1930*. Cambridge: Harvard University Press, 1979.

Campbell, Leon G. "The First Californios: Presidial Society in Spanish California 1769 - 1822." *Journal of the West*, vol. XI, no. 4 (October 1972).

Cole, Alexandra C. *Phase 1-2 Cultural Resources Study: Historic Resources, 915 Garden Street, Santa Barbara, California*. Prepared for Richard Untermann, June 1998, p. 4.

Coleman, Ruth and others. "California State Parks Strategic Initiatives." Sacramento: California State Parks, 2008. Accessed November 28, 2011.
<http://www.parks.ca.gov/pages/21491/files/Strategic%20Initiatives.pdf>

Costello, Julia G. "The Royal Presidio of Santa Barbara - Phase VII: Archaeology of the Padre's Quarters." Santa Barbara Trust for Historic Preservation, 1976.

Dana, Richard Henry. *Two Years Before the Mast: A Personal Narrative of Life at Sea* (New York: Macmillan Company, 1924).

Days, Mary Louise. "Hoff General Hospital: Reminders of a War." *Noticias*, v. 37 no. 1 (Spring 1991): 12-20.

Decker, Jr., George and Lynn Spear. "Third Summary Report on Excavations Conducted at the Site of the Spanish Royal Presidio Chapel." Santa Barbara Trust for Historic Preservation, 1969.

Duggan, Marie Christine. *The Chumash and the Presidio of Santa Barbara: Evolution of a Relationship, 1782 - 1823*. Santa Barbara: Santa Barbara Trust for Historic Preservation, 2004.

Fagan, Brian. *Archaeology of the Chapel Site* (Santa Barbara: Santa Barbara Trust for Historic Preservation, 1976).

Farris, Glenn. "Preliminary Report for Archaeological and Architectural Investigations at El Cuartel, Presidio of Santa Barbara SHP." Prepared for the State of California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1993.

Gamble, Lynn H., *The Chumash World at European Contact: Power, Trade, and Feasting Among Complex Hunter-Gatherers*. Berkeley: University of California Press, 2008.

Glassow, Michael. "Fifth Summary Report on Excavations Conducted at the Site of the Spanish Royal Presidio Chapel." Santa Barbara Trust for Historic Preservation, 1970.

Grant, Campbell, "Chumash: Introduction" in *Handbook of the North American Indian, Volume 8, California*, edited by Robert F. Heizer. Washington, D.C.: Smithsonian Institution Press, 1978.

Ham, Sam, *Environmental Interpretation: A Practical Guide for People with Big Ideas and Small Budgets*. Golden, CO: North American Press, 1992.

Hardwick, Michael R. "Presidio Field Notes: SE Corner and Phelan Property 1971/1972." Santa Barbara Trust for Historic Preservation, 1972.

----- "Alférez Pablo Antonio Cota (1744-1800)." Accessed November 23, 2011. <http://www.militarymuseum.org/Cota.html>.

Harris, Carl V., Jarrell C. Jackman and Catherine Rudolph, eds. *Santa Barbara Presidio Area: 1940 - Present*. Santa Barbara: University of California Santa Barbara Public Historical Studies Program and the Santa Barbara Trust for Historic Preservation, 1993.

Helmich, Mary A. *Workbook for Planning Interpretive Projects in California State Parks*. Sacramento, CA: California State Parks, 1997. Accessed November 28, 2011. <http://www.parks.ca.gov/pages/735/files/interpprojectworkbook.pdf> (link will become invalid in mid-2012).

Heritage Architecture & Planning. "Alhecama Plaza Site Rehabilitation: Draft Historic Assessment Report." Prepared for the Santa Barbara Trust for Historic Preservation, April 14, 2009.

Hillebrand, Timothy S. "Preliminary Report on the Presidio Chapel Site." *Noticias*, vol. XIII (1967), no. 1.

----- "Tentative Summary of Archaeological Findings at the Presidio Chapel Site." *Noticias*, vol. XIII (1967), no. 4.

Hillinger, Charles. "Their Forte is Rebuilding Ancestors' Fort." *Los Angeles Times*, November 23, 1990. Accessed July 19, 2010. http://articles.latimes.com/1990-11-23/news/mn-5208_1_santa-barbara.

Home School Association of California, "Frequently Asked Questions." Accessed November 28, 2011. <http://www.hsc.org/faqs.php>.

Hoover, Robert and Allison Nicholls. "Excavation of the Northwest Corner, El Presidio de Santa Barbara State Historic Park." Prepared for the State of California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, 1996.

Hoover, Robert and Michael H. Imwalle. "2007 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133." Santa Barbara Trust for Historic Preservation, 2008.

----- "2008 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133." Santa Barbara Trust for Historic Preservation, 2009.

Imwalle, Michael. "El Presidio de Santa Barbara State Historic Park Acquisition and Development History." Prepared for California State Parks and the Santa Barbara Trust for Historic preservation, 2010.

----- "El Presidio de Santa Barbara, Archaeological Research Series, Volume 5: Archaeological Investigation of the Northeast Corner." Santa Barbara Trust for Historic Preservation, 1993.

----- "El Presidio de Santa Barbara Archaeological Research Series Volume 6: Archaeological Investigation of the Northern Front: The Chapel Bell Tower." Santa Barbara Trust for Historic Preservation, 1998.

----- "The High Lung Laundry: Didn't I Just See You Over There?" *La Campana* (Winter 2003/4).

Imwalle Michael H. and Robert Hoover. "2005 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133." Santa Barbara Trust for Historic Preservation, 2006.

----- "2006 Archaeological Field School Excavations, El Presidio de Santa Barbara State Historic Park, CA-SBA-133." Santa Barbara Trust for Historic Preservation, 2007.

Imwalle, Michael H., and Monica Orozco. *A Phase 1 Archaeological Resource Evaluation for Proposed Improvements at 215 East Canon Perdido Street, Santa Barbara, California*. Prepared for the Santa Barbara Trust for Historic Preservation and the State of California Department of Parks and Recreation, September 23, 1999.

Imwalle, Michael H. and Robert Sheets. "El Presidio de Santa Barbara Archaeological Research Series, Volume 3: Archaeological Investigation of the Northern Front: The Flores Lot." Santa Barbara Trust for Historic Preservation, 1989.

Imwalle, Michael H., Robert Sheets, and Leanne Haslouer. *El Presidio de Santa Barbara Archaeological Research Series Volume 7: Archaeological Investigation of the Northwest Corner*. Prepared for California Department of Parks and Recreation and the Santa Barbara Trust for Historic Preservation, January 2003.

Jackman, Jarrell C. *Felipe de Goicoechea: Santa Barbara Presidio Comandante*. Santa Barbara: Anson Luman Press, 1993.

Johnson, John R., "Ancient Bones May Rewrite History," Santa Barbara Museum of Natural History, accessed November 23, 2011.

<http://www.sbnature.org/research/anthro/charling.htm> .

Kraus, Richard, *Recreation and Leisure in Modern Society*. Santa Monica, CA,: Good Year, 1978.

Martin, Gloria Rexford and Michael Redmon. "Santa Barbara School of the Arts: 1920 – 1938." *Noticias*, Vol. XL, No. 3&4 (Autumn & Winter 1994).

Mason, William Marvin. *The Census of 1790: A Demographic History of Colonial California*. Novato, CA: Ballena Press, 1998.

McCall, Lynne, et al. *The Chumash People*. San Luis Obispo: Santa Barbara Museum of Natural History and EZ Nature Books, 1991.

McDonald, Linda L. and others. *Aiming for Excellence – An Evaluation Handbook for Interpretive Services in California State Parks*. Sacramento: California State Parks, 2006. Accessed November 28, 2011.

<http://www.parks.ca.gov/pages/735/files/AimingforExcellence2009forWeb.pdf>

Metaphor, "Visitor Experience Plan for the Santa Barbara Trust for Historic Preservation." Prepared for the Santa Barbara Trust for Historic Preservation, 2010.

Murray, Fermina. "Historic Structures Report: Cota-Knox House." Prepared for the Santa Barbara Trust for Historic Preservation, January 12, 2010.

Ornduff, Robert. *Introduction to California Plant Life*. Berkeley: University of California Press, 1974.

Palmer, Julian, et al. "The Changing Face of Child Poverty in California." Prepared for Columbia University. Accessed July 27, 2011.
http://nccp.org/publications/pub_482.html

Perissinotto, Giorgio. *Documenting Everyday Life in Early Spanish California: The Santa Barbara Presidio Memorias y Facturas*. Santa Barbara: Santa Barbara Trust for Historic Preservation, 1998.

Porter, Erika R. and others. *All Visitors Welcome: Accessibility in State Park Interpretive Programs and Facilities, 6th Edition*. Sacramento: California State Parks, 2011. Accessed November 28, 2011. http://www.parks.ca.gov/?page_id=22651

Price, Glenn W. *The Santa Barbara Presidio, a Report on the Presidio of Santa Barbara*. Prepared for the Division of Beaches and Parks, State of California, 1959.

Pubols, Louise. *The Father of All: The de la Guerra Family, Power, and Patriarchy in Mexican California*. Berkeley: University of California Press, 2009.

Renner, Nancy Owens, "The Bilingual Dilemma: Should We or Shouldn't We?" *Experienceology*. Accessed November 28, 2011.
http://www.experienceology.com/downloads/OwensRenner_BilingualDilemma.pdf

----, "Taking the Bilingual Leap." *Experienceology*. Accessed November 28, 2011.
http://www.experienceology.com/downloads/OwensRenner_BilingualLeap.pdf

Ruiz, Russell A., "Historical Background of the Royal Presidio Chapel." In *Third Summary Report on Excavations Conduced at the Site of the Spanish Royal Presidio Chapel: February 1968 - November 1968* edited by George Decker, 9-13. Santa Barbara Trust for Historic Preservation, 1969.

Sampson, Mike, "Humaliwo: An Ethnographic Overview of the Chumash in Malibu," accessed November 29, 2011. http://www.parks.ca.gov/?page_id=24435).

Santa Barbara Conference and Visitor Bureau and Film Commission, "Experience Santa Barbara." Accessed November 28, 2011. <http://www.santabarbaraca.com/experience-santa-barbara/>

Santa Barbara Conference and Visitor Bureau and Film Commission. "Year in Review - 2009-2010 Annual Report." Accessed November 28, 2011.
http://www.santabarbaraca.com/includes/media/docs/AnnualReport0910_FINAL_emailweb.pdf.

Santa Barbara County Education Office, "California Longitudinal Pupil Achievement Data System (CALPADS)," Santa Barbara, 2009.

Santa Barbara Museum of Natural History, "13,000 Years of Change along the Central Coast." Accessed November 23, 2011.

<http://www.sbnature.org/research/anthro/chumash/timel.htm>.

Santa Barbara Trust for Historic Preservation, "Nihonmachi Revisited: Santa Barbara's Japanese American Community in Transition, 1900-1940." Exhibit, Canedo Adobe at El Presidio SHP, 2010.

Lauren Schlau Consulting, "2008 Santa Barbara County Visitors Survey and Economic Impact Study," Santa Barbara: Santa Barbara Conference and Visitor Bureau and Film Commission. Accessed November 28, 2011.

<http://www.santabarbaraca.com/includes/media/docs/Visitor-Survey-and-Economic-Impact---Executive-Summary.pdf>.

The United States vs. The Mayor and Common Council, No. 259, Supreme Court of the United States. *Appeal from the District Court of the United States for the Southern District of California*, 1863. Law Library, California State Library, Sacramento, CA.

Wackenreuder, V. "The Map of the City of Santa Barbara." No. 1 April, 1853, and No. 2 February 1853.

Walker, John W. "Final Report on the Archaeological Research Project Conducted at the Santa Barbara Presidio Chapel Site, July, 1969 – November, 1969." Santa Barbara Trust for Historic Preservation, 1969.

Walker, Phillip L. and John R. Johnson, "For everything there is a season: Chumash Indian births, marriages, and deaths at the Alta California missions,"

<http://www.anth.ucsb.edu/faculty/Walker/Published/publications/PLW%202003%20Chumash%20Archives.pdf>, accessed April 19, 2012.

Weber, David. *The Mexican Frontier 1821-1846: The American Southwest Under Mexico*, Albuquerque: University of New Mexico Press, 1982.

Whitehead, Richard. *Citadel on the Channel: The Royal Presidio of Santa Barbara, its Founding and Construction, 1782 – 1798*. Santa Barbara: The Santa Barbara Trust for Historic Preservation, 1996.

Whitehead, Richard ed., *California's Mission La Purísima Concepción: The Hageman and Ewing Reports*. Santa Barbara: Santa Barbara Trust for Historic Preservation, 1991.

Whitehead, Richard S., Richard E. Oglesby and Mary Louise Days. *Acquisition and Development Plan for El Presidio de Santa Barbara State Historic Park*. Prepared for the Department of Parks and Recreation, 1979.

Zhao, Xiaojian. "A Brief History of the Chinese in Santa Barbara." Unpublished mss in the collections of the Presidio Research Center, 2006.

APPENDICES

- ❖ **Appendix A. Park Brochure (2011)**
- ❖ **Appendix B. Self-Guided Tour Map (2011)**
- ❖ **Appendix C. California State Parks Strategic Initiatives**
- ❖ **Appendix D. Stakeholder Meeting, Staff Workshop, Etc.**
- ❖ **Appendix E. Scope of Collections Statement**
- ❖ **Appendix F.**
 - **Educational Frameworks and Standards (History-Social Science Framework)**
 - **Education and Environment Initiative (EEI) Environmental Principles and Concepts**
- ❖ **Appendix G. Visitor Surveys**
- ❖ **Appendix H. Santa Barbara County Schools**
- ❖ **Appendix I. Computerized Asset Management Program (CAMP) Interpretive Activity Data for El Presidio SHP**
- ❖ **Appendix J. Interpretive Concession References**

(This page intentionally left blank)

Appendix A. Park Brochure (2011)

(For reference only. Actual sheet: 11" x 17")

El Presidio de Santa Barbara State Historic Park

Our Mission
The mission of the California Department of Parks and Recreation is to provide for the best interpretation and education of the people of California by helping to preserve the state's extraordinary biological diversity, promoting its open spaces, and providing cultural resources and scenic opportunities for high quality outdoor recreation.

OUR DATE
MAY 19, 1812
ANNEXED TO THE UNITED STATES
BY THE TREATY OF GUADALUPE HARCOURT

California State Parks does not discriminate against individuals with disabilities. Please contact us if you have any questions about access to the site or the phone number. To receive this publication in an alternate format, refer to the communication office at the following address:

CALIFORNIA
For information call
800-952-9289
P.O. Box 940000
Sacramento, CA 95834-0000

South Barbara: Free For Historic Preservation
1000 Santa Barbara, CA 93102
805-243-6545

It not encompasses much of the original 1782 Presidio. The last Spanish fortress built in Alta California.

Situated along the high points of the Santa Ynez Mountains and the sea, the Presidio de Santa Barbara is home to El Presidio de Santa Barbara State Historic Park. The historic site encompasses much of the site of the original 1782 Presidio—the last Spanish fortress built in Alta California. The mission of the original Presidio de Santa Barbara was to defend the California coast from the north.

THE PRESIDIO'S HISTORY
In 1782, Lieutenant José Francisco Ortega arrived in Santa Barbara with an expedition of soldiers and settlers. The soldiers, including Francisco—a half of one who had been born in Spain—were housed in the warehouses. At a location near the site of the Presidio de Santa Barbara, the soldiers and settlers began to build a fort. The Presidio de Santa Barbara was built on the site of the original Presidio de Santa Barbara. The Presidio de Santa Barbara was built on the site of the original Presidio de Santa Barbara.

RECONSTRUCTION
In 1912, the Santa Barbara State Historic Landmark was established. The Santa Barbara State Historic Park was established in 1934. The Santa Barbara State Historic Park was established in 1934. The Santa Barbara State Historic Park was established in 1934.

California State Parks
El Presidio de Santa Barbara
State Historic Park
INTERPRETATION MASTER PLAN

APPENDIX A
EXISTING CONDITIONS

PARK BROCHURE
(California State Parks)

THROUGH THE PRESIDIO
1782-1812

- 1. Captain Adick**—one of three men sent to build the Presidio.
- 2. Captain Adick**—one of three men sent to build the Presidio.
- 3. Captain Adick**—one of three men sent to build the Presidio.
- 4. Captain Adick**—one of three men sent to build the Presidio.
- 5. Captain Adick**—one of three men sent to build the Presidio.
- 6. Captain Adick**—one of three men sent to build the Presidio.
- 7. Captain Adick**—one of three men sent to build the Presidio.
- 8. Captain Adick**—one of three men sent to build the Presidio.
- 9. Captain Adick**—one of three men sent to build the Presidio.
- 10. Captain Adick**—one of three men sent to build the Presidio.

3. Captain Adick—one of three men sent to build the Presidio.

4. Captain Adick—one of three men sent to build the Presidio.

5. Captain Adick—one of three men sent to build the Presidio.

6. Captain Adick—one of three men sent to build the Presidio.

7. Captain Adick—one of three men sent to build the Presidio.

8. Captain Adick—one of three men sent to build the Presidio.

9. Captain Adick—one of three men sent to build the Presidio.

10. Captain Adick—one of three men sent to build the Presidio.

ACCESSIBLE FEATURES

- Accessible parking
- Accessible restrooms
- Accessible trails
- Accessible viewing areas
- Accessible viewing areas
- Accessible viewing areas
- Accessible viewing areas
- Accessible viewing areas
- Accessible viewing areas
- Accessible viewing areas

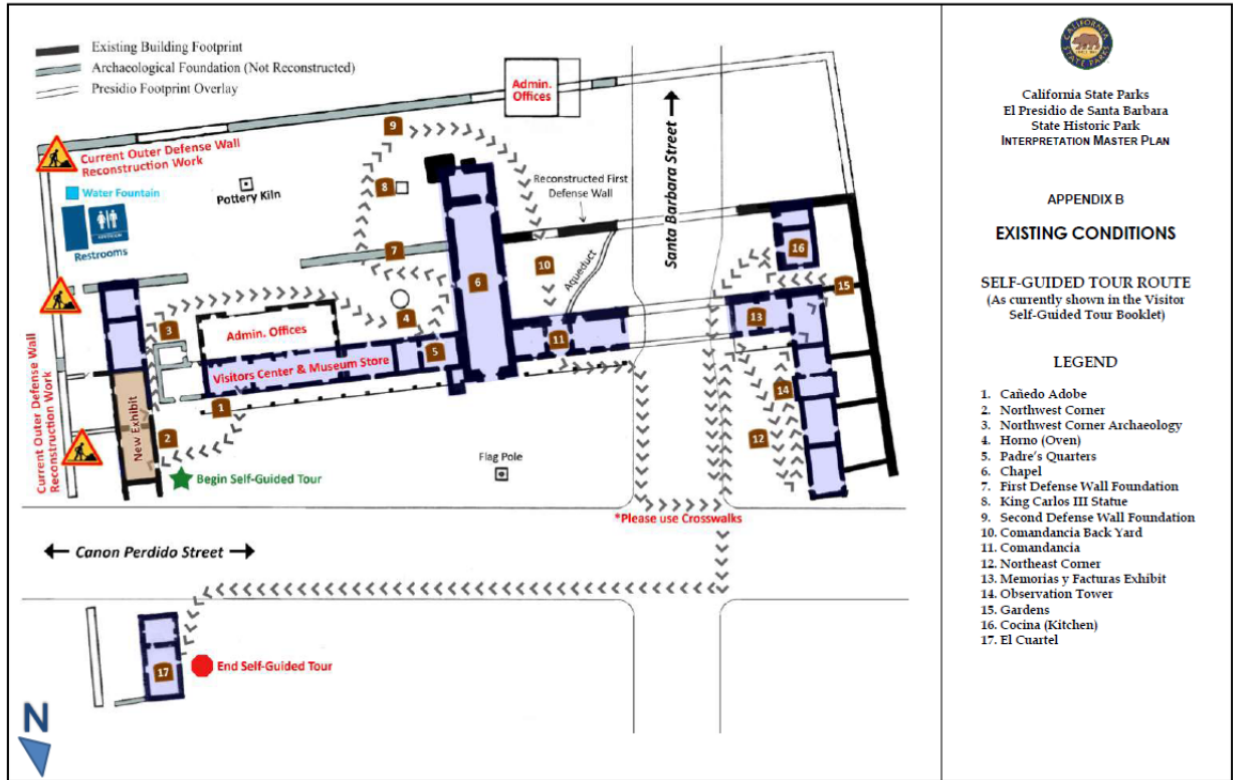
PLEASE REMEMBER

- The Visitor Center is located in the Captains' Quarters.
- The site is a historic site and is a public parking lot. No smoking or alcohol is permitted.
- No pets are allowed on the grounds.

(Reverse of Appendix A – Placeholder ONLY)

Appendix B. Self-Guided Tour Map (2011)

(For reference only. Actual sheet: 11" x 17")



(Reverse of Appendix B – Placeholder ONLY)

Appendix C. California State Parks Strategic Initiatives

State of California – The Resources Agency

Memorandum

Date: February 8, 2008

To: Director's Policy Staff
District Superintendents

From: Ruth Coleman, Director
Department of Parks and Recreation



Subject: Vision Statement and Strategic Initiatives

In these times of limited resources, it is more important than ever that we think strategically about our future. What do we want California to look like in 20 years? What critical issues should be our priorities? To help us answer this, I convened a Visioning Team and posed these questions. I asked the Team to develop a new Vision Statement for State Parks and, from that clarified vision, to update our Strategic Initiatives.

The Visioning Team took a draft to the field for comments, meeting with a few focus groups that primarily comprise relatively new State Park employees who will be instrumental in carrying out this Vision over the ensuing years. One focus group also included District Superintendents. The focus groups endorsed the concept of a Vision Statement and all had very insightful comments. The draft was revised accordingly to the following:

California State Parks: A Vision for the Future

California State Parks will strive for a future in which Californians are healthier in mind, body and spirit through discovering, enjoying and learning about California's extraordinary parklands and diverse heritage.

State Parks makes these treasured natural and cultural resources and wide-ranging recreational opportunities available to all. Californians protect and expand this State Park legacy for future generations.

The Vision Statement then served as the basis for developing the Strategic Initiatives. The Team identified the critical issues that will affect all parts of the department over the next 20 years. The five Strategic Initiatives are meant to provide a united focus and guidance for our current efforts. These Initiatives are cross-cutting and not limited to a particular organizational "silo," are consistent with our Mission and Vision, and address the most critical issues facing the Department over the next 20 years. The five Initiatives include:

California State Parks Strategic Initiatives

- | |
|--|
| <ul style="list-style-type: none">A. Promoting HealthB. Achieving SustainabilityC. Embracing DiversityD. Making ConnectionsE. "Cool Parks" (Addressing Climate Change) |
|--|

The Strategic Initiatives are designed to be used in several ways, including:

1. As a checklist to use in planning and guiding each unit's activities and in improving how we operate
2. As a reminder that we all need to move outside our comfort zones if we are going to make progress on what is most important
3. As a guide to making decisions about unanticipated changes in resources or programs
4. As a focal point for us to share both our *best practices* and our *lessons learned* across the entire department

The Department's Mission Statement is timeless and does not change. The Vision Statement represents what we want California to look like in 20 years, a snapshot in time. It is meant to be a guiding document as we make some tough decisions in the years ahead. I hope it will help be an inspiring message to both State Park employees but also all Californians. The Strategic Initiatives provide the means to realize the Vision. I am asking your help to examine how you can support and implement these initiatives. I ask each of you to develop a method to relay how your operations promote each of the five Initiatives. Examine your goals and see how you can incorporate these Initiatives. Whether it be recruiting, interpretation, resource management, etc. all are important elements of the Strategic Initiatives.

The attachment provides some examples. Do not be constricted by past practices, do not be afraid to fail, and be creative wherever you can. You all have a wealth of experience and we can all learn from each other; our successes as well as our lesson learned. I will be providing a reporting template, and I ask that you report back three times annually. I also don't want the information to stop with me. We will disseminate this information throughout the Department so it is available to everyone. This will include the creation of a "best practices" site so staff across the department can learn from others.

Strategic Initiatives- Details

I. Strategic Themes

A. Promoting Health: this theme derives directly from our Mission and Vision; it is based on a broad definition of “health” which includes physical, mental, social and ecological dimensions. Associated key elements include (but are not limited to):

1. Healthy Employees—We provide a work environment that promotes increased health, safety and well-being for all employees. That environment includes opportunities for professional development and personal growth.
2. Healthy Visitors—We provide a safe setting for our visitors to improve their physical health and mental well-being through recreation and participation in environments and opportunities that promote inspiration, discovery and learning. We promote healthy foods and active living. This includes healthy kids, and promotes opportunities to get children outside and active through unstructured and structured activities.
3. Healthy Communities—We promote a healthier society by creating and strengthening the connections of community, families, and friends with each other and with their natural and cultural heritages. We promote common values by ensuring that all communities—particularly underserved urban communities—have the opportunity to experience outdoor recreation. We support communities’ economic health by supporting local tourism and by reaching out to small businesses.
4. Healthy Environment—We preserve, manage and maintain outstanding examples of California’s ecosystems. We minimize our impacts on the environment by reducing our energy consumption and our waste production and by supporting recycling efforts.

B. Achieving Sustainability: Our Mission is timeless. To achieve it we must pursue policies and practices that we can sustain long into the future. We must consider the effects on the Seventh Generation in all that we do. Sustainability is particularly critical in several key areas, including:

1. Resource Management—We must manage our natural and cultural resources in order to ensure their long-term protection and viability.
2. Facilities—Our facilities and systems must be designed to be easy to maintain with low energy and water consumption and minimal waste.
3. Social and Political Relations—We must develop and maintain long-term, positive relations with our visitors and with the public at large in order to ensure their support for protecting and managing our parks into the future. This must include efforts to better identify ourselves to the public (branding) and to better understand and meet the public’s recreation needs.
4. Inspiring the next generation We must build our next generation of support by instilling in children the need to protect and preserve our natural areas.
5. Fiscal Resources—We must seek additional, stable sources of funding in order to protect our parks from an expected long-term decline in General Fund support.

C. Embracing Diversity: Diversity, in all its variations, is one of California’s most valuable assets. The integral role of California State Parks in shaping the future of California depends on broad based support and involvement reflecting the variety of ages, ethnicities, lifestyles and interests of a hugely diverse population.

1. Our Employees: A diverse workforce increases understanding and appreciation among all employees, enables us to better understand the needs of our ever-changing population, and also creates a more welcoming feeling for our visitors
2. Our Visitors: We must provide services, facilities and programs that meet the needs of a diverse pool of current and potential visitors to ensure that visitors understand and value the role of California State Parks. This includes opportunities for young people from all backgrounds to experience our parks
3. Our Communities: We must develop and strengthen partnerships, relationships, and collaborations within diverse populations and communities.
4. Cultural Resources: We must manage and protect a diverse spectrum of cultural resources that reflect the cultures of California.

D. Making Connections:

1. Our employees: State Park employees represent a wealth of knowledge, creativity and compassion. Ideas and input should be shared and opportunities provided to work as a team.
2. Professional: State Parks should strengthen connections with other public, private and nonprofit agencies and organizations that share common missions and/or can further strengthen the State Parks mission.
3. Communities: State Parks should develop connections with a wide variety of communities in California to leverage knowledge, resources and understanding. State Parks should work with community groups to reach and involve youth.
4. Our Environment: Connecting ecosystems and wildlife habitats is critical to sustainable resource management.

E. “Cool Parks”—Addressing Climate Change: Climate change threatens all that we value and protect in the world. Addressing it will be *the* defining challenge for this and several subsequent generations of Parks leaders. We must respond in each of the following areas:

1. Getting Our House In Order—In State Parks we must reduce our emissions of greenhouse gases (GHG) through energy conservation, innovative design and other creative approaches. We must maximize the carbon-sequestering potential of our forests and other habitats when consistent with our mission.
2. Adaptation—We must modify our resource management, acquisition and restoration policies and practices to help ensure that the species and habitats we protect can successfully adapt to the effects of climate change.
3. Interpretation— We must teach our visitors, including children, about the impacts of climate change on parks and inspire them to adapt to climate change by making positive lifestyle changes. Our parks should become models of climate-change best practices showcasing what is at risk and what can be done about it.

Appendix D. Stakeholder Meeting, Staff Workshop, Etc.

Stakeholder Workshop Invitation

Please save the following date! **March 25, 2010**

California State Parks, in conjunction with the Santa Barbara Trust for Historic Preservation, has begun work on an **Interpretation Master Plan for El Presidio de Santa Bárbara State Historic Park**. This plan, building on the recent Visitor Experience Plan developed by the Santa Barbara Trust for Historic Preservation, will guide the future development and delivery of interpretive and educational services at this State Park unit.

We consider you to be a valuable stakeholder in this project because of your expertise in one or more subject matter areas relevant to interpretation of the park's resources and/or your role in the local community in which El Presidio SHP exists. Your input will help us shape the delivery of education and interpretation at El Presidio SHP as well as our contributions to the surrounding community for years to come.

We will hold two stakeholder workshops during the planning process and we invite you to participate. Our first meeting of stakeholders will be:

Thursday, March 25, 1:00 to 4:00 PM

At: The Presidio Chapel, El Presidio de Santa Bárbara State Historic Park, 123 East Canon Perdido Street, Santa Barbara, CA 93101

In order to help us make accurate arrangements for the meeting, **please RSVP to this email**, or call (805) 965-0093 by March 15, 2010.

Thanks very much for your support of our shared community.

STAKEHOLDER WORKSHOP
March 25, 2010
1:00 PM - 4:00 PM

AGENDA

1:00 PM - 1:15 PM	Sign in at El Presidio Chapel. Refreshments and printed information about El Presidio SHP available.	All
1:15 PM - 1:20 PM	Welcome	Rich Rozzelle District Superintendent, Channel Coast District, California State Parks Jarrell Jackman, Ph.D. Executive Director, Santa Barbara Trust for Historic Preservation
1:20 PM - 1:35 PM	Introduction of Workshop Participants (please give your name and affiliation)	All
1:35 PM - 1:45 PM	Purpose of Workshop and Interpretation Master Plan for El Presidio SHP	Wes Chapin District Interpretive Specialist Anne Peterson, Ph.D. Associate Director for Historical Resources, SBTHP
1:45 PM - 2:05 PM	Introduction to El Presidio State Historic Park	Mike Imwalle Archaeologist, SBTHP
2:05 PM - 2:15 PM	Explanation of Small Group Process Introduction of Facilitators	Wes, Anne
2:15 PM - 2:25 PM	Move to Small Group Locations	
2:25 PM - 3:25 PM	Small Group Work	All
3:25 PM - 3:35 PM	Return to Chapel	
3:35 PM - 3:50 PM	Summary of Small Group Work (3 minutes each)	Facilitators
3:50 PM - 4:00 PM	Wrap Up - Next steps in IMP process, how to stay involved	Wes, Anne

Stakeholder Workshop
SMALL GROUP SUBJECT AREAS

SIGNIFICANCE: El Presidio SHP as an important link to the region, state & world

- Goal: Identify the importance of the park's resources in larger contexts.

Suggested questions to stimulate idea sharing:

- How is El Presidio SHP linked to the community, the region, the state, the world?
- What is the significance of El Presidio SHP in these larger contexts?
- How does El Presidio SHP compliment other cultural resources in the area?
 - What unique attributes does it possess?
 - Where does it overlap or duplicate the efforts of others?

DESTINATION: El Presidio SHP as a major attraction/destination

- Goal: Identify what motivates visitors to come to this park and seek interpretation/education.

Suggested questions to stimulate idea sharing:

- Why should people come to El Presidio SHP?
- Why don't some people come to El Presidio SHP?
- What are some untapped audiences?
- How is the park a major attraction/destination?
- What interpretation/education experiences have you had at other historic sites that would relate to our work at El Presidio SHP? Include positive & negative aspects (fees, crowds, "aha" moments...).
- What interpretation/education experiences have you had at El Presidio SHP? Include positive & negative aspects (fees, crowds, "aha" moments...).

INTERPRETATION: El Presidio SHP as an interpretation and educational center

- Goal: Identify ideas for improving interpretive programs, facilities, media & services.

Suggested questions to stimulate idea sharing:

- What ideas do you have for innovative interpretive experiences and programs at El Presidio SHP?
 - Examples: Interpretive concessions, living history programs, school group programs, Environmental Living Programs, Service Learning, web programs, cell phone tours, etc.
- How can interpretive facilities at El Presidio SHP be improved so that visitors want to visit the park and also return?
 - Examples: visitor center, exhibits, self-guided trails

- What ideas do you have for innovative interpretive media at El Presidio SHP?
 - Examples: Publications, audio-visual programs, panels, electronic/web programs
- What types of interpretive services should be offered to meet park visitor needs?
 - Examples: Seminars, classes, special events.

EL PRESIDIO SHP: Vision for the Future

- In light of what your group has discussed this afternoon, identify opportunities to link El Presidio SHP with other groups, institutions, agencies, etc. to help enrich the community and also sustain the park's interpretation and education.
- What other ideas related to El Presidio SHP have occurred to you as your group has worked together?

SMALL GROUP EXERCISE PROCESS

- At the conclusion of Introduction to El Presidio SHP in Chapel, Wes and Anne will introduce the purpose and process of the small group exercise and briefly review the 4 topics: Significance, Destination, Interpretation, and Vision.
- Stakeholders divide into maximum of five groups.
 - Pre-assigned.
 - One facilitator and one recorder per group.
 - Each group assigned to separate location.
 - Research Center, Pico Adobe, Jimmy's, Comandancia, Contractor's
- Stakeholders go to pre-assigned group locations led by facilitators.
- One hour to consider four subject areas.
- Once everyone is in their group, each facilitator repeats objective of exercise and presents first topic area. Recorder records responses on flip chart. At end of 15 minutes, new topic is introduced. Process is repeated until all 4 topics are addressed.
- Groups reconvene in Chapel where facilitators report highlights of each group's work
 - 3 minutes maximum per group so only time to hit highlights (a comprehensive summary of small group results will be compiled and shared with stakeholders following workshop)

Facilitators:

- Barbara Lindeman
- Dick Oglesby
- Ann Boggess
- Linda Agren
- Rich Rozzelle

Recorders:

- Mike Imwalle
- Karen Anderson
- Christine Stokes
- Jared Brach

Materials:

- Exercise hand-out for all facilitators (Wes)
- Flipchart stands, flipchart paper, colored pens, tape (Wes and Anne)
- Nametags (Christine)
- Information handouts (Jared)

Refreshments: Anne

Set up and take down: Eduardo, et al

El Presidio IMP Stakeholder Workshop
March 25, 2010
SUMMARY NOTES
(See “Small Group Subject Areas” above)

Significance

Audience

- Local:
 - Community
 - Can connect to their own history here. “Awareness of who we are.”
 - Can foster pride in heritage (Spanish speaking community and others)
 - Students (university level history students can see/experience what they have been studying)
- California
 - California State Park visitors
- International: Tourists from Europe, Asia

Historical

- Local:
 - **Beginning of Spanish settlement** in Santa Barbara
 - Built 4 years before the SB Mission
 - Presidio had unique relationship with Chumash prior to SB Mission founding.
 - “Birthplace of the City”
 - Need to contextualize this – Spanish not the first in Santa Barbara
 - **Interrelationship between Chumash and Spanish** settlers
 - post-contact Chumash history can be told here
 - Looking at trade relationships as a way to interpret this relationship.
 - **Chumash** history and culture:
 - Not just historical, but link the history to the present day, continuity, where are they now.
 - A place to interpret **natural resources**

- What was available to settlers? What did they need to import?
 - Natural environment as an interpretive theme
 - Managing natural resources in the past and today. Can we learn from past examples?
 - Chumash management of natural resources pre-contact
 - History of the **neighborhood** is multi-ethnic, multi-layered chronologically:
 - Multi-ethnic community
 - Over time, succeeding groups settling in this single place
 - The neighborhood captures many immigrant stories
 - This history represents significant diversity
 - Can be a local story, but also very inclusive of many histories
 - Connect the past to the present: where are these communities now? (Chumash, Chinese, Japanese, etc.)
 - Tell the story from multiple perspectives.
 - Presidio is one piece in a larger story/history – needs to be put in a larger context.
 - Idea of “origins” as a way to approach the layered history of the site.
 - The creation of the park as a community/volunteer/grass roots/“local endeavor”
 - This approach (history of the community) will be appealing to visitors, who can all find something to relate to.
- California:
 - Part of a **network of Missions and Presidios** in the State.
 - Presidio is the military arm of the system.
 - All these sites are joined by **El Camino Real**
 - Last Presidio built in Alta CA.
 - Link to other **California State Parks** with similar interpretive periods and themes. ex. La Purísima Mission.
 - Spanish colonial period
 - Role of the military during this period

- Regional:
 - Last of the “**frontier**”
 - Frontier theme of different peoples meeting at the same place over time
 - Individuals can represent regional themes: Bernarda Ruiz for ex.
- International:
 - Major themes in world history can be found here
 - Connections with history of Spain, New Spain, Mexico: other missions and presidios in Mexico
 - Theme of **nation-building** that is common to many places, this is a case-study.
 - Case study of **global interconnectedness** and change over time
 - **Preservation** in an international context (ex. adobe architecture)
 - **Trade routes** link this place to Europe and the world

Architectural:

- As an **architectural precedent** used during the rebuilding after the 1925 Santa Barbara earthquake.
- Adobe construction as “green” architecture.

Destination

Why come?

- Important role as an educational institution
- Authenticity of the site
- Good location in downtown SB
- Layers of history can offer more experience for repeat visitors

Access

- Existing partnership with SBHM for school tours – share busses.
- Many cultural institutions with similar/overlapping interpretive missions, closely spaced in the downtown area. Creates confusion among visitors about where they are and what the differences are between the sites (ex. Mission, Presidio, Courthouse, SBHM).
- Confusion about which are the historic properties (ex. visitor confusing the Ralphs market with the Courthouse).
- Challenge to get tourists from State Street to the Park.

- Confusion about the heart of the city/ city square: De la Guerra Plaza or Presidio area?
- Need visible icon to mark local historic sites

Untapped Audiences

- Local Spanish-speaking community
- Chumash community
- UCSB students
- Local community – awareness of local history

Interpretation

Facilities

- **“Curb appeal”** at the Park:
 - Need to create ways to **bring site to life** (boring?)
 - Plant native plants
 - Make courtyard more interactive
 - Use the defense walls as surfaces for interpretation (ex. murals)
 - “real life” (contemporary life of the city) is absent on “normal” days. The site is “dead.”
- The Park is bigger than the reconstructed portion of the presidio – incorporate the **other structures**
 - Identify the park buildings with signage
 - Offer interpretation and incorporate the visitor experience into other parts of the Park.
 - Use streets, walls, sidewalks to carry interpretive messages/images.
- **Physically mark the presidio boundaries** in the city to help orient visitors.
 - Signage
 - Foundation stones in the street are a good “aha” moment. Create other wise to increase visitor connectivity to parts of the park.
 - Footprints, tiles (All problematic with City HLC, but work with them)
 - Recognition that adding signage in downtown SB to attract people to the site would be a challenge with city code.

- Use visual “landmarks” or icons at connecting points between historic and urban environment – corners, streets etc.
- Exhibits/display
 - Make them **interactive and dynamic** (for children AND adults)
 - Puzzle with Q&A, with historical illustrations on the reverse
 - More objects that can be handled.
 - More well-designed, clear and concise exhibits using innovative techniques
 - **Use film** to convey historical info when living history is not happening.
 - Bring displays to life with **media**:
 - Holograms
 - Ghost images
 - Period music
 - Computers in exhibits
 - though risky because expensive and can be expensive to repair
 - Audio tracks to help with storytelling in exhibits and outside (triggered with motion sensor) (link throughout Presidio Neighborhood and other cultural institutions)
 - Cell phone tour of Presidio site (can be in multiple languages)
 - Create **immersive, multisensory experiences**/historic environments
 - ex. creating a period party in the comandancia.
 - Use smells to evoke the past (cooking, for example).
 - Make displays/objects available to touch
 - Visually rich
 - Audio component: voices, music
 - Makes experience more accessible to visitors with disabilities if multi-sensory
 - **Timelines**:
 - Create consistent timeline through the site that can be viewed at different places in different slices depending on location.
 - To help increase connectivity to all the historical layers.

- Can include the neighborhood, the wider community, region, state, and national and international events for context.
 - Can include all communities and ethnic groups who have occupied the space.
 - Can include individual experiences: ex daughter of a soldier, Chumash leader.
 - Timeline example at Getty Villa – layers of earth marking time
 - Use local street names as way to connect to site history (Canon Perdido, Yanonali, etc.
 - **Changing exhibits** to keep things dynamic.
 - Tackling a **complex story**:
 - Each exhibit at the park doesn't need to capture the entire story, but taken as a whole, they should
 - Can we tell all the stories or is it too complex?
- Incorporate the **School of the Arts campus** into the visitor experience
 - Offer interpretation of the campus.
 - Use the Alhecama Theater to show the orientation video for the Park that includes all the neighborhood stories.
- More opportunities to watch **archaeological excavations** in progress
- Existing architecture
 - Use the historic buildings/architecture to help determine which stories are told where. “use the buildings to tell the stories”
 - Existing buildings don't capture all the stories of the place. If only look at the buildings, visitors will miss a lot (Chumash, Japanese?). Need to add lots of additional visuals to interpret other stories.
- Create a clear **Welcome space** to greet, orient and direct visitors:
 - Visitor parking (and study other ways visitors arrive to the site)
 - Signage directing people into the VC
 - Offer **good brochure** with clear **map** and nice graphics
 - **Visitors Center** with strong orientation exhibits.
 - Orientation video
 - Use kiosks to capture and orient visitors
- Add interpretive concessions

- Concern for **visitor comfort and accessibility** – walking surfaces- how to balance with historical accuracy?
 - “Safe zones” that are kid friendly
 - Zones that are comfortable for elderly and disabled.
 - Rest stops around the site for visitor comfort
 - Clean facilities and maps to the restroom available for visitors.
- Suggested interpretive approach: What would this place be like if the Presidio wasn’t built? Contingencies.
- The Presidio site itself is inherently low tech— this can be an advantage.
- The park should be a stop for tour buses – need **bus parking**.

Programs

- Strong **website**:
 - Content in multiple languages
 - Add video clips of events, living history etc.
 - Comprehensive and updated event calendar
 - Include map that shows change over time, showing relationship of the Presidio within the city then and today. Or a video of this evolution from Spanish to Mexican, to American to Chinatown/Japantown.
 - Virtual tour of the buildings on the website (inside Casa de la Guerra for example)
 - Make podcast of walking tour available
 - Google earth tour
 - More information on the website targeted toward schools and younger audiences (ECD is competitive— provide more info. for schools that can’t attend, and additional resources for schools that do.)
 - Tours
 - Pre and post visit materials
 - Workbooks that meet state standards
 - Pre-visit info – what will you find on your visit?
Maps, historical info.
 - Links to related sites.
- **Living history** (do more!)
 - More demonstrations

- Build a Chumash home (tule hut)
 - Soldados in action are popular
 - Build a tomol
 - Construction/reconstruction techniques (ex. adzing wood)
 - Period-style clothing available to try on (multi ethnic)
 - Period-style tools to handle
- Invite a wider variety of participants/ costumed interpreters
 - Portola
 - Yanonali
 - Animals (represent!)
- Park should interpret **Presidio Neighborhood Historic District** with all its layers (ex. Spanish fort, Chinatown, Chumash)
 - Create neighborhood walking tour
 - Make podcast of walking tour available
 - Cell phone tours
- Cater to different learning styles with a variety of programs.
- Offer regularly scheduled **guided tours**
- Tableaux Program as example of well-designed hands-on learning program.
- Chautauqua
- Emphasis on **daily life** in the past, ‘everyday experiences’ as a way to engage visitors
- Make programs interactive and dynamic – use pageantry to engage visitors.

Services

Park Services

- Events:
 - More events that reflect ALL the communities that lived in the neighborhood over time (Chinese New Year, Chumash ceremonies...).
 - Seasonal **food** events (ex. Chumash preparation of acorns), a culinary “tour” of cultures.
 - Public lectures (reach a different constituency)
 - Local authors
 - Use more costumed docents to attract visitors from State Street

- Can we come up with a “Native California” costume (like the ethnic folk dress of European countries) to represent an iconic image of local history?
 - Use costumed soldado to attract visitors from State Street
 - Historical plays
 - Movie nights
 - Classes: period crafts, cooking
 - Book Club
 - Seminars on historical, cultural topics, bring in experts.
- Reopen Jimmy’s as a bar
- More historical programs like the popular Pastorela, Las Posadas.

Neighborhood/ City collaborations

- Create a bus line that only has stops at attractions: Mission, courthouse, beach, Presidio. Free, so attractive to locals too.
- Promote the neighborhood as a dining destination (dining options attract people – ex. C’est Cheese, Sojourner, our Daily Bread).
 - Make sure there are inexpensive dining options as well.
 - Visitors shouldn’t have to leave to find services. Food helps keep them in the location.
- Create events to attract people with a variety of interests to the neighborhood (Close Canon Perdido Street for these events) Collaborate with all nearby businesses.
 - Block party
 - Farmers market
 - Art Walk
- Make the Presidio “alive after 5”: more evening events.
 - Similar to the “Funk Zone”:
 - Attracts young people, family friendly
 - Food, wine (local restaurants involved)
 - Feels alternative
 - A place you want to bring guests and friends to “show off” the community
 - Additional component here will be an opportunity to appreciate local heritage: a “heritage community”
 - Make the community a place/location for community events after hours.

- Create theme days to draw different cross sections of the community.
 - Ex. “fishing day”
 - coordinate with other museums and attractions

Other Collaborative Opportunities

- Natural link with SBMNH: they interpret pre-contact Chumash, Presidio can interpret post-contact.
- Share resources related to the School of the Arts campus between Park and SBHM
- The City of SB should create a city-wide interpretive plan, coordinating with all cultural non-profits.
- Potential Partners:
 - Casa de la Raza
 - Interfaith Group
 - Genealogical Society (partner to assist people with genealogical research)
 - Ensemble Theater (for programs)
- Involve teen groups as a way to foster community ties and encourage pride in heritage.
- SBHM:
 - is working to make itself the “hub” for history in SB. Where does the Park fit into this?
 - Tells the “California Story (true?), the Park can tell the “City” story.
 - Need to find way to collaborate, not compete with SBHM.
- **SB Executive Directors Roundtable** is working on creating connections between museums and attractions.
- Collaboration with **Anacapa School** students as interns for archaeology department: increase across other departments.
- Create more **student** opportunities to get involved.
- Work closely with **City Visitors Center** to make sure visitors are informed about the site. And location of “the historic district”
- Work with existing **summer camps** to involve young people
 - United Way Fun in Sun
 - Continue Casa Camp with Housing Authority
 - UCSB students as counselors

- Tap into other organizations' marketing opportunities: National preservation Week, Archaeology Week.
- Partner with other non-profits to create/provide cultural venues for events and programs.
- **City TV:**
 - Create short videos on topics related to mission, and City TV will play them for free.
 - Create ads and announcements specifically for airing on City TV
- Help create a regional network of docents/demonstrators who work across many sites with shared time periods, themes.
- Increase **connectivity with other State Parks** in the area: Mission La Purísima, Mission Santa Inés, Chumash Painted Cave, Las Cruces Adobe, as packaged day trip for visitors.
- Re-establish a WPA-like organization to support restoration and reconstruction.
- Partner with **the Chumash** and involve them in planning and presenting of any interpretation about their own history and culture.
- Coordinate with leaders of various SB neighborhoods (Eastside, Westside, Riviera, etc.) hold periodic info. sessions and workshops – use to keep in communication with the community, increase community involvement
- Create regional historic pass which includes discounted site admission
- Coordinate info in exhibit regionally. Ex. Footnote text to connect to other historic sites. Missions for example.

MISC.

- Marketing tagline: “Presidio – A Good Place to Meet”

**EL PRESIDIO STATE HISTORIC PARK
INTERPRETATION MASTER PLAN PROJECT
STAFF WORKSHOP**

**April 22, 2010
1:00 PM - 3:00 PM**

AGENDA

1:00 PM - 1:10 PM	<u>Welcome</u> State Parks Interpretive Planning Process Purpose of an Interpretation Master Plan	Wes Chapin Anne Petersen
1:10 PM - 1:25 PM	<u>Introductions</u> - and one question: From your perspective, what is the most important improvement we can make to our interpretive offerings at El Presidio State Historic park in the next 10 years?	All
1:25 PM - 2:00 PM	<u>Discussion:</u> 1. What are the Park's greatest Assets? 2. What are the Park's greatest Challenges? (For both: How do we address these today? How can we better address them in the future?)	All
2:00 PM - 2:05 PM	Short Break	
2:05 PM - 2:10 PM	<u>Park Interpretive Element from the 1988 General Plan:</u> introduction	Wes
2:10 PM - 2:50 PM	<u>Discussion:</u> Park Interpretive Element 1. Does the interpretive element still capture the interpretive significance of the park today? 2. What do you think is the most important idea to communicate to the public at El Presidio de Santa Bárbara State Historic Park?	All
2:50 PM - 3:00 PM	Wrap Up - Next steps in IMP process	Wes, Anne

STAFF WORKSHOP
April 22, 2010
1:00 PM - 3:00 PM

Attendees

SBTHP

Sally Foughse
Jerry Jackman
Jared Brach
Mike Imwalle
Christine Stokes
Jean Liston
Kendra Rhodes
Karen Anderson
Anne Petersen

California State Parks

Rich Rozzelle
Dan Falat
Ty Smith
Theresa Armas
Ann Boggess
Wes Chapin, Facilitator

El Presidio de Santa Bárbara State Historic Park Interpretation Master Plan Project
Staff workshop
April 22, 2010

Notes

Facilitator: Wes Chapin **Note taker:** Anne Petersen

Staff Attending:

SBTHP: Karen Anderson, Jared Brach, Sally Fouhse, Jean Liston, Mike Imwalle, Jerry Jackman, Kendra Rhodes, Joan Stewart, Christine Stokes.

State Parks: Teresa Armas, Ann Boggess, Dan Fallet, Rich Rozzelle, Ty Smith

Q. What is the most important interpretive improvement you can envision for the park in the next ten years?

TS: A more robust interpretation of the California Indian experience

AB: Tying together the site and the story (both are complex)

- Clearly marked site boundaries
- Include the site's cultural diversity
- Use timelines as an interpretive strategy
- Create a walking tour, "history walk" of the Presidio neighborhood.

TA: The modern day Santa Barbara began at the Presidio

Visitors should all be learning this.

JB: Develop an **initial hook** to draw visitors in

Then, tie it all (story/site) together:

- With signage
- Emphasis on the archaeology and historical research that undergirds the site.

KR: More dynamic, interactive and surprising exhibits

Counterbalance the authentic historic site with innovative interpretive techniques

JS: More programs and exhibits to enhance the visitor experience:

- Historical walk connected with a site timeline
- The Presidio neighborhood in an "ever-changing community"
- Offer regular guided tours – once a day, or per week.
- Post more site signage – visible to park visitors, but also to any passers-by.

KA: Improve the quality and richness of the daily visitor experience.

- Use a variety of interpretive methods
- Consider different learning styles

SF: Use costumed interpreters as a "hook" to bring visitors in.

Soldados, docents, etc.

CS: Create an engaging experience for daily visitors

- offer more than the self-guided tour available now
- Plan for volunteer development: recruitment of new volunteers and support of existing volunteers.

MI: Add signage to improve a cohesive understanding of the site

- Not just the structures accessible to visitors, but all historic properties on the site.

Support a group of trained interpreters who are prepared to tell “the story”

- Strong grounding in/use of primary sources.
- Emphasis on archaeology, which is primary to the story of the site.

JJ: Enhance use of living history as an interpretive tool

- Soldados are especially popular
- Living history raises the energy level of events and programs

Enhance visitor understanding of key historical themes

- Unique relationship between Indians and soldiers at the Presidio (Duggan book)
- The collision of two “frontiers” (Spanish and U.S.)
- Who were the Spanish soldiers?: the diversity of their backgrounds.

JL: Use more costumed interpreters.

Add more signage to orient visitors

Make recorded and cell phone tours available for visitors

The importance of a strong orientation video

A strong self-guided tour booklet is valuable to visitors

DF: The need to tie the story together, and find the hook.

- Use technology (podcasts) and existing archaeology to tell the story
- Think **forward** when planning how to tell the story
- Make the story relevant to visitors – today’s visitors become caretakers of the site in the future.

RR: Enhance regional connectivity with other related sites, including other state parks

Share living history and other program ideas, staff resources, rotating/traveling exhibits, etc.

Q.: What are the park’s biggest assets?

JJ: The Chapel

- It’s highly used for weddings and community events
- Seen as a community center

- Is attractive from the street, draws people in

SF: The complexity of the history provides a lot of information to work with.

KA: The buildings/historic properties that make up the site

CS: The buildings:

Create a powerful experience and help transport visitors into the past

RR: El Cuartel as a historically significant property

- Second oldest building in CA
- Oldest building in a California State Park
- Oldest building in Santa Barbara

JS: The Park's location in the center of downtown Santa Barbara

AB: The Park's urban location can help with docent recruitment.

TA: Accessible descendants who have connections to the site's history

KR: The site's authenticity

- Reconstruction is based on archaeology and historical research
- Historic techniques are used to reconstruct/restore the buildings (ex. tile floor on Presidio northeast corner.)

JL: The staff!

MI: The breadth of regional history available to interpret within the park (ex. School of the Arts complex)

MI: Existing and available institutional partnerships and collaborations (ex. State Parks/City of Santa Barbara/SBTHP)

JB: The buildings

- Authenticity of the basis for their reconstruction and restoration
- The partnerships created to bring life to them.

JJ: The site fits nicely into the popular "green" movement

- Greening of the Santa Barbara School of the Arts studio by the Santa Barbara Contractors Association
- The green nature of adobe construction

DF: The ability to tell the history from the point of view of an individual

- First person accounts of individual soldiers
- Lots of available stories and personal histories to engage visitors.
- The opportunity to convey a sense of daily life and the lived experience

TS: All the park buildings are important assets, not just those currently accessible to visitors

TS: The development/history of the park is another important story of the site – a generational story about building the park.

RR: The proximity to State Street:

- Can be used to attract non-traditional park visitors
- Can collaborate with businesses to disseminate information about the park to potential visitors.

AB: Santa Barbara is a film-friendly community

Lots of local resources available to help create videos – personal experiences, oral history, etc. to help tell the story (ex. Ernestine de Soto’s video)

Q.: What are the park’s biggest challenges?

JL: Recruitment of volunteers

KA: Funding/money

RR: Society’s limited attention span

for reading brochures, experiencing exhibits, watching videos, etc.

JB: Our assets are our challenges:

Identifying and defining the park

Are we:

- The reconstructed Presidio?
- Tenant properties/businesses?
- Other historic structures?
- The neighborhood?

TS: We have inherited the intentions of those who created the park – do we still share those intentions and ideas about it?

TS: Other challenges in presentation:

- Involving native people
- Sensitive presentation of native history by volunteers
- Accurate living history (ex. aging soldados)

SF: A sustainable source of reliable funding (Prop 18?)

JJ: Volunteerism is on the wane due to:

- The current state of the economy
- More dual income households
- Many traditional volunteer jobs now done by staff

JL: Competition for docents among all local nonprofits (high density of nonprofits in Santa Barbara)

CS: Park identity in the community and among visitors

- Visitor experience often differs from our expectations.
- No clear beginning and end of the tour
- The site’s reputation
 - Many people don’t know who we are

- Some have negative associations with it based on the history of the site and of the park
- We need positive community support in order to be successful

RR: The historical sense of place is compromised by streets and cars bisecting the park

MI: The streets create a distraction for tours and any filming and photography of the site.

KR: Our challenges are shared by many historic sites:

- Historically we have focused on acquisition, and are now focusing on interpretation
- The City of Santa Barbara doesn't recognize what they have (historic sites as major assets)
- Confusion about the park versus the Santa Barbara Historical Museum
- Need more staff in order to be able to accomplish more.

RR: Competition between the many history/preservation-oriented nonprofits.

JJ: Need to improve connectivity within the park

TA: The urban setting can compromise a historical sense of place

AP: Creating exhibits and managing collections is a challenge in historic buildings, especially the added environmental challenges in adobe buildings.

JB: How to get visitors to the site:

- Lots of transient people in Santa Barbara – students, part-time residents, tourists.
- Need to get the local, permanent residents involved and to feel ownership over the site.

AB: The park campus is spread out

City support is needed to do all outdoor projects: walking path (Monterey, Boston) for example.

JJ: Visitors come to experience lots of other places in Santa Barbara (beach, State Street, Mission)

- How do we get them to come to the park?
- How can we get businesses to help divert visitors to us?

KR: Need to provide:

- clearly-marked visitor parking
- a clear welcome message (signage)

CS: Bus tour providers are not always telling accurate history

Need better communication with them – invite companies for an information session?

JS: Need improved orientation/welcome for visitors

TS: Complex history

- The story was complex during the Spanish period
- The Presidio was part of a larger colonial project that was coercive
- Many historic sites have a tendency to avoid conflict and show consensus in their interpretation
 - We have an opportunity here to engage this complexity and interpret it.
 - Can demonstrate the historical experience from multiple perspectives
 - Show both conflict and consensus
- Visitors bring a diversity of perspectives with them. They often want to see the complexity of the history – including the difficult/controversial sides of the history.

JJ: Interpreting the nuance of history is difficult

AB: Need to find creative strategies to offset financial challenges (ex. a docent at La Purísima who works for the local paper, and helps ensure coverage of the park in that paper)

El Presidio State Historic Park General Plan interpretive Element

Q.: Does it capture the essence of the story?

MI: Why doesn't the prime interpretive period for the park begin in 1782? By beginning in 1784 it leaves out Junipero Serra and the founding of the Presidio.

JJ: The secondary theme, "The Chumash and their land" should be more specific to the relationship between the Chumash and the Presidio

JJ: The secondary theme, "The modern Presidio," should include mention of the School of the Arts complex and the WWII Hoff Hospital buildings.

CS: Day to day visitors (as opposed to those that attend living history days) are not currently taking away the essence of these themes:

- They are confused about its nature as a fort because they see the chapel, for example.
- They are not learning about the daily life of soldiers and Presidio residents

JB: Current visitors are often impressed by the aesthetics of the buildings, adobe architecture and construction techniques, and the beauty of the historic buildings. This is a good hook to draw them in toward our interpretive themes.

RR: Reconstructing more portions of the Presidio defense wall will help emphasize the military nature of the Presidio.

JJ: We used to have a costumed soldier presence on the weekends, so visitors were getting the military message.

JB: Visitors can easily absorb short simple messages:

- The Presidio was one of four in California; this was the last to be built.
- El Cuartel is the second oldest building in CA

AB: We do the best at interpreting these themes during living history events

Interpreters can find the one thing that captures a visitor's curiosity and build on that. Usually, hands-on activities are popular.

Q.: What is the one unifying idea we hope visitors take away?

JL: The historic significance of the Presidio itself and for the City of Santa Barbara

SF: The role of the fort in the larger story of European expansion and how this story affects us today.

JJ: The Spanish Presidio had a huge impact on how Santa Barbara developed, and Presidios had a large impact of the development of California and on native people.

TS: The Presidio is a Spanish site, but it is also a Chumash site – they helped build it, traded with soldiers, etc.

KA: The Santa Bárbara Presidio, founded in 1782 is the birthplace of the City of Santa Barbara.

SF: Show how **this** place is connected to world history (*The War that Made America* video)

MI: Military history: the Santa Bárbara Presidio is the only military site being interpreted in the Mission/Pueblo/Presidio system.

RR: Make the Presidio relevant in a world-wide context using themes like: frontiers, arrivals, immigrants.

JL: Compare the Presidio's history and period of significance to what was taking place on the East coast of the U.S .

KA: The need to adjust the message for different age groups using a variety of depths of info. How much can different age groups learn on various subjects?

TS: School curriculum standards shape our message for particular visitors.

WC: We can create a menu of interests and opportunities to meet different interests and learning levels of visitors.

CS: We have a real need to improve the experience for our everyday visitor, not just those attending special events and school children. The plan needs to be inclusive of all types of visitors.

San Diego Fact-Finding Trip
May 17, 2010

Southern Service Center

Anne Petersen and Wes Chapin met with Jim Newland (JN), Manager of Resources and Interpretation Services, and Nancy Mendez (NM), Regional Interpretive Specialist, at CSP's Southern Service Center in San Diego to obtain their input for the El Presidio SHP Interpretation Master Plan. Following are notes from that meeting.

JN: State Parks interpretive methods should:

- Impart relevancy
- Impart clarity
- Provide **tools** to the park visitor
 - Ex. exhibits, programs, publications
- Let visitors "make the call"
- Encourage stewardship
- Connect visitors to the resource

NM: LA SHP Interpretation Master Plan completed 2006, look to as a model.

JN: Are some key goals for the Presidio IMP easy?

- What is a presidio?
- What is the time period?

JN: How to accomplish these goals:

- Get visitors to step back from today and imagine the worldview of the past, then make it relevant to them, find a way for them to identify.
- One way to accomplish this is by asking questions: These people came to change the landscape – why? Were their reasons capitalistic? Economic? Technological?
- Use multiple perspectives: there are some things we know – some basic facts – but also many perspectives.

NM: IMP is a chance to evaluate current practice in the park. There are choices about what to physically reconstruct. Who is the work reaching? Make a snapshot of the current conditions at the park and evaluate it. How is it working? This is a way to begin to plan for change.

JN: Example if a historiographical program at Pio Pico SHP. Using first person quotes about Pio Pico from 3 different time periods to encourage the visitor to evaluate how he was perceived differently at different points in time.

All: discussion about living history

- First person living history requires extensive research. Add in IMP that certain requirements (research) must be met in order to undertake first person interp.
- Third person: use of costumes and demonstrations are valuable as a way to help transport visitors into the past.

NM: Include the context in which the park was created as part of the IMP.

- The process of reconstruction is an interesting story itself.
- Reconstruction is less popular within State Parks than it was when El Presidio SHP general plan was written.
- Put the history of the park in the background history in the plan-- what has changed since the park was founded on a dream of complete reconstruction? This can help set up why the neighborhood resources are important, but to do this well, the plan needs to convey a strong sense of why the Presidio itself is important.
- Pio Pico SHP example:
 - archaeology is part of the story there as well, and is integrated throughout the exhibits.
 - Sala furniture was reproduced – work with interpretive programming there, lets docents use the rooms.

JN: Other ideas re: interpretive messages at Presidio SHP, parts of a unifying theme

- Presidio is a secular military community
- Presidio is part of Spain’s larger colonization program for the region
- Seeds of the modern community of SB
- “far frontier”
- Site of immigration from colonization through 20th c.
- Presidio as a meeting place.
- Presidio had a different role than a mission, but had some of the same roles and challenges as a mission.
- Presidio had good people, bad people, like any other community,
- This was a frontier community, characterized by diversity – this diversity is a link to visitors and the community today.
- Unifying theme:
 - The Presidio’s history is an inherently global historical story. By its nature in the modern community it is still connected to this story – the remnant of the Presidio connected to what grew next – successive waves of immigrants and changing nationhood.
 - Unifying theme can come out of this: “This pioneering secular community helps interpret the Spanish colonial project as a whole, and becomes the

seed of the secular community of SB and the waves of arrivals after it are all connected, and the Spanish revival tries to go back to this origin and SBTHP was founded to do this, so the State Park is created... tradition, origins, arrivals – so to understand all this we need to understand what the Presidio is all about.

- Consider what the representative perspectives on the project and the site history are:
 - Descendants, academics, community residents....
- Using trade goods – requisitions and receipts to get at the daily life of people trying to survive – good interpretive strategy. The Presidio is on the coast – it's always been a place of trade and interaction.

Old Town San Diego

Following their meeting with Jim Newland and Nancy Mendez, Anne and Wes met with Karen Beery, CSP Interpreter III, at Old Town San Diego State Historic Park, to learn about her experience compiling and implementing the Strategic Interpretation Plan for Old Town.

- Getting businesses outside the park to participate in a shared signage program:
 - Need to convince them of the economic benefit
 - Heritage tourism will drive business your way: website with heritage tourism stats that demonstrate this. “Authenticity” is one of the prime criteria for heritage tourism that attracts people.”
 - Danger of using the “Spanish Fantasy Past” as a marketing strategy. It's easy to do (she described many businesses in the park gravitating towards it), but doesn't represent the history.
- Re: encouraging park tenants to participate in interpreting the park: Karen recommended creating language in their lease that requires this, and devote a portion of their rent towards interpretive programs for the park.
- Karen's biggest goal now for OTSD SHP is to make the education programs sustainable.

Contact Information
Directors of Sales
Santa Barbara Convention and Visitors Bureau and Film Commission

On June 15, 2010, District Superintendent Rich Rozzelle and District Interpretive Specialist Wes Chapin met and addressed the Directors of Sales for various Santa Barbara-area organizations about the Interpretation Master Plan Project for El Presidio SHP.

First Name	Last Name	Email	Title	Account Name	Primary Phone
Kimberly	Porter	kporter@bacararesort.com	Executive Director, Sales & Marketing	Bacara Resort & Spa	(805) 968-0100
Deborah	Gentry	bathstreetinn@gmail.com	Vice President	Bath Street Inn Bed & Breakfast	(805) 682-9880
John	Kochis	john@bridlewoodwinery.com	General Manager	Bridlewood Estate Winery	(805) 688-9000
Beverly	Mineo	bmineo@canarysantabarbara.com	National Sales Manager	Canary Hotel	(805) 884-0300
Brandi	Baker	brandi.baker@chumashcasino.com	Hospitality Sales Manager	Chumash Casino Resort	(805) 691-1759
Alma	Castaneda	alma@dphotels.com	Marketing Director	D. P. Hotels/Casa Del Sol	(805) 684-4307
Dario	Pini	alma@dphotels.com	Owner	D. P. Hotels/Casa Del Sol	(805) 962-6645
Beth	Olson	beth.olson@hilton.com	Director of Sales & Marketing	Fess Parker's Double Tree Resort	(805) 564-4333
Sally Jo	Murren	sally.jo.murren@fourseasons.com	Director of Sales	Four Seasons Resort The Biltmore Santa Barbara	(805) 969-2261
Ashley	Moorehead	ashley.morehead@hilton.com	Sales Coordinator	Hampton Inn, Goleta	(805) 681-9800
Kelly	Wells	kelly.wells@ing.com	Director of Sales	Holiday Inn Santa Barbara / Goleta	(805) 964-6241
Stephen	Gray	sgray@hoteloceana.com	Sr. Sales Manager	Hotel Oceana	(805) 965-4577
Nadine	Turner	nturner@hotsantabarbara.com	Director of Sales	Hotel Santa Barbara	(805) 957-9300
Christine	Piper	cp@spanishgardeninn.com	Sales Coordinator	Inn of the Spanish Garden	(805) 564-4700
Rebecca	Johnson	rj@spanishgardeninn.com	General Manager	Inn of the Spanish Garden	(805) 564-4700
Eilene	Bruce	info@oldyachtclubinn.com	Innkeeper/owner	Old Yacht Club Inn	(805) 962-1277
Drew	Wakefield	dwakefield@sbramada.com	Director of Sales	Ramada Limited	(805) 964-3511
Catherine	Puccino	catherine@santabarbara.com	Director of Sales	Santa Barbara Conference & Visitors Bureau	(805) 966-9222
Janelle	Bosko	janelle@santabarbaraca.com	Sales Coordinator	Santa Barbara Conference & Visitors Bureau	(805) 966-9222
Millie	Matz	mmatz@sshotels.com	Director of Sales & Marketing	Santa Barbara Hotel Group	(805) 687-5511
Marjorie	Robertson	marjorie@uphamhotel.com	Events Manager/Sales	Upham Hotel and Country House, The	(805) 962-0058
Teresa	Stiff	tstiff@coasthotelsusa.com	General Manager	West Beach Inn	(805) 963-4277

Appendix E. Scope of Collections Statement

SANTA BARBARA TRUST FOR HISTORIC PRESERVATION SCOPE OF COLLECTIONS STATEMENT

Prepared by
Dr. Anne Petersen, Associate Director for Historical Resources
Santa Barbara Trust for Historic Preservation

August, 2011

Approved: Original signed by Jarrell Jackman Date: 08/01/2011
Jarrell C. Jackman, Executive Director, SBTHP

Approved: Original signed by Richard Rozzelle Date: 07/28/2011
Richard Rozzelle, Channel Coast District Superintendent,
California State Parks

Brief Description of the Organization

The Santa Barbara Trust for Historic Preservation (SBTHP) was founded in 1963 by Pearl Chase and other community leaders in Santa Barbara. The mission of the organization is to preserve, restore, reconstruct and interpret historic sites in Santa Barbara County. In 1966 El Presidio de Santa Bárbara State Historic Park was created through the joint efforts of SBTHP and the State of California. A series of multi-year agreements between the two parties led to the passage in 1988 of formal enabling legislation authorizing the Department to enter into an operating agreement with SBTHP. SBTHP has continued to operate El Presidio, Santa Barbara's 18th century birthplace, under this unique agreement with California State Parks. SBTHP also:

- Owns and operates Jimmy's Oriental Gardens, a 1947 building within the Presidio footprint which housed a family-run Chinese restaurant for two generations.
- Owns and operates Casa de la Guerra, the 1820s home of Presidio Comandante José de la Guerra and his family. The restored home is now a museum featuring original furnishings and rotating exhibits.
- Holds a conservation easement over the façade and three historic interiors of the adjacent 1920s El Paseo complex of shops and offices.
- From the time SBTHP purchased it in 1996 to the date of the sale to the State of California in October 2007, owned and managed the Santa Inés Mission Mills property. Recently SBTHP signed an agreement with State Parks to manage and develop this property near the town of Solvang as a future California State Park.

Brief Descriptions of the Collections

The SBTHP divides its collections into the following categories: curatorial, educational, library and archaeological. Both the curatorial and archaeological collections include objects owned by State Parks as well as other objects owned by SBTHP. The curatorial collections include period antiques, as well as some objects with provenance related to SBTHP properties, paintings, reproductions and other objects associated with local history received as donations. Curatorial objects are generally used to furnish period rooms and develop exhibitions. Education collections include reproductions, costumes, consumables and other props used in education programs such as living history events for hands-on demonstrations. Library collections include books, photographs, ephemera, manuscript collections, maps, drawings and architectural plans. Some of the materials in the collection are copies (with permission) from other institutions. Archaeological collections include objects excavated from SBTHP and park properties. While some archaeological objects are on display in exhibit, the majority are stored in the Presidio Archaeology Lab. While all of the SBTHP collections are available for public, the library collections are the most frequently accessed for research.

Mission and Vision of the Santa Barbara Trust for Historic Preservation

Mission: To preserve, restore, reconstruct and interpret historic sites in Santa Barbara County.

Vision: To bring alive the history of Santa Barbara for present and future generations.

The Santa Barbara Presidio, established by the Spanish from Mexico in 1782, lies at the very center of the Santa Barbara we know today. Within the city blocks of the properties that the Santa Barbara Trust for Historic Preservation (SBTHP) own and manage lived many generations of Santa Barbarans, a rich cultural mix of Chumash, Spanish, Mexican, Euro-American, Chinese and Japanese settlers. The Santa Inés Mission Mills are rare relics of the industrial operations carried on at some of the California missions by Chumash neophytes and Spanish padres. SBTHP aims to tell the stories of these Santa Barbara County residents to convey how cultures blend and borrow from each other as people adapt to changing situations.

SBTHP engages in archaeological and historical research and publication to expand knowledge about Santa Barbara's history. It works closely with California State Parks, the City of Santa Barbara, the County of Santa Barbara and various cultural and educational constituencies,

SBTHP works to attract and inform a broad audience through its restoration projects, exhibits, living history demonstrations, public events and lectures, and public school programs.

Declaration of Purpose of El Presidio de Santa Bárbara State Historic Park

The purpose of El Presidio de Santa Bárbara State Historic Park is to make available forever to the people, for their enjoyment, the site of and reconstruction of the Presidio at Santa Barbara. This will include appropriate interpretation of the Presidio, its history, and its contribution to California and the nation, as an excellent example of Spanish presidios in the United States. The function of the Department of Parks and Recreation at El Presidio de Santa Bárbara State Historic Park is to acquire, preserve, reconstruct, and interpret the Presidio, its buildings and environment, and to execute proper archaeological and historical research on the Presidio in order to provide accurate data for interpretation.

Additional Planning Documents Used

For this Scope of Collections Statement, the following documents and records were consulted:

1. El Presidio de Santa Bárbara State Historic Park General Plan, 1988

2. Museum Collections Management handbook, California State Parks, Volumes 1 and II, 2000
3. Scope of Collections Statement, SBTHP, circa 1980s
4. Presidio Research Center Collections Policy, SBTHP, circa 1980s
5. SBTHP Accession records
6. California State Parks Cultural Resource Management Handbook, 2001
7. Guidelines for the Curation of Archaeological Collections, State of California Resources Agency, 1993.

People Consulted:

The following people were consulted when drafting the SOCS:

1. Anne Petersen, Associate Director for Historical Resources, SBTHP.
2. Torie Quinonez, Librarian, SBTHP
3. Michael Imwalle, Archaeologist, SBTHP
4. Karen Anderson, Director of Education, SBTHP
5. Wes Chapin, Channel Coast District Interpretive Specialist, California State Parks
6. Wendy Franklin, Museum Services Manager, California State Parks

Major interpretive themes, topics and/or time periods of the Collections

The majority of SBTHP's collections are focused on historic properties SBTHP manages in downtown Santa Barbara, including El Presidio de Santa Bárbara State Historic Park, Casa de la Guerra and Jimmy's Oriental Gardens. In some areas the collection is more broad to provide context for these historic sites.

Major interpretive topics include:

- Life at the Santa Bárbara Presidio
- The de la Guerra family and home
- The Chung family and two generations of operating Jimmy's Oriental Gardens
- The history of Santa Barbara's downtown core, including architectural change and revivals, ethnic diversity, and political and economic history.
- Adobe architecture, construction and preservation
- California's Spanish and Mexican periods
- Asian American history in the American West.
- Chumash history (library collections primarily)

History of the Collections

The collections began with the founding of the Santa Barbara Trust for Historic Preservation in 1963. Materials recovered from archaeological investigations and

donations from individuals began to be collected at that time. In the early 1980s, professional archaeologists began to organize and catalog the archaeology collection belonging to the State Park, and the Presidio Research Center was formed as a repository for library materials. The foundation of the Research Center collection included the accumulated papers and research of Richard S. Whitehead, former SBTHP board president who, in his retirement from the County of Santa Barbara, undertook the research that led to the publication of *Citadel on the Channel*, a history of the construction of the Santa Barbara Presidio. In the early 1990s, SBTHP hired curatorial staff to begin developing exhibits and continue to furnish period rooms at the Presidio. During this decade, staff cataloged SBTHP's curatorial collections, including a small number of objects provided by the State to help furnish exhibit areas. SBTHP has continued to add to the collections, including archaeological material collected during the restoration of Casa de la Guerra in the 1990s, and the entire contents of the Jimmy's Oriental Gardens restaurant building when SBTHP acquired the property in 2006, which is as of yet unprocessed, and periodic donations.

Collection Content Summary

Archaeological

Since 1987 more than 10,000 catalog entries have been made representing more than 150,000 objects which were excavated at El Presidio de Santa Bárbara State Historic Park, and are therefore owned by California State Parks. The State park collection includes thousands of items recovered from Presidio Chapel and Padre's Quarters excavations conducted between 1967 and 1987. Approximately 4,300 catalog entries representing more than 27,000 objects are related to the restoration of Casa de la Guerra and are the property of SBTHP. SBTHP also houses other archaeological collections, including artifacts from test excavations at 800 Santa Barbara Street (within the recorded boundary of archaeology site CA-SBA-133), faunal remains from the Hill-Carrillo Adobe excavation, and materials recovered from excavations at the Santa Inés Mission Mills.

Archaeological collections are cataloged in accordance with the California State Parks Guidelines for the Curation of Archaeological Collections. A new accession number is requested from the State Archaeological Research Collections Facility for each excavation permitted through The State of California Resources Agency. For SBTHP-owned collections, accession numbers are created by lot number and date of the excavation.

Curatorial

The curatorial collections includes about 400 pieces of antique furniture, about 200 paintings and drawings, about 50 wooden statues, about 40 textiles including clothing, three wooden carts and about 1,500 general artifacts. Most of these objects were donated or purchased to be used to interpret SBTHP's histories properties. A few key objects in this collection have provenance related to a property, including a painting of Saint

Bárbara displayed in the Presidio Chapel which originally hung in that building, and a few shawls, a fan and a 19th century sofa donated by descendants of the de la Guerra family. Although the majority of the collection is owned by SBTHP, the collection does include about 20 objects belonging to California State Parks which were brought to the Presidio in the 1970s to help furnish exhibits.

Curatorial collections, both SBTHP and State Parks-owned objects are accessioned and cataloged in accordance with the California State Parks Museum Collections Management handbook. The roughly twenty State parks-owned objects in the collection are marked with a number designating the object as a State Parks acquisition. Paper records for the curatorial collections are maintained by SBTHP staff at the Presidio Research Center.

Library

The library collection includes about 2,500 books and thousands of photographs. While many of the photographs are owned by SBTHP, a significant number were copied for internal research purposes from other collections. The collection also includes about 250 maps, 230 video tapes and 415 audio tapes, 17 digital audio files, 40 linear feet of vertical files organized by subject, and 25 manuscript collections. Many of the audio and video records include oral history interviews which are in various states of processing. Highlights of the manuscript collections include the Pearl Chase collection, Delfina de la Guerra collection, and the Flores Collection, all of which have a direct relationship with the historic properties SBTHP manages.

Books in the collection are cataloged in MARC format. Several hundred photographs (the majority are SBTHP-owned) were assigned accession numbers in accordance with the California State Parks Museum Collections Management Handbook, in the 1990s and are recorded in a registration book. Photographs are no longer recorded by that method, although many are now inventoried on excel spreadsheets. Finding aids are available for a portion of the manuscript collections.

Education

The education collection includes over forty costumes used to outfit volunteers as presidio soldiers and female residents for SBTHP living history days. The collection also includes five reproduction muskets and two reproduction cannon fired by demonstrators during events. Other objects include about ten pieces of reproduction furniture meant to be used during programs, and about 500 props and consumables, including *manos* and *metates*, metal pots, bolts of cloth, hides, ceramics and glassware. A portion of the education collection is cataloged in a z-log, in accordance with the California State Parks Museum Collections Management Handbook procedures for recording consumables, reproductions, props and common historic objects meant to be used in education programs.

General Condition

Most of the collection is in generally good condition. Collections housed in storage, including the library collection, majority of the archaeology collection and portion of the curatorial collection, are in better condition. Curatorial collections on display suffer from dust and some insect damage. The education collection suffers from various states of wear and tear, but as the collection is meant to be used, this is not a concern.

Storage and Physical Location

Storage for collections includes:

- Presidio Research Center 215 East Canon Perdido Street: The Library and Curatorial collections are stored in this facility. The Research Center is located in a 1928 art studio building rehabilitated for this purpose in 2008. Library Collections are housed throughout the first two floors of the building. The books are housed on wood shelves in a publicly accessible reading room. Windows in the reading room are protected by UV/light blocking film. Photographs are stored in binders and boxes in archival quality sleeves. Ephemera and manuscript collections are housed in acid free folders and boxes, and in file cabinets. Maps and large images are stored in acid free folders in map cases. One fire-proof file cabinet containing library materials is stored in the Research Center basement. Curatorial collections are stored in a locked basement room designed with a concrete floor and a French drain. A compact shelving unit holds shelving for objects and painting racks. Textile are rolled in muslin and hung horizontally on wooden dowels. Five large metal pallets hold larger objects, including furniture. Storage in the Research Center is stable for now, but could become impacted in a few years' time.
- Presidio Archaeology Lab 918 Santa Barbara Street: The majority of the archaeology collections (smaller objects) are stored in the Lab. Objects excavated since 1987 are stored in polyethylene bags with tags printed on acid free paper and stored in bankers' boxes on shelves. Storage in the Lab is extremely impacted, and as excavations remain ongoing on the site, storage for archaeological materials remains a high concern.
- Education Building 219 East Canon Perdido Street: A rear room at this small building housing staff offices is used to store education collections, including costumes. The Hill-Carrillo collection of archaeological materials, making up about twenty-five bankers boxes, is also stored here on metal shelving.
- Storage shed behind Education Building, 219 East Canon Perdido Street

The storage shed contains larger objects related to the archaeology collections, including mostly architectural finishings salvaged during the restoration of Casa de la Guerra and the rehabilitation of the Presidio Research Center.

- Jimmy's Oriental Gardens Property, 216 E. Canon Perdido and Shed at 828 Santa Barbara Street

Unprocessed collections related to the acquisition of Jimmy's Oriental Gardens are stored in the basement under the house, an adjacent small garden/storage shed, and a larger metal shed, a portion of which is currently leased to a tenant. Objects are stored in boxes, packed as the restaurant was cleared in preparation to lease to a tenant.

- "Soldados room"

Some uniforms in the education collection are stored in this locked room adjacent to the tower at the Northeast corner of the Presidio. Muskets are also stored in a locked gun closet in this room.

- On Exhibit:

The remainder of the collections, mostly curatorial objects, is on display in several exhibit rooms at the Presidio and Casa de la Guerra. Objects in the Presidio Visitors Center are subject to more stable climate conditions than others. Objects displayed in the rest of the Presidio and at Casa de la Guerra are mostly incorporated into furnished period rooms in these restored and reconstructed adobe buildings. The collections on display include a combination of curatorial and education collections. Display conditions are not ideal in terms of climate, pests and cleanliness.

Uses of the Collection

The collections are used for display, public programs and research. Curatorial and Education collections, which include both period and reproduction furniture and furnishings, are used in furnished period room displays. Select objects from the Archaeology collections are also on display in exhibits. Education collections are also used during special events and programs and are handled by staff, volunteers and the public. Library collections and Curatorial collections in storage are accessible to the public through research appointments with staff at the Presidio Research Center. Images housed in the Research Center are periodically reproduced for use in exhibits. Archaeology collections are available for research by appointment with the SBTHP archaeologist. Objects are also available for loan to other museums when deemed appropriate by SBTHP.

Relationship of Collections to other California State Parks

Some of SBTHP's Curatorial, Education and Library collections are similar to collections at State Parks and other museums and historic sites that interpret California's Spanish Colonial and Mexican periods. SBTHP's Archaeological collections are unique to the properties from which they were excavated.

Collection Development Goals:

Recommended Acquisitions:

Acquisitions to the Archaeology collections, both those owned by SBTHP and the State will develop as further excavations and restoration projects occur on the properties. Priority acquisitions for the Library collections include books in relevant research fields, manuscript and photograph collections (usually donated) related to local history, SBTHP properties and SBTHP institutional history, with the caveat that appropriate storage must be provided for these materials. Objects considered for acquisition to the Curatorial collections need to be more intensely scrutinized for their relevance to SBTHP's mission, potential for display and long term storage and conservation needs. Display conditions at SBTHP properties are not ideal for the maintenance of objects, and display represents the most frequent way for the public to access curatorial collections. For this reason, object acquisitions should be focused more on educational collections (i.e. reproductions and common historic objects appropriate for hands-on use) in the future.

Recommended Deaccessions:

Objects in the Archaeology collection that have been accessioned and are directly related to SBTHP sites will not be deaccessioned. Some objects in this collection represent historic fabric samples collected during the Casa de la Guerra restoration project and have not yet been evaluated for accession. Some of this material may be determined to be inappropriate for admission into the collection. Materials incorporated into the Library collection are evaluated as they are received. In general the collection includes appropriate material in various stages of cataloging. The Education collection are periodically gleaned for broken or degraded pieces which are repaired if necessary, and those objects no longer useful, they are discarded. Many objects in the education collections are included in the Z-log, and source information is readily available for those objects in curatorial department staff records. Sources for other objects in the Education collections lie in education department staff records. The Curatorial collections should be fully evaluated for possible deaccessions. Appropriate deaccessions in this collection are highly likely. Over the past 20 years, objects were accessioned that are unrelated to SBTHP properties and interpretive goals, are reproductions better meant for Education collections, or have been damaged or degraded to the point where their integrity has been lost.

Recommended Transfers

There are no recommended transfers to California State Parks.

Collections Management Goals

1. Cataloging

Archaeology:

Complete backlog of pre-1987 cataloging and continue to catalog incoming objects as excavated.

Library:

Complete refinement of book catalog, complete cataloging of “vertical files” (ephemera). Process all uncataloged manuscript collections as well as map collection and photographs. Increase access to finding aids, indexes and inventories by adding more of this information to the SBTHP website.

Curatorial:

Complete backlog of cataloging via paper records. When dedicated staff and equipment become available, digitize catalog records. Consider uploading SBTHP collection records (or record for DPR-owned objects) to the DPR collections database (TMS). When curatorial staff is available, resume completing MCFI surveys required by State Parks for the curatorial collection.

Education:

When dedicated staff becomes available, catalog all objects appropriate for Z-log to consolidate records for props and reproductions.

2. Conservation

SBTHP completed a Collections Conservation Assessment (CCA) in 1993 through the Conservation Assessment Program of the Institute for Museum and Library Services. The CCA covered display and storage conditions for the curatorial collection. Due to limited funding and staff resources, many of the recommendations from the CCA were not implemented. Until more resources become available, staff should continue to monitor objects on display in rooms with no climate control. Some conservation work is currently handled by library staff. When resources become available, curatorial and archaeological collections, especially paper and textiles, should be evaluated for conservation needs, and the CCA recommendations should be implemented.

3. Security:

A recently upgraded security system in exhibition spaces at El Presidio SHP has improved security conditions at this site. The security system at Casa de la Guerra is adequate. Both locations have motion, smoke, contact sensors, and special armed zones left on during public open hours. Improvements can be made to secure individual

objects in period room environments that are not regularly monitored by staff during open hours. The Presidio Research Center, Archaeology Lab and Education Building all have adequate security systems. Storage facility at Jimmy's Oriental Gardens and Archaeology shed are locked, but unarmed.

4. Environmental Conditions

When dedicated staff resources become available, SBTHP should establish a pest management program to determine what locations need treatment for what kinds of pests, monitor storage and display areas for environmental conditions and fluctuations, and create a regular cleaning schedule for exhibits. As new exhibits and displays are developed and existing ones updated, consider removing sensitive objects from the Curatorial collection in locations with no climate control and replace them with z-log items from the Education collection. When staff resources become available,

5. Improved Storage

Storage conditions in the Presidio Research Center are adequate, although more should be done as resources become available to create appropriate housing for individual objects and identify locations for additional shelving and other storage units. Additional appropriate storage should be identified to address the impacted storage conditions at the Presidio Archaeology Lab. Unprocessed collection material currently housed on the Jimmy's Oriental Gardens Property and storage sheds need to be processed as resources become available, and more appropriate long term storage should be identified for the collection.

Appendix F. Educational Frameworks, Etc.

- ❖ Educational Frameworks and Standards (History-Social Science Framework)
- ❖ Education and Environment Initiative (EEI) Environmental Principles and Concepts

HISTORY-SOCIAL SCIENCE FRAMEWORK AND STANDARDS

For second grade students:

CA Standard 2.1: *"Students differentiate between things that happened long ago and things that happened yesterday."*

CA Standard 2.1.2: *"Compare and contrast their current daily lives with those of their parents, grandparents, and/or guardians."*

CA Standard 2.4.1: *"Describe food production and consumption long ago and today."*

CA Standard 2.4.3: *"Understand how limits on resources affect production and consumption (what to produce and what to consume)."*

For third grade students:

CA Standard 3.3: *"Students draw from historical and community resources to organize the sequence of local historical events and describe how each period of settlement left its mark on the land."*

CA Standard 3.3.1: *"Research the explorers who visited here, the newcomers who settled here, and the people who continue to come to this region...."*

CA Standard 3.3.2: *"Describe the economies established by settlers and their influence on the present-day economy...."*

CA Standard 3.3.3: *"Trace why their community was established, how individuals and families contributed to its founding and development, and how the community has changed over time...."*

For fourth grade students:

CA Standard 4.2: *"Students describe the social, political, cultural, and economic life and interactions among people of California from the pre-Columbian societies to the Spanish mission and Mexican rancho periods."*

CA Standard 4.2.3: *"Describe the Spanish exploration and colonization of California, including the relationships among soldiers, missionaries, and Indians...."*

CA Standard 4.2.5: *"Describe the daily lives of the people, native and nonnative, who occupied the presidios, missions, ranchos, and pueblos."*

CA Standard 4.2.7: *"Describe the effects of the Mexican War for Independence on Alta California...."*

CA Standard 4.2.8: *"Discuss the period of Mexican rule in California and its attributes...."*

For fifth grade students:

CA Standard 5.3: "Students describe the cooperation and conflict that existed among the American Indians and between the Indian nations and the new settlers."

CA Standard 5.4: "Students understand the political, religious, social, and economic institutions that evolved in the colonial era."

EDUCATION AND THE ENVIRONMENT INITIATIVE (EEI)

Approved Environmental Principles and Concepts

Environmental Principles examine the interactions and interdependence of human societies and natural systems. The nature of these interactions is summarized in the Environmental Principles and Concepts.

Principle I - People Depend on Natural Systems

Example: People depend on the food and forest products produced by natural systems and on the services that ecosystems provide such as the purification of water as it flows through wetlands.

Technical Description of the Principle and Concepts:

The continuation and health of individual human lives and of human communities and societies depend on the health of the natural systems that provide essential goods and ecosystem services. As a basis for understanding this principle:

Concept a. Students need to know that the goods produced by natural systems are essential to human life and to the functioning of our economies and cultures.

Concept b. Students need to know that the ecosystem services provided by natural systems are essential to human life and to the functioning of our economies and cultures.

Concept c. Students need to know that the quality, quantity and reliability of the goods and ecosystem services provided by natural systems are directly affected by the health of those systems.

Principle II - People Influence Natural Systems

Example: People build dams to control the path and timing of water movement through lakes and rivers.

Technical Description of the Principle and Concepts:

The long-term functioning and health of terrestrial, freshwater, coastal and marine ecosystems are influenced by their relationships with human societies. As a basis for understanding this principle:

Concept a. Students need to know that direct and indirect changes to natural systems due to the growth of human populations and their consumption rates

influence the geographic extent, composition, biological diversity, and viability of natural systems.

Concept b. Students need to know that methods used to extract, harvest, transport and consume natural resources influence the geographic extent, composition, biological diversity, and viability of natural systems.

Concept c. Students need to know that the expansion and operation of human communities influences the geographic extent, composition, biological diversity, and viability of natural systems.

Concept d. Students need to know that the legal, economic and political systems that govern the use and management of natural systems directly influence the geographic extent, composition, biological diversity, and viability of natural systems.

Principle III - Natural Systems Change in Ways that People Benefit from and can Influence

Example: Agricultural production depends on the nutrients deposited by rivers when water floods farmlands.

Technical Description of the Principle and Concepts:

Natural systems proceed through cycles that humans depend upon, benefit from and can alter. As a basis for understanding this principle:

Concept a. Students need to know that natural systems proceed through cycles and processes that are required for their functioning.

Concept b. Students need to know that human practices depend upon and benefit from the cycles and processes that operate within natural systems.

Concept c. Students need to know that human practices can alter the cycles and processes that operate within natural systems.

Principle IV - There are no Permanent or Impermeable Boundaries that Prevent Matter from Flowing between Systems

Example: The fertilizers and pesticides people use on lawns can enter the groundwater system and affect the quality of the drinking water supply.

Technical Description of the Principle and Concepts:

The exchange of matter between natural systems and human societies affects the long-term functioning of both.

As a basis for understanding this principle:

Concept a. Students need to know that the effects of human activities on natural systems are directly related to the quantities of resources consumed and to the quantity and characteristics of the resulting byproducts.

Concept b. Students need to know that the byproducts of human activity are not readily prevented from entering natural systems and may be beneficial, neutral, or detrimental in their effect.

Concept c. Students need to know that the capacity of natural systems to adjust to human-caused alterations depends on the nature of the system as well as the scope, scale, and duration of the activity and the nature of its byproducts.

Principle V - Decisions Affecting Resources and Natural Systems are Complex and Involve Many Factors

Example: numerous stakeholders as well as economic, legal and political factors that are considered in making decisions.

Technical Description of the Principle and Concepts:

Decisions affecting resources and natural systems are based on a wide range of considerations and decision-making processes. As a basis for understanding this principle:

Concept a. Students need to know the spectrum of what is considered in making decisions about resources and natural systems and how those factors influence decisions.

Concept b. Students need to know the process of making decisions about resources and natural systems, and how the assessment of social, economic, political, and environmental factors has changed over time.

Appendix G. Visitor Surveys

As described in the “Visitor Analysis” section of this IMP, a visitor survey was developed as a collaborative effort between the department and SBTHP and administered at El Presidio SHP during March, April and May 2010 by SBTHP staff and volunteers. This survey tool was based on a similar tool developed by the department’s Planning Division.

Following a brief training session provided by Wes Chapin for SBTHP Office Manager and interns, the SBTHP Office Manager coordinated administration of the surveys, conducting them on week days and supervising SBTHP interns as they administered the surveys on weekends during the survey period.

In order to obtain a random sample of visitors, every third visitor was asked whether he/she was interested in participating in the survey. If a visitor declined, staff would ask the third visitor arriving afterward. The survey consisted of three parts. When visitors agreed to participate, the surveyor would administer the first part of the survey and then ask them to return for the next parts of the survey after they had completed their tour of the park. Those visitors who returned (not all did), received the second part of the survey. The third part of the survey was a voluntary list of questions about the person’s personal demographic profile, e.g., gender, age, income, etc. If visitors agreed to complete this portion, the surveyor gave them a pen and asked them to fold the page over before returning it in order to preserve the confidentiality of this part of the survey.

A total of 97 visitors completed Part I of the survey. Forty-eight visitors returned to complete the second part, and twenty-nine visitors volunteered to complete the third part. As indicated in the Visitor Analysis section, this is a small sample size. In addition it was obtained during a very brief period of time. Additional surveying is needed over an entire year period in order to develop a more accurate and complete picture of visitation at El Presidio SHP. On-going surveying should become part of the routine operation of the park in order to detect changes in visitor use patterns.

On the following pages are a copy of the visitor survey tool used at El Presidio SHP and a tabulation of the survey results.

VISITOR SURVEY

El Presidio de Santa Bárbara State Historic Park

Instructions to Surveyors

Thank you very much for helping to collect visitor survey data over the next 6 weeks. The data you collect will help us better understand the people who visit El Presidio State Historic Park. This in turn will allow us to improve the effectiveness of the interpretive and educational services offered at this park, which are meant to give our visitors a deeper understanding of and appreciation for the preservation of California's history. From this will come increased public support for our efforts to protect and preserve this and other historic sites throughout the state. Please take a few minutes to look over the survey and familiarize yourself with the survey questions. You'll notice that there are two parts. The questions in Part 1 are meant for you to ask our visitors. Part 2 is to be handed to visitors for them to complete and return to you before they leave.

In addition, Part 1 is divided into two sections. The questions in the first section should be asked before visitors begin their tour. The questions in the second section should be asked when they return to the visitor center at the conclusion of the tour.

The survey should be given only to visitors who receive the self-guided tour brochure. Of these, the survey should be given to every third visitor. It is important to ask every third person in order to maximize sample validity. This includes the individual members of a group. In other words, if you have just surveyed a visitor and a group of three people arrive, survey one of the people in the group. If a visitor declines to be surveyed, ask the third person after him/her.

Ask visitors if they would answer a simple survey in order to help us improve the quality of our educational and other services at El Presidio State Historic Park. Let them know that as a token of our appreciation, they will receive a small complimentary gift at the conclusion of the survey. If a visitor declines to be surveyed, thank them anyway.

When starting to give a survey to a visitor, explain that it has three parts. Questions in Part 1 will be asked before they start their tour. Parts 2 and 3 are given when they return to the visitor center to receive their gift. If a visitor declines to complete the third part of the survey, thank them for completing the other parts of the survey and present them with their complimentary gift.

When asking the survey questions, try to ask the questions in the same way from survey to survey in order to minimize bias in the survey responses. Do not try to explain the questions or prompt responses by giving examples or offering suggestions. If a visitor doesn't have a response, move on to the next question.

9. Which of the following devices/activities do you use or participate in regularly? (Check all that apply)

Cell phone: 84
Smart phone: 24
Wi-Fi: 62
GPS: 48
Twitter: 14

MP3 Player (iPod, etc.): 56
Portable video player: 23
Geocaching: 3
Other: 3
Facebook/My Space: 45

10. Of the following activities, which do you expect to do at this State Park? (Surveyor: read the options and check all that apply)

Historical sightseeing: 82
Self-guided tour: 60
Visitor center/museum: 52
Photography: 46
Lecture: 9

Guided tour: 15
School program or activity: 4
Living history program: 6
Relaxing in the outdoors: 30
Other: 11

11. Which of the activities in Question 10 is the primary (most important) activity of your group as a whole during your visit?

Surveyor: "This concludes Part 1 of the survey. When you have completed your tour, please return here to complete the survey and receive your complimentary gift. Thank you."

PART 2 Surveyor: "Thank you for returning to complete your survey."

12. During your tour, did you visit the Cocina? Yes No **42 YES 6 NO**
13. During your tour, did you visit the El Cuartel? Yes No **34 YES 14 NO**

14. What did you most enjoy about your visit to this State Historic Park?

See responses below.

15. Based on what you've experienced at this park so far, are there activities and/or programs you might like here at this park that are not currently available?

See responses below.

(Surveyor: Wait for an answer.)

16. Are there any additional amenities or services you would like to have available in this State Park beyond what are currently offered?

See responses below.

(Surveyor: Wait for an answer.)

17. For the next questions, I'd like to know two things: how important the subject is to you and how satisfied you are about it. For importance, the possible answers are (read the categories). For satisfaction, the possible answers are (read the categories).

	IMPORTANCE					SATISFACTION				
	Very Important	Somewhat important	Neither important nor unimportant	Somewhat unimportant	Very unimportant	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied
17.1 Efforts to preserve the historic resources here										
17.2 Opportunities to learn about the area's history										
17.3 Overall condition of the facilities										
17.4 Feeling of safety and security										
17.5 Courtesy and helpfulness of staff										
17.6 Availability of staff										
17.7 Fees paid vs. value of experience										

18. What other comments would you like to share with us about this park?

Surveyor: "This is the end of Part 2 of your survey. Please complete the last section by yourself and return your survey sheet to me when you've finished."

To be completed by surveyor:					
Date of survey:		Day of week:		Time completed:	

VISITOR SURVEY – Supplemental
El Presidio de Santa Bárbara State Historic Park

The following survey questions are intended to give us a better idea of the characteristics of State Park visitors. Please note that your responses are anonymous and you are not identified in any way with this information.

NOTE: 29 SUPPLEMENTAL SURVEYS WERE COMPLETED DURING THIS SURVEY PERIOD.

1. What is your gender?

Male - 15
Female - 14

2. What is your age?

18-24: 1	25-34: 3	35-44: 5
45-54: 7	55-64: 6	65-74: 6
75 years and over: 2		

3. How many in your party are in the following age ranges?

1-9: 5	10-14: 0	15-24: 0
25-34: 0	35-44: 0	45-54: 0
55-64: 0	65-74: 1	75 and older: 0

4. Which ethnic group do you individually belong to? (Choose one)

Hispanic or Latino: 5	White / Caucasian: 24
Asian: 0	American Indian and/or Alaska Native: 0
Black or African American: 0	Native Hawaiian and/or other Pacific Islander: 0
Other / Multi-ethnic: 0	

5. What is your combined annual household income?

Less than \$15,000: 1	\$15,000 to \$24,999: 0
\$25,000 to 34,999: 1	\$35,000 to 49,999: 3
\$50,000 to 74,999: 6	\$75,000 to 99,999: 4
\$100,000 to \$149,000: 6	\$150,000 or more: 5

Please fold this sheet in half and hand it to the surveyor when you are finished.

Zip Codes of El Presidio SHP visitors		
Canada	02837	13159
95658	93109	07090
90042	92397	22182
91326	63122	80249
91792	92509	91773
91510	21201	93105
55305	93111	
Canada	91913	
02818	94588	
78645	90503	
93030	94132	
Lithuania	94707	
92376	07450	
01545	90242	
93103	90063	
94010	37204	
England	94550	
93105	90065	
Thailand	60604	
95237	60615	
95932	95370	
Spain	L3V1B8 (Canada)	
England	76513	
93105	94132	
93103	60172	
France	93065	
95054	90399	
Australia	Belgium	
Australia	93460	
77498	93067	
90405	91201	
54441	93060	
97141	93107	
22727	94708	
22204	93109	
91506	89444	
93105/Germany	90250	
93101	93662	
60048	Canada	
94546	93035	
93105	54023	
91040	96003	
20007	91607	
91206	98039	

Question: 14	15	16	18
What Enjoyed Most	Suggested Activities	Suggested Amenities	Additional Comment
seeing how it was set at the time	no	no	
different historical items, cocina	pottery, interaction	no	
history	more info on history books, access to records	no	
Info in Facturas room (trade, medicine, etc.)	guided tours with docent	no	Kitchen area too [in]accessible? (across street)
Diorama	More living [history?]	sign directing to entrance	More emphasis on Indian history; family discounts
	Living history	no	Great work. Good!
Rooms - the fixtures	clothes	no	
Everyday life etc. and Cocina; Good information everywhere	Push audio interaction features like at SY Mission	Parking and Restrooms	
Video was excellent	no	Parking	Very enjoyable
Authenticity	no	Parking	Concerned about exhibit across the street not attended
Pottery exhibit	no		More info on indigenous people
Impressed with work done	demos	no	
Authentic look	no	no	
Historical Readings	no	no	Great park
Chapel	no	no	Love the rose garden
Padre's quarters	no	no	Very helpful staff!
Chapel	no	no	
Learning about California history	Chapel (?)	no	
Archaeology sites	Living history		Garden Club Rude! Lack of communication.
Diversity of different things, video	Kids' activities, etchings, puzzles, living history. Weak exhibit here.	Café/ easier to plan a visit if there is café.	
What Enjoyed Most	Suggested Activities	Suggested Amenities	Additional Comment

Question 14	Question 15	Question 16	Question 18
Video, pottery, chapel, padre's, oranges on tree	re-enactments	Too much walking, more railings	Docents or student
Cocina, Cannons, Chapel			State Park Brochure gave wrong info. Said that visitor center was in pottery exhibit.
	Interactive exhibits for kids	no	
Wandering Vegetable Garden	Living History		
Fact and history. Cannons.	Cannon fights/living history soldiers	water fountain/oranges	Not enough signs in cannon room.
The Chapel/furnished rooms/"Documenting Everyday Life & Needs"	Living history	Water fountain (hard to find) sign?	Wished "Documenting" was sooner in tour. Unclear where to start from sidewalk. Comandancia --> pathways. Why go to State Park v. National Park
Chapel	No- guided tour	no	No- docent tour was great!
Visualizing	More living history	no	
Chapel - nice reconstruction colors	audio tour	water fountain	Impressed with ambition for new reconstruction; surprised by construction streets/ state parks should be free
Learning Santa Barbara's background	Guided tour	picnic area	The map was confusing.
Seeing how it has changed since last visit	More info in empty rooms	No	
Historic sight	Guided tour	no	
Comandancia	Demonstrations	no	
Video/demonstration. Living History	Garden-Vegetables/fruit	drinks	Lots of construction
Chapel, Cocina and Kiln	Demonstrations		
History: beautiful buildings; friendly staff	n/a	n/a	
(Learn about history)			
The accurate preservation	Guided tour	drinks/vending machine	

Question 14	Question 15	Question 16	Question 18
Archaeology	More art in more rooms	Video in ceramics: sound is off/Video in Canedo: too low	
What Enjoyed Most	Suggested Activities	Suggested Amenities	Additional Comment
Authenticity, meticulous care that it took to reconstruct	Children's programs; videos to schools	Maps-numbers on state park brochure doesn't have #s on map	Difficult to orient oneself and know that this is the back. Impressed with marking sensitive area
Chapel	More living history	Identify the plants on site	Increase the collection of artifacts with identification
Ceramic Exhibit	Exhibit is what we call: a book on the wall. Text in 2 different languages too hard to follow.	Restroom near visitor center	Couldn't use walker to get to ceramic exhibit
Seeing the way they lived	More living history	Ground maintenance	Dirty Cocina, rotting in cocina
The Whole Site	no	no	
The architecture	Guided tour		
Great historical info	Guided tour	Guided tour	
Seeing archaeology and reconstruction going on at the site	No	No	
Everything (Historical sightseeing)	No	BA?	
The effort that went into the accurate reconstruction	Historical context in relation to Mexican takeover, etc.	no	no

17. For the next questions, I'd like to know two things: how important the subject is to you and how satisfied you are about it. For importance, the possible answers are (read the categories). For satisfaction, the possible answers are (read the categories).

	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant	Very Satisfactory	Somewhat Satisfactory	Neither Sat or Not Satisfactory	Somewhat Unsatisfactory	Very Unsatisfactory
Our efforts to preserve historical resources here	44	4	0	1	0	35	13	0	0	1
Opportunities to learn about the area's history	38	9	1	1	0	34	10	3	0	1
Overall condition of the facilities	28	16	1	1	1	28	13	3	2	1
Feeling of safety and security	29	12	4	3	1	35	10	1	0	3
Courtesy and helpfulness of the park staff	35	10	1	0	1	40	5	0	0	2
Availability of the staff	28	13	3	1	1	34	0	1	0	2
Fees paid vs. value of your experience	32	12	2	1	1	38	6	3	0	2

Question 18
Any additional comments?
Kitchen area too inaccessible (across street)
More emphasis on Indian history; family discounts
Great work. Good!
Very enjoyable
Concerned about exhibit across the street not attended
More info on indigenous people
Great park
Love the rose garden
Very helpful staff!
Garden Club Rude! Lack of communication.
Not enough signs in cannon room.
Wished "Documenting Everyday Life & Needs" exhibit was sooner in tour. Unclear where to start from sidewalk. Comandancia --> pathways. Why go to State Park v. National Park
No- docent tour was great!
Impressed with ambition for new reconstruction; surprised by construction streets/ state parks should be free
The map was confusing.
Lots of construction
Difficult to orient oneself and know that this is the back. Impressed with marking sensitive area
Increase the collection of artifacts with identification
Couldn't use walker to get to ceramic exhibit
Dirty Cocina, rotting in cocina
Docents or student
State Park Brochure gave wrong info. Said that visitor center was in pottery exhibit.

SBTHP Marketing Survey

A brief marketing survey was developed by a former SBTHP staff member. It was administered to visitors between May and September 2010. Questions included:

- ❖ Are you a resident of Santa Barbara or visiting?
- ❖ What is the purpose of your visit?
- ❖ Is this your first visit to El Presidio SHP?
- ❖ What is your age? Your gender?
- ❖ How did you hear about El Presidio SHP?

Appendix H. Santa Barbara County Schools

(Source: <http://www.sbceo.org/>)

PRIVATE SCHOOLS IN SANTA BARBARA AND VICINITY				
Town	District	School	Grade	Enrollment
Carpinteria	N/A	Howard (Carden)	PK-7	?
Carpinteria	N/A	Cate School	9-12	265
Goleta	N/A	Coastline Christian Academy	K-8	88
Goleta	N/A	Faith Academy	K-12	50
Goleta	N/A	Montessori Center School	PK-6	310
Goleta	N/A	St. John of Damascus Academy	K-8	?
Goleta	N/A	Santa Barbara Montessori School	PK-8	?
Goleta	N/A	Waldorf School of Santa Barbara	PK-8	?
Santa Barbara	N/A	Anacapa School	7-12	50
Santa Barbara	N/A	Bishop Diego Garcia High School	9-12	300
Santa Barbara	N/A	Crane Country Day School	K-8	255
Santa Barbara	N/A	El Montecito School	K-6	160
Santa Barbara	N/A	Laguna Blanca School	K-12	420
Santa Barbara	N/A	Los Osos	7-12	?
Santa Barbara	N/A	Marymount of Santa Barbara	PK-8	216
Santa Barbara	N/A	Notre Dame School	PK-8	?
Santa Barbara	N/A	Orca School	4-6	?
Santa Barbara	N/A	Our Lady of Mount Carmel Elementary School	K-8	?
Santa Barbara	N/A	Providence Hall High School	7-12	75
Santa Barbara	N/A	St. Raphael Elem. School	PK-8	?
Santa	N/A	San Roque Elementary	NS-12	?

Barbara				
Santa Barbara	N/A	Santa Barbara Adventist School	K-8	20
Santa Barbara	N/A	Santa Barbara Middle School	6-9	110
Santa Barbara	N/A	Sunrise Montessori	NS-PK	~25
Santa Barbara	N/A	Santa Barbara Christian School	K-8	37
PUBLIC SCHOOLS IN SANTA BARBARA AND VICINITY				
Town	District	School	Grade	Enrollment
Carpinteria	Carpinteria Unified	Canalino Preschool	PK-K	12
Carpinteria	Carpinteria Unified	Aliso Elementary School	K-5	395
Carpinteria	Carpinteria Unified	Canalino Elementary School	K-5	521
Carpinteria	Carpinteria Unified	Carpinteria Family School	K-5	71
Carpinteria	Carpinteria Unified	Summerland School	K-5	52
Carpinteria	Carpinteria Unified	Carpinteria Middle School	6-8	514
Carpinteria	Carpinteria Unified	Carpinteria High School	9-12	722
Carpinteria	Carpinteria Unified	Foothill/Rincon High School	9-12	14
Total Carpinteria Unified School District				2,334
Santa Barbara	Cold Spring	Cold Spring	K-6	175
Total Cold Spring School District				175
Goleta	Goleta Union	Brandon	K-6	424
Goleta	Goleta Union	El Camino	K-6	306
Goleta	Goleta Union	Ellwood School	K-6	441
Goleta	Goleta Union	Foothill	K-6	447
Goleta	Goleta Union	Hollister	K-6	450
Goleta	Goleta Union	Isla Vista	K-6	462
Goleta	Goleta Union	Kellogg	K-6	373
Goleta	Goleta Union	La Patera	K-6	435
Goleta	Goleta Union	Mountain View	K-6	359
Total Goleta Union School District				3,697

Santa Barbara	Hope	Hope	K-6	301
Santa Barbara	Hope	Monte Vista	K-6	331
Santa Barbara	Hope	Vieja Valley	K-6	335
Total Hope School District				967
Santa Barbara	Montecito Union	Montecito Union	K-6	410
Total Montecito Union School District				410
Santa Barbara	Santa Barbara Elementary	Adams Elementary	K-6	505
Santa Barbara	Santa Barbara Elementary	Adelante Charter	K-6	251
Santa Barbara	Santa Barbara Elementary	Cleveland Elementary	K-6	390
Santa Barbara	Santa Barbara Elementary	Franklin Elementary	K-6	510
Santa Barbara	Santa Barbara Elementary	Harding University Partnership School	K-6	503
Santa Barbara	Santa Barbara Elementary	McKinley Elem	K-6	414
Santa Barbara	Santa Barbara Elementary	Monroe Elem	K-6	529
Santa Barbara	Santa Barbara	Peabody Charter School	K-6	767
Santa Barbara	Santa Barbara	Roosevelt Elementary	K-6	611
Santa Barbara	Santa Barbara	Santa Barbara Community Academy	K-6	267
Santa Barbara	Santa Barbara	Washington Elementary	K-6	599
Santa Barbara	Santa Barbara	Open Alternative School	K-8	172
Santa Barbara	Santa Barbara	Santa Barbara Charter	K-8	285
Santa Barbara	Santa Barbara Secondary	Community Day School	7-8	21
Santa Barbara	Santa Barbara Secondary	Goleta Valley Junior High School	7-8	860
Santa Barbara	Santa Barbara Secondary	La Colina Junior High School	7-8	946

Santa Barbara	Santa Barbara Secondary	La Cumbre Junior High School	7-8	469
Santa Barbara	Santa Barbara Secondary	Santa Barbara Junior High	7-8	730
Santa Barbara	SBCEO	El Puente Community School/Santa Barbara	7-12	140
Santa Barbara	SBCEO	Alta Vista High School (Continuation)	9-12	106
Santa Barbara	Santa Barbara Secondary	Dos Pueblos Charger Academy (Continuation)		18
Santa Barbara	Santa Barbara Secondary	Dos Pueblos High School	9-12	2,377
Santa Barbara	Santa Barbara Secondary	La Cuesta Continuation High School	9-12	210
Santa Barbara	SBCEO	Mission Community School (Special Needs)	K-12	10
Santa Barbara	Santa Barbara Secondary	San Marcos High School	9-12	1,836
Santa Barbara	SBCOE	Santa Barbara Alt. High School (Continuation)	9-12	31
Santa Barbara	Santa Barbara Secondary	Santa Barbara High School	9-12	2,196
Santa Barbara	SBCEO	San Marcos Bridge High School (Continuation)	10-12	25
Total Santa Barbara School District				15,600
Total All Districts in Santa Barbara and Vicinity				23,183

Appendix I. Computerized Asset Management Program (CAMP) Interpretive Activity Data for El Presidio SHP

Data related to interpretive activities is reported monthly by SBTHP to the Channel Coast District for eventual entry into CSP's CAMP. Data reporting parameters were changed in February 2011, so care should be used when comparing data from months prior to that time with subsequent data.

Year	Month	Date	Classification	Activity	Attendance	Duration
2011	May	2	Docent	SPOS	15	1
		6	Docent, Guest	LH	250	4
		7	Docent, Guest	LH	200	4
		10	Docent	Tour	82	1
		12	Docent	Tour	67	1
		12	Guest	Other	64	1
		16	Docent	Tour	45	1
		19	Guest	Other	48	1
		23	Docent	Tour	71	1
				Self-Guided	1489	1
2011	April	1	Docent	Tour	40	1
		6	Docent	Tour	62	1
		12	Docent	SPOS	15	1
		14	Docent	SPOS	50	1
		15	Docent, Guest	LH	250	4
		16	Docent, Guest	LH	400	4
				Self-Guided	1735	1
2011	March	4	Docent	Tour	28	1
		7	Docent	Tour	22	1
		15	Docent	Tour	50	1
		22	Docent	Tour	12	1
		24	Docent	Tour	72	1
				Self-Guided	845	1

2011	February	2	Docent	Tour	25	1
		15	Docent	Tour	25	1
		15	Docent	SPOS	70	1
		17	Docent	Tour	48	1
				Self-Guided	951	1
2011	January	13	Docent	Tour	25	1
		26	Docent	Tour	70	1
				Self-Guided		
2010	December	4	Docent	Tour	55	1
		9	Docent	Tour	79	1
				Self-Guided	1086	1
2010	November	5	Docent	Tour	10	1
		8	Docent	Tour	10	1
		15	Docent	Tour	36	1
		16	Docent	Tour	38	1
		19	Docent	Tour	46	1
		20	Docent	Tour	10	1
		28	Docent	Tour	25	1
		30	Docent	Tour	39	1
				Self-Guided	1078	1
2010	October	5	Docent	Tour	12	1
		12	Docent	Tour	80	1
		14	Docent	Tour	76	1
		19	Docent	Tour	15	1
		26	Docent	Tour	15	1
				Self-Guided	1459	1
2010	Sept	1	Docent	Tour	13	1
		21	Docent	Tour	15	1
		27	Docent	Tour	12	1
				Self-Guided	2712	1

2010	Aug	16	Docent	Tour	10	1
				Self-Guided	1363	1
2010	July	7	Docent	Tour	10	1
		14	Docent	Tour	14	1
		22	Docent	Tour	20	1
				Self-Guided	2227	1
2010	June	1	Docent	Tour	10	1
		15	Docent	Tour	63	1
		18	Docent	Tour	2	1
		29	Docent	Tour	10	1
				Self-Guided	1151	1
2010	May	4	Docent	Tour	8	1
		7	Docent	Tour	86	1
		10	Docent	Tour	48	1
		17	Docent	Tour	11	1
		18	Docent	Tour	72	1
		19	Docent	Tour	23	1
		19	Docent	Tour	12	1
		20	Docent	Tour	70	1
		26	Docent	Tour	105	1
		28	Docent	Tour	4	1
				Self-Guided	1752	1
2010	April	9	Docent	Tour	52	1
		13	Docent	Tour	28	1
		16	Docent	Tour	250	1
		20	Docent	Tour	49	1
		28	Docent	Tour	38	1
				Self-Guided	2356	1
2010	March	9	Docent	Tour	61	1
		10	Docent	Tour	61	1
		12	Docent	Tour	24	1
		26	Docent	Tour	20	1

		31	Docent	Tour	13	1
				Self-Guided	1272	1
2010	Feb	10	Docent	Tour	10	1
		18	Docent	Tour	72	1
		23	Docent	Tour	96	1
		26	Docent	Tour	40	1
				Self-Guided	1093	1
2010	Jan	12	Docent	Tour	37	1
		14	Docent	Tour	22	1
		27	Docent	Tour	38	1
		28	Docent	Tour	43	1
				Self-Guided	805	1

Appendix J. Interpretive Concession References

General Plan References

The El Presidio SHP General Plan makes several references to the benefits of utilizing interpretive concessions at the park.

“It is important that the uses of the Presidio bring activity and vitality to the area through social, historical, *commercial*, and educational activities.” (GP, p. 155, emphasis added)

“With careful selection, based on appropriate historic documentation, a variety of commercial/interpretive concessions will help recreate a realistic atmosphere of a mercantile center.” (GP, p. 78)

“Many areas in the Presidio are particularly suited to interpretive concessions” (GP, p. 78) and that “There should be an approximately equal allotment of space throughout the entire reconstructed Presidio for house museums, formal exhibit space, and interpretive concessions.” (GP, p. 78)

Department Operations Manual References

Chapter 9 in the Department’s Operations Manual contains the following references to interpretive concessions.

“Some park concessions, by contract, not only produce revenue, but also assist the Department in its interpretive efforts through their activities and, within historic units, their appearance. Interpretive concessions provide a ‘living’ historic environment, interactive activities, period-style food, and quality merchandise that may become lasting mementos of a visitor’s park experience.” (DOM, Chap. 9, section 0904.6.7)

“...Interpretive concessions can play a significant role in enhancing the public’s enjoyment of park resources. State Park Commission Policy I.4 ‘Operating Contracts (5.4.94) states that interpretive concessions ‘directly relate to an interpretive theme, interpretive plan or general plan for the unit.’ Interpretive concessions may invite visitor involvement as well as offer lasting mementos of the park experience. Interpretive concessionaires must have, or be willing to develop, the special knowledge, experience, skills, or abilities appropriate to the interpretive needs of the park.

“The primary sources of revenue for an interpretive concession should be derived from products or services that are in themselves interpretive or representative of the natural, cultural or recreational resources of the park. Refer to the DOM 1900, Concessions and Reservations, as well as the Concessions,

Reservations, and Fees Division of California State Parks, for more information and specific policies concerning state park concessions.” (DOM, Chap. 9, section 0908.5)

“Interpretive Concession Policy - Interpretive concession contracts will state the interpretive goals and objectives to be achieved by the concession. Interpretive concession staff members will be trained to manage and support contract goals and objectives.” (DOM, Chap. 9, section 0908.5.1)

(Inside of back cover)

