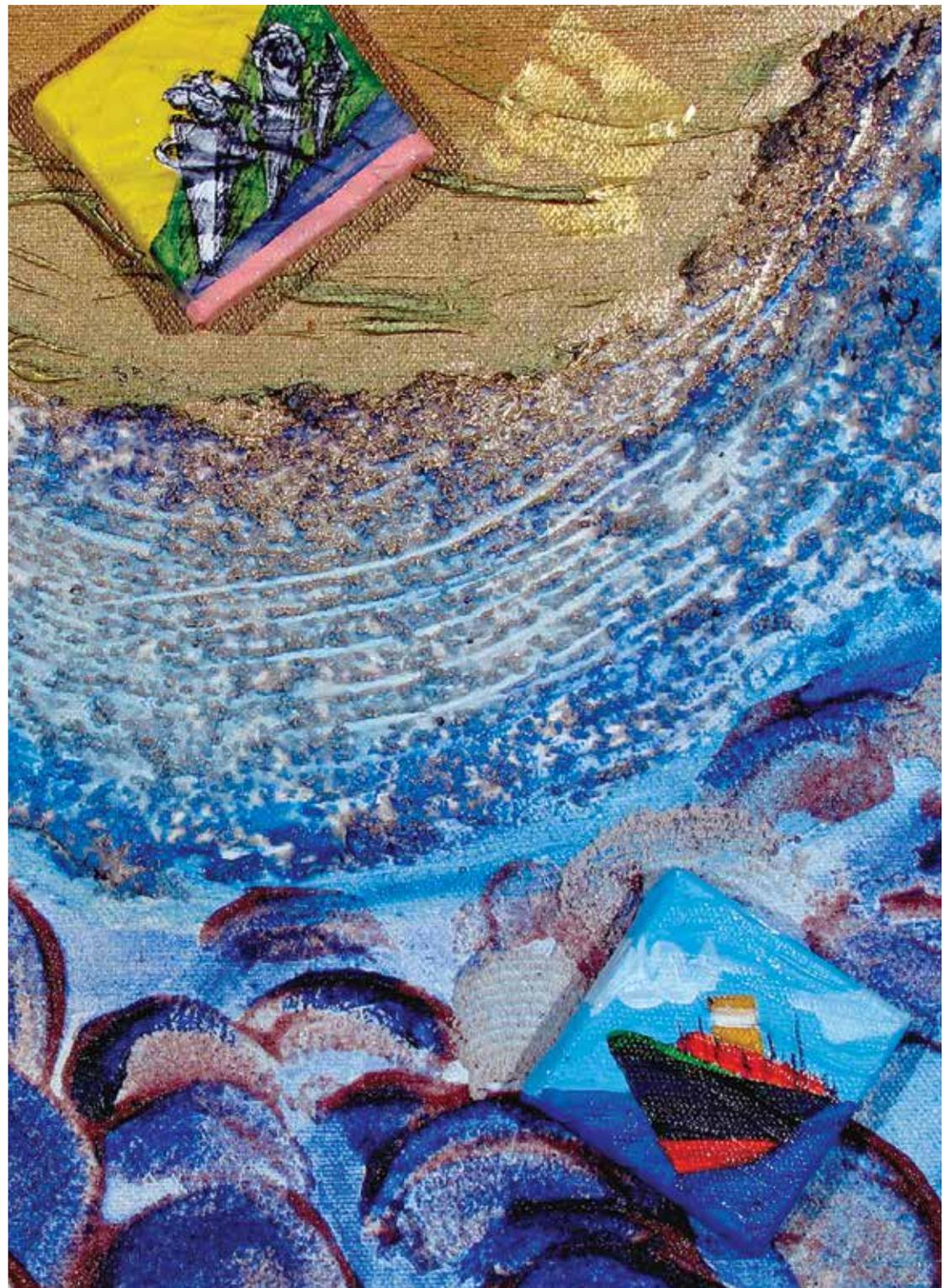




National Historical Park
Richmond General Plan 2030



Community Vision

Richmond, California in 2030

The popular Rosie the Riveter/World War II Home Front National Historical Park celebrates Richmond's diverse and unique history and role in the World War II home front effort. The City continues to support and partner with the National Park Service in maintaining this world-class destination in Richmond that is a source of pride in the community.

The City's living heritage draws visitors from around the Bay Area and across the country. Wayfinding and interpretive signage encourages visitors to explore and experience a number of places throughout Richmond that convey home front stories and themes. Safe and convenient connections are provided between the resources in Central Richmond and the shoreline. A range of transportation options including pedestrian-friendly streets, multi-modal trails and the Cultural Heritage Water Trail provide convenient connections between nationally-significant points of interest, a new Marina Bay ferry terminal and other cultural and historical sites along the southern waterfront.

The National Historical Park successfully highlights and preserves Richmond's cultural and historical heritage for current and future generations while supporting community and economic development opportunities. Richmond citizens embrace their history, celebrate their contribution to victory in World War II and continue to share their amazing stories with the rest of the country.



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National Historical Park

In the year 2000, the City of Richmond dedicated the Rosie the Riveter Memorial at Marina Bay Park. That same year, the United States Congress passed legislation to establish Richmond's Rosie the Riveter/World War II Home Front National Historical Park to encompass a series of shoreline parks and a number of meaningful structures and sites along the waterfront and in nearby neighborhoods. The Park was created in part because of the successful grassroots efforts to commemorate the millions of women who worked on the World War II home front and because, after additional study by the National Park Service, Richmond was found to retain one of the largest collections of World War II-era sites and structures with which to tell the story of government, industry and citizen efforts that led to victory in World War II.

The National Historical Park Element:

- Reviews highlights of the City's role in the World War II home front;
- Describes the collection of historic resources associated with Richmond's National Historical Park;
- Highlights key findings and recommendations based on an existing conditions analysis;

- Defines a goal for developing and preserving home front resources;
- Identifies policies and actions to develop the National Historical Park and other home front resources to their full potential;
- Provides a summary table identifying lead responsibilities for each implementing action; and
- Reviews the existing regulatory framework that guides planning efforts related to the National Historical Park.

Purpose of the Element

The National Historical Park Element establishes a framework for fully developing a national caliber park facility that celebrates Richmond's role in the home front effort and serves as a source of inspiration and pride for the entire nation. Resources significant to the home front effort range from shipyards and shoreline parks to buildings along the waterfront and in nearby neighborhoods. Since the Rosie the Riveter/World War II Home Front National Historical Park is in an initial phase of development, this Element plays an important role in identifying policies and actions to shape a preferred future for the sensitive treatment of these

resources, and ensuring safe and convenient access to these resources so that they may be widely appreciated now and in the future.

Legal Requirement

This National Historical Park Element is not required by California State law. Richmond City officials and residents are committed to commemorating the home front effort and contributions to wartime industry in partnership with the National Park Service. Dedicating a General Plan element specifically to the Rosie the Riveter/World War II Home Front National Historical Park ensures that home front resources remain paramount in broader planning efforts involving use of the shoreline and access to cultural resources. This Element will also inform the National Park Service General Management Plan in shaping a preferred alternative for long-term Park development. The National Historical Park Element will be adopted pursuant to the State of California Code which grants authority to jurisdictions to adopt General Plan elements that relate to the physical development of the jurisdiction (Code Section 65303).¹



Highlights of Richmond's Home Front Era²

If there is a place in America that could be called the quintessential World War II home front boomtown, it is Richmond, California. Between 1940 and 1945, tens-of-thousands of workers streamed into the City to support wartime industries while public and private entities expanded to keep the City's burgeoning population housed, healthy, schooled and highly productive.

The following historical themes are represented at sites and structures throughout Richmond.

Richmond's Wartime Mobilization

The cultural transformation caused by wartime mobilization reverberated throughout Richmond. Between 1940 and 1943, Richmond's population soared from 23,600 to over 93,700, with workers migrating from all over the country. The City was home to four Kaiser shipyards, the largest shipbuilding complex in history. The shipyards housed the most productive wartime shipbuilding operations of World War II, launching 747 ships during the war. The City was also home to approximately 55 war-related industries—more than any other city of its size in the United States. These included new industries as well as existing plants and facilities that were converted to wartime production. During this period the Port of Richmond became the second leading port on the Pacific Coast and 12th in the United States.



The Kaiser Shipyards built 747 ships and was the most productive shipyard for the World War II home front effort.

Shipyard Workforce

At peak production in 1943-44, the Richmond shipyards had a workforce of more than 90,000 employees. In the first months of operation as the shipyards were being constructed, many of the employees came from agricultural and mining areas in northern California. As the demand for ships escalated in late 1941 with America's entry into the war, more workers were needed than the regional population could provide. As a result, Kaiser sent 170 recruiters across the United States to find workers resulting in a massive migration to and resettlement in Richmond. By the end of the war, Kaiser was responsible for bringing nearly 38,000 workers to Richmond by fronting their train fare with another 60,000 arriving on their own with recruiter referrals.

The San Francisco Bay shipyards, including those at Richmond, were among the first defense industries to employ women and minorities in substantial numbers. By 1944, women constituted 27% of



Women and men came from all over the country to work at the shipyards.

the workforce in the Richmond shipyards. While industries such as shipbuilding, iron and steel production employed the greatest number of women in the manufacturing sector, thousands of women also worked in machine shops, auto plants, military supply and ordnance, communications, electrical parts plants and food processing in Richmond and throughout the nation.

California's shipyards, including Richmond's, represented the biggest single opportunity in the country's history for African-Americans to obtain higher-paying industrial work. By 1944, the Kaiser shipyards at Richmond employed more than 10,000 African American workers. Many of the workers—white and black—came from the southern states of Texas, Oklahoma, Arkansas, Mississippi and Louisiana. In 1940, African Americans accounted for 1.1% of the population and by 1950 that number increased to 13.4%. The multi-ethnic popula-



Rosies: Women in the Workforce

To support the war effort, women entered the workforce and exploded myths about what they could and could not do. They were called “Rosies” after a popular song, “Rosie the Riveter.” While women did work as riveters as the song implies, most women actually worked as welders, burners, ship-fitters and expeditors. Kaiser was among the first defense contractors to employ women in substantial numbers. At its peak, there were approximately 24,500 women on Richmond’s Kaiser Shipyard payroll. By 1944, women constituted 27% of the workforce in the Richmond shipyards, accounting for more than 41% of all welders and 24% of all craft employees. In addition to their predominant contributions to shipbuilding and iron and steel production, women throughout the nation also strengthened the war effort with work in other industries such as machine, auto and electrical parts plants; military supply; communications; and food processing.

tion established at this time continues to be one of Richmond’s distinguishing characteristics.

Other local minorities also found employment opportunities in the Kaiser shipyards. In an abrupt reversal of past practices, Chinese Americans were mobilized for the war effort. They played an active role in Bay Area shipbuilding and other defense work. In early 1943, Kaiser employed more than

2,000 Chinese-American workers, the majority of whom were local residents. Increasing numbers of Mexican Americans also found employment in the shipyards, thus intensifying the crowding and expansion of Richmond’s small pre-war Mexican-American community that had centered near the Santa Fe Railroad yards. Although Italian Americans had constituted Richmond’s largest ethnic group before World War II, ethnic-specific organizations in the City by the end of the war included Gustav Vasa, Croatian Fraternal Union of America, United Negro Association of North Richmond, Jewish Community Service of Richmond and Hadassah.

By 1940, the Richmond population also included a small group of American Indians. Most of them lived at the west end of Macdonald Avenue in converted boxcars and cottages provided by the Santa Fe Railroad, who negotiated rights-of-way agreements to cross Indian lands in the west by providing jobs and transportation. During the war, however, American Indians also found work in the shipyards and at least 75 worked at the Kaiser yards alone.

A sad testament to the era is the internment of Richmond’s Japanese-American population during the war. Richmond had a long-established community, many of whose members were well known in the plant nursery business. A few Japanese Americans worked in the Kaiser shipyards when they first opened in 1941, but by early 1942, Richmond’s Japanese-American families, like those throughout California, were ordered to report for relocation to internment camps. Homes and businesses were sold or left with friends to be managed in the owner’s



Built in 1941, Atchison Village provided housing for workers of the Kaiser Shipyards.

absence. Some of these properties were leased to wartime workers for housing.

Wartime Boom and Housing

The San Francisco Bay Area saw more economic activity, social impacts and wartime frenzy than most regions of the country. As the nation’s number one shipbuilding center and key port of embarkation to the war’s Pacific theater, the Bay Area’s population swelled by more than half a million between 1940 and 1945. Over half of the newcomers, many of whom were from the South and Midwest, settled outside San Francisco in the East and North Bay areas.

Richmond, a small semi-industrial city, boomed with the build-up to war: from a 1940 prewar population of approximately 23,600, the City’s population grew to more than 93,000 by September 1943 and to more than 99,000 according to the



1950 census. Richmond earned national notoriety as the quintessential wartime boomtown. Both the Washington Post and Fortune magazine ran articles that highlighted the extraordinary changes occurring in Richmond. In 1943, it was recommended by a federal government official that Richmond be named a “Purple Heart City” due to the fiscal, environmental, social and economic impacts of the industrial build-up and the associated population explosion experienced during the war years.

Along with the population increase, the need for public services (fire, police, health, recreational and social), housing, schools and infrastructure grew exponentially. The elementary school population quadrupled, while its secondary school population more than doubled. As the migration of war workers to Richmond began, previously vacant housing in the City was quickly occupied. Residents took in boarders; living space was rented including rooms, garages and barns. Hot beds (beds rented for an eight-hour shift) were commonplace. As more and more newcomers continued to arrive, these strangers to Richmond were often forced to sleep in movie theatres, parks, hotel lobbies and automobiles as newcomers searched for more permanent housing. Private builders attempted to meet the demand with new, low-cost housing. An abundance of dormitories, demountable houses and apartment buildings were constructed to house the new residents.

Henry J. Kaiser, a major defense contractor, worked with federal, state and local government agencies to meet the myriad needs of the burgeoning worker population. The Richmond Housing Authority was established to address the challenges brought on by

the sudden influx of shipyard workers. It completed three federally-funded projects during its first year of operation: Atchison Village, Triangle Court and Nystrom Village.

More than 21,000 public housing units were constructed in the City by 1943, providing housing for more than 60% of Richmond’s total population. By the war’s end Richmond maintained the largest federal housing program in the nation. In addition, a local branch of the National Association for the Advancement of Colored People (NAACP) was established at Harbor Gate Homes in 1944.

Community Services

Federal, state and local government agencies coordinated efforts with private agencies to develop an extensive program of public services to support new Richmond residents. In addition to housing, wartime workers needed health care, child care and recreational outlets.

Health Care

Henry J. Kaiser’s most significant contribution to the field of corporate welfare was in health care services. Following the 1941 flu and pneumonia epidemics in the East Bay, Kaiser inaugurated the Permanente Health Plan for its employees in 1942. The plan involved a three-tier medical care system that included six well-equipped first aid stations (one survives at historic Shipyard No. 3), the Kaiser-Permanente Field Hospital on Cutting Boulevard and the Permanente Hospital in Oakland. Together



The Kaiser-Permanente Field Hospital served Kaiser shipyard employees who signed up for the Permanente Health Plan.

these facilities served Kaiser shipyard employees who signed up for the Permanente Health Plan—one of the country’s first voluntary pre-paid medical plans to be provided on this large scale.

By August 1944, 92% of all Richmond shipyard employees had joined the plan, which was financed through paycheck deductions of 50 cents per week. The health plan was extremely popular with workers and boosted Kaiser’s image as a preferred employer. Kaiser’s initial investment paid for itself many times over as better health care made for healthier workers, less absenteeism and increased productivity.

Near the end of the war, the health plan was extended to include workers’ families, and as a result became the most enduring of all of Kaiser’s programs. The “Kaiser Plan” was a direct precursor of the health maintenance organization (HMO) as defined by the federal Health Maintenance Organization Act of 1973. Today, Kaiser Permanente



is among the nation's largest and most influential health care providers.

Child Development Centers

Growing numbers of women in the workforce elevated the importance of high quality child care. Frustrated by the inadequacy of local child care programs, Kaiser helped to establish approximately 35 child care centers of varying sizes in Richmond to provide preschool child care for women working in the shipyards. Some centers were established in new buildings built specifically for this purpose while others were located in converted buildings or in existing schools. At its peak, with some 24,500 women on the Kaiser payroll, Richmond's citywide child care program maintained a total daily attendance of some 1,400 preschool children.

The most substantial facilities built specifically for child care were the Maritime Child Development Center and the similar Pullman Child Development Center (later renamed the Ruth C. Powers Child Development Center). Funded by the U. S. Maritime Commission and operated by the Richmond School District, the centers incorporated progressive educational programming developed by child welfare experts from the University of California at Berkeley. In some locations, the program provided 24-hour care for children whose mothers' worked the night shift, and included well-balanced hot meals, health care and optional family counseling.



Renovated Child Maritime Development Center

Recreational Outlets

In the highly competitive wartime labor market, Henry J. Kaiser played a leading role in providing corporate welfare to the Richmond workforce both as an employee incentive and to promote productivity and social harmony in the community. Kaiser offered a wide variety of recreational and sports programs: a company newsletter (Fore 'N' Aft); counselors and specialists to help improve work conditions and promote responsible personal financial management and family health; worktime music; entertainment during elaborate lunchtime events; and inter-shipyard competitions to promote efficiency and safety, and to spur production.

Transportation

With the majority of shipyard workers commuting between Richmond and other cities in the East Bay, the federal government established provisional train, bus and streetcar lines to alleviate the overcrowding of local carriers. Most notable of these was the

“Richmond Shipyard Railway.” Constructed and operated by the Key System for the U.S. Maritime Commission, trains ran from Emeryville and Oakland to the Richmond shipyards beginning in January 1943 until it was shut down in September 1945. Using old inter-urban track lines, the Key System featured converted cars from New York City's recently abandoned Second Avenue elevated line of the Interborough Rapid Transit Company. Initially, 39 trains operated in each direction daily. By the end of February 1943, the total number of daily trains increased to 94 with an average ridership of 11,000 passengers.

Post World War II Richmond

By the late 1940s Richmond experienced the economic instability that followed wartime expansion. Large numbers of Richmond's war workers were left unemployed or underemployed as the defense contracts ended and the industries closed down. Many were left homeless when temporary war worker housing was demolished. Although new industries moved in to occupy some of the vacated shipyard structures, unemployment in the City was exacerbated by the loss of its older urban industries that left to take advantage of incentives to build new plants in outlying suburbs.



The SS Red Oak Victory Ship is the only surviving example of a World War II ship built in Richmond.



The Whirley Crane is one of the many surviving resources from World War II.



The Rosie the Riveter Memorial celebrates the World War II home front effort in Richmond.

Richmond Today

Today, Richmond honors and remembers its incredible history with new-found pride. Community revitalization efforts are centered on historic resources and City celebrations are being reinvented with “home front” themes. Richmond citizens embrace their history, celebrate their contribution to victory in World War II and look forward to sharing these amazing stories with the rest of the country.

The Rosie the Riveter/World War II Home Front National Historical Park was created to commemorate the efforts of all Americans serving on the home front as well as to acknowledge Richmond’s unique role in the war effort. The surviving historic buildings and sites in Richmond represent a rich collection of related industrial and community-based resources that were built to address wartime needs.

Nationally Recognized Historical Park Resources³

Historical Park resources vary from waterfront parks and structures associated with the shipyards, to factory buildings, housing and other community-serving facilities utilized by the home front workforce. Specifically, the following resources are listed as nationally significant in the establishing legislation for the Rosie the Riveter/World War II Home Front Historical National Park.

Richmond Shipyard No. 3

The last of the four original shipyards that made up the expansive Kaiser yards. Shipyard No. 3 remains intact with its original concrete shipbuilding basins, machine and sheet metal shops, warehouse, cafeteria and first aid station.

Whirley Crane

Richmond’s high-capacity gantry “Whirley Crane” allowed high-speed ship assembly with its ability to turn 360 degrees and lift large, prefabricated ship sections into place.

SS Red Oak Victory Ship

The SS Red Oak is the only surviving example of a World War II ship built in Richmond.

Ford Assembly Building

The Ford Assembly Building was the largest automobile assembly plant on the west coast, where World War II military vehicles received final processing.

Maritime and Ruth C. Powers Child Development Centers

The Maritime and Ruth C. Powers Child Development Centers were child care facilities built



to accommodate the wartime needs of children and working mothers in Richmond.

Kaiser-Permanente Field Hospital

The Kaiser Permanente Field Hospital was originally constructed to serve as an emergency facility for shipyard workers and remained in use until 1995; this hospital set the foundation for the development of Kaiser Permanente's medical center and hospital in Richmond.

Fire Station No. 67

The original Richmond Fire Station 67 remains as an architectural reminder of the emergency support activities that took place at the Kaiser Shipyards during the war.

Nystrom and Atchison Villages

The Nystrom and Atchison Villages are important remaining examples of the thousands of housing projects that were built to accommodate the wartime shipyard workers.

Rosie the Riveter Memorial

The Rosie the Riveter Memorial at Marina Bay Park commemorates the important contributions of women to the World War II shipbuilding effort.

Marina Bay's Waterfront Parks

A series of waterfront parks provide a public corridor with a unifying, historic theme to connect the various park sites and provide visitors with outdoor-

oriented, interpretive exhibits. The parks include: the Shimada Peace Park highlighting Richmond's healing relationship with its sister-city in Japan; the Barbara and Jay Vincent Park commemorating the launch of the Liberty Ships; the Lucretia W. Edwards and Sheridan Observation Point Parks providing key views of the shipyards; and the portion of the San Francisco Bay Trail/Esplanade that connects these parks.

While a majority of these resources are situated along the shoreline, some are located inland, with a cluster at Cutting Boulevard and Harbour Way, and additional resources at Macdonald Avenue and Garrard Boulevard. The Park itself represents the entire collection of designated national resources and environs. A major opportunity in further developing this newly established Park is to improve connections between key destinations to offer a comprehensive experience of the vast collection. In addition to these nationally recognized resources, Richmond aims to identify and preserve other home front resources that help to tell the story of the people of Richmond and their World War II contributions. Richmond's Museum of History and Richmond's National Park Center Visitor Center play important roles in promoting and facilitating the study of Richmond's history, culture and significant home front themes.

Framework for National Historical Park Development

The National Park Service along with Richmond City officials and other community members have created a comprehensive vision of how Richmond's National Historical Park will evolve. The National Park Service's General Management Plan has been completed. The Plan describes existing conditions of the designated resources in the Park's establishing legislation including ownership status and associated themes. The Plan also allows for classification of previously unidentified resources. These additional resources may supplement those already listed as nationally significant. The Plan provides a road map whereby the National Park Service will work with the City and cooperating partners to preserve and protect Richmond's key home front resources for the benefit and enjoyment of the American people. In support of that vision, the Richmond City Council has adopted numerous resolutions committing to the creation of the National Park and the preservation of key resources.

The historic sites and structures associated with the National Historical Park's major themes are in various states of preservation and use. In order to achieve a vision for the Park that encourages visitors to explore and experience a number of places throughout Richmond that convey home front stories and themes, the National Park Service, the City of Richmond and cooperating partners will continue to work together to encourage preservation, rehabilitation and interpretation of key sites.



The Economic Benefits of National Parks⁴



National parks have significant impacts on their surrounding local and regional economies. Trails, open spaces and historic sites are key amenities to local residents and provide attractive destinations for visitors and heritage tourists travelling from afar. Across the United States national parks are powerful drivers of local and regional economies. They provide national and international spotlights on their surrounding areas and support a broad spectrum of tourism-related businesses.

The economic impacts of national parks are generally measured as direct and secondary impacts. Direct economic impacts are those attributable to the park itself, through visitor spending and park employee payrolls. Secondary economic impacts refer to the multiplied effect of park spending on goods and services provided by local firms. Secondary impacts often include spending on park construction and maintenance services; lodging, restaurants and tourism-related retail; and other retail and commercial activity generated by visitors. The economic development effects of secondary impacts attributable to national parks are substantial and often play a critical role in local economic development. In 2006, the total economic impact of national park visitor spending (excluding local visitors) to local economies was over \$21 billion in direct and secondary impacts.



As a regional example, the Bay Area's Golden Gate National Recreation Area attracted 13.5 million visitors in 2006 with total spending exceeding \$231.7 million; non-local visitors accounted for \$96 million of total spending (41%) and added approximately \$70 million of value to the local economy. These figures reinforce the importance of national parks to local economies and illustrate the tremendous economic development benefit the park could represent.



Key Findings and Recommendations

The City of Richmond played a key role in the home front effort during World War II. As shipyards and factories were constructed to produce ships and equipment to support the war effort, the rest of the City experienced an unprecedented growth due to the need to house and serve war workers and their families. During the war effort, Richmond became a thriving city with a bustling downtown, strong neighborhoods and vibrant public life.

A number of structures and resources that were constructed during World War II still exist in varying degrees of preservation. These resources are an integral part of the City's history and cultural heritage. The City will coordinate efforts with the National Park Service to preserve, enhance and promote these resources for the benefit of current and future generations.

The Rosie the Riveter/World War II Home Front National Historical Park is a unique asset and resource for the City and a source of pride for the community. Few cities host a national park within their jurisdiction. Richmond has the opportunity to take advantage of this resource to promote multiple community goals including historic preservation and community and economic development.

The following key findings and recommendations are derived from the analysis of existing conditions, as well as the community's vision for the future.

Finding: Richmond has unique historic and cultural assets of national significance that should be preserved and showcased to current and future generations.

Richmond's history is inextricably linked to the country's World War II home front effort. The Park celebrates Richmond's contribution to the war and explains how this role transformed the City. The success of the Park will depend on the degree to which City and National Park Service staff integrate and coordinate their planning and development efforts. The key to success is the development of a shared vision for the Park and its ability to accommodate the needs of all residents and visitors.

Strategies to develop the Park's potential include:

- Further development of the national historical park including the identification of resources that need to be preserved;
- Aligning historic resource protection efforts with economic and community development opportunities;
- Providing visitor support services and promoting cultural heritage tourism; and
- Creating a regulatory framework that aligns with federal and state regulations to preserve and protect resources.



The rehabilitated Ford Assembly Building built in 1930 is now home to green businesses and the visitor center for the Rosie the Riveter/World War II Home Front National Historical Park.



Goal

GOAL NP1

Full Development of the National Historical Park

The Rosie the Riveter/World War II Home Front National Historical Park is in its initial phase of development. Play a significant role in supporting and encouraging the development of the National Historical Park by assisting in the implementation of the National Park Service General Management Plan.



Policies and Implementing Actions

A range of policies and implementing actions are outlined below in relation to each of the goals. These policies mandate, encourage or allow certain actions to be pursued throughout the duration of the General Plan. Together they serve as strategic directions for City staff and partners, highlighting where time and resources should be focused.

Each policy may either be correlated with a number of actions, or simply a single key implementing action. Conversely, some actions may support a range of policies. The policies and implementing actions are organized in two parts. First, all goal-related policies are described and each policy description is followed by a list of its associated implementing actions. Then, implementing actions are described in greater detail in the following section.



GOAL NP1

Full Development of the National Historical Park

Policy NP1.1

Delineation and Protection of Resources

Support the National Park Service in delineating and protecting existing and potential resources in the City that are significant to Richmond's role in the World War II home front effort. Align resource protection with economic and community development opportunities. Ensure that local regulations are consistent with state and federal regulations.

Policy NP1.2

Access to Resources

Support the expansion of transportation options to National Historical Park resources and sites in the City. Prioritize access by public transit, bicycling and walking. Improve access for visitors from within and outside the City. Minimize the impact of improvements on neighborhoods where resources are located.

Policy NP1.3

Interpretation and Awareness

Increase awareness about the history of the City and the National Historical Park through interpretation and education. Bring local and national attention to the City's unique and important heritage. Encourage opportunities to link Richmond's heritage with the themes associated with the World War II home front.

Policy NP1.4

Visitor Support Services

Support the National Park Service in its effort to provide facilities and services that welcome residents and visitors to National Historical Park sites. Build on the historical assets of the City to promote heritage tourism in Richmond.

Policy NP1.5

Support of Projects Recognizing Contributions to the World War II Home Front Effort

The City shall encourage projects that recognize the contributions of immigrants, women, people of color, and other underrepresented communities, including the families of veterans, in the World War II home front effort.



GOAL NP1

Full Development of the National Historical Park

Action NP1.A***Cooperation with the National Park Service***

Execute a cooperative agreement with the national Park Service to establish a framework for the National Park Service and the City to develop a complete cooperative projects as intended by Congress with the enacting of Public Law 106-352.

Action NP1.B***National Historical Park Cooperating Partners Forum***

Support the establishment of a National Park Cooperating Partners Forum to coordinate activities, resources and implementation of the National Park Service General Management Plan.

Action NP1.C***National Historical Park Resource Protection Incentives Program***

Support and encourage private property owners in the City to protect and enhance existing and potential National Historical Park resources.

Action NP1.D***Catalytic Projects Program***

Coordinate with the National Park Service to identify catalytic projects that may advance the development of the National Historical Park in the City. Criteria for catalytic projects should satisfy multiple objectives including economic and community development potential, consistency with redevelopment and revitalization goals and significance to the National Historical Park. Existing catalytic projects in the City include the Ford Assembly Building adaptive reuse, Shipyard #3 redevelopment and Nystrom area revitalization.

Action NP1.E***Cultural Heritage Tourism Program***

Develop a program to promote the cultural and historic resources in Richmond, especially the Rosie the Riveter/WWII Home Front National Historical Park, Point Richmond and the Downtown. Collaborate with local businesses, the Richmond Convention and Visitors Bureau, organizations and Chamber of Commerce, the National Parks Service, community organizations and other partners, where appropriate, to develop and implement the program. Consider visitor-serving uses, transportation, marketing and branding.

See also: HR2.A; LU3.C



GOAL NP1

Full Development of the National Historical Park

Action NP1.F

Interpretative Signage and Wayfinding Plan

Support the National Park Service in its efforts to develop and implement an interpretive signage and wayfinding plan for the National Historical Park sites in the City. Coordinate with related efforts such as citywide signage guidelines, citywide interpretive trail guidelines and San Francisco Bay Trail planning efforts to ensure appropriate branding and consistency.

Action NP1.G

Visitor Services and Facilities

Support the National Park Service in its efforts to develop a visitor services and facilities plan to identify, plan and provide adequate and quality support services and facilities for current and future visitors. Services and facilities may include accommodation, food, recreation and access. The City's living heritage and historic sites could attract thousands of visitors from around the Bay Area and across the country to experience a 1940s-era home front setting. A coordinated, Richmond-based partnership with the National Park Service could market and grow the heritage tourism component of the City's economy.

Action NP1.H

Cultural Heritage Shoreline Plan

Support the National Park Service in developing a heritage shoreline plan that identifies, designates and promotes the Southern Shoreline Area of the City as a cultural heritage zone. The heritage shoreline extends from the East Brother Lighthouse to the Ford Building in the Marina Bay area. The southern shoreline has a concentration of historical and cultural sites in the City, including many National Historical Park sites and pre-World War II resources related to Native American, railroad, shrimping, whaling and winemaking history. Include recreation and visitor-serving uses along the shoreline. Provide access to these sites from land and water. Explore the potential for creating the Cultural Heritage Water Trail, a water-based transit system envisioned to connect cultural and historical sites along the southern waterfront with the proposed ferry terminal in the Marina Bay area.



Summary of Implementing Actions

The table presented on the following pages is a tool for guiding implementation of the City’s National Historical Park Element. Organized by the community’s broad goals, the table provides an overview of policies and implementing actions detailed in the previous section. Each action is linked to a designated lead responsible party. Related policies are identified in the final column.

Goal NP1: Full Development of the National Historical Park

Action		Lead Responsibility	Supporting Policies
NP1.A	Cooperation with the National Park Service	City Manager’s Office	NP1.1
NP1.B	National Historical Park Forum	City Manager’s Office	NP1.3; NP1.4
NP1.C	National Historical Park Resource Protection Incentives Program	Planning and Building Services	NP1.1, NP1.2, NP1.3
NP1.D	Catalytic Projects Program	Redevelopment Agency	NP1.1, NP1.2, NP1.4
NP1.E	Cultural Heritage Tourism Program	Office of Economic Development	NP1.1, NP1.2, NP1.3, NP1.4
NP1.F	Interpretive Signage and Wayfinding Plan	Recreation	NP1.2, NP1.3, NP1.4
NP1.G	Vistor Services and Facilities	Office of Economic Development	NP1.3, NP1.4
NP1.H	Cultural Heritage Shoreline Plan	Redevelopment Agency	NP1.1, NP1.2, NP1.3, NP1.4



Regulatory Framework

Organizations

National Park Service

The National Park Service maintains nearly 400 national parks across the country including recreational, cultural and natural sites. The National Park Service oversees daily operations and long-range planning for the Rosie the Riveter/World War II Home Front National Historical Park (<http://www.nps.gov/>).

Legislation and Documents

Rosie the Riveter/World War II Home Front National Historical Park Establishment Act of 2000

This Act, signed into law by President Clinton in 2000, established the Rosie the Riveter/World War II Home Front National Historical Park. The legislation was put forth by Congressman George Miller and Senators Barbara Boxer and Diane Feinstein.

National Historical Park General Management Plan

The National Park Service prepares a general management plan for every National Park to guide development and management of the park. For the Rosie the Riveter/World War II Home Front National Historical Park it describes the existing conditions, ownership status and associated themes of the resources described in the park's establishing legislation.



Notes

1. Official California Legislative Information Website. <http://www.leginfo.ca.gov/>.
2. Highlights of Richmond's Home Front history includes information from the following sources:
 - Butt, Tom. Richmond City Councilmember. Historical context of Richmond's Home Front era provided for the General Plan update process. 2008.
 - Rosie the Riveter/World War II Home Front National Historical Park Website. <http://www.rosietheriveter.org.htm>.
 - City of Richmond. Master Historic Resources Inventory. 2007. <http://www.ci.richmond.ca.us/DocumentView.asp?DID=2107>.
3. Further information about the various park sites can be found at the following locations:
 - United States National Park Service. "Rosie the Riveter/World War II Home Front Feasibility Study." 1999. http://www.nps.gov/pwro/rori_library/rori_fs_41-50.pdf.
 - Rosie the Riveter/World War II Home Front National Historical Park Website. <http://www.rosietheriveter.org/shipyards.htm>.
4. Stynes, Daniel J. and National Park Service Social Science Program. "National Park Visitor

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Cover Artwork

1. Photograph by Hector Rojas
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