

MEMBERS OF THE PUBLIC MAY PARTICIPATE BEFORE THE MEETING by emailing HistoricPreservationCommission@TorranceCA.Gov and write "Public Comment" in the subject line. In the body of the email include the item number and/or title of the item with your comments. All comments emailed by 2:00 p.m. on the date of the meeting will be included as a "Supplemental" and uploaded to <https://www.torranceca.gov/government/city-clerk/commissions-and-advisory-boards/historic-preservation-commission/agendas-minutes/-folder-5167>.

Comments received after 2:00 p.m. will be uploaded the following day to the previously noted web address.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk's office at (310) 618-2780. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. [28CFR35.102-35.104 ADA Title II]

The Historic Preservation Commission is an advisory body to the City Council that meets on the third Thursday of each month at 6:30 P.M.. All meetings are open to the public. Speakers are asked to complete a "Speaker Information" card (available at the meeting) and deposit it in the box at the podium. No new items will be discussed after 11:00 p.m. If there are items remaining, they will be heard at the next regular meeting.

Actions of the Community Development Director or Planning Commission may be appealed by the applicant, City Council, City Manager, or other interested parties by filing a written notice of appeal along with the required appeal fee with the City Clerk within 15 days of the action.

Staff reports are attached to the agenda and available for review online. Questions or concerns may be directed to Commission Liaison, Planning Manager Gregg Lodan, at 310.618.5990. Agendas and Minutes are posted on the City of Torrance Home page www.TorranceCA.gov.

**TORRANCE HISTORIC PRESERVATION COMMISSION AGENDA
WEST ANNEX COMMISSION MEETING ROOM CITY HALL
3031 TORRANCE BOULEVARD
TORRANCE CA 90503
THURSDAY, AUGUST 17, 2023
REGULAR MEETING
6:30 PM**

HISTORIC PRESERVATION COMMISSION MAY TAKE ACTION ON ANY ITEM LISTED ON THE AGENDA

1. CALL MEETING TO ORDER

ROLL CALL: Commission Members: M. Higginbotham, Kartsonis, O'Donnell, Schwartz, Trivelli, Weideman, and Chairman G. Higginbotham

2. FLAG SALUTE

3. REPORT OF THE STAFF ON THE POSTING OF THE AGENDA The agenda was posted on the Public Notice Board at 3031 Torrance Bl. and on the City's Website on Thursday, August 10, 2023.

4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND/OR SUPPLEMENTAL ITEMS

5. ORAL COMMUNICATIONS #1 (Limited to a 15 minute period)

This portion of the meeting is reserved for comment on items not on the agenda or on topics of interest to the general public. Under the Ralph M. Brown Act, Commissioners cannot act on items raised during public comment, but may respond briefly to statements made or questions posed; request clarification; or refer the item to staff. Speakers under this Public Comment period will have no longer than 1 minute per speaker.

6. CONSENT CALENDAR

Matters listed under the Consent Calendar are considered routine and will be enacted by one motion and one vote. There will be no separate discussion of these items. If discussion is desired, that item will be removed by a Councilmember from the Consent Calendar and considered separately.

6A. Approval of Minutes: June 15, 2023

7. ADMINISTRATIVE MATTERS

7A. Outreach efforts/City Yard Open House/Rock around the Block debrief

8. PUBLIC HEARINGS - NONE

9. COMMISSION ORAL COMMUNICATIONS

10. ADJOURNMENT

10A. Adjournment of Historic Preservation Commission Meeting to Thursday, September 21, 2023, at 6:30 p.m.

**MINUTES OF A REGULAR MEETING OF THE
TORRANCE HISTORIC PRESERVATION COMMISSION AGENDA**

1. CALL MEETING TO ORDER

The Torrance Historic Preservation Commission convened in a regular session at 6:31 p.m. on Thursday, June 15, 2023, in the West Annex Meeting Room.

ROLL CALL

Present: Commissioners G. Higginbotham, M. Higginbotham, Kartsonis, O'Donnell, Trivelli, and Chair Weideman.

Absent: None.

Also Present: Senior Planning Associate Carolyn Chun, Planning Associate Kevin Joe, and Community Development Assistant Riley Symons.

2. FLAG SALUTE

Commissioner G. Higginbotham led the Pledge of Allegiance.

3. REPORT OF THE STAFF ON THE POSTING OF THE AGENDA

Senior Planning Associate Chun reported that the agenda was posted on the Public Notice Board at 3031 Torrance Boulevard and on the City's Website on Friday, June 9, 2023.

4. ANNOUNCEMENT OF WITHDRAWN, DEFERRED, AND / OR SUPPLEMENTAL ITEMS

None.

5. ORAL COMMUNICATIONS

None.

6. CONSENT CALENDAR

6A. APPROVAL OF MINUTES: MAY 18, 2023

MOTION: Commissioner O'Donnell moved to approve the May 18, 2023, minutes as presented. Commissioner M. Higginbotham seconded the motion; a roll call vote reflected unanimous approval.

7. **ADMINISTRATIVE MATTERS**

7A. **PRESENTATION – CITY OF TORRANCE EMERGENCY OPERATIONS CENTER PRESENTATION BY EUNIQUE DAY, EMERGENCY SERVICES COORDINATOR, OFFICE OF EMERGENCY SERVICES**

Emergency Service Coordinator Eunique Day presented Item 7A, presenting the role the city has in the time of natural disaster and how one can best prepare themselves:

- What's important in the time of natural disaster: get a kit, plan, and be prepared.
- Pre-disaster Planning: Eliminate hazards by securing objects that can fall over and properly storing hazardous material in case of a natural disaster. Plan by making your home self-sufficient for 5-7 days.
- When a natural disaster occurs, first responders will focus on critical infrastructures, facilities, and services, making sure they are stabilized in the first few days of the incident.
- Twice a year, the Community Emergency Response Team is trained by the Torrance Fire / EMS Department; the course can be taught on demand if at least (20) people have volunteered to be trained.
- The City of Torrance has a natural disaster hotline number: (310) 618-2320.

Commissioner Trivelli requested that the 1620 AM station be fixed. Emergency Service Coordinator Day replied that she can reach out to the Cable and Communications Office.

Commissioner O'Donnell stated that a block-by-block organization / neighborhood alert plan is needed in cases of emergency. Emergency Service Coordinator Day replied that the city will be hiring a Community Services Manager that can assist with the block-by-block program.

Members of the Commission spoke.

7B. **APPOINT COMMISSION CHAIRPERSON AND VICE CHAIRPERSON**

MOTION: Commissioner O'Donnell moved to nominate G. Higginbotham as Chair. Chair Weideman seconded the motion; a roll call vote reflected unanimous approval.

MOTION: Chair Weideman moved to nominate Commissioner Trivelli for Vice Chair. Commissioner G. Higginbotham seconded the motion; a roll call vote reflected unanimous approval.

8. **PUBLIC HEARINGS**

None.

9. COMMISSION AND STAFF ORAL COMMUNICATIONS

Members of the Commission spoke.

Commissioner O'Donnell requested to know the number of surveys submitted at the City Yard Open House. Senior Planning Associate Chun replied that the numbers can be provided during the August 2023 meeting.

Senior Planning Associate Chun provided each Commissioner with a copy of the Historic Preservation Torrance Proclamation.

Senior Planning Associate Chun announced the Rock Around the Block event taking place, July 20, 2023. Senior Planning Associate Carolyn Chun stated that staff has secured a spot and inquired on Commissioner attendance; members of the Commission responded.

10. ADJOURNMENT

MOTION: At 7:17 p.m., Commissioner Kartsonis moved to adjourn the meeting to Thursday, August 17, 2023, at 6:30 p.m. in the West Annex Meeting Room. Commissioner M. Higginbotham seconded the motion; a roll call vote reflected unanimous approval.

###

Agenda Item No. 7A

To: Members of the Historic Preservation Commission
From: Community Development Department
Date: August 17, 2023
Subject: Outreach efforts/City Yard Open House/Rock around the Block debrief

Per the request of the Historic Preservation Commission, Staff has conducted outreach to raise awareness about the Historic Preservation program. During Historic Preservation Month (May), Staff worked with the CitiCABLE team to post one historical fact per day on the City's Instagram and Facebook accounts, the survey metrics are attached. Staff also set up a booth at the City Yard Open House and the Rock Around the Block event for the Commissioners to interact with the public and seek out potential future landmark sites. Staff created a survey and asked the public to participate at both events to better gauge the public's awareness of Historic Preservation.

Historic Preservation Month

Upon request of the Historic Preservation Commission, the Month of May, 2023 was designated as Historic Preservation Month by the Torrance City Council at their regular meeting on May 9th, 2023. Several Historic Preservation Commissioners were present as Commissioners Gene and Mia Higgenbotham accepted the Proclamation from the City Council.

Staff worked with the CitiCABLE department to post on Instagram and Facebook, one historical fact about the City of Torrance each day of the month of May. Attached are the metrics and scope of the outreach. (Attachment #1)

- ❖ Facebook
 - Top post was Torrance High: First Torrance Property on the National Register of Historic Places
 - The top post reached 74,059 users and engaged with 2,515 times.

- ❖ Instagram
 - Top post was Torrance High: First Torrance Property on the National Register of Historic Places
 - The top post garnered 516 likes and the top three posts garnered almost 1,200 likes and 27 comments

Website Traffic and Engagement

- ❖ During the month of May, 2023, the Historic Preservation page of the City Website experienced growth in users and views. The page had 237 users in May, a 169.3% increase from April. The page also had 266 views in May, a 112.8% increase from April. New users also increased from 53 in April to 163 in May. Users are classified as individual visitors to the page, and views account for the number of screens that saw the page. A user may view multiple times. This increase of first-time visitors to the page indicates the success of the social media and outreach efforts.

Useful definitions:

- ❖ "Post Impressions" is the number of times a post was visible in timelines or feeds on social media platforms.
- ❖ "Post reach" is the number of people who saw any of your posts at least once. This metric is estimated.
- ❖ "Post engagement" refers to the total number of actions people take involving your posts. This includes liking/reacting, commenting, sharing, claiming your offers, clicking the link, etc.

City Yard Open House

On June 10th, 2023 the City of Torrance held their biannual City Yard Open House. The Torrance, City Yard Open House is an event held at the City Yard to showcase and educate the public about City services, resources, and programs. Staff prepared a booth promoting the Historic Preservation program and created a survey to gage the public's awareness of the program. Commissioners and Staff manned the booth and interacted with the public from 10am through the events end at 2pm. Both Staff and Commissioners answered questions about the Historic Preservation program and encouraged the public to take the survey. Staff prepared customized sunflower seed packets as a giveaway to entice survey participation and interaction. The interactions were positive and survey responses indicated many learned about the program that day. Results from the survey are attached (Attachment #2). We received 30 survey responses during the event. The attached charts show that a majority of residents were unaware of the program and its benefits. 13% of responses indicated that they had heard that May was Historic Preservation Month from our social media outreach efforts. We had one response indicating they were interested in designating their home as a historic landmark.

Rock Around the Block

On July 20th, 2023 the Torrance Historical Society hosted the Rock around the Block event in Downtown Torrance. Commissioners and Staff interacted with the public and spread awareness about the Historic Preservation program. The level of interaction was significantly less than at the City Yard Open House event. However, there was one party interested in the Landmark process for their home.

Conclusion and Moving Forward

The Social Media campaign was a success and resulted in a positive public response. The presence of the Historic Preservation Program and Commissioners at the City Yard Open House and Rock Around the Block event increased public awareness and as a result, at least two homeowners have indicated interest in designating their property as a Historic Landmark. The outreach efforts resulted in elevated public interaction with the Historic Preservation webpage. Due to the productive results of these efforts, Staff recommends the Commission discuss future events to continue to expand program participation.

Prepared by,



Riley Symons
Planning Assistant

Respectfully submitted,



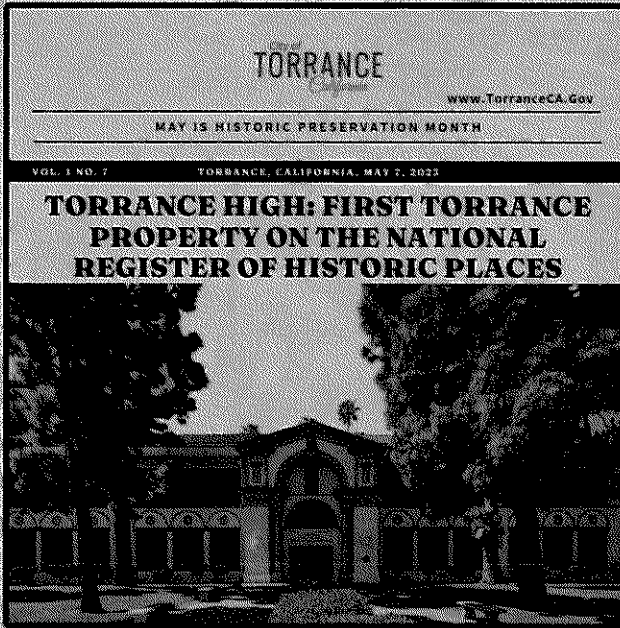
Gregg Lodan
Planning Manager

Attachments:

1. Social Media outreach data
2. Survey results

FACEBOOK

TOP POSTS



Post Impressions ¹ 76,453 Post reach ¹ 74,059 Post Engagement ¹ 2,515

Interactions						¹
931	160	0	13	0	0	
	Reactions					1,099
	Comments					119
	Link Clicks					48
	Shares					106

FACEBOOK

TOP POSTS



Post Impressions ⓘ

61,074

Post reach ⓘ

59,788

Post Engagement ⓘ

1,620

Interactions ⓘ



625



81



0



2



0



0



Reactions

708



Comments

44

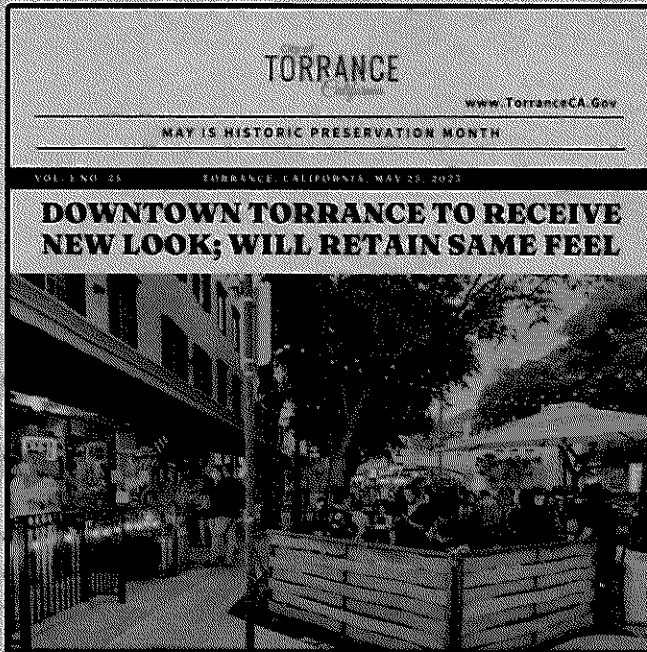


Shares

49

FACEBOOK

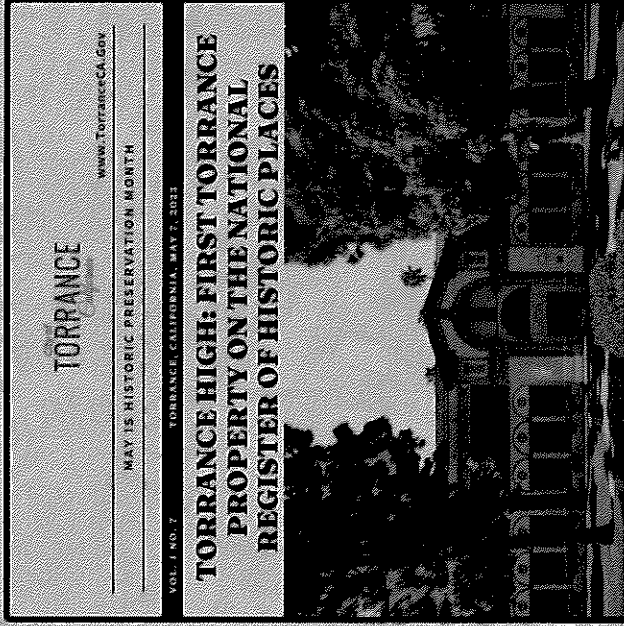
TOP POSTS



Post Impressions ⓘ	Post reach ⓘ	Post Engagement ⓘ			
20,006	19,819	661			
Interactions ⓘ					
136	13	0	0	0	0
Reactions					149
Comments					25
Shares					7
Other Clicks					421

INSTAGRAM

TOP POSTS



Post interactions

644

Likes

516

Shares

92

Saves

27

Comments

9

Profile activity ⓘ

135

Profile Visits

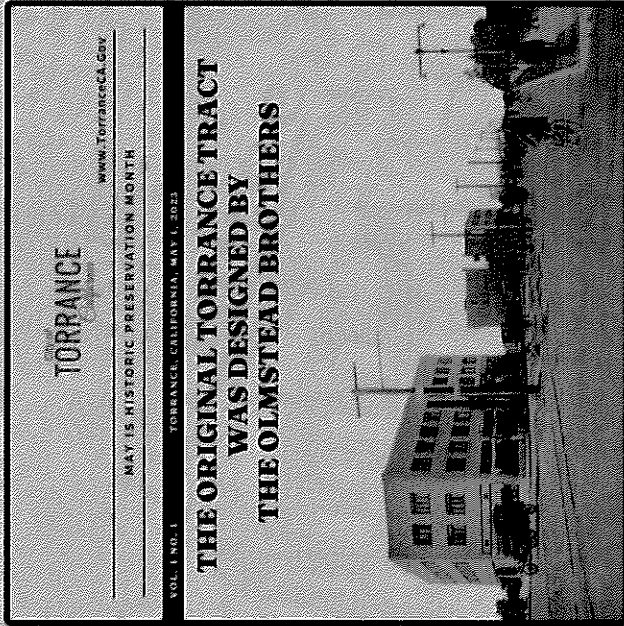
124

Follows

11

INSTAGRAM

TOP POSTS



Post interactions	563
Likes	455
Shares	69
Saves	25
Comments	14
Profile activity	95
Profile Visits	87
External link taps	6
Follows	2

INSTAGRAM

TOP POSTS



Post interactions

Likes

261

Shares

226

Saves

16

Comments

15

4

Profile activity ⓘ

Profile Visits

54

Follows

50

4

WEBSITE

KEY METRICS

- **Views:** The number of app screens or web pages your users saw. Repeated views of a single screen or page are counted.
- **Users:** The total number of active users.
- **Views per User:** The average number of mobile app screens or web pages viewed per user.
- **Average Engagement Time:** The average length of time that the app was in the foreground, or the web site had focus in the browser.

WEBSITE

APRIL 2023

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	125 100% of total	88 100% of total	1.42 Avg 0%	1m 04s Avg 0%
1 /our-city/community-development/planning-division/historic-preservation	125	88	1.42	1m 04s

MAY 2023

Page path and screen class	↓ Views	Users	Views per user	Average engagement time
	266 100% of total	237 100% of total	1.12 Avg 0%	0m 36s Avg 0%
1 /our-city/community-development/planning-division/historic-preservation	266	237	1.12	0m 36s

- Views: + 112.8%
- Users: + 169.3%
- Views per user: - 21.1%
- Average Engagement Time: - 28 seconds

WEBSITE

KEY METRICS

- **New Users:** The number of users who interacted with your site or launched your app for the first time.
- **Engaged Sessions:** The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.
- **Engagement Rate:** The percentage of engaged sessions (Engaged sessions divided by Sessions).
- **Engaged Sessions per User:** Number of engaged sessions per user (Engaged sessions/Users).
- **Average Engagement Time:** The average length of time that the app was in the foreground, or the web site had focus in the browser.

WEBSITE

APRIL 2023

First user default channel group ▾ +		↓ <u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>
		53 100% of total	56 100% of total	41.48% Avg 0%	0.64 Avg 0%	1m 04s Avg 0%
1	Direct	32	29	42.65%	0.67	1m 02s
2	Organic Search	21	27	40.3%	0.60	1m 06s

- Direct: Defined as users who arrive at your site via a saved link or by entering your URL
- Organic Search: Defined as users who arrived at your site via organic-search results by search engines

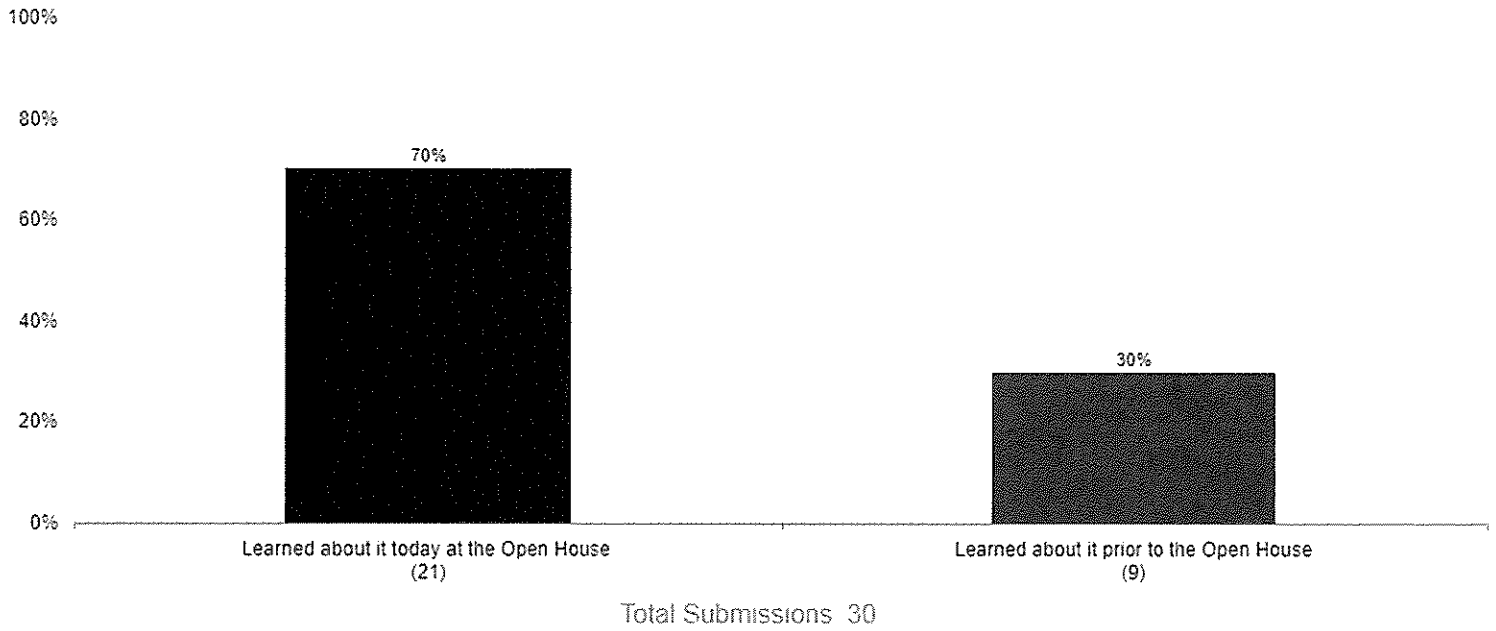
WEBSITE

MAY 2023

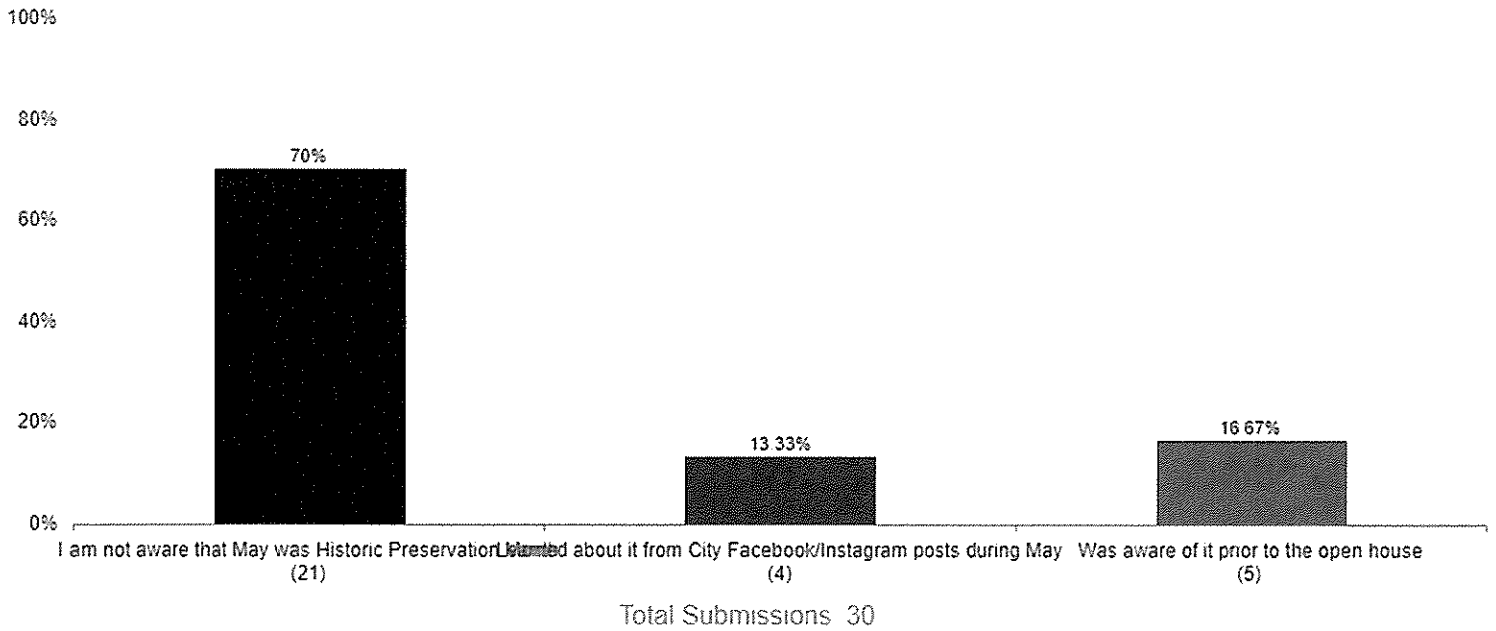
First user default channel group ▾ +		↓ <u>New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>	<u>Engaged sessions per user</u>	<u>Average engagement time</u>
		163 100% of total	125 100% of total	41.39% Avg 0%	0.53 Avg 0%	0m 36s Avg 0%
1	Organic Social	90	44	32.35%	0.35	0m 11s
2	Organic Search	33	43	50.59%	0.78	1m 13s
3	Referral	27	20	68.97%	0.71	1m 18s
4	Direct	13	18	34.62%	0.67	0m 33s

- Organic Social: Defined as users who arrive at your site on social sites
- Referral: Defined as users who arrive at your site on other sites/apps (e.g. blogs or news sites)

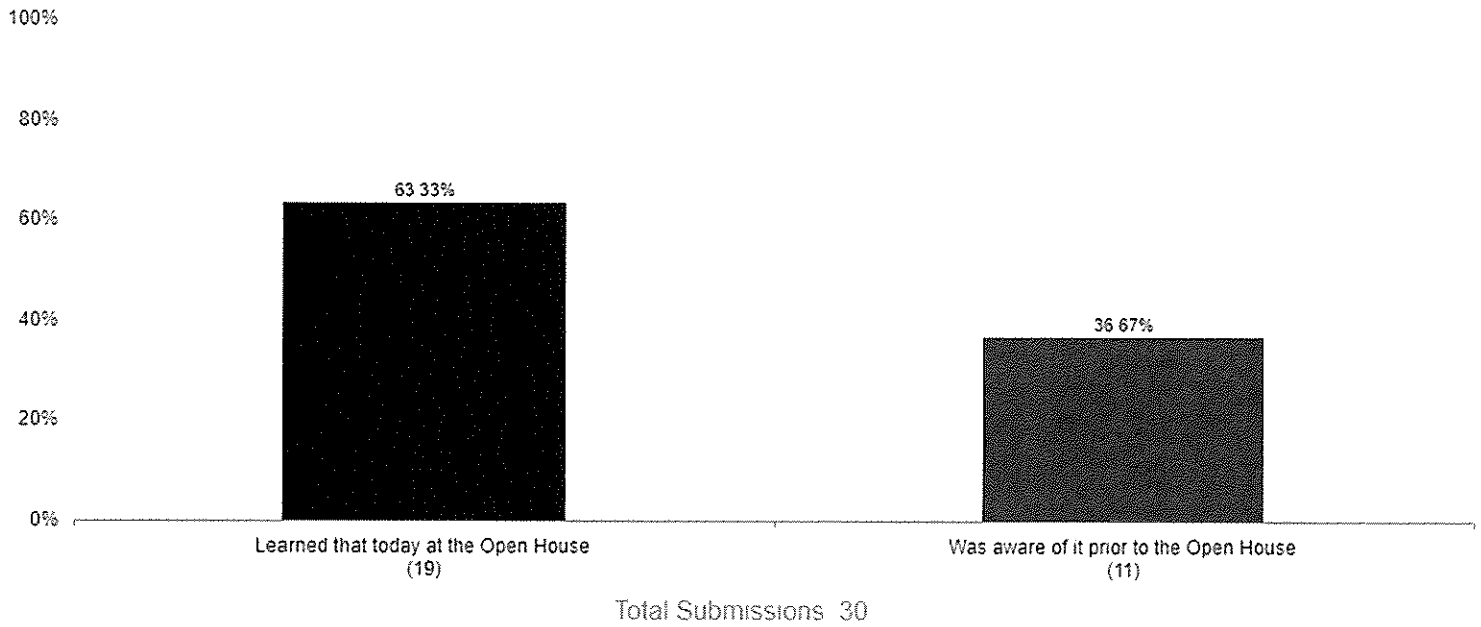
When did you learn about the City's Historic Preservation Program?



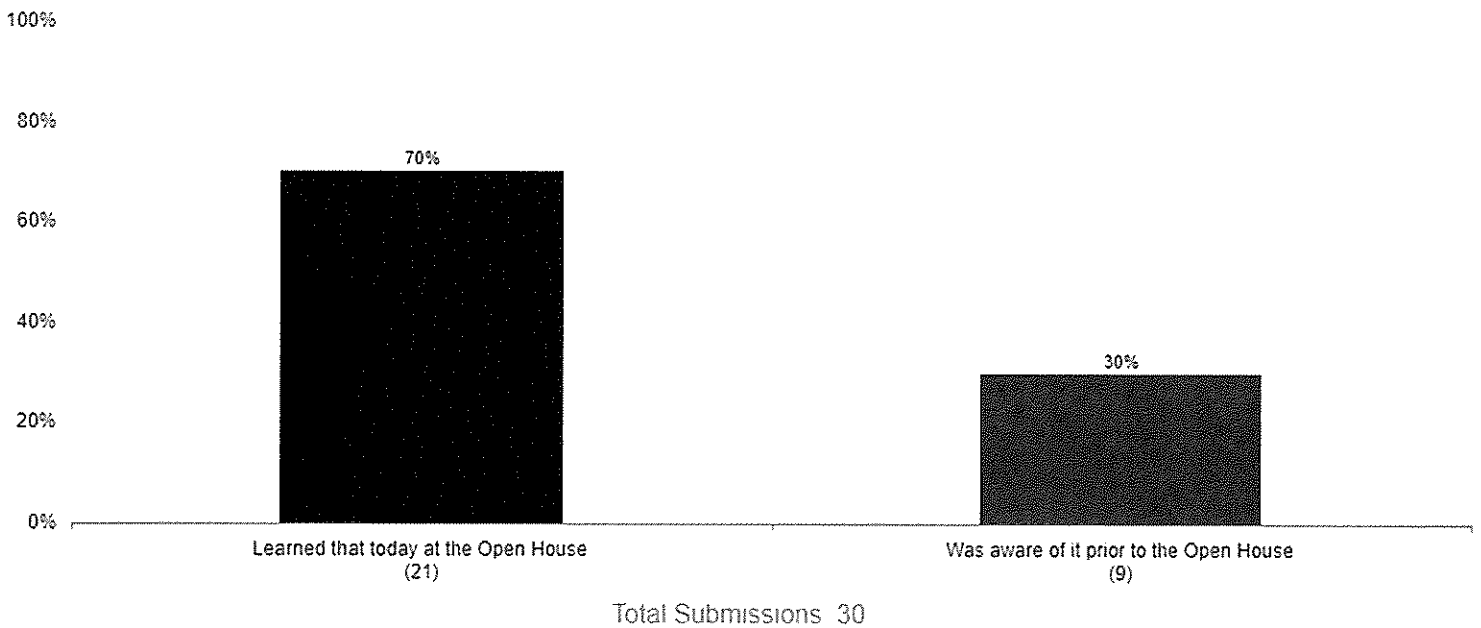
Were you aware that May was Historic Preservation Month?



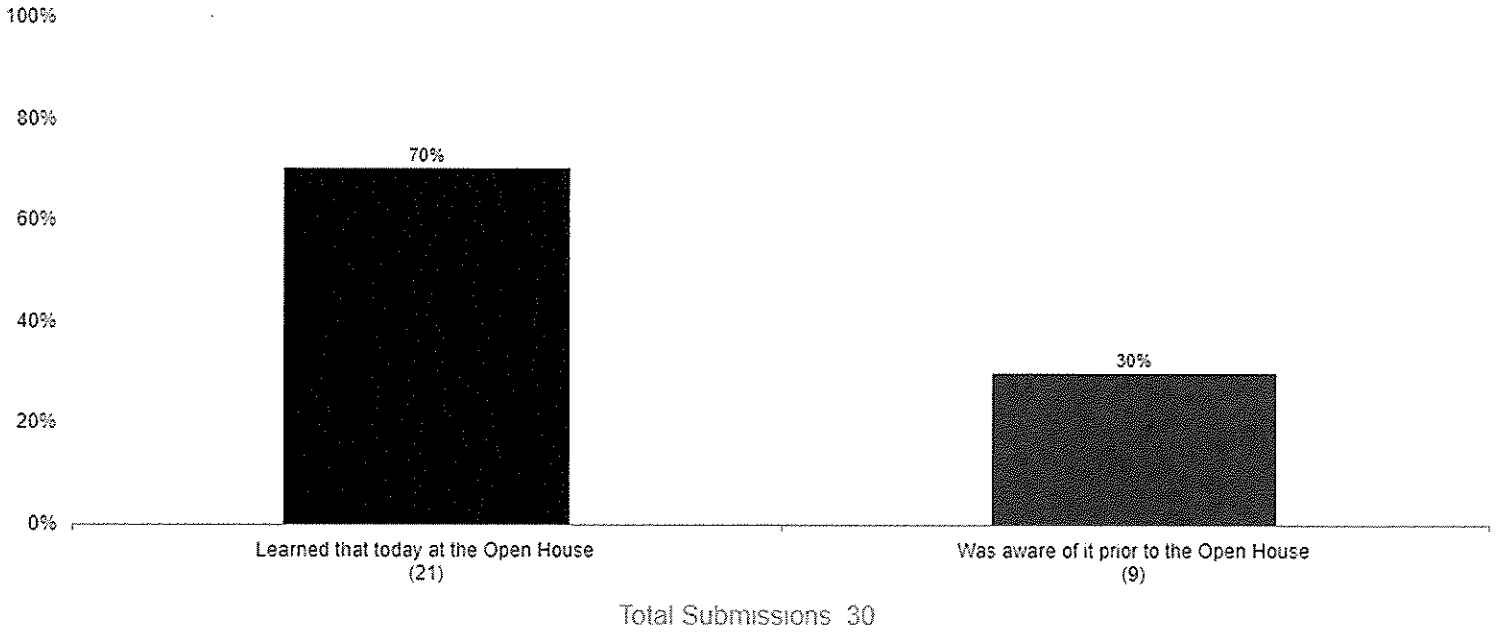
Did you know that a property owner can apply to designate their home as a Historic Landmark?



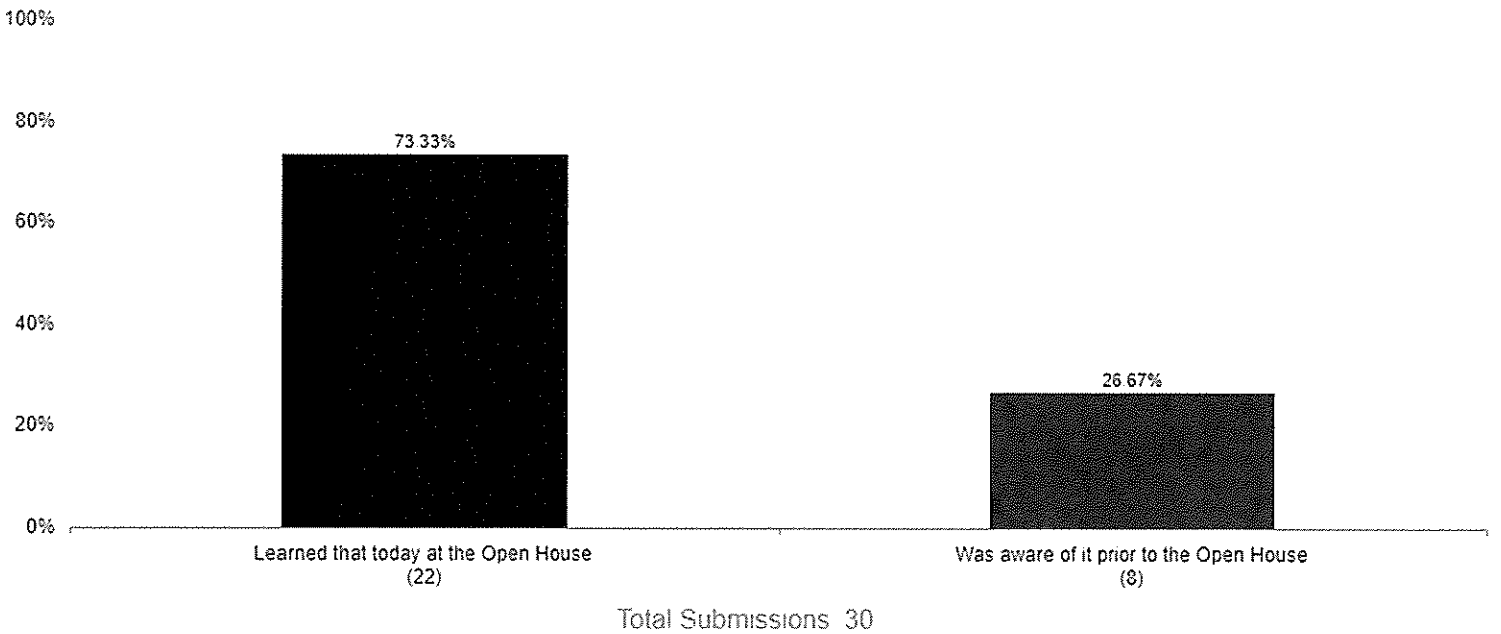
Did you know that designated properties may still make improvements such as remodels, additions, adding ADU's or second units, and interior remodels?



Are you aware that designated properties may be able to reduce their property taxes through the Mills Act Program with the savings allocated to repairs, restoration, or maintenance of the property?



Are you aware that studies have shown that properties in designated Historic Districts have higher appreciation rates than similar homes outside Historic Districts?



Are you interested in applying for Landmark status for your property?

